

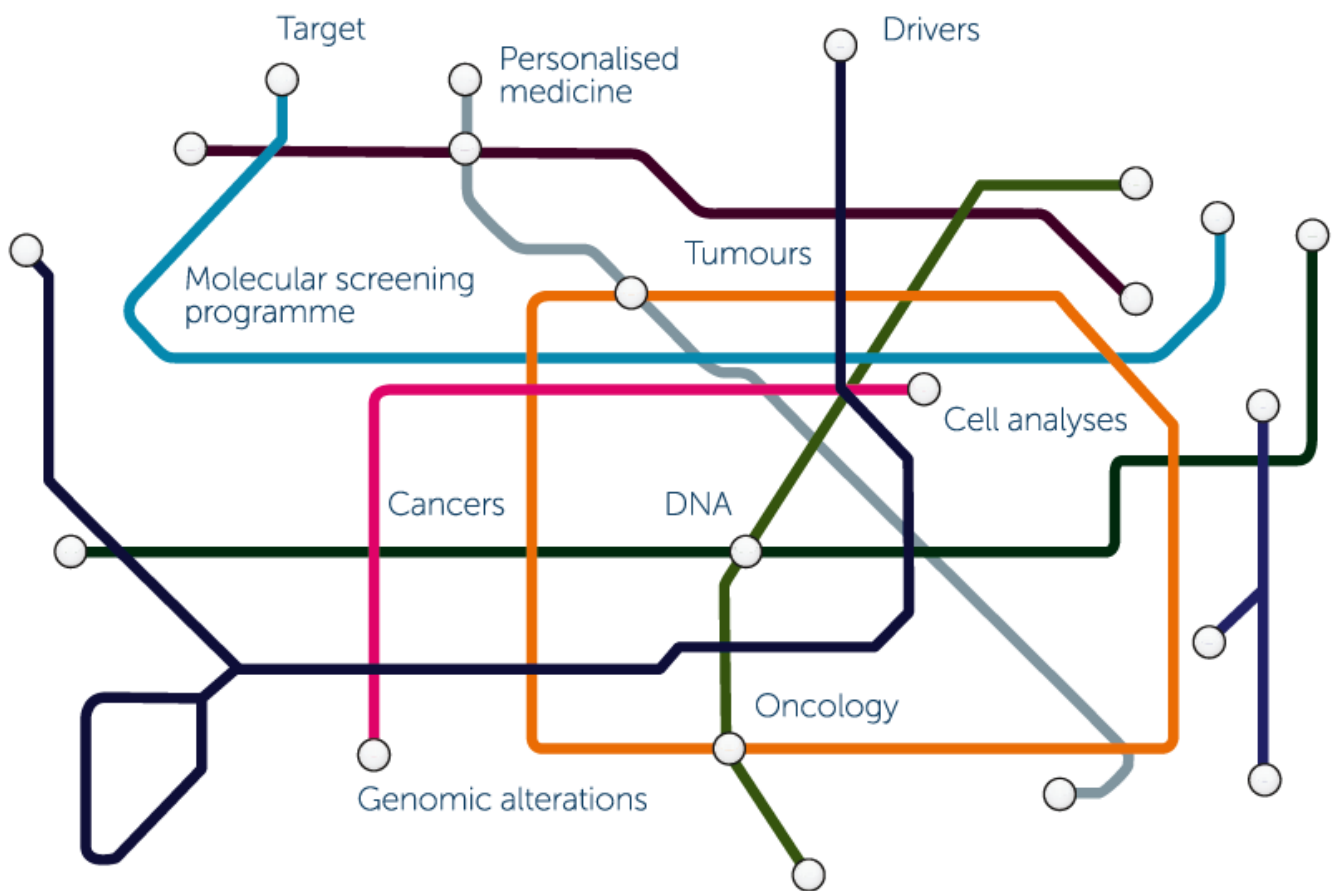
MOLECULAR
ANALYSIS
FOR
PERSONALISED
THERAPY

CONGRESS

MAP

INTERPRETING MOLECULAR ALTERATIONS FOR CLINICAL PRACTICE

INDUSTRY PARTICIPATION



PARIS FRANCE

14-15 SEPTEMBER 2018

Organising partners:



2018 EDITION TOPIC WILL INCLUDE

The MAP congress is a one-of-a-kind meeting designed by a faculty of highly influential key opinion leaders to answer the need on how to integrate in daily practice the wealth of information coming from the analysis of tumour samples.

In 2015 the 3 co-founders - Jean-Charles Soria, Fabrice André and Charles Swanton – agreed on the idea of initiating a congress where the priority was to achieve a consensus on how to interpret genomic data alterations from the analysis of tumour samples.

Cancer Research UK (CRUK), the European Society for Medical Oncology (ESMO) and UNICANCER are the organisers of this annual forum where the understanding of the tumour microenvironment as well as the impact of macroevolution and their connection to treatment resistance is a significant field of discussion in personalised medicine. New models, technologies, the current treatment advances available and new findings of ongoing clinical trials are vital to understanding which molecular alterations should be the object of therapeutic targets in cancer treatment. Personalised medicine applied to immunotherapeutics will be explored in relation to pre-existing immunity and resistance.

During this 2-day event, a prestigious Scientific Committee and world-renowned speakers will share the most advanced expertise on several topics related to personalised cancer therapies.

Save the date for MAP 2018 in Paris!

MAP 2018 Scientific Co-Chairs



Fabrice André
France (UNICANCER)



John Haanen
Netherlands (ESMO)



Charles Swanton
United Kingdom (CRUK)

A few key facts regarding the third MAP congress, held in Paris in September 2018:

- **28+** key opinion leaders
- **90+** submitted abstracts
- **400+** expected participants

TARGET AUDIENCE

The programme will be of interest to anyone in academia, industry and governmental agencies working in the discovery and preclinical and clinical development of novel anticancer therapies, including but not limited to preclinical scientists, clinicians, regulatory affairs specialists, and other professionals working in anticancer drug development.

In a particular way:

- Medical Oncology
- Researches
- Onco- Geneticians
- Clinical Investigators
- Molecular Biologists
- Cytopathologists
- Radiotherapiests
- Fellow
- Academics
- Regulators
- Industry R&D

LEARNING OBJECTIVES

- Therapeutic targets in various tumour types and the use of genomic profiling for treatment selection
- Clonal evolution
- Use of mathematical modelling and Artificial Intelligence as tools for disease evolution
- The impact of Micro Satellite Instability testing across tumour types
- The role of virus in carcinogenesis and the impact of gut microbiota in immune treatment efficacy
- The development of Precision Immuno-Oncology
- The design of innovative trials for better outcome achievements

MAP SECRETARIAT

The 4th MAP congress is organised by ESMO in partnership with UNICANCER and CRUK.

For general information, the scientific programme, abstracts and registrations, please contact map@esmo.org

For any information regarding educational grants or sponsorship please contact:

Jon Roberts

Head of Strategic Partnerships

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SPONSORING AND GRANTS

Corporate as well as non-profit entities are invited to demonstrate their commitment to improving systemic cancer therapy by providing financial support. The MAP organising committee welcomes financial support in the following categories:

- Unrestricted educational grants
- Sponsoring arrangements
 - Sponsorship packages
 - Stand-alone sponsor benefits

UNRESTRICTED EDUCATIONAL GRANTS

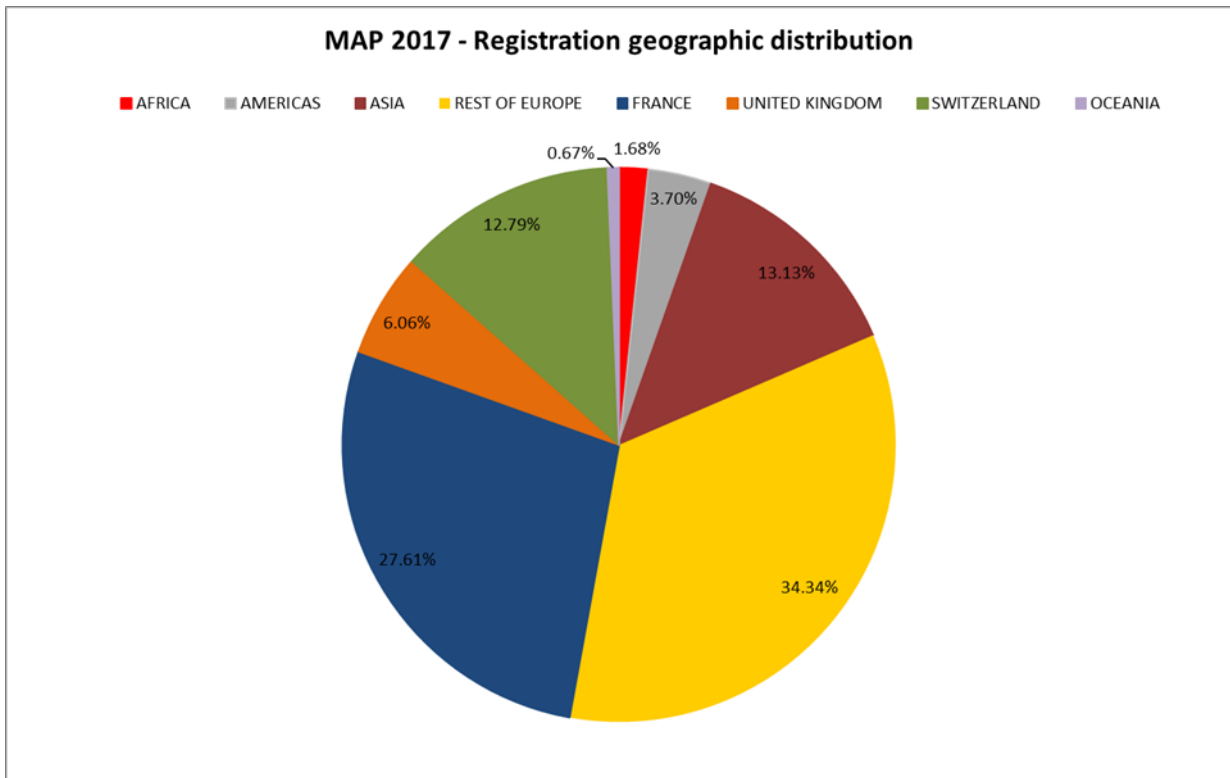
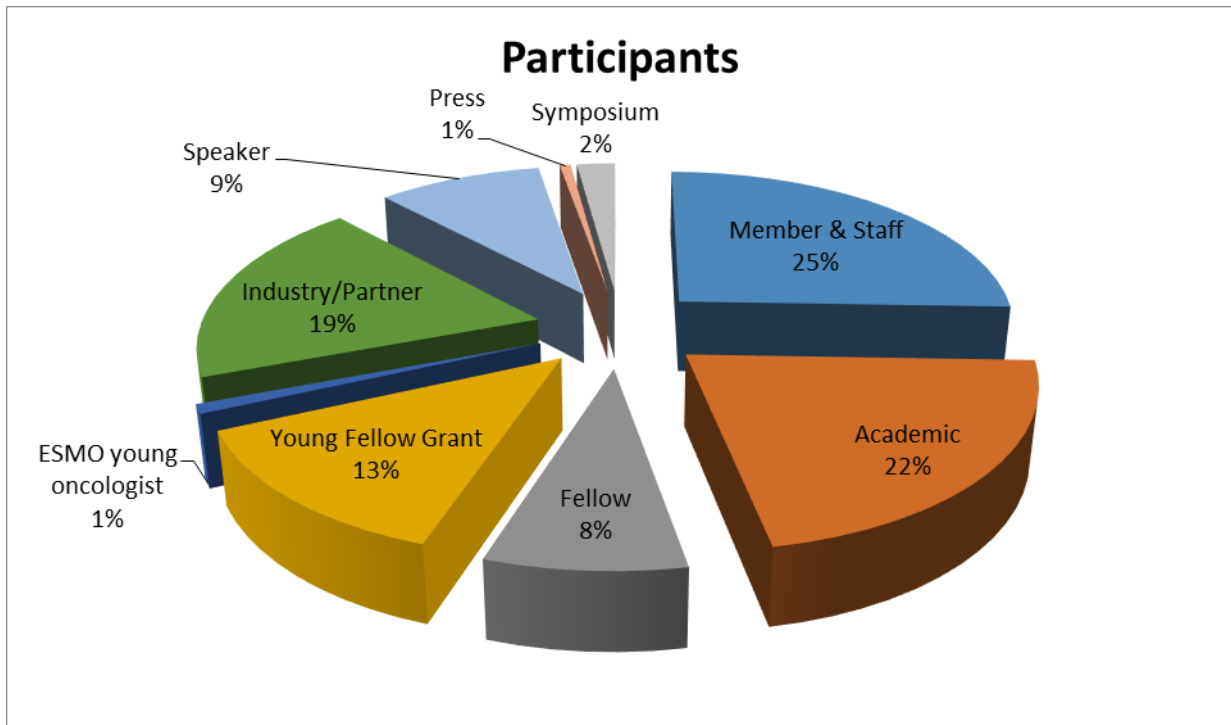
Educational grants will be used to defray the costs of the congress as an educational activity. Unrestricted educational grants of €15'000 or above are welcome. Donors will be acknowledged pre- and post-congress under the heading "Unrestricted educational grants":

- On the MAP website from the date of booking until 6 months after the congress
- By slide projection of corporate logo/company name in the lecture hall during void moments of the programme
- By corporate logo/company name on banners at the congress venue

All educational grants include the following benefits:

- Two (2) full delegate registrations

PARTICIPATION MAP 2017



SPONSORSHIP PACKAGES

Founding Partner

€35'000

- Acknowledgement with Logo
 - Inter-session slides in the congress room
 - Website of the congress
 - In the 2 acknowledgement sponsor roll-up banners
- 1 delegate bag insert
- 10 scientific registrations
- 3 seats at the speaker dinner
- 9 m² (3m x 3m) Standard shell scheme booth:
 - Including booth construction and signage (company name), carpet and power; excluding furniture and other technical facilities

Founding Partners are offered the privilege to organize on 45 minutes satellite symposium slot at the special fee of €15'000. Lunch boxes need to be provided additionally to the delegates by the founding partners.

Platinum Sponsor

€24'000

- Acknowledgement with Logo
 - Inter-session slides in the congress room
 - Website of the congress
 - In the 2 acknowledgement sponsor roll-up banners
- 5 scientific registrations
- 2 seats at the speaker dinner
- 9 m² (3m x 3m) Standard shell scheme booth:
 - Including booth construction and signage (company name), carpet and power; excluding furniture and other technical facilities

Gold Sponsor

€18'000

- Acknowledgement with Logo
 - Inter-session slides in the congress room
 - Website of the congress
 - In the 2 acknowledgement sponsor roll-up banners
- 3 scientific registrations
- 9 m² (3m x 3m) Standard shell scheme booth:
 - Including booth construction and signage (company name), carpet and power; excluding furniture and other technical facilities

Silver Sponsor

€13'000

- Acknowledgement with Logo
 - Inter-session slides in the congress room
 - Website of the congress
 - In the 2 acknowledgement sponsor roll-up banners
- 1 scientific registration
- 6 m² (3m x 2m) Standard shell scheme booth:
 - Including booth construction and signage (company name), carpet and power; excluding furniture and other technical facilities
 - Website of the congress
 - In the 2 acknowledgement sponsor roll-up banners

Start UP—Contributor

€8'000

- Acknowledgement with Logo
 - Inter-session slides in the congress room
 - Website of the congress
 - In the 2 acknowledgement sponsor roll-up banners
- 1 scientific registration
- Display table in the foyer

Start UP—Associate

€4'000

- Acknowledgement with Logo
 - Inter-session slides in the congress room
 - Website of the congress
 - In the 2 acknowledgement sponsor roll-up banners
- Display board

ADDITIONAL SPONSORSHIP OPPORTUNITIES

The additional sponsorship opportunities can be selected **only** if a sponsor package has been bought.

Satellite Symposium at the congress venue

€26'000

This can be chosen if you are a Founding partner at €15'000 or a Platinum Sponsor.

- Opportunity to organize a one-hour CME or non-CME satellite symposium on one of the congress days
- Use the lecture room and technical facilities at congress venue
- Logistics support by congress management before, during and after the satellite meeting
- Announcement of satellite symposium via email to the potential MAP 2018 target audience
- Announcement of satellite symposium on the congress website
- The scheduling of satellite symposia is at the discretion of congress organisers, in consultation with sponsor

Congress mobile application

€10'000

Congress participants can download the final programme both before and during the congress via their mobile devices and receive ongoing information about the congress.

Upon login, there will be a welcome note with supporter's details.

- Sponsor's logo on the congress website
- Signage on-site with the mentioning of the sponsor as the supporter of the mobile application
- Welcome message from the supporter upon login to the application
- 2 promotional messages will be integrated into the mobile application with notes from the supporting company

Speaker Preview Centre

€2'000

- Higher visibility with key opinion leaders
- Networking and reinforcement with our elite key opinion leaders
- Logo would be indicated as support of the Speaker Preview Centre's permanent coffee breaks and technical equipment's

Congress bags **€9'000**

- Exclusive grant to support a bag for all congress delegates
- Bags will feature corporate logo on a luggage tag
- One sponsor's flyer in congress bags
- Choice of bag and supplier at the discretion of the congress organisers

Insert in congress bags **€2'000**

- An insert, provided by sponsor, in all delegates' bags
- Inserts may be flyers, booklets, CDs, journal samples, small give-way items
- Insert's content is subject to pre-approval by congress organisers
- Sponsor fee includes handling of inserts from the point of delivery to congress organisers

Notepads **€3'000**

- Organisers produce notepads for congress bags featuring pharma logo

Pens **€3'000**

- Organisers produce pens for congress pens featuring pharma logo

Wireless Internet access facilities at the venue **€6'000**

- Exclusive grant to support unlimited complimentary internet access for congress
- Internet access technology. Wi-Fi at the congress venue will be arranged by the congress organisers
- Featured recognition of sponsor with corporate logo

Poster viewing & Welcome reception **€8'000**

- Exclusive grant to support the poster viewing & welcome reception
- All delegates welcome; complimentary beverages and light snacks served
- Featured recognition with corporate logo in the poster area
- Selection of beverages and catering at the discretion of congress organisers

Coffee Break **€2'500 (per break)**

- Exclusive sponsoring of the coffee breaks on one of the congress days
- Featured recognition with corporate logo on a banner in the coffee service area

Promotional messages on mobile application **€2'000/ message**

- A promotional message will be integrated into the mobile application with a note from the supporting company. Sponsor will be able to promote his symposium/booth/product via the promotional messages

Young Fellow Programme—per fellow **€1'000**

- Acknowledgement as supporter of Young Fellow
- 1 grant consists in: 2 nights' accommodations, a full registration to the conference, € 300 contribution to travel

Promotion

Spread the word about your participation in the MAP congress. We encourage you to raise awareness about your involvement with this event by sharing our regular e-newsletters with relevant contacts. Display MAP congress promotional materials on your upcoming exhibits, both internally and at other medical meetings. Let us know your needs; we can send you advertisements, preliminary programmes, postcards and web banners to distribute as you see appropriate within your network.

Important Information

Other sponsorship opportunities are available on request. We are open to your suggestions and can help you to select the best sponsorship activities to suit your marketing target and strategies

AGREEMENT RULES AND CONDITIONS

The following conditions of participation refer to the booking of any sponsorship product(s)/service(s) at the MAP 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 MAP 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 (excluding the satellite symposia assignments).

To ensure each sponsoring company has a chance to choose a suitable stand 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.

For this reason, please supply a reliable contact telephone 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 MAP 2018 will be subject to a 10% penalty fee on the total sponsorship investment.

Refunds

Any refunds of deposits paid will be made MAP 2018 but not later than the 30 March 2019. 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 exhibition, or to transfer it to another site, if unforeseen circumstances warrant such action. Should any contingency prevent the holding of the MAP 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: ESMO reserves the right to cancel without notice or compensation MAP 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 MAP 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 MAP 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 MAP 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

MAP 2018 is a non-smoking event.

Final Clause

In cases not covered by the regulations in these General Terms and Conditions, ESMO interpretation shall be final