

**INDUSTRY  
GUIDELINES**

**ESMO ASIA 2015**

Singapore

**18-21 DECEMBER 2015**

IMPORTANT DEADLINES

26 August 2015	Abstract submission
23 September 2015	Early registration
14 October 2015	Group registration, participant names to be supplied
04 November 2015	Late-breaking abstract submission
11 November 2015	Late registration

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## CONTACTS

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MCI Group Asia Pacific Pte Ltd

20 Bendemeer Road, #04-02 Cyberhub, Singapore

Web: [www.esmoasia.org](http://www.esmoasia.org)

### Sponsor and Industry Relations

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## WELCOME TO ESMO ASIA 2015

### Dear Industry Partners,

The European Society for Medical Oncology (ESMO) is the leading European professional organisation committed to advancing the specialty of medical oncology and promoting a multidisciplinary approach to cancer treatment and care.

ESMO provides its members and the wider oncology community with an extensive range of educational services and scientific platforms with the ultimate goal of improving knowledge and information sharing in order to provide the best possible care for cancer patients.

With this goal in mind and on behalf of ESMO, I encourage you to join the ESMO community of oncology professionals and participate in this exciting first ESMO Asia Congress, 18-21 December 2015 at the Suntec Convention & Exhibition Centre in Singapore.

Oncology is a rapidly changing field which requires even more collaboration between doctors from different backgrounds, experience and across all areas of specialisation. Face to face meetings are still the best choice for continuing medical education because they facilitate information exchange between peers. Guided by esteemed Congress Officers, Advisory Council members and Track Chairs, the Congress is an excellent opportunity to update your knowledge while networking with key opinion leaders in oncology.

As the ESMO membership base continues to grow in the Asia-Pacific region, it is our intention to identify and meet the needs of this membership group. The ESMO Asia Congress has been enthusiastically supported by the most important and influential oncology associations in the region. ESMO is thankful for this local support and looks forward to strengthening these key partnerships.

2015 marks 40 years for ESMO and 50 for Singapore. I hope all oncology professionals will join us in spectacular Singapore to celebrate these milestones, and help ESMO shape the future of oncology. ESMO Asia will be a multi-cultural and multidisciplinary Congress and the meeting place for international key opinion leaders in oncology. Together we can make a difference—join us!

I look forward to welcoming you to Singapore.

**Rolf A. Stahel**, Zurich, Switzerland  
*ESMO and Congress President*

## **CONGRESS OFFICERS**

### **ESMO and Congress President**

Rolf A. Stahel, Zurich, Switzerland

### **ESMO Asia 2015 Scientific Steering Committee**

Chair: Fortunato Ciardiello, Naples, Italy

Co-Chair: Anthony T.C. Chan, Hong Kong, China

Fabrice André, Villejuif, France

Yung-Jue Bang, Seoul, Korea

Jean-Yves Blay, Lyon, France

Anthony T.C. Chan, Hong Kong, China

Johann S. de Bono, Sutton, UK

Mario Dicato, Luxembourg

Keiichi Fujiwara, Saitama-ken, Japan

Michele Ghielmini, Bellinzona, Switzerland

Ignacio Melero, Pamplona, Spain

Tony S.K. Mok, Hong Kong, China

Roger Stupp, Zurich, Switzerland

Yi-Long Wu, Guangzhou, China

### **ESMO Asia 2015 Educational Steering Committee**

Chair: Jean-Yves Douillard, St. Herblain, France

Co-Chair: Tetsuya Mitsudomi, Osaka-Sayama, Japan

Raffaele Califano, Manchester, UK

Andrés Cervantes Ruiperez, Valencia, Spain

Michele Ghielmini, Bellinzona, Switzerland

Claus-Henning Koehne, Oldenburg, Germany

Giannis Mountzios, Athens, Greece

Miklos Pless, Winterthur, Switzerland

Florian Strasser, St. Gallen, Switzerland

Giampaolo Tortora, Verona, Italy

### **ESMO Asia 2015 Local Officer**

Patrick Tan, Singapore

### **ESMO Asia 2015 Press Officer**

Solange Peters, Lausanne, Switzerland

**ESMO Asia 2015 Advisory Council**

Jean-Pierre Armand, Villejuif, France

Gouri Shankar Bhattacharyya, Kolkata, India

Ravindran Kanesvaran, Singapore

Stanley B. Kaye, Sutton, UK

Tony S.K. Mok, Hong Kong, China

Eric Van Cutsem, Leuven, Belgium

## **PREFACE**

### **Welcome and congratulations!**

You have decided to partner ESMO Asia 2015, the first congress of its kind in the Asia Pacific region.

ESMO Asia 2015 will take place in Singapore from 18 to 21 December 2015.

Over these 4 days, you will have a unique opportunity to exchange with leading oncologists from the Asia Pacific region as well as the rest of the world.

Well organised planning makes for successful execution and the European Society for Medical Oncology (ESMO) together with its partner suppliers will be glad to guide you over the coming months towards a congress rich in discussion and exchange for your organisation.

These ESMO Asia 2015 Industry Guidelines will guide you in the necessary steps of your participation at ESMO Asia 2015.

The document is organised into 6 distinct sections namely:

1. General Information (Including Congress Overview Plan)
2. Key Dates (Concerning the Scientific Programme, Satellite Symposia, Registration and Publications)
3. Industry Satellite Symposia
4. Industry Meetings On-site
5. Promotion
6. General Terms and Conditions

All the regulations concerning the ESMO Asia 2015 Exhibition will be included in the ESMO Asia 2015 Exhibitor Manual.

A copy of this document will be available on our website and your main contact for any additional queries will be our official Events Management Agency (MCI Group Asia Pacific Pte Ltd).

Please read this document carefully and share with the necessary colleagues and agencies involved in the organisation of your ESMO Asia 2015 activities.

Also note that a successful application for participation at ESMO Asia 2015 implies an acceptance of the requirements contained within these Industry Guidelines and also in any updates posted on <http://www.esmoasia.org>

**We look forward to working with you over the coming months towards a rich and innovative ESMO Asia 2015!**

## GENERAL INFORMATION

### VENUE

ESMO Asia 2015 will be held at the Suntec Singapore Convention & Exhibition Centre, Singapore.

Suntec Singapore Convention & Exhibition Centre  
 1 Raffles Boulevard  
 Suntec City  
 Singapore 039593  
 Tel: +65 6337 2888  
[www.suntecsingapore.com](http://www.suntecsingapore.com)

Suntec Singapore International Convention and Exhibition Centre is a self-contained “city-within-a-city”. One of the largest multi-purpose convention and exhibition facilities in the centre of the city and a 20 minute drive to the airport, Suntec Singapore International Convention and Exhibition Center has hosted some of the world’s biggest meetings, exhibitions and conventions. The centre is located in the central business district of Singapore





## KEY DATES

- **Congress dates**
  - 18-21 December 2015 ESMO Asia 2015 Congress
  
- **Abstract dates**
  - 26 August 2015 Abstract Submission deadline
  - 04 November 2015 Late breaking abstracts deadline
  
- **Registration Deadlines**
  - 23 September 2015 Early registration
  - 14 October 2015 Group registration, participant names to be supplied
  - 11 November 2015 Late registration
  
- **Satellite symposia deadlines**
  - 21 September 2015 Proposed programme, including the title of the satellite symposium and all presentations, the names of both proposed speakers and chairperson(s)
  - 12 October 2015 Notification of acceptance or rejection
  - 6 November 2015 Receipt of the final programme for inclusion in the programme book
  
- **Publication deadlines**
  - 24 August 2015 Submit company logo
  - 21 September 2015 Send advertisements for programme book
  - 5 October 2015 Send advertisement for congress newspaper
  - 12 October 2015 Submit artwork for on-site advertising
  - 19 October 2015 Send bag inserts for evaluation
  - 26 October 2015 Send satellite invitation weblink

## **INDUSTRY SATELLITE SYMPOSIA**

### **1.0 Structure**

Satellite symposia will take place on Friday 18, Saturday 19, Sunday 20 and Monday 21 December 2015. Details of available time-slots may be obtained by email from MCI Asia Pacific Pte Ltd ([esmoasia2015@mci-group.com](mailto:esmoasia2015@mci-group.com)).

### **1.1 Satellite symposia programmes**

All Satellite symposia programmes must be approved by the ESMO Asia 2015 Scientific Committee with a view to ensuring the scientific quality and scope of such symposia within the framework of the Congress.

Companies are strongly encouraged to establish a programme in line with the general concept of the Congress scientific programme. Current ESMO policy encourages the avoidance of topic and/or statement repetition, and/or lectures which may be in conflict with what the ESMO Asia 2015 Scientific Committee considers to be a proper, scientifically well-founded point of view.

ESMO reserves the right to veto speakers. In order to ensure a greater diversity of opinion and scientific contribution, the ESMO Executive Board recommends that a speaker presents at no more than one (1) Satellite symposium. However, if unavoidable, a speaker may be involved in a second satellite for a maximum of two (2) symposia during the Congress. Kindly note that this restriction applies regardless of whether the speaker receives an honorarium or not. Any changes in the provisional or in the final programme must be forwarded immediately to the ESMO Asia 2015 Congress Department ([programme@esmo.org](mailto:programme@esmo.org)).

Each company is responsible for the registration of its own Satellite symposium speakers to the Congress. Registrations are not arranged by ESMO.

Submitting an abstract to the ESMO Asia 2015 Scientific Committee and the official Congress programme implies that the study reported therein will not be presented as such during the Congress at any Industry Satellite symposium prior to its presentation during the official ESMO Asia 2015 programme. Therefore, presenting and sponsoring (by an ESMO member) an abstract certifies that it is not connected to any industry satellite symposia.

### **1.2 Applications**

Requests for Satellite symposia will be processed in accordance to the sponsorship level and on a first-come/ first-served basis.

### 1.3 Programme timeline and deadlines

<b>On application</b>	Each company should inform ESMO about the type of product(s) and the treatment area on which the programme of the satellite symposium will be based.
<b>21 September 2015</b>	The proposed programme, including the title of the Satellite symposium and all presentations, the names of both proposed speakers and chairperson(s), must be submitted using the official ESMO programme template to the ESMO Asia 2015 Congress Department ( <a href="mailto:programme@esmo.org">programme@esmo.org</a> ).
<b>12 October 2015</b>	Notification by ESMO of the acceptance / rejection / request for modifications to the programme as decided by the ESMO Asia 2015 Scientific Committee.
<b>6 November 2015</b>	Receipt of the final programme for inclusion in the programme book.

Please note that you could select ESMO as a provider of sponsored educational satellite symposia, and benefit from the society knowledge to develop and independent symposium. If you are interested in receiving more information please refer to [programme@esmo.org](mailto:programme@esmo.org)

Any infraction(s) to our Industry Guidelines will follow the procedure outlined in the Terms and Conditions on page 25

## 2.0 Satellite symposia details

Schedule, room set-up and features are listed below. Please note that room setup is in theatre style for all sessions. The Panel table sits up to 4 people.

No.	SLOT	LUNCH *	DAY	DATE	TIME	ROOM	HEIGHT TO CEILING	CAPACITY
1	LUNCH - Industry Satellite Symposium 1	Yes	Friday	18-Dec-15	12.45 - 14.15	HALL 405	8.6m	900
2	LUNCH - Industry Satellite Symposium 2	Yes	Friday	18-Dec-15	12.45 - 14.15	SUMMIT	2.9m	600
3	LUNCH - Industry Satellite Symposium 3	Yes	Friday	18-Dec-15	12.45 - 14.15	HALL 332	2.9m	300
4	LUNCH - Industry Satellite Symposium 4	Yes	Friday	18-Dec-15	12.45 - 14.15	HALL 334	2.9m	300
5	EVENING - Industry Satellite Symposium 5	-	Friday	18-Dec-15	18.30 - 20.00	SUMMIT	2.9m	600
6	EVENING - Industry Satellite Symposium 6	-	Friday	18-Dec-15	18.30 - 20.00	HALL 332	2.9m	300
7	EVENING - Industry Satellite Symposium 7	-	Friday	18-Dec-15	18.30 - 20.00	HALL 334	2.9m	300
8	EVENING - Industry Satellite Symposium 8	-	Friday	18-Dec-15	18.30 - 20.00	HALL 325	2.9m	300
9	LUNCH - Industry Satellite Symposium 9	Yes	Saturday	19-Dec-15	12.45 - 14.15	HALL 405	8.6m	900
10	LUNCH - Industry Satellite Symposium 10	Yes	Saturday	19-Dec-15	12.45 - 14.15	SUMMIT	2.9m	600
11	LUNCH - Industry Satellite Symposium 11	Yes	Saturday	19-Dec-15	12.45 - 14.15	HALL 332	2.9m	300
12	LUNCH - Industry Satellite Symposium 12	Yes	Saturday	19-Dec-15	12.45 - 14.15	HALL 334	2.9m	300
13	EVENING - Industry Satellite Symposium 13	-	Saturday	19-Dec-15	18.00 - 19.30	SUMMIT	2.9m	600
14	EVENING - Industry Satellite Symposium 14	-	Saturday	19-Dec-15	18.00 - 19.30	HALL 332	2.9m	300
15	EVENING - Industry Satellite Symposium 15	-	Saturday	19-Dec-15	18.00 - 19.30	HALL 334	2.9m	300
16	EVENING - Industry Satellite Symposium 16	-	Saturday	19-Dec-15	18.00 - 19.30	HALL 325	2.9m	300
17	LUNCH - Industry Satellite Symposium 17	Yes	Sunday	20-Dec-15	12.45 - 14.15	HALL 405	8.6m	900
18	LUNCH - Industry Satellite Symposium 18	Yes	Sunday	20-Dec-15	12.45 - 14.15	SUMMIT	2.9m	600
19	LUNCH - Industry Satellite Symposium 19	Yes	Sunday	20-Dec-15	12.45 - 14.15	HALL 332	2.9m	300
20	LUNCH - Industry Satellite Symposium 20	Yes	Sunday	20-Dec-15	12.45 - 14.15	HALL 334	2.9m	300
21	EVENING - Industry Satellite Symposium 21	-	Sunday	20-Dec-15	18.00 - 19.30	HALL 332	2.9m	300
22	EVENING - Industry Satellite Symposium 22	-	Sunday	20-Dec-15	18.00 - 19.30	HALL 334	2.9m	300

23	EVENING - Industry Satellite Symposium 23	-	Sunday	20-Dec-15	18.00 - 19.30	HALL 325	2.9m	300
24	LUNCH - Industry Satellite Symposium 24	Yes	Monday	21-Dec-15	12.45 - 14.15	SUMMIT	2.9m	600
25	LUNCH - Industry Satellite Symposium 25	Yes	Monday	21-Dec-15	12.45 - 14.15	HALL 332	2.9m	300
26	LUNCH - Industry Satellite Symposium 26	Yes	Monday	21-Dec-15	12.45 - 14.15	HALL 334	2.9m	300

**\* For all Satellite Slots selected during the lunch time it is mandatory to offer a box meal (please refer to chapter 2.2)**

### Technical Equipment

Hall	LCD Projector units	Laptop	Screen	Laser Pointer	Microphones		
					Lectern	Panel	Floor
Hall 405	1	1	12m x 6.75m	1	2	2	4
SUMMIT	2	1	6.1m x 4.57m	1	2	2	4
Hall 325	4	1	6 x 4m	1	1	1	2
Hall 332	4	1	6 x 4m	1	1	1	2
Hall 334	4	1	6 x 4m	1	1	1	2

As part of the chosen sponsorship package, each satellite symposium slot will include the following items:

- Room rental
- Technical Equipment and room setup as mentioned above
- AV support staff
- Symposium session published in the Programme Book as well as in the On-line Programme
- Possibility to install your satellite roll-up\* just outside your lecture room
- Possibility to promote your satellite from your exhibition stand
- Symposium poster will be provided in the ESMO Asia 2015 Industry Satellite Symposium Display Area. Invitation flyers (A5 size) can be placed in the Display Area, a special support will be made available.

*NOTE: The sponsoring company, in addition to the sponsorship fee, must cover all of their own speakers' expenses, including registration fees, accommodation and travel expenses.*

*\* Roll-up banners are restricted to a maximum size of 2000mm x 840mm. The production, delivery and installation of the poster and invitation will be at the company's expense. The graphics, including those of the bag inserts and advertisements, will need to be approved by*

*MCI Asia Pacific before production gets underway. Bag inserts will be a maximum A4 size, printed on both sides and weigh not more than 30g.*

### **2.1 Technical and monitoring staff**

One technical staff member and one hostess are assigned to each room. Additional hostesses can be booked through MCI Group Asia Pacific Pte Ltd ([esmoasia2015@mci-group.com](mailto:esmoasia2015@mci-group.com)).

#### **2.1.1 Alternative stage set-up, additional equipment and/or personnel**

The details of a contact person for an alternative stage set-up, additional equipment and/or personnel will be provided in the confirmations. Owing to the limited set-up and dismantling time necessary between Satellite symposia slots (15 minutes), additional audio-visual equipment should only be ordered through the official supplier. However, should a company wish to use its own technical supplier, the company must check in advance with Suntec Singapore Convention & Exhibition Centre that the proposed “Technical Requirements” of the Symposium are feasible and compatible with the existing equipment.

These requests must be communicated no later than 20 November 2015. Extra equipment requests to be sent to Dorier Asia ([michael.carrucan@perfectus-dorier.com](mailto:michael.carrucan@perfectus-dorier.com))

### **2.2 Food & Beverage**

A selection of box meals (“bento box sets”) will be made available by the ESMO Asia Congress Secretariat to all lunch satellite symposia organisers.

Requests for additional F&B requirements should be addressed to the ESMO Asia Congress Secretariat ([esmoasia2015@mci-group.com](mailto:esmoasia2015@mci-group.com)), indicating the type of function (cocktail or dinner) and number of guests.

Please also note that any food items served in the congress centre must be purchased through the official catering service.

### **2.3 Duration of the Satellite symposium**

All companies are obliged to respect the start and closure times of the Satellite symposia. Extensions beyond assigned time-slots are not allowed under any circumstances. Infringement of this regulation will affect the Sponsors priority list for future ESMO congresses.

### **2.4 Installation, rehearsal and dismantling times**

The halls will be available 15 minutes before the scheduled start of the Satellite symposium for setting-up and rehearsal purposes and will be cleared by the company and ready for the next event within 15 minutes after the scheduled end of the Satellite symposium.

Rehearsal time on the day before may be available but is not guaranteed. Please contact the ESMO Asia Congress Secretariat ([esmoasia2015@mci-group.com](mailto:esmoasia2015@mci-group.com)).

## **2.5 Invited speakers preview centre**

For logistical reasons, companies organising a Satellite symposium are strongly recommended to use the invited speakers preview centre and follow the instructions that ESMO prepares for its own speakers. If a company does not wish to use the invited speakers preview centre they must advise Webges ([esmo@webges.com](mailto:esmo@webges.com)).

## **2.6 Industry satellite symposium webcast**

All the educational sessions that take place at the ESMO Asia 2015 Congress will be added to the respective Webcast Library. Once the congress is over, all the attendees will be able to review all the sessions of the event. This platform will also provide a unique opportunity for all satellite organisers to host their satellite webcast(s) directly in our library and make the content easily accessible to all our attendees and members.

If you are already an OncologyPRO (our official educational portal dedicated to oncologists) Sponsor, the hosting rights are free both inside OncologyPRO as well as in the Symposium Webcast Library provided the filming/recording of your webcast was done by our official supplier (for a small technical fee). To find out more on how to become an OncologyPRO sponsor or get advice on where to host it on this unique platform (if you already a sponsor) contact ESMO.

However, for companies that are not OncologyPRO sponsors a yearly hosting fee applies. This will of course not include recording/filming and any other editing – this will be at your own expense depending on the supplier used. To receive more details on this hosting opportunity, please contact [sponsorevents@esmo.org](mailto:sponsorevents@esmo.org).

Changes to the audiovisual equipment included in the rental package are not allowed. Additional information can be requested to Dorier Asia ([michael.carrucan@perfectus-dorier.com](mailto:michael.carrucan@perfectus-dorier.com)).

## **2.7 Satellite symposia contact/representatives**

Each company will provide the name of one person who will be responsible for the organisation of its Satellite symposium and notify the ESMO Asia Congress Secretariat ([esmoasia2015@mci-group.com](mailto:esmoasia2015@mci-group.com)) as soon as possible about any changes.

If several people are responsible for various aspects (financial, organisational, etc.) of the symposium, the company must inform ESMO accordingly. ESMO strongly recommends, however, that only one (1) contact person is appointed.

If an agency is appointed to manage and organise the Satellite symposium, the company must inform ESMO and provide the agency name and contact person details. Only official agency representatives will receive information material from ESMO.

### **2.8 ESMO Congress website and programme book**

Approved Satellite symposia programmes will be published online in the Satellite symposia section of the ESMO Asia 2015 Congress programme and in the Congress programme book if they are received no later than 6 November 2015.

Satellite symposia programmes published in the ESMO Asia 2015 Congress programme book will follow the layout determined by the ESMO Congress Department. The submission of the programme must follow the format of the ESMO template, which may be requested from ESMO Asia Congress Department ([programme@esmo.org](mailto:programme@esmo.org))

The following details are necessary for inclusion in both programmes (online and book): session title, lecture titles plus allocated time for each presentation, full speaker names, affiliation and contact details.

### **2.9 Abstract presentation during the Congress**

Each company must guarantee that studies reported in accepted abstracts will not be presented as such during the Congress at any industry-related Satellite symposia prior to its presentation during the official Congress programme.

### **2.10 ESMO Congress Abstract book**

Abstracts related to satellite symposia are not published in the ESMO Congress Abstract book.

Any infraction(s) to our Industry Guidelines will follow the procedure outlined in the Terms and Conditions on page 25



## **INDUSTRY MEETINGS ON-SITE**

### **3.0 Industry Meeting activities**

#### **3.1 Networking events**

Companies may organise evening events, provided that these start after the conclusion of the official programme of the day.

The Opening session will take place in the congress venue on Friday, 18 December 2015 from 11:00 to 12:30 hours. ESMO does not authorise that Congress participants are offered any corporate-organised event before the end of the Opening session (12:30 hours).

The ESMO Presidential Dinner is foreseen on Sunday, 20 December 2015 (19:30-23:00). The ESMO Board of Directors and the Congress Faculty will be invited to the Presidential Dinner.

#### **3.2 Unofficial Satellite symposia or similar events**

During the period beginning Thursday, 17 December 2015 through to Monday, 21 December 2015, ESMO does not allow any corporate-organised Satellite symposia or similar events to take place on other days and in other places except on Friday, 18, on Saturday, 19, Sunday, 20 and on Monday, 21 December 2015 in the official venue.

#### **3.3 Participation in Industry Satellite symposia**

Participants fully registered to the Congress, visitors wearing the visitors' badge, exhibitors wearing the exhibitors badge and agencies wearing the Industry Satellite badge have the right to attend the industry Satellite symposia.

#### **Blackout times:**

Friday, 18 December 2015	11:00-18:00
Saturday, 19 December 2015	08:00-18:00
Sunday, 20 December 2015	08:00-18:00
Monday, 21 December 2015	08:00-16:00

### 3.4 Media activities

All media activities initiated by third parties are subject to a specific Media Policy. Companies wishing to organise a media event during the Congress should send a request to the ESMO Press Office using the appropriate form made available through the ESMO website or contacting [media@esmo.org](mailto:media@esmo.org). For any additional information about Media issues, please contact [media@esmo.org](mailto:media@esmo.org).

#### *Press badges*

According to the ESMO Media Policy, press badges may only be assigned to journalists working for recognised media organisations. Should communication agency representatives require a badge for the purpose of preparing and/or developing third-party media events, please contact the ESMO Press Office ([media@esmo.org](mailto:media@esmo.org)) to obtain a temporary badge. Full details are available in the ESMO Third-party Media Activities Policy.

### 3.5 Types of Meetings

Activities such as internal meetings involving Congress delegates, press conferences, educational or promotional activities taking place either in or outside the congress centre but concomitant with or during breaks in the official ESMO Congress educational and scientific programme are subject to ESMO approval.

Clear identification of the organisers, purpose, targeted participants and the full programme must be submitted for approval to ESMO Asia Congress Secretariat ([esmoasia2015@mci-group.com](mailto:esmoasia2015@mci-group.com)) at least 6 weeks prior to the event.

ESMO has created two meeting room categories namely: **Closed Industry Meetings** and **Meet the Investigator** Time Slots to allow sponsoring companies to organise different meeting formats within the congress centre during the congress hours.

#### **Closed Industry Meeting**

ESMO allows industries to organise staff meetings, briefings, advisory boards, client meetings or other type of closed meetings within the congress centre with the following requirements:

- Meeting “is closed” and by invitation only
- Maximum attendance is 35 guests
- Meeting is not promoted in the convention centre or in any ESMO Asia 2015 publications
- Small meetings may take place in parallel with the official ESMO Congress educational and scientific programme provided they do not involve groups larger than 35 people and are limited in duration.
- If you plan to have an ESMO Asia 2015 Speaker at your session make sure your chosen meeting slot does not conflict with his/her session(s)
- Media should not be invited and are not permitted to attend the meeting

### **Meet the Investigator Studio Time Slots**

Specially dedicated lecture room available for lectures, Q&A and scientific dissemination about investigator activities in non-marketed active agents.

- One room with capacity for 100 delegates, with access completely controlled by the sponsoring company
- Logistics: screen, laptop, projector, lectern, 1 microphone, 1 hostess
- Presentations of 30', all included, set up and dismantling of possible posters too
- Presentations one after the other, strict enforcing of timeslot allocation
- A schedule of the daily lectures (sponsoring company and slot time) will be published in the ESMO Asia 2015 Programme Book and in the Meet the Investigator Area
- Companies can book single slots of 30 minutes
- Time slots must not be in conflict with satellite symposia
- If you plan to have an ESMO Asia 2015 Speaker at your session make sure your chosen slot does not conflict with his/her session(s)

For more information and to book your slot, please contact MCI Group Asia Pacific Pte Ltd ([esmoasia2015@mci-group.com](mailto:esmoasia2015@mci-group.com)).

Investigator Studio Slots will be assigned on a first come, first served basis.

Any infraction(s) to our Industry Guidelines will follow the procedure outlined in the Terms and Conditions on page 25

**Meet the Investigator Studio time slots:**

<b>Friday, 18 December 2015</b>
<i>Time slot</i>
14:30-15:00
15:00-15:30
15:30-16:00
16:00-16:30

<b>Saturday, 19 December 2015</b>
<i>Time slot</i>
09:00-09:30
09:30-10:00
10:00-10:30
10:30-11:00
11:00-11:30
11:30-12:00
14:30-15:00
15:00-15:30
15:30-16:00
16:00-16:30

<b>Sunday, 20 December 2015</b>
<i>Time slot</i>
09:00-09:30
09:30-10:00
10:00-10:30
10:30-11:00
11:00-11:30
11:30-12:00
14:30-15:00
15:00-15:30
15:30-16:00
16:00-16:30

<b>Monday, 21 December 2015</b>
<i>Time slot</i>
09:00-09:30
09:30-10:00
10:00-10:30
10:30-11:00
11:00-11:30
11:30-12:00

## PROMOTION

### 4.0 Promotion of the Satellite symposium and other activities

#### 4.1 Publications and On-site Advertising

Each company will ensure that all company publications referring to Satellite symposia mention: “ESMO Asia 2015 Industry Satellite Symposium” in order to avoid any confusion with the official scientific programme. For this reason, all companies must submit a copy of the final publication to [esmoasia2015@mci-group.com](mailto:esmoasia2015@mci-group.com) and respect the following deadlines:

24 August 2015	Submit Company logo
21 September 2015	Send advertisements for Programme Book
5 October 2015	Send advertisement for Congress Newspaper
12 October 2015	Submit artwork for on-site advertising
19 October 2015	Send bag inserts for evaluation
26 October 2015	Send satellite invitation weblink

Shipment instructions for “bag inserts” will be given upon approval. ESMO accepts no responsibility for programmes which are submitted late.

ESMO suggests avoiding cultural or historical references in printed material and bears no responsibility should any such references cause offence.

Furthermore, ESMO bears no responsibility towards the delegates for the display, promotion or sale of therapies or services, neither are ESMO supporting those products or services for their sole promotion at ESMO Asia 2015. However, ESMO reserves the right to deny at any time the display, promotion or sale of products, therapies or services should these be against the generally accepted clinical approach. Promotion of unapproved therapies (by regulatory authorities) is regulated by the local and International laws and ESMO bears no responsibility in case of a complaint based on such laws. Sponsoring companies are therefore advised to consult the Codes of Practice of their governing bodies for information and guidance on regulations around attendance at medical congresses. In all cases, sponsoring companies are responsible for ensuring that their promotion during the congress is legally and ethically acceptable in Singapore.

#### 4.2 Reproduction of logos

Each company is entitled to use the official logo of ESMO Asia 2015 on invitations and promotional documents related to the approved Satellite symposium.

Companies are not allowed to use the ESMO corporate logo under any circumstances.

MCI Group Asia Pacific Pte Ltd ([esmoasia2015@mci-group.com](mailto:esmoasia2015@mci-group.com) ) will provide the ESMO Asia 2015 Congress logo as an electronic file upon request, but not before the draft of the invitation or other promotional material is submitted for approval.

### 4.3 Inviting participants

Inviting participants to your satellites has never been this easy and effective.

A month prior to ESMO Asia 2015 satellite symposium organisers will have the opportunity to showcase their satellites via a digital satellite invitation/weblink in our Online Scientific Programme and invite delegates to find out more about their session(s).

Furthermore, in the ESMO Asia 2015 E-Newsletter there will be a dedicated Industry Satellite Symposia section whereby all these digital invitations will be grouped.

From the 2 November 2015, your satellite invitation weblink will go live (this will be subject to prior submission before the 26 October 2015 deadline and subsequent approval by MCI Group Asia Pacific Pte Ltd). The ESMO Asia 2015 E-Newsletter will be sent out to all registered delegates in early November 2015. To take full advantage of this unique opportunity and book this sponsorship product, please contact MCI Group Asia Pacific Pte Ltd ([esmoasia2015@mci-group.com](mailto:esmoasia2015@mci-group.com)) today!

#### Rules and Regulations:

ESMO reserves the right to refuse requested Weblinks should any web page be deemed to conflict with ESMO's ethics or interests.

- A weblink is a page or pdf, created by the sponsoring Industry, highlighting their Satellite.
- The content of the Weblink message must not make any statements about the quality or virtues of a sponsoring Industry and/or any of the Industry's product(s) either via text or visuals. With a Satellite Symposia: the content of the Weblink must solely state the:
  - o Title of the session.
  - o The names of the chairpersons and speakers.
  - o Venue and timing of the ESMO approved scientific programme.
- Note that that no product names or brand names are allowed in the title or in the scientific programme of the session.
- The deadline to submit your Weblink to [esmoasia2015@mci-group.com](mailto:esmoasia2015@mci-group.com) is the 26 October 2015. Your Weblink will undergo an internal approval procedure and Industry will be informed within 5 working days as to the status of approval.
- This page must not include links, hyperlinks, hot-spots or any means through which the advert can be linked to another site. There will be no exceptions made to this rule.
- The Weblink may consist of more than 1 virtual page, due to its online nature, however no more than 2 pages can be included per Weblink.
- Under no circumstances may "Flash files" be allowed.
- Any requests for content or structure change/ amendments after the Weblink has been linked to the appropriate listing will not be actioned.
- To ensure that the ESMO Asia 2015 Congress logo is properly protected, ESMO has defined guidelines for its use, which permit the use of the Congress logo under specific conditions.

- Cancellation of the Weblink should be sent in writing to MCI Group Asia Pacific Pte Ltd.

The web page will only be linked once MCI Group Asia Pacific Pte Ltd approval is confirmed and the payment for the sponsorship package is received.

#### **4.4 Inserts in the delegate bags**

All Satellite symposia invitations must not be larger than A4 format and not heavier than 30 grams. Shipment and delivery instructions provided by the Congress Secretariat must be respected. Shipment handling fees are not covered by ESMO.

Bag inserts must be submitted for approval to MCI Group Asia Pacific Pte Ltd ([esmoasia2015@mci-group.com](mailto:esmoasia2015@mci-group.com)) by the 19 October 2015.

ESMO bears no responsibility for the non-inclusion of leaflets in the delegate bags if the shipping instructions and deadline are not respected.

#### **4.5 Advertisements**

Advertisements are possible in Congress-related publications. Please contact MCI Group Asia Pacific Pte Ltd ([esmoasia2015@mci-group.com](mailto:esmoasia2015@mci-group.com)) for further details.

#### **4.6 Signage, display and distribution on site**

For the display of programme posters, one designated poster board will be made available in the ESMO Asia 2015 Industry Satellite Symposium Display Area and an additional display in front of the auditorium. In the ESMO Asia 2015 Industry Satellite Symposium Display Area there will be a rack with:

- Session organisers are responsible for storing the invitations and ensuring the racks are filled.
- Each company is responsible for printing sufficient invitations.
- Display racks will be available from Friday 18 December to Monday 21 December 2015. The poster boards will be portrait (vertical). Please contact [esmoasia2015@mci-group.com](mailto:esmoasia2015@mci-group.com) for the poster board sizes.

Instructions regarding signage, including set-up and dismantling times, auditorium decoration etc., will be provided by the ESMO Asia Congress Secretariat and must be fully respected at all times.

The display of posters is forbidden in other areas of the congress centre other than on the designated poster boards, throughout the congress period. Invitations and flyers may not be distributed to participants in any access to, or in public areas of, the congress centre, including between the metro station and the main entrance of the congress venue.

Flyers may, however, be distributed in front of the door(s) of the assigned auditorium no earlier than one (1) hour before the start of the Satellite symposium. 1 welcome desk will be available outside each session room.

Additionally, the venue strictly forbids sticking signage or other elements to any walls, doors or windows of the premises.

#### **4.7 Promotion at congress hotels**

The production, distribution or display of promotional materials at the hotels where participants are staying during the Congress is discouraged by ESMO. However, if such items are produced and distributed, their texts must follow the same rules as those that apply to other printed material (see 3.1). No assistance will be provided by ESMO or by the official housing service for the distribution of material or for the list of official Congress hotels.

#### **4.8 Other promotional activities**

Any other activity organised with the purpose of promoting the company's presence during the event or its products or services is subject to ESMO approval.

#### **4.9 Promotion related to products and services**

Companies holding Satellite symposia are responsible for obtaining relevant information and for complying with all Singaporean and international rules and regulations related to advertising and promotion of all products and services mentioned as part of the satellite symposium.

Advertising of a specific product or service does not mean acceptance by ESMO, and the sponsoring company is solely responsible for bringing its advertising into line with local and international laws, as applicable.

Any infraction(s) to our Industry Guidelines will follow the procedure outlined in the Terms and Conditions on page 25



## **GENERAL TERMS AND CONDITIONS**

The following conditions of participation refer to the booking of any sponsorship product(s)/service(s) at ESMO ASIA 2015 insofar as the contractual partners do not reach contrary agreements in writing. MCI Asia Pacific Pte Ltd acts as an agent on behalf of ESMO and cannot be held liable for any changes, modifications or directions in the ESMO Asia 2015 event.

### **Establishment of Contract**

- Application for a sponsorship product(s)/service(s) is made by filling in and returning the sponsorship application form to MCI Asia Pacific Pte Ltd.
- Only completed and signed application forms will be taken into consideration. By signing the sponsorship application form, the company accepts the conditions contained in the ESMO Asia 2015 sponsorship prospectus and any supplementary provisions.
- Confirmation of the allocation of any sponsorship product(s)/service(s) by MCI Asia Pacific Pte Ltd in writing constitutes establishment of contract between the sponsoring company and MCI Asia Pacific Pte Ltd.
- An invoice will then be sent by registered mail. The date of the assignment is considered to be the date of allocation. If the contents of the assignment deviate from the contents of the sponsoring company's application, the contract is based on the assignment issued by MCI Asia Pacific Pte Ltd unless the company objects in writing within two weeks after the date the assignment was sent.

### **Appointed Agencies**

- Application for any sponsorship product(s)/service(s) must be submitted by the sponsoring company under whose name each sponsorship item is to be listed. Correspondence in this regard must be made exclusively between the sponsoring company and MCI Asia Pacific Pte Ltd.
- Sponsoring companies should inform MCI Asia Pacific Pte Ltd in writing which agency is appointed. Otherwise no request from agencies will be taken into consideration.
- It is not the role of any given agency to make initial enquiries or reservations with MCI Asia Pacific Pte Ltd independently of the sponsoring company.
- The sponsoring company is responsible for communicating these regulations to its staff and its appointed agencies.
- This named agency cannot fully act as if it were the sponsoring company itself and the sponsoring company will continue to be held entirely responsible and accountable for activities organised in its name.

### **Payment deadlines**

- Assignments will be cancelled automatically if the related cost has not been paid within the given time period. In such cases the cancellation fee will be applicable following the cancellation policy.

### **Terms of Payment**

- A first deposit of 50% of the total rate will be sent within 2 weeks following the confirmation. Payment is due within 30 days following the date of the invoice.
- The balance (50%) is due not later than 6 months before the ESMO Asia 2015 event. Corresponding invoices will be sent out by MCI Asia Pacific Pte Ltd in due time before the deadline for receipt of payment. If charges are not paid within the prescribed time, the item will be released and any loss incurred by ESMO and/or MCI Asia Pacific Pte Ltd by such non-payment shall be made good by the defaulting sponsoring company.

### **Cancellation Policy**

The company cancelling its support after the official application has been accepted will be liable to pay the following fees:

- If the sponsorship product(s)/service(s) cannot be reallocated to another company.
  - 25 % of the total rate, if the cancellation request is received in writing, by the 31 January 2015.
  - 50 % of the total rate, if the cancellation request is received in writing, by the 31 March 2015.
  - 100 % of the total rate, if the cancellation request is received in writing, after the 31 March 2015.
  - If the item can be reallocated to another sponsoring company, the former sponsoring company will receive a full refund of deposit(s) paid and less the administrative fees of 10% on the total sponsorship investment.

### **Administration fees/invoicing changes**

- Invoices will be addressed according to the invoicing data provided by the sponsoring company. Please note, if a billing change is requested (i.e. company name change or address change), an administration fee of 70 EUR (Excluding VAT) will be charged to the company.

### **Indebtedness**

- Payments not received by the first day of the Congress (18 December 2015) will be subject to a 10% penalty fee on the total sponsorship investment.

### **Refunds**

- Any refunds of deposits paid will be made after ESMO Asia 2015 but not later than the 21 January 2016. The sponsoring company will not be entitled to any interest that the organiser may have derived from deposits made. All bank charges, including sender's and receiver's charges, resulting from a refund related to cancellation or reduction of sponsorship will be at the charge of the sponsoring company.

### **Postponement or Abandonment**

- ESMO reserves the right to postpone the ESMO Asia 2015 congress including the technical exhibition, or to transfer it to another site, if unforeseen circumstances warrant such action. Should any contingency prevent the holding of the ESMO Asia

2015 congress or any of its parts, ESMO and/or MCI Asia Pacific Pte Ltd cannot be held liable for any costs, expenses and damages (including, but not limited to direct or consequential damages, loss of opportunity, loss of use, or loss of revenue or profit) incurred in connection with the postponement or abandonment. Unexpected cancellation of the event: ESMO reserves the right to cancel without notice or compensation ESMO Asia 2015 in the event of force majeure cases (e.g. strikes, riots, fires, flood, terrorist attacks, governmental actions and regulations, damages or other fatal occurrences). In such cases, ESMO and/or MCI Asia Pacific Pte Ltd is not liable for failure to perform any obligation hereunder but will reimburse any payments received from the sponsoring company less any costs incurred while preparing the event.

#### **Limitation of Liability of ESMO and/or MCI Asia Pacific Pte Ltd**

- ESMO and/or MCI Asia Pacific Pte Ltd shall not be liable for any damages, dispute or injury arising out of or in connection with the performance of this Agreement unless caused by wilful act, gross negligence or default of an employee, director, representative or contractor. Nor shall ESMO and/or MCI Asia Pacific Pte Ltd be liable to the sponsoring company for any indirect or consequential loss, damages, claims or demands arising out of this Agreement, including without limitation any economic loss or other loss of income, profits, business, opportunity, reputation or goodwill.

#### **Bankruptcy or Liquidation**

- In case the sponsoring company becomes bankrupt or enters into liquidation other than for the purpose of restructuring or merger, or has a receiver appointed, ESMO and/or MCI Asia Pacific Pte Ltd shall be at liberty to terminate immediately the contract with the sponsoring company, to cancel the allocation of sponsorship product(s)/service(s) to the company and to forfeit all sums paid by the company.

#### **Security and Insurance**

- Neither ESMO and/or MCI Asia Pacific Pte Ltd, nor its contractors, shall be responsible for the safety of any exhibit or other property of the sponsoring company or any person. Furthermore, ESMO and/or MCI Asia Pacific Pte Ltd nor its contractors shall be responsible for the loss, theft, damage or destruction by any cause of the exhibits or other property, or for loss, damage or injury sustained by any exhibits or any other persons. The sponsoring company/exhibitor shall indemnify ESMO and/or MCI Asia Pacific Pte Ltd and its contractors to third persons, as a result of any act or omission of the company, its staff, agent or personnel hired on a temporary basis.
- As ESMO and/or MCI Asia Pacific Pte Ltd and its contractors will accept no responsibility for any of the foregoing matters, the sponsoring company should acquire his/her own insurance against any risk of loss due to theft or negligence, damage, injury or liability. The sponsoring company agrees not to pursue ESMO and/or MCI Asia Pacific Pte Ltd for any previously listed risks.

**Enforcement of Rules**

- Applies equally to all. All companies investing in sponsorship at ESMO Asia 2015 must comply with all rules and policies established by ESMO and/or MCI Asia Pacific Pte Ltd.

**Violation Procedure**

- The procedure for policing and enforcing the violation is as follows: When noticing a violation, ESMO and/or MCI Asia Pacific Pte Ltd staff will ask the company to correct the situation according to the applicable regulations.
- If the company refuses to comply, ESMO and/or MCI Asia Pacific Pte Ltd staff will report alleged violations to the Congress Committee. After considering the available evidence, a representative of the relevant sponsoring company will be invited to present the company's view, after which the Committee will give its opinion.
- This will be confirmed in writing after ESMO Asia 2015. Appeals may be made to the ESMO Management.

**Claims Procedures, Place of Performance and Jurisdiction**

- All claims by the company booking any sponsorship product(s)/service(s) against ESMO and/or MCI Asia Pacific Pte Ltd must be in writing. The maximum time lapse is 1 month from the closure of ESMO Asia 2015. Agreements which deviate from these conditions or from the supplementary regulations must be in writing; facsimile signature suffices. The contract is governed exclusively by Swiss law; the English text is authoritative.

**Non-smoking policy**

- The ESMO Asia 2015 Congress is a non-smoking event.

**Final Clause**

- In cases not covered by the regulations in these Industry Guideline, ESMO interpretation shall be final.