

**9-12 DECEMBER 2020**

# **ESMO Immuno-Oncology Virtual Congress 2020 Exhibitor Manual**

## WELCOME!

Dear Industry Partners,

Immuno-oncology is here to stay as a stand-alone therapeutic domain in oncology. It joins chemotherapy, radiotherapy, molecular therapy and surgery as an effective weapon in the fight against cancer.

Mark your calendars, because the ESMO Immuno-Oncology Congress (9-12 December) is going virtual. Due to the current situation, we feel the need to protect all involved stakeholders and delegates, while allowing a wider participation to the event.

We invite you to take part in the ESMO Immuno-Oncology Virtual Congress, a global meeting aimed at building a truly international community of immuno-oncology stakeholders.

The ESMO Immuno-Oncology Virtual Congress 2020 will allow you to:

- Update your knowledge in the fast-developing field of cancer immunotherapy
- Understand what is in progress with other immune-related pathways beyond immune check-point inhibitors
- Review the current state-of-the-art in immunotherapy for the most frequent cancers
- Learn how to best use immunotherapy strategy in combination with other anti-cancer treatments

Don't miss the chance to share your research and expertise with an even bigger community this year, thanks to our virtual format!

Scientific Co-Chairs:



**Kevin Harrington**  
ICR - Institute of  
Cancer Research  
London, UK



**Thomas Powles**  
St. Bartholomew's Hospital  
London, UK



**Naiyer Rizvi**  
New York Presbyterian  
Hospital  
New York, NY, USA



**Pedro Romero**  
Ludwig Institute for Cancer  
Research  
Lausanne, Switzerland

## PREFACE

### Congress Dates

**Platform, Virtual Exhibition and ePosters**

**8-12 December 2020**

**Official programme & Industry Satellites Symposia**

**9-12 December 2020**

### Important Note:

The platform and all activities will close on the 12 December 2020. However, the platform will remain available with the on-demand content and exhibition information until 15 December 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 Immuno-Oncology Virtual Congress 2020 Exhibitor Manual will guide you in the necessary steps of your participation at our brand new ESMO Immuno-Oncology Virtual congress.

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

Participation at the ESMO Immuno-Oncology Virtual Congress 2020 implies an acceptance of the requirements contained within these Industry Guidelines and also in any updates posted on the [ESMO website](#).

## DEADLINES

9 November 2020	Exhibitors to confirm the Profile administrator contact to <a href="mailto:immuno@esmo.org">immuno@esmo.org</a>
13 November 2020	Deadline when CTI will send the backend access login and companies can start uploading content to their profiles
27 November 2020	Deadline for content upload
23 November 2020	Exhibitors to provide contact details of the staff members manning the Integrated Chat to <a href="mailto:immuno@esmo.org">immuno@esmo.org</a>
4 December 2020	Staff members manning the integrated chat will receive the backend access to the chat function from CTI

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## CONTACTS

CTI Meetings Technologies GmbH has been appointed as the virtual platform supplier for the ESMO Immuno-Oncology Virtual Congress 2020 and will be the official virtual exhibition provider.

### ESMO Immuno-Oncology Virtual Congress 2020 Exhibition Support

<p>ESMO Immuno-Oncology Virtual Congress 2020 Secretariat ESMO Head Office Via Ginevra 4 6900 Lugano, Switzerland</p> <p>Web: <a href="http://www.esmo.org">www.esmo.org</a> E-mail: <a href="mailto:immuno@esmo.org">immuno@esmo.org</a></p>	<p>CTI Meetings Technology GmbH Nussdorfer Strasse 20/22 1090 Vienna, Austria</p> <p>Person: Arnold Stipsits E-mail: <a href="mailto:a.stipsits@ctimeetingtech.com">a.stipsits@ctimeetingtech.com</a></p>
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# 1. VIRTUAL EXHIBITION SPACE ENTITLEMENTS

## 1.1 Sponsorship Package entitlements overview

The ESMO Immuno-Oncology 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:

Item	Platinum Sponsor		Gold Sponsor	Silver Sponsor	Bronze Sponsor	Supporter
Virtual booth option*	3D	2D or basic	2D or basic	2D or basic	basic	basic
Company logo on the Exhibitor Directory (size depending on sponsor category)	Yes		Yes	Yes	Yes	Yes
Company profile banner (with link)	3		2	1	1	1
Company description	Yes**	Yes	Yes	Yes	Yes	Yes
Stand integration (hosted on external website)	Either 3D or 2D		2D	2D	No	No
Social Media links	Yes		Yes	Yes	Yes	Yes
Lead retrieval "Contact us"	Yes		Yes	Yes	Yes	Yes
Integrated chat	6 staff members		5 staff members	4 staff members	3 staff members	2 staff members
Resources	4	Unlimited	Unlimited	3	2	1
Products: video or Podcast or PDF	3	Unlimited	Unlimited	3	2	1
Personal meeting links (via Zoom on own company infrastructure)	5**	5	4	3	2	1
Linked to Satellite symposia page	Yes**	Yes	Yes	Yes	Yes	No
On-demand player link (only satellite symposia)	Yes		Yes	Yes	Yes	No
Disclaimer	Yes**	Yes	Yes	Yes	Yes	Yes

Note: \*Platinum Sponsors can choose between a 3D, 2D or basic Virtual Booth Option

\*\*In the Resources Section

## 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 specification, dimension 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 “Profile administrator” contact by 9 November to [immuno@esmo.org](mailto:immuno@esmo.org).

Details to be provided: first and last name, email address.

The “Profile 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 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.

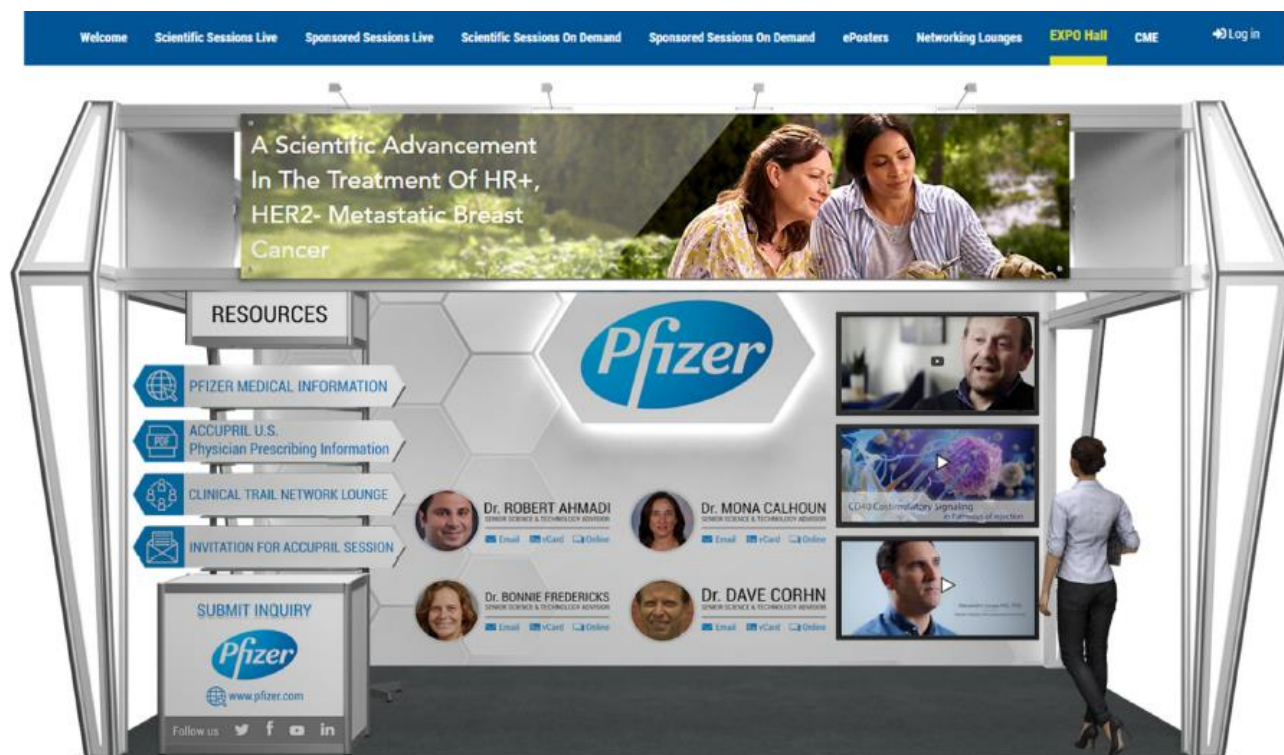
For the Integrated chat, exhibitors will be provided with a separate backend login through which all incoming messages can be managed. Please provide the names of the staff members manning the chat to [immuno@esmo.org](mailto:immuno@esmo.org) by 23 November, according to your sponsor package and the entitled number of logins. Details to be provided: first and last name, email address.

Dedicated instructions on specific sections of the company profile and further details about the upload process on the backend will be provided by CTI, before the upload of content opens on 16 November 2020.

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

## 2.2 Profile overview – mock-ups

### 3D Booth – Available only for Platinum Sponsors



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



## 2D Booth – Available only for Platinum, Gold and Silver Sponsors

PREVIOUS EXHIBITOR

Follow us

CONTACT US

Jane Doe  
Account Specialist

Email vCard Private Live chat

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

oncolygypro.org

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

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

Industry Symposium

Satellite Symposium Title

Resources

Please visit our [oncolygypro.org](https://oncolygypro.org)

Please visit our [annalsofoncology.org](https://annalsofoncology.org)

ESMO Statistics

Download

Products

Guidelines

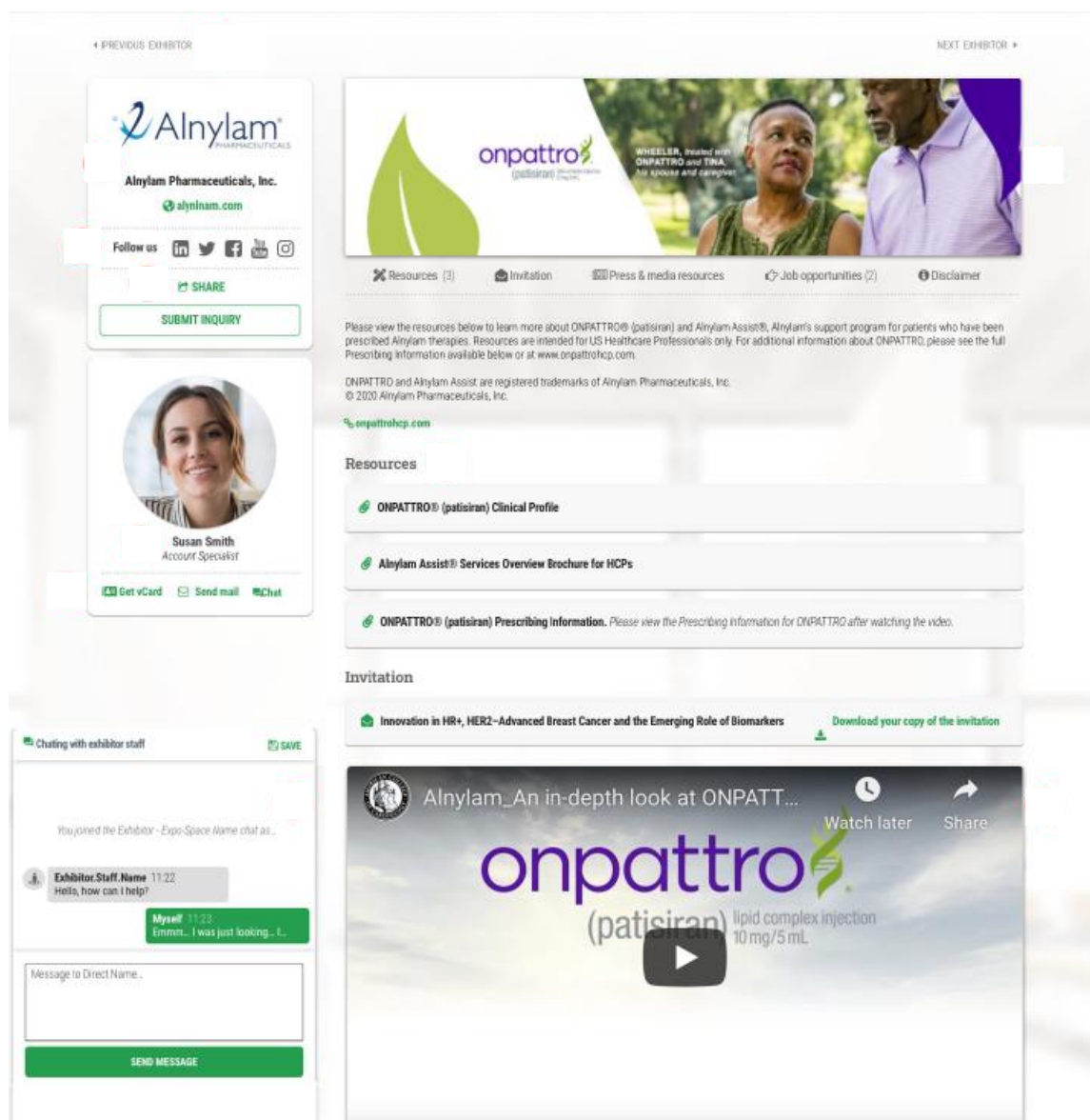
Download

Disclaimer

Copyright 2020 European Society for Medical Oncology All rights reserved worldwide. This virtual booth is open for the duration of MAP 2020 Virtual Congress.

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

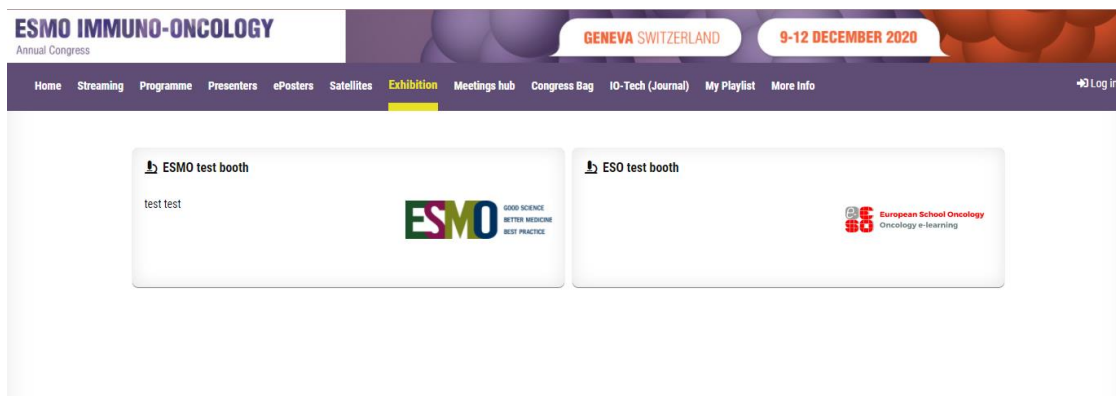
**Basic Booth – According to the Sponsorship Entitlements package table above.**



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

## 2.3 Company logo in the Exhibitor Directory

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



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

## 2.4 Company profile banner (number of banners depending on selected sponsorship package)

- Companies can upload a banner with external link
- When there is more than one banner, provide file in an animated GIF format



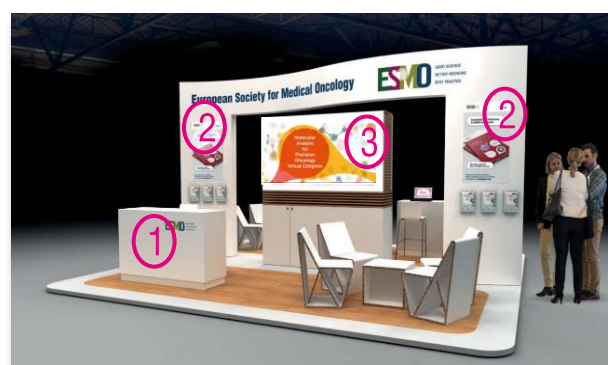
## 2.5 Company description & social media links

- General description of company and website
- Social media links

## 2.6 Adding image to 2D Booth

A full area dedicated to display the company profile, in which it is possible to include max 3 touchpoints elements:

1. Resource / Product: link to an external URL
2. Resource / Product: link to an external URL
3. Video: Link URL to an existing trusted source (e.g. YouTube, Vimeo)



## 2.7 External 3D / 2D booth integration

An alternative to the above proposed 3D-feeling profile, you can link to an existing company booth.

- Link your external booth (2D or 3D)
- External URL to be provided, booth web design to be handled by exhibitor

## 2.8 Resources / Products (number of up loadable products/resources depending on selected sponsor package)

### 2.8.1 Video & podcasts

- Present your newest products and highlight as videos or podcasts
- File formats: links to external website

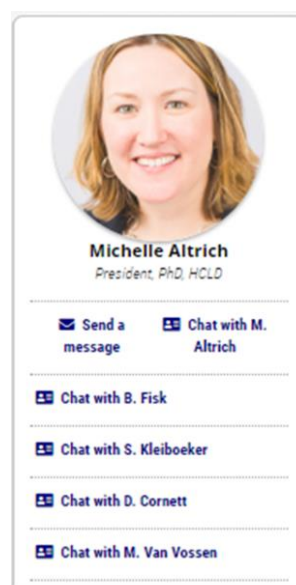
### 2.8.2 Documents PDF

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



## 2.9 Integrated chat

- Integrated chat available for a specific number of staff members (depending on selected sponsor 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 23 November to [immuno@esmo.org](mailto:immuno@esmo.org)



## 2.10 Lead retrieval "Contact us"

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





## 2.11 Personal meeting links

- Invite visitors into your virtual meeting rooms (number of meeting tiles available depending on selected sponsor 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, ...)

## 2.12 Industry Satellite Symposium (for satellite symposia, as allocated in the sponsorship package)

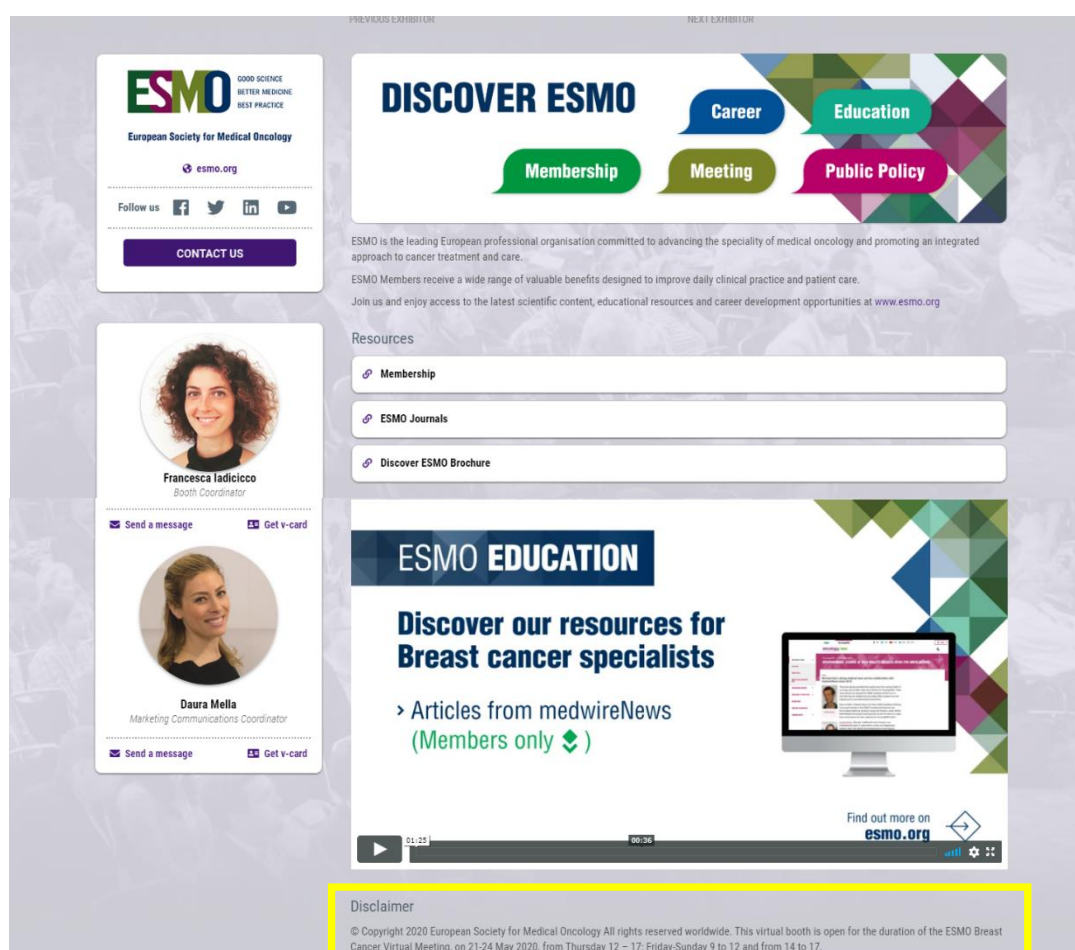
- Satellite Symposium title will link to the dedicated Industry Satellite Symposium Virtual Space
- On-demand player link directly to the Satellite Symposium webcast

### Satellite Symposium

 Innovation in HR+, HER2- Advanced Breast Cancer and Emerging Role of Biomarkers

## 2.13 Disclaimer

- At the bottom of the virtual booth, an area for a disclaimer can be added if required.



## 2.14 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
- Exhibitors are asked to inform [immuno@esmo.org](mailto:immuno@esmo.org) should any section not be use, despite being entitled (according to sponsor package)

## 4. SPECIFICATIONS

### Specification overview by item for 2D booth and Basic

<b>Company logo in the Exhibitor Directory</b>	<ul style="list-style-type: none"> <li>File type: .svg or .png with transparent background</li> <li>Dimensions: 250px (height) by 250px (width)</li> </ul>
<b>Company profile banner</b>	<ul style="list-style-type: none"> <li>File type: .png or .jpg</li> <li>Dimensions: single banner, width: 890px and height: min 230px</li> </ul>
<b>Company description</b>	Plain text with max. 100 words
<b>Contact details</b>	<ul style="list-style-type: none"> <li>Booth representative (up to 4 – depending on the booked package) <ul style="list-style-type: none"> <li>Picture: <ul style="list-style-type: none"> <li>File type: .svg or .png with transparent background</li> <li>Dimensions: 200px x 200px high</li> </ul> </li> <li>Provide email, full name and title</li> </ul> </li> <li>Company name and URL to corporate website</li> </ul>
<b>Social media links</b>	Up to 4 (Facebook, LinkedIn, Twitter, Instagram)
<b>Lead retrieval “Contact us”</b>	Provide email address
<b>Integrated chat</b>	Companies will get access to the chat backend and chat with delegates on their profile page
<b>External 3D/2D booth</b>	<p>Link to external virtual booth. URL to be provided.</p> <p>Design of the virtual booth to be handled by the exhibitor on an external platform.</p>
<b>3D-image (only for 2D booth)</b>	<p>Provide max 3 touchpoints elements:</p> <ul style="list-style-type: none"> <li>Resource / Product: link to an external URL</li> <li>Resource / Product: link to an external URL</li> <li>Video: Link URL to an existing trusted source (e.g. YouTube, Vimeo)</li> </ul>
<b>Products</b> Can be grouped by individual headings	<p>Each tile can include a link to one video or audio or to a downloadable pdf or a link to an external website</p> <p>For each tile provide a title of max 100 characters and:</p> <ul style="list-style-type: none"> <li>Video: provide a link to external page</li> <li>Audio: provide a link to external page</li> <li>Pdf: provide pdf of max 50 MB</li> </ul>
<b>Video</b> Main video under the resources	Format: it is an embedded link to an existing trusted source (e.g. YouTube, Vimeo or Company URL)
<b>Personal meeting links</b>	Name of the meeting and link to the meetings to be provided
<b>Satellite Symposium</b>	<p>Can be divided in 2 tiles:</p> <ul style="list-style-type: none"> <li>Satellite Symposium title will link to the Satellite Symposia page.</li> <li>The link to the on-demand Satellite Symposium will be added upon the live presentation at the Virtual Congress</li> </ul>

## Specification overview by item for 3D booth

<b>Company logo in the Exhibitor Directory</b>	<ul style="list-style-type: none"> <li>• File type: .svg or .png with transparent background</li> <li>• Dimensions: 250px (height) by 250px (width)</li> </ul>
<b>Company profile banner</b>	<ul style="list-style-type: none"> <li>• File type: .jpg</li> <li>• Dimensions: single banner, recommended sizes in px: <ul style="list-style-type: none"> <li>○ 728 x 90</li> <li>○ 970 x 415</li> <li>○ 970 x 250</li> <li>○ 820 x 312</li> </ul> </li> </ul>
<b>Contact details</b>	<ul style="list-style-type: none"> <li>• Booth representative (up to 4 – depending on the booked package) <ul style="list-style-type: none"> <li>• Picture: <ul style="list-style-type: none"> <li>○ File type: .svg or .png with transparent background</li> <li>○ Dimensions: 200px x 200px high</li> </ul> </li> <li>• Provide email, full name and title</li> </ul> </li> <li>• Company name and URL to corporate website</li> </ul>
<b>Social media links</b>	Up to 4 (Facebook, LinkedIn, Twitter, Instagram)
<b>Lead retrieval “Contact us”</b>	Provide email address
<b>Integrated chat</b>	Companies will get access to the chat backend and chat with delegates on their profile page
<b>External 3D/2D booth</b>	<p>Link to external virtual booth. URL to be provided.</p> <p>Design of the virtual booth to be handled by the exhibitor on an external platform.</p>
<b>Products / Resources</b> Can be grouped by individual headings	<p>Up to 4, each tile can include a link to a downloadable pdf or a link to an external website.</p> <p>For each tile provide a title of max 40 characters and:</p> <ul style="list-style-type: none"> <li>• Pdf: provide pdf of max 50 MB</li> <li>• Link to an external website</li> </ul>
<b>Video</b>	<p>Up to 3 videos.</p> <p>Format: it is an embedded link to an existing trusted source (e.g. YouTube, Vimeo or Company URL)</p>
<b>Personal meeting links</b>	Name of the meeting and link to the meetings to be provided
<b>Satellite Symposium</b>	<p>Can be divided in 2 tiles:</p> <ul style="list-style-type: none"> <li>• Satellite Symposium title will link to the Satellite Symposia page.</li> <li>• The link to the on-demand Satellite Symposium will be added upon the live presentation at the Virtual Congress</li> </ul>