



**Sarcoma and GIST
Conference**

Milan, Italy
18-19 February 2014

Save the date

INDUSTRY GUIDELINES

**5TH ESMO SARCOMA AND GIST CONFERENCE
18-19 FEBRUARY 2014
MILAN, ITALY**

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INTRODUCTION

Conference background

This Conference aims to provide a comprehensive overview of current medical therapy for soft tissue sarcomas and GIST, with a focus on personalised clinical approach from a multidisciplinary aspect and the molecular and pathological bases of these diseases.

With this goal, lectures on molecular biology and those on treatment will be grouped together in the same sessions. These will be based on the various anatomical regions from which sarcomas can arise throughout the body, thus going from the classical limb locations to retroperitoneum, from visceral (including GIST) to gynaecological, thoracic, muscles, peripheral nerves, vascular primary sites. How the next-generation sequencing will change the current landscape, as well as topics on emerging targets and new drugs are incorporated into main sessions.

The audience will take home an updated overview of where do we currently stand with personalising the treatment for soft tissue sarcomas and GIST and where we are going to, thanks to a top-level faculty, incorporating the major clinical and translational experts from the worldwide sarcoma community.

Main themes

- Gastrointestinal sarcoma (GIST) – Sensitive disease
- Gastrointestinal sarcoma (GIST) – Resistant disease
- Desmoid tumours
- Soft tissue sarcomas: Localised disease
- Molecularly-targeted soft tissue sarcomas
- Personalised treatment for soft tissue sarcomas
- Uterine sarcoma
- Issues in some neglected types of sarcomas
- How to study sarcomas

CONFERENCE OFFICERS



Paolo G. Casali, Italy
Co-Chair



Jean-Yves Blay, France
Co-Chair



A. Paolo Dei Tos, Italy
Co-Chair

KEY DATES

Programme deadlines

18 - 19 February 2014	5 th ESMO Sarcoma & GIST Conference
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Registration deadlines

8 January 2014	Early registration
29 January 2014	Late registration closure

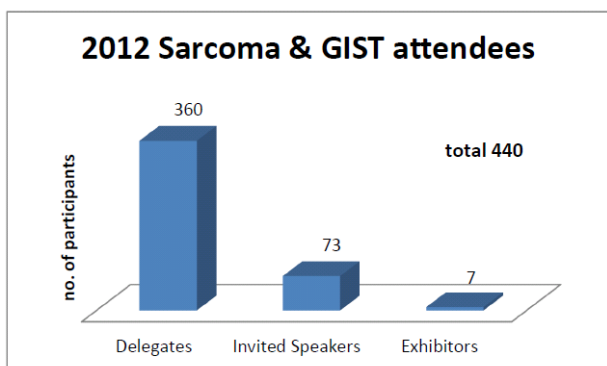
Publication deadlines

3 January 2014	Company and product description
13 January 2014	Submit final artwork for bag insert
17 January 2014	Advert deadline for programme book

CONFERENCE STATISTICS

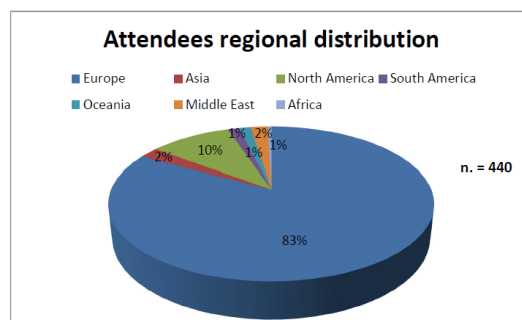
Figures attendance

Year	2010	2012
Invited Speakers	71	73
Delegates	306	360
Total Participants	377	433
Exhibitors	8	7
Press	5	0
Total Participants	390	440



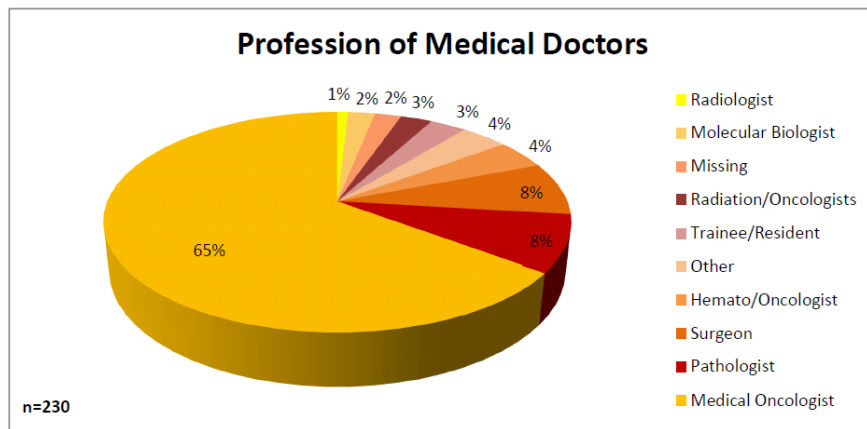
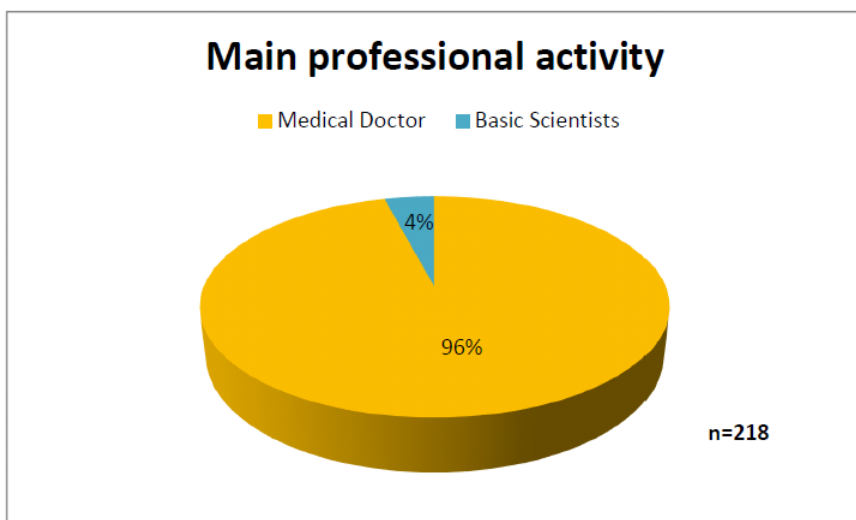
Top ten countries

Country	participants	percentage
Italy	189	42.95%
Spain	45	10.23%
United States of America	40	9.09%
Germany	20	4.55%
France	19	4.32%
Netherlands	15	3.41%
Finland	13	2.95%
United Kingdom	12	2.73%
Belgium	7	1.59%
Switzerland	7	1.59%



Main professional activity

Professional sector	No. (%)
Medical Oncologist	149 (64.8)
Pathologist	19 (8.3)
Surgeon	18 (7.8)
Hemato/Oncologist	10 (4.3)
Trainee/Resident	7 (3.0)
Radiation/Oncologists	6 (2.6)
Molecular Biologist	5 (2.2)
Radiologist	2 (0.9)
Missing	5 (2.2)
Other	9 (3.9)



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 5th ESMO Sarcoma & GIST Conference will be held at the:

Meliá Milano

Via Masaccio 19

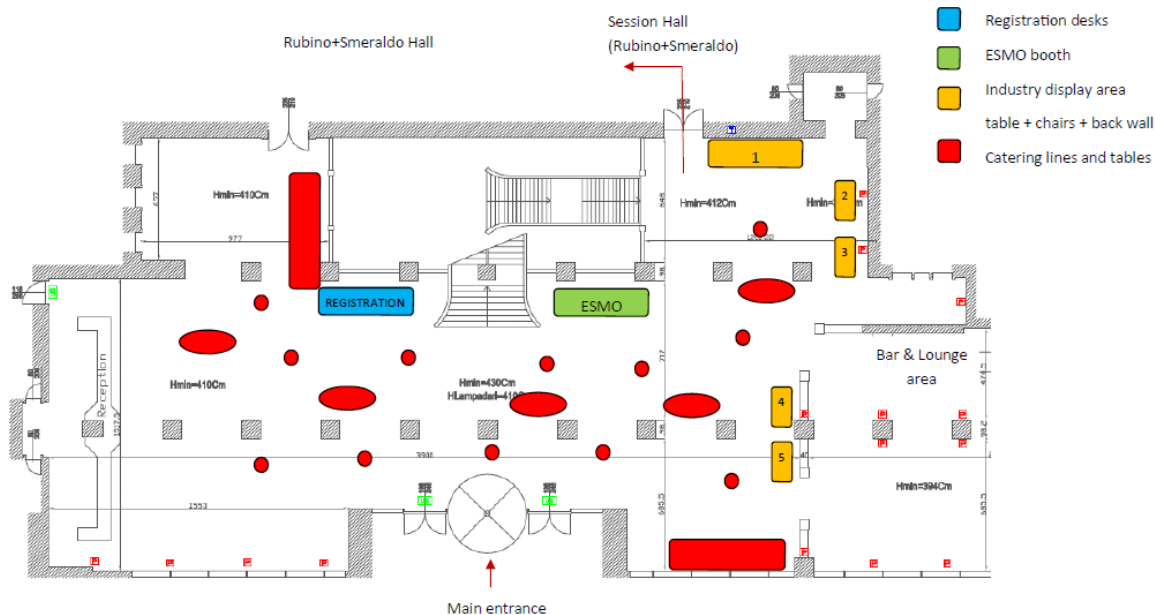
20149, Milan, Italy

<http://it.melia.com/hotels/italia/milano/melia-milano/index.html>

The Meliá Milano is located 5 minutes from the access to the main highways, 45 km from Malpensa Airport and 25 km from Linate Airport.

Venue overview

The venue Convention centre is located on the entrance level. Here below is the overview:



CONTACTS

ESMO Sarcoma & GIST Secretariat

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

Sponsorship and Industry relations

Nikolaj Tomma	nikolaj.tomma@esmo.org	+41 (0)91 973 19 90
Moirá Brianza	moira.brianza@esmo.org	+41 (0)91 973 19 40

Organisation

Valentina Allevato	valentina.allevato@esmo.org	+41 (0)91 973 19 26
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Scientific programme

Sara Fontanella Chiarani	sara.fontanella@esmo.org	+41 (0)91 973 19 16
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Registration management

Nicole Bullo	registration@esmo.org	+41 (0)91 973 19 39
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Media relations

Vanessa Pavinato	media@esmo.org	+41 (0)91 973 19 07
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Venue

Meliá Milano

Sara Giardino	sara.giardino@melia.com	+39 02 444061
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Accommodation

AIM Group International – AIM Congress has been appointed by ESMO as the official housing agency to manage the hotel accommodation in relation to the ESMO Conference on Sarcoma and GIST. AIM Group International – AIM Congress can also provide assistance with airport transfers.

AIM Group International – AIM Congress

Milan Office
Via Ripamonti 129
20141 Milan – Italy
Tel. +39 02 5660 11 – Fax +39 02 5660 9043
E-mail: conference.hotel@aimgroup.eu

INDUSTRY DISPLAY AREA POLICY

CONTACTS

Venue

Meliá Milano
Via Masaccio 19
20149, Milan
Italy

Contact	Sara Giardino
Tel:	+39 02 444061
Fax	+39 02 444066
E-mail	sara.giardino@melia.com

Shipping instructions

All consignments must be addressed to:

Meliá Milan
Via Masaccio 19
20149, Milan
Italy
Kind attention of Ms. Sara Giardino

All good must be labelled as follows:

- Display Material: **ESMO Sarcoma & GIST Conference – Company name – Display area no.**
- Bag inserts (450 Copies): **ESMO Sarcoma & GIST Conference – Company name – INSERTS**

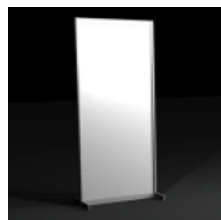
Deadlines for delivery: **10 February 2014**

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:

- | | |
|---|---|
| <ul style="list-style-type: none">• Display space• 1 desk• 2 chairs | <ul style="list-style-type: none">• 1 back wall
(standing board – 95x236cm) |
|---|---|



GENERAL CONFERENCE SCHEDULE

SETUP HOURS

Monday, February 17, 14:00-20:00

INDUSTRY DISPLAY AREA HOURS

Tuesday, February 18, 09:00-19:00
Wednesday, February 19, 09:00-18:15

Note: The Industry Display Area is in a public area of the hotel. Therefore, do not leave any valuables unattended.

Delegates will also be walking through the Industry Display Area to reach the lecture rooms before 09:00.

DISMANTLING HOURS

Wednesday, February 19, 18:30-22:00

Delegates will still be in the venue until 18:15 so please take care with your dismantling.

REGISTRATION HOURS

Tuesday, February 18, 08:00-18:00
Wednesday, February 19, 07:30-18:00

COFFEE BREAKS AND LUNCH TIME

Tuesday, February 18, 12:30-13:30, 16:00-16:30
Wednesday, February 19, 10:15-10:45, 12:45-13:45, 16:00-16:30

These times are subject to change so please check the online programme.

WELCOME RECEPTION

The Welcome Reception will take place in the Industry Display Area, on Tuesday from 18:00.

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

SARCOMA & GIST 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 Sarcoma & GIST events. However, the 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 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 Tuesday, 18 February to the end of the Conference on Wednesday, 19 February 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 Conference Secretariat approval. Clear identification of the organisers, the purpose, the targeted participants, and the full programme has to be submitted to the 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.

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 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 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 Italian and European laws, where applicable.

5.4 Bag inserts:

For the sponsorship packages including a bag insert(s), the invitation(s) must not be larger than A4 format and not heavier than 30 grams. It's the sponsoring company's responsibility to print sufficient copies and also ship them to the venue in time (see complete details on page 10).

5.5 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 Conference Secretariat in this policy.

5.6 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 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 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 Sarcoma & GIST 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: Melia Milano, Sara Giardino, sara.giardino@melia.com

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 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 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 5th ESMO Sarcoma & GIST 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 ESMO Sarcoma & GIST Secretariat at registration@esmo.org by 22 January 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 conference bag.

Exhibitor badges are distributed onsite only at the 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.