



SCIENCE: 19-21 SEPTEMBER 2020
EDUCATION: 16-18 OCTOBER 2020



ESMO Virtual Congress 2020

Exhibitor Manual

Welcome!

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

CONGRESS DATES

Official Programme	
Science weekend	19-21 September 2020
Education weekend	16-18 October 2020
ESMO Colloquia, Industry Satellite Symposia on demand	
14-29 September 2020	
Virtual Exhibition	
14 September 2020 – 18 October 2020	

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

These ESMO Virtual Congress 2020 Exhibition Manual will guide you in the necessary steps of your participation at our brand new virtual congress.

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

Participation at the ESMO Virtual Congress 2020 implies an acceptance of the requirements contained within these Exhibition Manual and also in any updates posted on esmo.org

DEADLINES

7 August 2020	Exhibitors to return exhibitor form to MAW (esmo2020.exhibition@media.co.at) to confirm participation in the ESMO Virtual Congress 2020
7 August 2020	Exhibitors to confirm Company administrator contact to congress@esmo.org
7 August 2020	Exhibitors to confirm if medical and commercial sections are required to congress@esmo.org
10 August 2020	Companies begin uploading content to their profiles
9 September 2020	Deadline for the content upload

INDEX

CONTACTS	4
1. EXHIBITOR PACKAGES	5
1.1 Packages overview	5
2. EXHIBITOR PROFILE OPTIONS	6
2.1 Summary and general information	6
2.2 Profile overview	7
2.3 Company logo	9
2.4 Company profile banner	10
2.5 External 3D / 2D booth integration.....	10
2.6 Products (number of uploadable products depending on selected package).....	10
2.6.1 Video & podcasts	10
2.6.2 Product PDFs	11
2.7 Company description & social media links	11
2.8 Medical / Commercial content	11
2.9 Integrated chat	12
2.10 Lead retrieval “Ask a question”.....	12
2.11 Lead retrieval pop-up - Share your data	13
2.12 Personal meeting links	14
2.13 On-demand player integration (for satellite symposium, if any)	14
2.14 Link to satellite symposia (if any)	15
2.15 Content not uploaded	15
3. PRODUCT SHOWREEL.....	16
3.1 Display of product in showreel.....	16
4. SPECIFICATIONS.....	17
4.1 Specs overview by item.....	17
4.2 Product showreel	19
4.3 Specification screens.....	19

CONTACTS

M Events Cross Media GmbH has been appointed as the virtual platform supplier for ESMO Virtual Congress 2020 and will be the official virtual exhibition provider.

Technical information & upload assistance		Exhibition Management Agency
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1. EXHIBITOR PACKAGES

1.1 Packages overview

The ESMO Virtual Congress 2020 offers exhibitors a range of possibilities to showcase their products, present their company profile and interact with the participants.

Five packages have been designed in order to meet the needs of all exhibitors:

Item	Platinum	Gold	Silver	Bronze	Supporter
Company logo (size depending on sponsor category)	Yes	Yes	Yes	Yes	Yes
Company description	Yes	Yes	Yes	Yes	Yes
Company profile banner (with link)	3	3	1	No	No
2D/3D Stand integration	Yes	Yes	Yes	No	No
On-demand player integration (for satellite symposium)	Yes	Yes	Yes	No	No
Social Media links	Yes	Yes	Yes	Yes	No
Lead retrieval pop-up	Yes	Yes	Yes	Yes	Yes
Lead retrieval "Ask a question"	Yes	Yes	Yes	Yes	No
Integrated chat	6 staff members	4 staff members	2 staff members	1 staff member	No
Product video & podcast or PDF	Unlimited	Unlimited	3	No	No
Personal meeting links (via Zoom or own company infrastructure)	6	4	2	No	No
Linked satellite symposium	Yes	Yes	Yes	No	No
Display of product in showreel	7	3	1	No	No
Full complimentary registrations	20	10	0	0	0

MAW, ESMO Virtual Congress 2020 Exhibition management company, will be in touch with each exhibitor to manage the conversion and/or with any new exhibitor.

2. EXHIBITOR PROFILE OPTIONS

2.1 Summary and general information

According to the selected package, companies can present products in their profile, invite to video meetings, chat with participants and collect contact information.

Further information with the exact specifications, dimensions and data formats can be found in chapter 4 of this document.

Companies will receive a direct backend access to enter all information and upload the corresponding content. Companies are asked to confirm the primary “Company administrator” contact by 7 August 2020 to congress@esmo.org.

The “Company administrator” will be able to add further contacts to the profile backend access to manage the content of the profile.

The backend access also includes a preview function through which the display of the various items and the overall profile can be checked directly, as viewed by the participants.

The general structure of a profile page is the same for all companies according to the exhibitor package. Companies can define their own categories, headings, displayed products, studies or other content. All content, such as videos, audio files and pdfs will be stored on the platform. Links to external contents/websites can be integrated in designated positions.

Exhibitors will have the chance to differentiate medical and commercial content. A link redirecting to either medical or commercial content will be made available in the main company profile. The dedicated pages will allow you to upload content and display it in 2 different sections. Please confirm to congress@esmo.org by 7 August 2020 if you require a Company profile with medical and commercial content distinction.

Further details about the upload process and the backend will be provided before the upload opens on 10 August.

The ESMO Team will provide support for the configuration of the profiles.

Additional Product and Scientific Content



Product Title

Wide Range of Applications - with multiple light sources and filters, the c200 can image multiple types of gels and blots. Compact Design - 38cm W X 55cm H X 36cm D, giving you more space for your

PDF download

www.productlink.com



c200 Gel Imaging Workstation

Wide Range of Applications - with multiple light sources and filters, the c200 can image multiple types of gels and blots. Compact Design - 38cm W X 55cm H X 36cm D, giving you more space for your

PDF download

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PDF download

www.productlink.com



Some very long title of the video






Some very long title of the video




Some very long title of the video




Some very long title of the video

Satellite Symposia

Title of Satellite Symposium



 Hall F 22 September, 08:30 – 10:30

Title of Satellite Symposium



 Hall F 22 September, 08:30 – 10:30

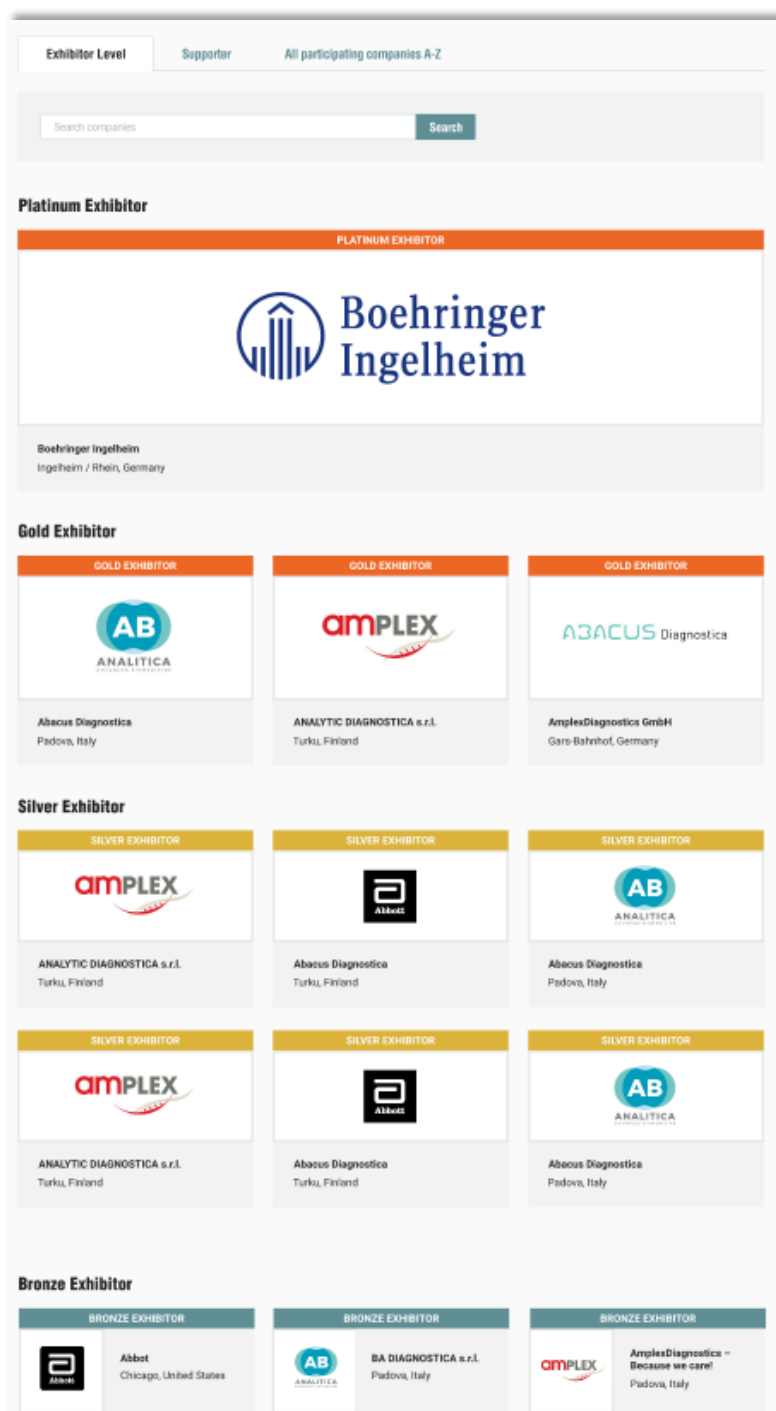
Title of Satellite Symposium



 Hall F 23 September, 08:30 – 10:30

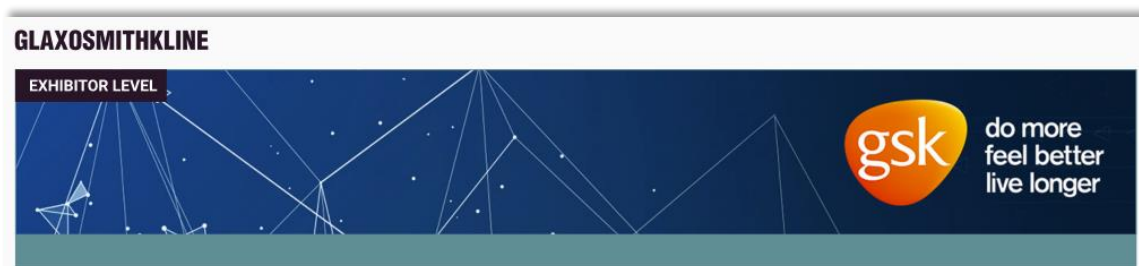
2.3 Company logo

- The company logo will be displayed in the Virtual Exhibition, size and position are determined according to the selected package
- Alphabetical order within the same exhibitor package



2.4 Company profile banner

- Companies can upload banners with external links (number of banners available depending on selected package)
- Banner will rotate every 3 seconds



2.5 External 3D / 2D booth integration

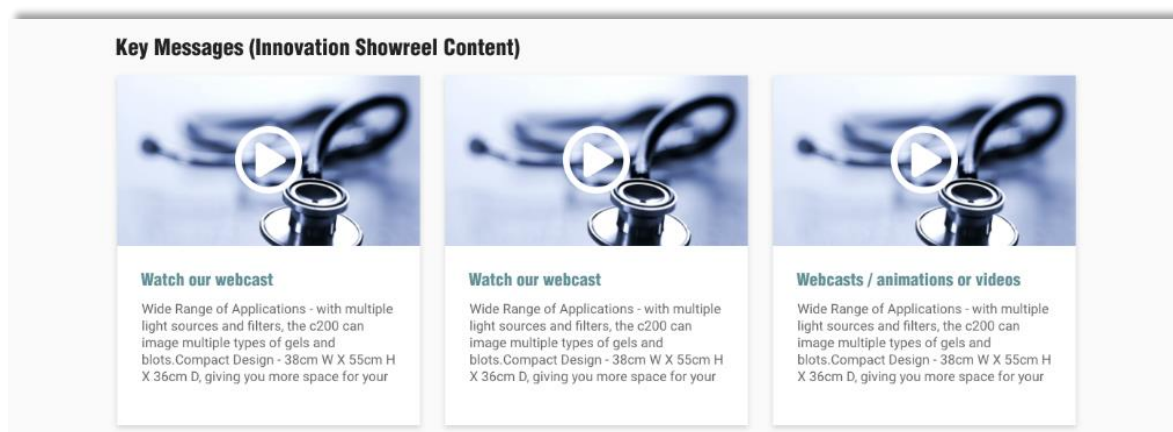
- Link your external booth (2D or 3D)
- External URL to be provided, booth webdesign to be handled by exhibitor
- It is mandatory to include a return button to the Congress platform



2.6 Products (number of uploadable products depending on selected package)

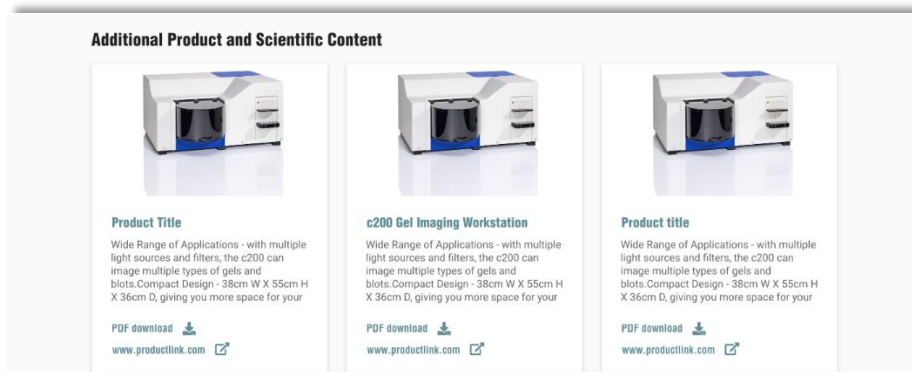
2.6.1 Video & podcasts

- Present your newest products and highlights as videos or podcasts
- File formats: mp4 (2GB), mp3 (1GB), PDF (250MB), links to external website



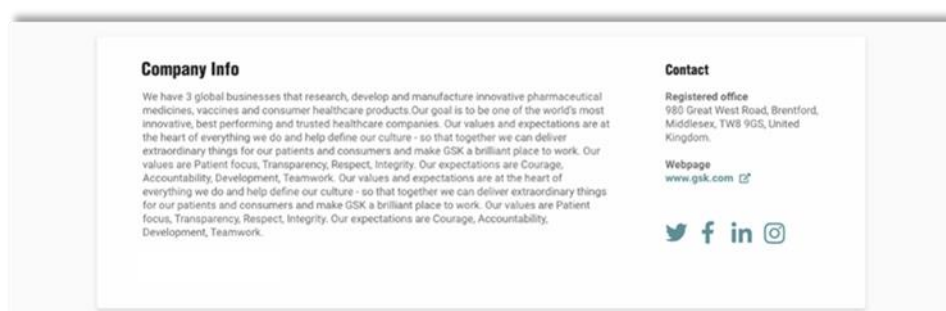
2.6.2 Product PDFs

- Present further products on your profile, shared through link or download button
- File formats: PDF (250MB), links to external website



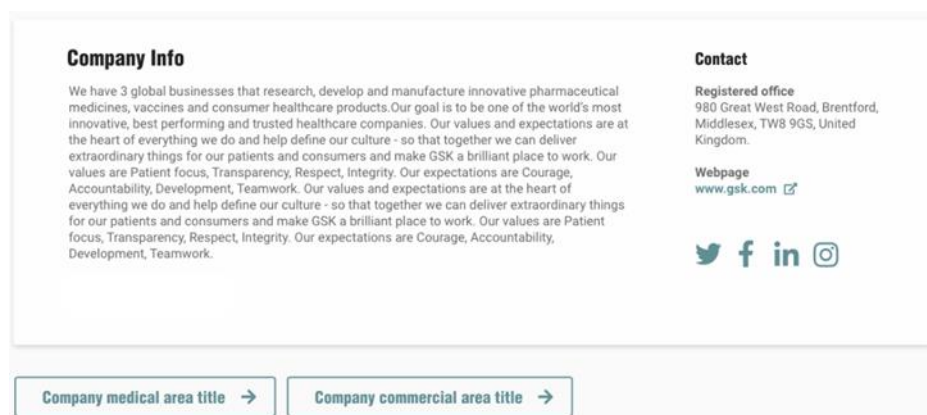
2.7 Company description & social media links

- General description of company
- Social media links



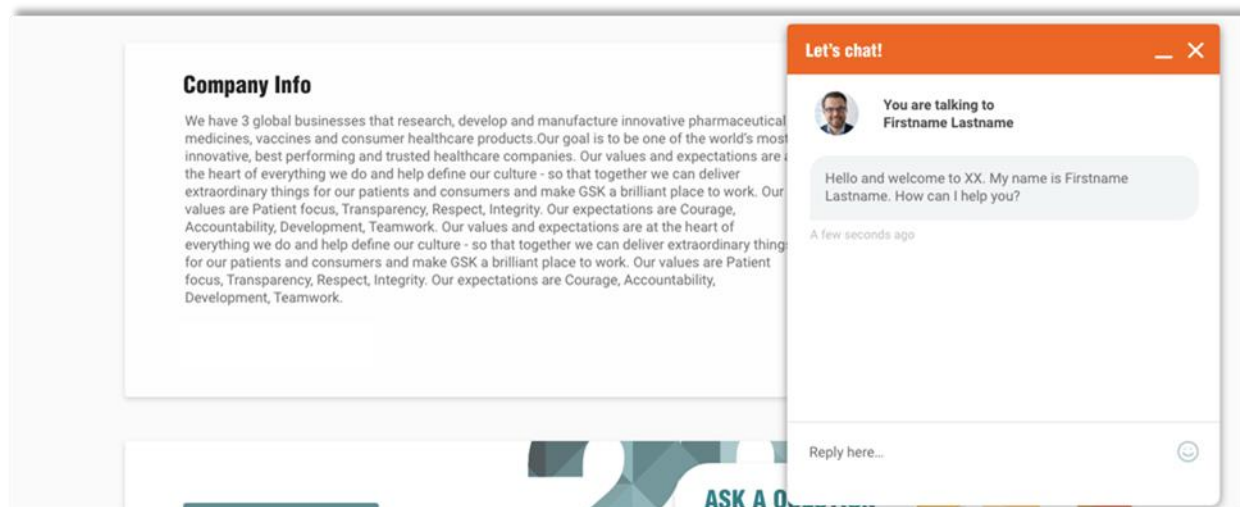
2.8 Medical / Commercial content

- Companies that require a differentiation between medical and commercial content are requested to advise congress@esmo.org by 7 August 2020



2.9 Integrated chat

- Integrated chat available for a specific number of staff members (depending on selected package)
- Delegates can contact staff members via the chat



2.10 Lead retrieval “Ask a question”

- Visitors can share their data and send in questions
- Download and access all data via the backend in real-time



2.11 Lead retrieval pop-up - Share your data

- Pop-up for data share on company profile page
- Download and access all data via the backend in real-time
- Opt-in: Upload of company's terms and conditions / disclaimer for legal data processing
- The following fields will be collected: First Name, Last Name, Institute, City, Country, Email Address, Title*, Department* and Profession*

*These fields might not be available, as these are not mandatory in ESMO's registration procedure

Please allow our sponsor to know that you were here

Optional short explanation regarding what will happen with user data and why this is collected.

Contact Data you are about to share
Email Address
First Name
Last Name
City
Country
Profession

Read and confirm terms and conditions below to enter

Terms & Conditions

1.2 The User undertakes to use the user account in a fair and proper way, in compliance with these General Terms and Conditions; he/she shall behave in a manner consistent with user account rules, laws and regulations in force, public order and morals, and the rights of third parties.

1.3 The User shall refrain from any behaviour that is illegal or would constitute fraud with respect to the European Academy of Neurology, other users, or third parties.

1.4 The User shall refrain from collecting in any form whatsoever, information on other users without their consent, either manually or automatically, such as e-mail addresses, particularly in order to send non-

☒ I hereby confirm the terms & conditions

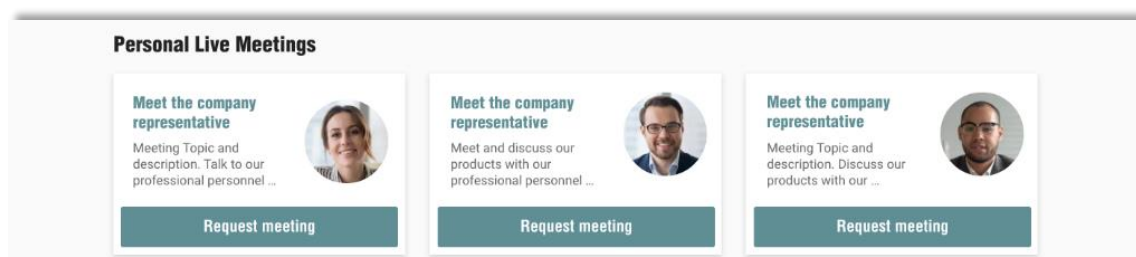
Yes, I want to enter

I want to enter anonymously

Cancel

2.12 Personal meeting links

- Invite visitors into your virtual meeting rooms (number of meeting links available depending on selected package)
- Virtual meeting rooms & booking tool on request:
 - Virtual meeting rooms are Zoom channels with access via the link on the company profile page. Access depends on actual Zoom configuration (e.g. waiting room, one-to-one or one-to-many presentations)
 - Via the booking tool, exhibitors can define timeslots where meetings can be booked, participants can then book a timeslot which suits best, the meeting takes place in Zoom, the link will be send via the booking tool



2.13 On-demand player integration (for satellite symposium, if any)

- On-demand satellite symposium recordings will be available in company profile
- A picture will be displayed in the player window, if no recording is selected from the videos on the right – to be uploaded by exhibitor



2.14 Link to satellite symposia (if any)

- Access to the exhibitors' satellite symposia
- Automatically listed according to the number of the exhibitors' satellite symposia



2.15 Content not uploaded

- Sections with no uploaded content will remain hidden and the next listed item will display instead e.g. should the exhibitor not have a 2D/3D stand to link, the products and respective list of section will move up, in the order shown in this manual.

3. PRODUCT SHOWREEL

3.1 Display of product in showreel

- Companies can present a limited number of products in the ESMO Virtual Congress 2020 product showreel (number depending on selected package)
- Visitors can filter, watch and rate contents
- Linked to company profile

The screenshot displays the 'PRODUCTS SPOTLIGHT AREA' of the ESMO Virtual Congress 2020 website. At the top, there is a navigation bar with links: STREAMING, PROGRAMME, POSTERS, SATELLITES, EXHIBITION, MEETINGS HUB, SPONSORED PUBLICATIONS, NEWS, and CONGRESS BAG. Below this is a ticker text area. The main content area features a 'PRODUCTS SPOTLIGHT AREA' with a 'Topics' filter set to 'all'. A grid of six product cards is shown, each with a video player, a product image, a company logo, and a description. The products are: MOBILETT Elara Max (Siemens Healthineers), Epoc® Blood Analysis System (Philips), Fabius® MRI (Dräger), Fabius® MRI (LNC Therapeutics), MOBILETT Elara Max (GE Healthcare), and Epoc® Blood Analysis System (Dexcom).

PRODUCTS SPOTLIGHT AREA

Topics: **all** Topic 1 Topic 2

MOBILETT Elara Max (SIEMENS Healthineers)

Wide Range of Applications - with multiple light sources and filters, the c200 can image multiple types of gels and blots. Compact Design - 38cm W X 55cm H X 36cm D, giving you more space for your

Epoc® Blood Analysis System (PHILIPS)

Wide Range of Applications - with multiple light sources and filters, the c200 can image multiple types of gels and blots. Compact Design - 38cm W X 55cm H X 36cm D, giving you more space for your

Fabius® MRI (Dräger)

Wide Range of Applications - with multiple light sources and filters, the c200 can image multiple types of gels and blots. Compact Design - 38cm W X 55cm H X 36cm D, giving you more space for your

Fabius® MRI (LNC Therapeutics)

Wide Range of Applications - with multiple light sources and filters, the c200 can image multiple types of gels and blots. Compact Design - 38cm W X 55cm H X 36cm D, giving you more space for your

MOBILETT Elara Max (GE Healthcare)

Wide Range of Applications - with multiple light sources and filters, the c200 can image multiple types of gels and blots. Compact Design - 38cm W X 55cm H X 36cm D, giving you more space for your

Epoc® Blood Analysis System (DEXCOM)

Wide Range of Applications - with multiple light sources and filters, the c200 can image multiple types of gels and blots. Compact Design - 38cm W X 55cm H X 36cm D, giving you more space for your

4. SPECIFICATIONS

4.1 Specs overview by item

Company logo	File type: .png with transparent background Dimensions: min. 72 dpi (centred on slide, available space up to 436x244px)
Company profile banner	File type: .png or .jpg Dimensions: 1368 px wide x 200 px high, min. 72 dpi
External 3D/2D booth	Link to your already existing virtual booth. URL to be provided.
Products Can be grouped by individual headings Can include one video, audio file, pdf and link to an external website	Graphic file type: .png or .jpg Graphic dimensions: 436 px wide x 244 px high, min. 72 dpi Title: max. 30 characters Short description: max. 180 characters Media Types: Video mp4, max 2 GB; Audio mp3, max 1 GB; PDF, max 250 MB, external link
Company description	Plain text with max. 1200 characters
Contact details	Address: Company Name + Address incl. Country + Website + Contact email + Phone number
Social media links	Twitter, Instagram, LinkedIn, Facebook
Lead retrieval “Ask a question”	Default: Integrated lead retrieval that is connected to the registration database. Delegates can send a question and share contact details with the company. The collected data and questions are available via the company backend during the congress. Option: button can be linked to an external website / webform or as a “mailto:...” option.
Integrated Chat	Companies will get access to the chat backend and chat with delegates on their profile page. Function can be switched off when staff members are not available to reply. The Lead retrieval “Ask a question” can be used alternatively.

Personal meeting links	<p>Specifications:</p> <p>Photo/graphic of meeting organizer: .png or .jpg</p> <p>Photo dimensions: 150 px wide x 150 px high, min. 72 dpi</p> <p>Meeting title: max. 30 characters</p> <p>Short description: max. 100 characters</p> <p>Each live meeting box contains a link either directly into an online meeting tool (e.g. Zoom) or to an appointment booking tool.</p> <p>Please contact industry@m-events.com to order the preferred tool for you personal meeting links.</p>
On-demand player image	<p>Custom image for the player window, if webcast video is not playing: 1070 x 602px</p>
Satellite symposia section	<p>This section will automatically be inserted from the virtual congress system according to the latest programme. This feature will be implemented if the company has a Satellite Symposium during the ESMO Virtual Congress 2020.</p>

4.2 Product showreel

Companies can present a limited number of products in the ESMO Virtual Congress 2020 product showreel (number depending on selected package).

Companies can select these products from the products on the profile page or create new products for the showreel. Both will be managed via the company backend by the company.



















Visitors can filter, watch and rate contents on the showreel page.

Products on the showreel page are linked to the company profile.

4.3 Specification screens



Additional Product and Scientific Content

 <p>Image min. 436 x 244px</p> <p>Product Title</p> <p>Wide Range of Applications - with multiple light sources and filters, the c200 can image multiple types of gels and blots. Compact Design - 38cm W X 55cm H X 36cm D, giving you more space for your</p> <p>PDF download  www.productlink.com </p>	 <p>PDF: max. 250 MB</p> <p>c200 Gel Imaging Workstation</p> <p>Wide Range of Applications - with multiple light sources and filters, the c200 can image multiple types of gels and blots. Compact Design - 38cm W X 55cm H X 36cm D, giving you more space for your</p> <p>PDF download  www.productlink.com </p>	 <p>Image min. 436 x 244px</p> <p>Product title</p> <p>Wide Range of Applications - with multiple light sources and filters, the c200 can image multiple types of gels and blots. Compact Design - 38cm W X 55cm H X 36cm D, giving you more space for your</p> <p>PDF download  www.productlink.com </p>
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Company Info

We have 3 global businesses that research, develop and manufacture innovative pharmaceutical medicines, vaccines and consumer healthcare products. Our goal is to be one of the world's most innovative, best performing and trusted healthcare companies. Our values and expectations are at the heart of everything we do and help define our culture - so that together we can deliver extraordinary things for our patients and consumers and make GSK a brilliant place to work. Our values are Patient focus, Transparency, Respect, Integrity. Our expectations are Courage, Accountability, Development, Teamwork. Our values and expectations are at the heart of everything we do and help define our culture - so that together we can deliver extraordinary things for our patients and consumers and make GSK a brilliant place to work. Our values are Patient focus, Transparency, Respect, Integrity. Our expectations are Courage, Accountability, Development, Teamwork.

Contact

Registered office
980 Great West Road, Brentford,
Middlesex, TW8 9GS, United
Kingdom.

Webpage
www.gsk.com 



Personal Live Meetings

Meet the company representative

Meeting Topic and description. Talk to our professional personnel ...

min.
150 x 150

[Request meeting](#)

Meet the company representative

Meet and discuss our products with our professional personnel ...

min.
150 x 150

[Request meeting](#)

Meet the company representative

Meeting Topic and description. Discuss our products with our ...

min.
150 x 150

[Request meeting](#)

Meet the company representative

Meet and discuss our products with our professional personnel ...

min.
150 x 150

[Request meeting](#)

Satellite Symposia

Title of Satellite Symposium



[▶ Hall F](#) 22 September, 08:30 – 10:30

Title of Satellite Symposium



[▶ Hall F](#) 22 September, 08:30 – 10:30

Title of Satellite Symposium



[▶ Hall F](#) 23 September, 08:30 – 10:30