



ESMO TARGETED ANTICANCER THERAPIES VIRTUAL CONGRESS 2021

Exhibitor Manual

ESMO TAT VIRTUAL CONGRESS

Targeted Anticancer Therapies

1-2 MARCH 2021

The **ESMO Targeted Anticancer Therapies Virtual Congress** focuses on early-phase development and translational research. The programme covers targeted agents, immuno-oncology and combinations involving such agents.

WELCOME

Dear Industry Partners,

The ESMO Targeted Anticancer Therapies Virtual Congress 2021, known as “The Home of Phase I in Oncology” will offer participants a glimpse of the future of targeted anticancer therapies. It is the premier international meeting focusing on promising new anticancer targets and agents, with a particular focus on those in early phase clinical development.

Stakeholders from academy and industry will discuss with clinicians, researchers and regulators the global dissemination of knowledge and clinical research expertise in the field of innovative cancer therapeutics, to the benefit of cancer patients worldwide.

Due to the current COVID-19 pandemic, ESMO has decided to deliver TAT 2021 as a virtual meeting. ESMO's main concern is to protect the health, safety and well-being of its members, delegates, faculty, industry partners, exhibitors and staff.

During these difficult and challenging times, a digital Congress represents the best way to bring the ESMO community together and to grant everyone flexibility in accessing the scientific content, reaching a broader audience, across multiple time zones and countries.

Scientific Co-Chairs:



Ruth Plummer
Newcastle University
Newcastle Upon Tyne, UK



Lesley Seymour
Queen's University,
Kingston ON, Canada



Jean-Charles Soria
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PREFACE

Congress Dates

Platform, Virtual Exhibition and ePosters

28 February - 2 March 2021

Official programme & Industry Satellites Symposia

1-2 March 2021

Important Note:

The platform and all activities will close on the **2 March 2021**. However, the platform will remain available with the on-demand content and exhibition information until **5 March 2021**.

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 TAT Virtual Congress 2021 Exhibitor Manual will guide you in the necessary steps of your participation at our brand new ESMO TAT Virtual congress.

Please read this document carefully and share with the necessary colleagues and agencies involved in the organisation of your ESMO TAT Virtual Congress 2021 activities.

Participation at the ESMO TAT Virtual Congress 2021 implies an acceptance of the requirements contained within these Industry Guidelines and also in any updates posted on the [ESMO website](#).

DEADLINES

8 February 2021	Deadline to provide the content to be uploaded on the platform
17 February 2021	Exhibitors to provide contact details of the staff members manning the Integrated Chat to meetings@esmo.org
22 February 2021	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 TAT Virtual Congress 2021 and will be the official virtual exhibition provider.

ESMO TAT Virtual Congress 2021 Exhibition Support

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1. VIRTUAL EXHIBITION SPACE ENTITLEMENTS

1.1 Sponsorship Package entitlements overview

The ESMO TAT Virtual Congress 2021 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
Virtual booth option	2D or basic	2D or basic
Company logo on the Exhibitor Directory (size depending on sponsor category)	Yes	Yes
Company profile banner (with link)	1	1
Company description	Yes	Yes
Stand integration (hosted on external website)	2D	2D
Social Media links	Yes	Yes
Lead retrieval "Contact us"	Yes	Yes
Integrated chat	2 staff members	2 staff members
Resources	6	4
Products	6	4
Linked to Satellite symposia page	Yes	No
Satellite symposium invitation	Yes	No
Disclaimer	Yes	Yes

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.

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

Companies have to provide all the content to upload on their booth to meetings@esmo.org by **8 February 2021**.

However, companies might request by the **15 January 2021** a direct backend access which also includes the 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 meetings@esmo.org by **17 February 2021**, according to your sponsor package and the entitled number of logins. Details to be provided: first and last name, email address.

2.2 Profile overview – mock-ups

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

ESMO IMMUNO-ONCOLOGY
Annual Congress

9-12 DECEMBER 2020

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GALLERY > Booth

GOOD SCIENCE
BETTER MEDICINE
BEST PRACTICE
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Valentina Magini
Membership Department
Email vCard Offline

Resources

[Neoantigen prediction and computational perspectives towards clinical benefit: recommendations from the ESMO Precision Medicine Working Group](#)
[ESMO recommendations on microsatellite instability testing for immunotherapy in cancer, and its relationship with PD-1/PD-L1 expression and tumour mutational burden: a systematic review-based approach](#)

Disclaimer

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Technical Support is available Monday through Saturday from 9:00 am until 5:00 pm (GMT+1)

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* Indicative example, all visuals/graphics of this document are subject to change according to the ESMO TAT Virtual Congress 2021 design.

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

PREVIOUS EXHIBITOR

Alnylam[®] PHARMACEUTICALS

Alnylam Pharmaceuticals, Inc.
alnylam.com

Follow us

SHARE

SUBMIT INQUIRY

Susan Smith
Account Specialist

Get vCard Send mail Chat

ONPATTRO[®] (patisiran)

WHEELER, treated with ONPATTRO and TMA, his spouse and caregiver

Resources (3) Invitation Press & media resources Job opportunities (2) Disclaimer

Please view the resources below to learn more about ONPATTRO[®] (patisiran) and Alnylam Assist[®], Alnylam's support program for patients who have been prescribed Alnylam therapies. Resources are intended for US Healthcare Professionals only. For additional information about ONPATTRO, please see the full Prescribing Information available below or at www.onpattrohcp.com.

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onpattrohcp.com

Resources

- ONPATTRO[®] (patisiran) Clinical Profile
- Alnylam Assist[®] Services Overview Brochure for HCPs
- ONPATTRO[®] (patisiran) Prescribing Information. Please view the Prescribing Information for ONPATTRO after watching the video.

Invitation

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

Download your copy of the invitation

Alnylam_An in-depth look at ONPATT...

Watch later Share

onpattro[®] (patisiran) lipid complex injection 10 mg/5 mL

Chatting with exhibitor staff

SAVE

You joined the Exhibitor - Expo Space Name chat at...

Exhibitor.Staff.Name 11:22
Hello, how can I help?

Myself 11:23
Hi there... I was just looking... L...

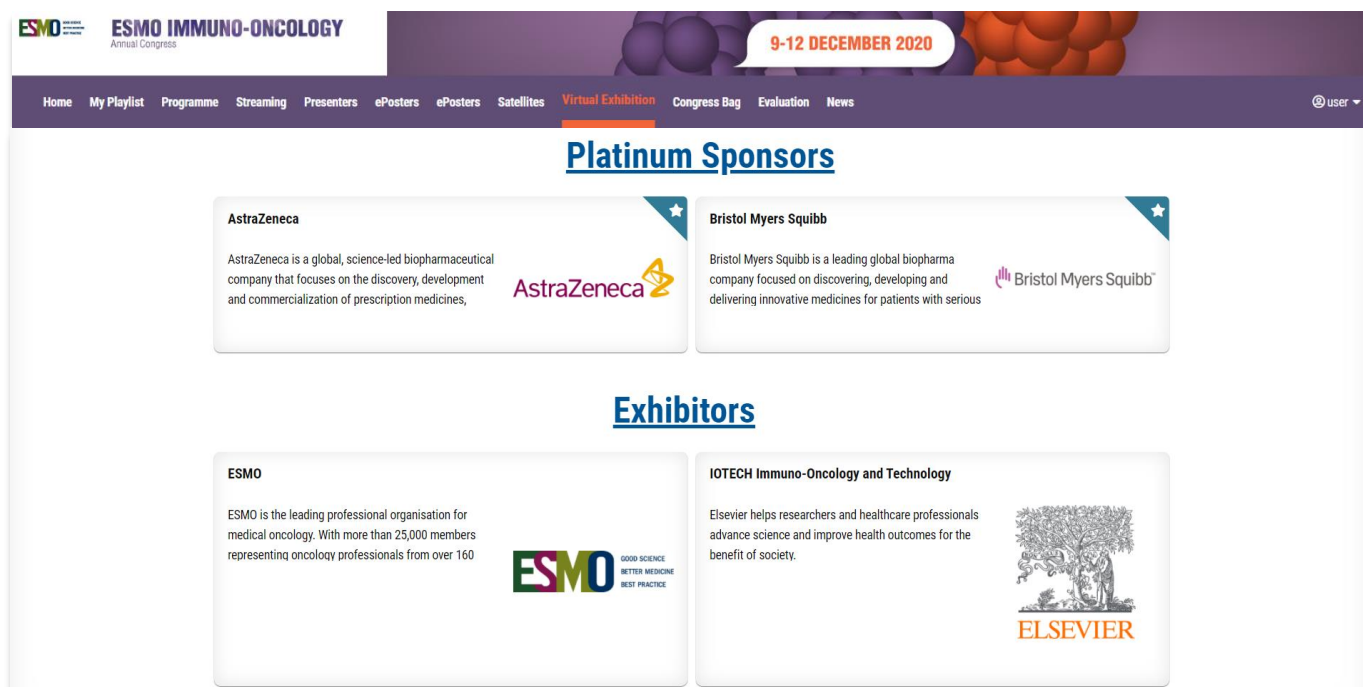
Message to Direct Name...

SEND MESSAGE

* Indicative example, all visuals/graphics of this document are subject to change according to the ESMO TAT Virtual Congress 2021 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 TAT Virtual Congress 2021 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 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)
- 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

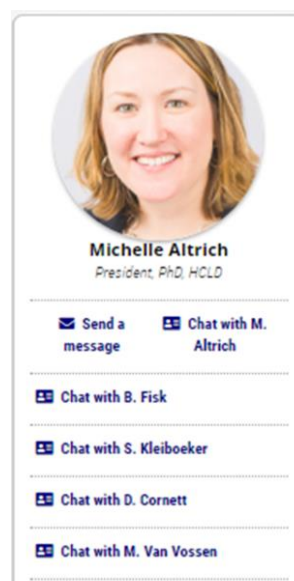
2.8.2 Documents PDF

- Present further products on your profile, shared through link or download button
- File formats: 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 **17 February 2021** to meetings@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 Industry Satellite Symposium (for satellite symposia, as allocated in the sponsorship package)

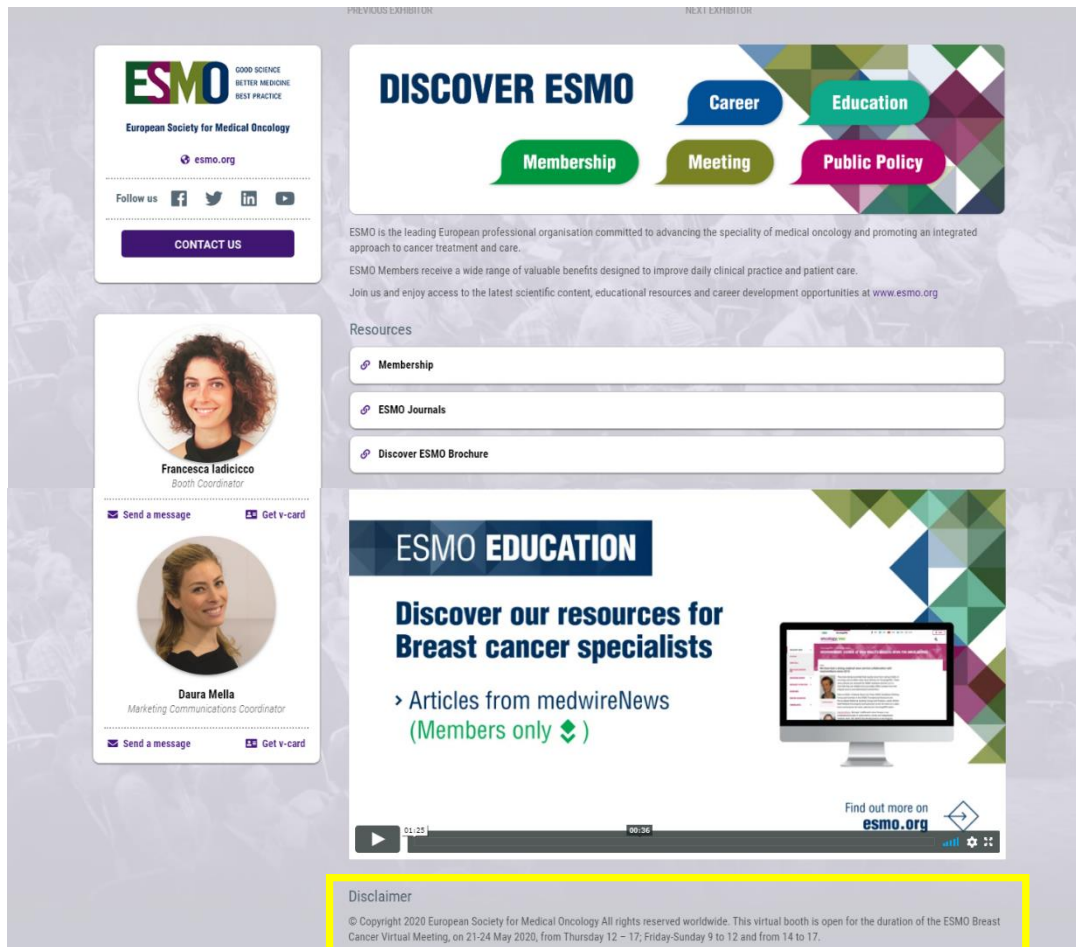
- Satellite Symposium title will link to the dedicated Industry Satellite Symposium Virtual Space
- On-demand player link directly to the Satellite Symposium webcast

Satellite Symposium

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

2.12 Disclaimer

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



2.13 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 stand to link, the products and respective list of section will move up
- Exhibitors are asked to inform meetings@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

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