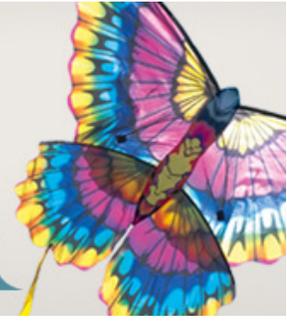




Geneva, Switzerland  
**26-29 MARCH 2014**

**EUROPEAN LUNG CANCER  
CONFERENCE**

**Save the date**



# **INDUSTRY GUIDELINES**

**4<sup>TH</sup> EUROPEAN LUNG CANCER CONFERENCE  
26-29 MARCH 2014  
GENEVA, SWITZERLAND**

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## **INTRODUCTION**

The European Society for Medical Oncology (ESMO) and the International Association for the Study of Lung Cancer (IASLC) are pleased to invite you to the 4th European Lung Cancer Conference (ELCC), 26-29 March 2014 in Geneva, Switzerland. As member-based, professional societies united in this joint venture, ESMO and IASLC aim to provide educational opportunities and platforms for dissemination of scientific research to our members and all professionals in the field of malignant lung diseases.

Attendees will benefit by an update by thoracic oncology specialists on different multidisciplinary topics important for research and clinical practice in the field of lung cancer. The conference is designed in a truly multidisciplinary way to address the scientific and educational needs of key specialists and trainees involved in the care of patients with thoracic malignancies: medical and radiation oncologists, thoracic surgeons, pathologists, pneumonologists, radiologists, research physicians and allied health professionals.

Main themes include:

- Molecular testing in advanced NSCLC: clinical practice, clinical trials, emerging biomarkers
- Immunotherapy in NSCLC: new findings and how to select patients for this approach
- Oncogenic-driven diseases: potential role of local therapies, strategies for overcoming resistance
- Clinical trials in advanced NSCLC: worldwide landscape
- Targeted therapies: new developments
- Advanced NSCLC without driver mutations: treatment approaches
- Mesothelioma: standards and controversies
- Oligometastatic NSCLC: definition, biology, role of local treatments

Exchange of scientific data and education of healthcare professionals treating malignant lung diseases is fundamental for research, practice and improvements in patient outcome. The ELCC 2014 meeting will be an excellent place to promote collaboration in thoracic malignancy research, share new ideas for projects and create new contacts.

ELCC 2014 Scientific Co-Chairs



Enriqueta Felip, Spain  
ESMO Scientific Chair



Rafal Dziadziuszko, Poland  
IASLC Scientific Chair

## **CONFERENCE OFFICERS**

### **ESMO Scientific Committee Chair:**

Enriqueta Felip, Spain

### **IASLC Scientific Committee Chair:**

Rafal Dziadziuszko, Poland

### **Scientific Committee:**

Benjamin Besse, France

Elisabeth Brambilla, France

Lucio Crinò, Italy

Corinne Faivre-Finn, United Kingdom

Pasi Janne, USA

Keith Kerr, United Kingdom

Tony Mok, China

Luis Paz-Ares, Spain

Solange Peters, Switzerland

Ramón Rami-Porta, Spain

Martin Reck, Germany

Rolf A. Stahel, Switzerland

## KEY DATES

### Programme deadlines

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04 December 2014	Abstract submission deadline
23 January 2014	Late-breaking abstract (LBA) submission deadline
26 – 29 March 2014	European Lung Cancer Conference

### Satellite symposia deadlines

---

12 December 2013	Proposed programme, including the symposia and presentations titles, names of proposed speakers and chairperson(s). Please note that the organisers will not request CME accreditation for Satellite symposia.
Mid-January 2014	Notification of acceptance or rejection
14 February 2014	Receipt of the final programme for inclusion in the Conference Programme Book

### Registration deadlines

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22 January 2014	Early registration
05 March 2014	Late registration and pre-registration closure

### Publication deadlines

---

08 January 2014	Company and product description
31 January 2014	Advertisement deadline for programme book
10 February 2014	Bag insert and Satellite web link

## CONFERENCE STATISTICS

Over 1,500 delegates are expected to attend the 4<sup>th</sup> European Lung Cancer Conference. 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 Conference.

### Registration data

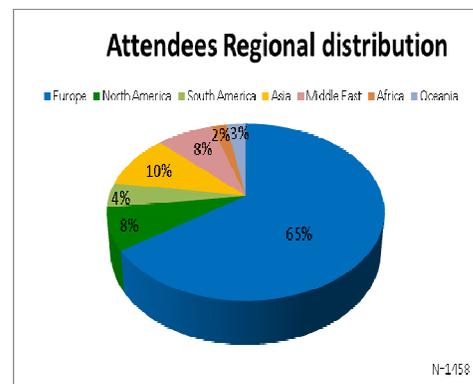
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#### Detailed attendance based on registration fees paid

	ELCC 2008		ELCC 2010		ELCC 2012	
Invited Speakers	82		98		92	
Delegates	1.171		1.404		1.266	
<b>Total Participants</b>		<b>1.253</b>		<b>1.502</b>		<b>1.358</b>
Exhibitors and Industry Satellites	106		151		79	
Press	24		24		21	
<b>Total Participants</b>		<b>1.383</b>		<b>1.677</b>		<b>1.458</b>

#### Attendance by region

	ELCC 2008		ELCC 2010		ELCC 2012	
	Count	Perc.	Count	Perc.	Count	Perc.
Europe	1000	72.3%	1067	63.6%	950	65.2%
North America	157	11.3%	174	10.4%	112	7.7%
South America	29	2.1%	70	4.2%	66	4.5%
Asia	111	8.0%	199	11.9%	146	10.0%
Middle East	77	5.6%	111	6.6%	115	7.9%
Africa	4	0.3%	10	0.6%	29	2.0%
Oceania	5	0.4%	46	2.7%	40	2.7%
<b>Total</b>	<b>1383</b>	<b>100.0%</b>	<b>1677</b>	<b>100.0%</b>	<b>1458</b>	<b>100.0%</b>

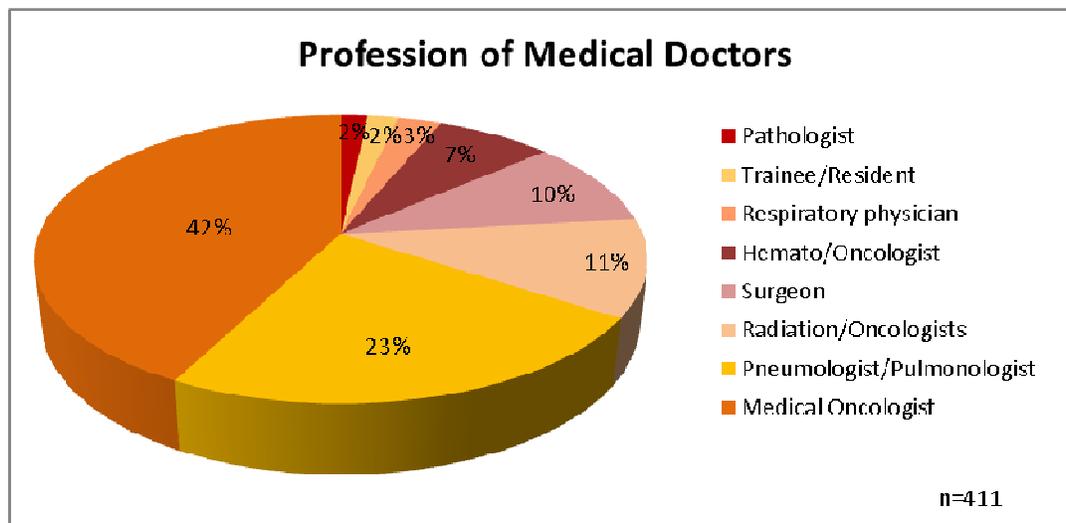


#### Top 10 countries in 2012

1	Switzerland	141
2	United Kingdom	91
3	USA	88
4	Germany	87
5	Belgium	77
6	Austria	70
7	Italy	53
8	Netherlands	51
9	China	43
10	France	40
Total countries represented		74

**Profession**

	%
Medical oncologist	42
Pneumologist/Pulmonologist	23
Radiation/Oncologists	11
Surgeon	10
Hemato/Oncologist	7
Respiratory physician	3
Trainee/Resident	2
Pathologist	2



## Abstract data

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### Comparative data on abstract acceptance

	ELCC 2008	ELCC 2010	ELCC 2012
Total submitted	272 (100,00%)	207 (100,00%)	220 (100%)
Accepted	272 (100,00%)	207 (100,00%)	189 (86%)
Rejected	0 (0,00%)	0 (0,00%)	31 (14%)

Of the accepted abstracts (100%), accepted for:			
oral presentation	126 (46,30%)	63 (30,40%)	33 (17%)
poster discussion	77 (28,30%)	30 (14,50%)	25 (13%)
poster presentation	69 (25,40%)	114 (55,10%)	131 (70%)

### Submitted abstracts by category in 2012

Category	No. of abstracts 2012
Tumor biology and pathology	29
Prevention, Early detection, Epidemiology, Tobacco control	23
Translational research	28
Imaging and staging	5
SCLC	9
Early stage NSCLC	13
Locally advanced NSCLC	14
Advanced NSCLC	54
Metastases to the lung	8
Mesothelioma	15
Miscellaneous	22
<b>Total</b>	<b>220</b>

## **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, Exhibition area space, hotel accommodation, etc.
- b.** Companies with the same number of sponsorship points are selected by a ballot system.
- c.** ESMO nevertheless retains the right to privilege smaller emerging companies when their products are innovative and the Society feels that their participation in the event would be of benefit to delegates. When satellite symposia are assigned in relation to this clause, the company guarantees that the programme will not be presented elsewhere before the ESMO Congress. Furthermore, all sponsorship items assigned in relation to this clause are subject to specific terms and conditions.
- d.** Sponsorship points are cumulative, but expire at the end of the 24th month after which they have been allocated.
- e.** ESMO recognises the importance of long-term relationships. To this end, 2 points will be assigned to companies for their presence and loyalty on a yearly basis for a minimum of EUR 10,000 of support. The 2 points will not expire. However, for each calendar year during which a company has not been present (with any kind of support), the 2 points are deducted from the company's record.

## GENERAL INFORMATION

### VENUE

#### Venue information

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ELCC 2014 will be held at the:

#### PALEXPO

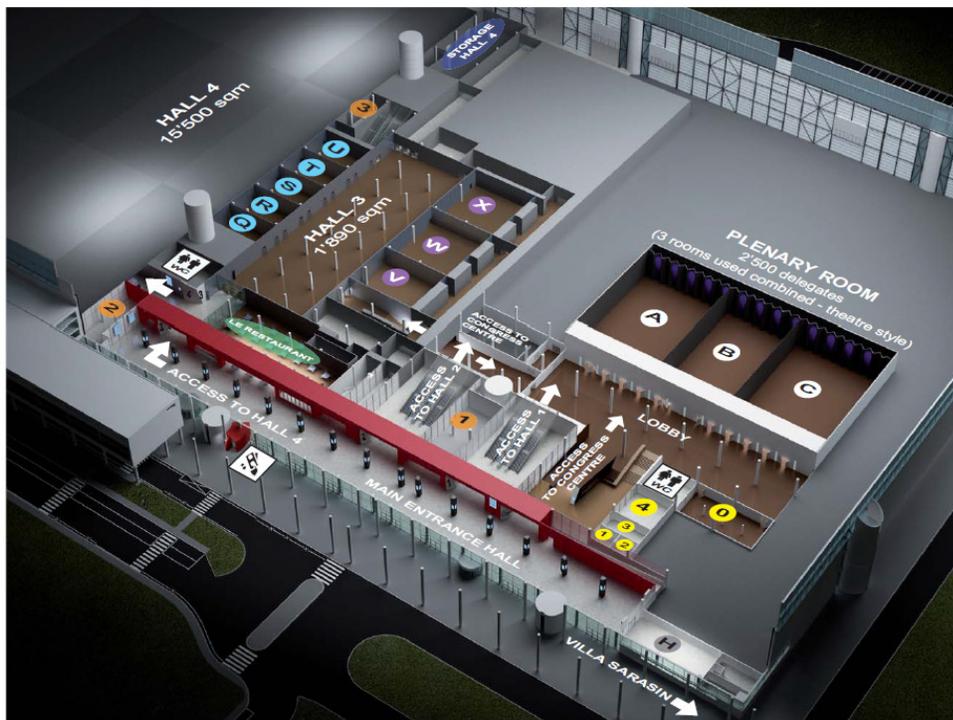
Route François-Peyrot 30  
1218 Grand-Saconnex, Geneva  
Switzerland  
[www.palexpo.ch](http://www.palexpo.ch)

The Palexpo is located 10 minutes from the city centre, within walking distance of Geneva International Airport and easily reachable by car and train.

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

#### Venue overview

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#### ELCC areas:

Registration:

- Main entrance hall foyer

Session halls:

- A+B
- C
- V
- W
- X

Meet the investigator Studio:

- G

Exhibition and poster area:

- Hall 1

## CONTACTS

### ELCC Conference Secretariat

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**ELCC Conference Secretariat**  
**c/o ESMO Head Office**

Via Luigi Taddei 4  
6962 Viganello-Lugano, Switzerland  
Tel.: +41 (0)91 973 19 00 / Fax: +41 (0)91 973 19 18 / E-mail: [elcc@esmo.org](mailto:elcc@esmo.org)

**Sponsorship and Industry relations**

Nikolaj Tomma	<a href="mailto:nikolaj.tomma@esmo.org">nikolaj.tomma@esmo.org</a>	+41 (0)91 973 19 90
Moira Brianza	<a href="mailto:moira.brianza@esmo.org">moira.brianza@esmo.org</a>	+41 (0)91 973 19 40

**Organisation and Travel grants**

Chantal Cornu	<a href="mailto:chantal.cornu@esmo.org">chantal.cornu@esmo.org</a>	+41 (0)91 973 19 94
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**Scientific programme and abstracts**

Kate Kronig	<a href="mailto:kate.kronig@esmo.org">kate.kronig@esmo.org</a>	+41 (0)91 973 19 19
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**Registration management**

Nicole Bullo	<a href="mailto:elcc.registration@esmo.org">elcc.registration@esmo.org</a>	+41 (0)91 973 19 39
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**Media relations**

Vanessa Pavinato	<a href="mailto:media@esmo.org">media@esmo.org</a>	+41 (0)91 973 19 07
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**Venue**

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**PALEXPO**

Isabelle Gremaud	<a href="mailto:isabelle.gremaud@palexpo.ch">isabelle.gremaud@palexpo.ch</a>	+41 (2)22 761 11 28
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### Forwarding agent / Storage

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**Inter ExpoLogistics Ltd.**

<a href="mailto:info@iel.ch">info@iel.ch</a>	+41 (0)22 798 13 28
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### Accommodation

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Kuoni Travel Ltd. Destination Management has been appointed by the organisers as exclusive housing agency to manage the hotel accommodation in relation to the ELCC 2014. Kuoni Travel Ltd. Destination Management can also provide assistance with airport transfers.

**Kuoni Travel Ltd. – Kuoni Congress**

Geneva Business Center  
Av. des Morgines 12  
CH – 1213 Petit Lancy  
Tel: +41 (0)58 702 65 98  
Fax: +41(0)58 702 64 52  
Email: [congress.gva@ch.kuoni.com](mailto:congress.gva@ch.kuoni.com)

## **ELCC 2014 - INDUSTRY SATELLITE SYMPOSIA AND OTHER ACTIVITIES POLICY**

### **Structure**

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#### **1.0 Structure**

Satellite symposia will take place from Wednesday, 26 March to Friday 28 March 2014. Details of available time-slots may be obtained by email from the ESMO Marketing Team ([marketing@esmo.org](mailto:marketing@esmo.org)).

#### **1.1 Satellite symposia programmes**

All Satellite symposia programmes must be approved by the ELCC Scientific Committee with a view to ensuring the scientific quality and scope of such symposia within the framework of the Conference.

Companies are strongly encouraged to establish a programme in line with the general concept of the Conference scientific programme. Current ELCC policy encourages the avoidance of topic and/or statement repetition, and/or lectures which may be in conflict with what the ELCC Scientific Committee considers to be a proper, scientifically well-founded point of view.

ESMO and IASLC reserve the right to veto speakers. In order to ensure a greater diversity of opinion and scientific contribution, the ELCC 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 Conference. 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 ELCC Scientific Committee ([programme@esmo.org](mailto:programme@esmo.org)).

Each company is responsible for the registration of its own Satellite symposium speakers to the Conference. Registrations are not arranged by the ELCC Conference Secretariat.

Submitting an abstract to the ELCC Scientific Committee and the official Conference programme implies that the study reported therein will not be presented as such during the Conference 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.

#### **1.1.1 Penalty**

Infringement of ELCC policy 1.1 will incur a penalty. Should a company modify the content of its Satellite symposium without notifying and receiving approval from the ELCC Conference Secretariat, 100% of the points assigned for the organisation of the Satellite symposium will be removed.

#### **1.2 Applications**

The ELCC Marketing Department will approach companies with a proposal to participate in the ELCC 2014. At the Conference, Satellite symposia are an integral part of the sponsorship packages which are processed on a first-come/first-served basis.

Time-slots are assigned by sponsorship level and on a first come, first served basis.

#### **1.3 Programme timeline and deadlines**

On application	Each company should inform the ELCC Conference Secretariat about the type of product(s) and the treatment area on which the Satellite symposium programme will be based.
12 December 2013	The proposed programme, including the title of the Satellite symposium and all presentations, the names of both proposed speakers and chairperson(s), must be submitted using the official ELCC programme template to the ELCC Conference Secretariat ( <a href="mailto:elcc@esmo.org">elcc@esmo.org</a> ).
Mid-January 2014	Notification by the ELCC Secretariat of the acceptance / rejection / request for modifications to the programme as decided by ELCC Scientific Committee.
14 February 2014	Receipt of the final programme for insertion in the programme book.

## 2.0 Finance related policies

### 2.1 Payment and cancellation terms

Payment	100%	within payment deadline mentioned on invoice
Cancellation fee	100%	at any time the cancellation is notified

### 2.2 Deposits

The cost of the sponsorship package must be paid in full upon receipt of the invoice. Invoices will be issued by the ELCC Conference Secretariat and contain complete payment instructions. All payments must be received before the start of the Conference.

### 2.3 Insurance

ESMO and IASLC disclaim any and all responsibilities for damages to persons or properties in relation to activities organised by third parties who are themselves directly liable for such damages. It is therefore the responsibility of the third party to take out sufficient insurance coverage.

### 2.4 Force majeure

Should the event be postponed or moved to a different venue owing to force majeure, the invested Satellite symposium costs will be refunded or reallocated to the postponed and/or different project, whilst the arising costs will be borne by the participating companies.

Should the event be cancelled completely the invested Satellite symposium costs will be refunded.

Force majeure is defined as any event which ESMO and IASLC could not, even with due care and attention, foresee or avoid. These events include, but are not limited to, acts of God, war, terrorist attacks that may hinder the organisation of the Conference and affect the security of participants, government regulation, disaster, strikes, civil disorder, or any other similar emergency making it illegal or impossible to hold the Conference.

### 2.5 Jurisdiction

Any controversy or claim arising out of or relating to the financial aspects and agreement described in this document shall be governed by Swiss law, and the Swiss courts will be the judiciaries.

### 3.0 Satellite symposia logistical details

#### 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.

#### Wednesday, 26 March 2014

Symposium N°	Time	Auditorium	Capacity	Height to ceiling (m)	Stage/Podium
1	12:15-13:15	Room A&B	1'400 theatre	5,50	Yes
2	18:30-19:30	Room A&B	1'400 theatre	5,50	Yes

#### Thursday, 27 March 2014

Symposium N°	Time	Auditorium	Capacity	Height to ceiling (m)	Stage/Podium
3	13:10-14:20	Room A&B or Room C	1'400 theatre 650 theatre	5,50	Yes
4	18:20-19:20	Room C	650 theatre	5,50	Yes
5	18:20-19:20	Room K	230 theatre	3	Yes

#### Friday, 28 March 2014

Symposium N°	Time	Auditorium	Capacity	Height to ceiling (m)	Stage/Podium
6	13:10-14:20	Room A&B	1'400 theatre	5,50	Yes
7	13:10-14:20	Room C	650 theatre	5,50	Yes

#### Technical equipment

Room	LCD proj.	Laptop	Screen	Camera	Laser pointer	Microphones		
						Lectern	Panel	Floor
Room A&B	2x 10'500 al 1x 8'000 al	1	2x 5m x 4m (for ppt) 1x 3.6m x 2.7m	1	1	2	4	6
Room C	1x 10'500 al	1	5m x 4m	0	1	2	2	4
Room K	1x 4'000 al	1	2.40 m x 2.40m	0	1	2	2	4

al=ansilumen

#### Note: Voting system

Companies interested in using a voting system can contact the ELCC Secretariat ([elcc@esmo.org](mailto:elcc@esmo.org)) in order to share costs, if feasible.

#### 3.1 Technical and monitoring staff

One technical staff member and one hostess are assigned to each room. Additional hostesses can be booked through KTNM ([info@ktnm.com](mailto:info@ktnm.com)).

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

Owing to the limited set-up and dismantling time necessary between Satellite symposia, additional audiovisual equipment can only be ordered through the official supplier.

However, should a company wish to use its own technical supplier, the company must check in advance with Dorier that the proposed "Technical Requirements" of the Symposium are feasible and compatible with existing equipment. These requests must be communicated to [Emilie.Deparis@dorier.ch](mailto:Emilie.Deparis@dorier.ch) no later than 26 February 2014.

### 3.2 Food & Beverage areas

**Requests for F&B functions should be addressed to the ELCC Secretariat ([elcc@esmo.org](mailto:elcc@esmo.org))**, indicating the type of function (coffee break, cocktail, standing lunch, other) 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. 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.

### 3.3 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 Conferences.

#### 3.3.1 Penalty

Infringement of ELCC policy 3.3 will incur a penalty. Should an overrun of more than 5 minutes occur, 50% of the points assigned for the organisation of the Satellite symposium will be cancelled.

### 3.4 Installation, rehearsal and dismantling times

Six plenary rooms are used during the ELCC Conference therefore 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 ELCC Conference Secretariat ([elcc@esmo.org](mailto:elcc@esmo.org)).

Rehearsal time may be available but is not guaranteed. Please contact the ELCC Conference Secretariat ([elcc@esmo.org](mailto:elcc@esmo.org)).

### 3.5 Invited speakers preview centre

Upon request, companies organising a Satellite symposium may use the invited speakers preview centre and follow the instructions that the ELCC Conference Secretariat prepares for its own speakers.

### 3.6 Industry satellite symposium webcast

Only sponsors of OncologyPro will have the opportunity include their satellite webcast in OncologyPro and in the Conference general webcast (for a small technical fee). Other industry Satellite organisers will not have the opportunity to include their satellite webcast in OncologyPro but can request to have it included in the Conference general webcast. For additional information please refer to the Industry Prospectus.

Please note that for technical reasons, companies that wish to have their satellite webcast included in OncologyPro and/or the Conference general webcast are obliged to use the official speaker preview centre and the official provider. Changes to the audiovisual equipment included in the rental package are not allowed.

Additional information can be requested from the ELCC Conference Secretariat ([elcc@esmo.org](mailto:elcc@esmo.org)).

### 3.7 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 ELCC Conference Secretariat ([elcc@esmo.org](mailto:elcc@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 ELCC Conference Secretariat accordingly. The ELCC Conference Secretariat 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 ELCC Conference Secretariat and provide the agency name and contact person details. Only official agency representatives will receive information material from the ELCC Conference Secretariat.

### **3.8 ELCC 2014 website and programme book**

Approved Satellite symposia programmes will be published online in the Satellite symposia section of the ELCC programme and in the Conference programme book if they are received no later than 14 February 2014. Satellite symposia programmes published in the ELCC programme book will follow the layout determined by the ELCC Conference Secretariat. The submission of the programme must follow the format of the ELCC 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.

### **3.9 Abstract presentation during the Conference**

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

### **3.10 ELCC Abstract book**

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

#### 4.0 Promotion of Satellite symposia and other activities

Infringement of these policies will affect the sponsors priority list for future meetings. Please see the penalties relating to each of the following regulations.

#### 4.1 Publications and printed material

Invitations to the Satellite symposium, not larger than A4 format and not heavier than 30 grams, can be included free of charge in the Conference delegate bags, provided that they are delivered in accordance to the shipment deadline and other instructions provided by the ELCC Conference Secretariat.

The ELCC Conference Secretariat suggests avoiding cultural or historical references in printed material and bears no responsibility should any such references cause offence.

Each company will ensure that all company publications referring to Satellite symposia mention: "ELCC 2014 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 ELCC Marketing Department ([marketing@esmo.org](mailto:marketing@esmo.org)) by the 10 February 2014.

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.

#### 4.1.1 Penalty

Infringement of ELCC policy 4.1 will mean that the printed material can not be distributed. Should it be used for promotion anyway, 50% of the ESMO points assigned for the organisation of the Satellite symposium will be cancelled.

#### 4.2 Reproduction of logos

Each company is entitled to use the official ELCC European Lung Cancer Conference logo on invitations and promotional documents related to the approved Satellite symposium.

Companies are not allowed to use the ESMO and IASLC corporate logos under any circumstances.

#### 4.2.1 Penalty

Infringement of ELCC policy 4.2 will mean that printed material showing the ESMO and/or IASLC corporate logos can not be distributed. Should it be used for promotion anyway, 50% of the ESMO points assigned for the organisation of the Satellite symposium will be cancelled.

#### 4.3 Inviting participants

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

In the ELCC 2014 Conference 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 17 February 2014 your satellite web link will go live (This will be subject to prior submission before the 10 February deadline and subsequent approval by the ESMO Marketing Department).

The ELCC 2014 Conference E-Newsletter will be sent out in early March 2014.

#### Rules and Regulations:

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

- A Web Link is a page or pdf, created by the sponsoring company, highlighting their satellite symposium.
- The content of the Web Link 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 Symposia: the content of the Web Link 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 Web Link to [marketing@esmo.org](mailto:marketing@esmo.org) is the 10 February 2014. Your Web Link 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 Web Link may consist of more than 1 virtual page, due to its' online nature, however no more than 2 pages can be included per Web Link.
- Under no circumstances may "Flash files" be allowed.
- Any requests for content or structure change/amendments after the Web Link has been linked to the appropriate listing will not be actioned.
- To ensure that the ELCC 2014 Congress logo is properly protected, ESMO has defined guidelines for its use, which permit the use of the ELCC logo under specific conditions.
- Cancellation of the Web Link should be sent in writing to the ESMO Marketing Department.

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

#### 4.4 Advertisements

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

#### 4.5 Signage, display and distribution on site

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 [elcc@esmo.org](mailto:elcc@esmo.org).

The display of posters is forbidden in other areas of the congress centre other than on the designated poster boards, throughout the conference 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 in front of the door(s) of the assigned auditorium no earlier than one (1) hour before the start of the Satellite symposium or at the company's exhibition stand.

##### 4.5.1 Penalty

Infringement of ELCC policy 4.5 will incur a penalty and 50% of the ESMO points assigned for the organisation of the Satellite symposium will be cancelled. 100% of the ESMO points will be cancelled if such distribution/display continues having already once been stopped by the ELCC Conference Secretariat assigned personnel.

#### 4.6 Promotion at conference hotels

The production, distribution or display of promotional materials at the hotels where participants are staying during the Conference is discouraged by the ELCC Conference Secretariat. However, if such items are produced and distributed, their texts must follow the same rules as those that apply to other printed material (see 3.1). No assistance will be provided by the ELCC Conference Secretariat for the distribution of material or for the list of official Conference hotels.

#### 4.7 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 and IASLC approval. Should activities which are not approved but undertaken nevertheless at the Conference, penalties will be calculated based on the most comparable promotional activity and relating infraction/penalty covered by this policy.

#### 4.8 Networking events

Companies may organise evening events, provided that these start after the conclusion of the official programme of the day.

The Welcome reception will take place in the congress venue on Wednesday, 26 March 2013 from 13:15 to 13:40 hours. ESMO and IASLC do not authorise that the participants are offered any corporate-organised event before the end of the Opening session (14:00 hours).

#### 4.8.1 Penalty

Infringement of ELCC policy 4.9 will incur a penalty and 5 sponsorship ESMO points will be cancelled from the company's record.

#### 4.9 Unofficial Satellite symposia or similar events

During the period beginning on Wednesday, 26 March 2014 through to Saturday, 29 March 2014, ESMO and IASLC 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.

#### 4.9.1 Penalty

Infringement of ELCC policy 4.9 will incur a penalty and the company responsible could be excluded from any future ELCC Conferences. Such breach of confidence will have serious consequences.

#### 4.10 Concomitant activities

Concomitant activities (internal meetings involving delegates, press conferences, educational or promotional activities) in or outside the conference centre but concomitant with or during breaks of the scientific programme of the ELCC 2014 European Lung Cancer Conference are subject to the ELCC Conference Secretariat approval. Clear identification of the organisers, purpose, targeted participants and the full programme must be submitted for approval to the ELCC Conference Secretariat ([elcc@esmo.org](mailto:elcc@esmo.org)) at least 4 weeks prior to the event.

Blackout times:

26 March 2014	12:15-19:30
27 March 2014	08:00-19:30
28 March 2014	08:00-18:00
29 March 2014	08:00-13:00

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

A limited number of meeting rooms are available at Palexpo 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 ELCC 2014 publication. Only after the approval of the ELCC Conference Secretariat will the meeting room(s) be assigned

#### 4.10.1 Penalty

Infringement of ELCC policy 4.10 will incur a penalty and 5 to 10 sponsorship ESMO points will be cancelled from the company's record, depending on the nature and extent of the infraction. ESMO and IASLC will establish the number of points to be cancelled.

#### 4.11 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 IASLC, and the sponsoring company is solely responsible for bringing its advertising into line with local and European laws, as applicable.

#### 4.12 Food and beverages

No food or beverages are allowed inside any of the auditoria. Any food items served in the congress centre must be purchased through the official catering service.

#### 4.13 Participation in Industry Satellite symposia

Participants fully registered to the Conference, 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.

#### 4.14 Press badges

According to the ELCC Media Policy, representatives of communications agencies are not entitled to a press badge, which is assigned only to journalists working for recognised media. In case representatives of communications agencies need a badge to assist in the preparation and development of third-party's media events, please contact the ELCC Press Office ([media@esmo.org](mailto:media@esmo.org)) to obtain a temporary badge. Full details are available in the ELCC Third-party Media Activities Policy.

#### **4.14.1 Penalty**

Infringement of ELCC policy 4.14 will incur a penalty. If the promotional or commercial activity is carried out on behalf of a company, 5 to 10 sponsorship ESMO points will be cancelled from the company's record, based on the nature and extent of the infraction. ESMO and IASLC will establish the number of points to be cancelled. If no relationship with a company can be established, the communications agency will be banned from participating in the ELCC Conferences for the following two years.

#### **6.0 Filming, recording and photography**

Conference content is the copyright of ESMO and IASLC. 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.

#### **7.0 Non-smoking policy**

The ELCC 2014 European Lung Cancer Conference is a non-smoking event.

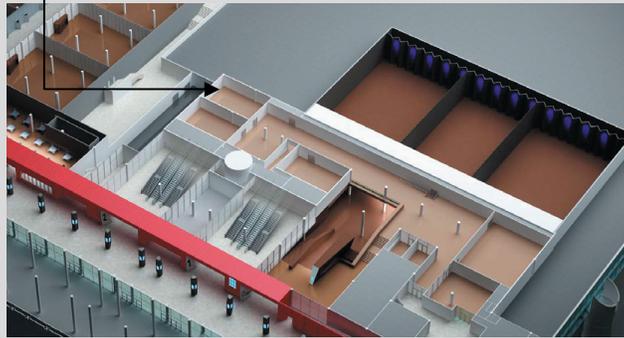
#### **8.0 Final clause**

In case not covered by the regulations in these Industry Guidelines, the ELCC Secretariat's interpretation shall be final.

## **MEET THE INVESTIGATOR STUDIO**

The Meet the Investigator Studio slots, for lectures, Advisory Board Meetings, Q&A and scientific dissemination about investigator activities in non-marketed active agents, will take place in **room G** located on the mezzanine level.

Room G



A schedule of the daily planning will be published in the Conference Programme Book and in the Meet the Investigator section. Companies can book single slots of 2 hours.

### **Logistical information & items available in room G:**

- ✓ Individual Slots are 2 hours each. Access to these slots will be managed by the company sponsoring the slot(s) / the presentation(s) and must respect the designated time limit. Set up, presentation (including question/discussion time) and dismantling must be included in those 2 hours
- ✓ Presentations one after the other, strict enforcing of time slot allocation
- ✓ Daily schedule with company names will be listed on a board / screen
- ✓ Capacity for 80 delegates in theatre style
- ✓ Access completely controlled by the company organiser
- ✓ 2 fix hostesses (to be instructed by the company directly)
- ✓ 1 fix technician
- ✓ 1 screen (2,4mx1,8m)
- ✓ 1 laptop (PPT to be uploaded by the company through USB stick)
- ✓ 1 projector (3000 al)
- ✓ 1 lectern microphone, 1 panel table microphone and 1 audience microphone
- ✓ 1 lectern
- ✓ 1 panel table up to 2 people
- ✓ Limited possibilities for catering. Please contact [gontrand.toulet@palexpo.ch](mailto:gontrand.toulet@palexpo.ch)

## TIME SLOT SCHEDULE

DATE	TIME SLOT	BOOKED BY
<b>Tuesday, 25 March 2014</b>	08:00-10:00	
	10:00-12:00	
	17:30-19:30	
<b>Wednesday, 26 March 2014</b>	08:00-10:00	
	10:00-12:00	

## **EXHIBITION AREA POLICY**

### **CONTACTS**

#### **Venue**

##### **Palexpo SA**

C.P. 112  
CH-1218 Grand-Saconnex, Geneva

Contact	Isabelle Gremaud
Telephone	+41 (0)22 761 11 28
Fax	+41 (0)22 798 01 00
E-mail	<a href="mailto:info@palexpo.ch">info@palexpo.ch</a> or <a href="mailto:isabelle.gremaud@palexpo.ch">isabelle.gremaud@palexpo.ch</a>

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#### **Forwarding agent / Storage**

##### **Inter ExpoLogistics Ltd.**

30 Route François-Peyrot  
Palexpo  
CH-1218 Grand-Saconnex, Geneva

Telephone	+41 (0)22 798 13 28
Fax	+41 (0)22 798 13 87
E-mail	<a href="mailto:info@iel.ch">info@iel.ch</a>

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#### **Badge scan system (cLead system)**

The ELCC 2014 cLead 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 attached document (attachment 1).

##### **Webges Meeting Applications GmbH**

Nussdorferstrasse 20/22  
1090 Vienna, Austria

Fax	+43 1 319 69 99 33
E-mail	<a href="mailto:tamara.dworschak@webges.com">tamara.dworschak@webges.com</a> / <a href="mailto:leadsystem@webges.com">leadsystem@webges.com</a>

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## GENERAL CONFERENCE SCHEDULE

### EXHIBITION AREA SETUP HOURS

Monday, 24 March: 08:00-20:00  
Tuesday, 25 March: 08:00-17:00\*  
Wednesday, 26 March: 08:00-12:00\*\*

*\*All construction must be completed by 17:00, goods must be removed from aisle. Aisle carpet will be installed from 17:00.*

*\*\*On 26 March only light stand decoration is possible and briefing meetings.*

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### EXHIBITION AREA HOURS

Wednesday, 26 March: 13:00-17:00  
Thursday, 27 March: 08:30-16:30  
Friday, 28 March: 08:30-16:30  
Saturday, 29 March: 08:30-12:00

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### DISMANTLING HOURS

Saturday, 29 March: 13:00-20:00

Delegates will still be in the venue from 12:00 to 14:00 approximately so please take care with your dismantling.

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### REGISTRATION HOURS

Wednesday, 26 March: 08:00-18:00  
Thursday, 27 March: 07:30-18:00  
Friday, 28 March: 07:30-18:00  
Saturday, 29 March: 07:30-13:00

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### COFFEE BREAKS AND POSTER LUNCHES

Wednesday, 26 March: 16:00-16:30  
Thursday, 27 March: 10:30-11:00, 12:30-13:10 and 16:00-16:30  
Friday, 28 March: 10:30-11:00, 12:30-13:10 and 16:00-16:30  
Saturday, 29 March: 11:00-11:20

Coffee and lunches can be purchased in the exhibition area.

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### WELCOME RECEPTION

The Welcome Reception will take place in the Exhibition area, on Wednesday, 26 March 2014 from 13:15 to 13:40.

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

## **ELCC 2014 TRADE EXHIBITION AREA RULES**

### **1. Unapproved therapies**

The organisers bear no responsibility towards the delegates for the display, promotion or sale of therapies or services. Nor are the organisers supporting those products or services for their sole promotion at the ELCC events. However, the ELCC Conference Secretariat reserves the right to deny at any time the display, promotion or sale of products, therapies or services should these be against the generally accepted clinical approach. Promotion of unapproved therapies (by regulatory authorities) is regulated by the local and European laws and the ELCC Conference Secretariat bear no responsibility in case of a complaint based on such laws. The penalty that will be reflected in the company's sponsorship record for infractions to these laws will be assessed by the Conference Secretariat.

### **2. Duration of the Exhibition**

The Exhibition will run from Wednesday 26 March to the end of the Conference on Saturday, 29 March 2014.

### **3. Concomitant activities**

Concomitant activities (internal meetings involving delegates, press Conferences, educational or promotional activities) in the Conference venue or outside but concomitantly to or during breaks of the scientific programme of the Conference are subject to the ELCC Conference Secretariat approval. Clear identification of the organisers, the purpose, the targeted participants, and the full programme has to be submitted to the ELCC Conference Secretariat at least 6 weeks prior to the event for approval. Press Conferences are subject to the specific Policy. Infraction to this regulation will cause the cancellation of 5 to 10 ESMO sponsorship points from the company's record, based on the nature and damage of the infraction as established by the ESMO Executive Committee.

Blackout times: 26 March, 12:15-19:30 – 27 March, 08:00-19:30, 28 March 08:00-18:00 and 29 March 08:00-13:00

### **4. Use of the Conference logo**

The Conference names and/or logos may not be part of any exhibitor-distributed materials. The use of the Conference title and logo on distributed material is subject to the ELCC Conference Secretariat approval. In case of infractions, the printed material can not be distributed and 50 % of the ESMO points assigned for the purchase of the Exhibition space is cancelled.

### **5. Promotion of the exhibit**

#### **5.1 General note:**

The ELCC Conference Secretariat advises to avoid cultural or historical references on promotional material and bear no responsibilities in case these cause offence.

#### **5.2 Display, projection or distribution of promotional materials on site:**

All these activities must be confined in the company's assigned Exhibition space and are not allowed in any other area in, or leading to, the Conference venue. The non-observation of this

policy will cause the cancellation of 50 % of the ESMO sponsorship points assigned in relation with the Exhibition space. 100 % of the points is cancelled in case the distribution continues after having been stopped by the ESMO assigned personnel.

#### **5.3 Advertisements:**

Advertisement of the exhibit is possible in the programme book and depends on the chosen sponsorship package. All advertisements for the programme book are subject to approval by the ESMO Marketing Department. Promotion of a specific product does not mean acceptance or endorsement by the ESMO Marketing Department and it is under the responsibility of the sponsoring company, to comply with Swiss and European laws, where applicable.

#### **5.4 Promotion at Conference hotels:**

The distribution or display of promotional materials at the hotels where participants are staying during the Conference is discouraged by the Conference Secretariat. However, if produced, the content must follow the same rules defined by the ELCC Conference Secretariat in this policy.

#### **5.5 Other promotional activities**

Any other activity that is organised with the purpose of promoting the company's presence during the event or its products or services is subject to the ELCC Conference Secretariat approval.

### **6. Identification of the exhibitors**

False certification of individuals as exhibitor's representatives, misuse of exhibitor badges, or any other method assisting unauthorised persons access to the exhibit floor will be just cause for expelling the violator from the Exhibition or barring him from further entrance to the exhibit floor, or removing his exhibit from the Exhibition floor without obligation on the part of the ELCC Conference Secretariat for refund of any fees.

### **7. Subletting of space**

Exhibitors may not assign, sublet or apportion the whole or any part of the space allotted to them and may not advertise or display goods or services other than those manufactured or sold by them in the normal course of business. The demonstration of products, advertising of products or distribution of advertising, and/or solicitation of business of any kind on behalf of non-exhibiting firms in any part of the Conference facility is strictly prohibited.

### **8. Admission rights**

Admission to the exhibit area is limited to the owners, representatives and employees of exhibiting firms. Models or similar personnel not commercially connected with the industry may be employed to assist in the exhibitor's booth; The Conference Secretariat may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of the event, or who refuses to comply with the local safety rules. Participants fully registered to the Conference and exhibitors wearing the exhibitors' badge may enter the Exhibition hall. Exhibitors must treat all participants/visitors in a courteous and fair manner.

Discrimination against participants/visitors according to their nationality, academic position, or any other factor is against these Industry Guidelines and will affect the future conference attendance of the company in question.

#### 9. Surveys

Surveys are authorised only in the limits of the company's assigned booth. The appointed personnel must be identifiable at all times as member of a "marketing research team".

#### 10. Press badges

Representatives of communication agencies with media credentials will be assigned a press badge at no charge. The press badge does not authorise any promotional or commercial activity, or any unsolicited contacts with any delegates for purposes other than bona fide journalistic coverage of the event. Unsolicited contacts will result in the cancellation of 5 to 10 ESMO sponsorship points from the company's record, based on the nature and damage of the infraction, as established by the ESMO Executive Committee. If no relationship can be made to any company, the communication agency will be banned from participating in the ELCC Conference for the next 4 years.

#### 11. Booth restrictions

Exhibits must conform to the contracted space and all display rules as set forth in these Industry Guidelines. Any aspect that is not covered by these Industry Guidelines is subject to approval by the ELCC Conference Secretariat and by the Venue's Technical Service Department. Exhibits or displays must not obstruct the view or interfere in any way with the displays of neighbouring exhibits. Aisles and gangways must at all times be kept clear and free for passage and all emergency exits and access to service areas are to be kept clear at all times and not restricted or rendered unrecognizable. Any exposed part of the display must be covered not to be objectionable to the other exhibitors, or in the best overall interest of the Exhibition. All business and selling demonstrations shall be confined to the exhibitor's own booth. Promotion or display of promotional material and any other related activity is not allowed outside the assigned space.

#### 12. Stand design

Every exhibitor must submit an exact statement of the dimensions of their stand, as well as plans and descriptions of their stand. Those companies renting a stand module from the building should submit the package type, dimensions & non-standard items such as display screens and catering areas.

This information must be sent to the ELCC 2014 Secretariat by email to [elcc@esmo.org](mailto:elcc@esmo.org) before the 7 February 2014.

The drawings must clearly indicate the planned layout, equipment and furnishing of the stand, including the

signage and visuals. The location of power outlets, electricity cables, moving parts, details of raised floors, water as well as telephone and ventilation installations must also be indicated.

Please supply:

- a SCALED top view drawing
- a SCALED side view drawing
- a three-dimensional drawing (or photograph)

Indicating the various heights and the open/transparent spaces will, in principle, be sufficient. If special construction is planned (information towers, moving parts, etc.), additional information will have to be submitted.

No approval by the ELCC Secretariat means no permission to construct the stand – resulting costs are entirely at the exhibitor's expense.

The aisles in the exhibition hall will be carpeted and therefore it's important for all stands to be well finished.

All stands should be equipped with the necessary carpet as well as a set of boundary wall(s) depending on the stand design type - corner, peninsula or in-line.

#### 13. Stand Transparency

For Island and Peninsula stand types, the ELCC Secretariat requires that a line of sight through the stand be possible from aisle to aisle for at least 35% of the stand width when viewed from each open side.

As an example of assessment criteria, high walled areas forming large storage rooms may block neighbours unreasonably and in this case, will not receive approval. A high tower to attract attention (not blocking neighbours) is likely to be approved.

For aesthetic reasons, the ELCC Secretariat does not advise constructions rising floor to ceiling.

#### 14. Stand elements

Stand elements placed on the open sides of a stand must be 30cm inset from the edge of the stand. The height of these elements are subject to the stand height allowance table below (Stand height allowance is in direct proportion to the m<sup>2</sup> floor area of each stand and is subject to stand design approval):

- |  |      |
|--|------|
| • 9m <sup>2</sup> - 24m <sup>2</sup>   | 2.5m |
| • 25m <sup>2</sup> - 45m <sup>2</sup>  | 3m   |
| • 46m <sup>2</sup> - 66m <sup>2</sup>  | 3.5m |
| • 67m <sup>2</sup> - 87m <sup>2</sup>  | 4m   |
| • 88m <sup>2</sup> - 100m <sup>2</sup> | 5m   |

Generally speaking, should the ELCC Secretariat consider that an item of the stand will obstruct visibility of neighbouring stands, the ELCC Secretariat reserves the right to ask for any modification.

#### 15. Suspension points

For ELCC 2014, exhibitors with a stand size larger than 63m<sup>2</sup> will be able to benefit from the possibility of having a portion of their stand design suspended. The suspended height allowance will be fixed for all stands at 6m.

**16. Management of the booth**

Exhibits must remain fully intact and staffed at all times. Dismantling of exhibits and removal of products or display material is limited only to published dismantling hours.

**17. Audio and visual activities**

The projection of films and slides; any amplification with the aid of loudspeakers; the production of music and/or sound; as well as the use of lighting, computer monitors and television screens is acceptable within the stand/Exhibition space as long as no disturbance is caused. Sound and lighting effects should be contained within each stand. If the ELCC Conference Secretariat judges that a disturbance is being caused, the Exhibitor is to halt the activity immediately. If this is not done, the ELCC Conference Secretariat reserves the right to make the necessary arrangements at the expense of the Exhibitor. A refusal to lower the sound level or halt an activity will be considered a violation of these Industry Guidelines. Licensing for copyrighted work is the sole responsibility of the exhibitor.

**18. Catering**

Exhibitors may not sell or serve food or drink for consumption on the premises. Serving alcoholic beverages on stands is strictly forbidden. All companies offering hospitality are reminded of their responsibilities for hygiene and food safety. Exhibitors are also encouraged to guarantee a healthy and balanced catering service to their delegates. All catering should be ordered through the official caterer namely:

[gontrand.toulet@palexpo.ch](mailto:gontrand.toulet@palexpo.ch)

**19. Social functions/activities**

Social functions and other activities sponsored by exhibitors cannot be held during exhibit hours or in conflict with any scheduled meetings or activities conducted by the Conference Secretariat. No programmatic activities or scientific/educational activities may take place during exhibitor/sponsored functions. Self-assessment tests, computer assisted learning which the delegate can choose to start and end at his/her own wish are allowed.

**20. Giveaways**

Giveaways should have a professional nature and be limited in value. Sharp, pointy or other potentially dangerous objects are not allowed.

**21. Force majeure**

Should the event be cancelled, postponed or moved to a different venue due to force majeure, the invested costs will be refunded or reallocated to a postponed and/or different project, while the arising costs will be borne by the participating companies. Force majeure is defined as any event that the ELCC Conference Secretariat could not, even with due care and attention, foresee or avoid. These events include, but are not limited to acts of God, war, terrorist attacks that may hinder the organisation of the Conference and affect the security of participants, government regulation, disaster, strikes, civil disorder, or any other similar emergency making it illegal or impossible to hold the Conference.

**22. Insurance**

The ELCC Conference Secretariat disclaims any and all responsibilities for damages to persons or properties in relation with the activities organised by third parties who are directly liable for such damages.

It is therefore the responsibility of the third party to take out sufficient insurance coverage.

**23. The ELCC Lung Cancer Conference is a non-smoking event.**

**24. Final Clause**

In cases not covered by the regulations in these Industry Guidelines, the Conference Secretariat's interpretation shall be final.

**For all regulations governing the use of stand construction materials, fire and safety and technical information about the Palexpo we would strongly advise you also consult the online Exhibitor Manual.**

## EXHIBITORS REGISTRATION

To order your exhibitor badges and register your staff, please write to the ELCC Secretariat at [elcc.registration@esmo.org](mailto:elcc.registration@esmo.org) by 17 February 2014.

Exhibitor badges are available only for staff members, owners or representatives of exhibiting companies.

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

Exhibitor badges are free of charge. They do not include receipt of the conference bag.

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

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

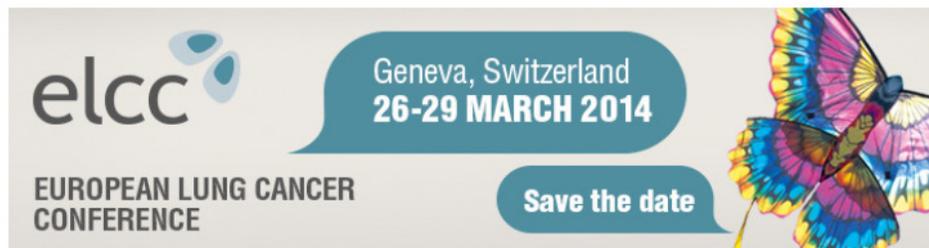
For last-minute changes the ordering of a certain number of badges displaying the company name only is strongly recommended.

## SHIPMENT INSTRUCTIONS

**Inter ExpoLogistics Ltd.**  
30 Route Francois Peyrot  
Paexpo  
CH - 1218 Grand-Saconnex / Geneva  
Tel +41 (22) 798 13 28  
Fax +41 (22) 798 13 87  
e-mail: [info@iel.ch](mailto:info@iel.ch)  
website: [www.iel.ch](http://www.iel.ch)

## SHIPPING INSTRUCTIONS

Inter ExpoLogistics Ltd. has been appointed to act as the official on-site handling agent for the:





### **INTER EXPOLOGISTICS LTD agent in your country**

In order to assist in the smooth transfer of your booth fitting material and exhibits, **Inter ExpoLogistics Ltd** have set up a worldwide network of freight forwarders who are experienced in the movement of goods to and from exhibitions. Whilst the use of these forwarders is by no means mandatory, **Inter ExpoLogistics Ltd** recommend their services to you. If no local forwarder contacts you, please get in touch with **Inter ExpoLogistics Ltd** for further details.

### **Shipping addresses / Deadlines**

#### **By Airfreight**

Goods to reach Geneva Airport **not later Sunday March 23<sup>rd</sup> 2014** addressed to :

**Inter ExpoLogistics Ltd.**  
Palexpo  
CH - 1218 Grand-Saconnex – Geneva  
Attn: Mr. Philippe MULLER – **ELCC 2014**

Notify: Exhibitor's name / booth N°

#### **By truck**

Goods to reach PALEXPO site **not later than Tuesday morning March 25<sup>th</sup> 2014** addressed to :

**Inter ExpoLogistics Ltd.**  
Palexpo – 30 route François Peyrot  
CH - 1218 Grand-Saconnex – Geneva  
Attn: Mr Philippe Muller – **ELCC 2014**

Notify: Exhibitor's name / booth N°–

Customs office: GENEVA PALEXPO (NCTS code: CH00652)

- By Courier
- a) Please be aware that Courier companies are not able to clear customs and deliver goods to your stand at Palexpo. They will only deliver to Geneva, Airport or Palexpo site. In order to keep costs to a minimum, we strongly advise that you consign your goods to **Inter ExpoLogistics Ltd** at the address shown above.
  - b) On payment of appropriate customs and handling charges, **Inter ExpoLogistics Ltd** will deliver your goods to your stand. **Inter ExpoLogistics Ltd** will not release any courier shipments until the respective charges have been paid - in full, at their office in Palexpo by cash or credit card (VISA, MASTERCARD or AMEX).

Delivery terms All consignments must be sent on freight prepaid terms.

Customs It is the sole responsibility of the Exhibitor to ensure the products and materials they will be exhibiting are lawfully brought into Switzerland and used and displayed only in accordance with the terms and conditions governing the entry of the products and materials into Switzerland and the use of such materials in Switzerland.

Booth fitting material and exhibits can be imported duty-free on a temporary basis against either a ATA carnet or a Customs Bond which **Inter ExpoLogistics Ltd** can supply against payment of a bond fee.

Printed matter such as catalogues for free distribution at the show can be imported duty-free. This also refers to CD-ROM catalogues.

However, give-away such as pens, lighters, T-shirts, etc. are subject to the payment of duties and VAT. So does any kind of foodstuff or alcoholic beverage.

Therefore, it is advisable to contact **Inter ExpoLogistics Ltd** before shipping such goods in order to obtain precise details about the charges you will have to pay.

Documents Commercial invoices and packing lists (they can be combined on one document) 5-fold, indicating quantity and nature of goods, gross and net weight and value for each item shipped, as well as weight and dimensions of each package in the shipment. A separate invoice is to be made out for printed matters and give-away. In case of ATA carnets above documents are not required.

**Insurance**

Handling of stand material and exhibits at Palexpo is performed at the exhibitors' risk. The same applies, should goods disappear in the halls. We, therefore, strongly recommend that insurance is covered for the above risks. **Inter ExpoLogistics Ltd.** will cover such insurance only by receiving a written request from the exhibitor.

**Storage**

Limited storage space is available and can be rented from the official site-agent **Inter ExpoLogistics Ltd.** please contact **Inter ExpoLogistics Ltd.** directly.

**Empties**

All empties will be removed from the stand as promptly as possible, at the latest on the day prior to the opening day and stored at the risks of the exhibitors. After the show, they will be returned to the stands. Please allow sufficient time for their return to your stand. Do not plan too early departures. Please make sure all empties are labeled showing your name and your booth number. Labels for empties are at your disposal at **Inter ExpoLogistics Ltd.** Exhibition Office at Palexpo.

**Return transport**

Return transports will be organized by the official on-site freight handler **Inter ExpoLogistics Ltd.** which will contact each exhibitor respectively.

**On-Site Facilities**

**Inter ExpoLogistics Ltd** has its own permanent office at Palexpo, located in the service area.

Roberto FUMANI  
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**Opening hours**    Every day    from 08:00 – 12:00    and    from 13:30 - 17:30

**Services offered by  
Inter ExpoLogistics Ltd.**

- Swiss customs Clearance & bond guarantee
- Transportation to and from points of origin
- Transportation from Geneva Airport or truck-terminal to Palexpo
- Site handling (Labours, forklifts, cranes)
- Storage of empty packing cases during the show
- Insurance (transport/storage)
- Storage of exhibits/stand material until next show.

**General**

All transactions undertaken by *Inter ExpoLogistics Ltd.* are carried out under the general conditions of the Swiss Freight Forwarding and Logistics Association (SPEDLOGSWISS) latest edition. (Copy of which is available on request).

All goods are placed at the stand at the exhibitors' risk even in the absence of himself or the exhibitors' representatives.

## **cLEAD SYSTEM INFORMATION AND FORM**



### The ELCC 2014 cLead system

The ELCC 2014 cLead 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.

**1. Order**

To guarantee the availability as well as the lower rate prior to the deadline, please order the required number of scanners as soon as convenient possible.

**2. Order confirmation**

After receipt of your order we will confirm the receipt and invoice & charge amount due.

**3. Configuration**

Prior to the event you will receive a link and a password for accessing our online database. There you can check the edited names of products to be displayed on the handhelds and download the data after the event.

**4. Lead capture**

Onsite, you can pick up your scanner at the lead system service desk. Our trained staff will be available to answer your questions during the opening hours of the event. Every evening or at the end of the event when returning the scanner at the service desk, the collected data is synchronized from your scanner to the cLead server.

**5. Data provision**

As soon as the data stored on the scanner is synchronized with the database you can access, check, print or download your collected address data in the online database.

Since not all delegates will provide the registration department with the complete contact information, we cannot guarantee the accuracy of the data.

## Scan Options

- **Quick scan (Booth system)**  
The visitor is effortlessly saved into your individual database. Also comments can be added.
- **Scan and add details (Booth system)**  
The visitor is effortlessly saved into your individual database. Additionally, comments and products can be added which that visitor is interested in.
- **Survey Scan (Booth system)** → Please find more detailed information [here!](#)  
The new questionnaire feature provides a way to conduct, manage and analyse individual researches. It allows you to record customer's feedback by scanning their badges with the help of a PDA Scanner (using predefined questions / replies). The data can be retrieved, exported and printed via the online platform.
- **Symposia scan (Symposium system)**  
Like Quick Scan but limited rental period (3h). Used for special occasions like satellite symposia or raffles. Please specify your symposium/symposia on the order form

## Scanning

The PDA handheld lead system guarantees maximum flexibility and freedom of movement in the booth. The ready to use PDA package will include the scanner, an extra strong battery pack and a charging unit.

- After log in (log in data are provided with the handheld) the interface for scan is displayed
- To scan a visitor the scan button has to be hit and the handheld confirms the scan
- After scanning a person you can choose from
  - scanning a new visitor (just press the scan button again) or
  - add products of interest to this visitor or
  - add a comment to the visitor or
  - see history of your scans and edit previous visitors





## Cost

The following standard prices are available:

- € 350 net per PDA booth system including scanner **before** February 28<sup>th</sup>, 2014
- € 450 net per PDA booth system including scanner **after** February 28<sup>th</sup>, 2014
- € 250 net per PDA symposium system (maximum rental period of 3 hours)

These costs are per rented device, including scanner, the required software systems and unlimited number of scans / amount of prepared individual data. All billing is carried out in advance by Webges. Payment can be made with Visa, MasterCard & Amex cards, or by bank wire transfer.

SAVE up to € 351!

**Special Offer ELCC 2014 – Only available before February 28<sup>th</sup>**  
▶ **Package Price: 1 PDA booth system + 2 symposia systems for € 699,00 net**

## Terms and Conditions

### Data provided

Download of the data via the online database (print out of the list or download of an MS-Excl file).

Since not all delegates will provide the registration department with the complete contact information, we cannot guarantee the accuracy of the data.

### • Services included

Quotes are per PDA handheld device incl. scanner, software and an unlimited number of scans.

### • Scanning

Scanning is only allowed on the booth unless agreed by the organizer.

### • Invoicing

Invoices for the total purchase amount are sent out after receipt of order. Payment can be made via Visa, MasterCard and Amex credit cards or via bank transfer.

### • VAT

Quotations excl. 20% Austrian VAT.

### • Payment term

Invoices must be settled within two weeks after receipt, net without any obligations to Webges.

Devices cannot be handed out onsite unless Webges received full payment.

### • Order deadline

After the ordering deadline, Webges does not accept orders automatically but will confirm acceptance separately. For orders after the deadline, a surcharge is applicable.

### Cancellation

All orders cancelled prior to 30 days of the conference will incur a € 100,00 cancellation fee.

Orders cancelled within 30 days of the conference will not be refunded.

### • General Terms and Conditions

This business is covered by the General Terms and Conditions of the Webges Meeting Applications GmbH.



**Order form**

Company / Booth: \_\_\_\_\_  
 Contact person: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 VAT (UID) Number \_\_\_\_\_

	Orders before February 28 <sup>th</sup>	Orders after February 28 <sup>th</sup>	Units	€ Total
PDA booth system	€ 350,00 net	€ 450,00 net		
PDA survey system	€ 350,00 net	€ 450,00 net		
PDA symposium system	€ 250,00 net	€ 300,00 net		
Special offer	€ 699,00 net	----		
Total €				_____

**Scan Option**

- Symposia system:** Please inform us about the session number(s) of your symposium and units per SY.
- Survey Scan:** Please find the set up form [here](#) and return it together with your order form.
- Booth system:** If required, please specify the list of products to be displayed on the handhelds below (max. 15 characters each!):

1. _____	6. _____
2. _____	7. _____
3. _____	8. _____
4. _____	9. _____
5. _____	10. _____

**Terms of payment**

- Credit card:**     VISA         MASTERCARD     AMEX

Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name \_\_\_\_\_ Code\*: \_\_\_\_\_

\*For Visa, MasterCard the card code is the last 3 digit number located on the back of your card on or above your signature line. For an American Express card, it is the 4 digits on the FRONT above the end of your card number.

- Bank transfer:**

IBAN: AT 4432 000 000 08111304 / Swift: RLNWATWW

Herewith, I confirm the order of the mentioned number of scanners and accept the General Terms and Conditions incl. cancellation regulations:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date of signature

Please fax the signed form to: +43 1 319 69 99 33