



**POLICY ON MEDIA ACTIVITIES ORGANIZED BY THIRD PARTIES
IN CONNECTION WITH THE ESMO SYMPOSIUM ON SIGNALLING PATHWAYS IN CANCER 2017**

This policy applies to all media activities initiated by third parties during or in connection with the ESMO Symposium on Signalling Pathways in Cancer 2017.

Media activities include, but are not limited to:

- Meetings such as press conferences, media briefings, educational sessions for media representatives, as well as
- PR activities, such as press releases, news, articles, interviews, etc.

This policy aims to guarantee proper and correct distribution of oncology and cancer-related information to media representatives in connection with the ESMO Symposium on Signalling Pathways in Cancer 2017.

All Third Parties are kindly requested to adhere to this policy.

Press events in or outside the conference centre but concomitant with or during breaks of the scientific Programme of the ESMO Symposium on Signalling Pathways in Cancer 2017 are subject to ESMO Symposium on Signalling Pathways in Cancer Press Office approval.

1. How to request a press meeting

Requests for press meetings must be submitted for approval to the ESMO Symposium on Signalling Pathways in Cancer Press Office (media@esmo.org) by **17 February 2017**, including the following information:

- Type and purpose of the meeting, including if it is a closed meeting
- Meeting initiator or sponsor
- Topics and speakers proposed, with reference to any submitted abstract
- Date and time requested

Blackout times:

| | |
|---------------|-------------|
| 17 March 2017 | 11.30-18:00 |
| 18 March 2017 | 08:30-16:00 |

Important deadlines

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|------------------|--|
| 17 February 2017 | Deadline to request media events |
| 03 March 2017 | Deadline to request temporary badges |
| 03 March 2017 | Deadline to submit press material for review |

Please email media@esmo.org to submit the first request for media activities.

2. Use of logos in press material

The use of the ESMO logo and/or the ESMO Symposium on Signalling Pathways in Cancer 2017 logo on Third Party's press materials is strictly forbidden.

3. Press badges

Press badges may only be assigned to journalists working for recognized media organizations. Should communication agency representatives require a badge for the purpose of preparing and/or developing third-party

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media events, please contact the ESMO Symposium on Signalling Pathways in Cancer Press Office (media@esmo.org) to obtain a temporary badge by the **03 March 2017**.

4. Press Centre and Press Conferences

Access to the ESMO Symposium on Signalling Pathways in Cancer Press Centre and attendance at the ESMO Symposium on Signalling Pathways in Cancer Press Conferences are limited to media representatives duly registered as such at the ESMO Symposium on Signalling Pathways in Cancer 2017.

Third Party materials are not permitted in the ESMO Symposium on Signalling Pathways in Cancer Press Room. A location outside of the ESMO Symposium on Signalling Pathways in Cancer Press Room can be provided for Third Party materials.

No posters, banners or markings by companies are permitted around the display location.

All materials are subject to review by the ESMO Symposium on Signalling Pathways in Cancer Press Office and will be removed if they do not conform to this policy.

During the Conference, the distribution of industry press materials outside of the ESMO Symposium on Signalling Pathways in Cancer Press Centre and the advertisement for press meetings not sponsored by ESMO is prohibited.

5. Breach of Confidence

The ESMO Symposium on Signalling Pathways in Cancer Press Office reserves the right to exclude any entity that fails to adhere to this policy from the present conference, at its own complete cost, and from any future event.

6. Disclosure

ESMO do not endorse any Third Party media activity and will not contribute, in any manner, to its content.

The organizers of media activities initiated by pharmaceutical companies will declare the identity of the sponsoring company at all media activities and in all related announcements or correspondence.

Third-party press briefings cannot be advertised as either ESMO or ESMO Symposium on Signalling Pathways in Cancer press meetings.

Reference to ESMO and the ESMO Symposium on Signalling Pathways in Cancer 2017 can be made only in connection with scientific presentations planned in the official Programme of the conference. In this case, reference to the presentation must be included.

CONTACTS

ESMO Symposium on Signalling Pathways in Cancer Press Office
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