

# ESMO BREAST CANCER VIRTUAL MEETING



**23-24 MAY 2020**

## EXHIBITOR GUIDELINES

### IMPORTANT DEADLINES:

|                      |   |
|----------------------|---|
| <b>30 April 2020</b> | Logo and general information<br>Header banner and free text |
| <b>11 May 2020</b>   | Resources, video and disclaimer                             |

# 1. ESMO BREAST CANCER VIRTUAL MEETING 2020

The ESMO Breast Cancer - Virtual Meeting 2020 has been newly developed and scheduled to provide presenters a platform to share their research with real-time interchange between remote Speakers and remote Attendees. There will be a detailed programme which will include all the key sessions you would expect from a live event.

The ESMO Virtual Meeting will offer a vibrant web presence to virtual attendees\* with many features including:

- A web site with presentations organized in three parallel sessions presented live at scheduled times
- Live discussions and opportunity to ask questions
- A platform with all the Industry Satellite Symposia that can be viewed at all times on demand
- An e-Poster gallery with the opportunity to contact the presenters
- Online Exhibition area with advertising opportunities
- Virtual Webinars

**\* Viewers must be registered to log in**



## 2. CONTACTS

### Congress Management

#### ESMO Head Office

Via Ginevra 4  
6900 Lugano, Switzerland

| Organisation                           |                       |
|--|-----------------------|
| Alessia Mora and Chiara Sommaruga      | breast@esmo.org       |
| Scientific Programme and abstracts     |                       |
| Simona Tettamanti                      | programme@esmo.org    |
| Registration Management                |                       |
| Nicole Bullo                           | registration@esmo.org |
| Sponsorship opportunities for industry |                       |
| Jon Roberts                            | jon.roberts@esmo.org  |
| Media Relations                        |                       |
| ESMO Press Office                      | media@esmo.org        |

## 3. TIME SCHEDULE

### Virtual Exhibition & Satellite Symposia

| Virtual Exhibition Hours |                          |
|--------------------------|--------------------------|
| <b>Thursday, May 21</b>  | Opening at 12:00 PM CEST |
| <b>Sunday, May 24</b>    | Closing at 08:00 PM CEST |


Participants will have the possibility to explore and enjoy the Virtual Exhibition and Satellite Symposia as of Thursday, May 21 at 12:00 PM CET, two days before the ESMO Breast Cancer Virtual Meeting 2020 official opening.

### Official Programme

| ESMO Breast Cancer Virtual Meeting Hours |                          |
|--|--------------------------|
| <b>Saturday, May 23</b>                  | Opening at 12:00 PM CEST |
| <b>Sunday, May 24</b>                    | Closing at 08:00 PM CEST |







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European Society for Medical Oncology

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**Jane Doe**  
*Account Specialist*

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Direct access to ESMO  
Immunology resources

For ESMO Members

**oncologyPRO**

Educational Portal for Oncologists

 **Make the most of OncologyPRO:** become an ESMO member and access webcasts, slides and abstracts from a single entry point.

[oncologypro.org](http://oncologypro.org)

As part of its continuous commitment to providing the oncology profession with outstanding learning and scientific tools, ESMO launched OncologyPRO on 18 July 2011, an educational online portal for oncology practitioners and researchers. OncologyPRO is a scientific and educational portal exclusively designed by ESMO to offer its members access to the latest information in new cancer therapies, prevention strategies and research breakthroughs in the easiest and quickest way.


The OncologyPRO portal is the leading source of up to date information on medical oncology for ESMO's busy members who need to keep abreast of the many new discoveries in oncology and the relevance of these in the management of patients in their practices.


[oncologypro.org](http://oncologypro.org)

### Resources


[!\[\]\(9b072208cf5f8017ba6f0af933e5d48a\_img.jpg\) Please visit \[oncologypro.org\]\(http://oncologypro.org\)](#)


[!\[\]\(d0e7c9d9931eeb110097b41d34105175\_img.jpg\) Please visit \[annalsofoncology.org\]\(http://annalsofoncology.org\)](#)



 [ESMO Breast Cancer Statistics](#)


 Download


### Satellite Invitation

**Breast cancer treatment and research in the Covid19 era**  Download your copy of the invitation


ESMO 2019 Expert Video Report on Breast Ca...

 Watch later
  Share




Expert Video Report on Breast Cancer

### Disclaimer

Disclaimer text...



## 5. TECHNICAL SPECIFICATIONS AND DEADLINES

### 1. Logo, Contact and Interaction

This area is dedicated to the contact information sharing and possible live interaction.

The following elements can be included:

- Company logo:
  - Horizontal 250 px with vertical (max) 250 px high .svg (transparent) or .png (transparent)
- Company name with full address and URL to corporate website
- Social Media links, up to 4 (Facebook, LinkedIn, Twitter, YouTube) – *not mandatory*
- Meeting request – *not mandatory*
  - This will open an email to a given email address (not visible, to be provided)
- Symbolic “representative” of the booth with:
  - Full name
  - Title
  - Picture: horizontal 200px with vertical 200px high, .svg (transparent), .png (transparent)
- vCard: provide details – *not mandatory*
  - Provide personal data, as follow:



- Send a message
  - This will open an email to a given email address (not visible, to be provided)

Deadline to send logo, contact and interaction details to [breast@esmo.org](mailto:breast@esmo.org): **30 April 2020**

### 2. Header banner, company or product description

Main exhibitors / product information is displayed on top of the virtual booth with the following elements:

- Header banner
  - Single banner image size: width: 890px; height: min 230px, .jpg or .png
- Free text to be used as company or product description (max 100 words)
- Product website

Deadline to send banner, text and website to [breast@esmo.org](mailto:breast@esmo.org): **30 April 2020**





### 3. Resources

Up to 4 resources can be displayed in this area. The following elements can be included:

- Title of the resource and PDF (size limit: 50 MB)
- Title of the resource and link to a trusted website

**Resources supplied (information, PDFs and links) are at the choice and discretion of the sponsor. ESMO will not provide any guidance on what is deemed suitable content.**

Deadline to send the resources and the invitation to the virtual symposia to [breast@esmo.org](mailto:breast@esmo.org): **11 May 2020**

### 4. Satellite Invitation

This area is dedicated to the satellite symposium.

- The title of the satellite symposium, it will redirect to the online satellite symposium
- Download the satellite invitation (please provide PDF)

Deadline to send the invitation to the virtual symposia to [breast@esmo.org](mailto:breast@esmo.org): **11 May 2020**

### 5. Video

A full area dedicated to display a video:

- 1 Video can be included here
  - Format: is an embedded link to existing trusted source: e.g. Youtube, Vimeo or company URL

Deadline to send the video to [breast@esmo.org](mailto:breast@esmo.org): **11 May 2020**

### 6. Disclaimer

At the bottom of the virtual booth an area for disclaimer can be added if required:

- Disclaimer/compliance text

Deadline to send the text to [breast@esmo.org](mailto:breast@esmo.org): **11 May 2020**

### Statistics

Post-event statistics on online booth visits will be available after the virtual meeting, as follow:

- With Google Analytics on the pages, we can track how many users visited each booth, at what time, and how much time they spent on the site



## 6. 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 Virtual Meeting 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 Virtual Meeting 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 Partnerships Department will acknowledge receipt of your sponsorship application form and the assignment process will commence soon afterwards.

### **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 Virtual Meeting 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 Breast Cancer Virtual Meeting 2020 but not later than 31 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.

### **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.

### **ENFORCEMENT OF RULES**

Applies equally to all. All companies investing in sponsorship at ESMO Breast Cancer Virtual Meeting 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 Breast Cancer Virtual Meeting 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 ESMO Breast Cancer Virtual Meeting 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**

ESMO Breast Cancer Virtual Meeting 2020 is a non-smoking event.

### **FINAL CLAUSE**

In cases not covered by the regulations in this Exhibitor Manual, ESMO interpretation shall be final.

