



GOOD SCIENCE
BETTER MEDICINE
BEST PRACTICE

European Society for Medical Oncology

**ESMO SYMPOSIUM
ON IMMUNO-ONCOLOGY**

Advances in cancer immunotherapy;
from vaccines to antibodies and cell therapies

Geneva, Switzerland
15-16 NOVEMBER 2013

Save the date

INDUSTRY GUIDELINES

**IMMUNO-ONCOLOGY
15-16 NOVEMBER 2013
GENEVA, SWITZERLAND**

INDEX

Introduction

page 3-6

- Symposium introduction, main themes and learning objectives
- Key dates
- Priority list

page 3
page 4
page 5

General information

page 6-7

- Venue information
- Contacts

page 6
page 7

Industry Display Area policy

page 8-13

- Contacts
- General Conference schedule
- Technical specifications
- Industry Display area rules
- Exhibitors registration

page 8
page 9
page 9
page 10-12
page 13

INTRODUCTION

Recent exciting developments have driven ESMO to host our second Symposium on Immunology in cancer. We have consulted the key opinion leaders in the field and created a programme with the latest developments and opportunities across diseases in this promising field.

The increasing knowledge about the way the immune system functions is leading to innovative therapeutic possibilities for cancer patients. This educational symposium will provide an educational update on the latest developments in the field, giving cancer specialists a comprehensive overview of how the immune system can be engaged in the fight against cancer.

There has been new interest in immunotherapy due to recent encouraging results, particularly with immunomodulatory antibodies which have elicited good results in solid tumours.

How does immunology fit in to the current cancer landscape? Is this really a new era of cancer medicine? However major challenges still remain, particularly regarding patient selection as well as sequence and combination of immunotherapy drugs. Join us at the ESMO Symposium on Immuno-Oncology where the experts will address why everyone is talking about this promising field.

Scientific Committee Co-Chairs



Rolf A. Stahel
Switzerland



George Coukos
Switzerland

Major Themes:

- The role of the immune system in cancer
- Clinical studies in immuno-oncology across tumour types
- Cancer immunotherapy implications for clinical practice
- Promising therapeutic strategies
- Integration with other therapies / combination approaches

Conference objectives:

1. To provide an essential update to oncology professionals on reinitiated interest in the role of the immune system in cancer.
2. To present the latest achievements in immuno-oncology research across range of malignant diseases.
3. To elaborate on different issues in the field of immuno-oncology research relevant for clinical practice.
4. To discuss on perspective of promising therapeutic strategies in the field of immuno-oncology, including combination with other treatment modalities.

KEY DATES

Programme deadlines

15-16 November 2013 ESMO Symposium on Immuno-Oncology

Registration deadlines

01 October 2013 Early registration

30 October 2013 Late registration closure

Publication deadlines

09 August 2013 Company and product description

16 September 2013 Advert deadline for programme book

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 ESMO Symposium on Immuno-Oncology 2013: Advances in cancer immunotherapy; from vaccines to antibodies and cell therapies will be held at the:

CICG – Centre International de Conférences Genève

17 rue de Varembé
CH - 1211 Genève 20
info@cicg.ch

The CICG is located 5 km away from the international airport and from the Cornavin main railway station. The access is facilitated by good public transport service:

Public transport from Cornavain main railway station:

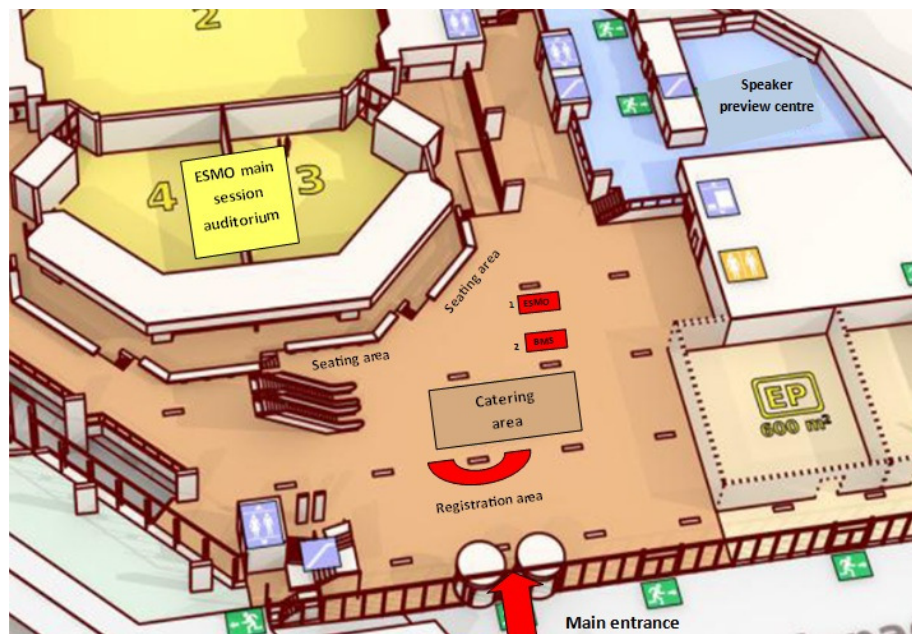
- Bus n°5: Bus stop "Vermont"
- Bus n°8: Bus stop "UIT"
- Tramway n°15: Stop "Nations"

Public transport from the international airport:

- Bus n°5 : Bus stop "Vermont"
- Bus n°28 : Bus stop "Nations "

A free city transportation pass will be given to all Conference delegates accommodated in any Geneva hotel. The transportation pass should be requested at the front desk of the hotel and will enable unlimited free journeys on the city's public transportation network.

Venue overview



6

CONTACTS

Immuno-Oncology Symposium Secretariat

ESMO Head Office

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6962 Viganello-Lugano, Switzerland
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Sponsorship and Industry relations

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Media relations

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

Venue

CICG

Manon Mariller m.mariller@cicg.ch +41 (0)22 791 91 57

INDUSTRY DISPLAY AREA POLICY

CONTACTS

Venue

CICG

Rue de Varembé 17
1211 Geneva
Switzerland

Contact	Manon Mariller
Telephone	+41 (0)22 791 91 57
Fax	+41 (0)22 791 90 64
E-mail	m.mariller@cicg.ch

Shipping instructions

All consignments must be addressed to:

CICG

Rue de Varembé 17
1211 Geneva
Switzerland
Kind attention of Ms. Manon Mariller

All good must be labelled as follows:

- Booth Material: **ESMO Symposium on Immuno-Oncology – Company name – Display area no.**
- Folder inserts (200 Copies): **ESMO Symposium on Immuno-Oncology – Company name – INSERTS**

Deadlines for delivery: **13 November 2013**

GENERAL CONFERENCE SCHEDULE

SETUP HOURS

Thursday, November 14, 12:00–17:00

INDUSTRY DISPLAY AREA HOURS

Friday, November 15, 10:00–19:00
Saturday, November 16, 09:00–15:30

Note: The Industry Display Area is in a public area of the venue. 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

Saturday, November 16, 15:30–19:00

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

REGISTRATION HOURS

Friday, November 15, 8:00–18:00
Saturday, November 16, 08:00–16:00

WELCOME RECEPTION

The Welcome Reception will take place on Friday, 15 November from 17:50 to 18:45 in the Industry display area.

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

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 desk
- 2 chairs
- Poster Board (250x103 cm)



back wall picture

IMMUNO-ONCOLOGY 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 Immuno-Oncology 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, 15 November to the end of the Symposium on Saturday, 16 November 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: 15 November 10:00-19:00 and 16 November 08:30-15:45

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 sponsorship 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 Immuno-Oncology 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: MIP Restaurants at CIGG (info@miprestaurants.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 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 Immuno-Oncology 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 Immuno-Oncology Symposium Secretariat at registration@esmo.org by 30 October 2013.

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.