



# INDUSTRY GUIDELINES

ESMO SARCOMA AND GIST SYMPOSIUM

5 - 7 FEBRUARY 2018  
MILAN, ITALY

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## **INTRODUCTION**

### **SYMPOSIUM BACKGROUND**

ESMO's Sarcoma & GIST Symposium is a niche meeting which attracts the most brilliant medical minds working on these disease types today. The Symposium is known as an excellent place for international networking and collaboration, featuring discussions with the key opinion leaders in these rare sub-entities.

The aim of the Symposium is to bring the translational researchers and clinicians together in an integrated approach for better patient outcome.

ESMO invites you to join us in Milan!

**ESMO Preceptorship course:** Prior to the Sarcoma & GIST Symposium, ESMO will run a one-day course, 5 February, led by an expert faculty, designed to provide young oncologists with a brief outline of both STS & GIST. This course could be a first contact with these diseases for oncologists who are interested in knowing more and need an introduction prior to attending the higher-level Symposium in the two days following.

**ESMO Advanced Sarcoma course:** Also prior to the Sarcoma & GIST Symposium, ESMO will run an Advanced Sarcoma Course. This is a one-day event offering an intensive discussion of a set of clinical cases of STS & GIST for professionals who are already familiar with these diseases. Attendees will benefit from discussions about challenging clinical cases with specialists from both the EU and U.S.A., leveraging the different perspectives and expertise across continents. This course is the ideal preparation for clinicians joining the Sarcoma & GIST Symposium, 5-7 February.

Target Audience:

- Medical oncologists
- Surgical oncologists
- Radiotherapists
- Pathologists

### **CO-CHAIRS OFFICERS**



**Paolo G. Casali, Italy**



**A. Paolo Dei Tos, Italy**



**Jean-Yves Blay, France**

## KEY DATES

### Programme deadlines

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23 November 2017	ESMO Sarcoma & GIST Industry Satellite Symposia Programme
7 December 2017	Notification by the Symposium Secretariat of the acceptance / rejection / request for modifications to the programme as decided by Scientific Committee.
8 January 2018	Receipt of the final programme.

### Registration deadlines

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13 December 2017	Early registration
17 January 2018	Late registration

### Publication deadlines

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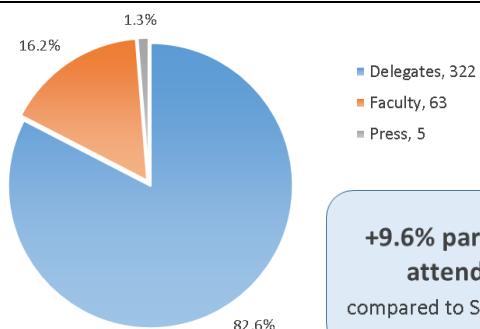
4 December 2017	Company and product description
11 December 2017	Bag insert and Satellite Invitation weblink

## SYMPOSIUM STATISTICS

Over 400 delegates are expected to attend the Sarcoma & GIST Symposium. Please find below key statistics from the past editions which we trust will demonstrate the relevance and importance of increasing your visibility and participation at this unique Symposium.

### Figures attendance

Year	2010	2012	2014	2016
Invited Speakers	71	73	68	63
Delegates	306	360	285	322
<b>Total Delegates</b>	<b>377</b>	<b>433</b>	<b>353</b>	<b>385</b>
Exhibitors	8	7	0	0
Press	5	0	3	5
<b>Total Participants</b>	<b>390</b>	<b>440</b>	<b>356</b>	<b>390</b>



### Top ten countries in 2016

Country	participants	%
Italy	102	26.15%
United States of America	50	12.82%
Germany	34	8.72%
Spain	34	8.72%
United Kingdom	21	5.38%
France	20	5.13%
Netherlands	19	4.87%
Belgium	15	3.85%
Switzerland	13	3.33%
Japan	8	2.05%

### Attendance by region

Year	2010		2012		2014		2016	
Participants	390	100%	440	100%	356	100%	390	100%
Represented countries	37		43		39		43	
Europe	345	88.46%	365	82.96%	262	73.60%	308	78.97%
North America	33	8.46%	42	9.54%	48	13.48%	53	13.59%
Central/South America	0	0%	6	1.37%	13	3.65%	7	1.79%
Asia	3	0.77%	10	2.27%	21	5.90%	13	3.33%
Middle East	5	1.28%	9	2.04%	8	2.25%	-	-
Africa	1	0.25%	2	0.45%	0	0.00%	3	0.77%
Oceania	3	0.77%	6	1.37%	4	1.12%	6	1.54%

## ESMO PRIORITY LIST

The sponsorship point system has been designed to recognise 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. When an equal number of points are held by 2 or more sponsoring companies, promotional opportunities will be assigned according to the monetary value of the requested opportunities.
- 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 recognises 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.
- f. ESMO will also recognise the contribution to advancements in medicine and science at the ESMO annual congress. ESMO will allocate one point for each abstract accepted for oral presentation with the mention "Study sponsored by..."

## GENERAL INFORMATION

### VENUE INFORMATION

The ESMO Sarcoma & GIST Symposium will be held at the:

**Milan Marriott Hotel**

Via Washington, 66

Milan, 20146 Italy

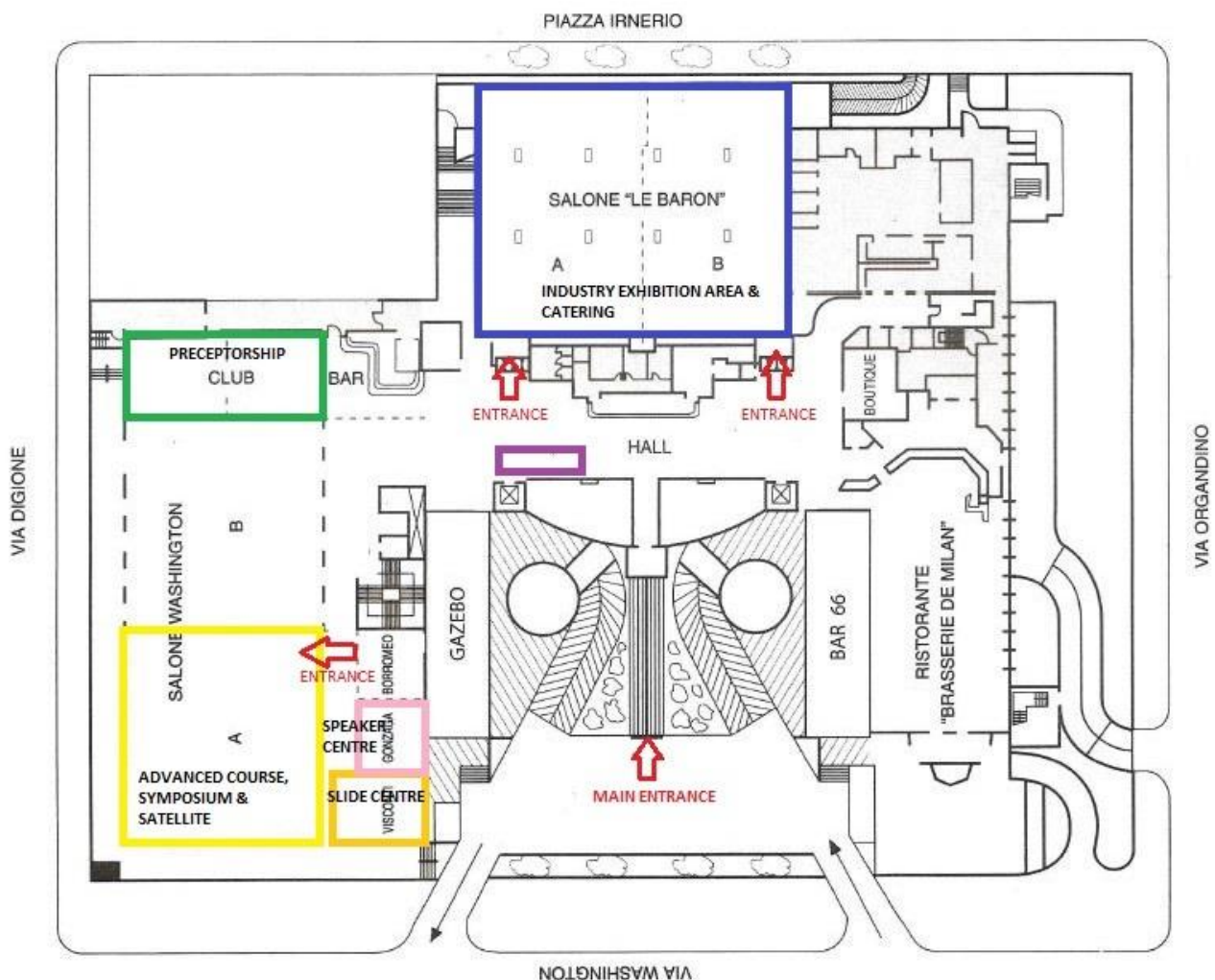
<http://www.marriott.com/hotels/travel/milit-milan-marriott-hotel/>

The Marriott Milan is located 15 minutes from the access to the main highways, 45 km from Malpensa Airport and 30 km from Linate Airport.

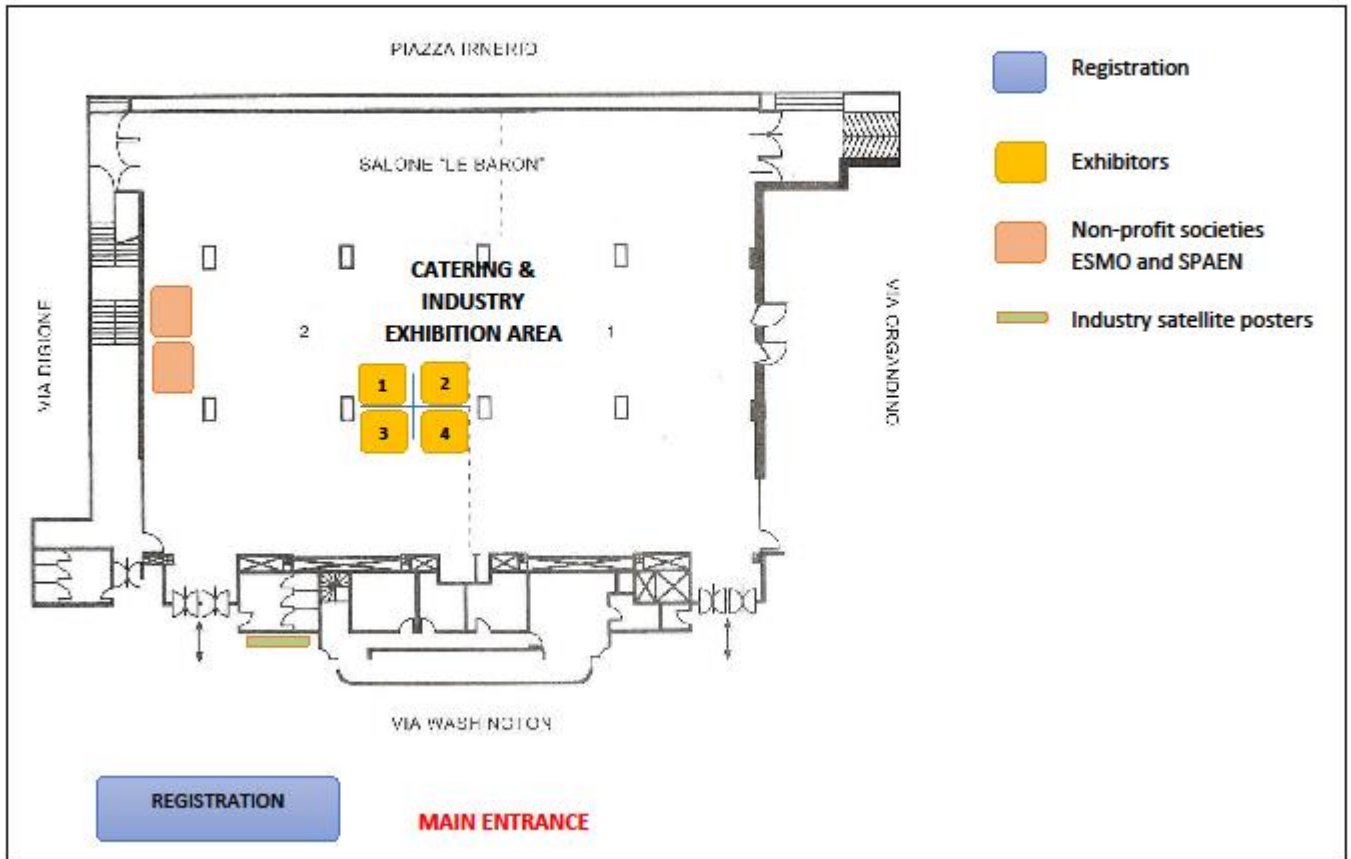
### VENUE OVERVIEW

The Symposium is located on the ground floor. Here below is the overview:

#### Symposium Overview – Ground Floor



## Industry Exhibition Overview – Ground Floor





## CONTACTS

### ESMO Sarcoma & GIST Secretariat

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#### 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: [symposia@esmo.org](mailto:symposia@esmo.org)

#### Sponsorship and Industry relations

Nikolaj Tomma	<a href="mailto:nikolaj.tomma@esmo.org">nikolaj.tomma@esmo.org</a>	+41 (0)91 973 19 90
Yvonne Giovanelli	<a href="mailto:yvonne.giovanelli@esmo.org">yvonne.giovanelli@esmo.org</a>	+41 (0)91 973 19 69

#### Organisation

Alessia Mora	<a href="mailto:alessia.mora@esmo.org">alessia.mora@esmo.org</a>	+41 (0)91 973 19 17
Concetta Di Parenti	<a href="mailto:concetta.diparenti@esmo.org">concetta.diparenti@esmo.org</a>	+41 (0)91 973 19 47

#### Symposium programme

Carolina Dalmo	<a href="mailto:carolina.dalmo@esmo.org">carolina.dalmo@esmo.org</a>	+41 (0)91 973 19 61
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#### Registration management

Valentina Meier	<a href="mailto:registration@esmo.org">registration@esmo.org</a>	+41 (0)91 973 19 63
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#### Media relations

Thomas Balasso	<a href="mailto:media@esmo.org">media@esmo.org</a>	+41 (0)91 973 19 04
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### Venue

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#### Marriott Milan

Genny Moretti	<a href="mailto:genny.moretti@marriotthotels.com">genny.moretti@marriotthotels.com</a>	+39 02 4852 90 24
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### Accommodation

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AIM Group International – AIM Congress has been appointed by ESMO as the official housing agency to manage the hotel accommodation in relation to the ESMO Sarcoma and GIST Symposium. AIM Group International – AIM Congress can also provide assistance with airport transfers.

#### AIM Group International – AIM Congress

Milan Office  
Via G. Ripamonti 129  
20141 Milan – Italy  
Tel. +39 02 5660 1263 – Fax +39 02 5660 9043  
E-mail: [conference.hotel@aimgroup.eu](mailto:conference.hotel@aimgroup.eu)

## **ESMO SARCOMA & GIST SYMPOSIUM - INDUSTRY SATELLITE SYMPOSIA AND OTHER ACTIVITIES POLICY**

### **1.0 Structure**

Satellite symposia will take place on Tuesday and Wednesday, 6 - 7 February 2018. Details of available time-slots may be obtained by email from the ESMO Events Sponsorship Team ([sponsorevents@esmo.org](mailto:sponsorevents@esmo.org)).

### **1.1 Satellite symposia programmes**

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

Companies are strongly encouraged to establish a programme in line with the general concept of the Symposium scientific programme. Current ESMO Sarcoma & GIST Symposium policy encourages the avoidance of topic and/or statement repetition, and/or lectures which may be in conflict with what the 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 Scientific Committee strongly 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 Symposium. 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 Scientific Committee ([programme@esmo.org](mailto:programme@esmo.org)).

Each company is responsible for the registration of its own Satellite symposium speakers to the Symposium.

Registrations are not arranged by the Symposium Secretariat.

Submitting an abstract to the Scientific Committee and the official Symposium programme implies that the study reported therein will not be presented as such during the Symposium at any Industry Satellite symposium and that it has not been presented elsewhere. Therefore, presenting an abstract certifies that it is not connected to any Industry Satellite symposia.

### **1.2 Faculty expenses**

It is the sponsor's responsibility to cover the travel and limited accommodation (T&A) expenses for all speakers and chairs participating in their symposium, regardless of whether or not they are also invited to participate in the official ESMO SG 2018 programme.

Travel: Industry satellite symposia speakers should claim flight reimbursement from the sponsor.

Accommodation: To avoid double hotel bookings, speakers in the official ESMO SG 2018 programme will be accommodated in the Faculty headquarters hotel and sponsors inviting the same speakers will be invoiced for two nights of their stay. Depending on their speaker role(s) in the official ESMO SG 2018 programme, the remainder of their stay will be covered by ESMO according to the Invited Speaker Reimbursement Policy, or on a private basis.

Registration: Each company is also responsible for the registration of any Satellite symposium speakers who are not participating in the official ESMO SG 2018 programme. Registrations are not arranged by ESMO.

Speakers invited for the official ESMO SG 2018 programme will be notified that by participating in an industry Satellite symposium, they are not eligible for any travel reimbursement from ESMO.

### **1.3 Applications**

The ESMO Events Sponsorship Department will approach companies with a proposal to participate at the ESMO Sarcoma & GIST Symposium. At the Symposium, Satellite symposia time-slots are assigned by sponsorship level and on a first come, first served basis.

### **1.4 Programme timeline and deadlines**

On application	Each company should inform the Symposium Secretariat about the type of product(s) and the treatment area on which the Satellite symposium programme will be based.
23 November 2017	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 Symposium programme template to the Symposium Secretariat ( <a href="mailto:programme@esmo.org">programme@esmo.org</a> ).
7 December 2017	Notification by the Symposium Secretariat of the acceptance / rejection / request for modifications to the programme as decided by Scientific Committee.
8 January 2018	Receipt of the final programme.

## 2.0 Satellite Symposia logistical details

### 2.1 Schedule, room set-up, food and beverage areas (F&B) and features

Set-up in theatre style with a panel table for 4 people and 1 lectern.

#### Tuesday, 6 February 2018

Symposium N°	Time	Room	Capacity	Height to ceiling (m)	Stage/Podium
1	13:30 - 14:30	Salone Washington A	450 theatre	7.50	Yes
2	19:10 - 20:10	Salone Washington A	450 theatre	7.50	Yes

#### Wednesday, 7 February 2018

3	14:20-15:20	Salone Washington A	450 theatre	7.50	Yes
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## 2.2 Technical equipment

Room	LCD proj.	Laptop	Screens	Laser pointer	Microphones			Video monitor
					Lectern	Panel	Floor	
Salone Wanshigton A	1x 21'000 AL	1	<sup>16/9</sup> 5 x 2.80 meter	1	1	2	2	1

al=ansilumen

### 2.3 Technical and monitoring staff

One technical staff member and one hostess are assigned to the room. Additional hostesses can be booked through AIM ([conference.hotel@aimgroup.eu](mailto:conference.hotel@aimgroup.eu)).

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

Owing to the limited set-up and dismantling time necessary between Satellite symposia, additional audiovisual equipment can 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 Genny Moretti that the proposed "Technical Requirements" of the Symposium are feasible and compatible with existing equipment. These requests must be communicated to [genny.moretti@marriott-hotels.com](mailto:genny.moretti@marriott-hotels.com) no later than the 5 January 2018.

## 2.4 Food & Beverage areas

**Requests for F&B functions should be addressed to the Symposium Secretariat ([symposia@esmo.org](mailto:symposia@esmo.org)), indicating the type of function (coffee break, cocktail, standing lunch, other) and number of guests.**

The assignment of F&B time-slots and areas will be processed on a first come, first served basis. **Only when the time-slot and location are assigned will the company be given the contact details** of the catering person responsible for their requirements and through whom they can place their orders.

F&B functions should not last more than half an hour. Whether they can take place before or after the Satellite symposium will depend on the availability of the F&B area.

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

## 2.5 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 Symposium.

## 2.6 Installation, rehearsal and dismantling times

The set-up and dismantling times are extremely limited and must be respected in full. Please refer to the online programme to check the timing. For additional queries please contact the Symposium Secretariat ([symposia@esmo.org](mailto:symposia@esmo.org)). Rehearsal time may be available but is not guaranteed. Please contact the Symposium Secretariat ([symposia@esmo.org](mailto:symposia@esmo.org)).

## 2.7 Invited speakers preview centre

Upon request, companies organising a Satellite symposium may use the invited speakers preview centre and follow the instructions that the Symposium Secretariat prepares for its own speakers. If a company does not wish to use the invited speakers preview centre they must advise the Symposium Secretariat ([symposia@esmo.org](mailto:symposia@esmo.org)).

## 2.8 Industry satellite symposium Webcast and hosting rights

All the educational sessions that took place at the ESMO Sarcoma & GIST Symposium will be added to the respective Webcast Library.

Once the Symposium is over, all the attendees will be able to catch-up on all the sessions of the event.

This platform will 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: Webges.

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: [symposia@esmo.org](mailto:symposia@esmo.org)

However, for those of you 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, contact [sponsorevents@esmo.org](mailto:sponsorevents@esmo.org)

## 2.9 Satellite symposia contacts/representatives

Each company will provide the name of one person who will be responsible for the organisation of its Satellite symposium and notify the Symposium Secretariat ([symposia@esmo.org](mailto:symposia@esmo.org)) 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 the Symposium Secretariat accordingly. The Symposium Secretariat 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 the Symposium Secretariat and provide the agency name and contact person details. Only official agency representatives will receive information material from the Symposium Secretariat.

## 2.10 ESMO Sarcoma & GIST Symposium website Events App

Approved Satellite symposia programmes will be published online in the Satellite symposia section of the Symposium programme and in the Events App if they are received no later than the 8 January 2018. The submission of the programme must follow the format of the Symposium template, which may be requested from [programme@esmo.org](mailto:programme@esmo.org).

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

### 3.0 Promotion of Satellite symposia and other activities

#### 3.1 Publications and printed material

Invitations to the Satellite symposium, not larger than A4 format and not heavier than 30 grams, can be included in the Symposium delegate bags (according to the sponsorship package ordered or when ordered separately), provided that they are delivered in accordance to the shipment deadline and other instructions provided by the Symposium Secretariat.

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

Furthermore, the Symposium Secretariat bears no responsibility towards the delegates for the display, promotion or sale of therapies or services, neither are the Symposium Secretariat supporting those products or services for their sole promotion at the ESMO Sarcoma & GIST Symposium. However, the Symposium Secretariat 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 European laws and the Symposium Secretariat 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 ESMO Sarcoma & GIST Symposium is legally and ethically acceptable in Italy.

Each company will ensure that all company publications referring to Satellite symposia mention: "ESMO Sarcoma and GIST Symposium 2018 Industry Satellite Symposium" in order to avoid any confusion with the official scientific programme. For this reason, all companies must submit a copy of their final artwork before production gets underway. This must in turn be submitted for approval to the ESMO Events Sponsorship Department ([sponsorevents@esmo.org](mailto:sponsorevents@esmo.org)) by the 11 December 2017.

Shipment instructions for "bag inserts" will be given upon approval.

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

Handling fee regarding the shipment to the venue will be charged to the Industry by the forwarding agent directly.

#### 3.2 Reproduction of logos

Each company is entitled to use the official ESMO Sarcoma & GIST Symposium logo on invitations and promotional documents related to the approved Satellite symposium.

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

#### 3.3 Inviting participants – Satellite invitation Weblink

Inviting participants to your satellites has never been this easy and effective! Within each satellite package we allow our Industry partners to showcase their satellites via a digital satellite invitation/Weblink whereby we invite our delegates to find out more about your session(s).

In the ESMO Sarcoma & GIST Symposium E-Newsletter there will be a dedicated Industry E-News section whereby all these digital invitations will be grouped. These invitations will also be included in our online programme to further increase awareness.

From the 12 December your satellite Weblink will go live (This will be subject to prior submission before the 11 December deadline and subsequent approval by the ESMO Events Sponsorship Department).

The ESMO Sarcoma & GIST Symposium E-Newsletter will be sent out in January 2018.

##### Rules and Regulations:

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

- A Web Link is a page or pdf, created by the sponsoring company, highlighting their satellite symposium.
- The content of the Weblink message must not make any statements about the quality or virtues of a sponsoring company and/or any of the company's product(s) either via text or visuals.

With a Satellite Symposia: the content of the Web Link must solely state the:

- Title of the session
- The names of the chairpersons and speakers
- Venue and timing of the ESMO approved scientific programme

Remember 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 Web Link to [sponsorevents@esmo.org](mailto:sponsorevents@esmo.org) is the 11 December 2017. Your Web Link will undergo an internal approval procedure and the sponsoring company 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 Web Link may consist of more than 1 virtual page, due to its online nature, however no more than 2 pages can be included per Web Link.
- Under no circumstances may “Flash files” be allowed.
- Any requests for content or structure change/amendments after the Web Link has been linked to the appropriate listing will not be actioned.
- To ensure that ESMO Sarcoma & GIST Symposium logo is properly protected, ESMO has defined guidelines for its use, which permit the use of the Symposium logo under specific conditions.
- Cancellation of the Web Link should be sent in writing to the ESMO Events Sponsorship Department.

**The web page will only be linked once ESMO approval is confirmed and the payment for the sponsorship package is received**

### 3.4 Advertisements

Advertisements are possible in Symposium-related publications. Please contact [sponsorevents@esmo.org](mailto:sponsorevents@esmo.org) for further details.

### 3.5 Signage, display and distribution on site

For the display of programme posters, one designed poster board will be made available in the Industry Display Area. The poster board will be portrait (vertical), W:1000 mm x H: 2000 mm. The poster should not exceed these following measures W:1000 mm x H: 2000 mm.

The display of posters is forbidden in other areas of the congress centre other than on the designated poster boards, throughout the Symposium 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 bus 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 or at the company’s exhibition stand.

### 3.6 Promotion at Symposium hotels

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

### 3.7 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. Should activities which are not approved but undertaken nevertheless at the Symposium, penalties will be calculated based on the most comparable promotional activity and relating infraction/penalty covered by this policy.

### 3.8 Networking events

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

### 3.9 Unofficial Satellite symposia or similar events

During the period beginning on Tuesday, 6 February through to Wednesday, 7 February 2018, ESMO will not allow any corporate-organised Satellite symposia or similar events during other days and in other places except the ones planned in the official venue.



### 3.10 Concomitant activities

Concomitant activities (internal meetings involving delegates, press symposium, educational or promotional activities) in or outside the Symposium centre but concomitant with or during breaks of the scientific programme of the ESMO Sarcoma & GIST Symposium are subject to the Symposium Secretariat approval. Clear identification of the organisers, purpose, targeted participants and the full programme must be submitted for approval to the Symposium Secretariat ([symposia@esmo.org](mailto:symposia@esmo.org)) at least 4 weeks prior to the event.

**Blackout times:**

6 February 2018	08:00-19:00
7 February 2018	08:00-17:30

All media activities initiated by third parties are subject to a specific Media Policy. For additional information about Media issues, please contact the Press Office at [media@esmo.org](mailto:media@esmo.org).

A limited number of meeting rooms are available at Marriott Milano to organise smaller closed industry meetings such as staff or client meetings (upon invitation only). Small meetings may take place in parallel with official Symposium Sessions provided they do not involve groups larger than 25 people and are limited in the duration. It is strictly forbidden to promote this sort of meeting in the convention centre or in any ESMO Sarcoma & GIST Symposium publication. Only after the approval of the Symposium Secretariat will the meeting room(s) be assigned.

### 3.11 Promotion related to products and services

Companies holding Satellite symposia are responsible for obtaining relevant information and for complying with all Italian 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 does not mean acceptance by ESMO, and the sponsoring company is solely responsible for bringing its advertising into line with local and European laws, as applicable.

### 3.12 Food and beverages

No food or beverages are allowed inside any of the auditoria. Any food items served in the hotel must be purchased through the official catering service.

### 3.13 Participation in Industry Satellite symposia

Participants fully registered to the Symposium, visitors wearing a visitor badge, exhibitors wearing an exhibitor badge and agencies wearing the Industry Satellite badge have the right to attend the Industry Satellite symposia.

### 3.14 Press badges

According to the ESMO Sarcoma & GIST Symposium Media Policy, press badges may only be assigned to journalists working for recognized 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 Sarcoma & GIST Symposium Third-party Media Activities Policy” to be requested through [media@esmo.org](mailto:media@esmo.org).

### 4.0 Filming, recording and photography

Symposium content is the copyright of ESMO. It is strictly forbidden to record or capture in any way the official programme, Satellite’s sessions, Industry Display area and/or posters presented during the meeting.

## **INDUSTRY DISPLAY AREA POLICY**

### **CONTACTS**

#### **Venue**

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**Milan Marriott Hotel**

Via Washington, 66

Milan, 20146

Italy

Contact Genny Moretti

Tel: +39 02 4852 90 24

Fax +39 02 5660 90 43

E-mail [genny.moretti@marriott-hotels.com](mailto:genny.moretti@marriott-hotels.com)

#### **Shipping instructions**

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All consignments must be addressed to:

**Milan Marriott Hotel C/O Economato**

Via Organdino S.N.

Milan, 20146

Italy

**Kind attention of Ms. Genny Moretti**

All good must be labelled as follows:

- Display Material: **ESMO Sarcoma & GIST Symposium – Company name – Industry Display area no. – 5-7 February 2018**
- Bag inserts (500 Copies): **ESMO Sarcoma & GIST Symposium – Company name – INSERTS– 5-7 February 2018**

Deadlines for delivery: **29 January 2018**

### **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
- 1 roll-up

ESMO will handle the production of one roll up (if required). Please kindly send the artwork no later than 11 December 2017 to [symposia@esmo.org](mailto:symposia@esmo.org)

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## GENERAL SYMPOSIUM SCHEDULE

### Setup Hours

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Monday, 5 February, 16:00 - 19:30

### Industry Display Area Hours

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Tuesday, 6 February, 09:00-17:00

Wednesday, 7 February, 09:00 - 16:00

*Note: The Industry Display Area is in a dedicated area of the hotel and it will be closed during the night. In any case, we strongly recommend do not leave any valuables unattended.*

### Dismantling Hours

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Wednesday, 7 February, 16:00-18:00

Delegates will still be in the venue until 17:30 so please take care with your dismantling.

### Registration Hours

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Monday, 5 February, 08:00-18:00

Tuesday, 6 February, 07:00-18:00

Wednesday, 7 February, 07:30-17:00

### Coffee breaks and Lunch Time

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Monday, 5 February, 11:00 – 11:30, 13:00 – 14:00, 15:30 – 16:00

Tuesday, 6 February, 09:50 – 10:20, 12:30 – 13:30, 16:10 – 16:40

Wednesday, 7 February, 10:50 – 11:20, 13:30 – 14:20

These times are subject to change so please check the online programme.

## SARCOMA & GIST SYMPOSIUM TRADE INDUSTRY DISPLAY AREA RULES

### 1. Unapproved therapies

The organisers bear no responsibility towards the delegates for the display, promotion or sale of therapies or services. Nor are the organisers supporting those products or services for their sole promotion at the Sarcoma & GIST events. However, the Symposium Secretariat 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 European laws and the Symposium Secretariat bear 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 Italy. The penalty that will be reflected in the company's sponsorship record for infractions to these laws will be assessed by the Symposium Secretariat.

### 2. Duration of the Industry Display area

The Industry Display area will run from Tuesday, 6 February to the end of the Symposium on Wednesday, 7 February 2018.

### 3. Concomitant activities

Concomitant activities (internal meetings involving delegates, press symposium, educational or promotional activities) in the symposium venue or outside but concomitantly to or during breaks of the scientific programme of the Symposium are subject to the Symposium Secretariat approval. Clear identification of the organisers, the purpose, the targeted participants, and the full programme has to be submitted to the Symposium Secretariat at least 6 weeks prior to the event for approval. Press Symposium are subject to the specific Policy.

#### Blackout times:

6 February 2018 08:00-19:00

7 February 2018 08:00-17:30

### 4. Use of the Symposium logo

The Symposium names and/or logos may not be part of any exhibitor-distributed materials. The use of the Symposium title and logo on distributed material is subject to the approval by the ESMO Events Sponsorship Department.

### 5. Promotion of the exhibit

#### 5.1 General note:

The Symposium Secretariat advises to avoid cultural or historical references on promotional material and bear no responsibilities in case these cause offence.

#### 5.2 Display, projection or distribution of promotional materials on site:

All these activities must be confined in the company's assigned Industry display area space and are not allowed in any other area in, or leading to, the symposium venue.

#### 5.3 Advertisements:

Advertisement of the exhibit is possible through bag insert and depends on the chosen sponsorship package. All advertisements for the bag inserts are subject to approval by the ESMO Events Sponsorship. Promotion of a specific product does not mean acceptance or endorsement by the ESMO Events Sponsorship Department and it is under the responsibility of the sponsoring company, to comply with Italian and European laws, where applicable.

#### 5.4 Promotion at Symposium hotels:

The distribution or display of promotional materials at the hotels where participants are staying during the Symposium is discouraged by the Symposium Secretariat. However, if produced, the content must follow the same rules defined by the Symposium Secretariat in this policy.

#### 5.5 Other promotional activities

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

### 6. Identification of the exhibitors

False certification of individuals as exhibitor's representatives, misuse of exhibitor badges, or any other method assisting unauthorised persons access to the exhibit floor will be just cause for expelling the violator from the Industry display area or barring him from further entrance to the exhibit floor, or removing his exhibit from the Industry display area floor without obligation on the part of the Symposium Secretariat for refund of any fees.

### 7. Subletting of space

Exhibitors may not assign, sublet or apportion the whole or any part of the space allotted to them and may not advertise or display goods or services other than those manufactured or sold by them in the normal course of business. The demonstration of products, advertising of products or distribution of advertising, and/or solicitation of business of any kind on behalf of non-exhibiting firms in any part of the Symposium facility is strictly prohibited.

### 8. Admission rights

Admission to the exhibit area is limited to the owners, representatives and employees of exhibiting firms. Models or similar personnel not commercially connected with the industry may be employed to assist in the exhibitor's booth; The Symposium Secretariat may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of the event, or who refuses to comply with the local safety rules.

Participants fully registered to the Symposium and exhibitors wearing an exhibitor badge may enter the Industry display area hall.

Exhibitors must treat all participants/visitors in a courteous and fair manner. Discrimination against participants/visitors according to their nationality, academic position, or any other factor is against these Industry Guidelines and will affect the future symposium attendance of the company in question.

**9. Surveys**

Surveys are authorised only in the limits of the company's assigned booth. The appointed personnel must be identifiable at all times as a member of a "marketing research team".

**10. Press badges**

Representatives of communication agencies with media credentials will be assigned a press badge at no charge. The press badge does not authorise any promotional or commercial activity, or any unsolicited contacts with any delegates for purposes other than bona fide journalistic coverage of the event.

**11. Industry Display Space restrictions**

Exhibits must conform to the contracted space and all display rules as set forth in these Industry Guidelines. Any aspect that is not covered by these Industry Guidelines is subject to approval by the Symposium Secretariat and by the Venue's Technical Service Department. Exhibits or displays must not obstruct the view or interfere in any way with the displays of neighbouring exhibits. Aisles and gangways must at all times be kept clear and free for passage and all emergency exits and access to service areas are to be kept clear at all times and not restricted or rendered unrecognizable. Any exposed part of the display must be covered not to be objectionable to the other exhibitors, or in the best overall interest of the Industry display area. All business and selling demonstrations shall be confined to the exhibitor's own booth. Promotion or display of promotional material and any other related activity is not allowed outside the assigned space.

**12. Management of the booth**

Exhibits must remain fully intact and staffed at all times. Dismantling of exhibits and removal of products or display material is limited only to published dismantling hours.

**13. Audio and visual activities**

The projection of films and slides; any amplification with the aid of loudspeakers; the production of music and/or

sound; as well as the use of lighting, computer monitors and television screens is acceptable within the stand/Industry Display space as long as no disturbance is caused. Sound and lighting effects should be contained within each stand/Industry Display area. If the Symposium Secretariat judges that a disturbance is being caused, the Exhibitor is to halt the activity immediately. If this is not done, the Symposium Secretariat reserves the right to make the necessary arrangements at the expense of the Exhibitor. A refusal to lower the sound level or halt an activity will be considered a violation of these Industry Guidelines. Licensing for copyrighted work is the sole responsibility of the exhibitor.

**14. Catering**

Exhibitors may not sell or serve food or drink for consumption on the premises. Serving alcoholic beverages on stands/Industry Display Areas is strictly forbidden. All companies offering hospitality are reminded of their responsibilities for hygiene and food safety. Exhibitors are also encouraged to guarantee a healthy and balanced catering service to their delegates. All catering should be ordered through the official caterer namely: Marriott Hotel, [Genny Moretti](mailto:Genny Moretti),

[genny.moretti@marriotthotels.com](mailto:genny.moretti@marriotthotels.com)

**15. Social functions/activities**

Social functions and other activities sponsored by exhibitors cannot be held during exhibit hours or in conflict with any scheduled meetings or activities conducted by the Symposium Secretariat. No programmatic activities or scientific/educational activities may take place during exhibitor/sponsored functions. Self-assessment tests, computer assisted learning which the delegate can choose to start and end at his/her own wish are allowed.

**16. Giveaways**

Giveaways should have a professional nature and be limited in value. Sharp, pointy or other potentially dangerous objects are not allowed.

## GENERAL TERMS AND CONDITIONS

The following conditions of participation refer to the booking of any sponsorship product(s)/service(s) at the ESMO Sarcoma and GIST Symposium 2018 insofar as the contractual partners do not reach contrary agreements in writing.

### Establishment of Contract

- Application for a sponsorship product(s)/service(s) is made by filling in and returning the sponsorship application form to ESMO.
- 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 Sarcoma and GIST Symposium 2018 Industry Guidelines and any supplementary provisions.
- Confirmation of the allocation of any sponsorship product(s)/service(s) by ESMO in writing constitutes establishment of contract between the sponsoring company and ESMO.
- 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 ESMO 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 ESMO.
- Sponsoring companies should inform ESMO 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 ESMO 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.

### Procedure

- Send sponsorship application form. The ESMO Events Sponsorship Department will acknowledge receipt of your sponsorship application form and the assignment process will commence soon afterwards.

### Assignment

- Will be done on a first come, first served basis. To ensure each sponsoring company has a chance to choose a suitable Industry Display Space and Satellite Symposium slot offers are valid for 48 hours (2 working days) unless the offer makes it clear that the opportunity is freely available.

number for an appropriate decision maker within the company.

### 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

Payment is due within 30 days following the date of the invoice.

### Cancellation Policy

The company cancelling its support after the official application has been accepted and the corresponding sponsorship package has been assigned will be liable to a 100% cancellation fee.

### 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 start of the ESMO Sarcoma and GIST Symposium 2018 will be subject to a 10% penalty fee on the total sponsorship investment.

### Refunds

Any refunds of deposits paid will be made after the ESMO Sarcoma and GIST Symposium 2018 but not later than the 29 December 2018. 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 event including the Industry Display Area, or to transfer it to another site, if unforeseen circumstances warrant such action. Should any contingency prevent the holding of the ESMO Sarcoma and GIST Symposium 2018 or any of its parts, ESMO 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:

For this reason, please supply a reliable contact telephone

ESMO reserves the right to cancel without notice or compensation the ESMO Sarcoma and GIST Symposium 2018 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 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**

ESMO 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 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 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 nor its contractors shall be responsible for the safety of any exhibit or other property of the sponsoring company or any person. Furthermore, ESMO 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 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 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 for any previously listed risks.

#### **Enforcement of Rules**

Applies equally to all. All companies investing in sponsorship at the ESMO Sarcoma and GIST Symposium 2018 must comply with all rules and policies established by ESMO.

#### **Violation Procedure**

The procedure for policing and enforcing the violation is as follows: When noticing a violation, ESMO staff will ask the company to correct the situation according to the applicable regulations. If the company refuses to comply, ESMO 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 the ESMO Sarcoma and GIST Symposium 2018. Appeals may be made to the ESMO Management.

#### **Penalties**

- First violation: No accrual of points for the year.
- Second violation: No accrual of points plus the loss of all accrued points to date.
- Third violation: No right to participate at the next ESMO event.

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

All claims by the company booking any sponsorship product(s)/service(s) against ESMO must be in writing. The maximum time lapse is 1 month from the closure of the ESMO Sarcoma and GIST Symposium 2018.

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 Sarcoma and GIST Symposium 2018 is a non-smoking event.

#### **Final Clause**

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

## EXHIBITORS REGISTRATION

To order your exhibitor badges and register your staff, please write to the ESMO Sarcoma & GIST Secretariat at [registration@esmo.org](mailto:registration@esmo.org) by 8 January 2018.

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

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

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

Exhibitor badges are distributed onsite only at the 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.