

POLICY ON MEDIA ACTIVITIES ORGANIZED BY THIRD PARTIES IN CONNECTION WITH THE IMPAKT BREAST CANCER CONFERENCE 2017

This policy applies to all media activities initiated by third parties during or in connection with the IMPAKT Conference.

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 IMPAKT 2017. All third parties are kindly requested to adhere to this policy.

Press events in or outside the congress centre but concomitant with or during breaks of the scientific Programme of the IMPAKT 2017 Conference are subject to IMPAKT Press Office approval.

1. How to request a press meeting

Requests for press meetings must be submitted for approval to the IMPAKT Press Office (media@esmo.org) by **14th April 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:

04 May 2017	13:20 - 18:30
05 May 2017	08:15 - 18:30
06 May 2017	09:00 - 13:00

Press meetings can be planned concomitantly with the Satellite Symposia and with other non-IMPAKT media activities.

Important deadlines

14 April 2017	Deadline to request media events
24 April 2017	Deadline to submit press material for review
28 April 2017	Deadline to request temporary badges

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

2. Scheduling a press event

- Studies included in the official IMPAKT Press Programme cannot be covered by Third Parties in their own press conferences before the official IMPAKT press conference.

The official IMPAKT Press Programme will be finalized around mid-April 2017

- Studies not covered in the official IMPAKT Press Programme can be covered by Third Parties in their own media activities respecting the Blackout Times.

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Organisers



Partners



The IMPAKT Press Office will confirm the requested date or propose a different date/time depending on the inclusion in the official IMPAKT Press Programme of the abstract being the subject of the media event.

3. Confidentiality Policy

Abstract submitted to the 2017 IMPAKT Conference are considered confidential until publicly released in connection with the IMPAKT Congress. Prior to public release, the author, co-authors, research sponsors, journalists and others may not:

- Make the information public or provide it to others who can make it public (e.g. press);
- Publish or present the information or provide it to others who can make it public
- Use the information for trading purposes or provide it to others who can use it for trading purposes

If information from the abstract or additional study data are disclosed in advance of public release in connection with the 2017 IMPAKT Conference, the abstract will no longer be eligible for inclusion in the IMPAKT Breast Conference Programme and/or will be subject to removal.

Confidentiality policy exceptions

According to the Confidentiality policy, data and other information in a research abstract is confidential from the time the abstract is submitted for the IMPAKT Conference until public release in connection with the IMPAKT Conference.

When a publicly traded company is required to disclose data or other information from a confidential abstract in advance of the public release to satisfy requirements of the US Securities and Exchange Commission (SEC) or a corresponding body in another country, the abstract is still eligible for inclusion in the IMPAKT Conference Programme provided that the company submits to the IMPAKT Programme Manager (Programme@esmo.org) in advance of the release written notification of the requirement to issue information in accordance to stock exchange regulations.

In the interest of effective peer-reviewed presentation of data at the 2017 IMPAKT Conference, and particularly if the abstract has been tentatively included in the official IMPAKT Press Programme, the company is required to get in contact with the IMPAKT Press Office in advance of the release to notify that a press release regarding an abstract included in the official IMPAKT Press Programme will have to be issued in accordance to stock exchange regulations.

The IMPAKT Press Office recommends that the company's press release adheres to the Qualitative Sample Press Release (provided by the IMPAKT Press Office) and:

1. Summarizes data cited in the abstract in a qualitative way rather than providing specific quantitative information, including exact figures on the study
2. Avoids interpretations about the implications of the data for clinical practice
3. Notes that full data has been submitted to, and will be presented at, the IMPAKT Conference in an official Programme session.

The IMPAKT Press Office will review the company's press release to ensure it adheres to the Qualitative Sample Press Release and evaluate if the abstract can still be included in the official IMPAKT Press Programme. The deadline to submit the press release for review is **24th April 2017**.

If the press release includes significantly more information than IMPAKT Press Office's recommendations, the abstract's placement in the IMPAKT Conference is subject to change and can be withdrawn from the official IMPAKT Press Programme.

4. Embargo policy

Third parties are required to abide by the embargo and confidentiality policies governing the IMPAKT Conference.

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- 1) Abstracts accepted for poster presentation during IMPAKT 2017 will be published online on the [ESMO conference platform](#) on **Thursday, 27 April 2017**.
- 2) Abstracts selected for oral presentation and/or for the official **IMPAKT Press Programme** will be made public at the beginning of the conference.

PRESS RELEASES: indications for the different scenarios

- A) A Press Release issued BEFORE the ESMO 2017 Congress official session to announce that a trial will be presented during the IMPAKT 2017 Conference and BEFORE the abstract is published online, may not contain or reveal any of the scientific data or results of the trial. Only mention of "Title, Presentation Session Date, Authors names, etc" and few *qualitative* information will be accepted: no data contained in the abstract or beyond the top line results can be included. You can make reference to the *Sample Qualitative Press Release* (media@esmo.org)
The only exception is disclosure requirements for listed companies (please see Confidentiality Policy Exceptions).
- B) A Press Release issued BEFORE the ESMO 2017 Congress official session to announce that a trial will be presented during the IMPAKT 2017 Conference but AFTER the abstract is published online, may not contain or reveal any of the scientific data or results of the trial going beyond the abstract: mention of "Title, Presentation Session Date, Authors names, etc" and *quantitative* information contained in the abstract only can be accepted.
The only exception is disclosure requirements for listed companies (please see Confidentiality Policy Exceptions).
- C) A Press Release issued in concomitance with the BEGINNING of the official session or the END of the Press Conference during which the abstract is presented, can mention data included in the abstract and data beyond the top line results.

Embargo information (i.e. date and time of the presentation during the IMPAKT 2017 Conference) must be prominently displayed on all materials, together with the details of the scientific presentation, such as the name of the presenter, the title of the presentation, the session, as well as the abstract number and the journal reference (when applicable). These must be mentioned in all related announcements.

Third-Party media materials must be sent to IMPAKT Press Office for review 7 days before release at the latest.

If final data are reported prior to the Congress embargo, the abstract is subject to withdrawal from the IMPAKT 2017 Conference.

Should the embargo be broken, both the Third Party and the journalist will be held responsible.

5. Use of logos in press material

The use of the BIG and/or the ESMO logo and the IMPAKT Conference logo on Third Party's press materials is strictly forbidden.

6. 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 IMPAKT Press Office (media@esmo.org) to obtain a temporary badge by the **28th April 2017**.

7. Press Centre and Press Conferences

Access to the IMPAKT Press Centre and attendance at the IMPAKT Press Conferences are limited to media representatives duly registered as such at the IMPAKT Conference.

Third Party materials are not permitted in the IMPAKT Press Room. A location outside of the IMPAKT Press Room will 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 IMPAKT 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 IMPAKT Press Centre and the advertisement for press meetings not sponsored by ESMO and/or BIG is prohibited.

8. Breach of Confidence

The IMPAKT 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.

9. Abstract reprints

Reprints of all abstracts published in the IMPAKT Abstract Book and to be distributed by Third Parties must be requested through the IMPAKT Secretariat (programme@esmo.org)

10. Disclosure

Either ESMO or BIG 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 BIG or IMPAKT press meetings.

Reference to ESMO, BIG and the IMPAKT Conference can be made only in connection with scientific presentations planned in the official Programme of the conference. In this case, reference to the presentation (see point 3) must be included.

CONTACTS

IMPAKT Press Office C/O

ESMO Press Office

Via Luigi Taddei 4 CH-6962 Viganello-Lugano

E-mail media@esmo.org

Tel. +41 (0)91 973 19 04