



# ESMO 2019

**INDUSTRY  
GUIDELINES**

**ADDENDUM**

**BARCELONA, SPAIN**  
**27 SEPT – 1 OCT 2019**

The ESMO 2019 Congress, in partnership with the European Association for Cancer Research (EACR), will bring cancer researchers and clinicians together to enable collaboration and the exchange of ideas, from the laboratory to the bedside and back.

This exciting partnership creates a unique cancer congress in Europe with huge scientific reach and the true potential to improve the lives of cancer patients.

Organised by:



In partnership with:



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## Auditoria capacities & technical equipment

Set-up is theatre style in all the auditoria, with a panel table for 4 persons.  
One technical staff member is assigned to each auditorium.

Location	Auditorium Name	LCD projector	Laptop	Screen	Laser pointer	Microphones		
						Lectern	Panel	Floor
Hall 2	Pamplona 1.000 seats	2 x 20,000 al HD, 3DLP	1	1 Main front screen: 20 x 6,0m	1	2	4	8
Hall 7	Cordoba 1.000 seats	2 x 20,000 al HD, 3DLP	1	1 Main front screen: 20 x 6,0 m	1	2	4	8
Hall 5	Malaga 800 seats	1 x 10,000 al HD, 3DLP	1	1 Main front screen: 7,8 x 4,4m	1	2	4	6
Hall 5	Bilbao 800 seats	1 x 10,000 al HD, 3DLP	1	1 Main front screen: 7,8 x 4,4m	1	2	4	6
Hall 7	Tarragona 800 seats	1 x 10,000 al HD, 3DLP	1	1 Main front screen: 7,8 x 4,4m	1	2	4	6
Hall 3	Alicante 600 seats	1 x 8,000 al HD, 3DLP	1	1 Main front screen: 6,8 x 3,8m	1	2	4	4
Hall 3	Cartagena 600 seats	1 x 8,000 al HD, 3DLP	1	1 Main front screen: 6,8 x 3,8m	1	2	4	4
Hall 3	Salamanca 600 seats	1 x 8,000 al HD, 3DLP	1	1 Main front screen: 6,8 x 3,8m	1	2	4	4
Hall 5	Toledo 600 seats	1 x 8,000 al HD, 3DLP	1	1 Main front screen: 6,8 x 3,8m	1	2	4	4
CC5	Oviedo 600 seats	2 x 6,000 al HD		2x main front screen: 4 x 2,26m	1	2	4	4
Hall 3	Leon 400 seats	1 x 8,000 al HD, 3DLP	1	1 Main front screen: 6,8 x 3,8m	1	2	4	4
Hall 3	Santander 400 seats	1 x 8,000 al HD, 3DLP	1	1 Main front screen: 6,8 x 3,8m	1	2	4	4

\*Minor technical specifications might be subject to changes.

## Auditoria lectern & panel tables

Lecterns and panel tables will have digital branding. Please send the digital signage in JPEG only (16:9) by 6 September 2019 to [esmosatellite@acsaudiovisual.com](mailto:esmosatellite@acsaudiovisual.com) confirming the Satellite Symposium slot and the auditorium name. Please note that PDF or PPT files are NOT supported.

The panel table has 4 screens, however, there is only 1 switch, therefore, all screens will display the same image. However, if you wish to display the speaker names on the panel tables, there will be an extra charge for this. Please ask for a quotation directly to ACS [esmosatellite@acsaudiovisual.com](mailto:esmosatellite@acsaudiovisual.com) and confirm your order by 6 September 2019 at the latest.

The digital file must be in Jpeg format and must follow the resolution instructions below:

	Screen	Resolution and orientation
Digital lectern	1 x 48"	1080 x 1920 pixels (portrait orientation), 16:9
Digital panel table	4 x 32"	1920 x 1080 pixels (landscape orientation), 16:9



## Lectern laptop usage

Kindly be informed that the following regulations apply to the lectern laptop in the auditoria:

- The laptop cannot be removed from the lectern
- It is strictly forbidden to upload any presentation on the laptop using a USB key
- No laptop set-ups can be changed
- Companies organising a Satellite Symposium and **NOT** using the invited speakers preview centre will need to have an extra laptop in the back of the auditorium or arrange to have a second lectern. The extra laptop can be ordered through the official AV/IT company
- The back-up lectern (not digital) to be requested to [esmosatellite@acsaudiovisual.com](mailto:esmosatellite@acsaudiovisual.com) by **30 August 2019**

## Invited speakers preview centre

For logistical reasons, companies organising a Satellite Symposium are **strongly recommended** to use the invited speakers preview centre (Cslide system) to upload the Symposium slides and to follow the instructions that ESMO prepares for its own speakers. Instructions will be available in the “Information for presenters” section on the ESMO website in July.

Use of the speaker preview centre usage is **free of charge**.

By using the invited speakers preview centre companies will benefit from:

- Direct PPT upload from the invited speakers preview centre to the Satellite Symposium auditorium
- Support for speakers/uploader in the speaker preview centre with regard to upload and manage PPT presentations
- Usage of the overflow area (Overflow room available only if uploading the slides via the speaker preview centre)

### IMPORTANT:

By using the Speaker preview centre, the Company/Agency in charge of the Satellite symposium agrees to appoint 1 designated representative only for the upload of the presentations. Contact name and contact email address must be provided to [satellites@esmo.org](mailto:satellites@esmo.org) by **6 September 2019** at the latest, onsite requests will not be accepted.

Only to the designated representative access to the speaker centre will be granted.

If a company does not wish to use the invited speakers preview centre they must advise the ESMO Congress Operations team, [satellites@esmo.org](mailto:satellites@esmo.org). In this case please read carefully the paragraph: Lectern laptop usage.

### SPEAKER PREVIEW CENTRE OPENING HOURS:

Friday, 27 September 2019	09:00 - 18:00
Saturday, 28 September 2019	07:00 - 18:00
Sunday, 29 September 2019	07:00 - 18:00
Monday, 30 September 2019	07:00 - 18:00
Tuesday, 1 October 2019	08:00 - 12:00

## Company representative

If you have still not provided the name of the primary contact person responsible for the organisation of your satellite symposium, make sure to send this to [satellites@esmo.org](mailto:satellites@esmo.org) before the 15 May 2019.

## Presentation material

Your presentation must be prepared in PowerPoint 2010, 2013 or 2016 (MS Windows) and provided on an USB-removable drive. Set the slide size to “Widescreen 16:9” and landscape orientation.

## Rehearsal slots

Rehearsal slots can be requested for free to the ESMO Congress Operations, [satellites@esmo.org](mailto:satellites@esmo.org). Please note that for each satellite slot we can assign 1 rehearsal slot only and upon availability. Additionally:

- Rehearsal slots are not guaranteed and are subject to availability
- Rehearsals will be assigned on first-come, first-served basis
- Rehearsals slot have maximum duration of 1 hour

Any request for rehearsals should be sent to [satellites@esmo.org](mailto:satellites@esmo.org) by 19 August 2019.

## Industry Satellite Symposium Webcast

To order this service consult the [webcast brochure](#) and [order form](#).

Deadline to order the industry satellite symposium webcast: 30 August 2019

### **IMPORTANT:**

All Companies who will have their Satellite Symposium webcasted **MUST** notify ESMO and inform about the purpose of their Webcast (own usage or ESMO hosting). In addition, the Companies are requested to provide ESMO ([satellites@esmo.org](mailto:satellites@esmo.org)) by 30 August with contact details (name, email, etc) of the agency/filming crew selected for the recording.

### **Hosting on the ESMO Meeting Library & OncologyPRO**

Satellite organisers have the opportunity to host their satellite webcast(s) directly in the ESMO Meeting Library and make the content easily accessible to all our attendees and members.

For further information and conditions on this great opportunity please refer to paragraph “2.7 Industry satellite symposium webcast” on pages 16 -17 of the [ESMO 2019 Industry Guidelines](#).

## Industry Satellite Symposium display area

The Industry Satellite symposium display area will be located in the South Access and will comprise one 65” portrait (vertical format) screen and one A4 size holder for invitations per Satellite slot.

The digital programme poster artwork should respect the following format and follow the below instructions:

Screen	Resolution and orientation	File format
1 x 65”	1080 x 1920 pixels (portrait orientation), 16:9	<b>JPEG format ONLY</b> PDF files or other formats are NOT supported

- The graphic layout should follow the same branding guidelines as the other items (e.g. Congress Bag Insert, Satellite Invitation Weblink etc.) used to advertise your Satellite Symposium (that have already been approved by the ESMO Events Sponsorship Department)
- The wording “ESMO 2019 Industry Satellite Symposium” must be included at the top of each poster in order to avoid any confusion with the official scientific programme

All Companies holding a Satellite Symposium during ESMO 2019 are kindly requested to upload the programme poster artwork in **JPEG format** using this [form](#)\* by **9 August 2019**.

The submitted artwork will be reviewed by ESMO and a notification will be sent within **10 working days** to inform if it is accepted or if any changes are required.

Any late change(s) to the artwork (on condition that the original artwork was provided before the 9 August and subsequently approved) can still be accepted until **Monday, 16 September 2019**. After this date, ESMO will not guarantee display of the final artwork/programme.



\*Please note that the online form is confidential and accessible only to ESMO.

Furthermore:

- Session organisers are responsible for storing the invitations and ensuring the racks are filled
- Each company is responsible for printing sufficient invitations
- The display area will be operative from Friday 27 September to Monday 30 September 2019

Friday satellite programmes will be displayed	from 14:00 to 19:00
Saturday lunch slot satellite programmes will be displayed	from 09:00 to 14:30
Saturday evening slot satellite programmes will be displayed	from 14:30 to 20:00
Sunday lunch slot satellite programmes will be displayed	from 09:00 to 14:30
Sunday evening slot satellite programmes will be displayed	from 14:30 to 20:00
Monday lunch slot satellite programmes will be displayed	from 09:00 to 14:30
Monday evening slot satellite programmes will be displayed	from 14:30 to 20:00

## Catering

Gastrofira has been appointed as the official caterer of ESMO 2019. Any F&B request should be addressed to: [esmocatering.satellites@firabarcelona.com](mailto:esmocatering.satellites@firabarcelona.com)

Please note that any food items served in the congress centre must be purchased through the official catering service, Gastrofira.

Food and beverages purchased through external suppliers are not allowed nor the distribution of food and beverages in public areas of the congress venue.

Due to space limitations, only F&B bags will be possible for each Satellite F&B slot (30 minutes each), and can be served outside the auditoria only.

The bagged meals will be distributed outside the session rooms.

To order food and beverages for your Satellite please use the dedicated order form to be returned by the **2 September**.

No alcohol will be served during the ESMO 2019 Congress.

## Badge scan system (cLead system)

A badge scanning system can be ordered through the official supplier, CTI.

The ESMO 2019 cLead Retrieval System is a fast and easy way to record visitor contact information. By simply scanning a visitor's name badge with the supplied scanner, contact details are 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, 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 [cLead brochure](#) and [cLead order form](#).

Deadline to order the badge scan system: **30 August 2019**

**GDPR:** Using this service will imply processing of personal data, e.g. when scanning the visitor badges. Note, that any processing of personal data must be in line with GDPR and other applicable data protection laws. By using this service you acknowledge your role as data controller. You are therefore responsible for, and must be able to demonstrate compliance with, the principles relating to processing of personal data (which includes having a legal ground for processing). Please note, that visitors can object being scanned without negative consequence. They must still be granted access to the conference. For more information about this, please visit the [ESMO Event Terms and Conditions page](#).

The badge scanner can be collected at the CLead (badge scanners) desk in the registration area.

#### REGISTRATION HOURS:

Thursday, 26 September 2019	12:00 - 18:00
Friday, 27 September 2019	08:00 - 18:00
Saturday, 28 September 2019	07:30 - 18:00
Sunday, 29 September 2019	07:30 - 18:00
Monday, 30 September 2019	08:00 - 18:00
Tuesday, 1 October 2019	08:45 - 13:00

## Local staff

One hostess and one stage assistant are assigned to each auditorium.

Please note that badge checkers are no longer provided for satellite slots. If you require this service, it will need to be booked separately. Also note that if you wish to have any badges scanned prior to the start of your satellite (at the entrance of your auditorium), you should order extra hostesses for this purpose.

Additional hostesses can be booked through the official agency, BCO or sending an email to [esmo2019.staff@bcocongresos.com](mailto:esmo2019.staff@bcocongresos.com) by 9 September 2019.

## Coaches parking

ESMO is collaborating with Fira Gran Via team and Bco Congresos to have a strict traffic plan to allow good access to all organised buses/coaches.

Bco Congresos has been appointed as official supplier for the booking of buses/coaches and the management of the parking area at the Fira Gran Via located in Hall 6.

Buses/coaches will not be allowed to drop-off or pick-up in the streets adjacent to the Fira Gran Via. All companies organising ground transportation to and from the venue are urged to reserve parking space in Hall 6 by contacting Bco Congresos ([esmo2019parking@bcocongresos.com](mailto:esmo2019parking@bcocongresos.com)) by 5 September 2019.

**Parking, drop-off and pick-up directly outside the Congress venue will be strictly prohibited. Barcelona traffic police will be present to ensure that this is enforced and will be directing coaches away from the Fira Gran Via before they can offload the passengers.**

#### IMPORTANT:

Delegates who already have their Congress badges will be able to walk from the parking area straight into the Congress venue. Delegates who do NOT have their Congress badges will have to walk around the outside of the Congress venue and access Hall 1 to get the badge.

For evening pick-ups pharma companies are recommended to hire additional staff to assist their guests.

Access plan and further details will be uploaded online by beginning May.

## Bag inserts

Once the ESMO Congress Operations team has sent you the shipment instructions please make sure you also respect the following key points:

- Every bag insert box must be labelled with the corresponding label and number (including the bag insert number you will receive from the ESMO Congress Operations team)
- In case you have more than one bag insert, ensure that each bag insert box is sent separately (each one needs its own distinct number)

ESMO takes no responsibility for bag insert/s delivered with the wrong bag insert number/s.

## Storage possibilities

Limited storage possibilities are available at the Fira. For more details please contact Fairexx, Marco Junghans ([marco.junghans@fairexx.com](mailto:marco.junghans@fairexx.com))

Please note that fees will apply according to the storage volume.

## Meet the Investigator Studio

Meet the Investigator Studio slots are specially dedicated rooms available for lectures, Q&A, and scientific dissemination about investigator activities in non-marketed active agents. They are **closed Meetings and upon invitation only** (not open to all and not to be considered as Satellite Symposia), therefore, limited AV and F&B is allowed during those time slots.

For more information about MITs, please refer to the [ESMO 2019 Industry Guidelines](#), pages 19-20, while to book your slot, please contact the ESMO Events Sponsorship Department ([sponsorevents@esmo.org](mailto:sponsorevents@esmo.org)).

The Meet the Investigator Studio slots will take place in auditoria Tenerife and Palma, both located in CC5. Technical floorplans will be available [online](#).

### Auditoria set-up & AV equipment included

- Theatre style for 100 seats, 1 panel table up to 4 people, 1 lectern.
- Basic AV/ IT equipment included: 1 Screen, 1 Laptop, 1 LCD projector, 1 microphone at the lectern
- General congress Wi-Fi
- A hostess will also be available

### Restrictions

- No dedicated Wifi can be installed – the Congress general Wifi will be available
- Filming/recording is not permitted
- No roll-up allowed
- Due to the limited space outside the auditoria, no registration tables will be available.
- Voting system not allowed

## ESMO 2019 accommodation & registration information

ESMO is aware that there are various websites falsely claiming to represent ESMO with regards to registration and accommodation for the 2019 congress in Barcelona.

We are taking action to limit this; however, we would like to inform you and ask that you also distribute this information wider within your organisation.

Some of these sites are asking for member information in the form of member ID number and password. Passwords are strictly confidential and ESMO would never ask for this information.

To reserve accommodation, we recommend using the official housing agency for the congress [Bco Congresos](#) and please be aware that the only way to register for the ESMO 2019 congress is via the official [ESMO website](#), by contacting [registration@esmo.org](mailto:registration@esmo.org) or on site in Barcelona from 26 September 2019.

## Compliance

For ESMO 2019, different badge coloured stripes will be used in order to be able identifying delegates as prescribers or non-prescribers.

This decision has been taken to comply with prescription-only medicines promotional legislation, both European and national.

- (i) Delegates attending the Congress will be responsible when deciding which parts or areas of the congress they access to or visit, and
- (ii) By previously identifying their profile, pharmaceutical companies will be responsible when deciding how they engage or interact with participants, according to European legislation and any applicable code of practice.

## GDPR

For more information about GDPR, please visit the [ESMO Event Terms and Conditions page](#) and read the paragraph above “Badge scan system (cLead system).”