

**ESMO BREAST CANCER**

Annual Congress

**BERLIN GERMANY**  
**7-9 MAY 2020**



# INDUSTRY GUIDELINES

ESMO BREAST CANCER 2020

7-9 MAY 2020  
BERLIN, GERMANY

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## **INTRODUCTION**

Dear Industry Partners,

We have the extraordinary privilege to invite you to ESMO Breast Cancer 2020, an annual congress taking place for the second time on 7-9 May 2020 in Berlin, Germany.

Following the significant success of the first edition of ESMO Breast Cancer, we are working on an exciting second edition where researchers will present practice-changing data and specialists from different disciplines in oncology will benefit from an excellent educational programme.

Cancer patients and their needs are at the heart of what we do – we are committed to advancing research and integrating it into the clinic to ensure better care for our patients. We are committed to delivering a comprehensive overview of all the practice-changing new data and making sure it has a clear roadmap to the clinic to improve care for patients.

Don't miss the opportunity to be present at a multidisciplinary meeting on breast cancer with a global scope in a European location: the vibrant city of Berlin, Germany.

We invite you to save the date and look forward to seeing you there!

### **ESMO Breast Cancer 2020 Chairs**



**Giuseppe Curigliano**  
Milan, Italy



**Sybille Loibl**  
Neu-Isenburg, Germany

## **CONGRESS OFFICERS**

### **Scientific Committee Co-Chairs:**

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- Giuseppe Curigliano, Milan, Italy
- Sybille Loibl, Neu-Isenburg, Germany

### **Scientific Committee**

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- Fabrice André, Villejuif, France
- Carlos Arteaga, Nashville, USA
- Philippe Bedard, Toronto, Canada
- Carlos Caldas, Cambridge, UK
- Fatima Cardoso, Lisbon, Portugal
- Suzette Delaloge, Villejuif, France
- Carsten Denkert, Marburg, Germany
- Veronique Dieras, Rennes, France
- Lesley Fallowfield, Brighton, UK
- Valentina Guarneri, Padua, Italy
- David Hyman, New York, NY, USA
- Tibor Kovacs, London, UK
- Miguel Martín, Madrid, Spain
- Olivia Pagani, Bellinzona, Switzerland
- Peter Schmid, London, UK
- Elżbieta Senkus-Konefka, Gdansk, Poland
- Christos Sotiriou, Brussels, Belgium
- Nicholas Turner, London, UK
- Michael Untch, Berlin, Germany



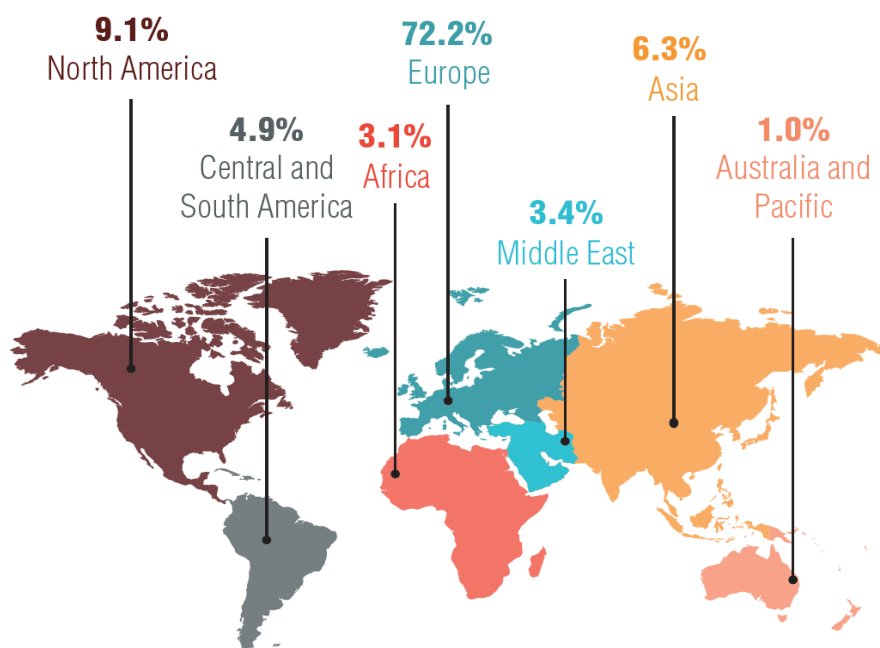
## CONGRESS STATISTICS

More than 1'700 delegates are expected to attend the ESMO Breast Cancer 2020. Please find below key statistics from the past editions which we trust will demonstrate the relevance and importance of increasing your visibility and participation at this Congress.

### Registration Data

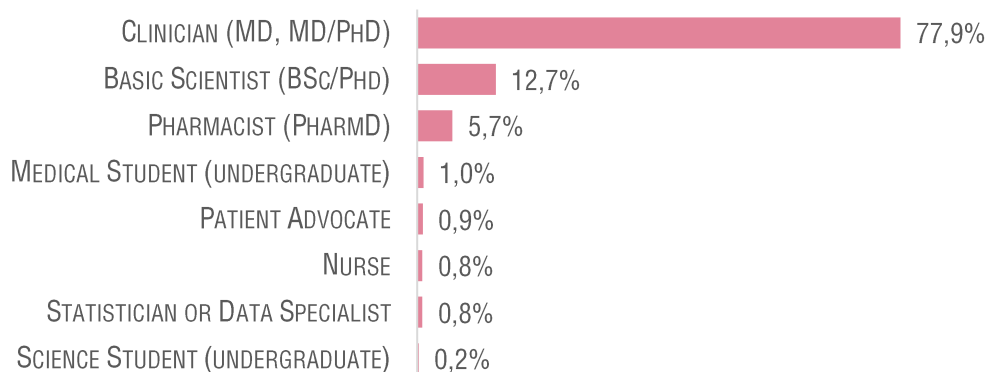
Year	Breast 2019	
Delegates	1'334	
Faculty	86	
<b>Total delegates</b>		<b>1'420</b>
Exhibitors	192	
Press	34	
<b>Total Participants</b>		<b>1'646</b>

### Regions in 2019



*\*Excludes Exhibitors, Industry and Press*

### Profession in 2019

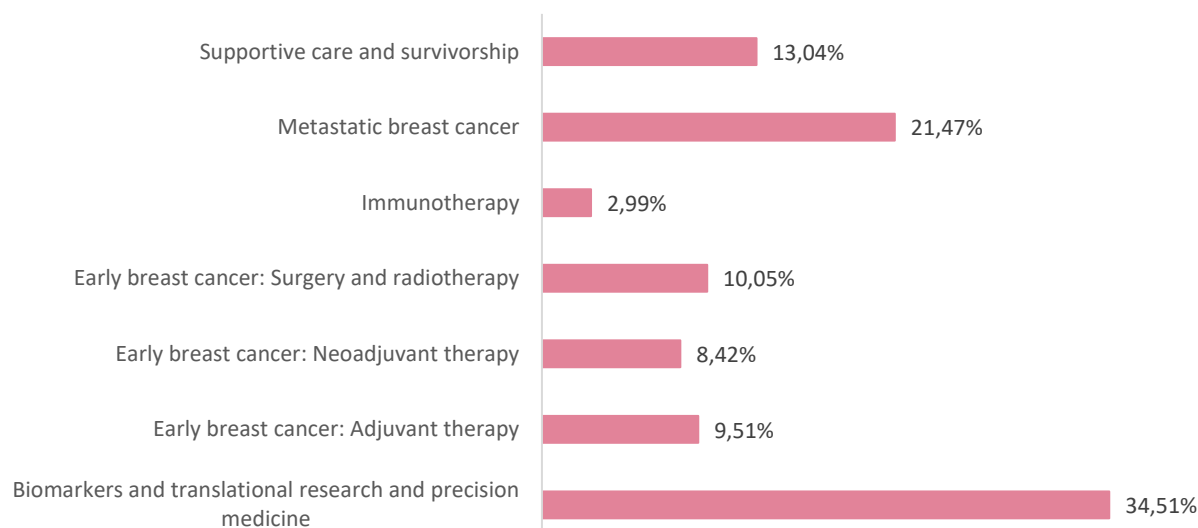


## Abstract data

### Abstract submission

	Breast 2019
Total submitted	368 (100%)
Accepted	218 (59.2%)
Rejected / withdrawn	150 (40.8%)
Of the accepted abstract (100%) accepted for:	
Oral/Mini Oral presentation	30 (14%)
Poster presentation	188 (86%)

### Submitted abstracts by category in 2019



## **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. 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 24<sup>th</sup> 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. ESMO will also recognise the 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..."



## **KEY DATES**

### **Programme deadlines**

<b>4 February 2020</b>	Abstract submission deadline
<b>1 April 2020</b>	Late-breaking abstract (LBA) submission deadline
<b>7-9 May 2020</b>	ESMO Breast Cancer 2020

### **Satellite symposia deadlines**

<b>27 January 2020</b>	The proposed programme, including symposium title, presentation titles, names and full contact details of proposed speakers and chairpersons, must be submitted to the ESMO Scientific Programmes Department ( <a href="mailto:programme@esmo.org">programme@esmo.org</a> ) using the official template.
<b>17 February 2020</b>	Notification of acceptance / rejection / request for modifications to the programme as decided by the Scientific Committee.
<b>9 March 2020</b>	Receipt of the final programme for inclusion in the Congress Programme Book. Minor changes notified after this deadline may be made to the online programme but cannot be guaranteed inclusion in the printed programme book.

### **Registration deadlines**

<b>19 February 2020</b>	Early registration
<b>11 March 2020</b>	Group participants' details to be supplied
<b>8 April 2020</b>	Late registration

### **Publication deadlines**

<b>21 February 2020</b>	Company logo and description
<b>13 March 2020</b>	Advertisement for Programme Book
<b>13 March 2020</b>	Bag insert and Satellite invitation Weblink for approval



## VENUE INFORMATION

### VENUE

#### Congress venue information

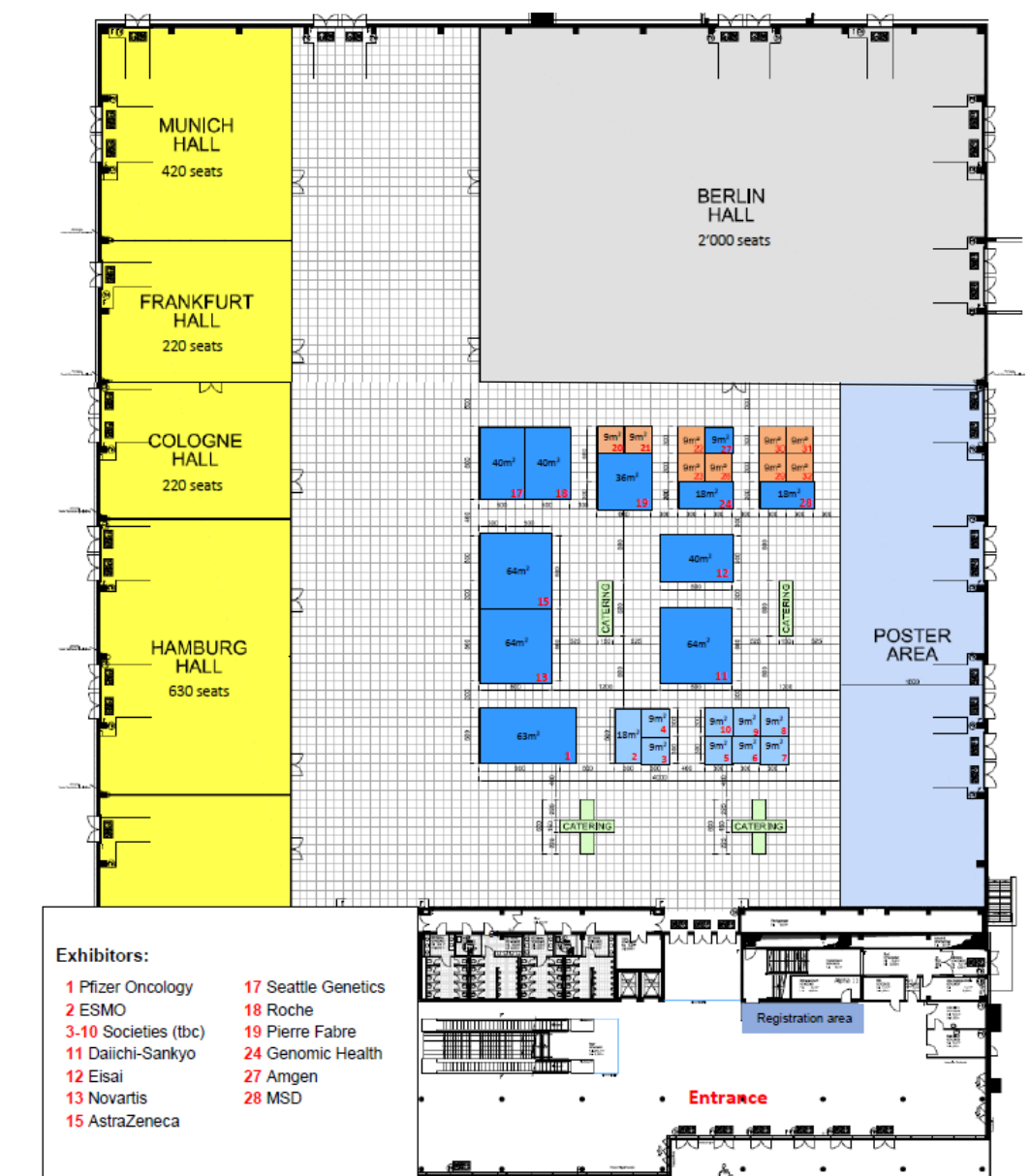
##### hub27 Berlin

Messedamm 22, 14055 Berlin, Germany

hub27 Berlin is part of the Berlin ExpoCenter City and can easily be reached by public transport, being just a 15-minute walk from the S-Bahn station “Messe Sud” on lines S3, S5 and S9 that take directly to the city centre. hub27 Berlin is conveniently located only 20 minutes from Tegel Airport.

hub27 Berlin is a brand-new venue currently being constructed on the ground of Messe Berlin, with completion due in Summer 2019. The heart of hub27 is a large, multifunctional exhibition and conference hall measuring almost 10'000 sqm and fitted with flexible partition walls.

#### Venue overview



Exhibition Floorplan dated 6 December 2019

## CONTACTS

### ESMO Breast Cancer Team

c/o ESMO Head Office		
Via Ginevra 4 6900 Lugano Switzerland	<a href="mailto:breast@esmo.org">breast@esmo.org</a>	
Sponsorship and Industry relations		
Jon Roberts	<a href="mailto:Jon.roberts@esmo.org">Jon.roberts@esmo.org</a>	+44 0 7932 677 911
Operations Management		
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Chiara Sommaruga	<a href="mailto:chiara.sommaruga@esmo.org">chiara.sommaruga@esmo.org</a>	+41 (0)91 973 19 62
Scientific programme and Abstracts		
Simona Tettamanti	<a href="mailto:simona.tettamanti@esmo.org">simona.tettamanti@esmo.org</a>	+41 (0)91 973 19 60
Registration Management		
Nicole Bullo	<a href="mailto:registration@esmo.org">registration@esmo.org</a>	+41 (0)91 973 19 39
Merit Award Management		
Valentina Meier	<a href="mailto:travelgrants@esmo.org">travelgrants@esmo.org</a>	+41 (0)91 973 19 63
Media relations		
Press Office	<a href="mailto:media@esmo.org">media@esmo.org</a>	+41 (0)91 973 55 71

### Venue

hub27 Berlin		
Joana Feikens	<a href="mailto:joana.feikens@messe-berlin.de">joana.feikens@messe-berlin.de</a>	+49 30 3038 3035
Chiara Standt	<a href="mailto:chiara.standt@messe-berlin.de">chiara.standt@messe-berlin.de</a>	+49 30 3038 3073

### Forwarding agent / Storage

Fairexx Logistics for Exhibitions GmbH		
Mr. Marco Junghans Marienstrasse 28 12207 Berlin Germany	<a href="mailto:Marco.junghans@fairexx.com">Marco.junghans@fairexx.com</a>	TBC

### Accommodation

K.I.T Group GmbH has been appointed by the organisers as exclusive housing agency to manage the hotel accommodation in relation to the ESMO Breast Cancer 2020. K.I.T Group GmbH can also provide assistance with transfers, dinners and social events.

K.I.T Group GmbH		
Kurfürstendamm 71 10709 Berlin Germany	<a href="mailto:esmo2020@kit-group.org">esmo2020@kit-group.org</a>	TBC

### Webcast and badge scanner

CTI Meetings Technology GmbH		
Ms. Tamara Dworschak	<a href="mailto:t.dworschak@ctimeetingtech.com">t.dworschak@ctimeetingtech.com</a> <a href="mailto:leadssystem@ctimeetingtech.com">leadssystem@ctimeetingtech.com</a>	+43 1 319 69 99

## **INDUSTRY SATELLITE SYMPOSIA AND OTHER ACTIVITIES POLICY**

### **1.0 Satellite symposia schedule**

Satellite symposia will take place on Thursday 7 May, Friday, 8 May and Saturday, 9 May 2020. Details of available time-slots may be obtained by email from the ESMO Strategic Partnerships Department ([jon.roberts@esmo.org](mailto:jon.roberts@esmo.org)).

### **1.1 Satellite symposia programmes**

All satellite symposia programmes must be approved by the 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 Breast Cancer 2020 policy encourages the avoidance of topic and/or statement repetition, and/or lectures which may be in conflict with what the ESMO Breast Cancer 2020 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 Scientific Committee strongly 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. Any changes in the provisional or in the final programme must be forwarded immediately to the Scientific Committee ([programme@esmo.org](mailto:programme@esmo.org)).

**Notes:** In accordance with the ESMO Organisational Regulations, the ESMO Educational Committee Chair, ESMO Guidelines Committee Chair, ESMO Cancer Medicines Committee Chair, ESMO Compliance Committee Chair, ESMO Editors-in-Chief and ESMO Deputy Editors-in-Chief of ESMO journals are not permitted to Chair or present at any industry sponsored satellite symposium.

Other members of the ESMO Executive Board and ESMO Council may participate in industry sponsored satellite symposia (see limits above), subject to the ESMO Executive Board being informed well in advance, with a possible veto if deemed appropriate.

The Breast Cancer 2020 Scientific Committee Co-Chairs are also not allowed to participate in any industry sponsored satellite symposium.

Submitting an abstract to the ESMO Breast Cancer 2020 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 and that it has not been presented elsewhere. Therefore, presenting an abstract certifies that it is not connected to any Industry Satellite Symposia.

### **1.2 Faculty expenses**

#### Travel and accommodation:

ESMO will subsidise travel expenses and cover hotel accommodation for a maximum of 3 (three) nights for any expert already speaking in the official ESMO Breast Cancer 2020 programme at the ESMO Faculty hotel and in accordance with the ESMO Breast Cancer 2020 invited speaker reimbursement policy. Speakers who are NOT participating in the official ESMO Breast Cancer 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 Breast Cancer 2020 programme. Registrations are not arranged by ESMO. Queries may be sent to the ESMO Registration Services Unit ([registration@esmo.org](mailto:registration@esmo.org)).

### **1.3 Applications**

The ESMO Strategic Partnerships Department will approach companies with a proposal to participate at ESMO Breast Cancer 2020. At the Congress, Satellite Symposia time-slots are assigned by sponsorship level and on a first come, first served basis.

## 1.4 Programme timeline and deadlines

<b>On application</b>	Each company should inform ESMO about the type of product(s) and the treatment area on which the satellite symposium programme will be based.
<b>27 January 2020</b>	The proposed programme, including symposium title, presentation titles, names and full contact details of proposed speakers and chairpersons, must be submitted to the ESMO Scientific Programmes Department ( <a href="mailto:programme@esmo.org">programme@esmo.org</a> ) using the official Congress programme template.
<b>17 February 2020</b>	Notification of acceptance / rejection / request for modifications to the programme as decided by the Scientific Committee and the Executive Board.
<b>9 March 2020</b>	Receipt of the final programme for inclusion in the Congress Programme Book. Minor changes notified after this deadline may be made to the online programme but <b>cannot be guaranteed inclusion in the printed programme book</b> .



## 2.0 Satellite symposia logistical details

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

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

#### Thursday, 7 May 2020

Symposium N°	Time	Auditorium	Capacity	Height to ceiling (m)	Stage/Podium	Status
1	12:00-13:00	Hamburg	630 theatre	9.80m	Yes	Not available
2	12:00-13:00	Cologne	220 theatre	9.80m	Yes	Sold
3	12:00-13:00	Frankfurt	200 theatre	9.80m	Yes	Sold
4	12:00-13:00	Munich	420 theatre	9.80m	Yes	Sold
5	18:30-19:30	Hamburg	630 theatre	9.80m	Yes	Sold
6	18:30-19:30	Cologne	220 theatre	9.80m	Yes	Available
7	18:30-19:30	Frankfurt	200 theatre	9.80m	Yes	Available
8	18:30-19:30	Munich	420 theatre	9.80m	Yes	Sold

#### Friday, 8 May 2020

Symposium N°	Time	Auditorium	Capacity	Height to ceiling (m)	Stage/Podium	Status
9	13:00-14:00	Hamburg	630 theatre	9.80m	Yes	Sold
10	13:00-14:00	Cologne	220 theatre	9.80m	Yes	Sold
11	13:00-14:00	Frankfurt	200 theatre	9.80m	Yes	Not available
12	13:00-14:00	Munich	420 theatre	9.80m	Yes	Sold
13	18:30-19:30	Hamburg	630 theatre	9.80m	Yes	Available
14	18:30-19:30	Cologne	220 theatre	9.80m	Yes	Available
15	18:30-19:30	Frankfurt	200 theatre	9.80m	Yes	Available
16	18:30-19:30	Munich	420 theatre	9.80m	Yes	Sold

#### Saturday, 9 May 2020

Symposium N°	Time	Auditorium	Capacity	Height to ceiling (m)	Stage/Podium	Status
17	13:00-14:00	Cologne	220 theatre	9.80m	Yes	Available
18	13:00-14:00	Frankfurt	220 theatre	9.80m	Yes	Available
19	13:00-14:00	Munich	420 theatre	9.80m	Yes	Available



### 2.1.1 Technical equipment

Room	12K ANSI lumen proj.	Laptop	Screen	Camera	Laser pointer	Microphones		
						Lectern	Panel	Floor
Hamburg	1	1	16:9	0	1	1	2	3
Munich	1	1	16:9	0	1	1	2	2
Frankfurt	1	1	16:9	0	1	1	2	2
Cologne	1	1	16:9	0	1	1	2	2

al=ansilumen

Note: Voting system

Companies interested in using a voting system can contact the ESMO Breast Cancer 2020 Team ([breast@esmo.org](mailto:breast@esmo.org)) in order to share costs, if feasible.

### 2.1.2 Technical and monitoring staff

One technical staff member and one hostess are assigned to each room. Please note that badge checkers are not provided for satellite slots. If you require this service, it will need to be booked separately.

For more information regarding additional hostesses, please write to [breast@esmo.org](mailto:breast@esmo.org)

### 2.1.3 Alternative stage set-up, additional equipment and/or personnel

Owing to the limited set-up and dismantling time necessary between satellite symposia slots (15 minutes), change of setup is not allowed. Any request change will be subject to evaluation and approval from the ESMO Breast Cancer 2020 Team. Please send your request to ([breast@esmo.org](mailto:breast@esmo.org)).

Additional audio-visual equipment should only be ordered through the hub27, to [joana.feikens@messe-berlin.de](mailto:joana.feikens@messe-berlin.de) and [chiara.standt@messe-berlin.de](mailto:chiara.standt@messe-berlin.de) and no later than the 6 April 2020.

However, should a company wish to use its own technical supplier, the company must check in advance with the hub27 that the proposed "Technical Requirements" of the Congress are feasible and compatible with existing equipment. These requests must be communicated to [joana.feikens@messe-berlin.de](mailto:joana.feikens@messe-berlin.de) no later than the 6 April 2020.

### 2.1.4 Session rooms lectern and panel table

Kindly be informed that both lectern and panel table can be branded. It is very important that the ESMO Breast Cancer 2020 graphic will not be ruined, therefore, considering also the limited set-up and dismantling times, ESMO suggests you create a graphic which can easily be removed (e.g. forex panel to be placed against the panel table). The company is responsible for printing and hanging the graphic.

The size of the signage covering the furniture is the following:

	Dimensions
Lectern (digital)	Portrait format .jpg 1080x1920px
Panel table	2.85m long 0.70m high



### 2.1.5 Lectern laptop usage

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

- The laptop **cannot** be removed or un-cabled from the lectern
- 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 invited speakers preview centre will need to bring their own laptop and connect it directly with the projector which will be in the session room

### 2.1.6 Lead System / Badge Scanner

The ESMO Breast Cancer 2020 Lead Retrieval System is a fast and easy way to record visitors' contact information. By simply scanning a visitor's name badge with the supplied scanner, that contact is entered into your own visitor database, including all relevant product information or comments which have been added to these visitors' profiles beforehand. Following the event, approved visitors' address data can be provided in printed form or as a MS Excel file, or made available with proper access rights through an online platform. Further details are available in the Lead System brochure and order form on the ESMO website.

Badge scanners shall be ordered through the official supplier CTI Meeting Technology.

## 2.2 Food & Beverage areas

**Requests for F&B functions before or after the industry session should be addressed to the ESMO Breast Cancer 2020 Team ([breast@esmo.org](mailto:breast@esmo.org)), indicating the type of service and number of guests.**

The assignment of F&B time-slots and areas will be processed on a first come, first served basis. **Only when the time-slot and location are assigned will the company be given the contact details** of the catering person responsible for their requirements and through whom they can place their orders. F&B functions should not last more than half an hour. Whether they can take place before or after the satellite symposium will depend on the availability of the F&B area.

No food or beverages are allowed inside any of the auditoria, without previous permission from the ESMO Breast Cancer 2020 Team. However, an exception is made for water. Each company may offer water in plastic bottles to their Satellite participants. Of course, it is the responsibility of the company to clean the room after the session. If the organiser needs to intervene for cleaning purposes the **extra costs will be charged to the company**.

Please also note that any food items served in the Congress centre must be purchased through the official catering service.

## 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 set-up and dismantling times are extremely limited and must be respected in full. Please refer to the online programme to check the timing. For additional queries please contact the ESMO Breast Cancer 2020 Team ([breast@esmo.org](mailto:breast@esmo.org)).

Rehearsal slots are free of charge (max. 30-minutes slot per Satellite Symposium) and can be requested via the ESMO Breast Cancer 2020 Team ([breast@esmo.org](mailto:breast@esmo.org)).

However, please note that:

- Rehearsal slots are not guaranteed
- Rehearsals will be assigned on a first-come, first-served basis
- Rehearsals may only be booked upon request and availability

## 2.5 Invited speakers preview centre

The companies organising a satellite symposium should use the invited speakers preview centre and follow the instructions that the ESMO Breast Cancer 2020 Team prepares for its own speakers, unless they have decided to bring their own AV material/company.

By using the invited speakers preview centre companies will benefit from:

- Direct PPT upload from the invited speakers preview centre to the Satellite Symposium room
- Support for the speakers/uploader in the speaker preview centre regarding the upload and management of the PPT presentations
- Stage assistant

**IMPORTANT:** please inform the ESMO Breast Cancer 2020 Team at [breast@esmo.org](mailto:breast@esmo.org) whether you wish to use the official speaker preview centre or not.

If your intention is to benefit of this service, please write by 17 April 2020 the latest and communicate the name of the designated representative that will be allowed to access the speaker centre and will be assisted in the upload of presentation(s) by our technicians.



### 2.5.1 Presentation material

In order to use the invited speaker preview 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**.

### 2.6 Industry satellite symposium webcast and hosting rights

All the educational sessions that took place at the ESMO Breast Cancer 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](mailto:sponsorevents@esmo.org)

#### **IMPORTANT:**

- ESMO recommends that the filming/recording of your webcast is done through the official supplier: CTI Meeting Technology.
- 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](mailto:jon.roberts@esmo.org)) or Anna MacDougall ([anna.macdougall@esmo.org](mailto:anna.macdougall@esmo.org))

### 2.7 Satellite symposia contacts/representatives

Each company will provide the name of one person who will be responsible for the organisation of its satellite symposium and notify the ESMO Breast Cancer 2020 Team ([breast@esmo.org](mailto:breast@esmo.org)) as soon as possible about any changes.

If several people are responsible for various aspects (financial, organisational, etc.) of the symposium, the company must inform the ESMO Breast Cancer 2020 Team accordingly. The ESMO Breast Cancer 2020 Team strongly recommends, however, that only one (1) contact person is appointed.

If an agency is appointed to manage and organise the satellite symposium, the company must inform the ESMO Breast Cancer 2020 Team and provide the agency name and contact person details. Only official agency representatives will receive information material from the ESMO Breast Cancer 2020 Team.

### 2.8 ESMO Breast Cancer 2020, Events App and Programme Book

Approved satellite symposia programmes will be published online in the satellite symposia section of the Congress programme, in the Events App and in the Congress programme book if they are received no later than 13 March 2020.

Industry Satellite symposia programmes published in the Congress Programme Book will follow the layout determined by the ESMO Breast Cancer 2020 Team. The submission of the programme must follow the format of the Congress template, which may be requested from [programme@esmo.org](mailto:programme@esmo.org)

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

### 2.9 Abstract presentation during the Congress

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

### 2.10 ESMO Breast Cancer 2020 Abstract Book

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

## 3.0 Promotion of Satellite symposia and other activities

### 3.1 Publications and printed materials

Invitations to the satellite symposium, not larger than A4 format and not heavier than 30 grams, can be included in the Congress delegate bags (according to the sponsorship package ordered or when ordered separately), provided that they are delivered in accordance to the shipment deadline and other instructions provided by the ESMO Breast Cancer Team.

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

Furthermore, the ESMO Breast Cancer Team bears no responsibility towards the delegates for the display, promotion or sale of therapies or services, neither are the ESMO Breast Cancer Team supporting those products or services for their sole promotion at the ESMO Breast Cancer 2020. However, the ESMO Breast Cancer Team 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 ESMO Breast Cancer Team 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 ESMO Breast Cancer 2020 is legally and ethically acceptable in Switzerland.

Each company will ensure that all company publications referring to satellite symposia mention: "ESMO Breast Cancer 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 their final artwork before production gets underway. This must in turn be submitted for approval to the ESMO Breast Cancer Team ([breast@esmo.org](mailto:breast@esmo.org)) by the **13 March 2020**.

Shipment instructions for "bag inserts" will be given upon approval.

ESMO bears no responsibility for the non-inclusion of leaflets in the delegate bags if the shipping instructions and deadline are not respected.

Handling fee regarding the shipment to the venue will be charged to the Industry by the forwarding agent directly.

### 3.2 Reproduction of logos

Each company is entitled to use the official ESMO Breast Cancer 2020 logo on invitations and promotional documents related to the approved satellite symposium.

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

### 3.3 Inviting participants – Satellite Invitation Weblink

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

In the ESMO Breast Cancer 2020 E-Newsletter there will be a dedicated Industry E-News section whereby all these digital invitations will be grouped. These invitations will also be included in our online programme to further increase awareness.

From the 18 March 2020 your satellite weblink will go live (This will be subject to prior submission before the 13 March deadline and subsequent approval by the ESMO Breast Cancer 2020 Team).

The ESMO Breast Cancer 2020 E-Newsletter will be sent out in April 2020.

#### Rules and Regulations:

ESMO reserves the right to refuse requested weblink(s) 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 company, highlighting their satellite symposium.
- The content of the weblink message must not make any statements about the quality or virtues of a sponsoring company and/or any of the company's product(s) either via text or visuals.

With a satellite symposium: 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 [breast@esmo.org](mailto:breast@esmo.org) is the 13 March 2020. Your weblink will undergo an internal approval procedure and the sponsoring company will be informed within 5 working days as to the status of approval.
- This page must not include links, hyperlinks, hot-spots or any means through which the advert can be linked to another site. There will be no exceptions made to this rule.
- The 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 ESMO Breast Cancer 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 Breast Cancer Team.

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

### 3.4 Advertisements

Advertisements are possible in Congress-related publications. Please contact [breast@esmo.org](mailto:breast@esmo.org) for further details

### 3.5 Signage, display and distribution onsite

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

All companies must submit a copy of their final artwork before production gets underway. This must in turn be submitted for approval to the ESMO Breast Cancer Team ([breast@esmo.org](mailto:breast@esmo.org)) by the 13 March 2020.

Companies are entitled to bring one roll-up poster for each entrance of the assigned room and place it only 30 minutes before the start of the satellite symposium. Roll-ups must be removed at the end of the session.

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 bus 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 session room.

### 3.6 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 the ESMO Breast Cancer Team. However, if such items are produced and distributed, their texts must follow the same rules as those that apply to other printed material. No assistance will be provided by the ESMO Breast Cancer Team for the distribution of material or for the list of official Congress hotels.

### 3.7 Other promotional activities

Any other activity organised with the purpose of promoting the company's presence during the event or its products or services is subject to ESMO approval. Should activities which are not approved but undertaken nevertheless at the Congress, penalties will be calculated based on the most comparable promotional activity and relating infraction/penalty covered by this policy.

### 3.8 Networking events

Companies may organise evening events, provided that these start after the conclusion of the official programme of the day and are subject to the ESMO Breast Cancer Team approval. Please send your request to [breast@esmo.org](mailto:breast@esmo.org).

The Welcome Reception will take place in the Exhibition area on Thursday, 7 May from 13:00 to 13:30 hours.

### 3.9 Unofficial satellite symposia or similar events

During the period beginning on Thursday, 7 May through to Saturday, 9 May 2020, ESMO will not allow any corporate-organised satellite symposia or similar events during other days and in other places except the one planned in the official venue.

### 3.10 Concomitant activities

Concomitant activities such as internal meetings involving delegates, press conferences, educational or promotional activities taking place within in or outside the congress centre but concomitant with or during breaks of the scientific programme of the ESMO Breast Cancer 2020 are subject to the ESMO Breast Cancer Team approval.

Clear identification of the organisers, purpose, targeted participants and the full programme must be submitted for approval to the ESMO Breast Cancer Team ([breast@esmo.org](mailto:breast@esmo.org)) at least 4 weeks prior to the event.

Blackout times:

7 May 2020	13:30 – 18:00
8 May 2020	07:30 – 18:15
9 May 2020	07:30 – 15:30

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

A limited number of meeting rooms are available at the Congress Centre to organise smaller closed industry meetings such as staff or client meetings (upon invitation only). Small meetings may take place in parallel with official Congress sessions provided they do not involve groups larger than 25 people and are limited in the duration. It is strictly forbidden to promote this sort of meeting in the convention centre or in any ESMO Breast Cancer 2020 publication. Only after the approval of the ESMO Breast Cancer Team will the meeting room(s) be assigned.

### 3.11 Promotion related to products and services

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

### 3.12 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.

## 4.0 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 ESMO Breast Cancer 2020 should send a request to the ESMO Press Office using the appropriate form made available through the ESMO website or contacting the ESMO Press Office ([media@esmo.org](mailto:media@esmo.org)).

### 4.1 Press badges

According to the ESMO Media Policy, press badges may only be assigned to journalists working for recognised media organisations. Should communication agency representative 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 Breast Cancer 2020 Third-party Media Activities Policy” to be requested through [media@esmo.org](mailto:media@esmo.org).

### 4.2 Filming, recording and photography

Congress content is the copyright of ESMO. It is strictly forbidden to record or capture in any way the official programme, Satellite’s sessions, Exhibition area and/or posters presented during the meeting.

## GENERAL CONGRESS AND EXHIBITION SCHEDULE

### EXHIBITION AREA SETUP HOURS

Tuesday, 5 May	08:00 – 20:00
Wednesday, 6 May	08:00 – 19:00

### EXHIBITION AREA HOURS

Thursday, 7 May	10:00-18:30
Friday, 8 May	08:30-18:30
Saturday, 9 May	08:30-15:45

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

*Times subject to changes.*

### DISMANTLING HOURS

Saturday, 9 May	16:30 – 00:00
Sunday, 10 May	08:00 – 12:00

*Times subject to changes.*

### REGISTRATION HOURS

Thursday, 7 May	10:00 -18:00
Friday, 8 May	07:30 -18:00
Saturday, 9 May	08:00 -12:15

### COFFEE BREAKS AND POSTER LUNCHES

Thursday, 7 May	13:00-13:30 and 16:00-16:30
Friday, 8 May	10:15-10:45, 12:15-13:00 and 16:15-16:45
Saturday, 9 May	10:15-10:45

The coffee breaks and lunches will take place in the Exhibition area

*Times subject to changes*

### WELCOME RECEPTION

The Welcome Reception will take place in the Exhibition area on Thursday, 7 May from 13:00 to 13:30. Delegates, invited speakers and exhibitors are invited to join this event.

## EXHIBITOR MANUAL

The ESMO Breast Cancer 2020 Exhibitor Manual will be available and published online in January 2020. For any question you may have in the meantime, please do not hesitate to contact [breast@esmo.org](mailto:breast@esmo.org)

## EXHIBITORS REGISTRATION

To order your exhibitor badges and register your staff, please write to MAW at [maw@media.co.at](mailto:maw@media.co.at) by **11 March 2020**.

Exhibitor badges are available only for staff members, owners or representatives of exhibiting companies. The number of exhibitor badges depends on the sponsor packages:

Sponsor Level	N° of Exhibitor badges
Platinum Package	20
Gold Package	15
Silver Package	10
Bronze Package	3
Exhibitor Package	2

An “Exhibitor” badge authorises access to the Exhibition area only.

The printed Exhibitor badges will show the company name and country (obligatory requirement) and, if indicated, the staff members’ first and last names.

Exhibitor badges included in the sponsor package are free of charge. Additional badges can be purchased at the fee of EUR 100.00 (VAT included). Exhibitor badges do not include receipt of the Congress bag.

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

## COMPANY ACKNOWLEDGEMENT

ESMO will include short exhibitor’s company/society profiles in the Programme Book, on the ESMO website and Events App in the “Industry Participation” section.

All Exhibitors are kindly invited to send to [maw@media.co.at](mailto:maw@media.co.at) the company details by **13 March 2020**, as follow:

- company name to be listed online, in the Programme Book and in the Events App
- company description (max 60 words)
- company logo
- company website
- stand number

When sending the information, please make sure to clearly indicate the company name as it must appear on the Programme Book, the ESMO website and in the Events App.



## GENERAL TERMS AND CONDITIONS

The following conditions of participation refer to the booking of any sponsorship product(s)/service(s) at the ESMO Breast Cancer 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 Breast Cancer 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

- Send sponsorship application form. The ESMO Strategic Partnership Department will acknowledge receipt of your sponsorship application form and the assignment process will commence soon afterwards.

### Assignment

- Will be done on a first come, first served basis (excluding the satellite symposia assignments).

To ensure each sponsoring company has a chance to choose a suitable stand and satellite symposium slot, 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. In such cases the cancellation fee will be applicable following the cancellation policy.

### Terms of Payment

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

### Cancellation Policy

The company cancelling its support after the official application has been accepted and the corresponding sponsorship package has been assigned will be liable to a 100% cancellation fee.

### 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 start of the ESMO Breast Cancer 2020 will be subject to a 10% penalty fee on the total sponsorship investment.

### Refunds

Any refunds of deposits paid will be made after the ESMO Breast Cancer 2020 but not later than the **18 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 event including the exhibition, or to transfer it to another site, if unforeseen circumstances warrant such action. Should any contingency prevent the holding of the ESMO Breast Cancer 2020 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 the ESMO Breast Cancer 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 wilful 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 acquire 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 the ESMO Breast Cancer 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 the ESMO Breast Cancer 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 event.

### **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 the ESMO Breast Cancer 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.

### **Non-smoking policy**

The ESMO Breast Cancer 2020 is a non-smoking event.

### **Final Clause**

In cases not covered by the regulations in these Industry Guidelines, ESMO interpretation shall be final.