

# ESMO 2021

## 2D Booth Customisation

Addendum to Exhibitor Manual



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**Congress President**

Solange Peters, Lausanne, Switzerland

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**Educational Chair**

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**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.

## 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

- 15 July 2021 Companies begin uploading content to the backend of their virtual booth
- 9 September 2021 Deadline for content upload and booth customisation

# 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

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### M Events Cross Media GmbH

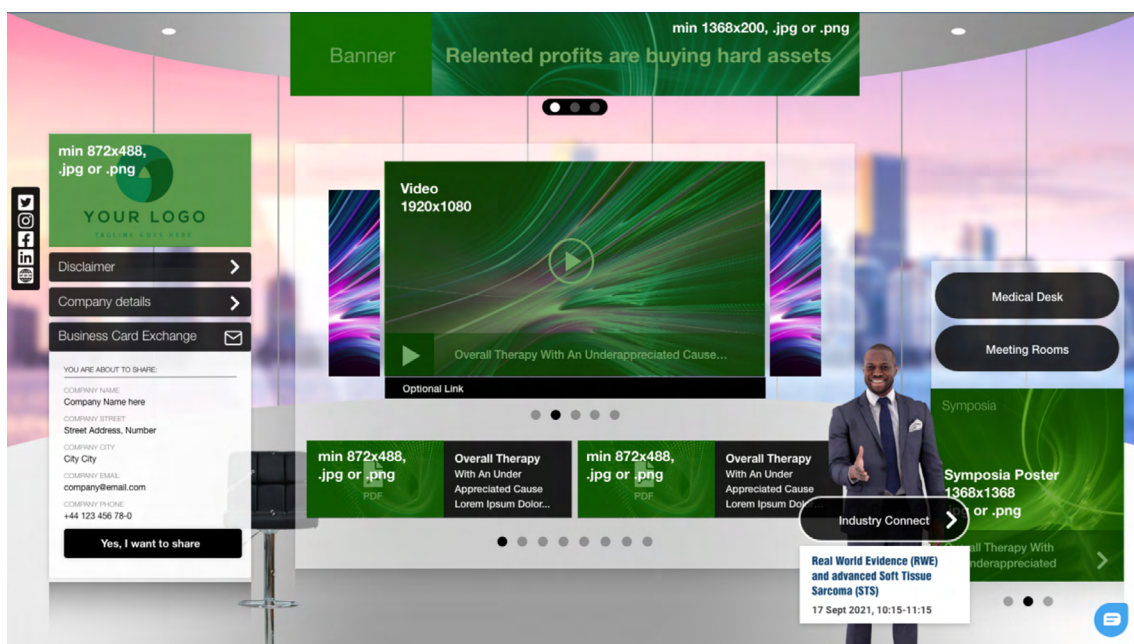


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# 1. 2D BOOTH CUSTOMISATION

Platinum, Gold and Silver exhibitors can customise specific elements of their virtual booth.

ITEMS		PLATINUM Exhibitor	GOLD Exhibitor	SILVER Exhibitor
Booth layout	2D Booth template Booth customization Staff avatar	Yes Yes Yes	Yes Yes Yes	Yes - Yes



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

Within the booth customisation options for Platinum and Gold exhibitors, it is possible to select among pre-defined image backgrounds, choose the preferred semi-transparent colour of the displayed information's frames and include some optional furniture.

Please note that furniture and staff avatar have no specific functionality, they both serve as visual elements for each exhibitor to personalise their virtual booth only.

## 1.1 Specifications

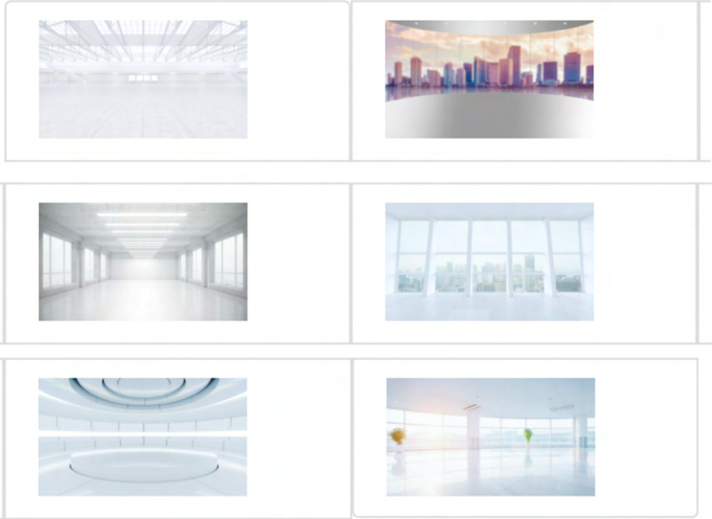
ITEMS		SPECS
Booth Layout	2D Booth template	<ul style="list-style-type: none"> <li>The 2D booth template is applied to all packages, except for Platinum exhibitors linking out to an external developed virtual booth, and Supporters</li> </ul>
	Booth customization	<ul style="list-style-type: none"> <li>Choose among 6 pre-defined background images</li> <li>Select the colour of the transparent backgrounds of all sections of the booth</li> <li>Include any optional furniture to personalise the booth</li> </ul>
	Staff avatar	<ul style="list-style-type: none"> <li>Choose among 6 possible staff avatars or upload own staff picture, 400 px x 400 px (no logo or corporate graphics allowed)</li> </ul>

## 1.2 Background image

Company
Contacts
Disclaimer
Products
Meetings
Virtual Leads Setup
VMX Booth

Please select the tab: VMX Booth

Default background images



Platinum & Gold exhibitors:  
Select 1 background among 6 options

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### 1.3 Staff avatar or staff picture

The screenshot displays the 'VMX Booth' tab in a navigation menu. Below the menu is a grid of six staff avatars. To the right of the grid is a blue box with the text: 'Platinum, Gold & Silver exhibitors: Select 1 staff avatar among 6 choices (optional), or upload staff picture'. Below the grid is a 'Custom avatar image upload' section with a 'Select file to upload' button. Below the button is the text: 'Image files \*.png or \*.jpg with up to 4 MB'. To the right of the button is a blue box with the text: 'Select staff picture file to be uploaded (400px x 400px, min 72 dpi)' with an arrow pointing to the button.

Company Contacts Disclaimer Products Meetings Virtual Leads Setup VMX Booth

Platinum, Gold & Silver exhibitors:  
Select 1 staff avatar among 6 choices (optional),  
or upload staff picture

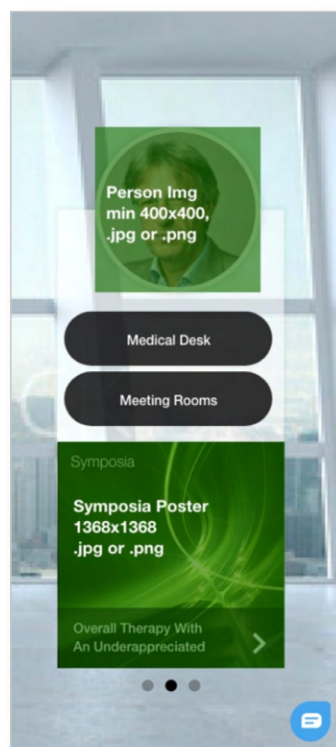
Custom avatar image upload

Select file to upload

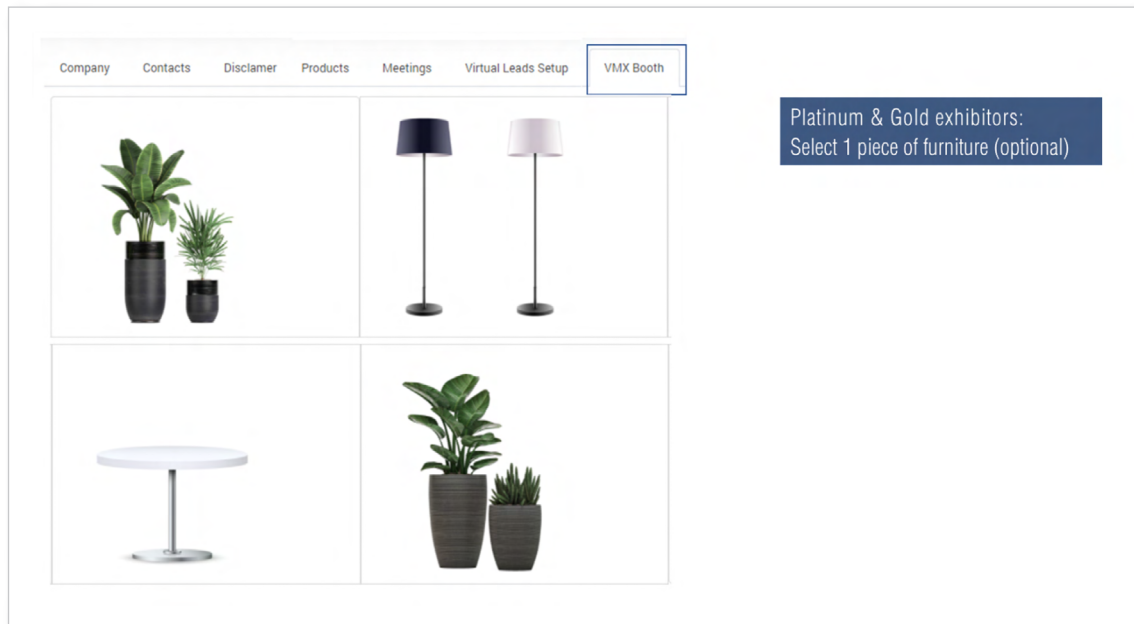
Image files \*.png or \*.jpg with up to 4 MB

Select staff picture file to be uploaded (400px x 400px, min 72 dpi)

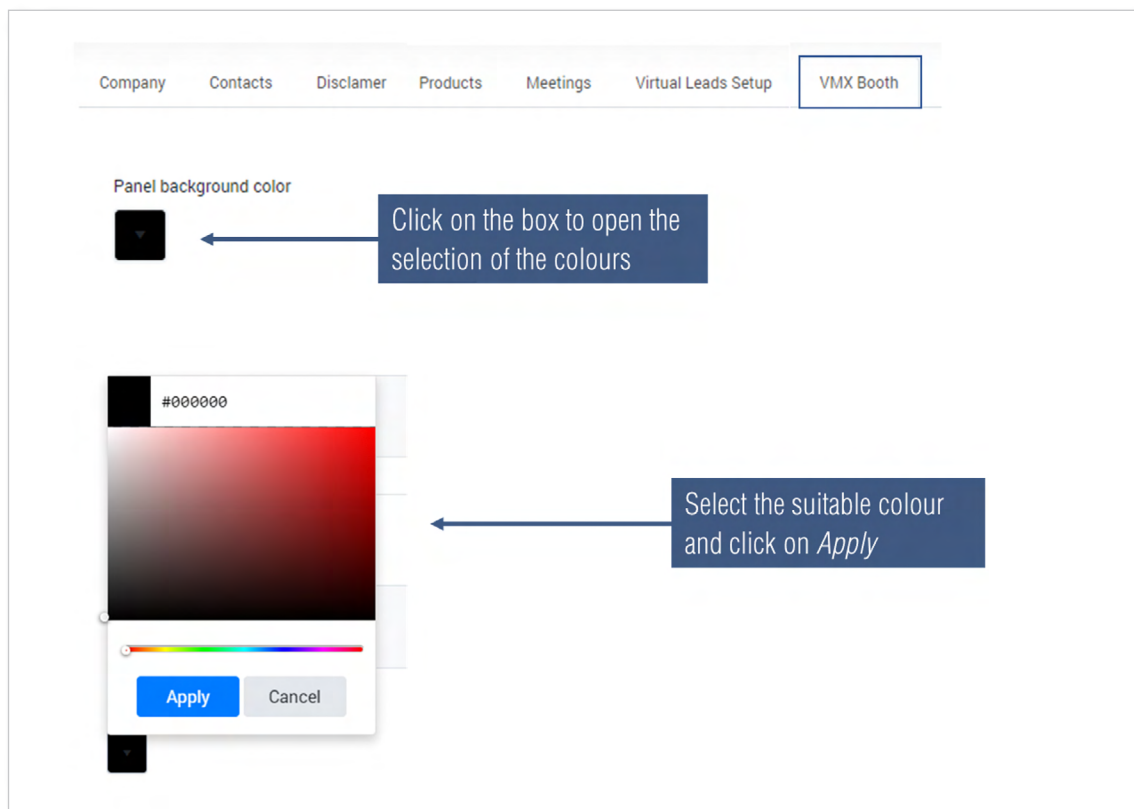
The uploaded staff picture replaces the staff avatar and is displayed in frontend as follows:



## 1.4 Furniture

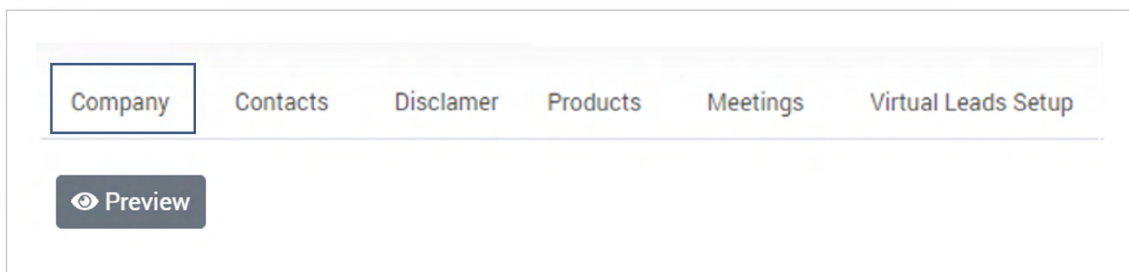


## 1.5 Colour frames



## 1.6 Preview

To preview your virtual booth, please click on “Preview” in the Company tab in backend.





**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.

