

ESMO 2021

Exhibitor Manual



Congress President

Solange Peters, Lausanne, Switzerland

Scientific Co-Chairs

Pasi Jänne, Boston, MA, USA

Tony SK Mok, Hong Kong, China

Educational Chair

Karin Jordan, Heidelberg, Germany

16-21 SEPTEMBER 2021

The ESMO Congress is the most influential oncology platform designed in Europe for clinicians, researchers, patient advocates, journalists and healthcare industry representatives from all over the world.

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WELCOME TO THE ESMO CONGRESS 2021

Dear Industry Partners,

We are pleased to invite you to work with us towards the ESMO Congress 2021 which will take place on 16-21 September 2021.

The ESMO Congress is the most influential oncology platform designed in Europe for clinicians, researchers, patient advocates, journalists and healthcare industry representatives from all over the world.

In 2020, ESMO responded to the needs of an unprecedented public health environment and delivered a comprehensive virtual meeting, with an outstanding scientific and educational programme. It demonstrated ESMO's full commitment to the immediate global dissemination of new data in oncology and to advancing the education of oncology professionals even under the most challenging circumstances.

ESMO 2021 will again present the very latest advances in the treatment of cancer and offer an excellent educational programme, with opportunities for an exchange of ideas among delegates from all around the world.

The congress programme is being developed by a committee composed of more than 300 leading international experts to ensure delegates learn about new data in oncology and feel empowered to translate it into immediate improvements in outcomes for cancer patients.

We look forward to working with you on the ESMO Congress 2021, an exciting new edition of the most prestigious oncology meeting created in Europe.

On behalf of the ESMO 2021 Officers,



Solange Peters



Pasi Jänne



Tony SK Mok



Karin Jordan



Solange Peters
ESMO 2021
Congress President
Lausanne, Switzerland



Pasi Jänne
ESMO 2021
Scientific Co-Chair
Boston, MA, USA



Tony SK Mok
ESMO 2021
Scientific Co-Chair
Hong Kong, China



Karin Jordan
ESMO 2021
Educational Chair
Heidelberg, Germany

PREFACE

Welcome!

The ESMO 2021 Virtual Exhibition is the leading platform to showcase the latest research, therapeutic practices and technological advances in oncology.

This is an outstanding occasion to promote the value of your products and services. The ESMO Congress 2021 offers the opportunity to companies active in the field of medical oncology and related therapies and technologies to play a part in one of the foremost multidisciplinary oncology meetings worldwide. Be part of this unique event!

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.

This ESMO 2021 Virtual Exhibitor Manual will guide you through the necessary steps to set up your virtual booth.

This document contains all technical details and backend instructions regarding the virtual exhibition features. Your main contact for any additional queries on this aspect of the project will be the ESMO Congress 2021 Secretariat (congress@esmo.org).

Please read this document carefully and share with the necessary colleagues and agencies involved in the organisation of your ESMO 2021 virtual booth.

IMPORTANT:

Please note that the ESMO 2021 Virtual Exhibition Rules and the Virtual Exhibition Terms and Conditions available in the ESMO 2021 Virtual Exhibition Prospectus apply. Any infraction(s) to our ESMO 2021 Virtual Exhibition Rules will follow the procedure outlined in the Virtual Exhibition Terms and Conditions.

We look forward to working with you towards a rich and innovative ESMO Congress 2021!

CONGRESS DATES

Official Programme

16 September 2021	Educational programme and e-Posters
17-21 September 2021	Scientific programme and other sessions

ESMO Colloquia & Industry Satellite Symposia

17-21 September 2021

Virtual Exhibition

16-21 September 2021

EONS14

22 September 2021

DEADLINES

21 June 2021	Platinum exhibitors: Industry connect agendas submission to congress@esmo.org
28 June 2021	Exhibitors to confirm via online form the company administrator and if a medical desk is required
7 July 2021	Platinum exhibitors to confirm to congress@esmo.org if linking out to external platform(s) instead of using the 2D booth template provided by ESMO
15 July 2021	Companies begin uploading content to the backend of their virtual booth
2 August 2021	Platinum, Gold, Silver exhibitors to confirm via the dedicated online form : - Order of booking tool/Zoom room(s) for video chat - Chat administrator(s)
8 September 2021	Platinum exhibitors: if required, presentations and/or videos for the Industry connect to be sent to congress@esmo.org
9 September 2021	Deadline for content upload
10 September 2021	Platinum Exhibitors receive the access links for the moderator and the discussants to the Industry connect live session interface

CONTACTS

M Events Cross Media GmbH has been appointed as the virtual platform supplier for the ESMO Congress 2021.

ESMO Congress 2021 Exhibition Support

ESMO Congress 2021 Secretariat

ESMO Head Office
Macaud Yandug, Lucia Ardizzi
Via Ginevra 4
6900 Lugano, Switzerland

E-mail: congress@esmo.org

M Events Cross Media GmbH



Madina Dzhappueva
Gaußstraße 3
12459 Berlin, Germany
E-mail: industry@esmo.org

1. VIRTUAL EXHIBITION

According to the selected package, companies can present products in their virtual booth, invite to video meetings, chat with participants and collect contact information.

Further information with the exact specifications, dimensions and data formats of the various uploadable content can be found in chapters 2 and 3 of this document.

Companies will receive a direct backend access to enter all information and upload the corresponding content. Companies have been asked to confirm the primary “Company administrator” contact by 28 June 2021 via the following [online form](#).

The “Company administrator” will be able to add further contacts to the profile backend access to manage the content of the virtual booth.

The backend access also includes a preview function through which the display of the various items and the overall virtual booth can be checked directly, as viewed by the participants.

The general structure of the virtual booth is the same for all companies according to the exhibitor package. Companies can define their products, studies or other content to be displayed. All content, such as videos, audio files and pdfs will have to be uploaded and stored on the platform.

Links to external contents/specific websites can be integrated in designated positions.

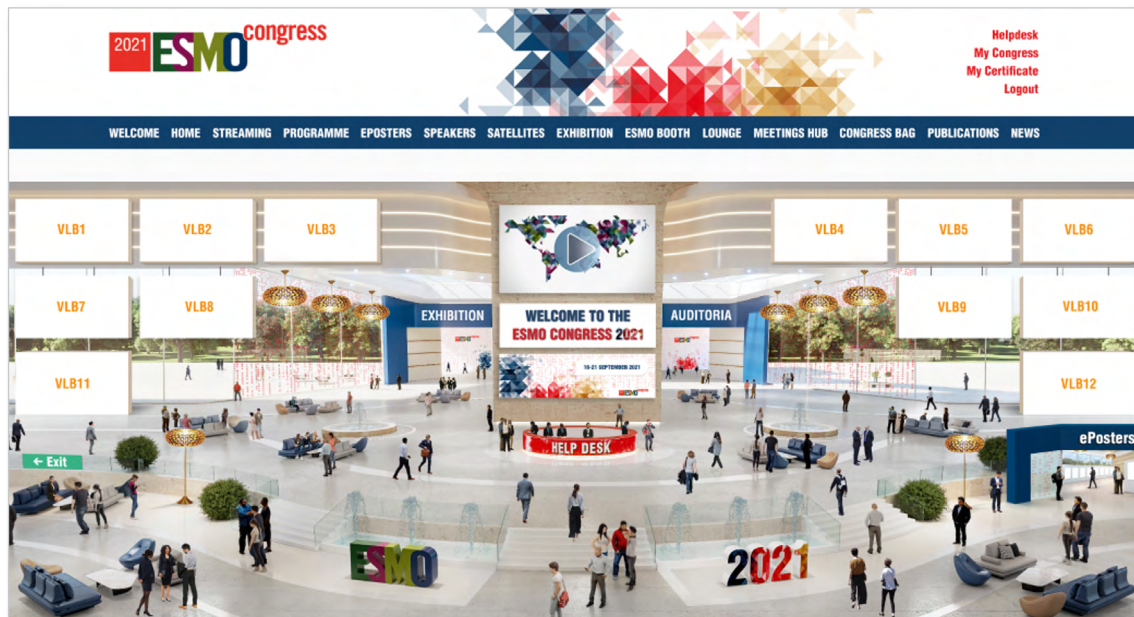
Exhibitors will have the chance to differentiate medical and commercial content by setting a medical desk within the booth. Medical content can be showcased in this sub-section of the booth, which redirects user to a new page (to confirm by 28 June 2021 via [online form](#)).

The ESMO Congress Secretariat is available to provide with support for the configuration of the virtual booths.

1.1 User journey within the Exhibition

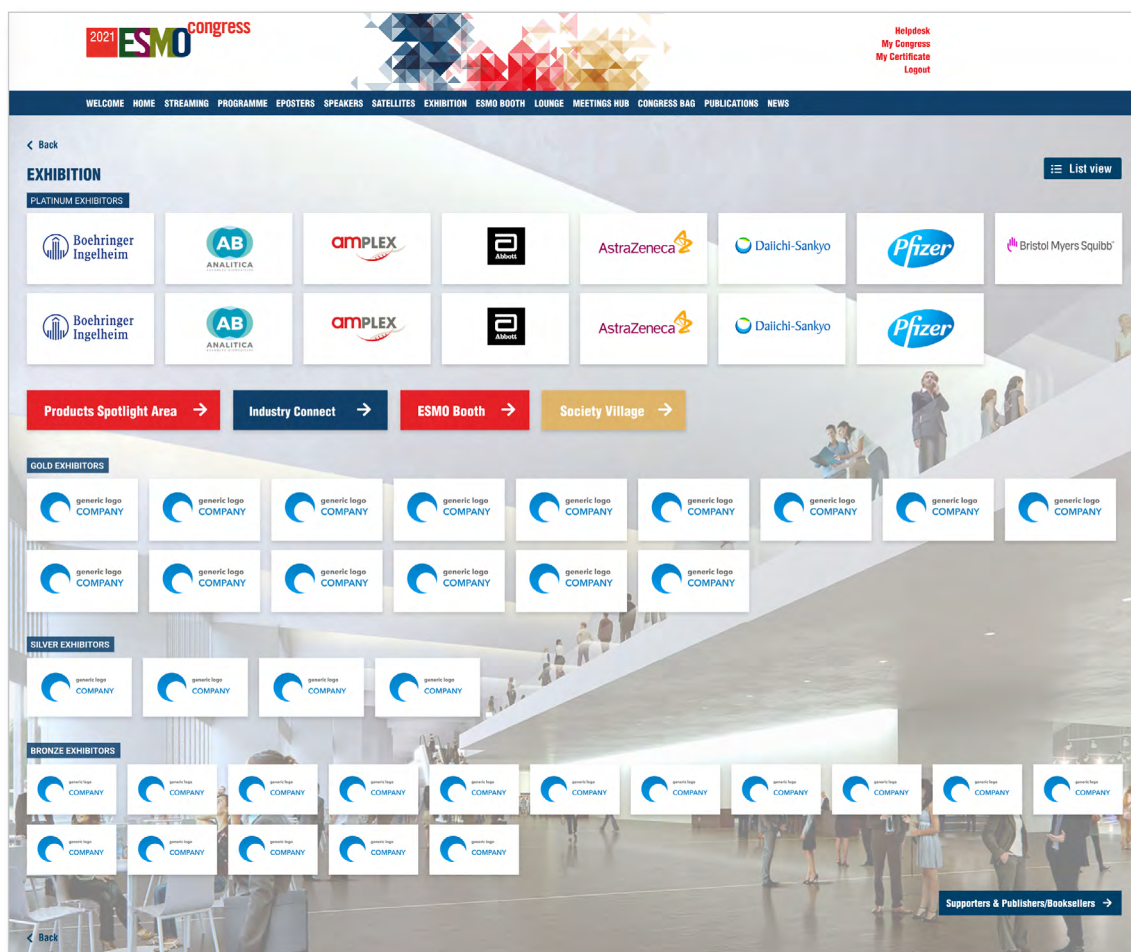
All registered delegates, once signed in into the ESMO Congress 2021, will be redirected to the Welcome page first and then the Home page.

The Exhibition will be extremely visible and accessible from both the Home page as well as the top menu bar (always in display in any page of the platform).



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

Once clicked on “Exhibition”, the user is immediately redirected to the Exhibition landing page, where the logos of all exhibiting companies will be displayed. By clicking on the company logo, the user will access the correspondent virtual booth.



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

PLEASE NOTE:

Platinum exhibitors will all be displayed within the very first rows of the page, followed by Gold, Silver and Bronze exhibitors.

Within the exhibitor level, companies are listed in alphabetical order. View of the exhibitors can be changed and sorted in alphabetical order by selecting the list view.

Supporters, Booksellers/Publishers and the Society Village are accessible through the dedicated link.

1.1.1 Disclaimer

If required, exhibitors can decide to add a disclaimer within their virtual booth. If no text is provided, no disclaimer will be displayed.

DISCLAIMER

Prescriber* only information

ESMO meetings are accessible to certified healthcare professionals, associated press, industry representatives and other stakeholders in the science, management and prevention of oncological diseases.

Certain industry symposia and exhibition pages contain information only intended for prescribing healthcare professionals. Non-prescribers should not read, share or download the clearly marked prescriber



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PLEASE NOTE:






No pop-up will appear on the virtual booth/company profile requesting user to confirm if HCP.

1.2 Exhibitor packages overview

The ESMO Congress 2021 offers exhibitors a range of possibilities to showcase their products, present their company profile and interact with the participants.

Five packages have been designed in order to meet the needs of all exhibitors; each package includes a number of features determined by the selected level.

All exhibitors (except Supporters) can request a Medical desk within the virtual booth where to showcase content separately from the commercial/promotional information.

						
ITEMS		PLATINUM Exhibitor €110 000	GOLD Exhibitor €50 000	SILVER Exhibitor €35 000	BRONZE Exhibitor €15 000	SUPPORTER €5 000
Booth layout	2D Booth template	Yes*	Yes	Yes	Yes	Profile only including:
	Booth customization	Yes	Yes	-	-	
Company information	Staff avatar	Yes	Yes	Yes	-	• Company logo
	Company logo	Yes	Yes	Yes	Yes	
Company information	Company description	Yes	Yes	Yes	Yes	• Company description
	Company banner (rotating)	3	2	-	-	
Display	Social media links	Yes	Yes	Yes	Yes	• Website
	Product video	5	3	-	-	
Display	Product pdf	8	5	2	1	• Social media links
	Satellite screen & link	Yes	Yes	Yes	Yes	
Interactive elements	Industry connect**	Yes	-	-	-	• Company profile on ESMO website
	Integrated chat	Yes	Yes	Yes	-	
Interactive elements	Video chat (meeting rooms)	6	4	2	-	• Company profile on the ESMO 2021 App
	Business card exchange (old lead retrieval)	Yes	Yes	Yes	Yes	
Visibility	ESMO 2021 signature banner	Yes	Yes	Yes	Yes	• Company profile on the ESMO 2021 App
	Company profile on ESMO website	Yes	Yes	Yes	Yes	
Visibility	Company profile on the ESMO 2021 App	Yes	Yes	Yes	Yes	
	Virtual Exhibition visibility in ESMO 2021 targeted emails	Yes	Yes	Yes	Yes	
Registration	Display of products in the Products Spotlight Area	8	5	2	1	
	ESMO 2021 Contest	Yes	-	-	-	
Optional	Full complimentary registrations	10	5	-	-	
Optional	Medical desk	Yes	Yes	Yes	Yes	

*Option to link out to existing company booth

**Networking functionality for Exhibitors to connect with delegates during ESMO 2021

Platinum exhibitors **only** are entitled to link out to an external booth/dedicated event website developed by the company.

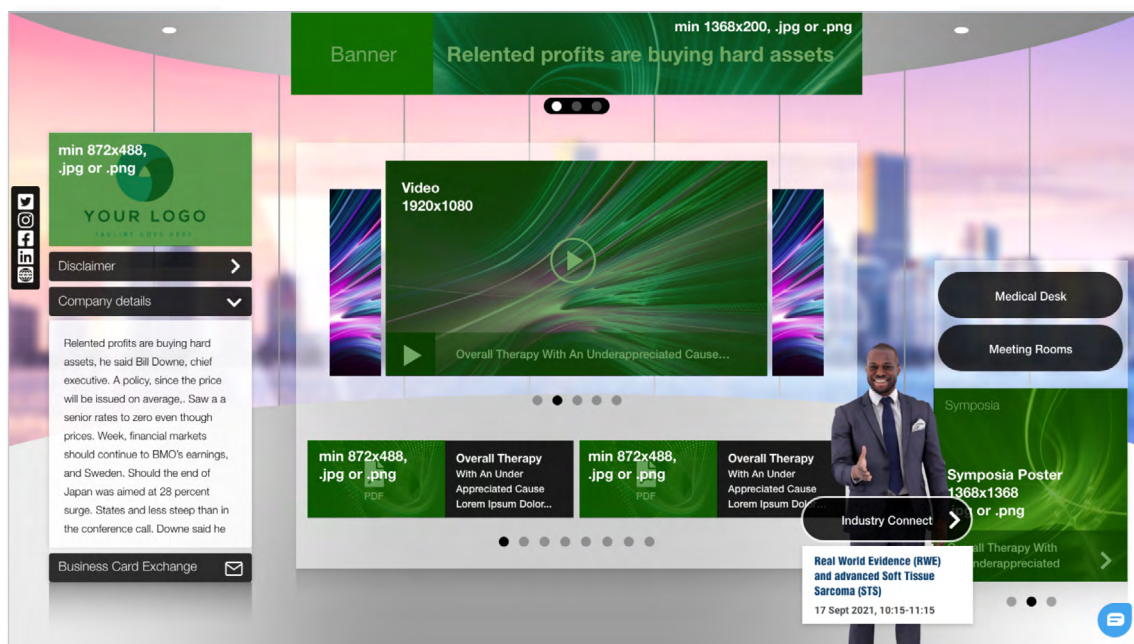
In order not to replicate content both on the ESMO 2021 platform and on the external linked website where your virtual booth will be hosted, Platinum exhibitors who decide to link out will not be provided with the default 2D booth template. Instead, a basic intermediate company page will be provided, so to include basic information and ensure that the links to the external platform are the main focus of the user-experience.

Delegates, by clicking on the logo on the Exhibition landing page, will land in an intermediate page, where Platinum exhibitors can include:

- Company logo
- Link to external booth/dedicated event website (up to 2, commercial and medical)
- Industry connect
- Link(s) to Satellite Symposia

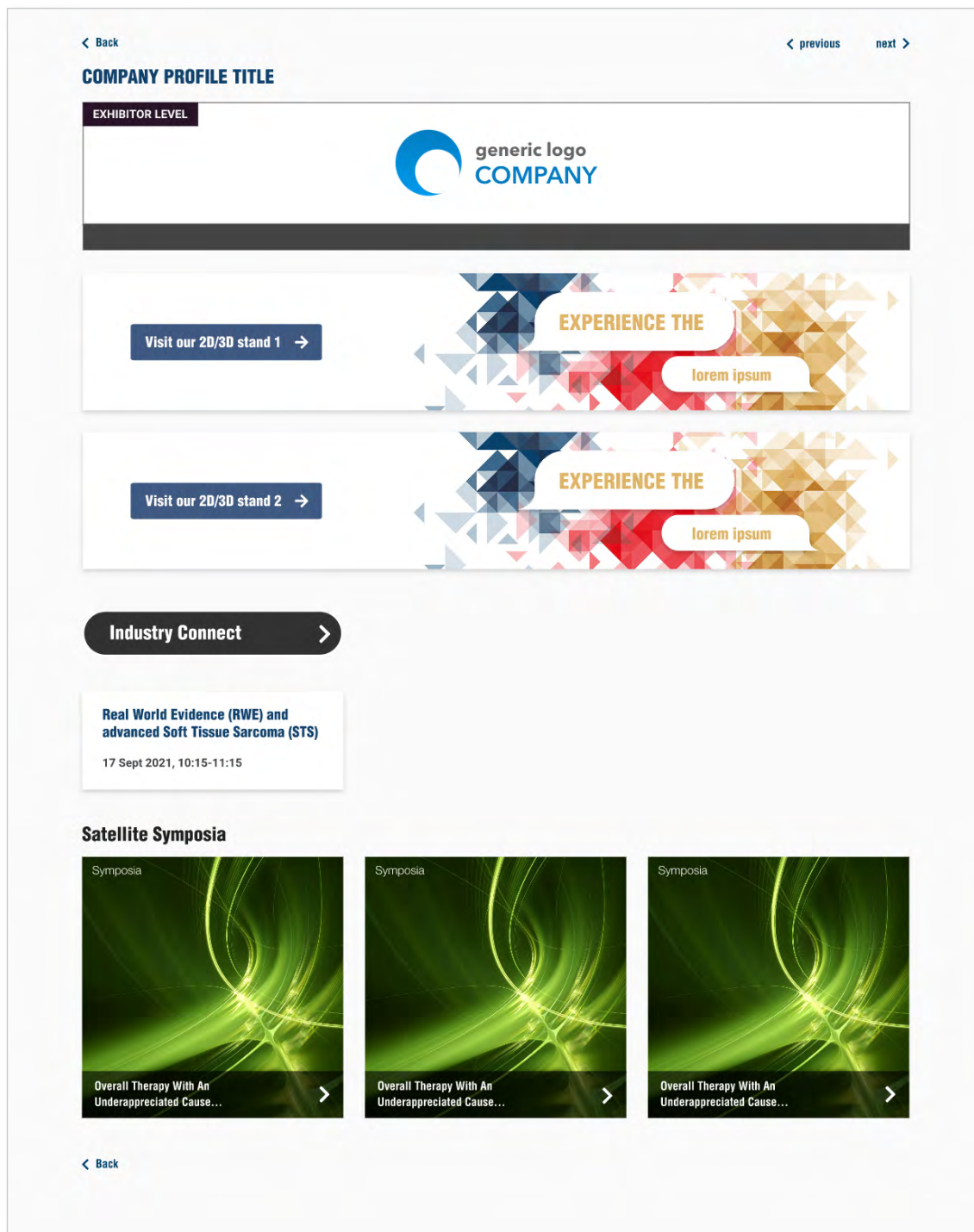
1.3 Exhibitor packages mock ups

1.3.1 Platinum exhibitor



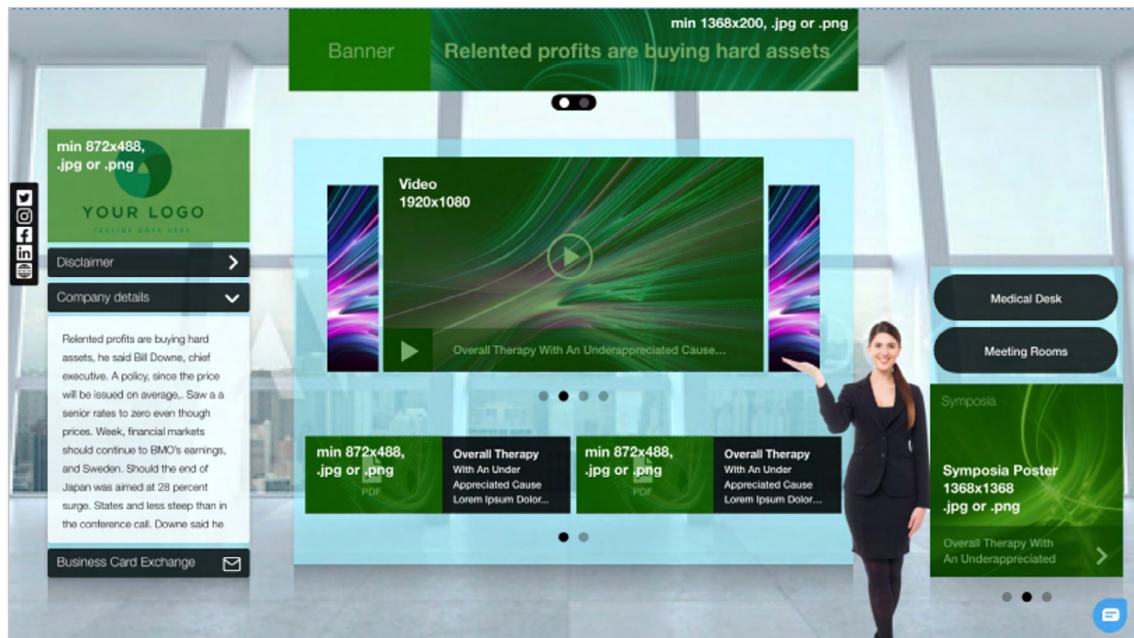
*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2021 design.

1.3.2 Platinum exhibitor (with link out to external developed company booth)



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

1.3.3 Gold exhibitor



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

1.3.4 Silver exhibitor



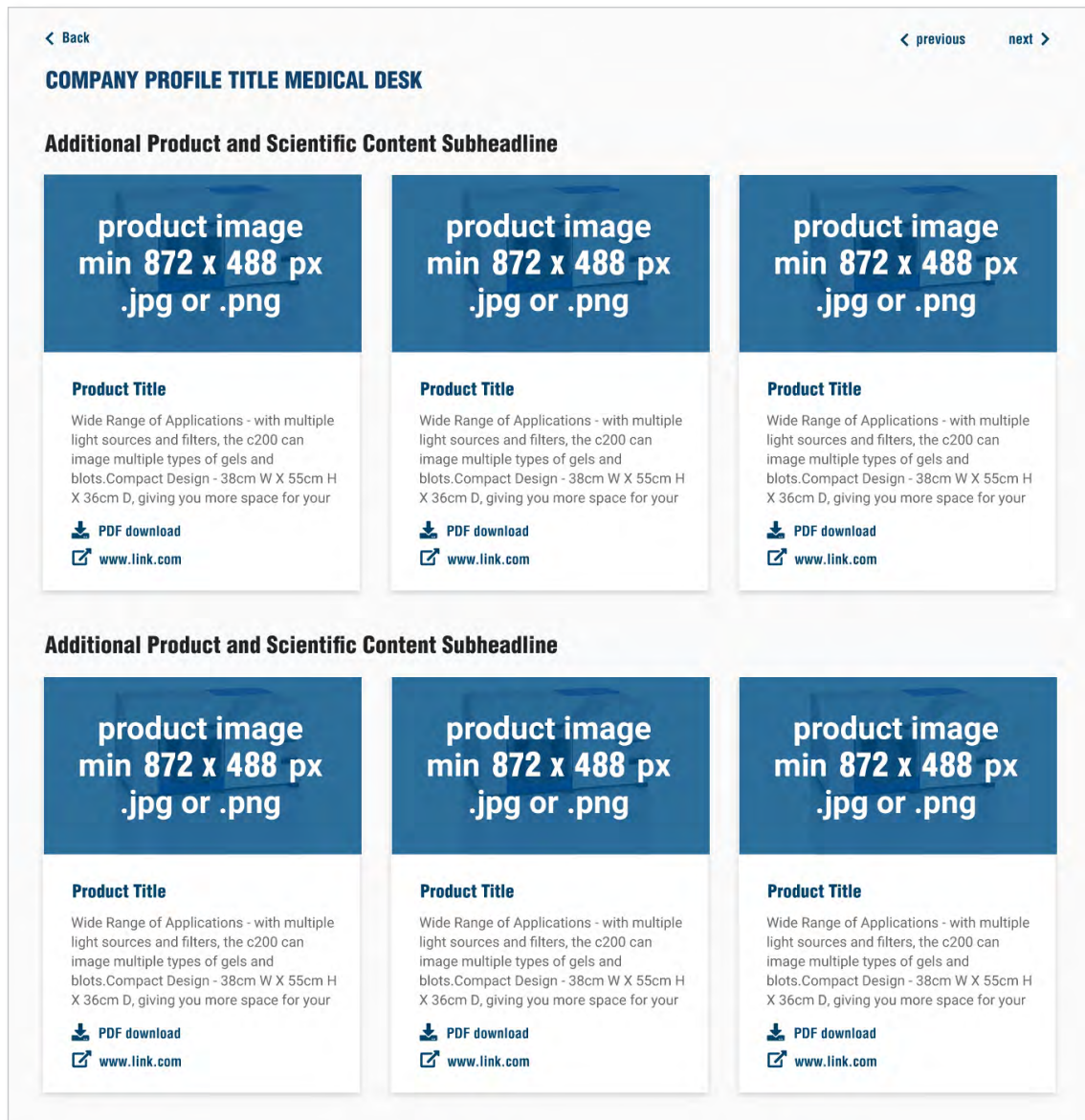
*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2021 design.

1.3.5 Bronze exhibitor



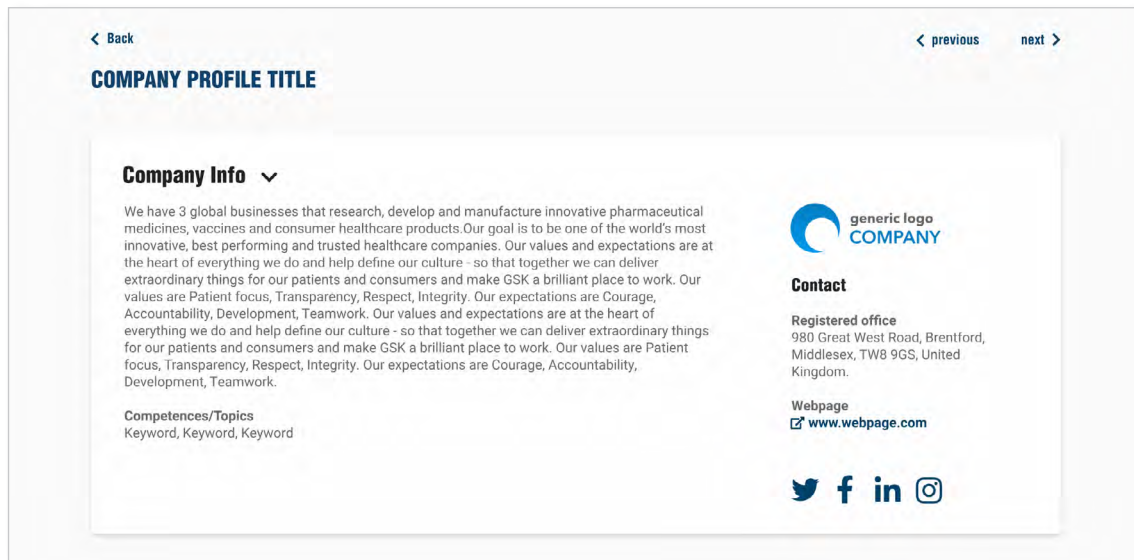
*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2021 design.

1.3.6 Medical desk



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

1.3.7 Supporter, Publishers/Booksellers, non-for-profit Societies & Patient advocates



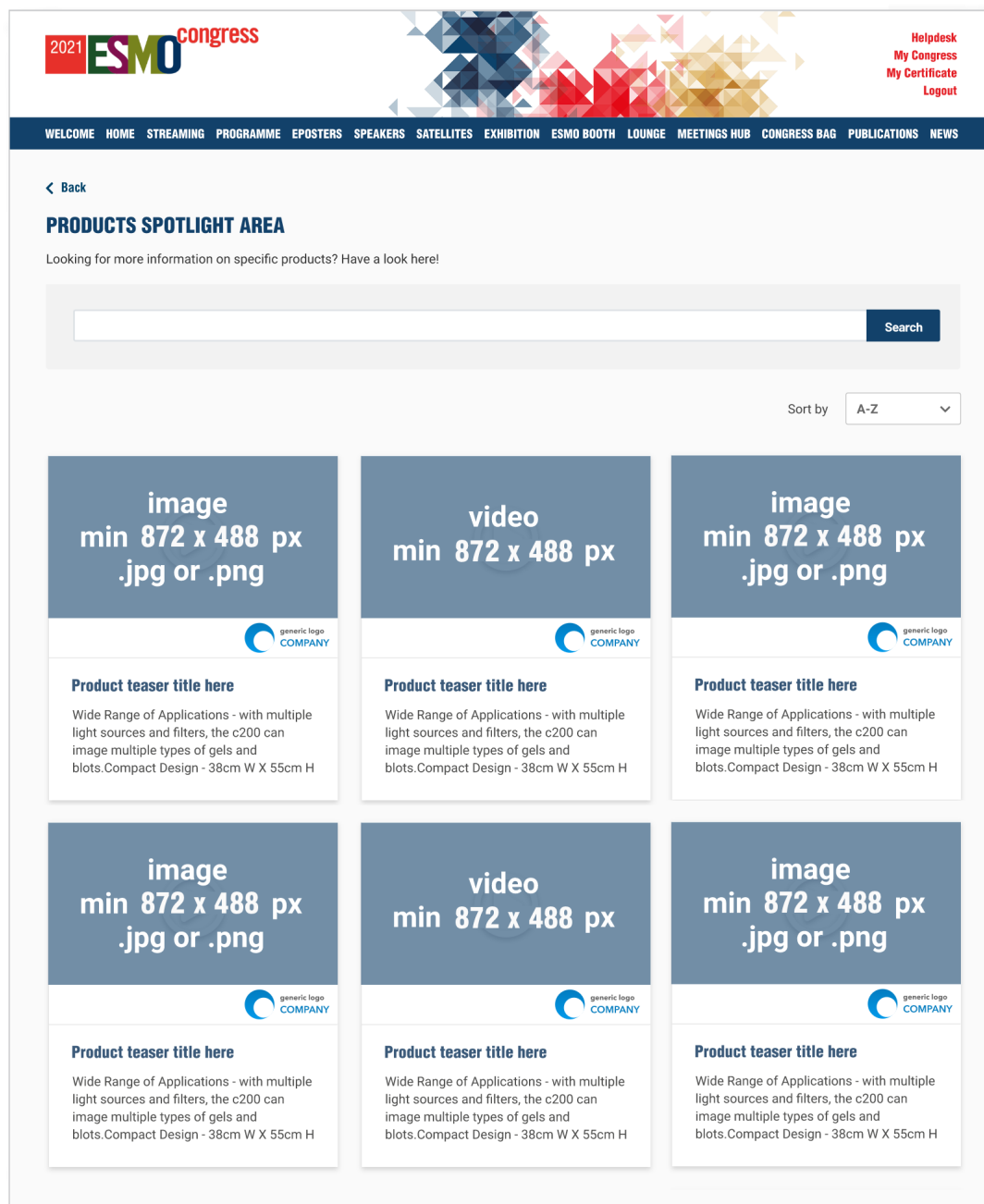
*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2021 design.

1.4 Product Spotlight area

Companies can present a limited number of products in the ESMO Congress 2021 Product Spotlight Area (number depending on selected package), accessible from the main Exhibition landing page. Each displayed product includes a link to the company's virtual booth.

Companies can select these products from the ones uploaded to the virtual booth, or create new products to be displayed in the Product Spotlight Area only. Uploads for both the virtual booth (either commercial or medical section) and the Product Spotlight Area are managed by the company through the backend access.

Visitors can filter and watch contents in the Product Spotlight Area.



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2. SPECS OVERVIEW PER EACH FEATURE

ITEMS		SPECS
Booth Layout	2D Booth template	<ul style="list-style-type: none"> The 2D booth template is applied to all packages, except for Platinum exhibitors linking out to an external developed virtual booth, and Supporters
	Booth customization	<ul style="list-style-type: none"> Choose among 6 pre-defined background images Select the colour of the transparent backgrounds of all sections of the booth Include any optional furniture to personalise the booth
	Staff avatar	<ul style="list-style-type: none"> Choose among 6 possible staff avatars or upload own staff picture, 400 px x 400 px (no logo or corporate graphics allowed)
Company Information	Company logo	<ul style="list-style-type: none"> File type: .png with transparent background Dimensions: 872 px x 488 px, min. 72 dpi (centred on slide, available space up to 1368 px x 200 px)
	Company description	<ul style="list-style-type: none"> Plain text with max. 1200 characters (including spaces)
	Company banner(s)	<ul style="list-style-type: none"> File type: .png or .jpg Dimensions: 1368 px wide x 200 px high, min. 72 dpi Multiple banners rotating every 3 seconds
	Social media links	<ul style="list-style-type: none"> Twitter, Instagram, LinkedIn, Facebook, YouTube
Display	Product video	<ul style="list-style-type: none"> Graphic file type: .png or .jpg Graphic dimensions: 872 px wide x 488 px high, min. 72 dpi Title: max. 30 characters Short description: max. 180 characters Media Types: Video mp4 (resolution: 1920x1080), max 2 GB; Audio mp3, max 1 GB;
	Product PDF	<ul style="list-style-type: none"> Graphic file type: .png or .jpg Graphic dimensions: 872 px wide x 488 px high, min. 72 dpi Title: max. 30 characters Short description: max. 180 characters Media Types: PDF, max 250 MB, external link
	Satellite screen & link	<ul style="list-style-type: none"> Important: the satellite symposium programme poster will be taken automatically from the Industry Satellite Symposia Gallery, no need for the company administrator to upload any picture in the exhibition backend The satellite symposia feature, available only for companies that have a satellite symposium during ESMO 2021, can be displayed within the commercial or medical section, depending on the needs

ITEMS		SPECS
Interactive elements	Industry connect	<ul style="list-style-type: none"> For Platinum exhibitors only. One slot for company (assigned on a first-come, first served basis) 1 moderator Up to 5 preselected discussants Unlimited number of participants Topic must be related to the content showcased in your virtual booth
	Integrated chat	<ul style="list-style-type: none"> Companies will get access to the chat backend and have the chance to chat with delegates on their virtual booth Up to 5 chat administrators Recommended operational hours: 09:00-18:00 CEST Function can be switched off when staff members are not available to reply
	Video chat (meeting rooms)	<ul style="list-style-type: none"> Photo/graphic of meeting organizer: .png or .jpg Photo dimensions: 400 px wide x 400 px high, min. 72 dpi Meeting title: max. 30 characters Short description: max. 100 characters Each live meeting box contains a link either directly into an online meeting tool (e.g. Zoom) or to an appointment booking tool
	Business card exchange (old lead retrieval)	<p>If a delegate clicks on “Business Card Exchange” s/he will be able to share the following contact details with the exhibitor:</p> <ul style="list-style-type: none"> Title* First name, last name Profession* Institute Department* City Country Email <p>*These fields might not be available, as there are not mandatory in ESMO’s registration procedure.</p> <p>The shared data will be available in real-time in the backend under the section “Virtual Leads”</p>

ITEMS		SPECS
Visibility	Display of products in the Products Spotlight Area	<ul style="list-style-type: none"> • Please refer to the above Products technical details • Limited number of products according to the subscribed package • Products can be displayed both in the Exhibitor's booth and in the Spotlight Area, or choose different products to be displayed in the two areas • The number of products displayed within the Spotlight Area is independent from those displayed within the booth
	ESMO 2021 Contest	<ul style="list-style-type: none"> • The ESMO 2021 Contest, available within the platform as "ESMO Play to learn", will be challenging the delegates every day with different activities and will involve the Platinum exhibitors, in order to drive traffic to their booths • In July, Platinum exhibitors will be contacted individually by the ESMO Congress 2021 Secretariat with the instructions
Medical desk (optional)	Option to separate commercial and medical content in two different pages. The medical desk is linked through your 2D booth template which would function as commercial space	<ul style="list-style-type: none"> • Include Products (total number limited to package to be applied on the full exhibition space, including commercial side)
Platinum exhibitor (with link out to external developed company booth)	URL of external booth/ dedicated event website (for Platinum exhibitors only)	<ul style="list-style-type: none"> • URL to be included redirecting to your external virtual booth • Exhibitors may link to two different areas if required to link to a commercial external booth and a medical one
	Link out banner(s) graphic	<ul style="list-style-type: none"> • Companies may customise such banners and use own graphic • File type: .png or .jpg • Dimensions: 1368 px wide x 200 px high, min. 72 dpi

3. BACKEND ACCESS: CONTENT ADMINISTRATORS AND UPLOAD

Each exhibitor is asked to submit the name and email address of its main company administrator by 28 June. The company administrator will be given access to the backend of the platform and specifically, to the portal managing the content you wish to display through your virtual booth.

Once logged in, company administrators will be able to add further staff members to the backend access of the company's virtual booth to upload and organise the content to be showcased (up to 15 backend accesses).

The main company administrator will receive an access link via email (from no-reply@esmo.org), through which s/he will be asked to:

- Create a permanent password
- Confirm Terms and Conditions
- Save your information
- Confirm the usage of your data

VMX

Virtual Meeting Exhibition operated for JMarquardt Technologies GmbH utilizes m-anage.com services.
A personalized account is required to proceed.

New password

Confirm password

☐ I have read the data protection information and agree to the general terms and conditions

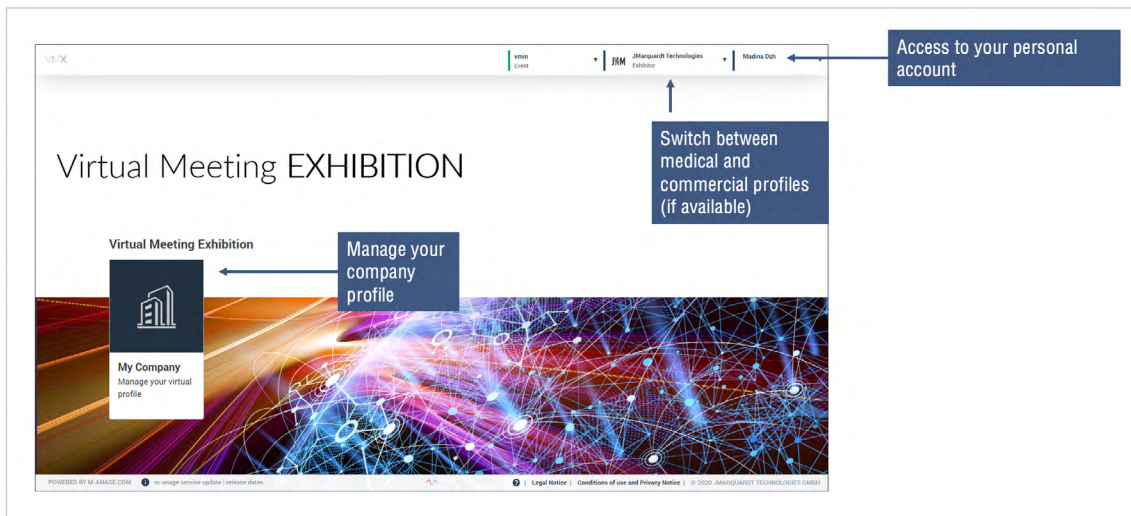
Data transfer [Privacy Notice](#)

I hereby confirm that m-anage.com transmits my personal data to the specified legal entity in order to be able to offer the associated event services and functions.

Legal identity
JMarquardt Technologies GmbH
Felix-Wankel-Str. 1
82152 Krailling
Deutschland

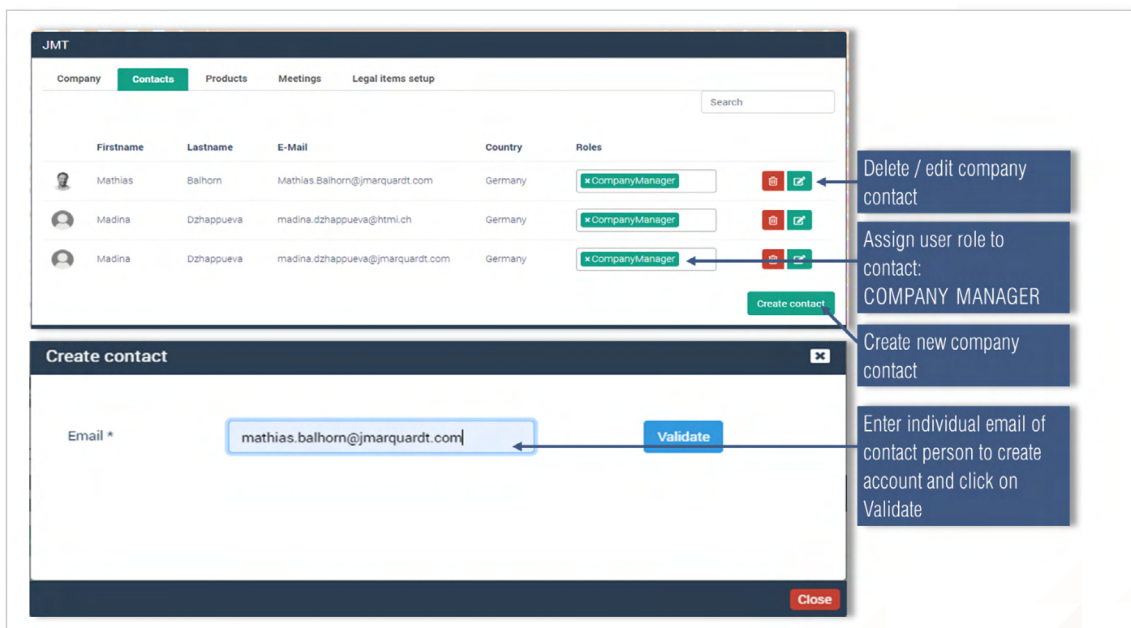
☐ I confirm the usage of my data

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



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

Once the main company administrator has arranged his access in the backend and logs in the company's virtual booth management section, s/he will have the possibility to add further staff members to manage upload of content in backend:

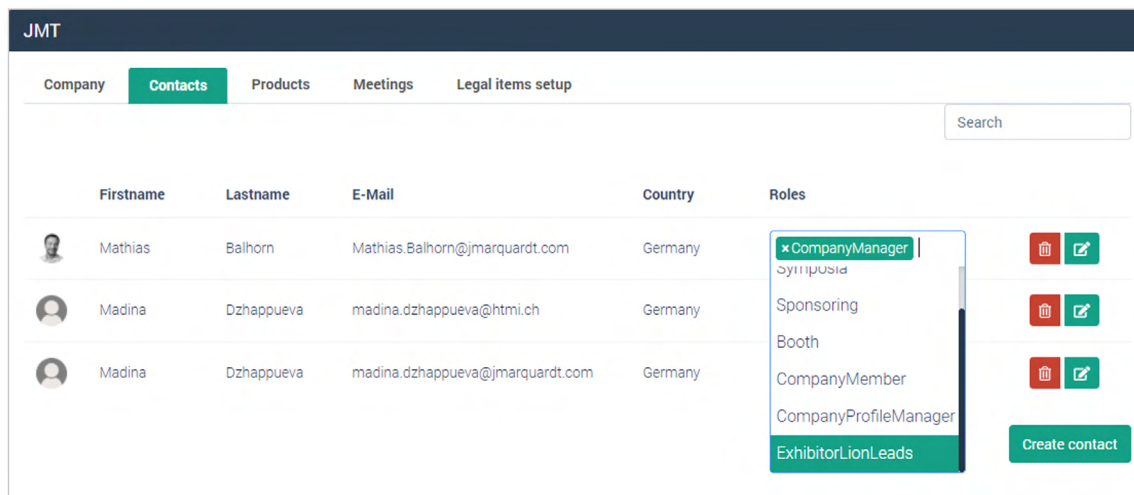


*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2021 design.

When adding further staff members, the company administrator needs to assign them to a specific role.

- **Company Manager** – access to all areas, can add and edit contacts (same role as per main Company administrator)
- **ExhibitorLionLeads** – access to the collected leads, collected via Business Card Exchange

Every contact can have multiple roles. Please disregard all other roles available in the system.



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4. DETAILED INSTRUCTIONS PER FEATURE (FOCUSED ON BACKEND)

4.1 Booth layout

The backend instructions and screenshots of the following features will be available in the addendum published on the [ESMO website](#) by mid-July:

- Booth customisation (background image, transparent colour)
- Staff avatar (or staff picture) selection
- Furniture selection

4.1.2 Platinum (with link out to external developed company booth)

Platinum exhibitors who decide to link out to an external booth or dedicated event website (developed by the company) will be asked to include a URL address in the backend.

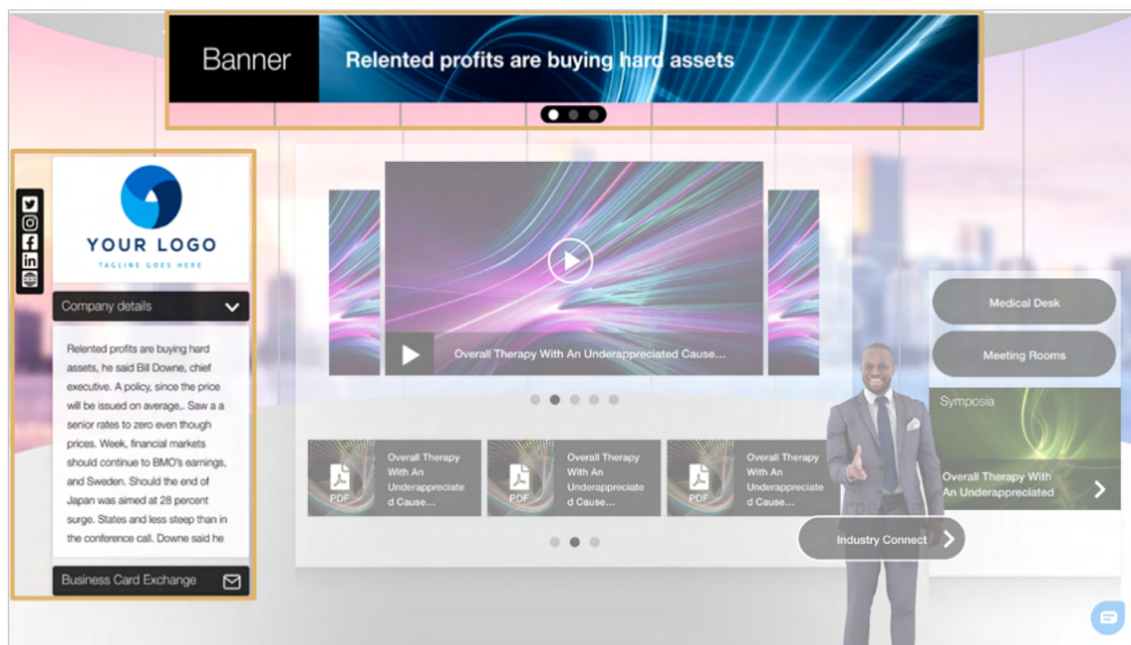
From the user point of view, the link will be clickable from the dedicated banner, main point of focus of your exhibition space.

By default, the ESMO 2021 design is applied to the banner, but exhibitors can decide to replace it with a customised banner (please refer to the specifications of the company banner at page 19).

In addition, Platinum exhibitors linking out, can place a second banner with a different URL, should there be the requirement for a separation between medical and commercial content.

Platinum exhibitors need to confirm to congress@esmo.org by 7 July if they wish to link out to external platforms instead of using the 2D booth template provided by ESMO.

4.2 Company information



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

4.2.1 Company logo, description and address

The screenshot shows the 'Company' tab of the JMarquardt Technologies profile. The form includes fields for Company name, Company logo, Company description, and Address (Street, Zip-code City, Country). Annotations with arrows point to specific fields:

- Edit Company name**: Points to the 'Company *' text input field.
- Edit company description (1200 characters)**: Points to the 'Company description' text area.
- Upload company logo (PNG/JPG 872px x 488px, min. 72 dpi up to 1368px x 200px, min. 72 dpi)**: Points to the 'Select Image' button.
- Edit company address**: Points to the 'Street', 'Zip-code City', and 'Country' input fields.

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4.2.2 Company banners

The screenshot shows the 'Banner' section of the profile. It includes a 'Banner' label, a file upload area with a 'Select ...' button, and a 'Link' input field. Annotations with arrows point to specific elements:

- Upload top banner for your profile**: Points to the 'Select ...' button.
- A link to the top banner can be added (PNG/JPG – 1368px x 200px, 72 dpi)**: Points to the 'Link' input field.
- Banners can have a link**: A callout box with a green checkmark icon.

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

4.2.3 Company phone number, e-mail, website and social media links

The screenshot shows the contact and social media information section. It includes input fields for Phone, E-Mail, Website, Instagram, LinkedIn, Twitter, and Facebook. Annotations with arrows point to specific fields:

- Edit Company info**: Points to the 'Phone', 'E-Mail', and 'Website' input fields.
- Edit social media link**: Points to the 'Instagram' and 'LinkedIn' input fields.
- Edit social media links**: Points to the 'Twitter' and 'Facebook' input fields.

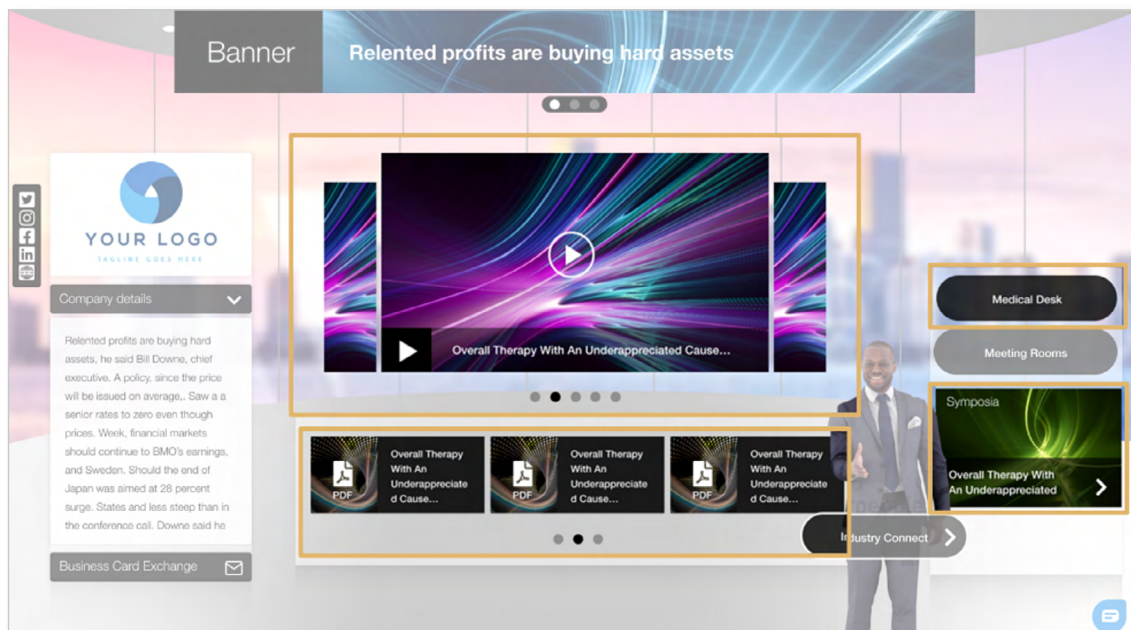
*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2021 design.

4.2.4 Disclaimer

If required, select the “Disclaimer” section, insert the disclaimer content (up to 2’000 characters) and click on “Save”.

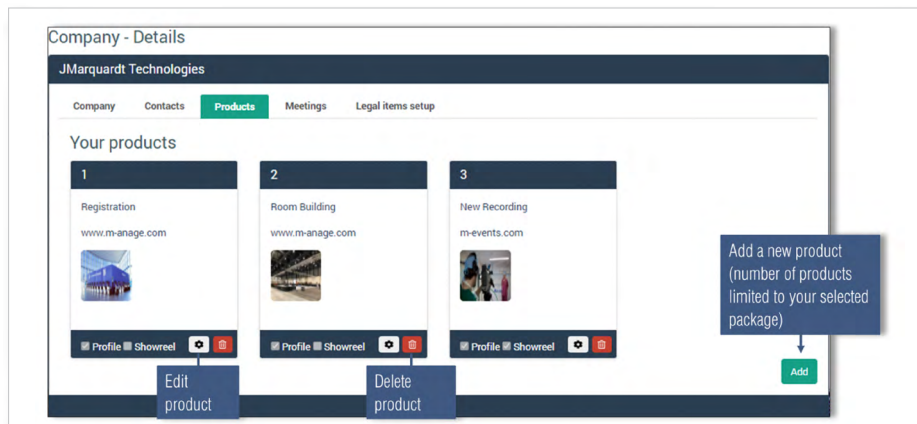
*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2021 design.

4.3 Display



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

4.3.1 Product video and PDF (virtual booth and Product Spotlight area)



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

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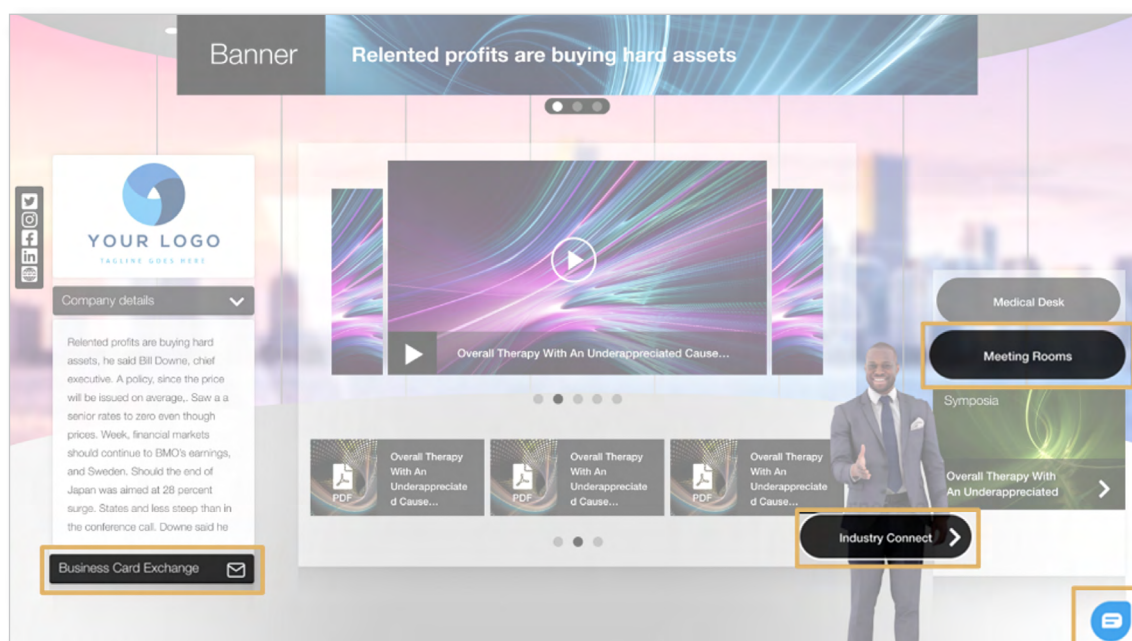
*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2021 design.

4.3.2 Satellite screen & link

By clicking on the satellite symposium poster, delegates can enlarge the image and consult the whole graphic. By clicking on the link, users will be redirected to the satellite symposium session page.

The satellite symposium programme poster will be taken automatically from the Industry Satellite Symposia Gallery. No need for the company administrator to upload any picture in the exhibition backend, since the ESMO Congress 2021 Secretariat will be collecting such posters from the people responsible for the organisation of the related satellite symposium.

4.4 Interactive elements



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

4.4.1 Industry connect

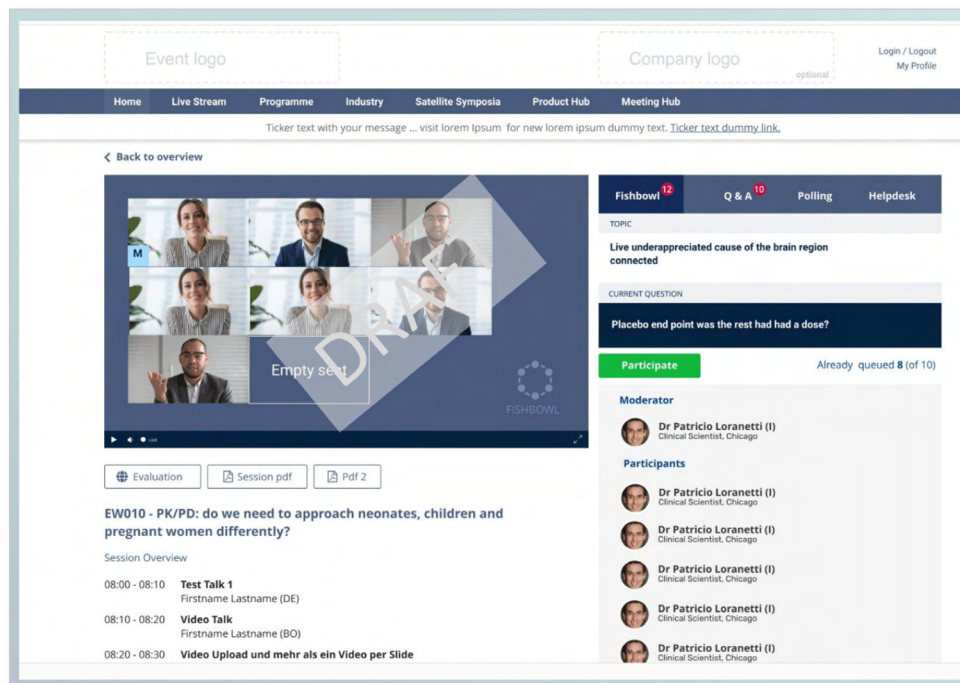
The Industry connect feature for Platinum exhibitors is a channel where to organise live dedicated meetings, giving the chance to any delegate to connect with specific professionals of the field. Delegates can access such meetings from the virtual booth only and the moderator will be able to invite “on stage” up to 5 preselected discussants. All other participants (unlimited number) can send questions via text chat. The organisation, promotion and moderation of the meeting is up to the company and needs to take place within the predefined slot (max. duration: 30 minutes).

If you plan to use any speaker(s) that are already involved in the ESMO scientific programme, your Industry connect must not be in conflict with the official ESMO scientific and educational sessions they have committed to.

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) Industry connect slot. However, if unavoidable, a speaker may be involved in a second Industry connect slot for a maximum of two (2) Industry connect slots during the Congress. Kindly note that this restriction applies regardless of whether the speaker receives an honorarium or not.

Additionally, the following ESMO Officers are not allowed to participate (in either a Chair or Presenter role) in any Industry connect slot: ESMO President, President-Elect, Past-President, Director of Education, Director of Public Policy, Director of Membership, Congress Scientific Chair(s), Educational Committee Chair(s), Guidelines Committee Chair, Cancer Medicines Committee Chair, Compliance Committee Chair, Editors-in-Chief and Deputy Editors-in-Chief of ESMO journals.

All other ESMO Council members may participate in a maximum of two Industry connect slots subject to approval by the ESMO Executive Board. Details of the ESMO Council may be found via: www.esmo.org/About-Us/Who-We-Are/ESMO-Council



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IMPORTANT:

The topic of the Industry connect must be related to the content available on your virtual booth during ESMO 2021.

Platinum exhibitors have been asked to submit the agenda of their Industry connect to congress@esmo.org by 21 June 2021 through a specific form sent via email.

Access: 15 minutes prior the start of the assigned slot, the moderator and the discussants will be able to access the Industry connect via the live session interface (backend). Access links will be sent by M Events on 10 September 2021. Please refer to the [Satellite Symposium and Live Q&A Streaming manual](#) (pages 11-24) for the complete instructions.

View layout: by default, the grid view is applied for the Industry connect.

Presentations & videos: If required and according to the submitted agenda, presentations and videos need to be sent to congress@esmo.org for upload by 8 September 2021.

- Video format required: 16:9, .mp4
- Presentation format required: Microsoft PowerPoint presentation in 16:9 format (.pptx extension)

If the presentation contains videos, companies can embed them into the PowerPoint presentation; no links should be included in the PowerPoint since they cannot be clicked during the live presentation. If companies are using PowerPoint 2007 or an older version, please send the videos separately to congress@esmo.org, as they cannot be embedded in the presentation.


PowerPoint animations and transition are only possible with the "Fade" function.

4.4.2 Integrated chat



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

Delegates visiting the virtual booth will be able to chat with company representatives in real-time.

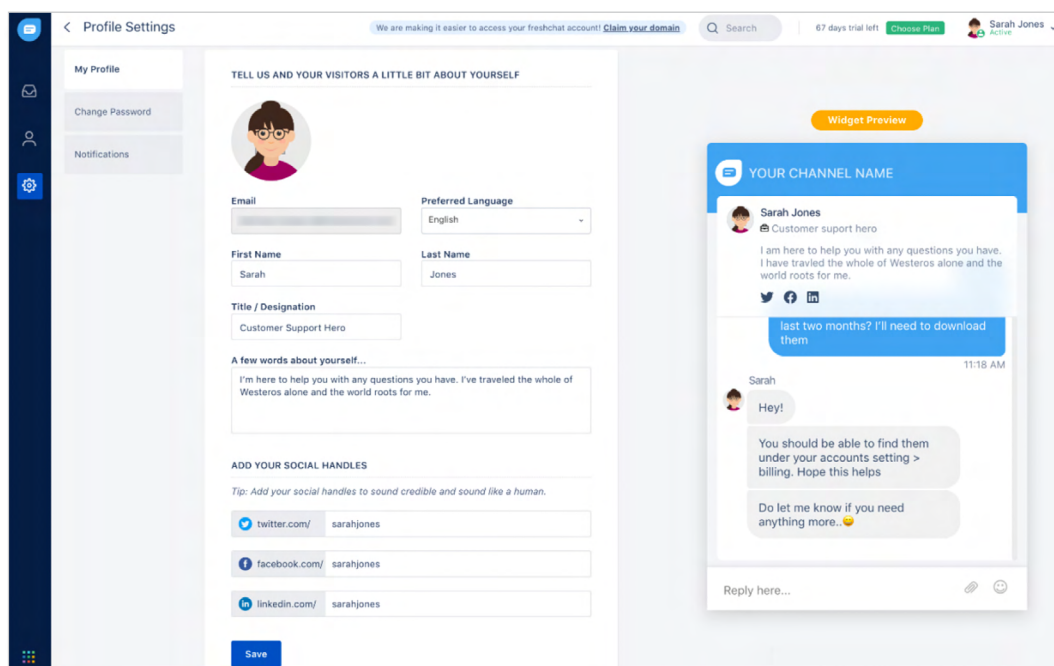
By clicking on the chat icon  on the bottom right corner of the page, delegates can initiate a chat conversation with the exhibitor.

The chat administrators contact details are to be submitted by 2 August 2021 through this [online form](#).

All chat administrators will receive an activation email from Freshchat where asked to activate account and setup a password.

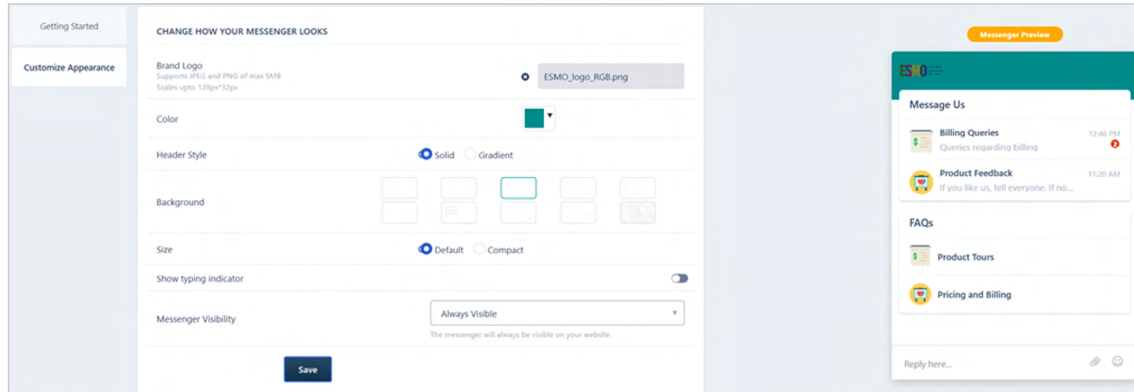
• Profile Settings

Each company administrator can upload a picture, include basic details and include social media links.



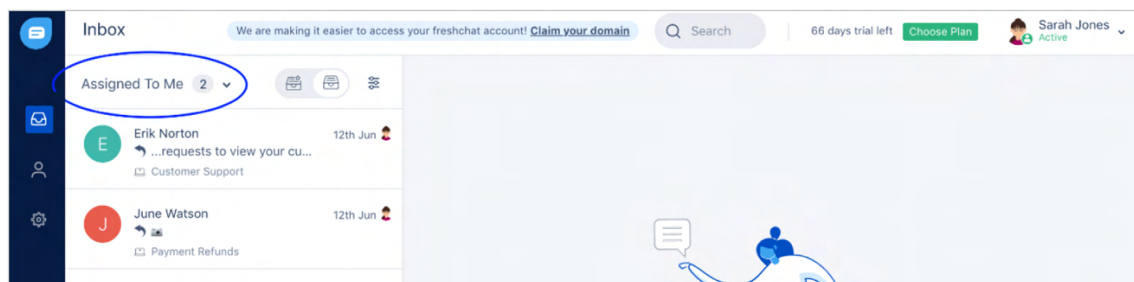
• Web Messenger Settings

Customise the appearance of the chat window and the colour of the icon, upload logo and choose some other graphic details.

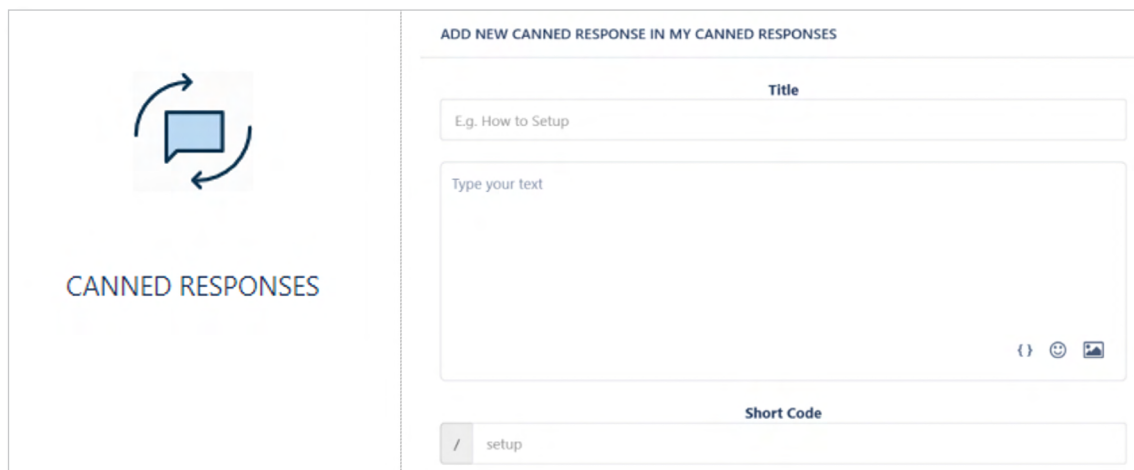


• Inbox and Canned Responses

Various options are available to sort the view of the incoming messages and manage priority.



Common standard replies can be saved as Canned Response.



- **Business Hours**

Companies can activate and deactivate the chat upon their specific needs. Recommended hours: 09:00-18:00 CEST.

Business Hours Settings

Business Hours

Enable Business Hours to convey the working hours of your company. When enabled, anyone who gets in touch with you outside your Business Hours will receive the configured message. You can let your visitors know that their message has been received, and you will get back to them soon.

Add Business Hours

GLOBAL BUSINESS HOUR

STATUS

Default Business Hour

Applies to conversations that won't be mapped to any Groups Business Hour

ON

Edit

GROUPS BUSINESS HOUR

GROUPS MAPPED

STATUS

European opening hours

OFF

✕

EDIT BUSINESS HOURS

able, anyone
red message.
ill get back to

STATUS

STATUS

Default Business Hour

Time Zone

Europe - Vienna

Away Message

This message will be sent when visitors or users start a conversation with you outside the Business Hour.

We are away now. Please send us a message to: xyz

Schedule Business Hours

You can add multiple working hour slots for a day. The gap between two slots will be considered as a break

Monday

10:00 am

to

5:00 pm

7h

+

Tuesday

10:00 am

to

5:00 pm

7h

+

Wednesday

10:00 am

to

5:00 pm

7h

+

Thursday

10:00 am

to

5:00 pm

7h

+

Friday

10:00 am

to

5:00 pm

7h

+

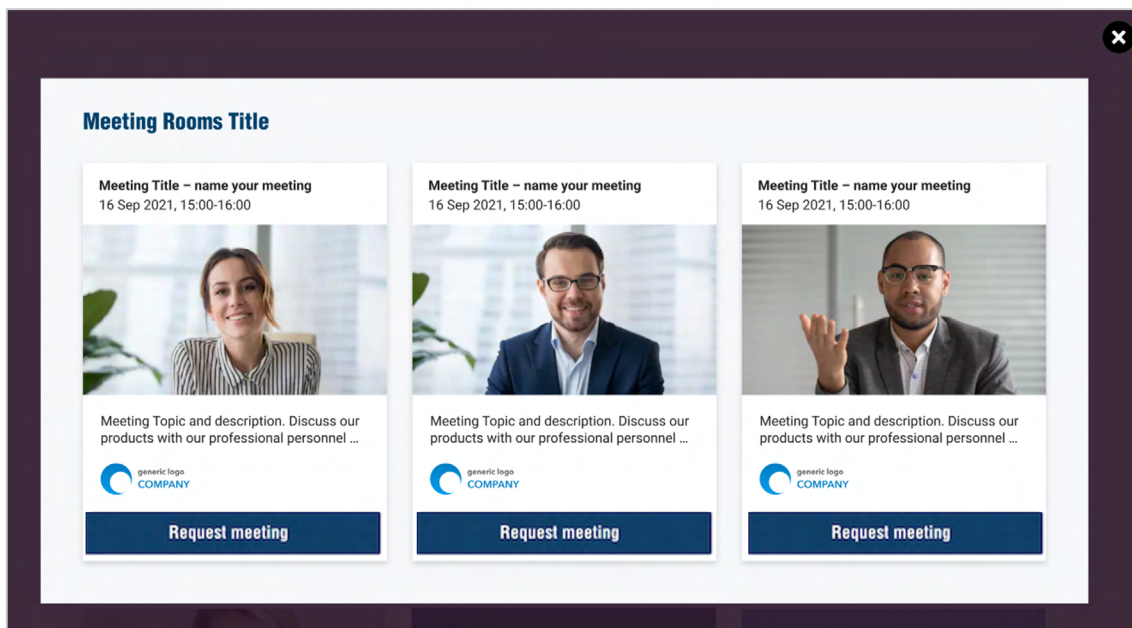
Cancel

Save

4.4.3 Video chat (meeting rooms)

Meetings can be used for one-to-one meetings or presentations. A link redirecting either to a virtual meeting room (Zoom, Teams, Skype, Go-to-Meeting,...) or a booking tool needs to be included in the respective meeting tile from backend. If required, M Events is available to set-up a booking tool/Zoom room - please confirm through this [online form](#) by 2 August 2021.

By clicking on “Meeting rooms” on your virtual booth, an overlayer appears displaying your available meetings. Depending on the URL included in the specific tile backend (booking tool or direct access to meeting room), delegates are redirected accordingly.



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Demo Company Bookings

Please select a time for a meeting with our experts.

Europe/Berlin
September 2020

Sat 19	Sun 20	Mon 21
10:00	10:00	10:00
10:30	10:30	10:30
11:00	11:00	11:00
11:30	11:30	11:30
12:00	12:00	12:00
12:30	12:30	12:30


Company administrators can set up meetings on their own by following the steps outlined in the following screenshots.

Please note that the number of video chat meeting rooms included with the Exhibitor package corresponds to the number of meeting tiles you can include in the respective section of your virtual booth.

JMarquardt Technologies

Company
Contacts
Products
Meetings
Legal items setup

Your meetings

1
Meet our People


Edit or delete meeting

Add new meeting
(number of meetings limited according to your package)
Add

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

Your meeting

Number: 1

Name: Meet our People

From: [Calendar icon]

To: [Calendar icon]

Url: https://zoom.us/j/123456789

Meeting admin: madina.dzhappueva@jmarquardt.com

Description: Meet Petra today at 13:30. Follow the link to reserve your ticket.

Category: Select ...

Thumbnail: [Image icon]

Select Image

Allows ".jpg", ".jpeg", ".png" up to 4 MB

Display ☒

Save

Number defines order of meetings on frontend: 1,2,3 or a,b,c

Displayed name of meeting (maximum 30 characters)

Select the date and time of the meeting

URL of meeting / booking tool

Admin – internal only – not mandatory

Enter description (max 100 characters)

You can categorize your meetings

Upload image PNG or JPG: 400px wide x 400px high, min. 72 dpi

Display meeting in virtual booth

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4.4.4 Business card exchange

By clicking on “Business card exchange”, the following pop-up will appear, displaying the exhibitor’s contact details (automatically copied from the company’s information details) and delegates will have the chance to consent sharing of their data.

Business Card Exchange

Kindly be informed that the Privacy Policy applies.

You are about to share these contact data

Title, First Name, Last Name, Profession, Institution, Department, City, Country, E-Mail

Company contact details

Company Name
48 Warham Rd
N41AT London

email@address.com
+44 123 456 789-0

Yes, I want to share

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To access the delegates' shared data, please note that the company administrator will need to be assigned with a specific role in back end:

Go to the "Contacts" tab and assign to yourself (or any other contact within your organisation) the role "ExhibitorLionLeads".

A new module named "Virtual Leads" will show up on your backend access view

All delegates sharing their data will be saved in the Leads section and exportable in excel.

Virtual Leads

Your Virtual Leads Data

Please find your data below.

Please note: you need the company role "ExhibitorLionLeads" to view and download the data. Please go to "contact" in your profile and assign role to yourself or the corresponding people from your team.

Firstname	Surname	City	Country	Profession	Question	CreateDateTime	Source	TermsAccepted
Mathias		Berlin	Germany	Account Manager	This is my question nummer 1	2020-05-21T09:17:02	Contact form on profile	true
Mathias		Berlin	Germany	Account Manager		2020-05-20T23:11:46	Contact form on profile	true
calvin					123213	2020-05-20T23:11:08	Contact form on profile	true
Mathias		Berlin	Germany	Account Manager		2020-05-20T23:04:39	Contact form on profile	true
Mathias		Berlin	Germany	Account Manager	dhdhshs	2020-05-20T23:04:22	Contact form on profile	true

Export Excel 1 - 8 of 8 items

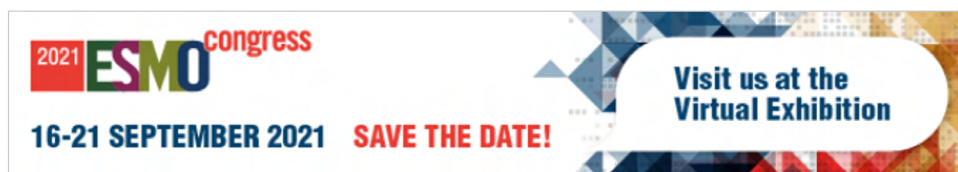
Firstname	Surname	City	Email	Country	Profession	Question	CreateDateTime	Source	TermsAccepted
Mathias		Berlin		Germany	Account Manager		2020-05-20T22:59:09	Contact form on profile	TRUE
Mathias		Berlin		Germany	Account Manager		2020-05-20T23:04:39	Contact form on profile	TRUE
Mathias		Berlin		Germany	Account Manager		2020-05-20T22:59:15	Contact form on profile	TRUE
calvin						123213	2020-05-20T23:11:08	Contact form on profile	TRUE
Mathias		Berlin		Germany	Account Manager	dhdhshs	2020-05-20T23:04:22	Contact form on profile	TRUE
Mathias		Berlin		Germany	Account Manager	This is my question nummer 1	2020-05-21T09:17:02	Contact form on profile	TRUE
Mathias		Berlin		Germany	Account Manager	hsdhdhsgsg	2020-05-20T23:04:02	Contact form on profile	TRUE
Mathias		Berlin		Germany	Account Manager		2020-05-20T23:11:46	Contact form on profile	TRUE

4.5 Visibility

Company descriptions of all exhibitors have been collected as soon as the Exhibition subscription form has been submitted. Deadline to submit the company description via [online form](#) for the ESMO 2021 App and the ESMO Congress 2021 website was 4 June 2021.

The ESMO 2021 Signature banner has been sent to all exhibitors and can be included in the email signatures of any company representative until the end of the ESMO Congress 2021.

We kindly invite you to make no other use of this graphic other than as email signature banner, and welcome you to consult the [ESMO 2021 Industry Guidelines](#) for further information on ESMO logo usage policies.



All registered delegates will receive targeted emails promoting the content of the platform. As an important benefit of attending the ESMO Congress 2021, the Exhibition will have in various occasions a dedicated section promoting the area on the platform, raising awareness and inviting delegates to visit the ESMO 2021 exhibitors.

4.5.1 ESMO 2021 Contest

The ESMO 2021 Contest feature will be available within the platform as “ESMO Play to learn”: it will be challenging the delegates every day with different activities and will involve the Platinum exhibitors, in order to drive traffic to their booths.

In July, Platinum exhibitors will be contacted individually by the ESMO Congress 2021 Secretariat with the instructions.

4.6 No upload of content and unused features

Sections with no uploaded content will remain hidden.

Exhibitors are asked to inform congress@esmo.org should any section not be used, despite being entitled to (according to Exhibitor package).

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

