



**PERSONALISED  
MEDICINE SYMPOSIUM**

SIGNALLING PATHWAYS  
IN CANCER

Sitges-Barcelona, Spain  
**28 FEBRUARY - 1 MARCH 2014**

**Save the date**

# INDUSTRY GUIDELINES

**ESMO SYMPOSIUM ON SIGNALLING PATHWAYS  
TARGETING THE PI3K/AKT/MTOR PATHWAY IN CANCER  
28 FEBRUARY – 1 MARCH 2014  
SITGES-BARCELONA, SPAIN**

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## **INTRODUCTION**

Building on success of the first ESMO Symposium on Signalling Pathways in Cancer, it gives us a great pleasure to present the second Symposium in the series of annual symposia initiated by the ESMO Personalised Medicine Task Force as a part of the ESMO strategic activities to provide an education and in-depth updates to oncology professionals on latest scientific developments behind molecular pathways in cancer and personalised approach to cancer treatment.

This year we will focus on the PI3K/AKT/mTOR pathway in cancer. Our goal is to bring together academic, clinical and industry researchers, practicing and young oncologists, all stakeholders working in different tumour settings but sharing common underlining mechanisms and signalling pathways.

The fixed size of this meeting will allow maximum interactions and networking between participants. The programme will cover preclinical and clinical issues relevant for targeting all axis of PI3K/AKT/mTOR pathway. Starting from the principles of signal transduction and basic principles in this common pathway, discussions will evolve around rationale and strategies to inhibit the PI3K/AKT/mTOR pathway in cancer and interactions with other systems at the molecular level. Further updates will also be provided on drugs in development or already approved indications and discuss on different aspects important for drugging of this pathway in a range of malignant diseases. Participants can also expect an update on mechanisms of primary and secondary resistance, profile of side effects and an excellent overview of clinical trials that examine the emerging pathway inhibitors.

We trust participants will benefit from this attractive programme. Top faculty will present a synthesis of the topics relevant for the pathway, address the complexity of the current challenges in research or relevant for the practice and provide perspectives on areas for future innovation.

A sincere thank you to the Scientific Committee, invited speakers, organisers and sponsors for their commitment to this symposium on personalised medicine and hope that you enjoy the meeting enough to join us again next year.

The ESMO Symposium on Signalling Pathways in Cancer Co-Chairs.



Fabrice André  
France



Cristiana Sessa  
Switzerland

## CONFERENCE OFFICERS

### **Scientific Committee:**

Fabrice André, Villejuif, France, Co-Chair

Cristiana Sessa, Switzerland, Co-Chair

Andrea Alimonti, Switzerland

Monica Arnedos, France

Fortunato Ciardiello, Italy

Johann de Bono, United Kingdom

Bryan Hennessy, Ireland

Josep Tabernero, Spain

## KEY DATES

### Programme deadlines

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28 February – 1 March 2014      ESMO Symposium on Signalling Pathways

### Registration deadlines

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13 January 2014      Early registration

5 February 2014      Late registration and pre-registration closure

### Publication deadlines

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10 January 2014      Company and product description

24 January 2014      Advert deadline for programme book

## CONFERENCE STATISTICS

Over 200 delegates are expected to attend the 2<sup>nd</sup> ESMO Symposium on Signalling Pathways. Please find below key statistics from the past edition which we trust will demonstrate the relevance and importance of increasing your visibility and participation at this unique Conference.

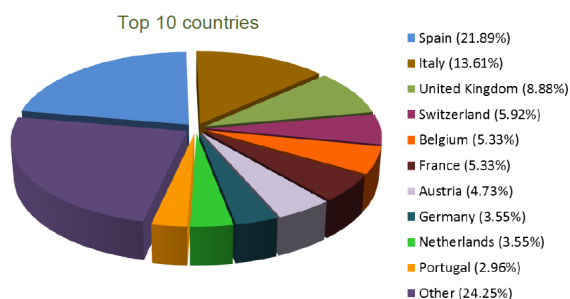
### Registration data

#### Detailed attendance based on registration fees paid

Year	2013
Delegates	83
Invited Speakers	31
Travel Grant	38
Free registration	14
<b>Total Participants</b>	<b>166</b>
Press	3
<b>Total Participants</b>	<b>169</b>

#### Top ten countries

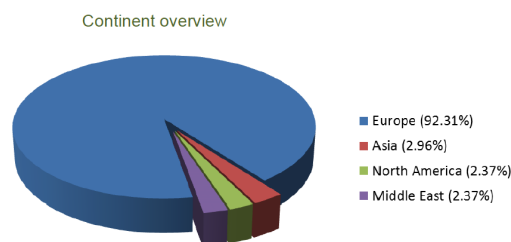
Country	participants	%
Spain	37	21.89%
Italy	23	13.61%
United Kingdom	15	8.88%
Switzerland	10	5.92%
Belgium	9	5.33%
France	9	5.33%
Austria	8	4.73%
Germany	6	3.55%
Netherlands	6	3.55%
Portugal	5	2.96%



Total represented countries: 31

#### Attendance by region

Year	2013	
Participants	169	100%
Represented countries	31	
Europe	156	92.31%
North America	4	2.37%
Central/South America	0	0%
Asia	5	2.96%
Middle East	4	2.37%
Africa	0	0%
Oceania	0	0%



## 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**

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The ESMO Symposium on Signalling Pathways in Cancer will be held at the:

**Meliá Sitges**

Joan Salvat Papasseit, 38  
08870 Sitges, Barcelona, Spain

<http://www.melia.com/hotels/spain/sitges/melia-sitges/index.html>

The Meliá Sitges is located in 20 km away from Barcelona El Prat airport.

#### **Venue overview**

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The venue Convention centre is located on level -1. Here the overview:



**Tramuntana 1**

Plenary hall

**Mestral 1**

Speaker centre

**Hall Tramuntana**

Industry Display area & catering area



## CONTACTS

### Signalling Pathways in Cancer Symposium Secretariat

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#### ESMO Head Office

Via Luigi Taddei 4

6962 Viganello-Lugano, Switzerland

Tel.: +41 (0)91 973 19 00 / Fax: +41 (0)91 973 19 18 / E-mail: [symposium@esmo.org](mailto:symposium@esmo.org)

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#### Media relations

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+41 (0)91 973 19 07

## Venue

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#### Meliá Sitges

Begoña Navarro

[bego.navarro@melia.com](mailto:bego.navarro@melia.com)

+34 (0) 93 811 67 09

## Accommodation

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ESMO secured preferential rates at the Meliá Sitges for the attendees of the ESMO Symposium on Signalling Pathways in Cancer 2014:

- Twin room for single use €110 + VAT
- Twin room for double use €120 + VAT

You can book directly your accommodation through [Meliá Sitges](http://www.melia.com)

**The Meliá Sitges is also the event venue!**

## **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 a dedicated room.

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 the Meet the Investigator Studio rooms:**

- ✓ 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 95 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
- ✓ 1 laptop (PPT to be uploaded by the company through USB stick)
- ✓ 1 projector
- ✓ 1 lectern microphone, 2 panel table microphone and 1 audience microphone
- ✓ 1 lectern
- ✓ 1 panel table up to 4 people
- ✓ Limited catering possibility

## TIME SLOT SCHEDULE

DATE	TIME SLOT	BOOKED BY
<b>Friday, 28 February 2014</b>	09:00-11:00	
	09:00-11:00	
	11:00-13:00	
	11:00-13:00	

*Time slots subject to changes*

## **INDUSTRY DISPLAY AREA POLICY**

### **CONTACTS**

#### **Venue**

##### **Meliá Sitges**

Joan Salvat Papasseit, 38  
08870 Sitges, Barcelona  
Spain

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Fax	+34 (0)93 894 95 08
E-mail	<a href="mailto:bego.navarro@melia.com">bego.navarro@melia.com</a>

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#### **Shipping instructions**

All consignments must be addressed to:

##### **Meliá Sitges**

Joan Salvat Papasseit, 38  
08870 Sitges, Barcelona  
Spain  
Kind attention of Ms. Begoña Navarro

All good must be labelled as follows:

- Booth Material: **ESMO Symposium on Signalling Pathways in Cancer – Company name – Display area no.**
- Bag inserts (200 Copies): **ESMO Symposium on Signalling Pathways in Cancer – Company name – INSERTS**

Deadlines for delivery: **25 February 2014**

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## GENERAL CONFERENCE SCHEDULE

### SETUP HOURS

Friday, February 28, 08:00–13:00

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### INDUSTRY DISPLAY AREA HOURS

Friday, February 28, 14:00–19:00

Saturday, March 1, 09:30–15:30

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### DISMANTLING HOURS

Saturday, March 1, 15:30–19:00

Delegates will still be in the venue until 16:00 so please take care with your dismantling.

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### REGISTRATION HOURS

Friday, February 28, 12:00–18:00

Saturday, March 1, 08:00–16:30

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### WELCOME RECEPTION

The Welcome Reception will take place on Friday, 28 February 2014 from 18:00 to 19:00 in the Industry display area.

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

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## VENUE TECHNICAL SPECIFICATIONS

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

The display area option includes:

- Display space
- 1 back wall (250x103 cm)
- 1 desk
- 2 chairs



Back wall picture

## **SIGNALLING PATHWAYS 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 Signalling Pathways events. However, the Symposium Secretariat reserves the right to deny at any time the display, promotion or sale of products, therapies or services should these be against the generally accepted clinical approach. Promotion of unapproved therapies (by regulatory authorities) is regulated by the local and European laws and the Symposium Secretariat bear no responsibility in case of a complaint based on such laws. The penalty that will be reflected in the company's sponsorship record for infractions to these laws will be assessed by the Symposium Secretariat.

### **2. Duration of the Industry display area**

The Industry display area will run from Friday, 28 February to the end of the Symposium on Saturday, 1 March 2014.

### **3. Concomitant activities**

Concomitant activities (internal meetings involving delegates, press Symposiums, educational or promotional activities) in the Symposium venue or outside but concomitantly to or during breaks of the scientific programme of the Symposium are subject to the Symposium Secretariat approval. Clear identification of the organisers, the purpose, the targeted participants, and the full programme has to be submitted to the Symposium Secretariat at least 6 weeks prior to the event for approval. Press Symposiums 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: 28 February 14:00-18:15 and 1 March 08:30-16:30.

### **4. Use of the Symposium logo**

The Symposium names and/or logos may not be part of any exhibitor-distributed materials. The use of the Symposium title and logo on distributed material is subject to the Symposium 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 Symposium Secretariat advises to avoid cultural or historical references on promotional material and bear no responsibilities in case these cause offence.

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

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

#### **5.4 Promotion at Symposium hotels:**

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

#### **5.5 Other promotional activities**

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

### **6. Identification of the exhibitors**

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

### **7. Subletting of space**

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

## 8. Admission rights

Admission to the exhibit area is limited to the owners, representatives and employees of exhibiting firms. Models or similar personnel not commercially connected with the industry may be employed to assist in the exhibitor's booth; The Symposium Secretariat may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of the event, or who refuses to comply with the local safety rules. Participants fully registered to the Symposium and exhibitors wearing 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 Signalling Pathways events 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 Symposium Secretariat and by the Venue's Technical Service Department. Exhibits or displays must not obstruct the view or interfere in any way with the displays of neighbouring exhibits. Aisles and gangways must at all times be kept clear and free for passage and all emergency exits and access to service areas are to be kept clear at all times and not restricted or rendered unrecognizable. Any exposed part of the display must be covered not to be objectionable to the other exhibitors, or in the best overall interest of the Industry display area. All business and selling demonstrations shall be confined to the exhibitor's own booth. Promotion or display of promotional material and any other related activity is not allowed outside the assigned space.

## 12. Management of the booth

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

## 13. Audio and visual activities

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

## 14. Catering

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

## 15. Social functions/activities

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

## 16. Giveaways

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

## 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 Symposium 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 Symposium 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 Symposium.

**18. Insurance**

The Symposium 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 Signalling Pathways Symposium is a non-smoking event.**

**20. Final Clause**

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



## DISPLAY AREA REGISTRATION

To order your exhibitor badges and register your staff, please write to the Signalling Pathways Symposium Secretariat at [registration@esmo.org](mailto:registration@esmo.org) by 5 February 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 only.

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

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.