ESMO Asia Virtual Congress 2020
Exhibitor Manual
Welcome!

The ESMO Asia Virtual Congress 2020 is the leading scientific platform in the Asia-Pacific region for the presentation of the latest oncology advances and state-of-the-art education to oncologists.

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. The ESMO Asia 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 Asia Virtual Congress 2020 activities.

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

**CONGRESS DATES**

<table>
<thead>
<tr>
<th>Official programme &amp; Industry Satellite Symposia</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-22 November 2020</td>
</tr>
<tr>
<td>SITC Primer, ESMO Colloquia &amp; ePosters</td>
</tr>
<tr>
<td>19-22 November 2020</td>
</tr>
<tr>
<td>Virtual Exhibition</td>
</tr>
<tr>
<td>19-22 November 2020</td>
</tr>
</tbody>
</table>

**Important Note:**
The platform and all activities will close on 22 November 2020. However, the platform will remain available with the on-demand content and exhibition information until 29 November 2020.

**DEADLINES**

- **26 October 2020** Exhibitors to confirm Company administrator contact to asiacongress@esmo.org
- **26 October 2020** Exhibitors to confirm if medical and commercial sections are required to asiacongress@esmo.org
- **26 October 2020** Exhibitors to provide contact details of the staff members manning the Integrated Chat to asiacongress@esmo.org
- **26 October 2020** Exhibitors to submit order for Personal Live meetings to industry@esmo.org
- **30 October 2020** Companies begin uploading content to their profiles
- **14 November 2020** Deadline for the content upload
## INDEX

CONTACTS .................................................................................................................. 4

1. VIRTUAL EXHIBITION SPACE ENTITLEMENTS .................................................................... 5
   1.1 Sponsorship Package entitlements overview ................................................................ 5

2. EXHIBITOR PROFILE OPTIONS .................................................................................. 6
   2.1 Summary and general information ........................................................................ 6
   2.2 Profile overview – mock-ups ................................................................................ 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 up loadable 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, as allocated in the sponsorship package) ........................................................ 14
   2.14 Link to satellite symposia (as allocated in the sponsorship package) ..................... 15
   2.15 Content not uploaded ........................................................................................ 15

3. PRODUCTS SPOTLIGHT AREA .................................................................................. 16
   3.1 Display of product in Products Spotlight Area ....................................................... 16

4. SPECIFICATIONS .................................................................................................... 17
   4.1 Specs overview by item ....................................................................................... 17
   4.2 Specification screens .............................................................................................. 19
M Events Cross Media GmbH has been appointed as the virtual platform supplier for ESMO Asia Virtual Congress 2020 and will be the official virtual exhibition provider.

### ESMO Asia Virtual Congress 2020 Secretariat
ESMO Head Office  
Via Ginevra 4  
6900 Lugano, Switzerland

Web: [www.esmoasia.org](http://www.esmoasia.org)  
E-mail: [asiacongress@esmo.org](mailto:asiacongress@esmo.org)

| Sponsorship, Industry satellite symposia and advertising |  
| Zarina Othman | sponsorevents@esmo.org | +41 (0)79 895 82 58 |  
| Operations management |  
| Valentina Vinci-Allevato | asiacongress@esmo.org | +41 (0)91 973 55 85 |  
| Satellite symposia |  
| Zhixin Teo | sponsorevents@esmo.org | +41 (0)91 973 55 63 |  
| Exhibition |  
| Janice Neo | asiacongress@esmo.org | +41 (0)79 973 55 64 |  
| Registration management |  
| Valentina Meier | groups@esmo.org | +41 (0)91 973 19 63 |  
| Programme management |  
| Kate Kronig | programme@esmo.org | +41 (0)91 973 19 60 |
# 1. Virtual Exhibition Space Entitlements

## 1.1 Sponsorship Package entitlements overview

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

The exhibition entitlements listed below are an extract of the original titled sponsorship packages:

<table>
<thead>
<tr>
<th>Item</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
<th>Sponsor</th>
<th>Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company logo (size depending on sponsor category)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Company description</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Company profile banner (with link)</td>
<td></td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>No</td>
</tr>
<tr>
<td>2D/3D Stand integration</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>On-demand player integration (for satellite symposium)</td>
<td></td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Social Media links</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Lead retrieval pop-up</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Lead retrieval &quot;Ask a question&quot;</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Integrated chat</td>
<td>6 staff members</td>
<td>5 staff members</td>
<td>4 staff members</td>
<td>3 staff members</td>
<td>2 staff members</td>
<td>1 staff member</td>
</tr>
<tr>
<td>Product video &amp; podcast or PDF</td>
<td>Unlimited</td>
<td>Unlimited</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>No</td>
</tr>
<tr>
<td>Personal meeting links (via Zoom or own company infrastructure)</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>No</td>
</tr>
<tr>
<td>Linked satellite symposium</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Display of product(s) in Products Spotlight Area</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>No</td>
</tr>
<tr>
<td>Full complimentary registrations</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>4</td>
<td>2</td>
</tr>
</tbody>
</table>
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 main “Company administrator” contact by 26 October 2020 to asiacongress@esmo.org. Details to be provided: first and last name, email address.

The “Company administrator” will be able to add further staff members 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 and items order of a profile page is the same for all companies according to the Sponsor 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 (Product tiles only) and display it in 2 different sections. Please confirm to asiacongress@esmo.org by 26 October 2020 if you require a Company profile with medical and commercial content distinction.

For the Integrated chat, exhibitors will be provided with a separate backend login through which all incoming messages can be managed. Please provide the names of the staff members manning the chat to asiacongress@esmo.org by 26 October 2020 according to your sponsor package and the entitled number of logins. Details to be provided: first and last name, email address.

Please make sure to confirm to M Events (industry@esmo.org) by 26 October 2020 if you require a meeting booking tool/zoom room for the Personal Live Meetings tiles.

Dedicated instructions on specific sections of the company profile and further details about the upload process on the backend will be provided here soon, before the upload of content opens on 30 October 2020.

The ESMO Team will provide support for the configuration of the profiles.
2.2 Profile overview – mock-ups
2.3 **Company logo**

- The company logo will be displayed in the Exhibitor Directory, size and position are determined according to the selected package
- Alphabetical order within the same sponsorship level

*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO Asia Virtual Congress 2020 design.*
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 web design to be handled by exhibitor

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), downloadable PDF (250MB), links to external website

*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO Asia Virtual Congress 2020 design.
2.6.2 Product PDFs

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

2.7 Company description & social media links

- General description of company, address and website
- Social media links

2.8 Medical / Commercial content

- Companies that require a differentiation between medical and commercial content are requested to advise asiacongress@esmo.org by 26 October 2020
- Please note that only Product tiles are allowed in the medical/commercial sub-profiles, all other elements of the company page (according to package) are displayed in the main landing page
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
- Companies to provide first name, last name and email address of the staff members manning the Integrated Chat by 26 October 2020 to asiacongress@esmo.org

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 company to know that you were here

Kindly be informed that the Privacy Policy applies.

Contact data you are about to share

Title, First Name, Last Name, Profession, Institution, Department, City, Country, E-Mail

Show conditions

ESMO Virtual Congress 2020 - Terms and conditions

Prescriber* only information

ESMO meetings are accessible to certified healthcare professionals, associated press, industry representatives and other stakeholders in the science, management and prevention of oncological diseases.

Certain industry symposia and exhibition pages contain information only intended for prescribing healthcare professionals. Non-prescribers should not read, share or download the clearly marked prescriber information.

Further note that prescribing information may vary depending on local approval in each country. The promotional materials contained on this site were developed and approved consistent with the EMA label. Prescribing information may vary depending on local approval in each country. Therefore, before prescribing any product, always refer to local materials such as the prescribing information and/or the Summary of Product Characteristics (SPC). All best compliance efforts have been taken by

I hereby accept the Terms and Conditions.

I want to enter anonymously  I want to enter and share my data

*Conditions are subject to change.
2.12 **Personal meeting links**

- Invite visitors into your virtual meeting rooms (number of meeting tiles available depending on selected package)
- Include links to virtual meeting rooms: exhibitors can choose to set-up the meeting room on their own via the tool they prefer (zoom, skype, teams,...) or ask M Events to set-up the personal live meeting tile by choosing between two options:
  - To link to a Zoom channel. Access depends on actual Zoom configuration (e.g. waiting room, one-to-one or one-to-many presentations)
  - To link to a booking tool. Exhibitors can define timeslots where meetings can be booked, participants can then book a timeslot which suits best and will then receive a confirmation via email including a link to a Zoom room.

Should you require the Personal Live Meetings set-up, please contact M Events ([industry@esmo.org](mailto:industry@esmo.org)) by 26 October 2020.

---

2.13 **On-demand player integration (for satellite symposium, as allocated in the sponsorship package)**

- On-demand satellite symposium recordings will be available in the company profile
- A picture will be displayed in the player window, if no recording is selected from the videos on the right – image can be customised by the exhibitor
- The Satellite Symposia videos on the right-hand side will be available upon publication on the ESMO Asia Virtual Congress 2020 platform
2.14 Link to satellite symposia (as allocated in the sponsorship package)
- 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.
- Exhibitors are asked to inform asiacongress@esmo.org should any section not be used, despite being entitled (according to sponsor package).
3. PRODUCTS SPOTLIGHT AREA

3.1 Display of product in Products Spotlight Area

- Companies can present a limited number of products in the ESMO Asia Virtual Congress 2020 Products Spotlight Area (number depending on selected package).
- Exhibitors can select these products to be displayed in the Products Spotlight Area from the company page backend access. Products can be displayed both in the Exhibitor's company page and showreel, or choose different products to be displayed in the two areas.
- Visitors can search by product name or sort by company.
- Products displayed in continuous random order.
- Product linked to company profile.
### 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 external virtual booth. URL to be provided.  
|                      | Design of the virtual booth to be handled by the exhibitor on an external platform. |
| **Products** | Graphic file type: .png or .jpg  
| Can be grouped by individual headings | Graphic dimensions: 872 px wide x 488 px high, min. 72 dpi  
| One tile can include one video, audio file, downloadable pdf and link to an external website | 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, Website, Contact email, Phone number |
| **Social media links** | Twitter, Instagram, LinkedIn, Facebook |
| **Lead retrieval** | 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.  
| “Ask a question” | Customisable option: button can be linked to a “mailto:...” option (but no data within the platform will be available). |
| **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.

<table>
<thead>
<tr>
<th>Personal meeting links</th>
<th>Specifications:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Photo/graphic of meeting organiser: .png or .jpg</td>
</tr>
<tr>
<td></td>
<td>• Photo dimensions: 150 px wide x 150 px high, min. 72 dpi</td>
</tr>
<tr>
<td></td>
<td>• Meeting title: max. 30 characters</td>
</tr>
<tr>
<td></td>
<td>• Short description: max. 100 characters</td>
</tr>
</tbody>
</table>

Each live meeting box can contain a link redirecting either directly into an online meeting tool (e.g. Zoom) or to an appointment booking tool.

Exhibitors can set-up the links on their own via the preferred tools (Skype, Zoom, Teams,….) or request M Events to set-up the meeting room (Zoom only) or booking tool (connected to a Zoom room).

Please contact industry@esmo.org to arrange the links for the Personal Live meetings by 26 October 2020.

<table>
<thead>
<tr>
<th>On-demand player image</th>
<th>Custom image for the player window, if webcast video is not playing: 1070px wide x 602px high, min. 72 dpi</th>
</tr>
</thead>
</table>

| Satellite symposia section | 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 Asia Virtual Congress 2020. |
4.2 Specification screens