



INDUSTRY GUIDELINES

6TH IMPAKT BREAST CANCER CONFERENCE
8-10 MAY 2014
BRUSSELS, BELGIUM

INDEX

Introduction	page 3-11
<ul style="list-style-type: none"> - Conference background - IMPAKT Breast Cancer Conference fast facts - Conference Officers - Key dates - Conference statistics - Priority list 	<ul style="list-style-type: none"> page 3 page 4 page 5 page 6 page 7-10 page 11
General information	page 12-13
<ul style="list-style-type: none"> - Venue information - Contacts 	<ul style="list-style-type: none"> page 12 page 13
Industry Satellite symposia and other activities	page 14-22
<ul style="list-style-type: none"> - 1.0 Structure - 2.0 Finance-related policies - 3.0 Satellite symposia logistical details - 4.0 Promotion of the Satellite Symposium and other activities - 5.0 Filming, recording and photography - 6.0 Non-smoking policy - 7.0 Final clause 	<ul style="list-style-type: none"> page 14 page 15 page 16-18 page 19-22 page 22 page 22 page 22
Meet the Investigator Studio	page 23-24
<ul style="list-style-type: none"> - Technical information - Time schedule 	<ul style="list-style-type: none"> page 23 page 24
Industry Display Area policy	page 25-41
<ul style="list-style-type: none"> - Contacts - General Conference schedule - Technical specifications - IMPAKT trade Industry display area rules - Exhibitors registration - Conference overview floor plan - Shipment instructions - cLead system information and form 	<ul style="list-style-type: none"> page 25 page 26 page 27 page 28-30 page 31 page 32 page 33-38 page 39-42

INTRODUCTION

Conference background

Today, it is imperative for basic researchers to understand and address clinical challenges and for physicians to possess the knowledge and skills to integrate and use new technologies. IMPAKT is a unique Breast Cancer Conference that meets these needs by bridging the gap between research and clinic while also providing the right environment for young professionals to network with and access the knowledge of their senior counterparts.

IMPAKT focuses on translational research in breast cancer and on innovative ways of developing new agents. It is a valuable meeting which brings together pre-clinical and clinical researchers from Academia and Industry, junior and senior oncologists and facilitates the role of mentor and the importance of sharing knowledge to improve careers. The rapid translation of biologically-based laboratory discoveries into daily clinical practice is also important, but equally important is the trip back from the clinic to the laboratory, to further explore and explain clinically observed tumour biology and behaviour.

IMPAKT was launched in 2009 by the Breast International Group and the European Society for Medical Oncology, in collaboration with a multidisciplinary alliance of European breast cancer organisations and patient groups and is an annual conference.

Target audience

The Conference programme primarily targets young researchers, clinicians and young pathologists interested in translational research. IMPAKT is also of interest to imaging specialists, scientists, medical oncologists, breast surgeons, radiation oncologists, drug developers within the pharmaceutical sector and other professionals involved in breast cancer research.

All those who have a specific interest in translational research, new agents, molecular and functional diagnostics, biomarkers and cutting-edge research applications in the clinical setting will benefit from attending.

IMPAKT is unique

- It provides information on the myriad discoveries that already have or will have impact on breast cancer research and treatment in the near future.
- It puts into perspective advances on a molecular level in cell biology, molecular pathways exploited for clinical purposes, and a wide range of diagnostic, prognostic and predictive tools for breast cancer.
- It is the place where discussion about what biomarkers are, how they should be used in clinical trials and decisions about biomarkers are taken.
- It keeps in tune with scientific progress in breast cancer research as the therapeutic road from the laboratory to the clinic shortens.
- It has educational sessions for existing diagnostics and new systems providing an understanding of how diagnostics should be added to translational research.
- It focuses on premier data and technologies that sharpen the knife of molecular dissection and define the cellular structures that determine responsiveness to novel therapies.
- It includes sessions on on-going clinical trials.
- It promotes collaboration in breast cancer research, new ideas for projects and foster new contacts.

IMPAKT is more than just a breast cancer meeting. It represents a strong commitment to foster education by a growing and united European multidisciplinary breast cancer alliance and to work together to keep pace with cutting edge advances in translational research and their relevance for making treatment decisions in daily practice.

IMPAKT BREAST CANCER CONFERENCE FAST FACTS

- More than 500 specialists involved in the treatment of breast cancer in one place and as one community
- Unique pre-conference training course for young oncologists and pathologists
- 137 abstracts submitted in 2013
- No parallel sessions allowing delegates to take full advantage of the Scientific Programme
- 25 international faculty
- Attendance from over 50 countries
- Special Poster Walk with leading KOLs
- More than 200m² of networking space
- A selection of relevant sponsorship and advertising opportunities

IMPAKT 2014 will focus on state of the art presentations regarding:

- Patient-derived xenografts
- Liquid biopsy
- Nanotechnology approaches for the treatment and diagnosis of breast cancer
- Pathways for drug discovery and development
- NUMB3RS and mathematical modelling to map the subway of biological networks
- Metastatic dormancy

CONFERENCE OFFICERS

IMPAKT 2014 Executive Committee:

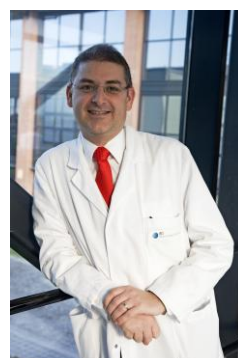
Alastair M. Thompson, United Kingdom	Conference Executive Chair
David Cameron, United Kingdom	
Giuseppe Curigliano, Italy	
Carsten Denkert, Germany	
Angelo Di Leo, Italy	
Peter Dubsy, Austria	
Hans-Jörg Senn, Switzerland	
Christos Sotiriou, Belgium	

IMPAKT 2014 Scientific Committee:

Giuseppe Curigliano, Italy	Conference Scientific Chair
José Baselga, USA	
David Cameron, United Kingdom	
Peter Campbell, United Kingdom	
Lisa A. Carey, USA	
Carsten Denkert, Germany	
Angelo Di Leo, Italy	
Peter Dubsy, Austria	
Daniel F. Hayes, USA	
Sherene Loi, Australia	
Luca Malorni, Italy	
Kent Osborne, USA	
Charles M. Perou, USA	
Martine Piccart, Belgium	
Jorge Reis-Filho, USA	
Hans-Jörg Senn, Switzerland	
Christos Sotiriou, Belgium	
W. Fraser Symmans, USA	
Alastair M. Thompson, United Kingdom	
Nicholas Turner, United Kingdom	
Andrew Tutt, United Kingdom	



Alastair M. Thompson, United Kingdom
Conference Executive Chair



Giuseppe Curigliano, Italy
Conference Scientific Chair

KEY DATES

Programme deadlines

15 January 2014	Abstract submission deadline
7 – 8 May 2014	Pre-IMPAKT Training course
8 – 10 May 2014	IMPAKT Breast Cancer Conference

Satellite symposia deadlines

24 January 2014	Proposed programme, including the symposia and presentations titles, names of proposed speakers and chairperson(s). Please note that the organisers will not request CME accreditation for Satellite symposia.
Mid-February 2014	Notification of acceptance or rejection
14 March 2014	Receipt of the final programme for inclusion in the Conference Programme Book

Registration deadlines

26 February 2014	Early registration and training course application
9 April 2014	Late registration and pre-registration closure

Publication deadlines

7 March 2014	Company and product description
14 March 2014	Advert deadline for programme book
21 March 2014	Bag insert and Satellite web link

CONFERENCE STATISTICS

Over 500 delegates are expected to attend the 6th IMPAKT Breast Cancer Conference. Please find below key statistics from the past five editions which we trust will demonstrate the relevance and importance of increasing your visibility and participation at this unique Conference.

Registration data

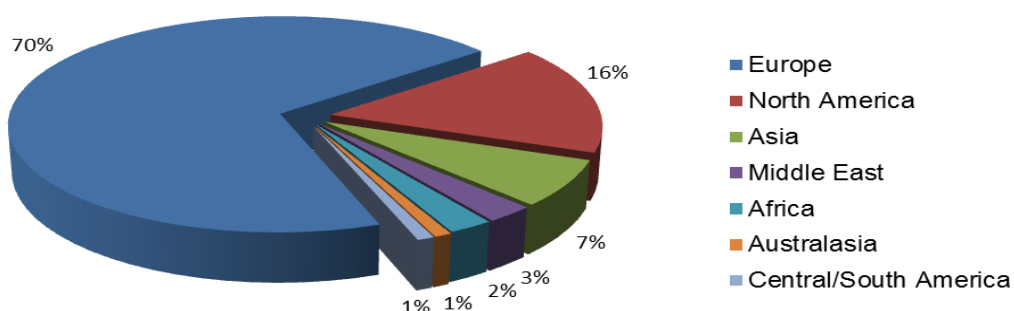
Detailed attendance based on registration fees paid

	2013		2012		2011		2010		2009	
Invited Speakers	49		53		47		55		65	
Delegates	458		479		477		627		580	
Industry Satellite and Exhibitors participants	23		13		27		13		33	
Total Participants		530		545		551		695		678
Press	11		10		12		9		6	
Total Participants		541		555		563		704		684

Attendance by region

	IMPAKT 2013		IMPAKT 2012		IMPAKT 2011		IMPAKT 2010		IMPAKT 2009	
Participants	541	100%	555	100%	563	100%	704	100%	684	100%
Represented countries	51		57		51		56		67	
Europe	378	69.87%	375	67.57%	450	79.90%	532	75.60%	523	76.50%
North America	88	16.27%	61	10.99%	39	6.90%	52	7.40%	52	7.60%
Central/South America	5	0.92%	9	1.62%	2	0.40%	7	1.00%	12	1.70%
Asia	38	7.02%	80	14.41%	38	6.80%	70	9.90%	56	8.20%
Middle East	14	2.59%	16	2.88%	26	4.60%	13	1.80%	28	4.10%
Africa	13	2.40%	5	0.90%	4	0.70%	21	3.00%	2	0.30%
Oceania	5	0.92%	9	1.62%	4	0.70%	9	1.30%	11	1.60%

IMPAKT attendees' regional distribution



Top 10 countries in 2013

1	Belgium	121
2	United States of America	77
3	United Kingdom	42
4	Austria	33
5	Germany	28
6	Sweden	24
7	Italy	22
8	Switzerland	20
9	France	15
10	India	12
Total countries represented		51

Profession

	%
Medical oncologist	50.0
Surgeon	9.3
Pathologist	6.8
Other	5.9
Basic Scientist	5.9
Radiation oncologist	5.1
Molecular biologist	3.4
Molecular Geneticist	2.5
Biochemist	1.7
Bioinformatician	1.7

Abstract data

Comparative data on abstract acceptance

	IMPAKT 2013	IMPAKT 2012	IMPAKT 2011	IMPAKT 2010	IMPAKT 2009
Total submitted	137 (110%)	152 (100.00%)	145 (100.00%)	135 (100.00%)	208 (100.00%)
Accepted	118 (86%)	126 (82.90%)	121 (84.00%)	126 (93.30%)	179 (86.00%)
Rejected	12 (9%)	19 (12.50%)	22 (15%)	9 (6.70%)	18 (8.70%)
Withdrawn from publication	7 (5%)	7 (4.60%)	2 (1.00%)	0 (0.00%)	11 (5.30%)
Proffered paper	11 (8%)	11 (7.25%)	6 (4.00%)	5 (3.70%)	5 (2.80%)
Poster discussion	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	5 (2.80%)
Poster	100 (73%)	115 (75.65%)	115 (80.00%)	121 (88.90%)	144 (80.40%)
Publication	118 (86%)	126 (82.90%)	140 (96.55%)	143 (105.92%)	212 (101.92%)

Submitted abstracts by category in 2013

Category	Submissions received	Submissions accepted (by final category)
Detection and diagnosis	14	12
Early breast cancer systemic therapy	4	4
Loco-regional therapy	5	3
Advanced breast cancer systemic therapy	12	9
Triple-negative breast cancer		11
Genomics and proteomic analysis of breast cancer	18	13
Biomarkers in breast cancer (prognostic, predictive and pharmacodynamic)	35	31
Breast cancer host immune and stromal biology	4	5
Imaging (preclinical and clinical)	8	8
Preclinical breast cancer biology	11	12
Breast cancer target identification and validation and preclinical models	5	3
New drug development	3	2
Miscellaneous	18	5
Totals	137	118

Submitted abstracts by country in 2013

Country	Total		Country	Total
Algeria	5		Malaysia	1
Austria	8		Mexico	1
Belgium	5		Morocco	4
Canada	4		Netherlands	2
China	4		Pakistan	1
Croatia	3		Poland	1
Czech republic	1		Portugal	3
Denmark	3		Romania	1
Egypt	5		Russian Federation	2
France	2		Serbia	3
Germany	3		Spain	1
Greece	3		Sweden	6
Hong kong	1		Switzerland	2
India	15		Syria	1
Ireland	1		Taiwan	3
Israel	2		Thailand	2
Italy	6		Turkey	2
Japan	2		Ukraine	2
Korea	3		United Kingdom	12
Latvia	1		United States of America	7
Macedonia	1		Uzbekistan	2
Sub-total	78		Sub-total	59
TOTAL 137				

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. Companies with the same number of sponsorship points are selected by a ballot system.
- 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.

GENERAL INFORMATION

VENUE

Venue information

The 6th IMPAKT Breast Cancer Conference will be held at the:

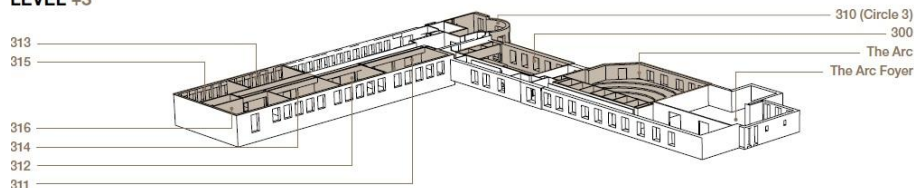
SQUARE Brussels Meeting Centre

Glass Entrance
rue Mont des Arts
B-1000 Brussels
www.square-brussels.com

The SQUARE Brussels Meeting Centre is located in the centre of Brussels and 20 minutes away from Brussels International airport.

Venue overview

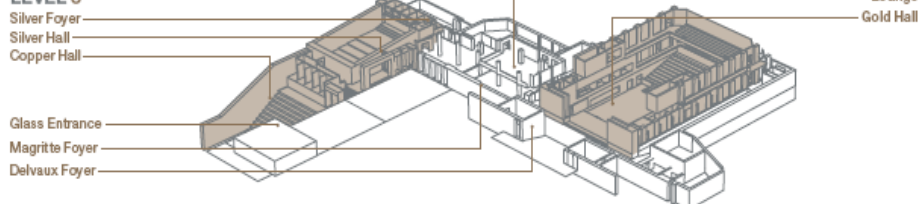
LEVEL +3



Level +3

- Training course (*The Arc room*)
- Meet the Investigator Studio (*Hall 300*)

LEVEL 0



Level 0

- Main entrance / Glass Entrance
- Session halls (Gold & Silver halls)
- Industry display area
- Networking lounge
- Catering area

CONTACTS

IMPAKT Conference Secretariat

IMPAKT Conference Secretariat

c/o 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: impakt@esmo.org

Sponsorship and Industry relations

Nikolaj Tomma

nikolaj.tomma@esmo.org

+41 (0)91 973 19 90

Moira Brianza

moira.brianza@esmo.org

+41 (0)91 973 19 40

Organisation and Travel grants

Valentina Allevato

valentina.allevato@esmo.org

+41 (0)91 973 19 26

Scientific programme and abstracts

Sara Fontanella Chiarani

sara.fontanella@esmo.org

+41 (0)91 973 19 16

Registration management

Nicole Bullo

impakt.registration@esmo.org

+41 (0)91 973 19 39

Media relations

Vanessa Pavinato

media@esmo.org

+41 (0)91 973 19 07

Venue

SQUARE – Brussels Meeting Centre

Vanessa Pyck

Vanessa.PYCK@square-brussels.com +32 (0)2 515 13 66

Forwarding agent / Storage

Kristal bvba – International Fairs and Industry display area Logistics

Geert Frère

geert.frere@kristal-logistics.com

+32 (0) 2 751 46 80

Accommodation

Brussels Booking Desk can assist with hotel accommodation in relation to the IMPAKT Breast Cancer Conference to be held in Brussels, Belgium, 8-10 May 2014.

Brussels Booking Desk

c/o VisitBrussels

Rue Royale 2-4 Koningsstraat

Bruxelles 1000 Brussel

Tel: +32 (0)2 563 61 04

Fax: +32 (0)2 563 61 05

E-mail: c.viaene@brusselsbookingdesk.be

www.brusselsbookingdesk.be

IMPAKT 2014 - INDUSTRY SATELLITE SYMPOSIA AND OTHER ACTIVITIES POLICY

1.0 Structure

Satellite symposia will take place from Thursday, 8 May to Friday 9 May 2014. Details of available time-slots may be obtained by email from the ESMO Marketing Team (marketing@esmo.org).

1.1 Satellite symposia programmes

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

Companies are strongly encouraged to establish a programme in line with the general concept of the Conference scientific programme. Current IMPAKT policy encourages the avoidance of topic and/or statement repetition, and/or lectures which may be in conflict with what the IMPAKT Scientific Committee considers to be a proper, scientifically well-founded point of view.

BIG and ESMO reserve the right to veto speakers. In order to ensure a greater diversity of opinion and scientific contribution, BIG and ESMO strongly recommend 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 Conference. 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 IMPAKT Scientific Committee (impakt@esmo.org).

Each company is responsible for the registration of its own Satellite symposium speakers to the Conference. Registrations are not arranged by the IMPAKT Conference Secretariat.

Submitting an abstract to the IMPAKT Scientific Committee and the official Conference programme implies that the study reported therein will not be presented as such during the Conference 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.

The IMPAKT Conference Secretariat accepts no responsibility for programmes which are submitted late.

1.1.1 Penalty

Infringement of IMPAKT policy 1.1 will incur a penalty. Should a company modify the content of its Satellite symposium without notifying and receiving approval from the IMPAKT Conference Secretariat, 100% of the points will be deducted from the sponsoring company organising the Satellite symposium.

1.2 Applications

The IMPAKT Marketing Department will approach companies with a proposal to participate in the 6th IMPAKT Breast Cancer Conference. At the Conference, Satellite symposia are an integral part of the sponsorship packages which are processed on a first-come, first-served basis.

One time-slot will be assigned to each applying company on the basis of the sponsorship package selected.

1.3 Programme timeline and deadlines

On application	Each company should inform the IMPAKT Conference Secretariat about the type of product(s) and the treatment area on which the Satellite symposium programme will be based.
24 January 2014	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 IMPAKT programme template to the IMPAKT Conference Secretariat (impakt@esmo.org).
Mid-February 2014	Notification by the IMPAKT Secretariat of the acceptance / rejection / request for modifications to the programme as decided by IMPAKT Scientific Committee.
14 March 2014	Receipt of the final programme for insertion in the programme book.

2.0 Finance related policies

2.1 Payment and cancellation terms

Payment	100%	within payment deadline mentioned on invoice
Cancellation fee	100%	at any time the cancellation is notified

2.2 Deposits

The cost of the sponsorship package must be paid in full upon receipt of the invoice. Invoices will be issued by the IMPAKT Conference Secretariat and contain complete payment instructions. All payments must be received before the start of the Conference.

2.3 Insurance

BIG and ESMO disclaim any and all responsibilities for damages to persons or properties in relation to activities organised by third parties who are themselves directly liable for such damages. It is therefore the responsibility of the third party to take out sufficient insurance coverage.

2.4 Force majeure

Should the event be postponed or moved to a different venue owing to force majeure, the invested Satellite symposium costs will be refunded or reallocated to the postponed and/or different project, whilst the arising costs will be borne by the participating companies.

Should the event be cancelled completely the invested Satellite symposium costs will be refunded.

Force majeure is defined as any event which BIG and ESMO could not, even with due care and attention, foresee or avoid. These events include, but are not limited to, acts of God, war, terrorist attacks that may hinder the organisation of the Conference and affect the security of participants, government regulation, disaster, strikes, civil disorder, or any other similar emergency making it illegal or impossible to hold the Conference.

2.5 Jurisdiction

Any controversy or claim arising out of or relating to the financial aspects and agreement described in this document shall be governed by Swiss law, and the Swiss courts will be the judiciaries.

3.0 Satellite symposia logistical details

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

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

Thursday, 8 May 2014

Symposium N°	Time	Auditorium	Capacity	Height to ceiling (m)	Stage
1	12:00-13:00	Gold Hall	1'200 theatre	8,70	Yes
		Or Silver Hall	300 theatre	3,50	No

Friday, 9 May 2014

Symposium N°	Time	Auditorium	Capacity	Height to ceiling (m)	Stage
2	12:15-13:15	Gold Hall	1'200 theatre	8,70	Yes
		Or Silver Hall	300 theatre	3,50	No
3	13:45-15:15	Gold Hall	1'200 theatre	8,70	Yes
		Or Silver Hall	300 theatre	3,50	No

Technical equipment

Hall	LCD proj.	Laptop	Screen	Laser pointer	Video monitor	Microphones		
						Lectern	Panel	Floor
Gold Hall	1 Barco FLM HD 20 projector (Full HD DLP 20000 Ansi Lumen)	1	1=10mx5m	1	1=42" (panel table)	1	2	9
Silver Hall	1 Barco HD (6000 Ansi Lumen)	1	1=4mx3m	1	1=42" (panel table)	1	2	3

3.1 Technical and monitoring staff

One technical staff member and one hostess are assigned to each room. Additional hostesses can be booked through MAOS (maos@skynet.be).

3.1.1 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 venue. Extra orders have to be approved by IMPAKT (impakt@esmo.org) and the equipment then can be ordered through the SQUARE directly (Vanessa.PYCK@square-brussels.com).

3.2 Food & Beverage areas

Requests for F&B functions should be addressed to the IMPAKT Conference Secretariat (impakt@esmo.org) indicating the type of function (coffee break, cocktail, standing lunch, other) and number of guests. F&B functions will be possible only for Satellite slot no. 1 on Thursday, 8 May 2014, prior to the commencement of the satellite itself.

On Friday, 9 May 2014, the IMPAKT Conference offers lunch for delegates. Consequently, F&B possibilities on this day are restricted to bottle of waters only.

Companies will only be provided with contact details of the catering person responsible for their requirements and through whom they can place their orders when the time-slot and location have been assigned.

No food or beverages are allowed inside any part of the Gold Hall or Silver Hall. Plastic water bottles will be allowed in the halls but the companies must ensure that the halls are clean after their session. Please also note that any food items served in the congress centre must be purchased through the official catering company.

3.3 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 Conferences.

3.3.1 Penalty

Infringement of IMPAKT policy 3.3 will incur a penalty. Should an overrun of more than 5 minutes occur, 50% of the points will be deducted from the sponsoring company organising the Satellite symposium.

3.4 Installation, rehearsal and dismantling times

Two plenary rooms will be used during the IMPAKT Conference therefore 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 IMPAKT Conference Secretariat (impakt@esmo.org).

Rehearsal time may be available but is not guaranteed. Please contact the IMPAKT Conference Secretariat (impakt@esmo.org).

3.5 Invited speakers preview centre

Upon request, companies organising a Satellite symposium may use the invited speakers preview centre and follow the instructions that the IMPAKT Conference Secretariat prepares for its own speakers. Alternatively, private meeting rooms in the congress premises may be rented through the SQUARE (Vanessa.PYCK@square-brussels.com).

3.6 Industry satellite symposium webcast

Only sponsors of OncologyPro will have the opportunity include their satellite webcast in OncologyPro and in the Conference general webcast (for a small technical fee). Other industry Satellite organisers will not have the opportunity to include their satellite webcast in OncologyPro but can request to have it included in the Conference general webcast. For additional information please refer to the Industry Prospectus.

Please note that for technical reasons, companies that wish to have their satellite webcast included in OncologyPro and/or the Conference general webcast are obliged to use the official speaker preview centre and the official provider. Changes to the audiovisual equipment included in the rental package are not allowed.

Additional information can be requested from the IMPAKT Conference Secretariat (impakt@esmo.org).

3.7 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 the IMPAKT Conference Secretariat (impakt@esmo.org) as soon as possible about any changes.

If several people are responsible for various aspects (financial, organisational, etc.) of the Conference, the company must inform the IMPAKT Conference Secretariat accordingly. The IMPAKT Conference 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 IMPAKT Conference Secretariat and provide the agency name and contact person details. Only official agency representatives will receive information material from the IMPAKT Conference Secretariat.

3.8 IMPAKT 2014 website and programme book

Approved Satellite symposia programmes will be published online in the Satellite symposia section of the IMPAKT programme and in the Conference programme book if they are received no later than 14 March 2014. Satellite symposia programmes published in the IMPAKT programme book will follow the layout determined by the IMPAKT Conference Secretariat. The submission of the programme must follow the format of the IMPAKT template, which may be requested from impakt@esmo.org.

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

3.9 Abstract presentation during the Conference

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

3.10 IMPAKT Abstract book

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

4.0 Promotion of Satellite symposia and other activities

Infringement of these policies will affect the sponsors priority list for future meetings. Please see the penalties relating to each of the following regulations.

4.1 Bag Inserts, publications and printed material

Invitations to the Satellite symposium, not larger than A4 format and not heavier than 30 grams, can be included free of charge in the Conference delegate bags, provided that they are delivered in accordance to the shipment deadline and other instructions provided by the IMPAKT Conference Secretariat.

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

Each company will ensure that all company publications referring to Satellite symposia mention: "IMPAKT 2014 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 IMPAKT Marketing Department (marketing@esmo.org) by the 21 March 2014.

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 might be charged by the forwarding agent.

4.1.1 Penalty

Infringement of IMPAKT policy 4.1 will mean that the printed material can not be distributed. Should it be used for promotion anyway, 50% of the ESMO points will be deducted from the sponsoring company organising the Satellite symposium.

4.2 Reproduction of logos

Each company is entitled to use the official IMPAKT Breast Cancer Conference logo on invitations and promotional documents related to the approved Satellite symposium.

Companies are not allowed to use the BIG and ESMO corporate logos under any circumstances.

4.2.1 Penalty

Infringement of IMPAKT policy 4.2 will mean that printed material showing the BIG and/or ESMO corporate logos can not be distributed. Should it be used for promotion anyway, 50% of the ESMO points will be deducted from the sponsoring company organising the Satellite symposium.

4.3 Inviting participants

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

In the IMPAKT 2014 Conference 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 1 April 2014 your satellite web link will go live (This will be subject to prior submission before the 21 March deadline and subsequent approval by the ESMO Marketing Department).

The IMPAKT 2014 Conference E-Newsletter will be sent out in early April 2014.

Rules and Regulations:

ESMO reserves the right to refuse requested Web Links 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 Web Link 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 marketing@esmo.org is the 21 March 2014. 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 the IMPAKT 2014 Congress logo is properly protected, ESMO has defined guidelines for its use, which permit the use of the IMPAKT logo under specific conditions.
- Cancellation of the Web Link should be sent in writing to the ESMO Marketing Department.

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

4.4 Advertisements

Advertisements are possible in Conference-related publications. Please contact marketing@esmo.org for further details.

4.5 Signage, display and distribution on site

For the display of programme posters, one designated poster board will be made available in a public area. The poster board will be portrait (vertical), for the exact size please contact impakt@esmo.org.

The display of posters is forbidden in other areas of the congress centre other than on the designated poster boards, throughout the conference 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 display stand.

4.5.1 Penalty

Infringement of IMPAKT policy 4.5 will incur a penalty and 50% of the ESMO points assigned for the organisation of the Satellite symposium will be cancelled. 100% of the ESMO points will be deducted from the sponsoring company organising the Satellite symposium.

4.6 Promotion at conference hotels

The production, distribution or display of promotional materials at the hotels where participants are staying during the Conference is discouraged by the IMPAKT Conference Secretariat. However, if such items are produced and distributed, their texts must follow the same rules as those that apply to other printed material (see 3.1). No assistance will be provided by the IMPAKT Conference Secretariat for the distribution of material or for the list of official Conference hotels.

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

4.8 Networking events

Companies may organise evening events, provided that these start after the conclusion of the official programme of the day. The Welcome reception will take place in the congress venue on Thursday, 8 May 2014, during the poster walk session (17:30-19:00).

BIG and ESMO do not authorise that the participants are offered any corporate-organised event before the end of the Welcome Reception (19:00 hours). However, companies hosting corporate functions on Thursday evening, 8 May, must ensure that participants are transferred directly from the congress venue to the event location.

Companies must also advise the number of guests they expect to join the corporate function.

4.8.1 Penalty

Infringement of IMPAKT policy 4.9 will incur a penalty and 5 sponsorship ESMO points will be removed from the company's record.

4.9 Unofficial Satellite symposia or similar events

During the period beginning on Thursday, 8 May 2014 through to Saturday, 10 May 2014, BIG and 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.

4.9.1 Penalty

Infringement of IMPAKT policy 4.10 will incur a penalty and the sponsoring company in question could be excluded from any future IMPAKT Conferences. Such breach of confidence will have serious consequences.

4.10 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 6th IMPAKT Breast Cancer Conference are subject to the IMPAKT Conference Secretariat approval. Clear identification of the organisers, purpose, targeted participants and the full programme must be submitted for approval to the IMPAKT Conference Secretariat (impakt@esmo.org) at least 4 weeks prior to the event.

Blackout times:

8 May 2014	11:00-19:00
9 May 2014	08:30-17:45
10 May 2014	08:30-13:00

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

A limited number of meeting rooms are available at the SQUARE to organise smaller closed meetings such as advisory board meetings, investigator meetings, staff meetings (upon invitation only). Small meetings may take place in parallel with official IMPAKT 2014 sessions provided they do not involve groups larger than 10 people and are limited in duration.

Upon approval by the IMPAKT Conference Secretariat, contact details for booking the meeting room will be made available.

4.10.1 Penalty

Infringement of IMPAKT policy 4.11 will incur a penalty and 5 to 10 sponsorship ESMO points will be removed from the company's record, depending on the nature and extent of the infraction. BIG and ESMO will establish the number of points to be removed.

4.11 Promotion related to products and services

Companies holding Satellite symposia are responsible for obtaining relevant information and for complying with all Belgian 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 BIG and ESMO, and the sponsoring company is solely responsible for bringing its advertising into line with local and European laws, as applicable.

4.12 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.

4.13 Participation in Industry Satellite symposia

Participants fully registered to the Conference, 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.

4.14 Press badges

According to the IMPAKT Media Policy, representatives of communications agencies are not entitled to 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 IMPAKT Press Office (media@esmo.org) to obtain a temporary badge. Full details are available in the IMPAKT Third-party Media Activities Policy.

4.14.1 Penalty

Infringement of IMPAKT policy 4.15 will incur a penalty. If the promotional or commercial activity is carried out on behalf of the sponsoring company, 5 to 10 sponsorship ESMO points will be removed from the sponsoring company's record, based on the nature and extent of the infraction. BIG and ESMO will establish the number of points to be removed.

If no relationship with the sponsoring company can be established, the communications agency in question will be banned from participating in the IMPAKT Conferences for the next two years.

5.0 Filming, recording and photography

Conference content is the copyright of BIG and 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.

6.0 Non-smoking policy

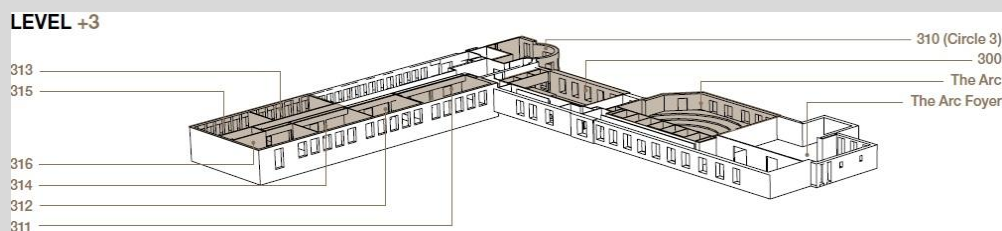
The 6th IMPAKT Breast Cancer Conference is a non-smoking event.

7.0 Final clause

In case not covered by the regulations in these Industry Guidelines, the IMPAKT Secretariat's interpretation shall be final.

MEET THE INVESTIGATOR STUDIO

The Meet the Investigator Studio slots, for lectures, Advisory Board Meetings, Q&A and scientific dissemination about investigator activities in non-marketed active agents, will take place in **Hall 300** located on level +3.



A schedule of the daily planning will be published in the Conference Programme Book and in the Meet the Investigator section. Companies can book single slots of 2 hours.

Logistical information & items available in room Hall 300:

- ✓ Individual Slots are 2 hours each. Access to these slots will be managed by the company sponsoring the slot(s) / the presentation(s) and must respect the designated time limit. Set up, presentation (including question/discussion time) and dismantling must be included in those 2 hours
- ✓ Presentations one after the other, strict enforcing of time slot allocation
- ✓ Daily schedule with company names will be listed on a board / screen
- ✓ Capacity for 80 delegates in theatre style
- ✓ Access completely controlled by the company organiser
- ✓ 2 fix hostesses (to be instructed by the company directly)
- ✓ 1 fix technician
- ✓ 1 screen (2,4mx1,8m)
- ✓ 1 laptop (PPT to be uploaded by the company through USB stick)
- ✓ 1 projector (3000 al)
- ✓ 1 lectern microphone, 2 panel table microphone and 1 audience microphone
- ✓ 1 lectern
- ✓ 1 panel table up to 4 people
- ✓ Limited catering possibility. Please contact square@square-gusto.eu

TIME SLOT SCHEDULE

DATE	TIME SLOT	BOOKED BY
Wednesday, 7 May 2014	08:00-10:00	
	10:00-12:00	
	17:30-19:30	
Thursday, 8 May 2014	08:00-10:00	
	10:00-12:00	

INDUSTRY DISPLAY AREA POLICY

CONTACTS

Venue

SQUARE – Brussels Meeting Centre

Glass Entrance
Rue Mont des Arts
1000 Brussels, Belgium

Telephone +32 (0)2 515 1399
Fax +32 (0)2 479 4737
E-mail exhibitorbook@square-brussels.com

Forwarding agent / Storage

Kristal bvba – International Fairs and Industry display area Logistics

Brucargo West Bldg 829a
1931 Zaventem
Belgium

Contact Johan Hollaender
Telephone +32 (0)2 751 46 80
Fax +31 (0)2 751 47 20
E-mail johan.hollaender@kristal-logistics.com

Badge scan system (cLead system)

The IMPAKT 2014 cLead 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 (attachment 1).

Webges Meeting Applications GmbH

Nussdorferstrasse 20/22
1090 Vienna, Austria

Fax +43 1 319 69 99 33
E-mail tamara.dworschak@webges.com / leadsystem@webges.com

GENERAL CONFERENCE SCHEDULE

SETUP HOURS

Wednesday, 7 May, 13:00–20:00

INDUSTRY DISPLAY AREA HOURS

Thursday, 8 May, 10:30–19:00

Friday, 9 May, 10:00 –17:30

Saturday, 10 May, 09:00–12:00

DISMANTLING HOURS

Saturday, 10 May, 12:00–20:00

Delegates will still be in the venue from 12:00 to 14:00 so please take care with your dismantling.

REGISTRATION HOURS

Wednesday, 7 May, 10:00–18:00

Thursday, 8 May, 08:00–18:00

Friday, 9 May, 08:00–18:00

Saturday, 10 May, 08:00–13:30

COFFEE BREAKS AND LUNCH TIME

Thursday, 8 May, 15:30–16:00

Friday, 9 May, 10:30–11:00, 13:15–13:45, 15:15–15:30

Saturday, 10 May, 10:30–11:00

Coffee breaks and lunch will be served in the Silver and Magritte foyers.

WELCOME RECEPTION

The Welcome Reception will take place in the Silver and Magritte foyers of the SQUARE Brussels Meeting Centre, on Thursday, 8 May 2014 at 17:30. The poster walk will commence during the Welcome reception.

Delegates, invited speakers and exhibitors are invited to join this event!

NETWORKING LOUNGE

There will also be a networking lounge for private one-to-one meetings on the mezzanine level overlooking the Magritte foyer. Exhibitors are welcome to use this facility and the opening times will be the same as the display area.

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).

Four display area options are available:

Option 1:

- Display structure (4 modules with built-in shelf, including spot light)
- Carpet (dark grey)
- Fascia (including company name and display area number)
- 4 high stools
- 2 high tables
- 2 magazine racks

Option 2:

- Display structure (2 modules with built-in shelf, including spot light)
- Carpet (dark grey)
- Fascia (including company name and display area number)
- 2 high stools
- 1 high tables
- 1 magazine racks

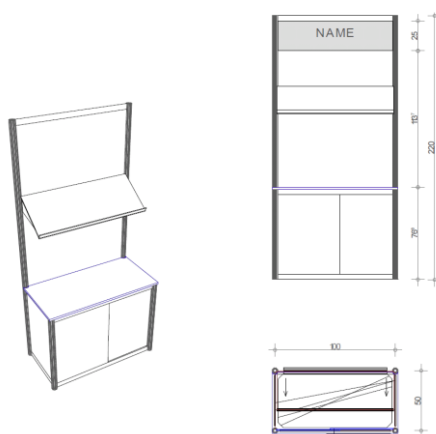
Option 3:

- Display structure (1 modules board with built-in shelf, including spot light)
- Carpet (dark grey)
- Fascia (including company name and display area number)

Option 4:

- Back walls only, including spot light
- Carpet (dark grey)
- Fascia (including company name and display area number)

DISPLAY STRUCTURE



For extra orders please contact exhibitorbook@square-brussels.com

Exhibits must be staffed at all times during the Industry display area hours. The Industry display area is to be used only during the specified opening hours.

IMPAKT 2014 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 IMPAKT events. However, the IMPAKT Conference 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 IMPAKT Conference Secretariat bear no responsibility in case of a complaint based on such laws. The penalty that will be reflected in the company's sponsorship record for infractions to these laws will be assessed by the Conference Secretariat.

2. Duration of the Industry display area

The Industry display area will run from Thursday 8 May February to the end of the Conference on Saturday, 10 May 2014.

3. Concomitant activities

Concomitant activities (internal meetings involving delegates, press Conferences, educational or promotional activities) in the Conference venue or outside but concomitantly to or during breaks of the scientific programme of the Conference are subject to the IMPAKT Conference Secretariat approval. Clear identification of the organisers, the purpose, the targeted participants, and the full programme has to be submitted to the IMPAKT Conference Secretariat at least 6 weeks prior to the event for approval. Press Conferences are subject to the specific Policy. Infraction to this regulation will cause the cancellation of 5 to 10 ESMO sponsorship points from the company's record, based on the nature and damage of the infraction as established by the ESMO Executive Committee.

Blackout times: 8 May 2014, 11:00-19:00 – 9 May, 08:30-17:45 and 10 May 2014, 08:30-13:00

4. Use of the Conference logo

The Conference names and/or logos may not be part of any exhibitor-distributed materials. The use of the Conference title and logo on distributed material is subject to the IMPAKT Conference Secretariat approval. In case of infractions, the printed material can not be distributed and 50 % of the ESMO points assigned for the purchase of the Industry display area space is cancelled.

5. Promotion of the exhibit

5.1 General note:

The IMPAKT Conference 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 Conference venue. The non-observation of this policy will cause the cancellation of 50 % of the ESMO sponsorship points assigned in relation with the Industry display area space. 100 % of the points is cancelled in case the distribution continues after having been stopped by the ESMO assigned personnel.

5.3 Advertisements:

Advertisement of the exhibit is possible in the programme book and depends on the chosen sponsorship package. All advertisements for the programme book are subject to approval by the ESMO Marketing Department. Promotion of a specific product does not mean acceptance or endorsement by the ESMO Marketing Department and it is under the responsibility of the sponsoring company, to comply with Belgian and European laws, where applicable.

5.4 Promotion at Conference hotels:

The distribution or display of promotional materials at the hotels where participants are staying during the Conference is discouraged by the Conference Secretariat. However, if produced, the content must follow the same rules defined by the IMPAKT Conference 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 IMPAKT Conference 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 IMPAKT Conference 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 Conference 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 Conference 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 Conference and exhibitors wearing the exhibitors' 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 conference 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 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. Unsolicited contacts will result in the cancellation of 5 to 10 ESMO sponsorship points from the company's record, based on the nature and damage of the infraction, as established by the ESMO Executive Committee. If no relationship can be made to any company, the communication agency will be banned from participating in the IMPAKT Conference for the next 4 years.

11. **Booth 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 IMPAKT Conference 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 IMPAKT

Conference Secretariat judges that a disturbance is being caused, the Exhibitor is to halt the activity immediately. If this is not done, the IMPAKT Conference 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: square@square-gusto.eu

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 Conference 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.

17. **Force majeure**

Should the event be cancelled, postponed or moved to a different venue due to force majeure, the invested costs will be refunded or reallocated to a postponed and/or different project, while the arising costs will be borne by the participating companies. Force majeure is defined as any event that the IMPAKT Conference Secretariat could not, even with due care and attention, foresee or avoid. These events include, but are not limited to acts of God, war, terrorist attacks that may hinder the organisation of the Conference and affect the security of participants, government regulation, disaster, strikes, civil disorder, or any other similar emergency making it illegal or impossible to hold the Conference.

18. **Insurance**

The IMPAKT Conference Secretariat disclaims any and all responsibilities for damages to persons or properties in relation with the activities organised by third parties who are directly liable for such damages.

It is therefore the responsibility of the third party to take out sufficient insurance coverage.

19. **The ESMO IMPAKT Breast Cancer Conference is a non-smoking event.**

20. Final Clause

In cases not covered by the regulations in these Industry Guidelines, the Conference Secretariat's interpretation shall be final.

EXHIBITORS REGISTRATION

To order your exhibitor badges and register your staff, please write to the IMPAKT Conference Secretariat at impakt.registration@esmo.org by 24 March 2014.

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

An "Exhibitor" badge authorises access to the Industry display area and Satellite symposia only.

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

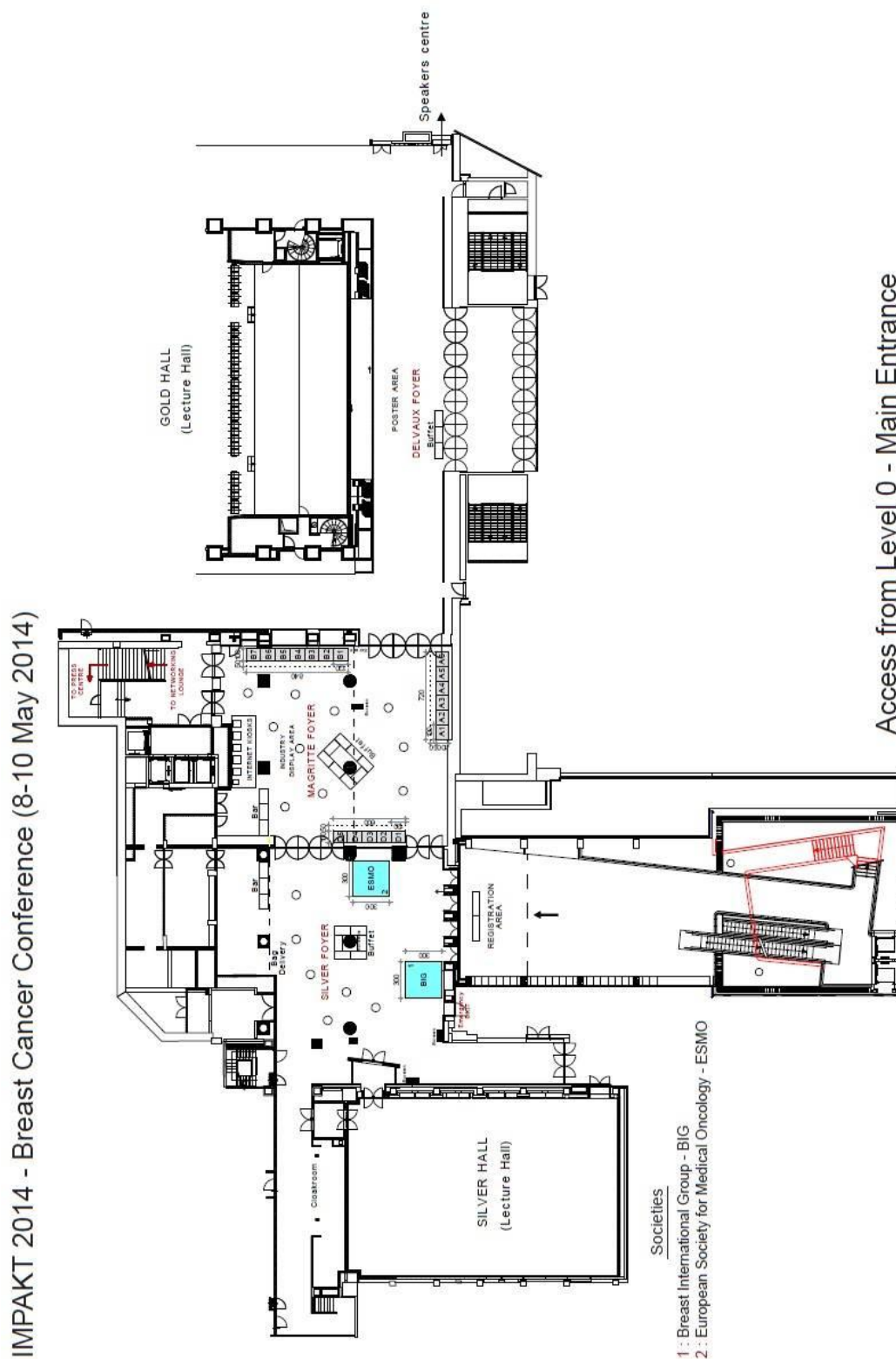
Exhibitor badges are distributed onsite only at the Pre-registration desk. They will be given all together to ONE company representative who will be then responsible for their distribution to company staff members.

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.

CONFERENCE OVERVIEW FLOOR PLAN

(as of September 2013)





**More than just
forwarding...**

Brucargo West Building 829a
1931 Zaventem - Belgium
Tel : +32 (0)2 7514680
Fax : +32 (0)2 7514720
info@kristal-logistics.com
www.kristal-logistics.com

BE 0453 812 916 - RPR Brussel
Verg.Vervoerscom. 2262.001
KBC 444-8624521-45
BIC - KREDBEBB
IBAN - BE44 4448 6245 2145

SHIPPING GUIDELINES IMPAKT BRUSSELS 2014

Introduction

KRISTAL bvba, have been appointed by the organizer as the official freight forwarder, customs clearance agent and official lifting contractor.

It is our commitment to ensure exhibits arrive on time and in good condition for the opening of the exhibition.

This shipping manual will assist you in your preparation for the correct and timely dispatch of exhibits to Brussels. Please follow these instructions closely.

The range of services provided by our company include:

- Transportation, national and international
- Temporary and permanent customs clearance
- On-site handling, labor, forklift, pallet trucks, trolleys
- Labeling, removal and storage of empty boxes and crates, return to stand upon closure of the exhibition.
- Accessible storage for brochures and give-away items during the event
- On-site assistance & supervision

General

Venue : Square, Ravensteinstraat 2 Rue Ravenstein, B – 1000 Brussels

Build-up : Wednesday 7 May 2014 13.00 to 20.00

Dismantling : Saturday 10 May 2014 12.00 to 20.00

If you use your own transport company to pick-up your goods after the exhibition, please note that all goods not evacuated on 10 May at 20.00 will be collected by Kristal. All costs incurred will be charged to the exhibitor.



International Co-ordinators

Kristal bvba	Contact :	Johan Hollaender
Brucargo 829a	Tel :	+ 32 (0)2 7514680
B-1830 Machelen	Fax :	+32 (0)2 7514720
	e-mail:	johan.hollaender@kristal-logistics.com

Consigning instructions

AIR FREIGHT

AWB consigned to : Kristal
Brucargo 829 A
1830 Machelen
Belgium
REF : IMPAKT 2014
Name Exhibitor / Stand nr

Deadline arrival : 2 May 2014
Airport destination : BRU (Brussels)

ROAD FREIGHT to the advanced warehouse

Consigned to : Kristal
Brucargo 829 B
1830 Machelen
Belgium
REF : IMPAKT 2014
Name Exhibitor / Stand nr

Deadline arrival : 6 May 2014



DIRECT DELIVERIES

Direct deliveries with trucks to the venue are restricted.
 Direct shipments to the exhibition site will only be accepted on move-in dates and hours.
 This also applicable for courier shipments.
 Note that the congress center is situated in the center of Brussels.
 It is not advisable to send trucks of more than 8 meters.
 Vehicles need to be removed immediately once unloading operations have been completed.

Courier Shipments

We strongly discourage the use of couriers (FEDEX, UPS, DHL, TNT ..) to ship any material directly to the exhibition center.
 Furthermore for goods outside EC, courier companies will not be able to clear your goods because of the lack of fiscal representation.

Therefore it is advisable to send all shipments to the advanced warehouse address. You will be liable for handling and/or customs clearance charges, but this ensures your goods are delivered to your stand in time.

Shipping pre-advice

Full details of dispatch together with copies of invoices, AWB, CMR, Bill of Lading have to be faxed upon departure to Kristal by fax to +32 (0)2 7514720
 or by email to johan.hollaender@kristal-logistics.com.

Case Marking

All cases must be clearly marked/stenciled on two (2) sides with the following information :

Your Company Name : _____

IMPAKT Brussels 2014 _____

Booth number : _____

Case Number (ex. 1/3 – 2/3) : _____

Gross Weight : _____

Dimensions in cm : _____



Insurance

It is the exhibitor's responsibility to ensure that his goods are covered by a comprehensive marine insurance policy, which covers the goods at all times i.e. from premises to stand, duration of exhibition and return to premises. On written demand, Kristal or their agents can arrange this for you.

Return transport

We will contact all exhibitors separately on-site to organize the return of the goods to point of origin or other designated destinations.

Terms & Conditions of Trading

All business is undertaken by owner's risk.

Tariffs are calculated using current freight and exchange rates. Any major fluctuation in either between now and work-date will be reflected in our final invoice.

Contracting Kristal bvba or their agents implies acknowledgement and acceptance of Kristal bvba conditions of trading.

Terms of payment

Payment is due on presentation of invoice unless otherwise agreed in writing with Kristal bvba or their agents. In all other cases on-site charges billed at the exhibition will require immediate payment by cash or credit card.

Any disputes or queries relating to invoices originating from this office should be notified to Kristal bvba within five days of invoice date.



URGENT

exhibition shipment

IMPAKT 2014 Brussels – Display Material

Ship to :

KRISTAL
BUSINESS PARK MACHELEN / CARGO
BUILDING 829B

B - 1830 MACHELEN, BELGIUM

Att. Lieve Myvis

Tel : +32 (0)2 7514680

Deadline arrival : 6 May 2014

Shipper :

Quantity shipped :

www.kristal-logistics.com



Kristal bvba
Bedrijvenzone
Machelen/Cargo Building 829a
B-1830 Machelen

▼ Phone +32 (0)2 751 46 80 ▼ Fax +32 (0)2 751 47 20 ▼ e-mail info@kristal-logistics.com

More than just forwarding ...

International fairs & exhibition services

LABEL FOR DIRECT DELIVERIES TO THE SHOW SITE



PACKAGES DELIVERY

Sender :	
Company Name :	
Contact Person :	
Tel / Mobile No. :	
Event / Congress Name :	
Event / Congress Date :	
Room / Stand Name & No. :	
Company's contact person on Event / Stand :	
Number of packages :	
Please specify if the packages have to be returned after the event.	<input type="checkbox"/> Yes <input type="checkbox"/> No
If yes, Please specify Pick-up date :	
Remarks :	

cLEAD SYSTEM INFORMATION AND FORM



The IMPAKT 2014 cLead system

The IMPAKT 2014 cLead 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.

1. Order

To guarantee the availability as well as the lower rate prior to the deadline, please order the required number of scanners as soon as convenient possible.

2. Order confirmation

After receipt of your order we will confirm the receipt and invoice & charge amount due.

3. Configuration

Prior to the event you will receive a link and a password for accessing our online database. There you can check the edited names of products to be displayed on the handhelds and download the data after the event.

4. Lead capture

Onsite, you can pick up your scanner at the lead system service desk. Our trained staff will be available to answer your questions during the opening hours of the event. Every evening or at the end of the event when returning the scanner at the service desk, the collected data is synchronized from your scanner to the cLead server.

5. Data provision

As soon as the data stored on the scanner is synchronized with the database you can access, check, print or download your collected address data in the online database.

Since not all delegates will provide the registration department with the complete contact information, we cannot guarantee the accuracy of the data.

Scan Options

- **Quick scan (Booth system)**
The visitor is effortlessly saved into your individual database. Also comments can be added.
- **Scan and add details (Booth system)**
The visitor is effortlessly saved into your individual database. Additionally, comments and products can be added which that visitor is interested in.
- **Survey Scan (Booth system)** → Please find more detailed information [here!](#)
The new questionnaire feature provides a way to conduct, manage and analyse individual researches. It allows you to record customer's feedback by scanning their badges with the help of a PDA Scanner (using predefined questions / replies). The data can be retrieved, exported and printed via the online platform.
- **Symposia scan (Symposium system)**
Like Quick Scan but limited rental period (3h). Used for special occasions like satellite symposia or raffles. Please specify your symposium/symposia on the order form

Scanning

The PDA handheld lead system guarantees maximum flexibility and freedom of movement in the booth. The ready to use PDA package will include the scanner, an extra strong battery pack and a charging unit.

- After log in (log in data are provided with the handheld) the interface for scan is displayed
- To scan a visitor the scan button has to be hit and the handheld confirms the scan
- After scanning a person you can choose from
 - scanning a new visitor (just press the scan button again) or
 - add products of interest to this visitor or
 - add a comment to the visitor or
 - see history of your scans and edit previous visitors



Cost

The following standard prices are available:

- € 350 net per PDA booth system including scanner **before** April 11th, 2014
- € 450 net per PDA booth system including scanner **after** April 11th, 2014
- € 250 net per PDA symposium system (maximum rental period of 3 hours)

These costs are per rented device, including scanner, the required software systems and unlimited number of scans / amount of prepared individual data. All billing is carried out in advance by Webges. Payment can be made with Visa, MasterCard & Amex cards, or by bank wire transfer.

SAVE up to € 351!

Special Offer IMPAKT 2014 – Only available before April 11th
► **Package Price: 1 PDA booth system + 2 symposia systems for € 699,00 net**

Terms and Conditions

Data provided

Download of the data via the online database (print out of the list or download of an MS-Excel file).

Since not all delegates will provide the registration department with the complete contact information, we cannot guarantee the accuracy of the data.

Services included

Quotes are per PDA handheld device incl. scanner, software and an unlimited number of scans.

Scanning

Scanning is only allowed on the booth unless agreed by the organizer.

Invoicing

Invoices for the total purchase amount are sent out after receipt of order. Payment can be made via Visa, MasterCard and Amex credit cards or via bank transfer.

VAT

Quotations excl. 20% Austrian VAT.

Payment term

Invoices must be settled within two weeks after receipt, net without any obligations to Webges.

Devices cannot be handed out onsite unless Webges received full payment.

Order deadline

After the ordering deadline, Webges does not accept orders automatically but will confirm acceptance separately. For orders after the deadline, a surcharge is applicable.

Cancellation

All orders cancelled prior to 30 days of the conference will incur a € 100,00 cancellation fee.

Orders cancelled within 30 days of the conference will not be refunded.

General Terms and Conditions

This business is covered by the General Terms and Conditions of the Webges Meeting Applications GmbH.

Order form

Company / Booth: _____
 Contact person: _____
 Email: _____
 Address: _____
 VAT (UID) Number: _____

	Orders before April 11 th	Orders after April 11 th	Units	€ Total
PDA booth system	€ 350,00 net	€ 450,00 net		
PDA survey system	€ 350,00 net	€ 450,00 net		
PDA symposium system	€ 250,00 net	€ 300,00 net		
Special offer	€ 699,00 net	----		
Total €				_____

Scan Option

- ☐ **Symposia system:** Please inform us about the session number(s) of your symposium and units per SY.
☐ **Survey Scan:** Please find the set up form [here](#) and return it together with your order form.
☐ **Booth system:** If required, please specify the list of products to be displayed on the handhelds below (max. 15 characters each!):

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

Terms of payment

- ☐ **Credit card:** ☐ VISA ☐ MASTERCARD ☐ AMEX

Number: _____ Exp. Date: _____

Name: _____ Code*: _____

*For Visa, MasterCard the card code is the last 3 digit number located on the back of your card on or above your signature line. For an American Express card, it is the 4 digits on the FRONT above the end of your card number.

- ☐ **Bank transfer:**

IBAN: AT 4432 000 000 08111304 / Swift: RLNWATWW

Herewith, I confirm the order of the mentioned number of scanners and accept the General Terms and Conditions incl. cancellation regulations:

Signature

Date of signature

Please fax the signed form to: +43 1 319 69 99 33