

**ESMO BREAST CANCER**

Annual Congress

**BERLIN GERMANY**  
**2-4 MAY 2019**

# **INDUSTRY GUIDELINES**

**ESMO Breast Cancer**  
**2-4 May 2019**  
**Berlin, Germany**

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## **INTRODUCTION**

Dear Industry Partners,

We have the extraordinary privilege to invite you to ESMO Breast Cancer 2019, an annual congress taking place for the first time from 2 to 4 May 2019 in Berlin, Germany.

Cancer patients and their needs are at the heart of what we do – we are dedicated to advancing research and integrating it into the clinic to ensure better care for our patients. In recent years, we have seen remarkable progress in treatment options and improved outcomes for breast cancer patients. We are committed to delivering a comprehensive overview of all the practice-changing new data and making sure it has a clear roadmap to the clinic to improve care for patients.

ESMO Breast Cancer is a new and exciting multidisciplinary meeting which will be looking at breast cancer in a truly holistic way, attracting cutting-edge research and working to apply it in the clinical setting. This meeting is for all specialists working in breast cancer worldwide.

Brought to you by ESMO, your trusted provider of specialised education in oncology, the congress is designed by the world's foremost experts in breast cancer.

We welcome the very best clinical and translational research and look forward to showcasing outstanding original data. ESMO Breast Cancer will offer immediate global visibility to practice-changing developments.

For the first time, you have the opportunity to join a multidisciplinary meeting on breast cancer with a global scope in a European location: the vibrant city of Berlin, Germany.

We invite you to save the date and look forward to seeing you there!

ESMO Breast Cancer 2019 Co-Chairs



**Giuseppe Curigliano**  
Milan, Italy



**Sybille Loibl**  
Neu-Isenburg, Germany

## **CONGRESS OFFICERS**

### **Scientific Committee Co-Chairs:**

- **Giuseppe Curigliano**, Milan, Italy
- **Sybille Loibl**, Neu-Isenburg, Germany
- **Rolf A. Stahel**, Zurich, Switzerland
- **Christoph Zielinski**, Vienna, Austria

### **Scientific Committee**

- **Fabrice André**, Paris, France
- **Carlos Caldas**, Cambridge, UK
- **Fatima Cardoso**, Lisbon, Portugal
- **Javier Cortés**, Madrid, Spain
- **Evandro de Azambuja**, Brussels, Belgium
- **Véronique Diéras**, Paris, France
- **Matthew Ellis**, Houston, TX, USA
- **Alex Eniu**, Cluj-Napoca, Romania
- **Nadia Harbeck**, Munich, Germany
- **Sherene Loi**, Melbourne, Australia
- **Miguel Martín**, Madrid, Spain
- **Philip Poortmans**, Paris, France
- **Christos Sotiriou**, Brussels, Belgium
- **Nicholas Turner**, London, UK
- **Michael Untch**, Berlin, Germany
- **Theresa Wiseman**, Southampton, UK (EONS)
- **Europa Donna representative**

## **KEY DATES**

### **Programme deadlines**

<b>30 January 2019</b>	Abstract submission deadline
<b>1 April 2019</b>	Late-breaking abstract (LBA) submission deadline
<b>2 - 4 May 2019</b>	ESMO Breast Cancer meeting 2019

### **Satellite symposia deadlines**

<b>4 February 2019</b>	The proposed programme - including symposium and all presentation titles, names and full contact details of proposed speakers and chairperson(s) – must be submitted to the ESMO Programme department (programme@esmo.org) using the official template.
<b>18 February 2019</b>	Notification of acceptance / rejection / request for modifications to the programme as decided by the ESMO Breast Cancer 2019 Scientific Committee.
<b>18 March 2019</b>	Receipt of the final programme for inclusion in the Congress Programme Book. Minor changes notified after this deadline may be made to the online programme but cannot be guaranteed inclusion in the printed programme book.

### **Registration deadlines**

<b>13 February 2019</b>	Early registration
<b>6 March 2019</b>	Groups participant's details to be supplied
<b>3 April 2019</b>	Late registration

### **Promotional deadlines**

<b>30 January 2019</b>	Logo, Company and product description
<b>28 February 2019</b>	Bag insert and Satellite Weblink for approval
<b>8 March 2019</b>	Advertisement deadline for programme book

## Exhibitors deadlines

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15 February 2019	Submissions of the stand layout (if different than a shell scheme stand)
20 February 2019	Order of furniture and additional services
6 March 2019	Exhibitors registration

## **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 24<sup>th</sup> 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

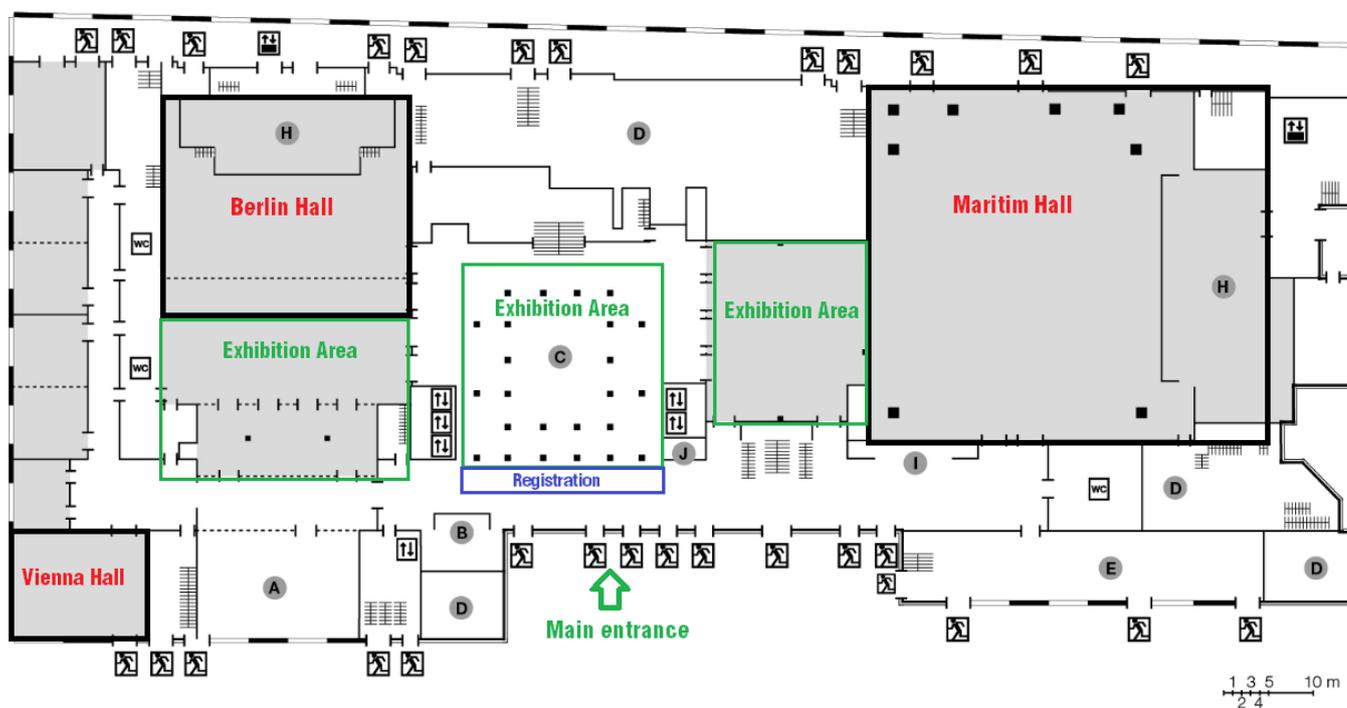
### Venue address

**Maritim Hotel Berlin**  
Stauffenbergstrasse 26,  
10785 Berlin  
Germany

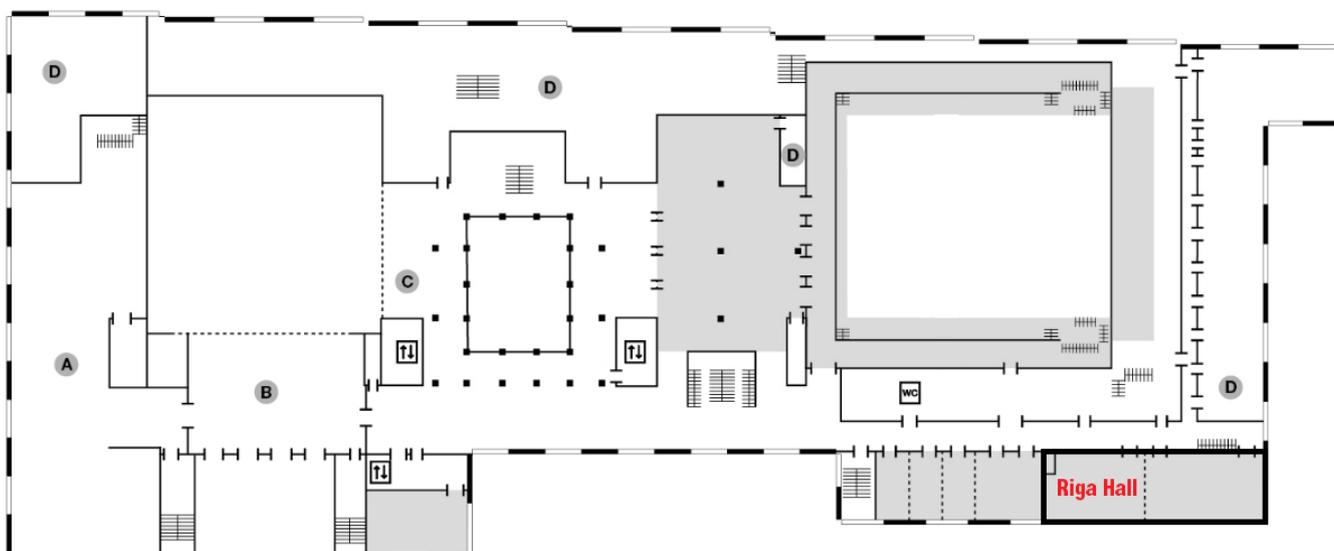
The Maritim Hotel Berlin occupies a prime, central spot on the city's Tiergarten park in the quiet diplomatic quarter, close to the "Kurfürstendamm" and the "Potsdamer Platz". Close by are the "Kulturforum" with the "Berlin Philharmonie", the New National Gallery, the Painting Gallery and various shopping possibilities

### Venue overview

#### Ground Floor



#### First Floor



## Delivery information

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Goods need to reach Maritim Hotel Berlin **between April 29<sup>th</sup> and May 1<sup>st</sup> 2019**. Please note that any shipment received before the 29<sup>th</sup> of April 2019 is not guaranteed to be held by the Hotel. Please refer to the exhibition rules and instructions chapter for more information.

Please take note **May 1<sup>st</sup> is Labour Day** in Germany and not all the forwarding agents work in that day; Make sure your delivery will reach the venue on time.

## Accommodation

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ESMO is committed to providing the best experience for attendees of the ESMO Breast Cancer 2019. We have secured a preferential rate of 155 euro (Buffet breakfast included, excl. city tax) at the Maritim hotel Berlin. To benefit from your special rate, please use the following link:

<https://www.maritim.com/en/home?hotel=23&startdate=01.05.2019&enddate=05.05.2019&adults=0&children=0&rooms=1&bookingcode=1BER010519>

## Parking

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Maritim Hotel Berlin has a limited on-site car parking available at 25 EUR per day and per car (max. height 2m).

## Lead System / Badge Scanner

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The ESMO Breast Cancer 2019 Lead Retrieval System is a fast and easy way to record visitors' contact information. By simply scanning a visitor's name badge with the supplied scanner, that contact is entered into your own visitor database, including all relevant product information or comments which have been added to these visitors' profiles beforehand. Following the event, approved visitors' address data can be provided in printed form or as a MS Excel file, or made available with proper access rights through an online platform. Further details are available in the attached document.

### CTI Meeting Technology GmbH

Nussdorferstraße 20/22  
1090 Vienna, Austria

Ms. Tamara Dworschak

Tel: +43 1 319 69 99

Fax: +43 1 319 69 99 33

Email: [t.dworschak@ctimeetingtech.com](mailto:t.dworschak@ctimeetingtech.com) or [leadsystem@ctimeetingtech.com](mailto:leadsystem@ctimeetingtech.com)

## **CONTACTS**

### **ESMO**

<b>ESMO Head office</b>		
Via Ginevra 4 6900 Lugano, Switzerland	breast@esmo.org	
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Valentina Meier	travelgrants@esmo.org	+41 (0)91 973 19 63
<b>Media relations</b>		
Thomas Balasso	media@esmo.org	+41 (0)91 973 19 04

### **Venue**

<b>Maritim Hotel Berlin</b>	
Stauffenbergstrasse 26, 10785 Berlin, Germany	Nicola Heyde nheyde.ber@maritim.de

### **Exhibition official stand Builder**

<b>Expofair</b>	
Bessemerstrasse 38-42, 12103 Berlin, Germany	Milena Extra milena.extra@expofair-berlin.de

### **Accommodation**

K.I.T. Group GmgH has been appointed by the organisers as exclusive housing agency to manage the hotel accommodation in relation to the ESMO Breast Cancer 2019. Kuoni Global Travel Services AG can also provide assistance with transfers, dinners and social events

<b>K.I.T. Group GmbH</b>	
Kurfüstendamm 71, 10709 Berlin, Germany +49 30 24603 205	Merryn Scholz mscholz@kit-group.org

## **GENERAL CONGRESS AND EXHIBITION SCHEDULE**

### **Registration hours**

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Wednesday, 1 May	14:00-17:30 (groups only)
Thursday, 2 May	08:00-17:30
Friday, 3 May	07:00-17:30
Saturday, 4 May	07:00-12:00

### **Exhibition setup hours**

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Wednesday, 1 May	08:00-22:00
Thursday, 2 May	08:00-10:00

### **Exhibition area hours**

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Thursday, 2 May	11:00-17:00
Friday, 3 May	08:30-17:00
Saturday, 4 May	08:30-12:30

### **Exhibition dismantling hours**

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Saturday, 4 May	14:30-22:00
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### **Coffee breaks and lunches**

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Thursday, 2 May	13:00-13:30, 16:00-16:30
Friday, 3 May	10:15-10:45, 12:15-13:00, 16:15-16:45
Saturday, 4 May	10:15-10:45

*Times subject to changes*

### **Welcome reception**

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The welcome reception will take place in the Exhibition area on Thursday 2 May from 13:00 to 13:30

## **EXHIBITION RULES AND INSTRUCTIONS**

Please note that a technical exhibitors manual with order forms will be published in February 2019.

### **Booth specifications**

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

*Platinum, Gold and Silver Sponsors* are responsible to build their own booths; it is important to submit the artwork to [breast@esmo.org](mailto:breast@esmo.org) by March 15, 2019.

*Bronze Sponsors* have included in their packages the following items:

- Booth space 6-9 sqm
- Shell scheme walls with fascia (company name) and carpet
- 1 rail of 3 spots
- Power socket (power must be ordered separately to Maritim Hotel Berlin)

For additional furniture please contact Mrs. Milena Extra ([milena.extra@expofair-berlin.de](mailto:milena.extra@expofair-berlin.de))

Exhibitors are welcome to decorate their stand walls or order furniture at the exhibitor's expense.

### **Catering for exhibition stands**

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All catering must be organised through Maritim Hotel Berlin. However, bringing your own small Nespresso machine is not considered part of the catering exclusivity.

Please contact Maritim Hotel well in advance to discuss your requirements.

**Contacts:** Nicola Heyde

**Email:** [nheyde.ber@maritim.de](mailto:nheyde.ber@maritim.de)

### **Shipping instructions**

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Deliveries will only be accepted from **Monday, 29<sup>th</sup> of April 2019**. Deliveries prior to the event should be limited to parcels. Heavy material, booth furniture or fragile devices should only be delivered on the exhibition setup day and will not be accepted prior to **Wednesday, 1<sup>st</sup> of May 2019**.

When delivering, please first contact the Venue Nicola Heyde at + 49 30 20 651 427 or by email [nheyde.ber@maritim.de](mailto:nheyde.ber@maritim.de). It is important to state the event name and describe the delivery.

All consignments must be addressed to:

**Maritim Hotel Berlin**

Stauffenbergstraße 26

10785 Berlin

Attn. Mrs. **Nicola Heyde** – **ESMO Breast Cancer 2019**

All good must be labelled as follows:

- Booth Material: **ESMO Breast Cancer 2019 – Company name – Booth no. xx– 2-4 May 2019**
- Bag inserts (800 copies): **ESMO Breast Cancer 2019 – Company name – Bag inserts – 2-4 May 2019**

Delivery dates:

- **Booth material:** between April 29<sup>th</sup> and May 1<sup>st</sup> 2019  
**Important:** Heavy material, such as booth furniture or fragile devices should only be delivered on **Wednesday 1<sup>st</sup> of May 2019**.
- **Bag inserts:** the bag inserts must be delivered on April 29<sup>th</sup>, after this date ESMO cannot guarantee the inclusion of the flyer in the bag.

## Exhibitors registration

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To order your exhibitor badges and register your staff, please write to the Registration Service Unit at [registration@esmo.org](mailto:registration@esmo.org) by the 6 March 2019.

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

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

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

Exhibitor badges are distributed onsite only at the Group 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.

## Short company description

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ESMO will include short exhibitor’s company/society profiles on the congress website and Events App in the “Industry Participation” section.

All Exhibitors are kindly invited to send to [breast@esmo.org](mailto:breast@esmo.org) the company details by **30 January 2019**, as follow:

- company name to be listed online and in the Events App
- company description (max 60 words)
- company logo
- company website
- stand number

Please refer to the attached template.

When sending the information, please make sure to clearly indicate the company name as it must appear on the ESMO website and in the Events App.

## Standing rules

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The safety of the booth is the sole responsibility of the exhibitor. Neither ESMO nor Maritim Hotel take any responsibility for any damages or accidents caused by exhibition stands.

### General requirements

- All exhibits must be confined to the spatial limits of their booth, as indicated in the final floorplan.
- Equipment to be shown or demonstrated must be placed in the exhibit space contracted in order to ensure that the visitor viewing the equipment will be in the booth and not impeding aisle traffic. All products and services must be safe in the opinion of ESMO and have the approval of appropriate authorities.
- ESMO reserves the right to stop such activities on the booth immediately, if they are blocking passageways around the booth area.
- Exhibits must be staffed at all times during the hours of Exhibition. The Exhibition areas are to be used only during the specified opening hours.

## **Liability / Insurance**

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### Liability

Neither ESMO nor Maritim Hotel Berlin, nor either of their officers, agents, employees, or other representatives shall be held liable for, and they are hereby released from any damage, loss, harm, or injury to the person or property of the Exhibitor or any of its visitors, officers, agents, employees or other representatives, resulting from Exhibitor's participation in the Event or licensing and/or use of exhibition space hereunder, whether from earthquake, fire, theft, water or accident of any other cause, or from ESMO nor Maritim Hotel Berlin, or either of their officers', agents', employees' or other representatives' negligence. The Exhibitor shall indemnify, defend, and hold harmless ESMO nor Maritim Hotel Berlin and their respective owners, directors, officers, employees, agents and representatives, from, any and all claims, demands, suits, liability damages, loss, costs, attorney's fees, and expenses of any kind which might result or arise from any action or failure to act on the part of the Exhibitor or its officers, agents, employees, or other representatives. Neither ESMO nor Maritim Hotel Berlin shall be responsible for the security of Exhibitor's products, proprietary software or hardware information. It is the responsibility of the Exhibitor to maintain proper insurance coverage for its property and liability. Exhibitor understands that neither ESMO nor Maritim Hotel Berlin maintains insurance covering the Exhibitor's property, and it is the sole responsibility of the Exhibitor to obtain such insurance.

The stands may be used only for exhibiting and advertising the exhibitors' own products in accordance with applicable laws and regulations.

The ESMO Breast Cancer 2019 congress will not attempt to settle disputes between exhibitors over issues such as trademark violations, sign cop, and copyright violation claims.

Any orders for products which are taken must be made in accordance with laws covering such orders.

Advertising / promoting a specific product does not mean acceptance by ESMO and it is the full responsibility of the corporation that it is in accordance with the German and European law, where applicable.

### Insurance

The exhibitor and or his stand building company have to take out a civil liability policy to cover damages for personal and property damages for the duration of the entire time of the exhibition including the time allotted for setting up and dismantling.

## **INDUSTRY SATELLITE SYMPOSIA AND OTHER ACTIVITIES POLICY**

### **1.0 Structure**

Satellite symposia will take place from Thursday, 2 May to Saturday, 4 May 2019. Details of available time-slots may be obtained by email from the ESMO Meetings department ([breast@esmo.org](mailto:breast@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 congress.

Companies are strongly encouraged to establish a programme in line with the general concept of the congress scientific programme. Current ESMO Breast Cancer 2019 policy encourages the avoidance of topic and/or statement repetition, and/or lectures which may be in conflict with what the ESMO Breast Cancer 2019 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 congress. 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)).

Submitting an abstract to the ESMO Breast Cancer 2019 Scientific Committee and the official congress programme implies that the study reported therein will not be presented as such during the congress 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**

#### Travel:

It is the sponsor's responsibility to cover the travel expenses (flight/train/car) for all speakers and chairs participating in their satellite symposium, regardless of whether or not they are also invited to participate in the ESMO Breast Cancer 2019 programme.

Speakers will be instructed to claim flight/train/car reimbursement directly from the sponsor and will be notified that by participating in an industry satellite symposium, they are not eligible for any travel reimbursement from the ESMO Breast Cancer 2019 organisers.

#### Accommodation:

Speakers in the official ESMO Breast Cancer 2019 programme will be accommodated in the Faculty headquarters hotel. Depending on their speaker role(s) in the official ESMO Breast Cancer 2019 programme, the remainder of their stay will be covered on a private basis. Speakers who are not participating in the official ESMO Breast Cancer 2019 programme must be accommodated by the sponsor.

Each company is also responsible for the registration of any satellite symposium speakers who are not participating in the official ESMO Breast Cancer 2019 programme. Registrations are not arranged by the ESMO Breast Cancer 2019 organisers. Queries may be sent to the ESMO Registration Services Unit ([registration@esmo.org](mailto:registration@esmo.org)).

### **1.3 Applications**

The ESMO Strategic Partnership department will approach companies with a proposal to participate at ESMO Breast Cancer 2019. At the congress, Satellite symposia time-slots are assigned by sponsorship level and on a first come, first served basis.

## 1.4 Programme timeline and deadlines

<b>On application</b>	Each company should inform ESMO about the type of product(s) and the treatment area on which the Satellite symposium programme will be based.
<b>4 February 2019</b>	The proposed programme - including symposium and all presentation titles, names and full contact details of proposed speakers and chairperson(s) – must be submitted to the ESMO Programme department (programme@esmo.org) using the official template.
<b>18 February 2019</b>	Notification of acceptance / rejection / request for modifications to the programme as decided by the ESMO Breast Cancer 2019 Scientific Committee.
<b>18 March 2019</b>	Receipt of the final programme for inclusion in the Congress Programme Book. Minor changes notified after this deadline may be made to the online programme but cannot be guaranteed inclusion in the printed programme book.

## 2. Satellite symposia logistical details

### Schedule, room set-up and features

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

#### Thursday, 2 May 2019

Symposium N°	Time	Auditorium	Capacity	Height to ceiling	Stage	Podium
1	12:00 – 13:00	Berlin	Up to 650 theatre	6.85 m	yes	yes
2	12:00 – 13:00	Vienna	200 theatre	3.40 m		yes
3	18:30 – 19:30	Berlin	Up to 650 theatre	6.85 m	yes	yes
4	18:30 – 19:30	Vienna	200 theatre	3.40 m		yes
5	18:30 – 19:30	Riga	200 theatre	3.15 m		yes

#### Friday, 3 May 2019

Symposium N°	Time	Auditorium	Capacity	Height to ceiling	Stage/podium	Podium
6	13:00 – 14:00	Berlin	Up to 650 theatre	6.85 m	yes	yes
7	13:00 – 14:00	Vienna	200 theatre	3.40 m		yes
8	13:00 – 14:00	Riga	200 theatre	3.15 m		yes
9	18:30 – 19:30	Berlin	Up to 650 theatre	6.85 m	yes	yes
10	18:30 – 19:30	Vienna	200 theatre	3.40 m		yes
11	18:30 – 19:30	Riga	200 theatre	3.15 m		yes

#### Saturday, 4 May 2019

Symposium N°	Time	Auditorium	Capacity	Height to ceiling	Stage/podium
12	12:30 – 13:30	Vienna	200 theatre	3.40 m	
13	12:30 – 13:30	Riga	200 theatre	3.15 m	

#### Technical equipment

Room	LCD Proj.	Laptop	Screen	Camera	Laser pointer	Microphones		
						Lectern	Panel	Floor
Berlin	1	1	16/9	0	1	2	2	4
Vienna	1	1	16/9	0	1	2	2	4
Riga	1	1	16/9	0	1	2	2	4

## 2.1 Technical and monitoring staff

One technical staff member and one hostess are assigned to each room. Additional hostesses can be booked through K.I.T. Group ([mscholz@kit-group.org](mailto:mscholz@kit-group.org))

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

Owing to the limited set-up and dismantling time necessary between Satellite symposia, additional audio-visual 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 Mrs. Nicola Heyde and Mr. Markhof Greger that the proposed “Technical Requirements” of the congress are feasible and compatible with existing equipment. These requests must be communicated by email to [nheyde.ber@maritim.de](mailto:nheyde.ber@maritim.de) and to [mgreger.ber@maritim.de](mailto:mgreger.ber@maritim.de) no later than the 23 March 2019

## 2.2 Food and beverage areas

**Requests for F&B functions should be addressed to ESMO** ([breast@esmo.org](mailto:breast@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 congress centre must be purchased through the official catering service.

## 2.3 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 Symposia.

## 2.4 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 ESMO ([breast@esmo.org](mailto:breast@esmo.org)).

Rehearsal time may be available but is not guaranteed. Please contact ESMO ([breast@esmo.org](mailto:breast@esmo.org)).

## 2.5 Invited speaker preview centre

For logistical reasons, companies organising a Satellite Symposium are strongly recommended to use the invited speakers preview centre and follow the instructions that ESMO prepares for its own speakers.

Benefit in using the invited speakers preview centre:

- Stage assistant included

## 2.6 Industry satellite symposium Webcast and hosting rights

All the educational sessions that take place at the ESMO Breast Cancer 2019 congress will be added to the respective Webcast Library.

Once the congress 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 congress Webcast Library provided the filming/recording of your webcast was done by our official supplier: CTI Meeting Technology.

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: Jon Roberts [jon.roberts@esmo.org](mailto:jon.roberts@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 [jon.roberts@esmo.org](mailto:jon.roberts@esmo.org)

## 2.7 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 ESMO ([breast@esmo.org](mailto:breast@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 ESMO accordingly. ESMO 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 ESMO and provide the agency name and contact person details. Only official agency representatives will receive information material from ESMO.

## 2.8 ESMO Breast website

Approved Satellite symposia programmes will be published online in the Satellite symposia section of the congress programme. The submission of the programme must follow the format of the Congress template, which may be requested from [programme@esmo.org](mailto:programme@esmo.org).

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

## 2.9 Abstract presentation during the congress

Each company must guarantee that studies reported in accepted abstracts will not be presented as such during the congress at any industry-related Satellite symposia prior to its presentation during the official congress programme.

## 2.10 ESMO Breast abstract book

Abstracts related to satellite symposia are not published in the congress Abstract book.

### 3. 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 congress 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 ESMO.

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

Furthermore, ESMO bears no responsibility towards the delegates for the display, promotion or sale of therapies or services, neither are ESMO supporting those products or services for their sole promotion at the ESMO Breast Cancer 2019. However, ESMO 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 ESMO 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 ESMO Breast Cancer 2019 is legally and ethically acceptable in Switzerland.

Each company will ensure that all company publications referring to Satellite symposia mention: " ESMO Breast Cancer 2019 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 Meeting Department ([breast@esmo.org](mailto:breast@esmo.org)) by the 28 February 2019.

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 Breast Cancer 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).

##### 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 Weblink 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 Weblink to [breast@esmo.org](mailto:breast@esmo.org) is the 28 February 2019. Your Weblink 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 Weblink may consist of more than 1 virtual page, due to its' online nature, however no more than 2 pages can be included per Weblink.
- Under no circumstances may "Flash files" be allowed.
- Any requests for content or structure change/amendments after the Weblink has been linked to the appropriate listing will not be actioned.
- To ensure that ESMO Breast Cancer 2019 logo is properly protected, ESMO has defined guidelines for its use, which permit the use of the congress logo under specific conditions.
- Cancellation of the Weblink should be sent in writing to the ESMO Meeting 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 congress-related publications. Please contact [breast@esmo.org](mailto:breast@esmo.org) for further details.

### 3.5 Signage, display and distribution on site

One designated vertical e-poster board will be made available in a public area, where the programme of the industry satellite symposia will be rotating during all day. Details about the file format will follow in due time.

Flyers may 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 conference hotel

The production, distribution or display of promotional materials at the hotels where participants are staying during the congress is discouraged by ESMO. 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 ESMO for the distribution of material or for the list of official congress 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 congress, 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 these starts after the conclusion of the official programme of the day.

The Welcome reception will take place in the foyer on Thursday, 2 May from 13:00 to 13:30 hours.

The general Poster viewing will take place in the Poster Area on Friday, 3 May from 12:15 to 13:00 hours.

### 3.9 Unofficial Satellite symposia or similar events

During the period beginning on Thursday, 2 May through to Saturday, 4 May 2019, ESMO will not allow any corporate-organised Satellite symposia or similar events during other days and in other places except the one planned in the official venue.

### 3.10 Concomitant activities

Concomitant activities (internal meetings involving delegates, press conferences, educational or promotional activities) in or outside the conference centre but concomitant with or during breaks of the scientific programme of

the ESMO Breast Cancer 2019 are subject to ESMO approval. Clear identification of the organisers, purpose, targeted participants and the full programme must be submitted for approval to ESMO ([breast@esmo.org](mailto:breast@esmo.org)) at least 4 weeks prior to the event.

Blackout times:

2 May 2019	13:30 – 18:00
3 May 2019	07:45 – 18:15
4 May 2019	07:45 – 12:15

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)

Meeting rooms:

A limited number of meeting rooms are available at the Maritim hotel Berlin to organise smaller closed industry meetings such as staff or client meetings (upon invitation only). Small meetings may take place in parallel with official congress 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 Breast congress publication. Only after the approval of ESMO 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 Swiss 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 congress centre must be purchased through the official catering service.

### 3.13 Participation in Industry satellite symposia

Participants fully registered to the congress, visitors wearing the visitors' badge, exhibitors wearing the exhibitors badge and agencies wearing the Industry Satellite badge have the right to attend the Industry Satellite symposia.

### 3.14 Media events – Temporary badges

According to the ESMO Breast Cancer Media Policy, representatives of communications agencies are not entitled to receive a press badge, which is assigned only to journalists working for recognised media. In case representatives of communications agencies need a badge to assist in the preparation and development of third-party's 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 Breast Cancer 2019 Third-party Media Activities Policy" to be requested through [media@esmo.org](mailto:media@esmo.org).

## 4. Filming, recording and photography

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

## **GENERAL TERMS AND CONDITIONS**

The following conditions of participation refer to the booking of any sponsorship product(s)/service(s) at the ESMO Breast Cancer 2019 congress 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 Breast Cancer 2019 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 ESMO Breast Cancer 2019 congress 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 Breast Cancer 2019 but not later than the **29 December 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 ESMO Breast Cancer 2019 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 the ESMO Breast Cancer 2019 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 Breast Cancer 2019 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 Breast Cancer 2019. 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 Breast Cancer 2019.

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 Breast Cancer 2019 is a non-smoking event.

### **Final Clause**

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