



INDUSTRY GUIDELINES

**SIGNALLING PATHWAYS IN CANCER
TARGETING THE HER/EGFR FAMILY IN BREAST, LUNG
AND COLORECTAL CANCERS
1-2 MARCH 2013
SITGES, SPAIN**



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INTRODUCTION

Symposium background

ESMO aims to implement a series of symposia on signalling pathways in cancer for academic clinical researchers and industry researchers. The first of these symposia will focus on the role of the HER family receptors across lung, breast and colorectal cancers. The HER membrane receptors are a logical point to start the series from the biological perspective and they are clinically relevant for medical oncologists.

The symposium will be forward looking and bring together academic clinical and industry researchers who are working in these tumour settings to share knowledge in interactive sessions and workshops. Participation will be limited to approximately 200 attendees in order to allow maximum interaction with the audience.

The program comprises plenary sessions on the principles of signalling transduction, mechanisms of primary and secondary resistance to targeted therapies, preclinical models and biomarkers, with parallel sessions on dysregulation of HER receptors and potentials targeting strategies in breast, lung and colorectal cancers.

Leading clinical researchers in the field will present a synthesis of the presentations, address the complexity of the current challenges and provide perspectives on areas for future innovation and collaboration.

The symposium will conclude with a round table discussion including both academic clinical and industry thought leaders.

Learning objectives:

- To review HER targeting in breast, lung and colorectal cancer and discuss the challenges for best clinical use
- To introduce the HER family of structurally related cellular receptors and the methods by which they interact
- To understand the role of *HER family* receptor dysregulation in cancer development
- To understand which tumor types are influenced by HER pathways and the potentials for therapeutic targeting



CONFERENCE OFFICERS

Symposium Co-Chairs



Fortunato Ciardiello (IT)
Co-Chair



Josep Tabernero (ES)
Co-Chair

Scientific Committee:

Fortunato Ciardiello, Italy

Martine Piccart, Belgium

Rolf Stahel, Switzerland

Cristiana Sessa, Switzerland

Josep Tabernero, Spain

Eric Van Cutsem, Belgium

Jean-Yves Douillard, France

Andrés Cervantes, Spain



KEY DATES

Programme deadlines

1 – 2 March 2013	Signalling Pathways in Cancer Symposium
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Registration deadlines

11 January 2013	Early registration
13 February 2013	Late registration closure

Publication deadlines

18 January 2013	Company and product description
25 January 2013	Advert deadline for programme book



ESMO PRIORITY LIST

The sponsorship point system has been designed to recognize sponsor investment in ESMO projects and sponsorship points are allocated in acknowledgement of each EUR 10,000 of sponsorship investment.

- a. Accrued sponsorship points define the position of each company in the ESMO sponsors priority list. The priority list identifies companies that will be offered visibility at, and privileged within, events such as the ESMO Congress and related activities, for example satellite symposia, Industry display area space, hotel accommodation, etc.
- b. Companies with the same number of sponsorship points are selected by a ballot system.
- c. ESMO nevertheless retains the right to privilege smaller emerging companies when their products are innovative and the Society feels that their participation in the event would be of benefit to delegates. When satellite symposia are assigned in relation to this clause, the company guarantees that the programme will not be presented elsewhere before the ESMO Congress. Furthermore, all sponsorship items assigned in relation to this clause are subject to specific terms and conditions.
- d. Sponsorship points are cumulative, but expire at the end of the 24th month after which they have been allocated.
- e. ESMO recognizes the importance of long-term relationships. To this end, 2 points will be assigned to companies for their presence and loyalty on a yearly basis for a minimum of EUR 10,000 of support. The 2 points will not expire. However, for each calendar year during which a company has not been present (with any kind of support), the 2 points are deducted from the company's record.



GENERAL INFORMATION

VENUE

Venue information

The ESMO Signalling Pathways in Cancer Symposium will be held at the:

Meliá Sitges

Joan Salvat Papasseit, 38

08870 Sitges, Barcelona, Spain

<http://www.melia.com/hotels/spain/sitges/melia-sitges/index.html>

The Meliá Sitges is located in 20 km away from Barcelona El Prat airport.

Venue overview

The venue Convention centre is located on level -1. Here the overview:





CONTACTS

Signalling Pathways in Cancer Symposium Secretariat

ESMO Head Office

Via Luigi Taddei 4
6962 Viganello-Lugano, Switzerland
Tel.: +41 (0)91 973 19 00 / Fax: +41 (0)91 973 19 18 / E-mail: symposium@esmo.org

Sponsorship and Industry relations

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Scientific programme

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Media relations

Vanessa Pavinato	media@esmo.org	+41 (0)91 973 19 07
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Venue

Meliá Sitges

Begoña Navarro	bego.navarro@melia.com	+34 (0) 93 811 67 09
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Accommodation

ESMO secured preferential rates at the Meliá Sitges for the attendees of the Signalling Pathways in Cancer 2013:

- Twin room for single use €100 + VAT
- Twin room for double use €110 + VAT

You can book directly your accommodation through [Meliá Sitges](http://www.melia.com)

The Meliá Sitges is also the event venue!



MEET THE INVESTIGATOR STUDIO

The Meet the Investigator Studio slots, for lectures, Q&A and scientific dissemination about investigator activities in non-marketed active agents, will take place in a dedicated rooms.

A schedule of the daily planning will be published in the Conference Programme Book and in the Meet the Investigator section. Companies can book single slots of 2 hours.

Logistical information & items available in the Meet the Investigator Studio rooms:

- ✓ Individual Slots are 2 hours each. Access to these slots will be managed by the company sponsoring the slot(s) / the presentation(s) and must respect the designated time limit. Set up, presentation (including question/discussion time) and dismantling must be included in those 2 hours
- ✓ Presentations one after the other, strict enforcing of time slot allocation
- ✓ Daily schedule with company names will be listed on a board / screen
- ✓ Capacity for 95 delegates in theatre style
- ✓ Access completely controlled by the company organiser
- ✓ 2 fix hostesses (to be instructed by the company directly)
- ✓ 1 fix technician
- ✓ 1 screen
- ✓ 1 laptop (PPT to be uploaded by the company through USB stick)
- ✓ 1 projector
- ✓ 1 lectern microphone, 2 panel table microphone and 1 audience microphone
- ✓ 1 lectern
- ✓ 1 panel table up to 4 people
- ✓ Limited catering possibility



TIME SLOT SCHEDULE

DATE	TIME SLOT	BOOKED BY
Friday, 1 March 2013	09:00-11:00	
	09:00-11:00	
	11:00-13:00	
	11:00-13:00	

Time slots subject to changes



GOOD SCIENCE
BETTER MEDICINE
BEST PRACTICE

INDUSTRY DISPLAY AREA POLICY

CONTACTS

Venue

Meliá Sitges

Joan Salvat Papasseit, 38
08870 Sitges, Barcelona
Spain

Contact	Begoña Navarro
Telephone	+34 (0)93 811 67 09
Fax	++34 (0)93 894 95 08
E-mail	bego.navarro@melia.com

Shipping instructions

All consignments must be addressed to:

Meliá Sitges

Joan Salvat Papasseit, 38
08870 Sitges, Barcelona
Spain
Kind attention of Ms. Begoña Navarro

All good must be labeled as follows:

- Booth Material: **ESMO Signalling Pathways in Cancer – Company name – Display area no.**
- Folder inserts (200 Copies): **ESMO Signalling Pathways in Cancer – Company name – INSERTS**

Deadlines for delivery: **27 February 2012**



GENERAL CONFERENCE SCHEDULE

SETUP HOURS

Friday, March 1, 08:00–13:00

INDUSTRY DISPLAY AREA HOURS

Friday, March 1, 14:00–19:00
Saturday, March 2, 09:30–15:30

DISMANTLING HOURS

Saturday, March 2, 15:30–19:00

Delegates will still be in the venue till 16:00 so please take care with your dismantling.

REGISTRATION HOURS

Friday, March 1, 12:00–18:00
Saturday, March 2, 08:00–16:00

WELCOME RECEPTION

The Welcome Reception will take place on Friday, 1 March 2013 from 18:00 to 19:00 in the Industry display area.

Delegates, invited speakers and exhibitors are invited to join this event!

VENUE TECHNICAL SPECIFICATIONS

All exhibits must be confined to the spatial limits of their display area, as indicated in the final floor plan. No part of any exhibit may be suspended from the ceiling or attached to any part of the building (walls included).

The display area option includes:

- Display space
- 1 desk
- 2 chairs

In case of need a back wall (standing board) will be made available upon request only.



DISPLAY AREA REGISTRATION

To order your exhibitor badges and register your staff, please write to the Signalling Pathways Symposium Secretariat at registration@esmo.org by 14 February 2013.

Exhibitor badges are available only for staff members, owners or representatives of exhibiting companies.

An “Exhibitor” badge authorizes access to the Industry display area only.

Exhibitor badges are free of charge. They do not include receipt of the Symposium folder.

Exhibitor badges are distributed onsite only at the Pre-registration desk. They will be given all together to ONE company representative who will be then responsible for their distribution to company staff members.

The printed Exhibitor badges will show the company name and country (obligatory requirement) and, if indicated, the staff members' first and last names.

For last-minute changes the ordering of a certain number of badges displaying the company name only is strongly recommended.