

The graphic features a large, stylized white outline of a breast shape, composed of several overlapping circular segments. The background is a vibrant, multi-colored pattern of small circles in shades of red, blue, and purple. A white, rounded rectangular box is centered over the breast outline, containing the text 'ESMO BREAST CANCER VIRTUAL CONGRESS'. Below this, another smaller white, rounded rectangular box contains the text 'Industry Guidelines'.

ESMO BREAST CANCER VIRTUAL CONGRESS

Industry Guidelines

ESMO BREAST CANCER VIRTUAL CONGRESS

5-8 MAY 2021

Cancer patients and their needs are at the heart of what we do – we are committed to advancing research and integrating it into the clinic to ensure better care for our patients.

We aim to deliver a comprehensive overview of all the practice-changing new data and to make sure it has a clear roadmap to the clinic.

We count on you to take part and we look forward to welcoming you once again to ESMO Breast 2021 Virtual, a multidisciplinary meeting where you will learn how to integrate innovation into your daily practice and improve patient care.

[esmo.org](https://www.esmo.org)

WELCOME

Dear Industry Partners,

We have the pleasure to invite you to ESMO Breast Cancer Virtual Congress 2021.

Following up on the successful editions of ESMO Breast Cancer, both physical and virtual, we are proud to announce that ESMO Breast Cancer Virtual Congress 2021 will take place on 5-8 May 2021.

In direct response to the ongoing Covid-19 pandemic restrictions we are working on an exciting 'Virtual' edition where researchers will still be able to present practice-changing data and specialists from different disciplines in oncology will continue to benefit from a comprehensive educational online programme.

By supporting ESMO Breast Cancer Virtual Congress 2021 you can:

- Gain insights into the latest drug development work
- Present your latest research at a specialized ESMO virtual congress: a guarantee for immediate global visibility
- Connect online with a wide multidisciplinary audience of breast cancer specialists

In this industry prospectus, you will find several options for corporate and promotional visibility, aimed at enhancing the educational journey of our delegates.

We are counting on our Industry partners to support this virtual event and to help us once again advance the science and clinical practice with the goal of improving the lives of our patients.

We look forward to discussing with you the opportunities you will have at ESMO Breast Cancer Virtual Congress 2021!

Scientific Co-Chairs:



Giuseppe Curigliano
Milan, Italy



Sung-Bae Kim
Seoul, Republic of Korea



Sibylle Loibl
New-Isenburg, Germany

PREFACE

Congress Dates

Platform, Virtual Exhibition and ePosters
4 May – 10 May 2021
Official programme & Industry Satellites Symposia
5-8 May 2021

Important Note:

The platform and all activities will close on the **8 May 2021**. However, the platform will remain available with the on-demand content and exhibition information until **10 May 2021**.

DEADLINES

Programme submission deadlines

24 March 2021	Programme proposal 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)
End of March	Notification of acceptance / rejection / request for modifications by the ESMO Breast Cancer organisers
7 April 2021	Deadline for minor changes to the approved programme

Virtual Platform deadlines

22 March 2021	Deadline to confirm person responsible for the organisation of the satellite symposium (breast@esmo.org)
22 March 2021	Deadline to inform ESMO if the satellite pre-recording will be done by the official supplier CTI or by your own supplier (breast@esmo.org)
7 April 2021	For companies who have decided to have the pre-recording done by CTI. Deadline to book the Satellite pre-recording 2-hours slots with CTI (esmo@ctimeetingtech.com): Slots: 20 April or 21 April 2021
9 April 2021	Deadline to submit the Digital Programme Poster Artwork for the ESMO Breast Cancer Virtual Congress 2021 Industry Satellite Symposia Gallery (breast@esmo.org)
19 April 2021	For companies who have decided to have the pre-recording done by their own supplier Deadline to provide CTI with the final video recording file (esmo@ctimeetingtech.com)
19 April 2021	Deadline to decide to have and send the link to your own satellite symposia evaluation form (breast@esmo.org)
48 hours prior the satellite	Links for attending the Satellite Symposium in the live backend will be sent by CTI to the person responsible for the organisation of the satellite symposium (esmo@ctimeetingtech.com)

Publication deadlines

7 April 2021	Satellite Invitation Weblink
29 March 2021	Virtual Platform Sponsor Banners and Virtual Congress Bag Insert

From the Satellite Symposia Gallery, the Companies can decide to have a link to a satellite evaluation questionnaire placed on an external website. It is the responsibility of the Company to monitor and assess the result

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CONTACTS

CTI Meetings Technologies GmbH has been appointed as the virtual platform supplier for ESMO Breast Cancer Virtual Congress 2021 and will be the official virtual pre-recorded satellite symposia webcast provider.

ESMO Breast Cancer Virtual Congress 2021 Industry Satellite Symposia Support

<p>ESMO Breast Cancer Virtual Congress 2021 Secretariat c/o ESMO Head Office Via Ginevra 4 6900 Lugano, Switzerland</p> <p>Web: www.esmo.org E-mail: breast@esmo.org</p>	<p>CTI Meetings Technology GmbH Nussdorfer Strasse 20/22 1090 Vienna, Austria</p> <p>Contact person: Arnold Stipsits E-mail: esmo@ctimeetingtech.com</p>
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Sponsorship, Industry satellite symposia and advertising

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Registration Management

Registration office	registration@esmo.org	+41 (0)91 973 19 13
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Media Relations

ESMO Press Office	media@esmo.org	+41 (0)91 973 19 74
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INDUSTRY SATELLITE SYMPOSIA

1. SATELLITE SYMPOSIA GENERAL INFORMATION

Satellite symposia will take place from the 5-8 May 2021 and be located in the ESMO Breast Cancer Virtual Congress 2021 Industry Satellite Symposia Gallery. Details of available slots may be obtained by email from anna.macdougall@esmo.org.

1.1 Satellite Symposia Programme

All satellite symposia programmes must be approved by the ESMO Breast Cancer Virtual Congress 2021 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 Breast Cancer Virtual Congress 2021 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 Breast Cancer Virtual Congress 2021 Scientific Committee Co-Chairs are also not allowed to participate in any industry sponsored satellite symposium.

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 Breast Cancer Virtual Congress 2021 Scientific Programmes Department (programme@esmo.org) in time to submit the final version by **24 March 2021** at the latest.

Submitting an abstract to the ESMO Breast Cancer Virtual Congress 2021 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 Breast Cancer Virtual Congress 2021 programme, and that it has not been presented elsewhere.

Each company is responsible for the registration of any satellite symposium speakers who are not participating in the official ESMO Breast 2021 Virtual programme. Registrations are not arranged by ESMO Breast 2021 organisers. Queries may be sent to the ESMO Registration Services Unit (registration@esmo.org).

1.2 Programme submission deadlines

24 March 2021	Deadline for receipt of the programme proposals
End of March	Notification of acceptance / rejection / request for modifications by the ESMO Breast Cancer organisers
7 April 2021	Deadline for minor changes to the approved programme

Notes:

1. The above timeline has been established to give all sponsors equal opportunities to invite preferred Speakers and late submission of programme proposals cannot delay the overall approval process.
Sponsors who do not adhere to the deadline risk not being able to invite preferred Speakers if they have already been confirmed for other satellites in accordance with this schedule.
2. It will be the responsibility of Speakers who have been nominated for more than two satellites to choose which to accept.

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

Slot N°	Duration*	Day	Channel	Satellite Time
1	1h00	Wednesday, 5 May	1	16:00 – 17:00
2	1h00	Wednesday, 5 May	2	16:00 – 17:00
3	1h00	Wednesday, 5 May	1	17:30 – 18:30
4	1h00	Wednesday, 5 May	2	17:30 – 18:30
5	1h00	Wednesday, 5 May	1	19:00 – 20:00
6	1h00	Wednesday, 5 May	2	19:00 – 20:00
7	1h00	Thursday, 6 May	1	16:00 – 17:00
8	1h00	Thursday, 6 May	2	16:00 – 17:00
9	1h00	Thursday, 6 May	1	17:30 – 18:30
10	1h00	Thursday, 6 May	2	17:30 – 18:30
11	1h00	Thursday, 6 May	1	19:00 – 20:00
12	1h00	Thursday, 6 May	2	19:00 – 20:00

*Duration is limited as per the original slot and can be shortened if required

Satellite symposia slot prices include the following:

- Pre-recorded Webcast of Satellite Symposium (if done with the official supplier CTI) followed by 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 Breast Cancer Virtual Congress 2021 Industry Satellite Symposia Gallery

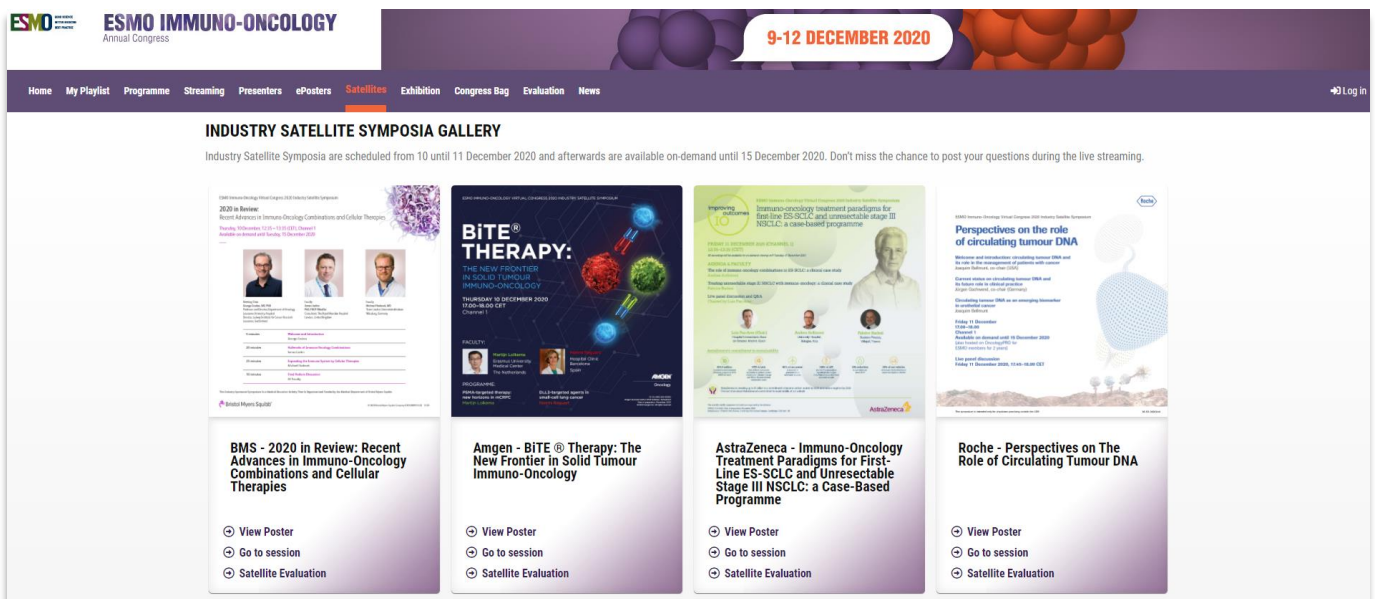
3. PLATFORM OVERVIEW

3. ESMO Breast Cancer Virtual Congress 2021 Industry Satellite Symposia Gallery

All satellite symposia will be allocated in the ESMO Breast Cancer Virtual Congress 2021 Industry Satellite Symposia Gallery.

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

- The wording “ESMO Breast Cancer Virtual Congress 2021 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 breast@esmo.org by **9 April 2021**



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

3.2 Default display of the satellite symposium on-demand:

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

Precision medicine
Date: 24.05.2020
Time: 16:00 - 17:30
Chairs: **Nicholas Turner** (London, United Kingdom)

Q Educational session
Introduction
Lecture Time: 16:00 - 16:00

Q Educational session
Selecting PI3 kinase pathway inhibitors for advanced breast cancer
Lecture Time: 16:00 - 16:20
Presenter: **Veronique C. Dieras** (Rennes, France)
Authors: **Veronique C. Dieras** (Rennes, France)
Webcast

Q Educational session
Resistance to CDK4/6 inhibitors beyond progression
Lecture Time: 16:20 - 16:40
Presenter: **Luca Malorni** (Prato, Italy)
Authors: **Luca Malorni** (Prato, Italy)
Webcast

Q Educational session
Utility of liquid biopsies in clinical practice
Lecture Time: 16:40 - 17:00
Presenter: **Nicholas Turner** (London, United Kingdom)
Authors: **Nicholas Turner** (London, United Kingdom)
Webcast

Q Educational session
Personalising immunotherapy – beyond PDL1 expression
Lecture Time: 17:00 - 17:20
Presenter: **Marleen Kok** (Amsterdam, Netherlands)
Authors: **Marleen Kok** (Amsterdam, Netherlands)
Webcast

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

There is the possibility to add a disclaimer text on the top of the on-demand satellite:

ESMO IMMUNO-ONCOLOGY
Annual Congress

9-12 DECEMBER 2020

Home
Programme
Streaming
Presenters
ePosters
Satellites
Exhibition
Congress Bag
Evaluation
News
My Playlist

RESULTS > Session
Add to playlist

9. Bristol Myers Squibb - 2020 in Review: Recent Advances in Immuno-Oncology Combinations and Cellular Therapies

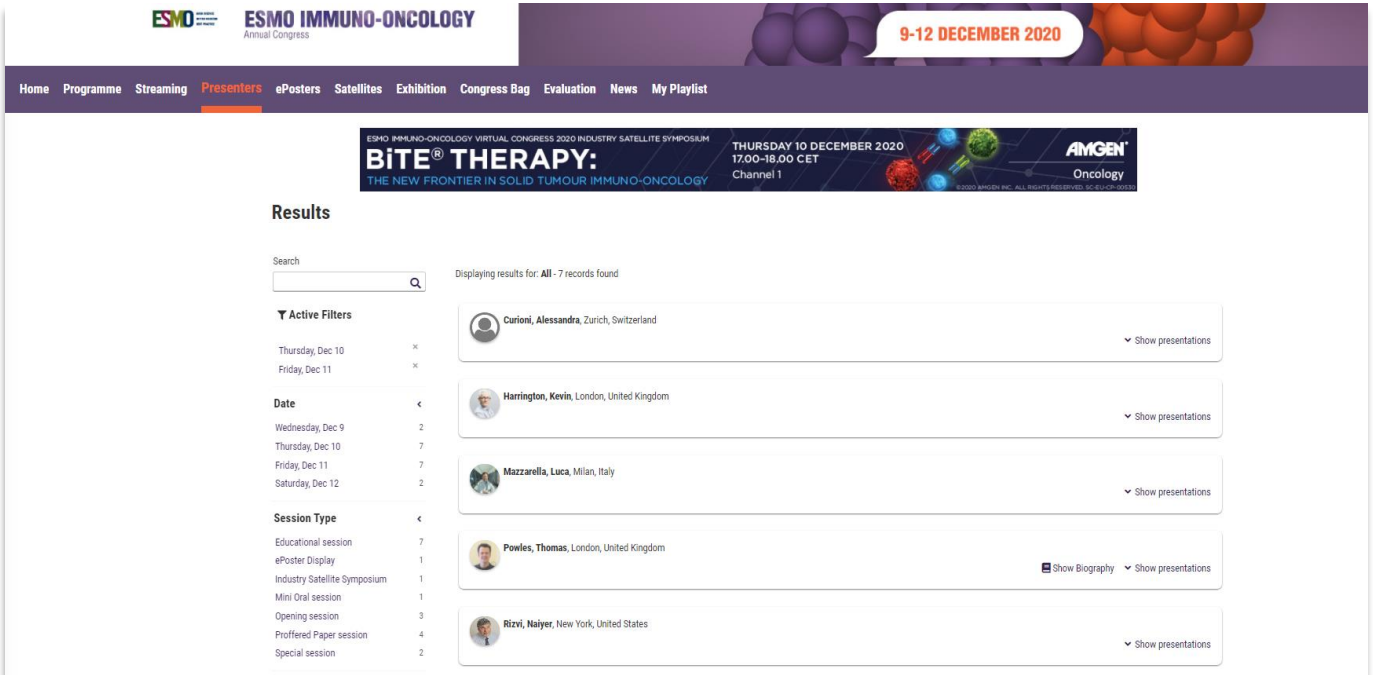
DISCLAIMER

- These slides are intended for educational use. The content within may refer to treatment, indications or uses not approved by your local regulatory agency in your home country. Please always refer to your local prescribing information
- Bristol Myers Squibb does not endorse the promotion of unapproved products or indications
- The views expressed in this presentation are those of the presenter
- This material is not to be distributed outside of this meeting

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

3.3 Chairs/Speakers

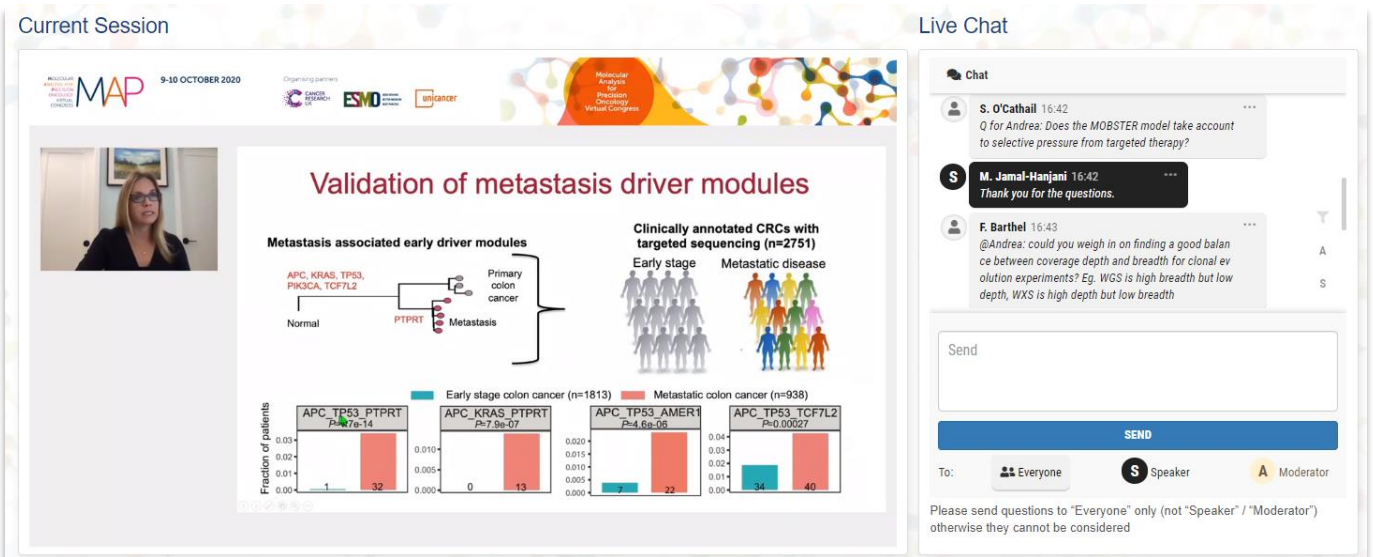
There will also be a dedicated section for the chairs/speakers' pictures, names and related biographies.



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

3.4 Presentation View and Webcast with CTI

As a default, the presentation slides are shown on the right, and the presenter's video is displayed on the left. The chat is displayed on the right of the presentation. The programme of the day is visible under the streaming.



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

3.5 Questions & Answers/Chat Function

Each satellite symposium will be given the possibility to have a dedicated Questions & Answers functionality allowing for a more engaging experience with participants. The Companies can choose the type of chat they prefer between:

1. Moderated Chat

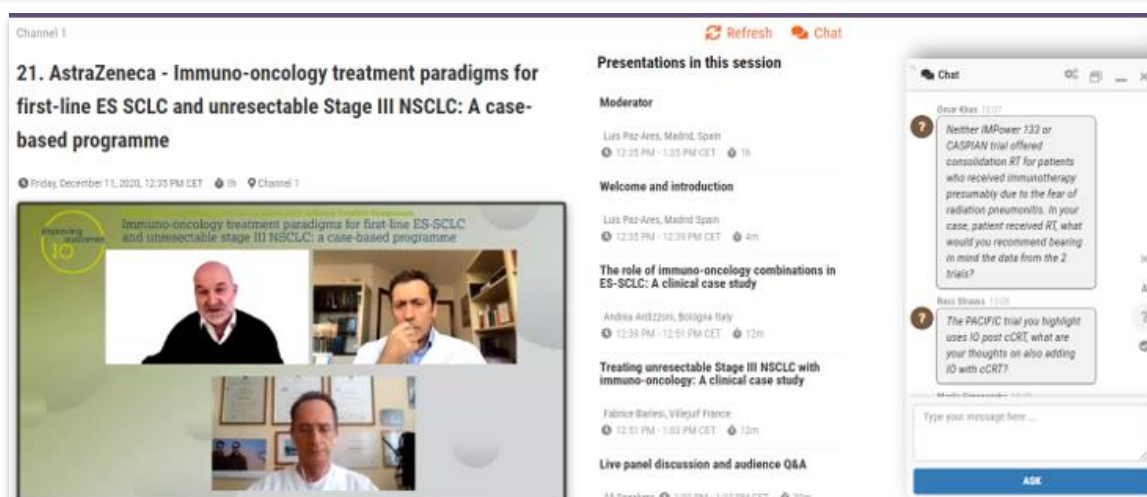
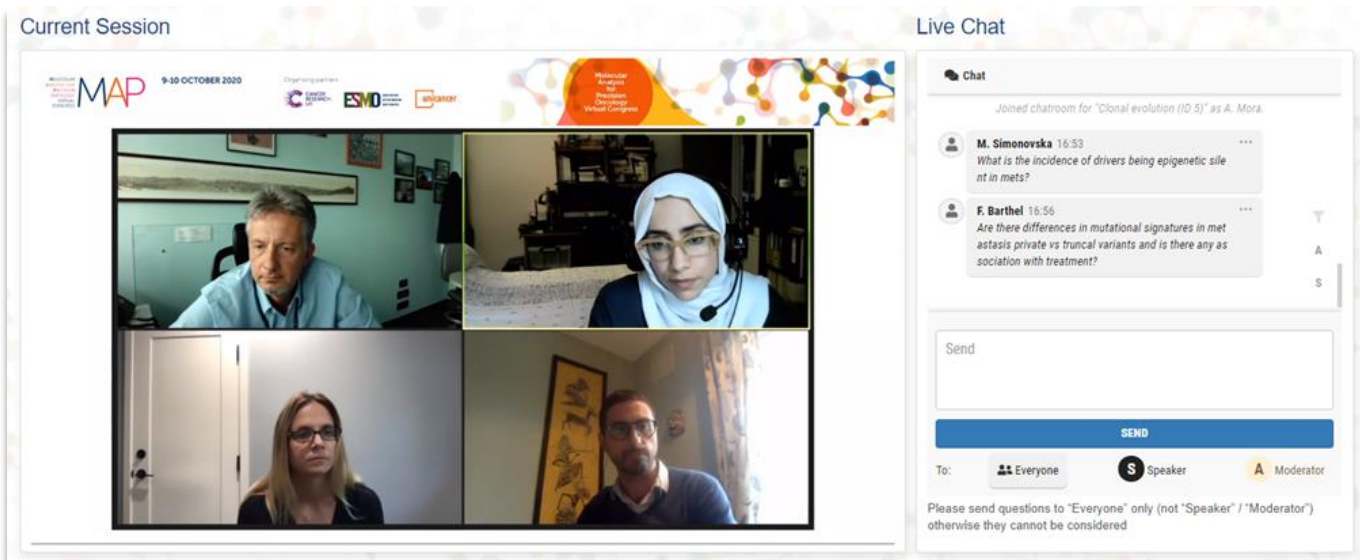
All submitted questions are first viewed by a chat assistant for approval. Once approved, the questions are then visible to presenters and other chat participants. After the question appears in the chat room, the chat assistant can still delete it by clicking "Remove".

2. Unmoderated Chat

All submitted questions are visible to presenters and other chat participants. After the question appears in the chat room, the chat assistant can still delete it by clicking "Remove".

The Companies need to register their Chat Assistant profiles, in order for them to get the possibility to approve (for moderated chat only), reply and delete comments when necessary.

Companies MUST confirm the contact person by 19 April 2021 by informing ESMO (breast@esmo.org)



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

The chat includes the following features:

- Admin access for sponsor to moderate dashboard
- Available for congress duration
- Chat can be used for live session
- Viewers can send in questions on live-stream interface
- Moderators can hide / show incoming Q&A during live session

4. PRE-RECORDING

Companies can choose to do the pre-recording of their satellite either with the official supplier CTI or externally and this must be communicated to ESMO (breast@esmo.org) by **22 March 2021**. After this deadline CTI will **not** be able to accept any further pre-recording request.

Each pre-recorded Satellite Symposium will include the following items/technical characteristics:

- Information about the satellite, including speaker picture and biography (only for split recordings)
- Webcast: slides with video and audio of speakers
- Each satellite will appear on the dedicated on-demand satellites section in the Virtual Congress Programme

The CTI team will provide full AV and technical support during the pre-recording phase.

4.1 Recording via the official supplier CTI

The designated contact person of the satellite will be contacted by CTI for further details, schedules and booking options.

Recording day/time slot

The sponsor is kindly asked to contact the speakers and chairs, in order to identify a 2-hours slot when they are all available to record the symposium on **20 or 21 April 2021**.

This pre-recording time slot includes an introduction, practical info, audio final check 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.

Deadline to inform CTI at esmo@ctimeetingtech.com about the chosen slot: **7 April 2021**.

Upload of files

1. The main contact will receive an invitation via email, to upload all files to cSLIDE (the CTI online system).
2. Format: Presentation files will be accepted in MS PowerPoint format only. Macintosh presentations (i.e. Keynote) cannot be accommodated.
3. Versions: the presentations must be prepared in MS PowerPoint 2010, 2013 or 2016. MS PowerPoint 2016 is used in the virtual "Session Room" onsite.
4. File size: The size of any given presentation should not exceed 500 MB, if uploaded online prior to the meeting.
5. Audio and movies: Place all audio and movie files linked with the presentation into a single file folder (e.g. when transferring the presentation from your hard disk to the USB flash drive or external hard disk or when uploading it to cSLIDE, the conference preview system).
6. Fonts: Do not use special fonts which are not part of the standard PowerPoint package, as this will cause problems when uploading your file.
7. Do not use passwords or encryption with your files.
8. Please note that macros should not be used and flash animations are not supported.
9. The aspect ratio of your presentation should be 16:9.

Deadline to upload all presentations using the link send by CTI in the invitation: **15 April 2021**.

Guidelines to be distributed to your speakers and chairs

1. Before you start recording, please make sure there is no background noise.
2. Next, select a place or room where your background is structured, ideally with a white wall or a bookshelf.
3. Place your laptop in front of you.
4. Make sure you have a stable internet connection with a minimum of 1,5 MB upload/download.
5. Download the programme “Zoom”.
6. Login to cSLIDE where you uploaded your files.
7. You will find the link to “Zoom” to enter the “Virtual Session Room”.
8. The “Session Assistant” will guide you through the technical check-ups and help with your rehearsal.
9. Once you feel comfortable, the recording can start.
10. You can repeat your recording as many times as needed in the assigned window.

Branding

There is the possibility to brand the satellite symposium with a banner (1920 x 150 px), a background picture (1920 x 1080 px), background color (specified with the color code - RGB) and the logo.

Deadline to provide CTI at esmo@ctimeetingtech.com with the branding elements: **15 April 2021**

Post-recording

The main contact will receive the link to view the recorded Satellite symposium by **26 April 2021**.

4.2 Recording with external supplier

If you are using an external supplier to record your satellite symposium please notify ESMO (breast@esmo.org) by **22 March 2021**. The appointed agency will need to deliver the complete video file(s) in the following format by **19 April 2021** to esmo@ctimeetingtech.com:

1. Speaker Video:
 - Format: 720p
 - Container MP4
 - Codec: h.264
 - Audio AAC
2. Video of PPT projection:
 - Format: 720p (16:9)
 - Container MP4
 - Codec: h.264
 - Audio AAC

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

Upon request, companies can request and fix a 60 minutes rehearsal/preview with speakers and company representatives. This service needs to be confirmed to CTI (esmo@ctimeetingtech.com) by **22 April 2021**.

5.2 Satellite Symposium Live Q&A

Each satellite symposium slot can include at the end a Live Q&A within the allocated **60 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 CTI. 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 CTI (esmo@ctimeetingtech.com) by **26 April 2021**.

5.2.1 Live Q&A chat function (included)

The ESMO Breast Cancer Virtual Congress 2021 attendees can send questions via the Live Q&A chat function available for each Live Q&A

- a) Available during the Live Q&A
- b) Comments can be managed (hide, delete, answer) by the chat assistant, depending on the selected type of chat: moderated or unmoderated.
- c) 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 chat next to the streaming video.

5.3 Post-Congress hosting

Post-congress, 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 Meeting Library for 6 months.

5.4 Evaluation of the symposium

From the Satellite Symposia Gallery, the Companies can decide to have a link to a satellite evaluation questionnaire placed on an external website. It is the responsibility of the Company to monitor and assess the result of the evaluation. Deadline to send the link to breast@esmo.org: **19 April 2021**.

5.5 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. ADDITIONAL INFORMATION

6.1 Registration

A limited number of complimentary registrations will be assigned to each company, depending on the sponsorship level, granting access to the ESMO Breast Cancer Virtual Congress 2021.

Companies can decide to assign these complimentary registrations to:

- Satellites symposium speakers
- Satellites symposium staff
- Exhibition staff

For any additional registrations please 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/or 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.

6.2 Access

Satellite symposia sessions will be accessible for all registered delegates.

6.3 Compliance

The ESMO Breast Cancer Virtual Congress 2021 is provided to international HCPs with a majority from Europe and is following the EFPIA guidance/code of virtual congresses.

6.4 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.

6.5 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 Breast Cancer Virtual Congress 2021 programme.

6.6 ESMO Congress abstract

Abstracts related to industry satellite symposia are not published in the ESMO Breast Cancer Virtual Congress 2021 abstract section.

INDUSTRY MEETINGS

7. INDUSTRY MEETINGS AND ACTIVITIES

7.1 Blackout times

Even though the ESMO Breast Cancer Virtual Congress 2021 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 Breast Cancer Virtual Congress 2021 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 Breast Cancer Virtual Congress 2021 dates (5-8 May 2021).

7.2 Unofficial satellite symposia or similar events

During the period beginning **Wednesday, 5 May 2021** through to **Saturday, 8 May 2021**, 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 Breast Cancer Virtual Congress 2021.

ESMO discourages all Industry Partners from hosting their official ESMO Breast Cancer Virtual Congress 2021 Industry Satellite Symposia webcasts on their respective corporate/educational/medical websites during the period **5-8 May** as this could affect the attendance of the satellite symposium/symposia within the ESMO Breast Cancer Virtual Congress 2021 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 Breast Cancer Virtual Congress 2021).

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

8. PROMOTION OF THE INDUSTRY SATELLITE SYMPOSIUM AND OTHER ACTIVITIES

8.1 e-Publications and e-Advertising

Each company will ensure that all company publications referring to Satellite symposia mention: “ESMO Breast Cancer Virtual Congress 2021 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 breast@esmo.org and respect the following deadlines:

29 March 2021	Virtual Platform Sponsor Banners and Virtual Congress Bag Insert
7 April 2021	Satellite Invitation Weblink

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

Furthermore, ESMO bears no responsibility towards the delegates for the display, promotion or sale of therapies or services, neither are ESMO supporting those products or services for their sole promotion at ESMO Breast Cancer Virtual Congress 2021.

However, ESMO reserves the right to deny at any time the display, promotion or sale of products, therapies or services should these be against the generally accepted clinical approach. Promotion of unapproved therapies (by regulatory authorities) is regulated by the local and International laws and ESMO bears no responsibility in case of a complaint based on such laws. Sponsoring companies are therefore advised to consult the Codes of Practice of their governing bodies for information and guidance on regulations around attendance at medical congresses. In all cases, sponsoring companies are responsible for ensuring that their promotion during the congress is legally and ethically acceptable in Switzerland.

8.2 Reproduction of logos

Each company is entitled to use the official logo of the ESMO Breast Cancer Virtual Congress 2021 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 Breast Cancer Virtual Congress 2021 Secretariat (breast@esmo.org) will provide the ESMO Breast Cancer Virtual Congress 2021 logo as an electronic file upon request, but not before the draft of the invitation or other promotional material is submitted for approval.

8.3 Inviting participants

Inviting participants to your satellites has never been this easy and effective! Within each satellite package we allow our Industry Partners to showcase their satellite(s) via a digital satellite invitation weblink whereby we invite delegates to find out more about your session(s).

In the ESMO Breast Cancer Virtual Congress 2021 E-Newsletter there will be a dedicated Industry E-News section whereby all these digital invitations will be grouped. These invitations will also be included in our online programme to further increase awareness.

From the **12 April 2021** your satellite invitation weblink will go live (this will be subject to prior submission before the **7 April** deadline and subsequent approval by the ESMO Breast Cancer Virtual Congress 2021 Secretariat).

The ESMO Breast Cancer Virtual Congress 2021 E-Newsletter will be sent out to all registered delegates **mid/end of April 2021**.

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 company, highlighting their satellite symposium.
- The content of the weblink message must not make any statements about the quality or virtues of a sponsoring company and/or any of the company's product(s) either via text or visuals.

With a satellite symposium, 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 breast@esmo.org is the **7 April 2021**. 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 Breast Cancer Virtual Congress 2021 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 Jon Roberts jon.roberts@esmo.org

The web page will only be linked once ESMO approval is confirmed and the payment for the sponsorship package is received

8.4 Virtual Congress Bag

Depending on the chosen sponsorship package there is a possibility for companies to have a Virtual Congress Bag Insert within the Virtual Congress Bag. Artwork should not be larger than A4 format and less than 5MB.

Artwork should be submitted to breast@esmo.org by the **29 March 2021** for evaluation.

8.5 Advertisements

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

8.6 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.

8.7 Promotion related to product and services

Companies holding satellite symposia are responsible for obtaining relevant information and for complying with all Swiss and international rules and regulations related to advertising and promotion of all products and services mentioned as part of the satellite symposium. Advertising of a specific product does not mean acceptance by ESMO, and the corporation is solely responsible for bringing its advertising into line with local and European laws, as applicable.

GENERAL TERMS AND CONDITIONS

The following conditions of participation refer to the booking of any sponsorship product(s)/service(s) at the ESMO Breast Cancer Virtual Congress 2021 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 Breast Cancer Virtual Congress 2021 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 Events Sponsorship Department will acknowledge receipt of your sponsorship application form and the assignment process will commence soon afterwards.

Assignment

- Will be done on a first come, first served basis (excluding the satellite symposia assignments).

To ensure each sponsoring company has a chance to choose a suitable satellite symposium slot, offers are valid for 48 hours (2 working days) unless the offer makes it clear that the opportunity is freely available.

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.

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 70 EUR (Excluding VAT) will be charged to the company.

Indebtedness

Payments not received by the first day of the start of the ESMO Breast Cancer Virtual Congress 2021 will be subject to a 10% penalty fee on the total sponsorship investment.

Refunds

Any refunds of deposits paid will be made after ESMO Breast Cancer Virtual Congress 2021 but not later than **18 December 2021**. 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 Breast Cancer Virtual Congress 2021 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 the ESMO Breast Cancer Virtual Congress 2021 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 willful 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 ESMO Breast Cancer Virtual Congress 2021 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 ESMO Breast Cancer Virtual Congress 2021. 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 ESMO Breast Cancer Virtual Congress 2021.

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 General Terms and Conditions, ESMO interpretation shall be final.

ESMO PRIORITY LIST

The sponsorship point system has been designed to recognise sponsor investment in ESMO projects and sponsorship points are allocated in acknowledgement of each EUR 10,000 of sponsorship investment.

- a. Accrued sponsorship points define the position of each company in the ESMO sponsors priority list. The priority list identifies companies that will be offered visibility at, and privileged within, events such as the ESMO Congress and related activities, for example satellite symposia, Industry display area space, hotel accommodation, etc.
- b. When an equal number of points are held by 2 or more sponsoring companies, promotional opportunities will be assigned according to the monetary value of the requested opportunities.
- c. ESMO nevertheless retains the right to privilege smaller emerging companies when their products are innovative and the Society feels that their participation in the event would be of benefit to delegates. When satellite symposia are assigned in relation to this clause, the company guarantees that the programme will not be presented elsewhere before the ESMO Congress. Furthermore, all sponsorship items assigned in relation to this clause are subject to specific terms and conditions.
- d. Sponsorship points are cumulative but expire at the end of the 24th month after which they have been allocated.
- e. ESMO recognises the importance of long-term relationships. To this end, 2 points will be assigned to companies for their presence and loyalty on a yearly basis for a minimum of EUR 10,000 of support. The 2 points will not expire. However, for each calendar year during which a company has not been present (with any kind of support), the 2 points are deducted from the company's record.
- f. ESMO will also recognise the contribution to advancements in medicine and science at the ESMO annual Congress. ESMO will allocate one point for each abstract accepted for oral presentation with the mention "Study sponsored by..."