

ESMO Asia Virtual Congress 2020 Industry Guidelines

Welcome!

You have decided to partner the ESMO Asia Virtual Congress 2020, the 6th edition and now in its brand new virtual format!

CONGRESS DATES

ePosters & Virtual Exhibition

19-22 November 2020

Official programme, ESMO Colloquia & Industry Satellites Symposia

20-22 November 2020

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.

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 Asia Virtual Congress 2020 Industry Guidelines will guide you in the necessary steps of your participation at our brand new ESMO Asia Virtual congress.

The document is organised into 6 distinct sections namely:

- Deadlines
- Index
- Contacts
- Industry Satellite Symposia
- Promotion
- General Terms and Conditions

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 these Industry Guidelines and also in any updates posted on www.esmoasia.org and on the [ESMO Asia Virtual Congress 2020 Satellites & Exhibition Instructions platform](#).

Details regarding the Virtual Exhibition will be included in the ESMO Asia Virtual Congress 2020 Exhibitor Manual. A copy of this document will be available on our website and your main contact for any additional queries on this aspect of the project will be the ESMO Asia Virtual Congress 2020 Secretariat (asiacongress@esmo.org).

We look forward to working with you towards a rich and innovative ESMO Asia Virtual Congress 2020!

DEADLINES

Virtual Platform deadlines

14 October 2020	Final programme submission deadline Any change to the programme, including symposium title, presentation titles, speakers and chairpersons names, must be submitted to the ESMO Scientific Programmes Department (programme@esmo.org)
14 October 2020	Deadline to inform ESMO if the satellite pre-recording will be done by the official supplier M events or externally (asiacongress@esmo.org)
14 October 2020	Deadline to confirm <u>person responsible for the organisation</u> of the satellite symposium (asiacongress@esmo.org)
14 October 2020	Deadline to confirm <u>person responsible for the moderation of Questions & Comments</u> function in the Satellite Symposium Virtual Space, if different from the person responsible for the organisation (asiacongress@esmo.org); the moderation will be accessible from the backend of the Satellite Symposium Virtual Space
26 October 2020	For companies who have decided to have the pre-recording done by M Events Deadline to book the the Satellite pre-recording slot via the dedicated online booking tool (sent by email in due time)
26 October 2020	Deadline to submit the artwork for the ESMO Asia Virtual Congress 2020 Industry Satellite Symposia Gallery (sponsorevents@esmo.org)
26 October 2020	Deadline to order additional satellite symposia and Live Q&A services (industry@esmo.org) via the <u>dedicated order form</u>
26 October 2020	Deadline to confirm if the Live Q&A needs to be recorded and bolted on to the satellite symposium recording via the <u>dedicated order form</u> (industry@esmo.org)
26 October 2020	The responsible person will receive a dedicated link to the backend of the platform to upload all company materials, text and details in the Satellite Symposium Virtual Space
6 November 2020	For companies who have decided to have the pre-recording done externally Deadline to upload the final video on the Satellite Symposium Virtual Space backend
6 November 2020	Deadline to book the Satellite Symposium Live Q&A rehearsal via the dedicated online booking tool (sent by email in due time)
6 November 2020	Deadline to upload all company materials, text, and details in the Satellite Symposium Virtual Space
6 November 2020	Deadline to send to M Events (industry@esmo.org) the speakers' biographies and pictures by using the <u>dedicated template</u>
48 hours prior the satellite	Links for attending the Satellite Symposium in the live backend will be sent by M Events to the <u>person responsible for the organisation</u> of the satellite symposium

Publication deadlines

19 October 2020	Satellite Invitation Weblink and Virtual Bag Insert (sponsorevents@esmo.org)
26 October 2020	Virtual Scientific Programme Banners and Virtual Congress Banners (sponsorevents@esmo.org)

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CONTACTS

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 pre-recorded satellite symposia webcast provider.

ESMO Asia Virtual Congress 2020 Industry Satellite Symposia Support

ESMO Asia Virtual Congress 2020 Secretariat ESMO Head Office Via Ginevra 4 6900 Lugano, Switzerland Web: www.esmoasia.org E-mail: asiacongress@esmo.org	M Events Cross Media GmbH  Gaußstraße 3 12459 Berlin, Germany E-mail: industry@esmo.org
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INDUSTRY SATELLITE SYMPOSIA

1. SATELLITE SYMPOSIA GENERAL INFORMATION

Satellite symposia will take place from 20-22 November 2020 and be located in the ESMO Asia Virtual Congress 2020 Industry Satellite Symposia Gallery. Details of available slots may be obtained by email from sponsorevents@esmo.org

1.1 Satellite Symposia Programmes

All satellite symposia programmes must be approved by the ESMO Asia Virtual Congress 2020 Scientific Committee with a view to ensuring the scientific quality and scope of such symposia within the framework of the Congress. Companies are strongly encouraged to establish a programme in line with the general concept of the Congress scientific programme. Current ESMO policy encourages the avoidance of topic and/or statement repetition, and/or lectures which may be in conflict with what the ESMO Asia Virtual Congress 2020 Scientific Committee considers to be a proper, scientifically well-founded point of view. ESMO reserves the right to veto speakers. In order to ensure a greater diversity of opinion and scientific contribution, the ESMO Executive Board recommends that a speaker presents at no more than one (1) satellite symposium. However, if unavoidable, a speaker may be involved in a second satellite for a maximum of two (2) symposia during the Congress. Kindly note that this restriction applies regardless of whether the speaker receives an honorarium or not.

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

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

The ESMO Asia 2020 Scientific Committee Co-Chairs are also not allowed to participate in any industry sponsored satellite symposium. This restriction does not apply to ESMO Colloquia.

Details of the ESMO Council may be found via:

www.esmo.org/About-Us/Who-We-Are/ESMO-Council

Any changes to the provisional or the final programme must be forwarded immediately for re-approval to the ESMO Asia Virtual Congress 2020 Programme Department (programme@esmo.org) in time to submit the final version by **14 October 2020** at the latest.

Submitting an abstract to the ESMO Asia Virtual Congress Scientific Committee and the official Congress programme implies that the study reported therein will not be presented as such during the Congress at any industry satellite symposium prior to its presentation in the official ESMO Virtual Congress 2020 programme, and that it has not been presented elsewhere.

1.2 Programme submission deadline

14 October 2020	Deadline for receipt of the final programme
30 October 2020	Deadline for minor changes to the programme

Please note that ESMO can act as a provider of sponsored educational satellite symposia, offering companies the benefit of the society's experience and knowhow to develop a truly independent symposium. If you are interested in receiving more information about ESMO Colloquia, please contact programme@esmo.org

2. SATELLITE SYMPOSIA DETAILS

No.	Duration	Day	Time*
1	1h30	Friday, 20 November	12:00-13:30
2	1h30	Friday, 20 November	12:00-13:30
3	1h30	Friday, 20 November	12:00-13:30
4	1h30	Friday, 20 November	12:00-13:30
5	1h30	Friday, 20 November	12:00-13:30
6	1h30	Friday, 20 November	12:00-13:30
7	1h30	Friday, 20 November	12:00-13:30
8	1h30	Saturday, 21 November	12:00-13:30
9	1h30	Saturday, 21 November	12:00-13:30
10	1h30	Saturday, 21 November	12:00-13:30
11	1h30	Saturday, 21 November	12:00-13:30
12	1h30	Saturday, 21 November	12:00-13:30
13	1h30	Saturday, 21 November	12:00-13:30
14	1h30	Saturday, 21 November	12:00-13:30
15	1h30	Sunday, 22 November	12:00-13:30
16	1h30	Sunday, 22 November	12:00-13:30
17	1h30	Sunday, 22 November	12:00-13:30
18	1h30	Sunday, 22 November	12:00-13:30
19	1h30	Sunday, 22 November	12:00-13:30
20	1h30	Sunday, 22 November	12:00-13:30

*The Live Q&A (either 15 or 30 minutes) is included within this timeslot

Satellite symposia slot prices include the following:

- Pre-recorded Webcast of Satellite Symposium (if done with the official supplier M Events) including the Live Q&A Session
- Dedicated satellite symposium virtual space to display additional session information and material
- General metrics
- Symposium session published in the Online Programme, Virtual Congress Platform and Congress App
- Symposium digital poster in the ESMO Asia Virtual Congress 2020 Industry Satellite Symposia Gallery

3. PLATFORM OVERVIEW

3.1 ESMO Asia Virtual Congress 2020 Industry Satellite Symposia Gallery

All satellite symposia will be allocated in the ESMO Asia Virtual Congress 2020 Industry Satellite Symposia Gallery. Satellite symposia can be filtered by Area of Interest and by Company. The areas of interest are predefined by ESMO Asia Virtual Congress 2020 Scientific Committee. There will also be a search engine to easily access the desired satellite session(s).

Each digital programme poster artwork should respect the following format and deadline:

- The wording “ESMO Asia Virtual Congress 2020 Industry Satellite Symposium” must be included at the top of each poster in order to avoid any confusion with the official scientific programme
- Format: 1235 x 1235 pixels (square), PNG or JPEG
- Please submit your programme poster artwork to sponsorevents@esmo.org by **26 October 2020**

INDUSTRY SATELLITE SYMPOSIA GALLERY

Featured On Demand Satellites Live Q&A ESMO Colloquia

Area of Interest Search

Company Search

Search

Janssen - Advanced prostate cancer: How do we move forward in patient management?

Available on-demand from Monday 14 September 2020 09:00 CEST at the ESMO Virtual Congress 2020

ON DEMAND FROM 14 - 29 SEPTEMBER, 2020

Join us at the live Q&A on September 18th from 17:00 to 18:00

AstraZeneca - Current status and future directions for immunotherapy in hepatocellular carcinoma

ON DEMAND FROM 14 - 29 SEPTEMBER, 2020

Join us at the live Q&A on September 18th from 15:30 to 16:00

GSK - Treatment options for women with advanced ovarian cancer: Evaluating the evidence

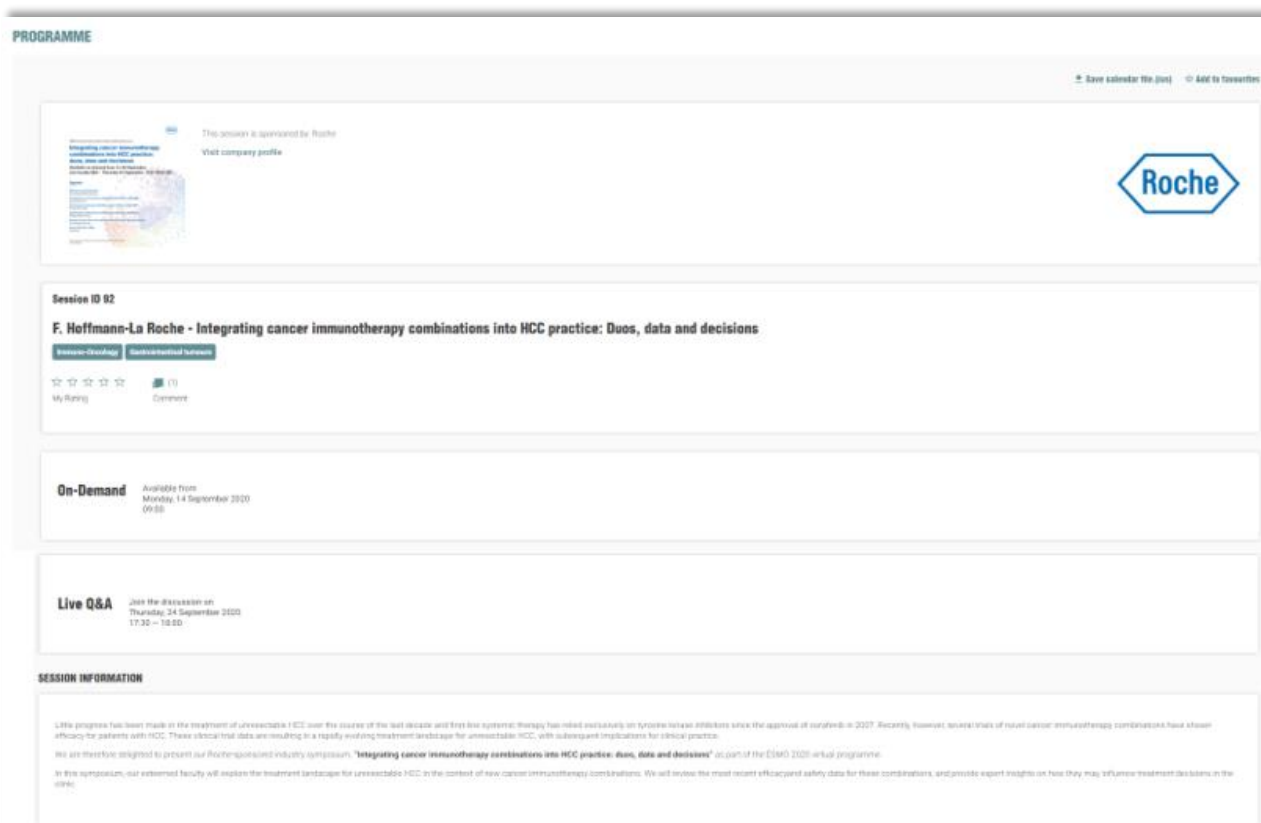
ON DEMAND FROM 14 - 29 SEPTEMBER, 2020

Join us at the live Q&A on September 24th from 16:15 to 16:45

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

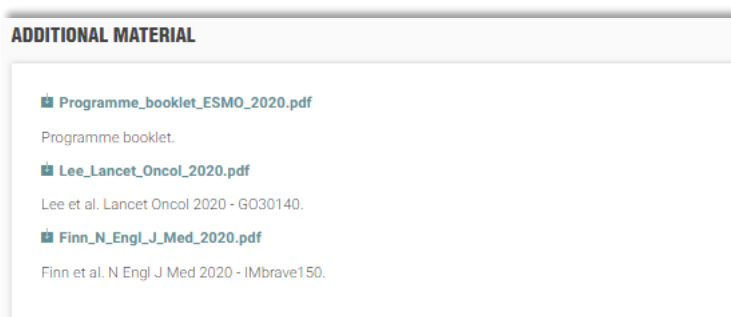
3.2 Dedicated Satellite Symposium Virtual Space

Each satellite symposium will have a dedicated virtual space to upload satellites-related materials, session information, share links and also interact with the delegates via the Questions & Comments function. Log-in details for accessing to the Virtual platform backend to upload satellites-related materials will be sent to each company separately. **Companies MUST confirm one contact person by 14 October 2020 by informing ESMO (asiacongress@esmo.org).**



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

The additional material section is limited to 3 PDF files per session and should be related to the satellite itself. PDF files can be named.




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

Default display of the satellite symposium on-demand:

Presentation by presentation (one single presentation for each speaker/lecture) as highlighted below:

PROGRAMME


PRESENTATIONS IN THIS SESSION



Presentation ID 5321
Welcome and introductions
Arndt Vogel, Hannover, Germany

Available from 09:00
Monday, 14 September 2020


[Save calendar file.\(ics\)](#) [Add to favourites](#)



Presentation ID 5322
Tracking the recent advances within the field of unresectable HCC
David Pinato, London, United Kingdom

Available from 09:00
Monday, 14 September 2020

[Save calendar file.\(ics\)](#) [Add to favourites](#)



Presentation ID 5323
Reviewing the latest phase III efficacy data for unresectable HCC
Andrew Zhu, Boston, United States

Available from 09:00
Monday, 14 September 2020

[Save calendar file.\(ics\)](#) [Add to favourites](#)

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

3.3 Chairs/Speakers

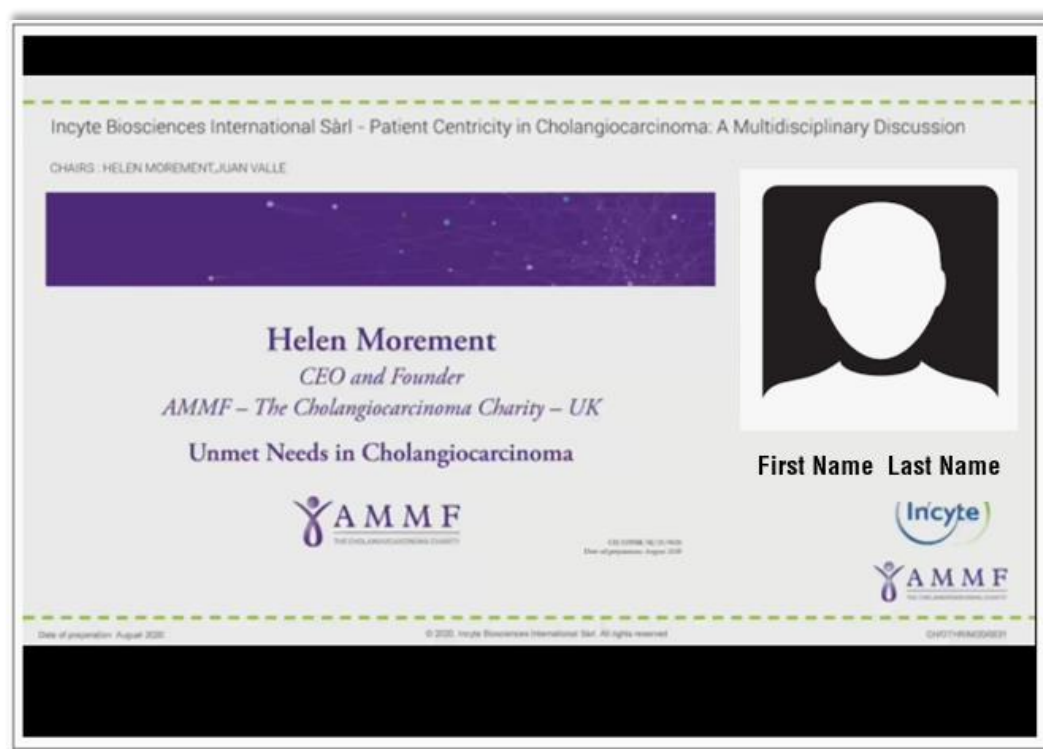
There will also be dedicated sections of the page for the chairs/speakers pictures, names and related biographies.



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

3.4 Presentation View and Webcast with M Events

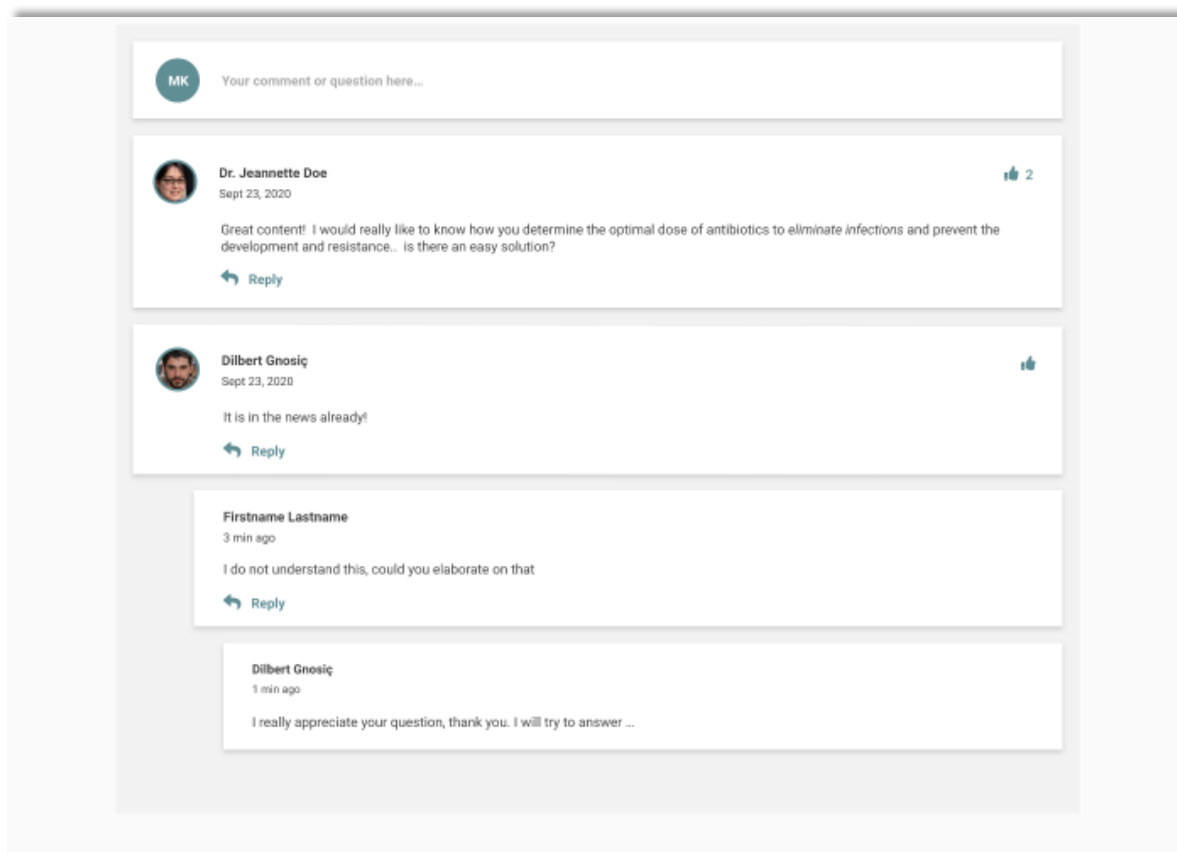
As a default, the presentation slides are shown on the left, and the presenter's video (or photo) is displayed on the right. The title of the session and the chairs (if any) are shown on the top of the view, the title of the lecture is shown underneath the speaker picture.



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

3.5 Questions & Comments function

Each satellite symposium will be given the possibility to have a dedicated questions & comments functionality allowing for a more engaging experience with participants. Participants can post and reply comments of other attendees. Via the backend, sponsors can activate/deactivate this function for their satellite, reply and delete comments when necessary. Log-in details will be sent to each company separately. **Companies MUST confirm the contact person by 14 October 2020 by informing ESMO (asiacongress@esmo.org)**



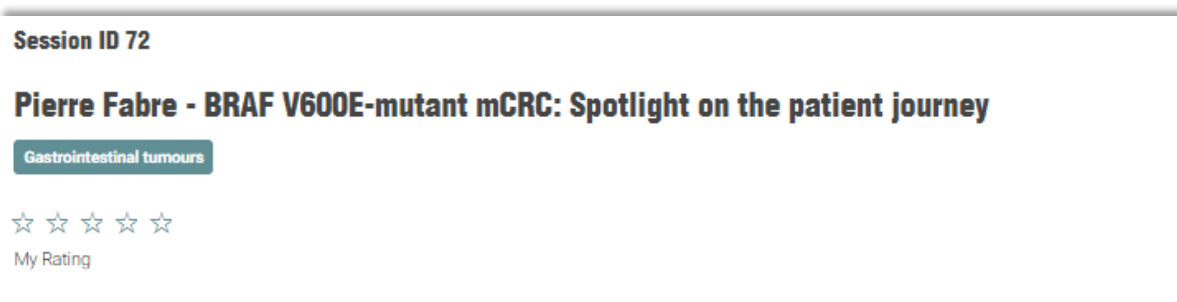
* Indicative example, all visuals/graphics of this document are subject to change according to the ESMO Asia Virtual Congress 2020 design.

The questions & comments function includes the following features:

- Admin access for sponsors to moderate dashboard
- Available from 20 until 29 November 2020

3.6 Rating

Each satellite symposium will be given the possibility to have a rating feature on their satellite symposium Virtual Space. Delegates will be able to rate (1-5 stars) satellite symposia, by session and by individual presentation. Sponsors can activate/deactivate this function from the backend.



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

4. PRE-RECORDING

Companies can choose to do the pre-recording of their satellite either with the official supplier M Events or externally and this must be communicated to ESMO (asiacongress@esmo.org) **by 14 October**. After this deadline M Events will not be able to accept any further pre-recording request.

4.1 Recording via M Events Virtual Congress system

Companies that have chosen to do the pre-recording with M Events will have to book via an online booking tool one dedicated 3-hour time slot for the recording of the complete satellite. This pre-recording time slot includes an introduction and the recording of all presentations within one session, therefore all speakers need to be available in this timeslot. The default pre-recording outcome is one video webcast per presentation/lecture. Complete session webcast is possible only at extra charge and on specific request done to M Events by **26 October** (industry@esmo.org).

4.1.1 Services included in the recording via M Events

- One 3-hour online appointment for the recording of all presentations, incl. 30 minutes general instructions and technical check of speaker's hardware (minimum requirements for speakers: computer, webcam, headphone or speaker, 5mbit internet connection)
- Sending of invitation link for speakers and chairmen to the system
- Recording of presentation and speaker audio & video via system
- Result of recording will be one MP4-file per presentation
- Custom recording background design (full HD picture (16:9) in picture background)
- Up to 4 speakers / presentations (for additional speakers/presentation a €250 fee will be charged extra to the Companies)
- Up to 1 hour of preliminary consultation with M Events
- 2 hours cutting and post production before first review – further edits upon request and at an additional charge (250€ per hour)
- The final recording file may be requested to M Events at no extra costs; companies may also review and edit the videos, however the final content needs to be delivered by **13 November 2020**

The designated contact person of the satellite will be contacted by M Events for further details, schedules and booking options. All presentations for the recording need to be uploaded to the the system at least 48 hours before the booked recording slot.

i - The full technical instructions for the recording via M Events will be available [here](#) soon.

4.2 Recording with external supplier

If you are using an external supplier to record your satellite symposium please notify ESMO (asiacongress@esmo.org) by 14 October 2020. The appointed agency will need to deliver the complete video file(s) as full HD MP4 (h.264 MPEG-4 AVC) and to upload it on the platform **by 6 November 2020**.

M Events will provide technical support (up to 1 hour) for the following items:

- Uploading of the video into the system by appointment
- Upload of speaker pictures and biographies
- Preview of uploaded content

5. ADDITIONAL SERVICES INCLUDED

Once your session presentations have been uploaded to the system, you can benefit from the following services:

5.1 Session rehearsal for Live Q&A

- Up to 60 minutes rehearsal/preview with speakers and company representatives (incl. Polling and Q&A if purchased)
- General instructions and technical check of speaker's hardware

5.2 Satellite Symposium Live Q&A

Each satellite symposium slot can include at the end a Live Q&A of either 15 or 30 minutes within the allocated 90 minutes slot, where speakers and/or chairs discuss the session content in a live-stream and delegates can send in questions via the Q&A chat. The session can contain some slides or videos if required, followed by the discussion.

Companies may request the recording file of the Live Q&A to M Events. The result of the recording will be one .mp4 file. Upon request the webcast of the Live Q&A will be bolted on to the satellite symposium recording available in the dedicated virtual space within 48 hours.

Both services need to be confirmed to M Events (industry@esmo.org) by **26 October 2020** via the dedicated [Satellite Symposia Order Form](#).

i - All the information and technical instructions for the Live Q&A will be available [here](#) soon.

5.2.1 Scheduled Satellite Symposium and Live Q&A chat function (included if required)

The ESMO Asia Virtual Congress 2020 attendees can send questions via the “Questions & Answers” chat function. Q&A chat is optional and should be confirmed to M Events (industry@esmo.org) by **26 October** via the dedicated [Satellite Symposia Order Form](#).

- Available during the scheduled Satellite Symposium and Live Q&A
- Two levels of visibility of the questions/comments: Audience view and Faculty view
- Comments can be managed (hide, delete, answer) by the chat moderation page
- Speakers are free to discuss any topic or choose to discuss the topic raised by comments

Congress participants will be able to ask questions (by typing in) using the chatbox underneath the streaming video.

5.3 Post-congress hosting

The platform and all activities will close on 22 November 2020. However, the platform will remain available with the on demand content (incl. satellite symposia) and exhibition information until 29 November 2020.

By the end of November 2020, the hosting will be handled as follows:

- OncologyPRO Sponsors satellite symposia will be hosted on OncologyPRO for 2 years
- Non-OncologyPRO Sponsors satellite symposia will be hosted free of charge on the ESMO Meetings Library for 6 months

5.4 General metrics

The following metrics will be available after the congress:

- No. of visitors per session
- Average view duration
- No. of visitors per company profile
- No. of visitors per country
- No. of visitors per server time (CET)

6. EXTRA SERVICES AT OWN EXPENSE

For more details on these additional services contact industry@esmo.org. Please make sure to complete and return the [Satellite Symposia Order Form](#) to M Events by **26 October 2020**.

6.1 Polling

You can add interactive polling to your Live Q&A to access the knowledge of your audience and to stimulate engagement and interaction.

The polling system will be activated by the technical host of M Events.

- **For live Q&A only (service not possible for the satellite content available on-demand)**
- You can add interactive polling to your session to assess the knowledge of your audience and to stimulate engagement and interaction
- Integrated with the live online presentation management system and your participants will vote via the livestream viewer
- The polling system will be activated by the technical hosts of M Events Cross Media GmbH

Polling Question

This is the polling question you have to answer. Think about it and select wisely to find the answer

☐ below 7.1
☐ ranging from 10 - 20
☒ exactly 42
☐ above 101

Submit

Result

This is the polling question you have to answer. Think about it and select wisely to find the answer

below 7.1	38%
ranging from 10 - 20	0%
exactly 42	42%
above 101	20%

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

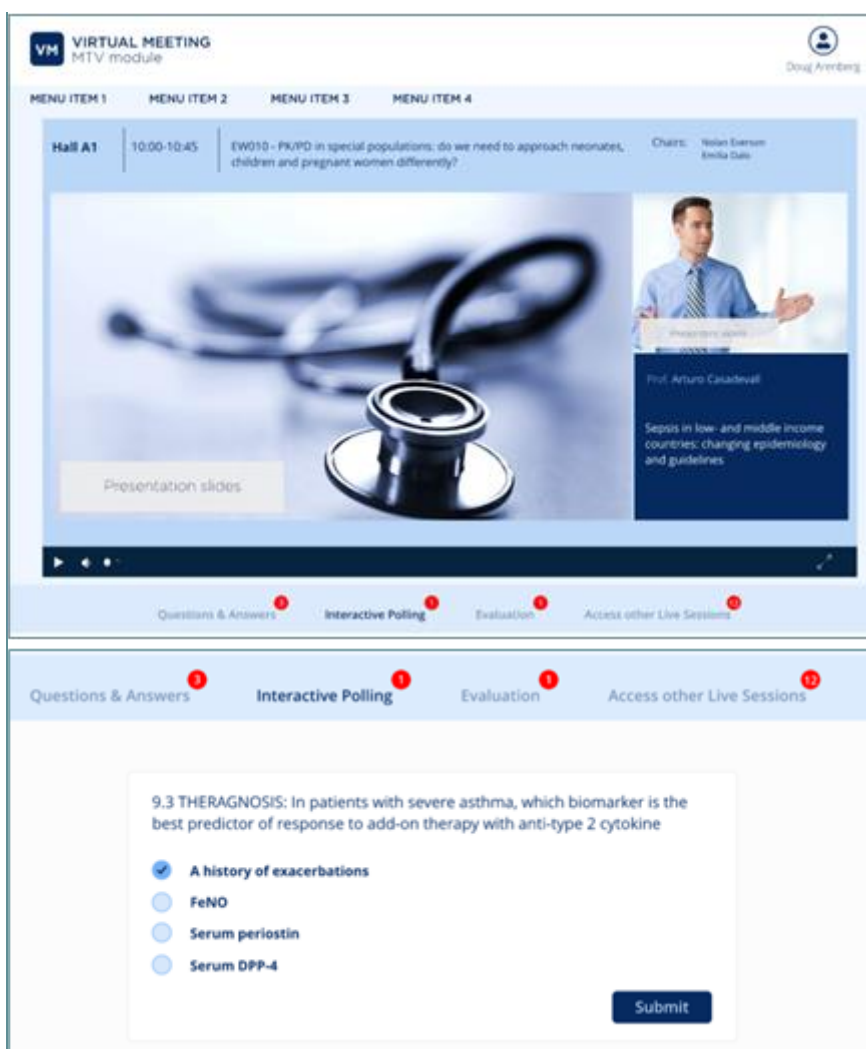
6.1.1 Requirements

- Hand in Polling questions by **6 November 2020** to industry@esmo.org in final version (no edits possible later to that date) by using the Polling Template for Live Sessions available [here](#). M Events will need satellite slot number, session name, date for unified allocation of questions.
 - Maximum of 3 questions per 30-minutes
 - Available answers types:
 - Multiple-choice
 - Single select
 - Multiple choice questions with max. 5 answer possibilities
 - Highlight correct answer, if the single choice answer type has been chosen.

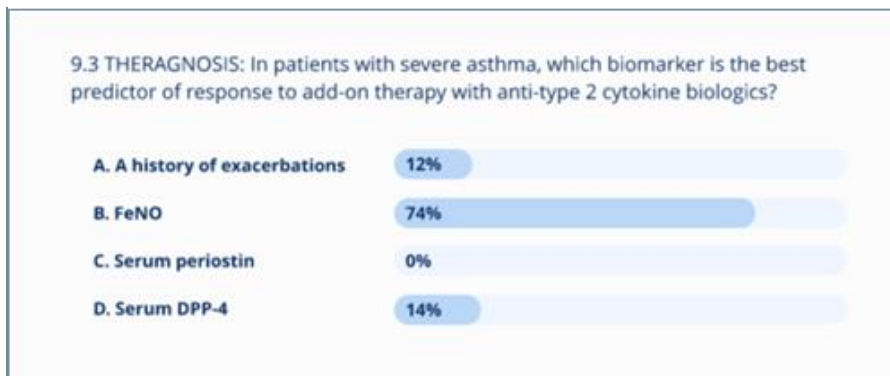
6.1.2 Visibility

Questions of the Polling will be embedded and visible underneath the Live-stream player for the audience, as well as the results (either they are displayed automatically or after release):

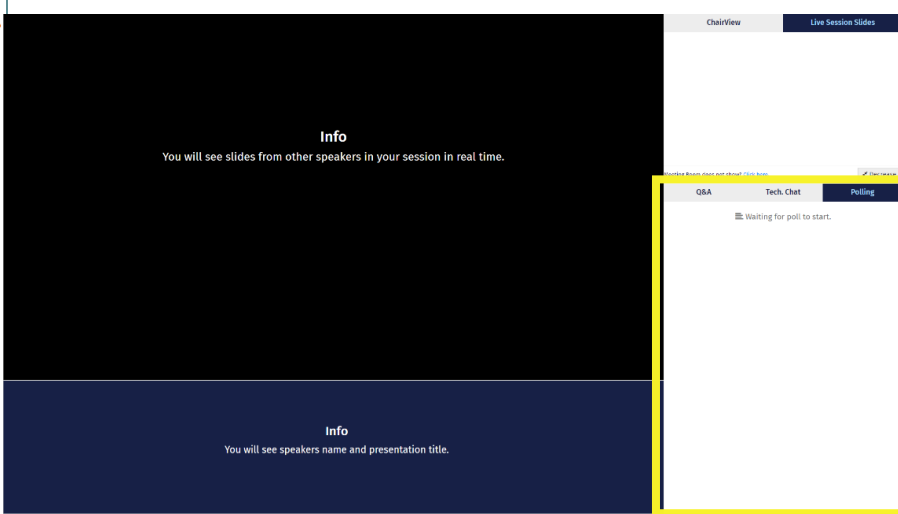
Audience overview



Results



Faculty view:
Polling and Results
displayed (within
the yellow frame)



6.1.3 Activation

The activation is done by M Events tech hosts (timing agreed through the [Polling Template for Live Sessions](#)). We recommend keeping Polls active at least for 2 – 5 min due to stream delays.



The screenshot shows a web interface for creating or editing session or presentation based pollings. It includes a 'Filter / Sort' button, a 'Sort By' dropdown menu (set to 'Date added'), a 'Filter By Title' input field (set to 'By question title'), and a 'Filter By Resource' dropdown menu (set to 'All Resources'). Below these filters, there are two questions listed: 'What are the gaps and challenges across the current AD diagnosis and care pathway?' and 'What are the gaps and challenges across the current AD diagnosis and care pathway? (Exit)'. Each question has a green 'Start Question' button and a grey 'Delete' button.

6.1.4 Price & Order request

The price of the Polling feature is **1.500 EUR** per session. Orders can be done through the [Satellite Symposia Order Form](#). Please specify your session slot number.

This service can be booked by **26 October 2020** at the latest.

6.2 Evaluation

- **Available for both scheduled Satellite Symposium (incl. Live Q&A) and Satellite on-demand**
- Get a detailed and customized digital evaluation of your session in your corporate branding. It is anonymous, encrypted and helps to get feedback from your attendees
- The evaluation feature can be used for elaborating on the following: satisfaction with content, speakers and real-life impact, exchange of experiences, discussion, session atmosphere, and opt in option to get informed via email about future events
- A maximum of 8 session evaluation questions can be accessed via a link after the session
- Multiple choice, single select, open text boxes and ratings are possible. Please hand in an evaluation form as a word document following these question types.

Question Type	Example
Multiple Choice	<p>Which was the key fact from speaker 1?</p> <p><input type="checkbox"/> A</p> <p><input type="checkbox"/> B</p> <p><input type="checkbox"/> C</p> <p><input type="checkbox"/> D</p> <p><input type="checkbox"/> E</p>
Single Select	<p>Can the research result be applied to all cases?</p> <p><input type="checkbox"/> (correct answer) Yes</p> <p><input type="checkbox"/> No</p> <p><input type="checkbox"/> Maybe</p> <p><input type="checkbox"/> Somehow</p> <p><input type="checkbox"/> Not at all</p>
Full-text entry	<p>Please comment and leave your contact:</p> <div style="border: 1px solid black; padding: 5px;"> <p><i>Hello my name is Tony Test and i liked this session very much. Please sent me more details to test@test.com</i></p> </div>
Rating	<p>What was your overall impression of the session?</p> <ul style="list-style-type: none"> • Very good • Good • Ok • Improvements needed

- You will receive an Excel list with the results two weeks after the Congress
- Requirements: Evaluation queries need to be sent to industry@esmo.org by **6 November 2020**.

Specifically for scheduled Satellite Symposium and Live Q&A

- This is how it will be displayed online beneath the scheduled Satellite Symposium and Live Q&A: by clicking on it the audience will be led to a form. Questions will be shown one by one in different steps, as shown below.

The screenshot shows a presentation slide titled 'Presentation slides' with a background image of a stethoscope. To the right, there is a 'Presenters video' section for Arturo Casadevall (ITA) with the topic 'Sepsis in low- and middle income countries: changing epidemiology and guidelines'. Below the slide, there is a navigation bar with links: 'Questions & Answers', 'Access other live sessions', 'Interactive Polling', and 'Evaluation'. The 'Evaluation' link is highlighted. Below the navigation bar, a question form is displayed: 'Question 2 of 10' with the text 'What was your overall impression of the session?'. The form has four radio button options: 'Very good' (selected), 'Good', 'ok', and 'Improvements needed'. A 'Submit' button is at the bottom.

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

Specifically for Satellite on-demand

- The evaluation form is available until 29 November 2020
- The evaluation link will be available in the main Satellite Symposium Virtual Space:

The screenshot shows a session page for 'Session ID 65' titled 'Janssen - Advanced prostate cancer: How do we move forward in patient management?'. The session is categorized under 'Genitourinary tumours (prostate)'. On the left, there is a 'ME' logo and a diagram titled 'ADVANCED PROSTATE CANCER - HOW DO WE MOVE FORWARD IN PATIENT MANAGEMENT?'. On the right, it says 'This session is sponsored by: Janssen' and 'Visit company profile'. At the bottom, there is a yellow circle highlighting an 'Evaluation' link.

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

6.2.1 Price & Order request

The price of the Evaluation questionnaire is **1.500 EUR** per questionnaire.

Orders can be done through the [Satellite Symposia Order Form](#). Please specify your session slot number.

This service can be booked by **26 October 2020** at the latest.

6.3 Lead retrieval

- Available for both scheduled Satellite Symposium (incl. Live Q&A) and Satellite on-demand
- Pop-up for data share that can be activated per session
- It will “pop” once a delegate enters a session
- 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

Once a Visitor access a session with this feature (both on-demand or scheduled slot) the Pop-up will appear and will ask the following to the delegate:

Please allow our company 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

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

Lead retrieval pop-up has the same data, text, and structure of the one you can set-up for the company profile page. See the [Exhibitor Manual](#).

6.3.1 Price & Order request

The price of the Lead Retrieval feature is **150 EUR** per session.

Orders can be done through the [Satellite Symposia Order Form](#). Please specify your session slot number. This service can be booked by **26 October 2020** at the latest.

7. ADDITIONAL INFORMATION

7.1 Registration

A limited number of complimentary registrations are assigned to each company, depending on the sponsorship level, granting access to the ESMO Asia Virtual Congress 2020.

Companies can decide to assign these complimentary registrations to:

- Satellites symposium speakers
- Satellites symposium staff
- Exhibition staff
- Delegates
- Suppliers

For any additional registrations, contact the ESMO Registration Services Unit (registration@esmo.org).

Please note that chairs/speakers will be given a dedicated link to access the pre-recording of the satellite and the Live Q&A. However, if chairs/speakers wish to have full access to the Congress content, the company needs to take care of their registration.

7.2 Access

Satellite symposia sessions will be accessible for all registered delegates, however a pop-up disclaimer will appear before accessing the session and delegates will need to accept the ESMO Terms & Conditions, which are stating that certain industry pages contain information only intended for prescribing healthcare professionals.

7.3 Compliance

ESMO Congresses are targeted for HCPs in accordance with the Industry Code of Practice and/or local approval in each country.

Sponsoring companies are responsible for ensuring that the display or transmission of information, advertising, promotion and actions during the congress comply to the Code of Practice. Sponsoring companies should consult the Industry Code of Practice and/or governing bodies for information and guidance on regulations around attendance at medical congresses.

ESMO bears no responsibility for the display or transmission of information, advertising, promotion and actions by Sponsors and ESMO bears no responsibility for complaint.

ESMO reserves the right to remove information from the platform at any time.

7.4 ESMO Congress Website and Congress App

Besides the satellite symposia appearing in the virtual platform, as mentioned above there will also be reference in our website and Congress App. Industry Satellite symposia published in any of the different platforms will follow the layout given by the Scientific Programme Department. The submission of the programme must follow the format of the ESMO template, which may be requested from programme@esmo.org

The following details are necessary: session title, lecture, titles, allocated time for each presentation, full speaker names, affiliation and contact details.

7.5 Abstract presentation during the Congress

Each company must guarantee that data from studies reported in accepted abstracts will not be presented as such during the Congress at any industry satellite symposium prior to presentation in the official ESMO Asia Virtual Congress 2020 programme.

7.6 ESMO Congress abstract

Abstracts related to industry satellite symposia are not published in the ESMO Asia Virtual Congress 2020 abstract section.

INDUSTRY MEETINGS

8. INDUSTRY MEETINGS AND ACTIVITIES

8.1 Blackout times

Even though the ESMO Asia Virtual Congress 2020 will not be held in its physical format, we kindly ask that all of our Industry Partners refrain from holding parallel activities which are not linked to the ESMO Asia Virtual Congress 2020 or do not reference it. It is in our best and common interest to retain the focus of the profession on this single platform during the ESMO Asia Virtual Congress 2020 dates (19 – 22 November 2020).

8.2 Unofficial satellite symposia or similar events

During the period beginning Thursday, 19 November 2020 through to Sunday, 22 November 2020, ESMO does not allow any corporate-organised Satellite symposia or similar events to take place on other days and in other places except for the official Industry Sponsored Sessions taking place at the ESMO Asia Virtual Congress 2020.

ESMO discourages all Industry Partners from hosting their official ESMO Asia Virtual Congress 2020 Industry Satellite Symposia webcasts on their respective corporate/educational/medical websites during the period 19-22 November as this could affect the attendance of the satellite symposium/symposia within the ESMO Asia Virtual Congress 2020 platform.

If companies intend promoting their satellite symposium/symposia from their corporate/educational/medical website(s), we would advise using the distinct link to the respective satellite symposium (hosted on the ESMO Asia Virtual Congress 2020 platform).

We thank you in advance for following these recommendations which will help optimise the collective gathering of the global oncology community throughout the event.

PROMOTION

9. PROMOTION OF THE INDUSTRY SATELLITE SYMPOSIUM AND OTHER ACTIVITIES

9.1 e-Publications and e-Advertising

Each company will ensure that all company publications referring to Satellite symposia mention: “ESMO Asia Virtual Congress 2020 Industry Satellite Symposium” in order to avoid any confusion with the official scientific programme. For this reason, all companies must submit a copy of the final publication to sponsorevents@esmo.org and respect the following deadlines:

19 October 2020	Satellite Invitation Weblink and Virtual Bag Insert
26 October 2020	Virtual Scientific Programme Banners and Virtual Congress Banners

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

e-Publications and Advertising should comply with the Compliance section, point 7.3.

9.2 Reproduction of logos

Each company is entitled to use the official logo of the ESMO Asia Virtual Congress 2020 on invitations and promotional documents related to the approved Satellite symposium.

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

The ESMO Asia Events Sponsorship Department (sponsorevents@esmo.org) will provide the ESMO Asia Virtual Congress 2020 logo as an electronic file upon request, but not before the draft of the invitation or other promotional material is submitted for approval.

9.3 Inviting participants

Inviting participants to your satellites has never been this easy and effective!

Prior to ESMO Asia Virtual Congress 2020, satellite symposium organisers will have the opportunity to showcase their satellite(s) via a digital satellite invitation/weblink(s) in our online Scientific Programme and invite delegates to find out more about their session(s).

Furthermore, in the ESMO Asia Virtual Congress 2020 E-Newsletter there will be a dedicated Industry Satellite Symposia section whereby all these digital invitations will be grouped.

From the 21 October 2020 your satellite invitation weblink will go live (this will be subject to prior submission before the **19 October 2020** deadline and subsequent approval by the ESMO Asia Events Sponsorship Team).

The ESMO Asia Virtual Congress 2020 E-Newsletter will be sent out to all registered delegates in October 2020.

Rules and Regulations:

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

- A weblink is a page or pdf, created by the sponsoring Industry, highlighting their Satellite
- The content of the weblink message must not make any statements about the quality or virtues of a sponsoring Industry and/or any of the Industry's product(s) either via text or visuals. With a Satellite Symposia, the content of the Weblink must solely state the:

- Title of the session
- The names of the chairpersons and speakers
- Venue and timing of the ESMO approved scientific programme
- Remember that no product names or brand names are allowed in the title or in the scientific programme of the session
- The deadline to submit your weblink to sponsorevents@esmo.org is the **19 October 2020**. Your weblink will undergo an internal approval procedure and Industry will be informed within 5 working days as to the status of approval
- This page must not include links, hyperlinks, hot-spots or any means through which the advert can be linked to another site. There will be no exceptions made to this rule
- The weblink may consist of more than 1 virtual page, due to its' online nature, however no more than 2 pages can be included per weblink
- Under no circumstances may "Flash files" be allowed
- Any requests for content or structure change/amendments after the weblink has been linked to the appropriate listing will not be actioned
- To ensure that the ESMO Asia Virtual Congress 2020 logo is properly protected, ESMO has defined guidelines for its use, which permit the use of the Congress logo under specific conditions
- Cancellation of the weblink should be sent in writing to the ESMO Events Sponsorship Department
- The web page will only be linked once ESMO approval is confirmed and the payment for the sponsorship package is received

9.4 Virtual Congress Bag Inserts

For those companies that have a virtual bag insert included in their sponsorship package or have purchased this item separately the artwork should be in A4 format and not be larger than 5MB. Furthermore, the following additional items also need to be included:

- Thumbnail of the bag insert cover (minimum image size: width 872 px * height 488 px 72 dpi, or a larger image that respects these ratios)
- Title text: 30 characters max (incl. spaces)
- Short description: 180 characters max (incl. spaces)

and sent directly to: sponsorevents@esmo.org before the 19 October for evaluation.

9.5 Advertisements

Advertisements are possible in the virtual Congress environment. Please contact sponsorevents@esmo.org for further details.

9.6 Other promotional activities

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

9.7 Promotion related to product and services

Promotion should comply with the Compliance section, point 7.3.

GENERAL TERMS AND CONDITIONS

The following conditions of participation refer to the booking of any sponsorship product(s)/service(s) at the ESMO Asia Virtual Congress 2020 insofar as the contractual partners do not reach contrary agreements in writing.

Establishment of Contract

- Application for a sponsorship product(s)/service(s) is made by filling in and returning the sponsorship application form to ESMO.
- Only completed and signed application forms will be taken into consideration. By signing the sponsorship application form, the company accepts the conditions contained in the ESMO Asia Virtual Congress 2020 Industry Guidelines and any supplementary provisions.
- Confirmation of the allocation of any sponsorship product(s)/service(s) by ESMO in writing constitutes establishment of contract between the sponsoring company and ESMO.
- An invoice will then be sent by registered mail. The date of the assignment is considered to be the date of allocation. If the contents of the assignment deviate from the contents of the sponsoring company's application, the contract is based on the assignment issued by ESMO unless the company objects in writing within two weeks after the date the assignment was sent.

Appointed Agencies

- Application for any sponsorship product(s)/service(s) must be submitted by the sponsoring company under whose name each sponsorship item is to be listed. Correspondence in this regard must be made exclusively between the sponsoring company and ESMO.
- Sponsoring companies should inform ESMO in writing which agency is appointed. Otherwise no request from agencies will be taken into consideration.
- It is not the role of any given agency to make initial enquiries or reservations with ESMO independently of the sponsoring company.
- The sponsoring company is responsible for communicating these regulations to its staff and its appointed agencies.
- This named agency cannot fully act as if it were the sponsoring company itself and the sponsoring company will continue to be held entirely responsible and accountable for activities organised in its name.

Procedure

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

Assignment

- Will be done by sponsorship level and on a first come, first served basis upon submission of the completed sponsorship application form.
- The deadline for the first round of allocation is on the 27 April 2020. All industry partners who submit their application form after the given deadline will have to wait for the next round of allocation, on the 8 June 2020, regardless of the level of sponsorship.
- For this reason, please supply a reliable contact telephone number for an appropriate decision maker within the company.

Payment deadlines

Assignments will be cancelled automatically if the related cost has not been paid within the given time period. In such cases the cancellation fee will be applicable following the cancellation policy.

Terms of Payment

- Payment is due within 30 days following the date of the invoice.
- All bank charges and/or transaction fees will have to be borne by the sponsoring company.

Cancellation Policy

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

Administration fees/invoicing changes

Invoices will be addressed according to the invoicing data provided by the sponsoring company. Please note, if a billing change is requested (i.e. company name change or address change), an administration fee of 80 USD (excluding VAT) will be charged to the company.

Indebtedness

Payments not received by the first day of the start of the ESMO Asia Virtual Congress 2020 will be subject to a 10% penalty fee on the total sponsorship investment.

Refunds

Any refunds of deposits paid will be made after ESMO Asia Virtual Congress 2020 but not later than the 7 December 2020. The sponsoring company will not be entitled to any interest that the organiser may have derived from deposits made. All bank charges, including sender's and receiver's charges, resulting from a refund related to cancellation or reduction of sponsorship will be at the charge of the sponsoring company.

Postponement or Abandonment

ESMO reserves the right to postpone the event including the exhibition, or to transfer it to another site, if unforeseen circumstances warrant such action. Should any contingency prevent the holding of the ESMO Asia Virtual Congress 2020 or any of its parts, ESMO cannot be held liable for any costs, expenses and damages (including, but not limited to direct or consequential damages, loss of opportunity, loss of use, or loss of revenue or profit) incurred in connection with the postponement or abandonment.

Unexpected cancellation of the event: ESMO reserves the right to cancel without notice or compensation ESMO Asia Virtual Congress 2020 in the event of force majeure cases (e.g. strikes, riots, fires, flood, terrorist attacks, governmental actions and regulations, damages or other fatal occurrences). In such cases, ESMO is not liable for failure to perform any obligation hereunder but will reimburse any payments received from the sponsoring company less any costs incurred while preparing the event.

Limitation of Liability of ESMO

ESMO shall not be liable for any damages, dispute or injury arising out of or in connection with the performance of this Agreement unless caused by wilful act, gross negligence or default of an employee, director, representative or contractor. Nor shall ESMO be liable to the sponsoring company for any indirect or consequential loss, damages, claims or demands arising out of this Agreement, including without limitation any economic loss or other loss of income, profits, business, opportunity, reputation or goodwill.

Bankruptcy or Liquidation

In case the sponsoring company becomes bankrupt or enters into liquidation other than for the purpose of restructuring or merger, or has a receiver appointed, ESMO shall be at liberty to terminate immediately the contract with the sponsoring company, to cancel the allocation of sponsorship product(s)/service(s) to the company and to forfeit all sums paid by the company.

Security and Insurance

Neither ESMO nor its contractors shall be responsible for the safety of any exhibit or other property of the sponsoring company or any person. Furthermore, ESMO nor its contractors shall be responsible for the loss, theft, damage or destruction by any cause of the exhibits or other property, or for loss, damage or injury sustained by any exhibits or any other persons. The sponsoring company/exhibitor shall indemnify ESMO and its contractors to third persons, as a result of any act or omission of the company, its staff, agent or personnel hired on a temporary basis.

As ESMO and its contractors will accept no responsibility for any of the foregoing matters, the sponsoring company should acquire his/her own insurance against any risk of loss due to theft or negligence, damage, injury or liability. The sponsoring company agrees not to pursue ESMO for any previously listed risks.

Enforcement of Rules

Applies equally to all. All companies investing in sponsorship at the ESMO Asia Virtual Congress 2020 must comply with all rules and policies established by ESMO.

Violation Procedure

The procedure for policing and enforcing the violation is as follows: When noticing a violation, ESMO staff will ask the company to correct the situation according to the applicable regulations.

If the company refuses to comply, ESMO staff will report alleged violations to the Congress Committee. After considering the available evidence, a representative of the relevant sponsoring company will be invited to present the company's view, after which the Committee will give its opinion.

This will be confirmed in writing after the ESMO Asia Virtual Congress 2020. Appeals may be made to the ESMO Management.

Penalties

- First violation: No accrual of points for the year.
- Second violation: No accrual of points plus the loss of all accrued points to date.
- Third violation: No right to participate at the next ESMO event.

Claims Procedures, Place of Performance and Jurisdiction

All claims by the company booking any sponsorship product(s)/service(s) against ESMO must be in writing. The maximum time lapse is 1 month from the closure of the ESMO Asia Virtual Congress 2020. Agreements which deviate from these conditions or from the supplementary regulations must be in writing; facsimile signature suffices. The contract is governed exclusively by Swiss law; the English text is authoritative.

Final Clause

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

ESMO – European Society for Medical Oncology would like to thank all of our industry partners for their continued support at our congresses and we look forward to bring the best of the science together with you in our new virtual environment.



20-22 NOVEMBER 2020

A decorative banner with a background of overlapping circles in shades of orange, red, and pink, each filled with a different density of dots. A white, pill-shaped box is centered on the banner.

ESMO ASIA 2020 VIRTUAL