European Lung Cancer Virtual Congress 2021

Exhibitor Manual

25-27 MARCH 2021

The ELCC is a collaborative effort of the most important multidisciplinary societies representing thoracic oncology specialists, working together to advance science, disseminate education and improve the practice of lung cancer specialists worldwide.
Dear Industry Partners,

We invite you to save the date for the European Lung Cancer Virtual Congress (ELCC 2021 Virtual), taking place on 25-27 March 2021.

The European Lung Cancer Virtual Congress (ELCC 2021 Virtual) is a collaborative effort of the most important multidisciplinary societies representing thoracic oncology specialists, working together to advance science, disseminate education and improve the practice of lung cancer specialists worldwide.

At this event, delegates will have the opportunity to:

- Update their knowledge in prevention, screening and early detection of lung cancer
- Review the current state-of-the-art in adjuvant therapy of early lung cancer and in multidisciplinary treatment of locally advanced non-small cell lung cancer
- Learn how to best sequence or combine therapies in advanced non-small cell lung cancer
- Review the current and emerging therapeutic strategies in small cell lung cancer, mesothelioma and other rare thoracic tumours

Medical oncologists, radiation oncologists, thoracic surgeons, respiratory physicians / pneumologists, interventional radiologists and pathologists all benefit from its comprehensive and stimulating programme.

Make sure you connect to this highly interactive meeting and share your expertise with lung cancer specialists from all over the world.

As a valued industry partner, you can benefit from a variety of sponsorship and exhibition opportunities, designed to offer optimal visibility to your content and messaging.

We look forward to collaborating with you in the lead up to this important meeting and we thank you for your invaluable support.

Scientific Co-Chairs:

David Planchard
ESMO Scientific Co-Chair

Enriqueta Felip
IASLC Scientific Co-Chair
PREFACE

Congress Dates:

<table>
<thead>
<tr>
<th>Platform, Virtual Exhibition and ePosters</th>
<th>24-27 March 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Official programme &amp; Industry Satellites Symposia</td>
<td>25-27 March 2021</td>
</tr>
</tbody>
</table>

Important Note:

The platform and all activities will close on the **27 March 2021**. However, the platform will remain available with the on-demand content and exhibition information until **30 March 2021**.

Well organised planning makes for successful execution and the ELCC Organisers together with its partner suppliers will be glad to guide you towards a congress rich in discussion and exchange for your organisation.

This ELCC 2021 Virtual Exhibitor Manual will guide you in the necessary steps of your participation at our brand-new ELCC 2021 Virtual.

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

Participation at the ELCC 2021 Virtual implies an acceptance of the requirements contained within these Industry Guidelines and also in any updates posted on the [ESMO website](https://esmo.org).

DEADLINES

<table>
<thead>
<tr>
<th>Date</th>
<th>Deadline to provide the content to be uploaded on the booth</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 March 2021</td>
<td>Exhibitors to provide contact details of the staff members manning the Integrated Chat to <a href="mailto:elcc@esmo.org">elcc@esmo.org</a></td>
</tr>
<tr>
<td>15 March 2021</td>
<td>Staff members manning the integrated chat will receive the backend access to the chat function from CTI</td>
</tr>
</tbody>
</table>
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CONTACTS

CTI Meetings Technologies GmbH has been appointed as the virtual platform supplier for ELCC 2021 Virtual and will be the official virtual exhibition provider.

ELCC 2021 Virtual Exhibition Support

<table>
<thead>
<tr>
<th>ELCC 2021 Virtual Secretariat</th>
<th>CTI Meetings Technology GmbH</th>
</tr>
</thead>
<tbody>
<tr>
<td>c/o ESMO Head Office</td>
<td>Nussdorfer Strasse 20/22</td>
</tr>
<tr>
<td>Via Ginevra 4</td>
<td>1090 Vienna, Austria</td>
</tr>
<tr>
<td>6900 Lugano, Switzerland</td>
<td></td>
</tr>
</tbody>
</table>

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1. VIRTUAL EXHIBITION SPACE ENTITLEMENTS

1.1 Sponsorship Package entitlements overview
The ELCC 2021 Virtual 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>
</tr>
</thead>
<tbody>
<tr>
<td>Virtual booth option*</td>
<td>3D</td>
<td>2D or basic</td>
<td>2D or basic</td>
<td>basic</td>
<td>basic</td>
</tr>
<tr>
<td>Company logo on the Exhibitor Directory</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>(size depending on sponsor category)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company profile banner (with link)</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Company description</td>
<td>Yes**</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Stand integration (hosted on external website)</td>
<td>Either 3D or 2D</td>
<td>2D</td>
<td>2D</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>
</tr>
<tr>
<td>Lead retrieval “Contact us”</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</td>
<td>4 staff</td>
<td>3 staff</td>
<td>2 staff</td>
</tr>
<tr>
<td>Resources</td>
<td>4</td>
<td>Unlimited</td>
<td>Unlimited</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Products: video or Podcast or PDF</td>
<td>3</td>
<td>Unlimited</td>
<td>Unlimited</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Personal meeting links (via Zoom on own company infrastructure)</td>
<td>5**</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Linked to Satellite symposia page</td>
<td>Yes**</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>On-demand player link (only satellite symposia)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Disclaimer</td>
<td>Yes**</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

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.

The ELCC Team will provide support for the configuration of the booths. Companies have to provide all the content to upload on their booth to elcc@esmo.org by 5 March 2021.

However, companies might request by the 5 February 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 elcc@esmo.org by 15 March 2021, according to your sponsor package and the entitled number of logins. Details to the provided: first and last name, email address.
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 ELCC 2021 Virtual design.
2D Booth – Available only for Platinum, Gold and Silver Sponsors
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 ELCC 2021 Virtual 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

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
- 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 15 March 2021 to elcc@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 elcc@esmo.org should any section not be use, despite being entitled (according to sponsor package)
## 3. SPECIFICATIONS

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

| Company logo in the Exhibitor Directory | • File type: .svg or .png with transparent background  
|                                          | • Dimensions: 250px (height) by 250px (width) |
| Company profile banner                   | • File type: .png or .jpg  
|                                          | • Dimensions: single banner, width: 890px and height: min 230px  |
| Company description                      | Plain text with max. 100 words |
| Contact details                          | • Booth representative (up to 4 – depending on the booked package)  
|                                          | • Picture:  
|                                          |   • 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                     | Link to external virtual booth. URL to be provided. |
|                                          | Design of the virtual booth to be handled by the exhibitor on an external platform. |
| 3D-image (only for 2D booth)             | Provide max 3 touchpoints elements:  
|                                          | • 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                                 | Each tile can include a link to one video or audio or a link to an external website  
| Can be grouped by individual headings    | For each tile provide a title of max 100 characters and:  
|                                          | • Video: provide a link to external page  
|                                          | • Audio: provide a link to external page |
| Video                                    | Format: it is an embedded link to an existing trusted source (e.g. YouTube, Vimeo or Company URL) |
| Main video under the resources           | Name of the meeting and link to the meetings to be provided |
| Personal meeting links                   | Can be divided in 2 tiles:  
| Satellite Symposium                      | • 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 |
### 3.2 Specification overview by item for 3D booth

| **Company logo in the Exhibitor Directory** | • File type: .svg or .png with transparent background  
• Dimensions: 250px (height) by 250px (width) |
| **Company profile banner** | • File type: .jpg  
• Dimensions: single banner, recommended sizes in px:  
  - 728 x 90  
  - 970 x 415  
  - 970 x 250  
  - 820 x 312 |
| **Contact details** | • Booth representative (up to 4 – depending on the booked package)  
• Picture:  
  - 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** | Link to external virtual booth. URL to be provided.  
Design of the virtual booth to be handled by the exhibitor on an external platform. |
| **Products / Resources** | Up to 4, each tile can include a link to an external website.  
For each tile provide a title of max 40 characters and:  
• Link to an external website |
| **Video** | Up to 3 videos.  
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** | Can be divided in 2 tiles:  
• Satellite Symposium title will link to the Satellite Symposium page.  
The link to the on-demand Satellite Symposium will be added upon the live presentation at the Virtual Congress |