The ESMO Congress is the most influential oncology platform in Europe for clinicians, researchers, patient advocates, journalists and the healthcare industry from all over the world. ESMO Congress 2020 will present the very latest advances in oncology and translate science into better cancer patient care.
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## CONTACTS

### ESMO 2020 Congress secretariat

Via Ginevra 4  
6900 Lugano, Switzerland  
Tel.: +41 (0)91 973 19 00  
Fax: +41 (0)91 973 19 18  
Email: satellites@esmo.org

### Sponsorship, industry satellite symposia and advertising

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nikolaj Tomma</td>
<td><a href="mailto:nikolaj.tomma@esmo.org">nikolaj.tomma@esmo.org</a></td>
<td>+41 (0)91 973 19 69</td>
</tr>
<tr>
<td>Yvonne Giovanelli</td>
<td><a href="mailto:yvonne.giovanelli@esmo.org">yvonne.giovanelli@esmo.org</a></td>
<td></td>
</tr>
</tbody>
</table>

### Operations management

<table>
<thead>
<tr>
<th>Name</th>
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<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chantal Cornu</td>
<td><a href="mailto:chantal.cornu@esmo.org">chantal.cornu@esmo.org</a></td>
<td>+41 (0)91 973 19 30</td>
</tr>
<tr>
<td>Valentina Vinci-Allevato</td>
<td><a href="mailto:valentina.vinci@esmo.org">valentina.vinci@esmo.org</a></td>
<td></td>
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### Satellite symposia (logistics)

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Letizia Pizzino</td>
<td><a href="mailto:satellites@esmo.org">satellites@esmo.org</a></td>
<td>+41 (0)91 973 55 88</td>
</tr>
<tr>
<td>Valentina Gala</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Private meetings

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lucia Ardizzi</td>
<td><a href="mailto:congress@esmo.org">congress@esmo.org</a></td>
<td>+41 (0)91 973 19 24</td>
</tr>
</tbody>
</table>

### Registration management

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Valentina Meier</td>
<td><a href="mailto:groups@esmo.org">groups@esmo.org</a></td>
<td>+41 (0)91 973 19 63</td>
</tr>
</tbody>
</table>

### Programme management

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Phone</th>
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<tbody>
<tr>
<td>Kate Kronig</td>
<td><a href="mailto:kate.kronig@esmo.org">kate.kronig@esmo.org</a></td>
<td>+41 (0)91 973 19 19</td>
</tr>
<tr>
<td>Federica Frigerio</td>
<td><a href="mailto:federica.frigerio@esmo.org">federica.frigerio@esmo.org</a></td>
<td>+41 (091) 973 19 38</td>
</tr>
</tbody>
</table>

### Media relations

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deborah Pacifico</td>
<td><a href="mailto:media@esmo.org">media@esmo.org</a></td>
<td>+41 (0)91 973 55 71</td>
</tr>
</tbody>
</table>

### Exhibition Management Company

MAW (Medizinische Ausstellungs- und Werbegesellschaft)  
International Exhibitions & Advertising  
1200 Vienna, Austria  
Andrea Etz, Veronica Näslund  
Tel. +43 1 536 63 ext. 42 or 72 / Fax +43 1 535 60 16  
esmo2020.exhibition@media.co.at

### Housing

BCO Congresos  
08908 L’Hospitalet de Llobregat  
Barcelona, Spain  
Tel. +34 93 882 38 78  
Email: esmo2020@bcocongresos.com

### IMPORTANT NOTE

ESMO is aware that there might be various websites falsely claiming to represent ESMO with regards to registration and accommodation for the 2020 congress in Madrid. We will be taking action to limit this; however, we would like to inform you and ask that you also distribute this information wider within your organisation. Some of these sites are asking for member information in the form of member ID number and password. Passwords are strictly confidential and ESMO would never ask for this information. To reserve accommodation, we recommend using the official housing agency for the congress Bco Congresos and please be aware that the only way to register for the ESMO Congress 2020 will be via the official ESMO website, by contacting registration@esmo.org or on site in Madrid from 17 September 2020.
Dear Industry Partners,

We are pleased to embark with you on our journey towards the ESMO Congress 2020 which will take place on 18 to 22 September 2020 at the IFEMA – Feria de Madrid, Spain.

The ESMO Congress is the most influential oncology platform in Europe for clinicians, researchers, patient advocates, journalists and the healthcare industry from all over the world. In 2019, we registered an impressive 16% increase in submitted abstracts testifying to the Congress’ ever growing impact.

ESMO 2020 will present the very latest advances in oncology, provide an excellent educational programme and outstanding networking opportunities for about 30,000 expected delegates.

The ESMO Congress 2020 programme is being developed by a committee composed of more than 300 leading international experts to ensure delegates learn the most innovative treatment approaches and how these can be translated into tangible benefits for cancer patients.

We look forward to working with you on the ESMO Congress 2020, an exciting new edition of Europe’s most prestigious oncology meeting.

On behalf of the ESMO 2020 Officers,

Solangé Peters, Lausanne, Switzerland
ESMO President 2020-2021
Congress President

John Haanen, Amsterdam, Netherlands
ESMO 2020 Scientific Chair

Andrés Cervantes, Valencia, Spain
ESMO 2020 Educational Chair
CONGRESS OFFICERS

2020 ESMO and Congress President
Solange Peters, Lausanne, Switzerland

Scientific Chair
John Haanen, Amsterdam, Netherlands

Educational Chair
Andrés Cervantes, Valencia, Spain

Press Officer
To be announced

Scientific Sub-Committee (Track) Chairs
Basic science: Daniel Peeper, Amsterdam, Netherlands
Breast cancer, early stage: Javier Cortés, Madrid, Spain
Breast cancer, metastatic: Véronique Diéras, Rennes, France
CNS tumours: Roger Henriksson, Stockholm, Sweden
Developmental therapeutics: Christophe Massard, Villejuif, France
Gastrointestinal tumours, colorectal: Michel Ducreux, Villejuif, France
Gastrointestinal tumours, non-colorectal: Salah-Eddin Al-Batran, Frankfurt, Germany
Genitourinary tumours, prostate: Maria De Santis, Berlin, Germany
Genitourinary tumours, non-prostate: Manuela Schmidinger, Vienna, Austria
Gynaecological cancers: Isabelle Ray-Coquard, Lyon, France
Haematological malignancies: Markus Manz, Zurich, Switzerland
Head and neck cancer: Anthony TC Chan, Hong Kong, China
Investigational immunotherapy: Naiyer Rizvi, New York, NY, USA
Melanoma and other skin tumours: Georgina Long, Sydney, Australia
NETs and endocrine tumours: Nicola Fazio, Milan, Italy
Non-metastatic NSCLC and other thoracic malignancies: Johan Vansteenkiste, Leuven, Belgium
NSCLC, metastatic: Natasha Leighl, Toronto, ON, Canada
Public policy: Rosa Giuliani, Manchester, UK
Sarcoma: Winette van der Graaf, Amsterdam, Netherlands
Supportive and palliative care: Stein Kaasa, Oslo, Norway
Translational Research: Samra Turajlic, London, UK and Vincenzo Costanzo, Milan, Italy

ESMO Patient Advocacy Working Group
Vlad Voiculescu, Branesti, Romania

ESMO Young Oncologists Track Chair
Teresa Amaral, Lisbon, Portugal
Welcome!

You have decided to partner ESMO 2020, the world’s premier congress in medical oncology.

ESMO 2020 will take place in the city of Madrid from the 18 - 22 September 2020.

Over these 5 days, you will have a unique opportunity to interact or exchange ideas with leading oncologists from all over the world.

Well organised planning makes for successful execution and the European Society for Medical Oncology (ESMO) together with its partner suppliers will be glad to guide you over the coming months towards a congress rich in discussion and exchange for your organisation.

These ESMO 2020 Industry Guidelines will guide you in the necessary steps of your participation at ESMO 2020.

The document is organised into seven distinct sections namely:

1. General information
2. Key dates
3. Industry satellite symposia
4. Industry meetings on-site
5. Promotion
6. General terms and conditions
7. ESMO Priority List

All the regulations concerning the ESMO 2020 Exhibition will be included in the ESMO 2020 Exhibitor Prospectus. A copy of this document will be available on our website and your main contact for any additional queries will be our official Exhibition Management Agency MAW (Medizinische Ausstellungs- und Werbegesellschaft).

Please read this document carefully and share with the necessary colleagues and agencies involved in the organisation of your ESMO 2020 activities.

Also note that a successful application for participation at ESMO 2020 implies an acceptance of the requirements contained within these Industry Guidelines and also in any updates posted on esmo.org.

We look forward to working with you over the coming months towards a rich and innovative ESMO 2020!
VENUE

Venue information

The ESMO Congress 2020 will be held at the:
IFEMA, Feria de Madrid, Avda. del Partenón, 5, 28042 Madrid
Tel. +34 902 22 15 15 Website: www.ifema.es

Located only three kilometres from Madrid-Barajas International Airport, the venue offers exceptional transportation links by road, rail, underground and bus. IFEMA - Feria de Madrid is located 30 minutes from the city centre, within walking distance from the underground station (line 8) and just a 10-minute drive from the airport.

The closest metro to the Congress venue is “Feria de Madrid” station on Line 8, the station exit is at the South Entrance of the venue. Line 8 connects the venue with the city centre and the different terminals of Adolfo Suarez Madrid Barajas Airport.

Direct access from the airport:
- By road: 3 kilometres away (M11, M40, A2)
- Metro: line 8 “Feria de Madrid”
- Bus: line 112: Mar de Cristal-Barrio del Aeropuerto
- Taxi

There is no fixed price for taxi rides from/to the Ifema; the cost from the airport to the venue is around 20 euro.

Transportation from city centre:
- Buses: line 112: Mar de Cristal-Barrio del Aeropuerto & line 122: Avenida de América-Feria de Madrid
- Metro: line 8 “Feria de Madrid”

A transportation pass will be given to all registered delegates together with the Congress bag. This will enable free journeys on the city transportation network from 18 to 22 September 2020 inclusive.

ESMO 2020 Venue Overview

The updated venue floor plans will be available online all the time.
KEY DATES

Congress dates
18 - 22 September 2020

Abstract submission deadlines
20 May 2020 Abstract submission deadline
17 August 2020 Late-breaking abstract deadline

Satellite symposia programme deadlines
29 May 2020 Proposed programme - including title of the symposium, all presentation titles, names of all proposed speakers and chairpersons – to be submitted to the ESMO Scientific Programmes Department (programme@esmo.org) using the official ESMO programme template
10 June 2020 Notification by ESMO of acceptance / rejection / request for modifications to the programme as decided by the ESMO 2020 Scientific Committee Chair
30 June 2020 Receipt of the final programme
Minor changes notified after this deadline may be made to the online programme

Registration deadlines
17 June 2020 Early registration
22 July 2020 Name lists for group registrations
12 August 2020 Late registration

Publication deadlines
11 May 2020 Company logo (for satellite sponsors)
15 June 2020 Advertisements for Programme Book
22 June 2020 Advertisements for Congress Newspaper
6 July 2020 Bag inserts for evaluation
13 July 2020 Satellite invitation weblink
27 July 2020 Artwork for on-site advertising
(for sponsors that have purchased these sponsorship items)
1.0 Structure
Satellite symposia will take place on Friday 18 September, Saturday 19 September, Sunday 20 September and Monday 21 September 2020. Details of available time-slots may be obtained by email from the ESMO Events Sponsorship Department (sponsorevents@esmo.org).

1.1 Satellite symposia programmes
All satellite symposia programmes must be approved by the ESMO 2020 Scientific Committee with a view to ensuring the scientific quality and scope of such symposia within the framework of the Congress. Companies are strongly encouraged to establish a programme in line with the general concept of the Congress scientific programme. Current ESMO policy encourages the avoidance of topic and/or statement repetition, and/or lectures which may be in conflict with what the ESMO Scientific Committee considers to be a proper, scientifically well-founded point of view. ESMO reserves the right to veto speakers. In order to ensure a greater diversity of opinion and scientific contribution, the ESMO Executive Board recommends 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 Congress. Kindly note that this restriction applies regardless of whether the speaker receives an honorarium or not.

Additionally, the following ESMO Officers are not allowed to participate (in either a Chair or Presenter role) in any satellite symposium: ESMO President, President-Elect, Past-President, Director of Education, Director of Public Policy, Director of Membership, Congress Scientific Chair(s), Educational Committee Chair(s), Guidelines Committee Chair, Cancer Medicines Committee Chair, Compliance Committee Chair, Editors-in-Chief and Deputy Editors-in-Chief of ESMO journals.

All other ESMO Council members may participate in a maximum of two industry satellite symposia subject to approval by the ESMO Executive Board. This restriction does not apply to ESMO Colloquia. Details of the ESMO Council may be found via: www.esmo.org/About-Us/Who-We-Are/ESMO-Council

Any changes to the provisional or the final programme must be forwarded immediately to the ESMO Scientific Programmes Department (programme@esmo.org). See section 1.4 Programme timeline and deadlines for details.

Submitting an abstract to the ESMO Scientific Committee and the official Congress programme implies that the study reported therein will not be presented as such during the Congress at any industry satellite symposium prior to its presentation in the official ESMO Congress 2020 programme, and that it has not been presented elsewhere.

1.2 Faculty expenses
Travel and accommodation: ESMO will subsidise travel expenses and cover hotel accommodation for a maximum of 4 (four) nights for any expert already speaking in the official ESMO 2020 programme at an ESMO Faculty hotel and in accordance with the ESMO 2020 invited speaker reimbursement policy. Speakers who are NOT participating in the official ESMO 2020 programme must have their travel and accommodation expenses covered in full by the sponsor.

Registration: Each company is also responsible for the registration of any satellite symposium speakers who are not participating in the official ESMO 2020 programme. Registrations are not arranged by the ESMO 2020 organisers. Queries may be sent to the ESMO Registration Services Unit (registration@esmo.org).
1.3 Applications

Requests for Satellite symposia will be processed in accordance with the company ranking in the ESMO sponsors priority list and, subsequently, on a first-come, first-served basis.

Companies not included in the ESMO priority list that would like to have a Satellite symposium or companies in the priority list that would like to have an additional symposium time slot will be given an opportunity after the requests of all the companies in the priority list have been accommodated, subject to availability and on a first come, first served basis.

1.4 Programme timeline and deadlines

<table>
<thead>
<tr>
<th>On application</th>
<th>Each company should inform ESMO about the type of product(s) and the treatment area on which the programme of the satellite symposium will be based.</th>
</tr>
</thead>
<tbody>
<tr>
<td>29 May 2020</td>
<td>Proposed programme - including title of the symposium, all presentation titles, names of all proposed speakers and chairpersons – to be submitted to the ESMO Scientific Programmes Department (<a href="mailto:programme@esmo.org">programme@esmo.org</a>) using the official ESMO programme template.</td>
</tr>
<tr>
<td>10 June 2020</td>
<td>Notification by ESMO of acceptance / rejection / request for modifications to the programme as decided by the ESMO 2020 Scientific Committee Chair.</td>
</tr>
<tr>
<td>30 June 2020</td>
<td>Receipt of the final programme. Minor changes notified after this deadline may be made to the online programme.</td>
</tr>
</tbody>
</table>

Please note that ESMO can act as a provider of sponsored educational satellite symposia, offering companies the benefit of the society's experience and knowhow to develop a truly independent symposium. If you are interested in receiving more information about ESMO Colloquia, please contact programme@esmo.org

Any infraction(s) to our Industry Guidelines will follow the procedure outlined in the Terms and Conditions on pages 29-30
2.0 Satellite symposia details
Schedule, auditorium set-up and features

Set-up in theatre style in all the auditoria, with a panel table for 4 persons. An extra table, without digital screen, can be requested to esmosatellite@acsaudiovisual.com upon extra charge.

The satellite symposia technical floorplans will be made available online by the end of April 2020 in the “Industry Participation/Preparatory Information” section of our website.
IMPORTANT: The satellite symposia slot prices quoted in the ESMO 2020 Industry Prospectus include:

- The auditorium construction, rental and basic set-up
- AV basic equipment (see details in the table below)
- AV support staff
- 1 hostess, 1 stage assistant and door checkers
- Symposium session published in the Programme Book as well as in the On-line Programme
- Symposium digital poster and invitations holder in the ESMO 2020 Industry Satellite Symposium Display Area*

*Note: For more details, consult section 4.6 on page 27

**Auditoria technical equipment for satellite symposia**

<table>
<thead>
<tr>
<th>Location</th>
<th>LCD projector</th>
<th>Laptop</th>
<th>Screen</th>
<th>Laser pointer</th>
<th>Microphones</th>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>Lectern</td>
<td>Panel</td>
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<tr>
<td>Hall 10 – Malaga 1,000 seats</td>
<td>2 x 20,000 al HD, 3DLP</td>
<td>1</td>
<td>Main front screen: 20 x 6,0m</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Hall 9 – Bilbao 1,000 seats</td>
<td>2 x 20,000 al HD, 3DLP</td>
<td>1</td>
<td>Main front screen: 20 x 6,0m</td>
<td>1</td>
<td>2</td>
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<tr>
<td>Hall 3 – Tarragona 600 seats</td>
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<td>Main front screen: 7,8 x 4,4m</td>
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<td>2</td>
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<tr>
<td>Hall 10 – Alicante 600 seats</td>
<td>1 x 10,000 al HD, 3DLP</td>
<td>1</td>
<td>Main front screen: 7,8 x 4,4m</td>
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<td>2</td>
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<tr>
<td>Hall 9 – Cartagena 600 seats</td>
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<td>Main front screen: 7,8 x 4,4m</td>
<td>1</td>
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<td>2</td>
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<td>Hall 4 – Toledo 600 seats</td>
<td>1 x 10,000 al HD, 3DLP</td>
<td>1</td>
<td>Main front screen: 6,8 x 3,8m</td>
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<td>2</td>
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<td>Hall 7 – Oviedo 600 seats</td>
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<td>Main front screen: 6,8 x 3,8m</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Hall 7 – Leon 600 seats</td>
<td>1 x 10,000 al HD, 3DLP</td>
<td>1</td>
<td>Main front screen: 6,8 x 3,8m</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>North Centre – Santander 600 seats</td>
<td>2 x 10,000 al HD, 3DLP</td>
<td>1</td>
<td>2 Main front screens: 6,8 x 3,8m</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>North Centre – Cadiz 448 seats</td>
<td>1 x 10,000 al HD, 3DLP</td>
<td>1</td>
<td>Main front screen: 6,8 x 3,8m</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>North Centre – Avila 448 seats</td>
<td>1 x 10,000 al HD, 3DLP</td>
<td>1</td>
<td>Main front screen: 6,8 x 3,8m</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

*Preliminary information subject to changes.

**Session auditoria lectern and panel table**

Lecterns and panel tables will have digital branding. Please send the digital signage in JPEG only (16:9) by 21 August 2020 to esmosatellite@acsaudiovisual.com confirming the Satellite Symposium slot and the auditorium name. Please note that PDF or PPT files are NOT supported.

The panel table will be set-up for 4 persons and will include 4 screens, however, there is only 1 switch, therefore, all screens will display the same image. Speaker names can be displayed on the digital lectern only (not on the panel table) at an extra charge. Please ask for a quotation directly to ACS esmosatellite@acsaudiovisual.com and confirm your order by 21 August 2020 at the latest. After this date, requests will not be accepted. Additionally in this case you need to order a dedicated hostess to change the names from the back of the room (see page 15).
The digital file must follow the resolution instructions here below:

<table>
<thead>
<tr>
<th>Item</th>
<th>Screen</th>
<th>Resolution and orientation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital lectern</td>
<td>1 x 48&quot;</td>
<td>1080 x 1920 pixels (portrait orientation), 16:9</td>
</tr>
<tr>
<td>Digital panel</td>
<td>4 x 32&quot;</td>
<td>1920 x 1080 pixels (landscape orientation), 16:9</td>
</tr>
</tbody>
</table>

Please make sure you send your documents in JPG format only!

**Lectern laptop usage**

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

- The laptop cannot be removed from the lectern. The lectern laptop can be used only if you have decided to use the speaker centre
- It is strictly forbidden to upload any presentation on the laptop using a USB key
- No laptop set-ups can be changed
- Companies organising a Satellite Symposium and NOT using the speaker centre must use and extra laptop in the back of the auditorium. The extra laptop has to be ordered through the official AV supplier, ACS, esmosatellite@acsaudiovisual.com by 14 August 2020

**Auditorium capacity reduction**

The capacity of the auditoria can be reduced. The request is subject to the Congress Secretariat approval (satellites@esmo.org). Provided the reduction is feasible, only barrier bands will be used (i.e. no curtains nor partitioning walls).

Reductions not agreed during the selling process will be subject to extra costs. A fee of 25 euro per band meter (excluding VAT) will be applied.

Auditorium reduction requests must be submitted before 31 July 2020. After this deadline, reductions won’t be possible anymore.

**Overflow area usage**

If no more seats are available in the auditorium the satellite symposium will be broadcasted in the assigned overflow area, provided the company has used the speaker centre.

**2.1 Technical and monitoring staff**

One technical staff member, one stage assistant, one hostess and door checkers are assigned to each auditorium.

Also note that if you wish to have any badges scanned prior to the start of your satellite (at the entrance of your lecture auditorium), you should order extra hostesses for this purpose, unless you order badge scanners through the official supplier CTI, where hostesses are included with the rental.

Additional hostesses can be booked through the official local staff agency Bco esmo2020.staff@bcocongresos.com by 31 August 2020.

**2.1.1 Alternative stage set-up, additional equipment and/or personnel**

Owing to the limited set-up and dismantling time necessary between satellite symposia slots (between 15 minutes and 30 minutes), change of setup is not allowed. Any requested change will be subject to evaluation and approval from the Congress Secretariat. Please send your request to satellites@esmo.org

Additional audio-visual equipment should only be ordered through the official supplier, ACS, to esmosatellite@acsaudiovisual.com

Deadline to place your order is 31 July 2020. After this deadline orders will not be accepted.

However, should a company wish to use its own technical supplier, the company must check in advance with ACS, esmosatellite@acsaudiovisual.com, that the proposed “Technical Requirements” of the Symposium are feasible and compatible with the existing equipment.
2.1.2 Private Wi-Fi hotspot and additional wired Internet connection

If you are planning to organise an interactive session using a web-based application and requiring the audience to use a Wi-Fi with mobile terminals (Phone or tablet), you MUST inform us. We will assist you and evaluate with the venue IT team what will be the best technical options available for you to make your interactive session at no risk of technical perturbations. Also, if you need additional IT resources such as Internet drop or any other additional IT support, please contact us at satellites@esmo.org

All the requests for Private hotspot and additional wired internet connections need to be submitted before 31 July 2020.

2.1.3 Voting system

Usage of any type of voting system (traditional keypads or software-based) during your session may imply additional technical equipment which must be requested through our official suppliers ACS/CTI upon an extra cost. Companies using a voting system/live-polling feature MUST inform ESMO satellites@esmo.org by 31 July 2020. After this deadline, ESMO cannot guarantee the implementation of the voting system. No onsite requests can be accepted.

If you are interested in traditional voting system with keypads, please contact our official supplier ACS by 31 July 2020 for a quotation: esmosatellite@acsaudiovisual.com. If you prefer a software-based voting system, please note you will need to appoint an external company.

2.2 Food & Beverage areas

Catering is not included in the satellite slot. All catering costs will be borne by the sponsor and is to be ordered through the official caterer. The quantity to be ordered is at the discretion of the sponsor alone.

Due to space limitations and security reasons, bag meal options will be made available for each satellite F&B slot and will be served outside the auditorium.

The bag meals will be served for a maximum of 30 minutes before or after the satellite symposium. Trash bins will be made available for cleaning the auditoria plus the caterer will have additional staff to clean the auditoria after the sessions.

Requests for F&B functions should be addressed to the ESMO Congress Operations Department (satellites@esmo.org). The official caterer contact details and order form will be available online by early June 2020.

Please also note that any food items served in the congress centre must be purchased through the official catering service. Food and beverages purchased through external suppliers are not allowed nor the distribution of food and beverages in public areas of the congress venue.

No alcohol will be served during the ESMO Congress 2020.

2.3 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 congresses.

2.4 Installation, rehearsal and dismantling times

The auditoria will be available 30 minutes before the scheduled start of the Satellite symposium for setting up and rehearsal purposes and will be cleared by the company and ready for the next event within 15 or 30 minutes after the scheduled end of the Satellite symposium. Please note that auditoria’s cleaning is not foreseen before the satellite session.

Rehearsal slots can be requested for free to the ESMO Congress Operations, satellites@esmo.org. Please note that for each satellite slot we can assign 1 rehearsal slot only and upon availability. Additionally:
- Rehearsal slots are not guaranteed and are subject to availability. Slots will be assigned as of July 2020 and notified to companies in due time
- Rehearsals will be assigned on first-come, first-served basis
- Rehearsals on Saturday, Sunday and Monday are very limited due to the dense official programme
- Rehearsals slots have maximum duration of 1 hour

Any request for rehearsals should be sent to satellites@esmo.org by 30 June 2020. After this date rehearsals will not be granted.
2.5 Speaker centre
For logistical reasons, companies organising a Satellite Symposium are strongly recommended to use the speaker centre (Cslide system) to upload the Symposium slides and to follow the instructions that ESMO prepares for its own speakers. Instructions will be available in the “Information for presenters” section on the ESMO website in July. Usage of the speaker centre is free of charge.

By using the speaker centre companies will benefit from:
• Direct PPT upload from the speaker centre to the Satellite Symposium auditorium
• Support for speakers/uploader in the speaker centre with regard to upload and manage PPT presentations
• Usage of the related overflow area

IMPORTANT:
All companies must provide ESMO with information about usage of the speaker centre through the dedicated online form by 14 August 2020. Requests after this deadline will not be accepted.

If you are not using the speaker centre please read carefully the paragraph “Lectern laptop usage” on page 15.

Only 1 Company/Agency designated representative will be uploading the presentations in the speaker centre. The contact details of the designated representative must be submitted by 14 August by using the speaker centre online form.

Speaker centre opening hours will be available online.

2.6 Presentation material
In order to use the speaker centre, your presentation must be prepared in PowerPoint 2010, 2013 or 2016 (MS Windows) and provided on an USB-removable drive. Set the slide size to “Widescreen 16:9” and landscape orientation.

2.7 Industry satellite symposium webcast and hosting rights
All the educational sessions that took place at ESMO 2020 will be added to the respective ESMO Meeting Library. Once the congress is over, all the attendees will be able to catch up on all the sessions of the event.

This platform will provide a unique opportunity for all satellite organisers to host their satellite webcast(s) directly in our library and make the content easily accessible to all our attendees and members.

If you are already an OncologyPRO (our official educational portal dedicated to oncologists) Sponsor, the hosting rights are free both inside OncologyPRO as well as in the ESMO Meeting Library provided the filming/recording of your webcast was done by our official supplier: CTI Meeting Technology.

However, if you are not an OncologyPRO sponsor, a yearly hosting fee applies. To receive more details on this hosting opportunity, contact sponsorevents@esmo.org
IMPORTANT:

- ESMO recommends that the filming/recording of your webcast is done through the official supplier: CTI Meeting Technology. All Webcasts ordered through CTI MUST use the Speaker Centre
- Cost for the recording/filming is not included. A quote must be requested to: CTI Meeting Technology
- CTI Meeting Technology will release the link within 48 hours for upload on the respective Webcast Library and OncologyPRO, no editing is possible. This in turn will speed up the online publishing process ensuring the content is accessible as quickly as possible
- However, if for a specific reason you need to produce your webcast through a different supplier, it can only be linked from OncologyPRO (not hosted) and therefore cannot be hosted on the ESMO Meeting Library

To find out more on how to become an OncologyPRO sponsor contact Jon Roberts (jon.roberts@esmo.org) or Anna McDougall (anna.mcdougall@esmo.org)

2.7.1 Industry satellite symposium - Webcast service
Industry satellites symposium webcast is possible only if the speaker centre is used. We strongly recommend that you use the service of the official supplier, CTI. Further details will be available in the webcast brochure and order form available on the ESMO Website in April 2020. Deadline to order the industry satellite symposium webcast: 14 August 2020.

IMPORTANT:
All companies MUST complete the webcast online form by 14 August 2020 confirming whether they will have a webcast or not, its purpose and the contact details of the chosen agency/filming crew.

2.8 Badge scan system (Lead system)
Badge scan system can be ordered through the official supplier, CTI.

The ESMO 2020 cLead Retrieval System is a fast and easy way to record visitor contact information. By simply scanning a visitor’s name badge with the supplied scanner, contact details are entered into your own visitor database, including all relevant product information or comments which have been added to these visitors’ profiles beforehand. Following the event, data can be provided in printed form or as a MS Excel file, or made available with proper access rights through an online platform. Further details will be available in the cLead brochure and cLead order form online as from April 2020. Deadline to order the badge scan system: 21 August 2020. Badge scanners packages already include hostess’s hire!

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

2.9 GDPR
For more information about GDPR, please visit the ESMO Event Terms and Conditions page and read the paragraph on page 18 “Badge scan system (cLead system)”.

2.10 Compliance
For ESMO 2020, different badge coloured stripes will be used in order to be able identifying delegates as prescribers or non-prescribers. This decision has been taken to comply with prescription-only medicines promotional legislation, both European and national.
(i) Delegates attending the Congress will be responsible when deciding which parts or areas of the congress they access to or visit, and
(ii) By previously identifying their profile, pharmaceutical companies will be responsible when deciding how they engage or interact with participants, according to European legislation and any applicable code of practice.
2.11 Satellite symposium contact/representatives
Each company must provide the name of the person responsible for the organisation (logistics) of its Satellite symposium to the ESMO Congress Operations Department satellites@esmo.org by the 15 May 2020 and also notify in advance of any change on these contact details.

If several people are responsible for various aspects (financial, organisational, etc.) of the symposium, the company must inform ESMO accordingly. ESMO strongly recommends, however, that only one (1) contact person is appointed.

**IMPORTANT:**
ESMO will send any information related to the satellite(s) only to the designated persons which have been communicated prior to the above mentioned deadline.

2.12 ESMO Congress website and Programme Book
Approved industry satellite symposia programmes will be published online in the satellite symposia section of the ESMO Congress programme and in the Congress Programme Book if they are received no later than 10 June 2020.

Industry satellite symposia programmes published in the ESMO Congress Programme Book will follow the layout determined by the ESMO Scientific Programmes Department. The submission of the programme must follow the format of the ESMO template, which may be requested from programme@esmo.org

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

2.13 Abstract presentation during the Congress
Each company must guarantee that data from studies reported in accepted abstracts will not be presented as such during the Congress at any industry satellite symposium prior to presentation in the official ESMO Congress 2020 programme.

2.14 ESMO Congress Abstract Book
Abstracts related to industry satellite symposia are not published in the ESMO Congress 2020 Abstract Book.

2.15 Storage Possibilities
Limited storage possibilities are available at Ifema. For more details please contact Fairexx, Marco Junghans (marco.junghans@fairexx.com). Please note that fees will apply according to the storage volume.
3.0 Industry Meetings and activities

3.1 Networking events
Companies may organise events, provided that these start after the conclusion of the official programme of the day and are subject to ESMO approval, please send your request to congress@esmo.org

The Opening ceremony will take place in the congress venue on Friday, 18 September 2020 from 12:00 to 13:30 hours. ESMO does not authorise that Congress participants are offered any corporate-organised event before the end of the Opening session (13:30 hours). Times subject to changes.

Please note that the Opening ceremony will be followed by a Welcome Reception in the exhibition halls, 5-7.

The ESMO Presidential Dinner is foreseen on Sunday, 20 September 2020 (20:00-23:00). The ESMO Board of Directors and the Congress Faculty will be invited to the Presidential Dinner.

3.2 Unofficial satellite symposia or similar events
During the period beginning Thursday, 17 September 2020 through to Tuesday, 22 September 2020, ESMO does not allow any corporate-organised Satellite symposia or similar events to take place on other days and in other places except on Friday 18, Saturday 19, Sunday 20 and Monday 21 September 2020 in the official venue.
3.3 Participation in Industry satellite symposia
Participants fully registered to the Congress, 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.

3.4 Media activities
All media activities initiated by third parties are subject to a specific Media Policy. Companies wishing to organise a media event during the Congress should send a request to the ESMO Press Office using the appropriate form made available through the ESMO website or contacting ESMO Press Office. For any additional information about Media issues, please contact the ESMO Press Office, media@esmo.org

Press badges
According to the ESMO Media Policy, press badges may only be assigned to journalists working for recognised media organisations. Should communication agency representatives require a badge for the purpose of preparing and/or developing third-party media events, please contact the ESMO Press Office to obtain a temporary dedicated badge. Full details are available in the ESMO Third-party Media Activities Policy.

3.5 Types of Meetings
Activities such as internal meetings involving Congress delegates, press conferences, educational or promotional activities taking place either in or outside the congress centre but concomitant with or during breaks in the official ESMO Congress educational and scientific programme are subject to ESMO approval.

Clear identification of meeting organiser, meeting purpose, number of participants, date and time must be submitted for approval to ESMO (congress@esmo.org) at least 6 weeks prior to the event. During the period beginning Thursday, 17 September 2020 through Tuesday, 22 September 2020, ESMO does not allow any corporate-organised Satellite symposia or similar events to take place on other days and in other places except on Friday, 18, Saturday, 19, Sunday, 20 and Monday, 21 September 2020 in the official venue.

**Blackout times:**
- Friday, 18 September 2020: 10:15-18:00
- Saturday, 19 September 2020: 08:00-18:30
- Sunday, 20 September 2020: 08:00-18:30
- Monday, 21 September 2020: 08:00-18:30
- Tuesday, 22 September 2020: 09:00-13:00

ESMO has two meeting room categories namely: Closed Industry Meetings and Meet the Investigator Studio Time Slots, to allow sponsoring companies to organise different meeting formats within the congress centre during the congress hours.

**Closed Industry meetings**
ESMO allows industries to organise staff meetings, briefings, advisory boards, client meetings or other type of closed meetings within the congress centre. Meetings can be organised from Thursday to Tuesday from 07:00 to 20:00. The following requirements must be respected:

- Meeting “is closed” and by invitation only
- Maximum attendance is 35 guests
- Meeting is not promoted in the congress centre or in any ESMO 2020 publications
- Small meetings may take place in parallel with the official ESMO Congress educational and scientific programme provided they do not involve groups larger than 35 people
- If you plan to have an ESMO 2020 Speaker at your session make sure your chosen meeting slot does not conflict with his/her session(s)
- Media should not be invited and are not permitted to attend the meeting

**Meeting room booking procedure**
Meeting rooms can be booked via the Meeting Room Booking system only. Booking requests can be submitted as of 3 February 2020 until 14 August 2020. Meeting rooms can be rented from Thursday, 17 September to Tuesday, 22 September from 07:00 to 20:00.
IMPORTANT NOTES:
The spaces will be assigned on a first-come, first-served basis.
The meeting spaces will be given in a specific layout, changes will be possible upon approval and extra charge. Any set-up and dismantling time needed for the Closed Industry Meeting must be included in the reserved slot of time.
The rental of the rooms will not include any technical equipment. Further information regarding technical equipment orders will be available in March 2020.
A roll-up can be placed outside the rooms for full day reservations only. For bookings for less than one day no signage is allowed. All the roll-ups should be removed at the end of the meeting. No other type of signage is allowed.
Registration table outside the rooms will be subject to the Venue’s approval.

Access to meeting rooms
Meeting’s attendees not registered to the Congress can access private meeting spaces with a day ticket.

Day tickets can be purchased online from mid-August and if you need support please contact registration@esmo.org

Please note that attendees without a badge will not be able to access the venue for security reasons. If your meeting is scheduled very early in the morning, please make sure that badges are collected in advance.

Private meeting rooms desk
A dedicated desk for private meetings will be available on-site in the South Centre from Thursday, 17 September to Tuesday, 22 September, 07:00 to 20:00.

Method of payment
All the invoices will be processed in EURO. Payments can be finalised by credit card or by bank transfer. The company applying for meeting spaces will be responsible for its meeting related expenses.

Cancellation policy
No refunds will be issued. 100% of the total fee will be retained for cancellation received. All cancellation must be made to ESMO in writing.

Meet the Investigator Studio Time Slots
Meet the Investigator Studio slots are specially dedicated auditoria available for lectures, Q&A, and scientific dissemination about investigator activities in non-marketed active agents. These are closed meetings and upon invitation only (not to be considered as a Satellite Symposium slot), therefore, limited AV is allowed during these time slots.

The Meet the Investigator Studio slots will take place in auditoria Tenerife and Palma.

Technical floorplans will be available online and room rental will include basic AV/IT equipment (Screen, LCD Projector, Wi-Fi).

Any set-up and dismantling time needed must be included in the reserved slot of time.

- One room with capacity for 100 delegates, with access completely controlled by the sponsoring company. No set-up changes possible at any time
- Equipment: 1 screen, 1 laptop, 1 projector, 1 lectern equipped with 1 microphone, 1 panel table up to 4 people equipped with 4 microphones
- 1 hostess
- Restrictions: Filming and audio recording is not permitted
- Only beverages can be ordered for companies securing two or more back to back slots (on condition these catering items can be removed by the supplier 10 minutes before the last session ends)
- Presentations of 30’, all included, set up and dismantling of possible posters too
- Presentations one after the other, strict enforcing of timeslot allocation
- A schedule with the sponsoring company and slot times will be published in the ESMO 2020 Programme Book and in the Meet the Investigator Area
- Companies can book single slots of 30 minutes
- Time slots must not be in conflict with satellite symposia
- If you plan to have an ESMO 2020 Speaker at your session make sure your chosen slot does not conflict with his/her session(s)

Technical and logistical queries can be sent to: satellites@esmo.org
If you plan to use any speaker(s) that are already involved in the ESMO scientific programme, your Meet the Investigator Studio Time Slot(s) must not be in conflict with the official ESMO scientific and educational sessions they have committed to.

ESMO reserves the right to veto speakers. In order to ensure a greater diversity of opinion and scientific contribution, the ESMO Executive Board recommends that a speaker presents at no more than one (1) Meet the Investigator Studio Time Slot. However, if unavoidable, a speaker may be involved in a second Meet the Investigator Studio Time Slot for a maximum of two (2) Meet the Investigator Studio Time Slots during the Congress. Kindly note that this restriction applies regardless of whether the speaker receives an honorarium or not.

Additionally, the following ESMO Officers are not allowed to participate (in either a Chair or Presenter role) in any Meet the Investigator Studio sessions:

ESMO President, President-Elect, Past-President, Director of Education, Director of Public Policy, Director of Membership, Congress Scientific Chair(s), Educational Committee Chair(s), Guidelines Committee Chair, Cancer Medicines Committee Chair, Compliance Committee Chair, Editors-in-Chief and Deputy Editors-in-Chief of ESMO journals.

All other ESMO Council members may participate in a maximum of two Meet the Investigator Studio sessions subject to approval by the ESMO Executive Board. This restriction does not apply to ESMO Colloquia. Details of the ESMO Council may be found via: www.esmo.org/About-Us/Who-We-Are/ESMO-Council

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**MEET THE INVESTIGATOR STUDIO TIME SLOTS**

For more information and to book your slot, please contact the ESMO Events Sponsorship Department (sponsorevents@esmo.org).

Meet the Investigator Studio Time Slots will be assigned on a first-come, first-served basis.

<table>
<thead>
<tr>
<th>Time Slot</th>
<th>Saturday, 19 September 2020</th>
<th>Sunday, 20 September 2020</th>
<th>Monday, 21 September 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00-09:30</td>
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<tr>
<td>09:30-10:00</td>
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<td>16:30-17:00</td>
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</table>

Any infraction(s) to our Industry Guidelines will follow the procedure outlined in the Terms and Conditions on page 29-30.
4.0 Promotion of the Satellite symposium and other activities

4.1 Publications and On-site Advertising
Each company will ensure that all company publications referring to Satellite symposia mention: “ESMO 2020 Industry Satellite Symposium” in order to avoid any confusion with the official scientific programme. For this reason, all companies must submit a copy of the final publication to sponsorevents@esmo.org and respect the following deadlines:

<table>
<thead>
<tr>
<th>Date</th>
<th>Task</th>
</tr>
</thead>
<tbody>
<tr>
<td>11 May 2020</td>
<td>Submit Company logo (for satellite sponsors)</td>
</tr>
<tr>
<td>15 June 2020</td>
<td>Send advertisements for Programme Book</td>
</tr>
<tr>
<td>22 June 2020</td>
<td>Send advertisements for Congress Newspaper</td>
</tr>
<tr>
<td>6 July 2020</td>
<td>Send bag inserts for evaluation</td>
</tr>
<tr>
<td>13 July 2020</td>
<td>Send satellite invitation weblink</td>
</tr>
<tr>
<td>27 July 2020</td>
<td>Submit artwork for on-site advertising (for sponsors that have purchased these sponsorship items)</td>
</tr>
</tbody>
</table>

ESMO suggests avoiding cultural or historical references in printed material and bears no responsibility should any such references cause offence.

Furthermore, ESMO bears no responsibility towards the delegates for the display, promotion or sale of therapies or services, neither are ESMO supporting those products or services for their sole promotion at ESMO 2020.

However, ESMO 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 ESMO bears no responsibility in case of a complaint based on such laws. Sponsoring companies are therefore advised to consult the Codes of Practice of their governing bodies for information and guidance on regulations around attendance at medical congresses. In all cases, sponsoring companies are responsible for ensuring that their promotion during the congress is legally and ethically acceptable in Spain.

4.2 Reproduction of logos
Each company is entitled to use the official logo of ESMO 2020 on invitations and promotional documents related to the approved Satellite symposium.

Companies are not allowed to use the ESMO corporate logo under any circumstances.

The ESMO Events Sponsorship Department (sponsorevents@esmo.org) will provide the ESMO Congress 2020 logo as an electronic file upon request, but not before the draft of the invitation or other promotional material is submitted for approval.
4.3 Inviting participants

Inviting participants to your satellites has never been this easy and effective!

A month prior to ESMO 2020, satellite symposium organisers will have the possibility to showcase their satellite(s) via a digital satellite invitation/weblink(s) in our Online Scientific Programme and invite delegates to find out more about their session(s).

Furthermore, in the ESMO 2020 E-Newsletter there will be a dedicated Industry Satellite Symposia section whereby all these digital invitations will be grouped.

From the 13 July 2020 your satellite invitation weblink will go live (this will be subject to prior submission before the 13 July 2020 deadline and subsequent approval by the ESMO Events Sponsorship Department).

The ESMO 2020 E-Newsletter will be sent out to all registered delegates in August 2020.

To take full advantage of this unique opportunity and book this sponsorship product contact sponsorevents@esmo.org today!

Rules and Regulations:

ESMO reserves the right to refuse requested Weblinks should any web page be deemed to conflict with ESMO’s ethics or interests.

- A weblink is a page or pdf, created by the sponsoring Industry, highlighting their Satellite
- The content of the weblink message must not make any statements about the quality or virtues of a sponsoring Industry and/or any of the Industry’s product(s) either via text or visuals. With a Satellite Symposia, the content of the Weblink 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 weblink to sponsorevents@esmo.org is the 13 July 2020. Your weblink will undergo an internal approval procedure and Industry 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 weblink may consist of more than 1 virtual page, due to its’ online nature, however no more than 2 pages can be included per weblink
  - Under no circumstances may “Flash files” be allowed
  - Any requests for content or structure change/amendments after the weblink has been linked to the appropriate listing will not be actioned
  - To ensure that the ESMO Congress 2020 logo is properly protected, ESMO has defined guidelines for its use, which permit the use of the Congress logo under specific conditions
  - Cancellation of the weblink should be sent in writing to the ESMO Events Sponsorship Department
  - The web page will only be linked once ESMO approval is confirmed and the payment for the sponsorship package is received

4.4 Inserts in the delegate bags

All Satellite symposia invitations must not be larger than A4 format and not heavier than 30 grams. Shipment and delivery instructions provided by the Congress Operations Department must be respected.

Please make sure you also respect the following key points:

- Every bag insert box must be labelled with the corresponding label and number (including the bag insert number you will receive from the ESMO Congress Operations team)
- In case you have more than one bag insert, ensure that each bag insert box is sent separately (each one needs its own distinct number)
Bag inserts will need to be shipped by the given deadline to our official Forwarding Agency located in Germany for the bags preparation.

Shipment handling fees are not covered by ESMO.

Bag inserts must be submitted for approval to ESMO (sponsorevents@esmo.org) by the 6 July 2020.

Shipment instructions for “bag inserts” will be provided only after approval of the artwork. ESMO accepts no responsibility for programmes which are submitted late.

ESMO bears no responsibility for the non-inclusion of leaflets in the delegate bags if the shipping instructions and deadline are not respected or if bag insert is delivered with the wrong bag insert number or in less quantities.

### 4.5Advertisements

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

### 4.6 Signage, display and distribution on site

For the display of programme posters, one designated support will be made available in the ESMO 2020 Industry Satellite Symposium Display Area. Companies are entitled to bring one roll-up poster for each entrance of the assigned auditorium. Roll-ups should be removed at the end of the session. In the ESMO 2020 Industry Satellite Symposium Display Area there will be a rack with:

- One A4 size plexi holder per session
- Session organisers are responsible for storing the invitations* and ensuring the racks are filled
- Each company is responsible for printing sufficient invitations*

The display of posters is forbidden in other areas of the congress centre other than on the designated poster boards, throughout the congress 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 metro station and the main entrance of the congress venue.

Flyers may, however, be distributed at the company booth from when the exhibition is open and in front of the door(s) of the assigned auditorium no earlier than one (1) hour before the start of the Satellite symposium. One welcome desk will be available outside each auditorium.

Additionally, the venue strictly forbids sticking signage or other elements to any walls, doors or windows of the premises.

*Artwork production and delivery of invitations is at the sponsoring company’s expense

#### 4.6.1 ESMO 2020 Industry Satellite Symposium Display Area

The ESMO 2020 Industry Satellite Symposium Display Area will be located in the Registration Area and will comprise one 65" portrait (vertical format 1080 x 1920 pixels, 16:9) screen and one A4 size holder for invitations per Satellite slot.

Each digital programme poster artwork should respect the following format:

- The graphic layout should follow the same branding guidelines as the other items (e.g. Congress Bag Insert, Satellite Invitation Weblink etc.) used to advertise your Satellite Symposium (that have already been approved by the ESMO Events Sponsorship Department)
- The wording “ESMO 2020 Industry Satellite Symposium” must be included at the top of each poster in order to avoid any confusion with the official scientific programme
All Companies holding a Satellite Symposium during ESMO 2020 are kindly requested to upload the programme poster artwork in JPEG format using this form by 7 August 2020. The submitted artwork will be reviewed by ESMO and a notification will be sent within 10 working days to inform if it is accepted or if any changes are required. Any late change(s) to the artwork (on condition that the original artwork was provided before the 7 August and subsequently approved) can still be accepted until 31 August 2020. After this date, ESMO will not guarantee display of the final artwork/programme.

The display area will be operative from Friday 18 September to Monday 21 September 2020 according to the below schedule:

<table>
<thead>
<tr>
<th>Schedule</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday satellite programmes</td>
<td>14:00 to 20:00</td>
</tr>
<tr>
<td>Saturday lunch slot</td>
<td>09:00 to 14:30</td>
</tr>
<tr>
<td>Saturday evening slot</td>
<td>14:30 to 20:00</td>
</tr>
<tr>
<td>Sunday lunch slot</td>
<td>09:00 to 14:30</td>
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<tr>
<td>Sunday evening slot</td>
<td>14:30 to 20:00</td>
</tr>
<tr>
<td>Monday lunch slot</td>
<td>09:00 to 14:30</td>
</tr>
<tr>
<td>Monday evening slot</td>
<td>14:30 to 20:00</td>
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</tbody>
</table>

4.7 Promotion at congress hotels

The production, distribution or display of promotional materials at the hotels where participants are staying during the Congress is discouraged by ESMO. However, if such items are produced and distributed, their texts must follow the same rules as those that apply to other printed material (see 4.1). No assistance will be provided by ESMO or by the official housing service for the distribution of material or for the list of official Congress hotels.

4.8 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 ESMO approval.

4.9 Promotion related to products and services

Companies holding satellite symposia are responsible for obtaining relevant information and for complying with all Spanish 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 ESMO, and the corporation is solely responsible for bringing its advertising into line with local and European laws, as applicable.

Any infraction(s) to our Industry Guidelines will follow the procedure outlined in the Terms and Conditions on pages 29-30.
The following conditions of participation refer to the booking of any sponsorship product(s)/service(s) at ESMO 2020 insofar as the contractual partners do not reach contrary agreements in writing.

**Establishment of Contract**
- Application for a sponsorship product(s)/service(s) is made by filling in and returning the sponsorship application form to ESMO.
- Only completed and signed application forms will be taken into consideration. By signing the sponsorship application form, the company accepts the conditions contained in the ESMO 2020 Industry Guidelines and any supplementary provisions.
- Confirmation of the allocation of any sponsorship product(s)/service(s) by ESMO in writing constitutes establishment of contract between the sponsoring company and ESMO.
- An invoice will then be sent by registered mail. The date of the assignment is considered to be the date of allocation. If the contents of the assignment deviate from the contents of the sponsoring company’s application, the contract is based on the assignment issued by ESMO unless the company objects in writing within two weeks after the date the assignment was sent.

**Appointed Agencies**
- Application for any sponsorship product(s)/service(s) must be submitted by the sponsoring company under whose name each sponsorship item is to be listed. Correspondence in this regard must be made exclusively between the sponsoring company and ESMO.
- Sponsoring companies should inform ESMO in writing which agency is appointed. Otherwise no request from agencies will be taken into consideration.
- It is not the role of any given agency to make initial enquiries or reservations with ESMO independently of the sponsoring company.
- The sponsoring company is responsible for communicating these regulations to its staff and its appointed agencies.
- This named agency cannot fully act as if it were the sponsoring company itself and the sponsoring company will continue to be held entirely responsible and accountable for activities organised in its name.

**Procedure**
- Application: For companies in the priority points ranking, applications for promotional opportunities must be received by the 20 September 2019 in order to be included in the first round of assignments.
- Priority points ranking status: Between 1 August 2018 and 30 August 2019, ESMO reviewed all investments and compile the priority points ranking list. This ranking list will define the order in which requests of companies are processed. When an equal number of points are held by 2 or more sponsoring companies, promotional opportunities will be assigned according to the monetary value of the requested opportunities.

**Assignment**
At each sponsoring company’s turn for assignment, every effort will be made to:
- Offer the first, second and third choice made on the sponsorship application form subject to availability.
- Offer a real time selection of what is available if the 3 choices on the sponsorship application cannot be honoured. To ensure each sponsoring company has a chance to choose a suitable opportunity, offers are valid for 48 hours (2 working days) unless the offer makes it clear that the opportunity is freely available. For this reason, please supply a reliable contact telephone number for an appropriate decision maker within the company.

**Payment deadlines**
Assignments will be cancelled automatically if the related cost has not been paid within the given time period.

**Terms of Payment**
Payment is due within 30 days following the date of the invoice.

**Exclusivity**
Sponsoring companies that invest in the Posters on USB have an exclusivity period from the start of ESMO 2020 and for the 3 months after the congress. If a sponsor wishes to extend its exclusivity period a formal request needs to be received before the 2 December 2020.

**Cancellation Policy**
The company cancelling its support after the official application form has been accepted will be liable to pay the following fees:
- If the sponsorship product(s)/service(s) cannot be reallocated to another company.
- 25 % of the total rate, if the cancellation request is received in writing by 27 December 2019.
- 50 % of the total rate, if the cancellation request is received in writing between 27 December 2019 and 27 March 2020.
- 100 % of the total rate, if the cancellation request is received in writing after 27 March 2020.

Once the sponsorship item(s) are officially assigned the cancellation fee is 100% of the total rate.

If the item(s) can be reallocated to another sponsoring company, the former sponsoring company will receive a full refund of deposit(s) paid and less the administrative fees of 10% on the total sponsorship investment.

**Administration fees/invoicing changes**
Invoices will be addressed according to the invoicing data provided by the sponsoring company. Please note, if a billing change is requested (i.e. company name change or address change), an administration fee of 70 EUR (excluding VAT) will be charged to the company.
Indebtedness
Payments not received by the first day of the Congress (Friday 18 September 2020) will be subject to a 10% penalty fee on the total sponsorship investment.

Refunds
Any refunds of deposits paid will be made after ESMO 2020 but not later than the 28 December 2020. The sponsoring company will not be entitled to any interest that the organiser may have derived from deposits made. All bank charges, including sender’s and receiver’s charges, resulting from a refund related to cancellation or reduction of sponsorship will be at the charge of the sponsoring company.

Postponement or Abandonment
ESMO reserves the right to postpone the Congress including the technical exhibition, or to transfer it to another site, if unforeseen circumstances warrant such action. Should any contingency prevent the holding of the Congress or any of its parts, ESMO cannot be held liable for any costs, expenses and damages (including, but not limited to direct or consequential damages, loss of opportunity, loss of use, or loss of revenue or profit) incurred in connection with the postponement or abandonment.

Unexpected cancellation of the event: ESMO reserves the right to cancel without notice or compensation ESMO 2020 in the event of force majeure cases (e.g. strikes, riots, fires, flood, terrorist attacks, governmental actions and regulations, damages or other fatal occurrences). In such cases, ESMO is not liable for failure to perform any obligation hereunder but will reimburse any payments received from the sponsoring company less any costs incurred while preparing the event.

Limitation of Liability of ESMO
ESMO shall not be liable for any damages, dispute or injury arising out of or in connection with the performance of this Agreement unless caused by willful act, gross negligence or default of an employee, director, representative or contractor. Nor shall ESMO be liable to the sponsoring company for any indirect or consequential loss, damages, claims or demands arising out of this Agreement, including without limitation any economic loss or other loss of income, profits, business, opportunity, reputation or goodwill.

Bankruptcy or Liquidation
In case the sponsoring company becomes bankrupt or enters into liquidation other than for the purpose of restructuring or merger, or has a receiver appointed, ESMO shall be at liberty to terminate immediately the contract with the sponsoring company, to cancel the allocation of sponsorship product(s)/service(s) to the company and to forfeit all sums paid by the company.

Security and Insurance
Neither ESMO nor its contractors shall be responsible for the safety of any exhibit or other property of the sponsoring company or any person. Furthermore, ESMO nor its contractors shall be responsible for the loss, theft, damage or destruction by any cause of the exhibits or other property, or for loss, damage or injury sustained by any exhibits or any other persons. The sponsoring company/exhibitor shall indemnify ESMO and its contractors to third persons, as a result of any act or omission of the company, its staff, agent or personnel hired on a temporary basis.

As ESMO and its contractors will accept no responsibility for any of the foregoing matters, the sponsoring company should affect his/her own insurance against any risk of loss due to theft or negligence, damage, injury or liability. The sponsoring company agrees not to pursue ESMO for any previously listed risks.

Enforcement of Rules
Applies equally to all. All companies investing in sponsorship at ESMO 2020 must comply with all rules and policies established by ESMO.

Violation Procedure
The procedure for policing and enforcing the violation is as follows: When noticing a violation, ESMO staff will ask the company to correct the situation according to the applicable regulations.

If the company refuses to comply, ESMO staff will report alleged violations to the Congress Committee. After considering the available evidence, a representative of the relevant sponsoring company will be invited to present the company’s view, after which the Committee will give its opinion.

This will be confirmed in writing after ESMO 2020. Appeals may be made to the ESMO Management.

Penalties
- First violation: No accrual of points for the year.
- Second violation: No accrual of points plus the loss of all accrued points to date.
- Third violation: No right to participate at the next ESMO Congress.

Claims Procedures, Place of Performance and Jurisdiction
All claims by the company booking any sponsorship product(s)/service(s) against ESMO must be in writing. The maximum time lapse is 1 month from the closure of ESMO 2020. Agreements which deviate from these conditions or from the supplementary regulations must be in writing; facsimile signature suffices. The contract is governed exclusively by Swiss law; the English text is authoritative.

Final Clause
In cases not covered by the regulations in these Industry Guidelines, ESMO interpretation shall be final.
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, exhibition space, hotel accommodation, etc.

b. When an equal number of points are held by 2 or more sponsoring companies, promotional opportunities will be assigned according to the monetary value of the requested opportunities.

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.

f. Furthermore, ESMO will also recognise your contribution to advancements in medicine and science at the ESMO annual congress. ESMO will allocate one point for each abstract accepted for oral presentation with the mention “Study sponsored by...”.

# ESMO Priority List

<table>
<thead>
<tr>
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<th>Company Name</th>
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# ESMO 2020 Satellite Symposia Checklist

## Mandatory Items*

<table>
<thead>
<tr>
<th>Item</th>
<th>Page</th>
<th>Deadline</th>
<th>Contact</th>
<th>Notes</th>
<th>Status</th>
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<tr>
<td>1. To provide the name of the responsible person for the organisation of the Satellite Symposium</td>
<td>19</td>
<td>15/05/2020</td>
<td><a href="mailto:satellites@esmo.org">satellites@esmo.org</a></td>
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<td>2. Proposed programme, including the title of the satellite symposium, all presentation titles, the names of all proposed speakers and chairperson(s)</td>
<td>12</td>
<td>29/05/2020</td>
<td><a href="mailto:programme@esmo.org">programme@esmo.org</a></td>
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<td>3. Receipt of the final programme</td>
<td>12</td>
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<td><a href="mailto:programme@esmo.org">programme@esmo.org</a></td>
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<td>4. Receipt of Industry Digital Poster (in JPEG only) for Display Area</td>
<td>27</td>
<td>07/08/2020</td>
<td><a href="mailto:satellites@esmo.org">satellites@esmo.org</a></td>
<td>Mandatory (included) Submission via online form</td>
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<td>5. Webcast information about purpose and contact details of the appointed agency/crew via online form</td>
<td>18</td>
<td>14/08/2020</td>
<td><a href="mailto:satellites@esmo.org">satellites@esmo.org</a></td>
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<tr>
<td>6. Provide information about usage of the speaker centre and designated representative for upload via online form</td>
<td>16</td>
<td>14/08/2020</td>
<td><a href="mailto:satellites@esmo.org">satellites@esmo.org</a></td>
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<tr>
<td>7. Send digital signage for lectern and panel table (JPEG only, 16:9)</td>
<td>14</td>
<td>21/08/2020</td>
<td><a href="mailto:esmosatellite@acsaudiovisual.com">esmosatellite@acsaudiovisual.com</a></td>
<td>Mandatory (included with fix image) If rotating image upon extra charge</td>
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<tr>
<td>8. Final artworks for Digital posters to be received (Display Area)</td>
<td>27</td>
<td>31/08/2020</td>
<td><a href="mailto:satellites@esmo.org">satellites@esmo.org</a></td>
<td>Mandatory (included) Submission via online form</td>
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*Updated in April 2020

## Optional Items

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<th>Item</th>
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<th>Deadline</th>
<th>Contact</th>
<th>Notes</th>
<th>Status</th>
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<td>1. Rehearsals booking</td>
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<td>Only if required by the deadline and free of charge (max. 1 hour)</td>
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<tr>
<td>2. Auditorium reduction request</td>
<td>15</td>
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<td>3. Request for Private hotspot and additional wired internet connection</td>
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<tr>
<td>4. Extra AV equipment</td>
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<td><a href="mailto:esmosatellite@acsaudiovisual.com">esmosatellite@acsaudiovisual.com</a></td>
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<td>5. Order for Webcast through CTI</td>
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<td><a href="mailto:esmo@ctimeetingtech.com">esmo@ctimeetingtech.com</a></td>
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<tr>
<td>6. Speaker centre usage confirmation via online form</td>
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<td>14/08/2020</td>
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<td>Only if required and free of charge</td>
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<td>7. Private meeting rooms rental request</td>
<td>21</td>
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<td><a href="mailto:congress@esmo.org">congress@esmo.org</a></td>
<td>Only if required and upon charge Submission possible via booking system</td>
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<td>8. Extra laptop order (if not using the Speaker Centre)</td>
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<td>9. Order for badge scanners</td>
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<td>10. Additional hostesses order</td>
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Order of catering services (page 16): information will be available online in early June 2020
ESMO - European Society for Medical Oncology would like to thank all of our industry partners for their continued support at our congresses and we look forward to bring the best of the science together with you in Madrid.