



# ESMO ASIA VIRTUAL ONCOLOGY WEEK 2021

## Exhibitor Manual

**ESMO ASIA VIRTUAL  
ONCOLOGY WEEK**

**17-23 NOVEMBER 2021**

During the ESMO Asia Virtual Oncology Week 2021, we will host a number of virtual events including:

- ESMO Asia Highlights of the Year Meeting
- ESMO Virtual Plenary (VP) Sessions
- ESMO Preceptorship Courses
- ESMO Policy Sessions
- Pan Asian Adapted Guidelines Lectures
- Pan Asian Guidelines Adaption Expert Meeting (by invitation)
- Interactive Mentorship Sessions held by the ESMO Young Oncologists Committee

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## **WELCOME TO THE ESMO ASIA VIRTUAL ONCOLOGY WEEK 2021**

### **Dear Industry Partners,**

The brand new ESMO Asia Virtual Oncology Week 2021 will be taking place from the 17 - 23 November 2021!

We cordially invite you to take part in this captivating and innovative event will bring together oncologists and industry partners from the region and beyond to engage in a week-long experience of scientific, education, promotional and networking opportunities.

ESMO Asia Virtual Oncology Week 2021 will feature a number of virtual events including: five Preceptorship courses, Pan Asian Adapted Guidelines lectures, ESMO Policy sessions, with the culmination being the ESMO Asia Highlights of the Year Meeting, covering cutting edge, practice-changing and high impact studies presented over the last year, across all major tumour types. The meeting will also be complemented by the ESMO Virtual Plenary Sessions with presentations of the latest scientific data.

This event will be an important forum for sponsors to engage with Asian prescribers and to present their latest products as well as services in a vibrant virtual environment.

We look forward to working with you over the coming months towards an enriching and highly interactive ESMO Asia Virtual Oncology Week 2021!

On behalf of ESMO,



**Solange Peters, Lausanne, Switzerland**  
ESMO President 2020-2022  
Congress President

## PREFACE

### WELCOME!

The ESMO Asia Virtual Oncology Week 2021 is the leading platform to showcase 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 Asia Virtual Oncology Week 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 an event rich in discussion and exchange for your organisation.

These ESMO Asia Virtual Oncology Week 2021 Exhibitor Manual will guide you in the necessary steps to set up your virtual booth.

The 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 Asia Virtual Oncology Week 2021 Secretariat ([asiacongress@esmo.org](mailto:asiacongress@esmo.org)).

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

### IMPORTANT:

Please note that the ESMO Asia Virtual Oncology Week 2021 Virtual Exhibition Rules and the Virtual Exhibition Terms and Conditions available in the ESMO Asia Virtual Oncology Week 2021 Sponsorship Opportunities Preview apply. Any infraction(s) to our ESMO Asia Virtual Oncology Week 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 Asia Virtual Oncology Week 2021!**

### CONGRESS DATES

<b>Virtual Exhibition</b>
16-23 November 2021
<b>Official programme &amp; Industry Satellite Symposia</b>
17-23 November 2021

### IMPORTANT NOTE:

The platform and all activities will close on **23 November 2021**. However, the platform will remain available with on-demand content and exhibition content until **26 November 2021**.

## DEADLINES

1 October 2021	Exhibitors to confirm via <a href="#">form</a> the company administrator and if a medical desk is required ( <a href="mailto:asiacongress@esmo.org">asiacongress@esmo.org</a> )
8 October 2021	Platinum exhibitors to confirm to <a href="mailto:asiacongress@esmo.org">asiacongress@esmo.org</a> if linking out to external platform(s) instead of using 2D booth template provided by ESMO
15 October 2021	Platinum, Gold, Silver exhibitors to confirm via the dedicated <a href="#">form</a> ( <a href="mailto:industry@esmo.org">industry@esmo.org</a> ): <ul style="list-style-type: none"><li>- Order of booking tool/Meeting room(s) for video chat</li><li>- Chat administrator(s)</li></ul>
29 October 2021	Companies begin uploading content to the backend of their virtual booth
9 November 2021	<b>Deadline for content upload</b>

## CONTACTS

M Events Cross Media GmbH has been appointed as the virtual platform supplier for ESMO Asia Virtual Oncology Week 2021.

### ESMO Asia Virtual Oncology Week 2021 Exhibition Support

ESMO Asia Virtual Oncology Week 2021  
Secretariat  
ESMO Head Office  
Janice Neo, Zhixin Teo  
Via Ginevra 4  
6900 Lugano, Switzerland  
  
E-mail: [asiacongress@esmo.org](mailto:asiacongress@esmo.org)

M Events Cross Media GmbH



Madina Dzhappueva  
Gaußstraße 3  
12459 Berlin, Germany

E-mail: [industry@esmo.org](mailto:industry@esmo.org)

## **VIRTUAL EXHIBITION**

### **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 1 October 2021 via the following [form \(asiacongress@esmo.org\)](mailto:asiacongress@esmo.org).

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.

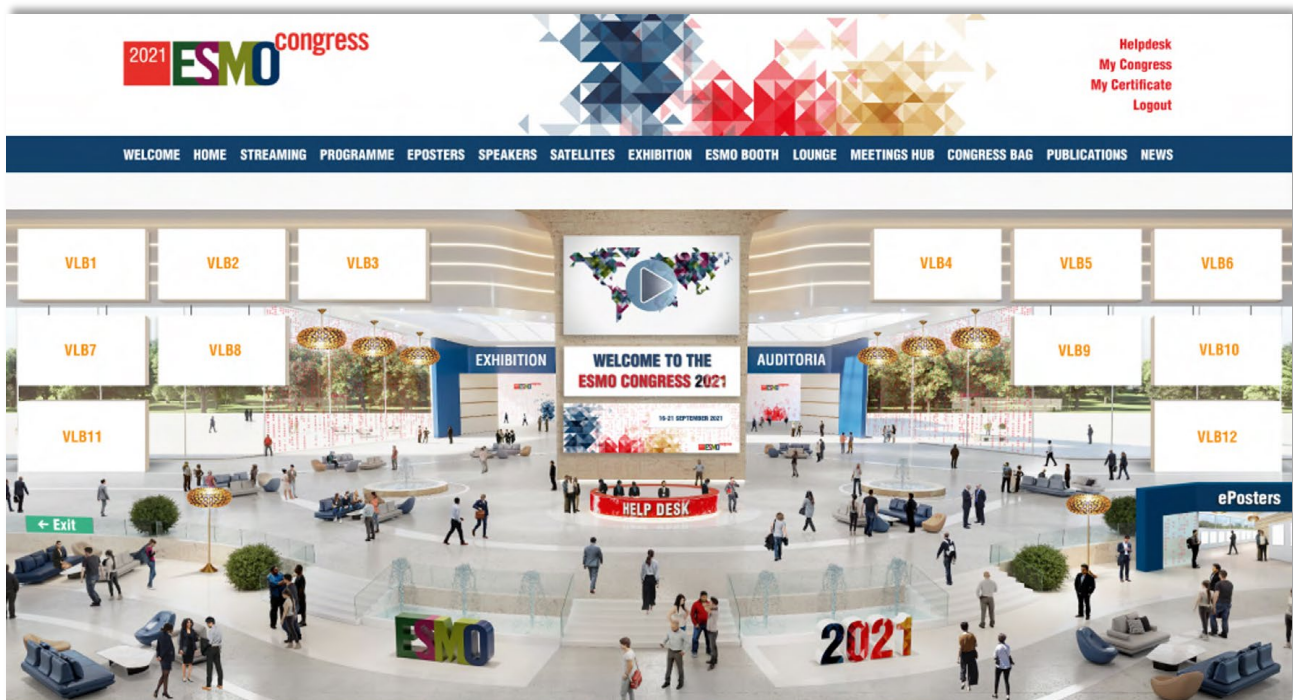
Exhibitors will have the chance to differentiate medical and commercial content by setting a medical desk within the booth. Medical content can be showcased in this sub-section of the booth, which redirects user to a new page (to confirm by 1 October 2021 via [form](#)).

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 Asia Virtual Oncology Week 2021, will be redirected to the Welcome page first and then the Home page.

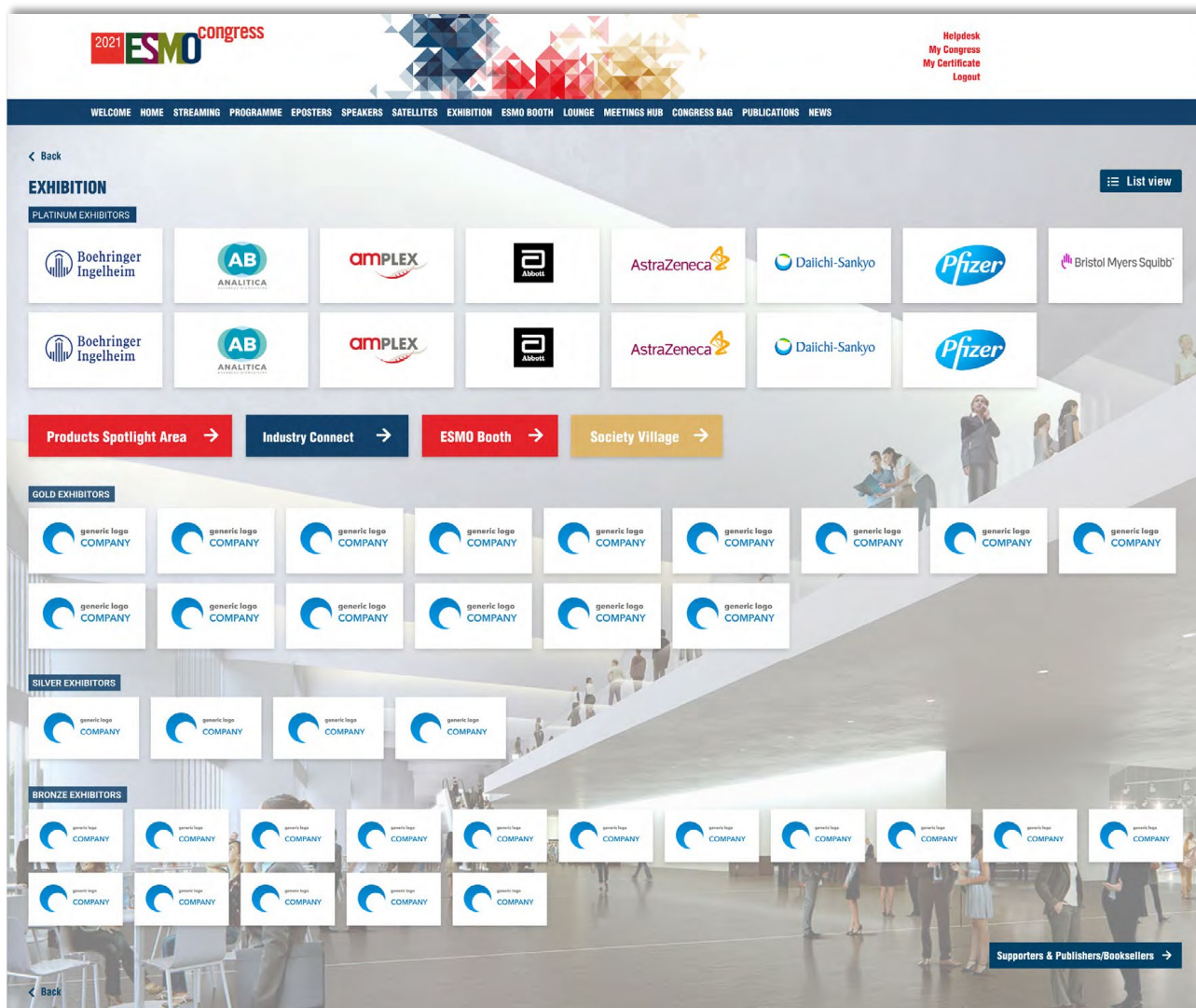
The Exhibition will be extremely visible and accessible from both the Home page as well as the top menu bar (always in display in any page of the platform).



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

**PLEASE NOTE:**

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

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.

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



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

#### **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 Asia Virtual Oncology Week 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	GOLD EXHIBITOR	SILVER EXHIBITOR	BRONZE EXHIBITOR	SUPPORTER
		€50 000	€35 000	€25 000	€15 000	€5 000
<b>Booth Layout</b>	2D Booth template Booth customisation Staff avatar	Yes* Yes Yes	Yes Yes Yes	Yes - Yes	Yes - -	Profile only listing:
<b>Company Information</b>	Company logo Company description Company banner (rotating) Social media links	Yes Yes 3 Yes	Yes Yes 2 Yes	Yes Yes - Yes	Yes Yes - Yes	• Company logo • Company description
<b>Display</b>	Product video Product PDF Satellite screen & link	Up to 5 Up to 8 Yes	Up to 4 Up to 5 Yes	- Up to 2 Yes	- 1 Yes	• Website • Social media links
<b>Interactive Elements</b>	Integrated chat Video chat (meeting rooms) Business card exchange	Yes 6 Yes	Yes 4 Yes	Yes 2 Yes	- - Yes	• Company profile on ESMO website
<b>Visibility</b>	ESMO Asia Virtual Oncology Week 2021 signature banner Company profile on ESMO website Company profile on the ESMO Asia Virtual Oncology Week 2021 App Virtual Exhibition visibility in ESMO Asia Virtual Oncology Week 2021 targeted emails Display of products in the Products Spotlight Area	Yes Yes Yes Yes Up to 8	Yes Yes Yes Yes Up to 5	Yes Yes Yes Yes Up to 2	Yes Yes Yes Yes 1	• Company profile on the ESMO Asia Virtual Oncology Week 2021 App
<b>Optional</b>	Medical desk	Yes	Yes	Yes	Yes	

\*Option to link out to existing company booth

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

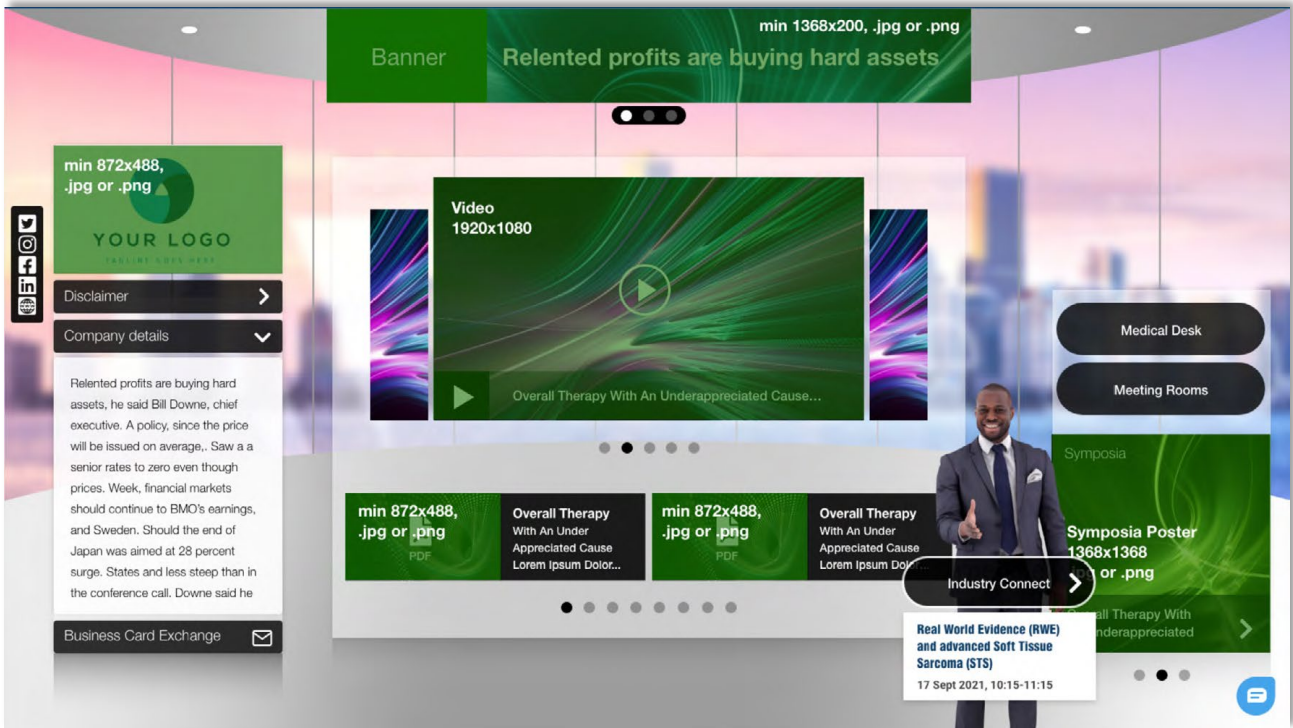
In order not to replicate content both on the ESMO Asia Virtual Oncology Week 2021 platform and on the external linked website where your virtual booth will be hosted, Platinum exhibitors who decide to link out will not be provided with the default 2D booth template. Instead, a basic intermediate company 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)
- Link(s) to Satellite Symposia

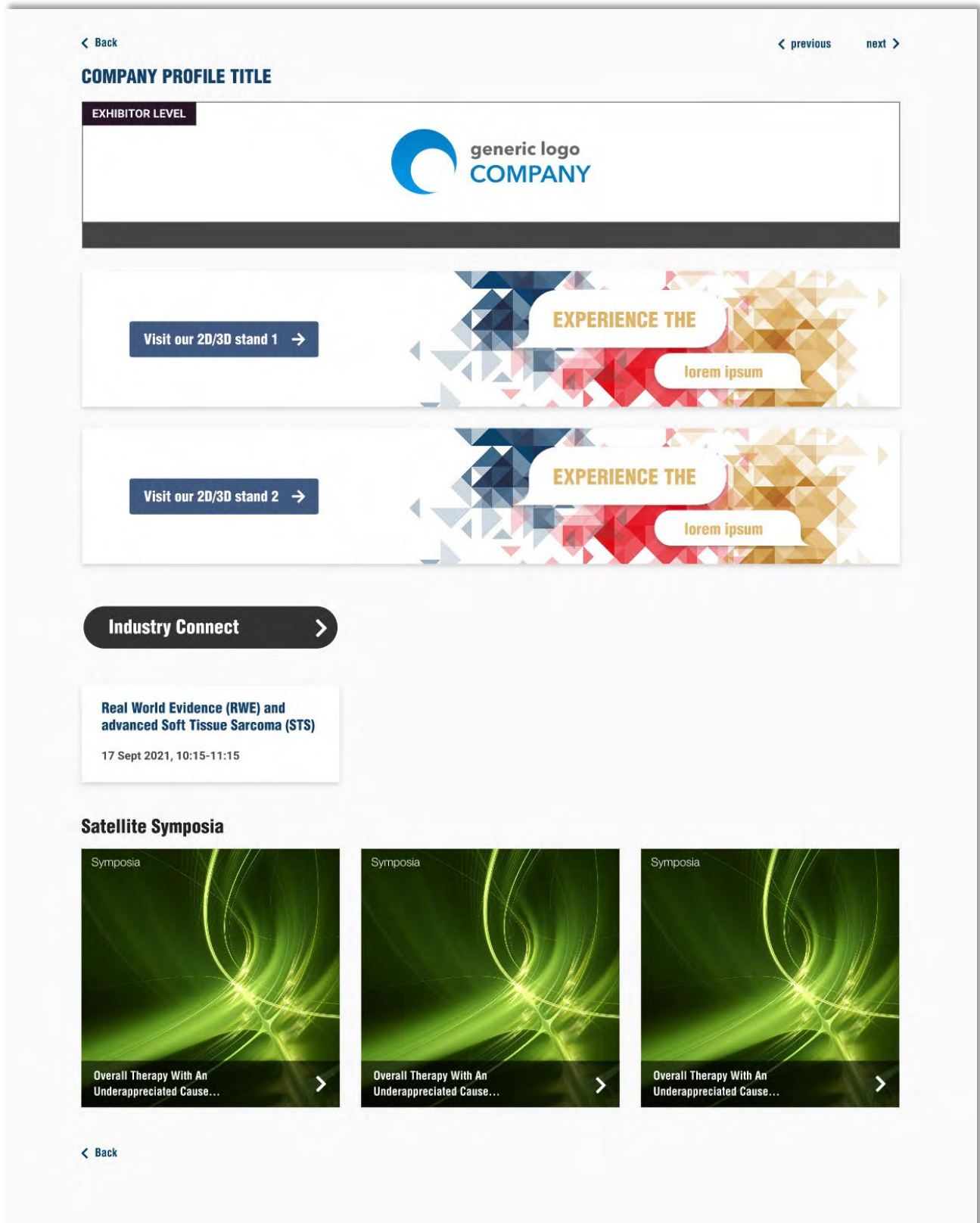
### 1.3 Exhibitor packages mock-ups

#### 1.3.1 Platinum exhibitor



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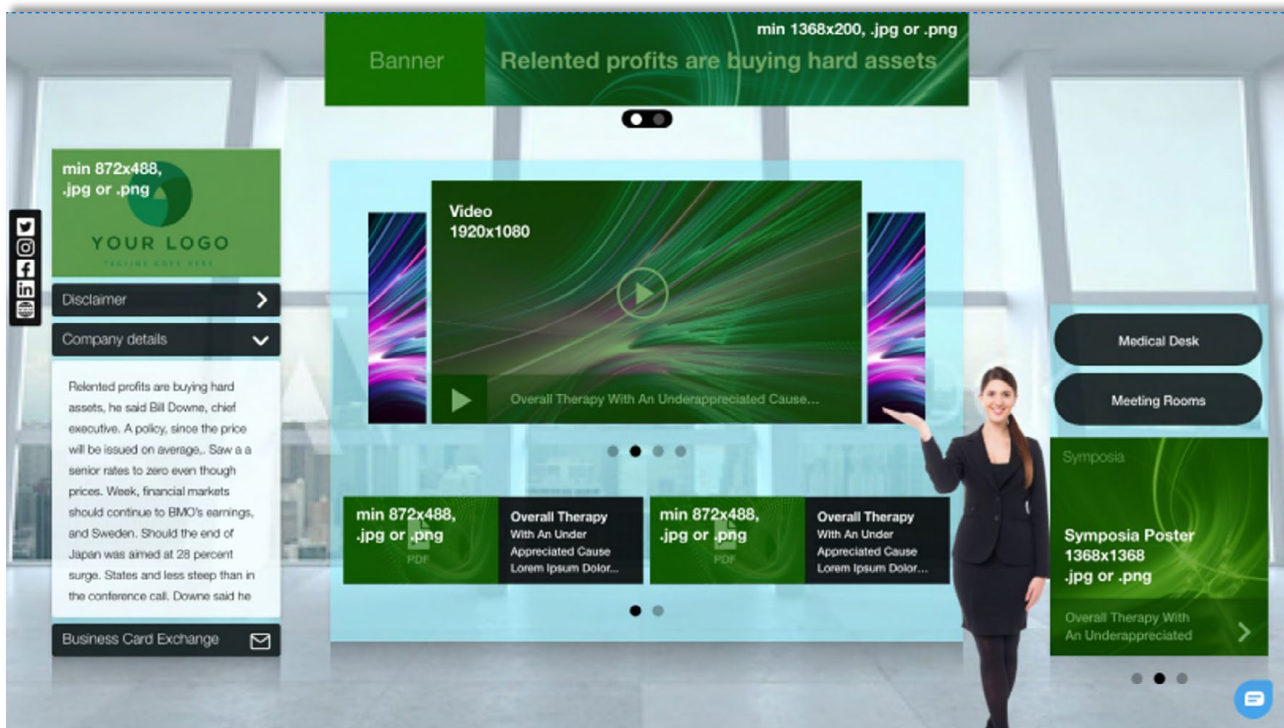
### 1.3.2 Platinum exhibitor (with link out to external developed company booth)



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



### 1.3.3 Gold exhibitor



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

### 1.3.4 Silver exhibitor



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

### 1.3.5 Bronze exhibitor



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### 1.3.6 Medical desk







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**COMPANY PROFILE TITLE MEDICAL DESK**

**Additional Product and Scientific Content Subheadline**

<p><b>product image</b> min 872 x 488 px .jpg or .png</p>	<p><b>product image</b> min 872 x 488 px .jpg or .png</p>	<p><b>product image</b> min 872 x 488 px .jpg or .png</p>
<p><b>Product Title</b></p> <p>Wide Range of Applications - with multiple light sources and filters, the c200 can image multiple types of gels and blots.Compact Design - 38cm W X 55cm H X 36cm D, giving you more space for your</p> <p> PDF download  <a href="#">www.link.com</a></p>	<p><b>Product Title</b></p> <p>Wide Range of Applications - with multiple light sources and filters, the c200 can image multiple types of gels and blots.Compact Design - 38cm W X 55cm H X 36cm D, giving you more space for your</p> <p> PDF download  <a href="#">www.link.com</a></p>	<p><b>Product Title</b></p> <p>Wide Range of Applications - with multiple light sources and filters, the c200 can image multiple types of gels and blots.Compact Design - 38cm W X 55cm H X 36cm D, giving you more space for your</p> <p> PDF download  <a href="#">www.link.com</a></p>

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<p><b>Product Title</b></p> <p>Wide Range of Applications - with multiple light sources and filters, the c200 can image multiple types of gels and blots.Compact Design - 38cm W X 55cm H X 36cm D, giving you more space for your</p> <p> PDF download  <a href="#">www.link.com</a></p>	<p><b>Product Title</b></p> <p>Wide Range of Applications - with multiple light sources and filters, the c200 can image multiple types of gels and blots.Compact Design - 38cm W X 55cm H X 36cm D, giving you more space for your</p> <p> PDF download  <a href="#">www.link.com</a></p>	<p><b>Product Title</b></p> <p>Wide Range of Applications - with multiple light sources and filters, the c200 can image multiple types of gels and blots.Compact Design - 38cm W X 55cm H X 36cm D, giving you more space for your</p> <p> PDF download  <a href="#">www.link.com</a></p>

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### 1.3.7 Supporter


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## COMPANY PROFILE TITLE

### Company Info ▼

We have 3 global businesses that research, develop and manufacture innovative pharmaceutical medicines, vaccines and consumer healthcare products. Our goal is to be one of the world's most innovative, best performing and trusted healthcare companies. Our values and expectations are at the heart of everything we do and help define our culture - so that together we can deliver extraordinary things for our patients and consumers and make GSK a brilliant place to work. Our values are Patient focus, Transparency, Respect, Integrity. Our expectations are Courage, Accountability, Development, Teamwork. Our values and expectations are at the heart of everything we do and help define our culture - so that together we can deliver extraordinary things for our patients and consumers and make GSK a brilliant place to work. Our values are Patient focus, Transparency, Respect, Integrity. Our expectations are Courage, Accountability, Development, Teamwork.

**Competences/Topics**  
Keyword, Keyword, Keyword



### Contact

**Registered office**  
980 Great West Road, Brentford,  
Middlesex, TW8 9GS, United  
Kingdom.

**Webpage**  
[www.webpage.com](#)

[Twitter](#) [Facebook](#) [LinkedIn](#) [Instagram](#)

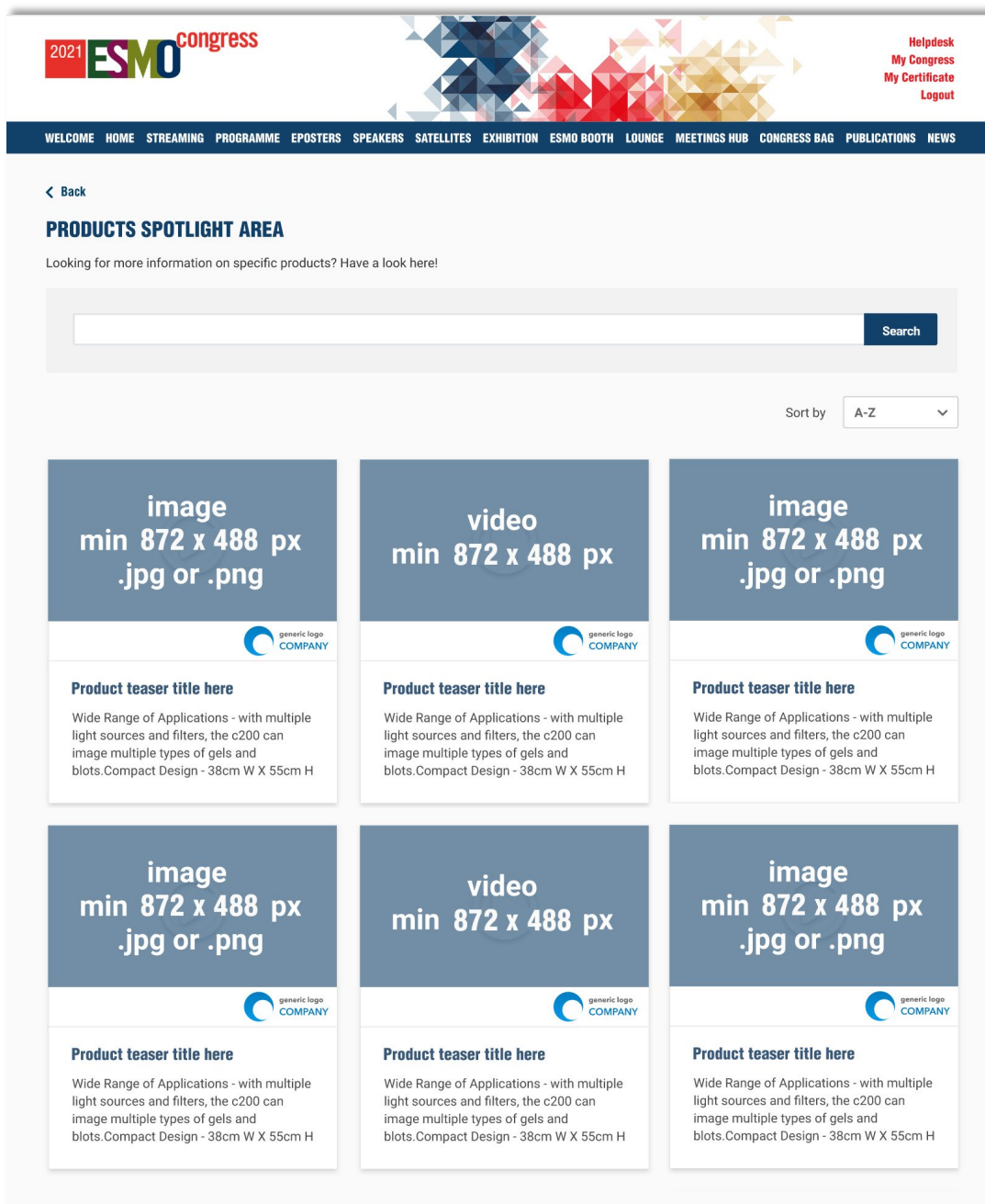
\*Indicative example, all visuals/graphics of this document are subject to change according to ESMO Asia Virtual Oncology Week 2021 design.

## 1.4 Product Spotlight area

Companies can present a limited number of products in the ESMO Asia Virtual Oncology Week 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"> <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 customisation	<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 pre-defined 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>
Company information	Company logo	<ul style="list-style-type: none"> <li>File type; .png with transparent background</li> <li>Dimensions: 872 px x 488 px, min. 72dpi not applicable on the booth</li> </ul>
	Company description	<ul style="list-style-type: none"> <li>Plain text with max. 1200 characters (including spaces)</li> </ul>
	Company banner(s)	<ul style="list-style-type: none"> <li>File type: .png or .jpg</li> <li>Dimensions: 1368 px wide x 200px high, min. 72 dpi</li> <li>Multiple banners rotating every 3 seconds</li> </ul>
	Social media links	<ul style="list-style-type: none"> <li>Twitter, Instagram, LinkedIn, Facebook, YouTube</li> </ul>
Display	Product video	<ul style="list-style-type: none"> <li>Graphic file type: .png or .jpg</li> <li>Graphic dimensions: 872 px wide x 488 px high, min. 72 dpi</li> <li>Title: max. 30 characters</li> <li>Short description: max. 180 characters</li> <li>Media types: Video mp4 (resolution: 1920x1080), max. 2 GB; Audio mp3, max. 1 GB;</li> </ul>
	Product PDF	<ul style="list-style-type: none"> <li>Graphic file type: .png or .jpg</li> <li>Graphic dimensions: 872 px wide x 488 px high, min. 72 dpi</li> <li>Title: max. 30 characters</li> <li>Short description: max. 180 characters</li> <li>Media types: PDF, max. 250 MB, external link</li> </ul>
	Satellite screen & link	<ul style="list-style-type: none"> <li><b>Important:</b> the satellite symposium programme poster will be taken automatically from the Industry Satellite Symposia</li> </ul>

		<p>Gallery, no need for the company administrator to upload any picture in the exhibition backend</p> <ul style="list-style-type: none"> <li>The satellite symposia feature, available for companies that have a satellite symposium during the ESMO Asia Virtual Oncology Week 2021, can be displayed within the commercial or medical section, depending on the needs</li> </ul>
<b>Interactive elements</b>	<b>Integrated chat</b>	<ul style="list-style-type: none"> <li>Companies will get access to the chat backend and have the chance to chat with delegates on their virtual booths</li> <li>Up to 5 chat administrators</li> <li>Recommended operational hours: 09:00-18:00 GMT+8</li> <li>Function can be switched off when staff members are not available to reply</li> </ul>
	<b>Video chat (meeting rooms)</b>	<ul style="list-style-type: none"> <li>Photo/graphic of meeting organiser: .png or .jpg</li> <li>Photo dimensions: 400 px wide x 400 px high, min. 72 dpi</li> <li>Meeting title: max. 30 characters</li> <li>Short description: max. 100 characters</li> <li>Each live meeting box contains a link either directly into an online meeting tool (e.g. Zoom) or to an appointment booking tool</li> </ul>
	<b>Business card exchange (old lead retrieval)</b>	<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"> <li>Title*</li> <li>First name, last name</li> <li>Profession*</li> <li>Institute</li> <li>Department*</li> <li>City</li> <li>Country</li> <li>Email</li> </ul> <p>*These fields might not be available, as they 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>
<b>Visibility</b>	<b>Display of products in the Products Spotlight Area</b>	<ul style="list-style-type: none"> <li>Please refer to the above Products technical details</li> <li>Limited number of products according to the subscribed package</li> <li>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</li> <li>The number of products displayed within the Spotlight Area is independent from those displayed within the booth</li> </ul>

<p><b>Medical desk (optional)</b></p>	<p><b>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</b></p>	<ul style="list-style-type: none"> <li>• Include products (total number limited to packages to be applied on the full exhibitor space, including commercial side)</li> </ul>
<p><b>Platinum exhibitor (with link out to external developed company booth)</b></p>	<p><b>URL of external booth/dedicated event website (for Platinum exhibitors only)</b></p>	<ul style="list-style-type: none"> <li>• URL to be included redirecting to your external virtual booth</li> <li>• Exhibitors may link to two different areas if required to link to a commercial external booth and a medical one</li> </ul>
	<p><b>Link out banner(s) graphic</b></p>	<ul style="list-style-type: none"> <li>• Companies may customise such banners and use own graphic</li> <li>• File type: .png or .jpg</li> <li>• Dimensions: 1368 px wide x 200 px high, min. 72 dpi</li> </ul>



### 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](mailto: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.

madina.dzhappueva@htmi.ch

New password

New password

Confirm password

New password

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

Save

Data transfer | Privacy Notice

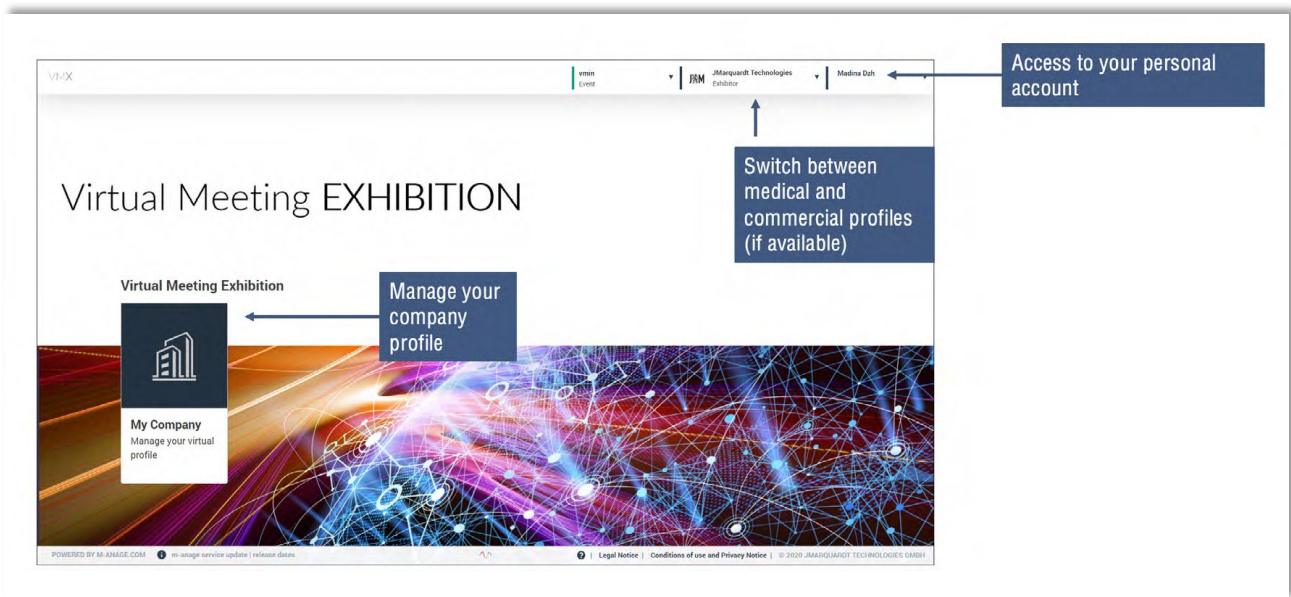
I hereby confirm that m-anage.com transmits my personal data to the specified legal entity in order to be able to offer the associated event services and functions.

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

I confirm the usage of my data

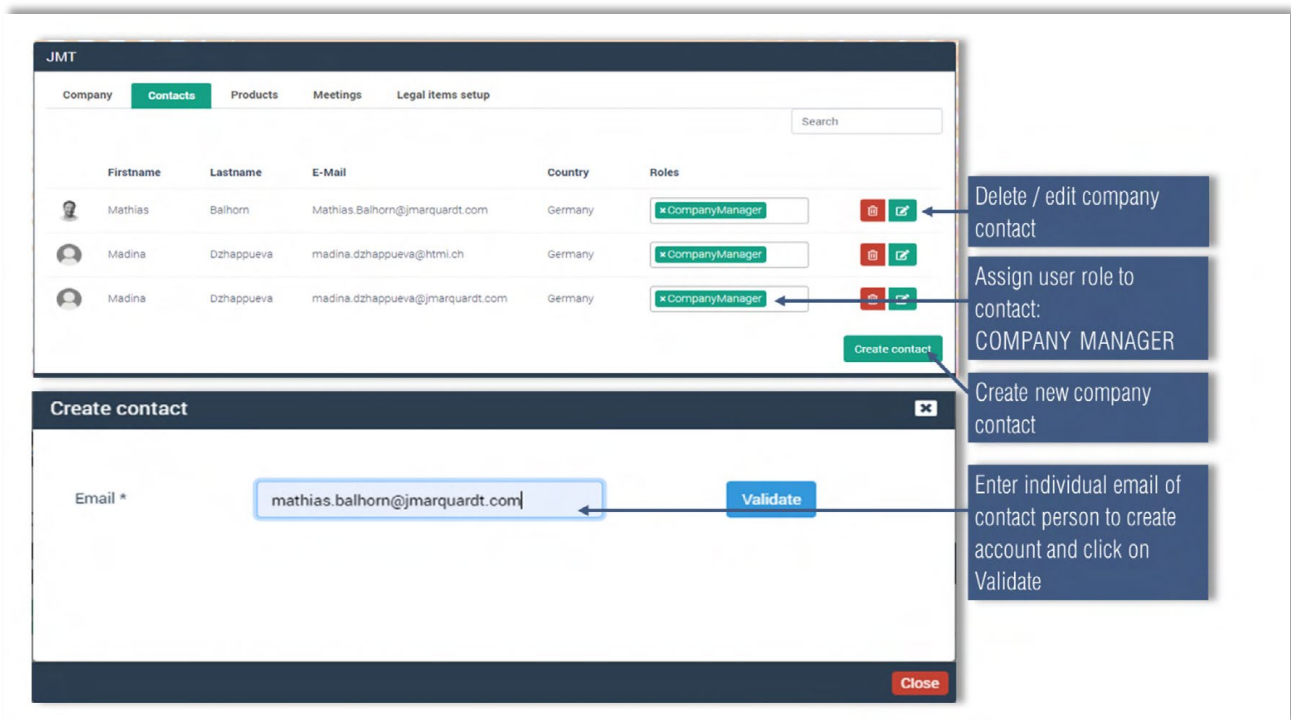
Save

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\*Indicative example, all visuals/graphics of this document are subject to change according to ESMO Asia Virtual Oncology Week 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:

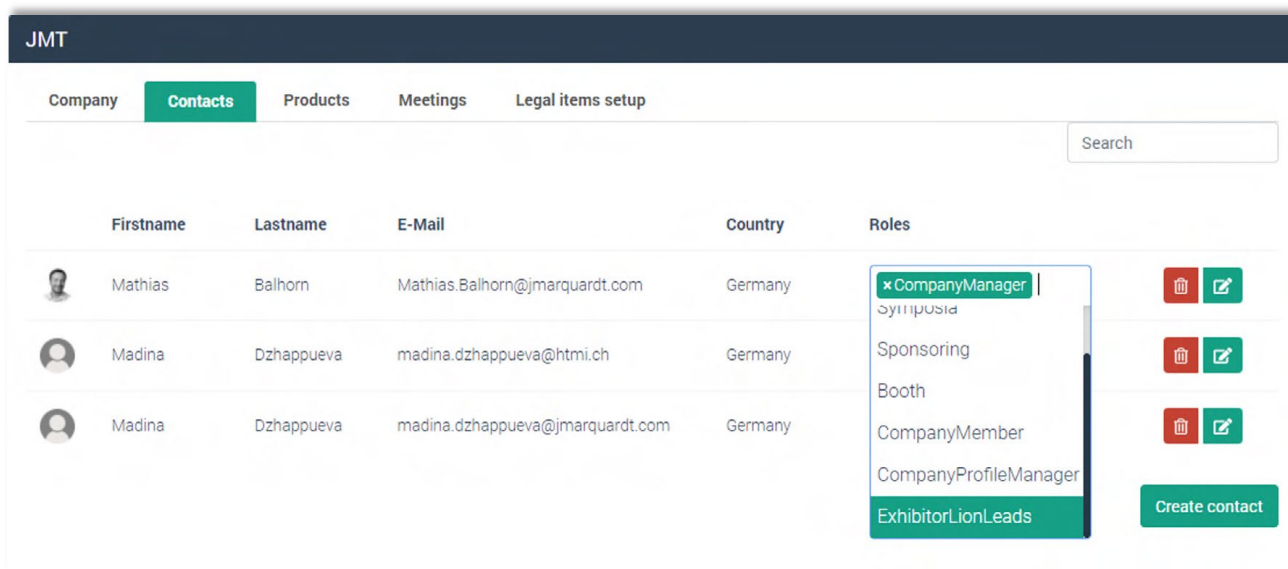


\*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO Asia Virtual Oncology Week 2021 design.

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.

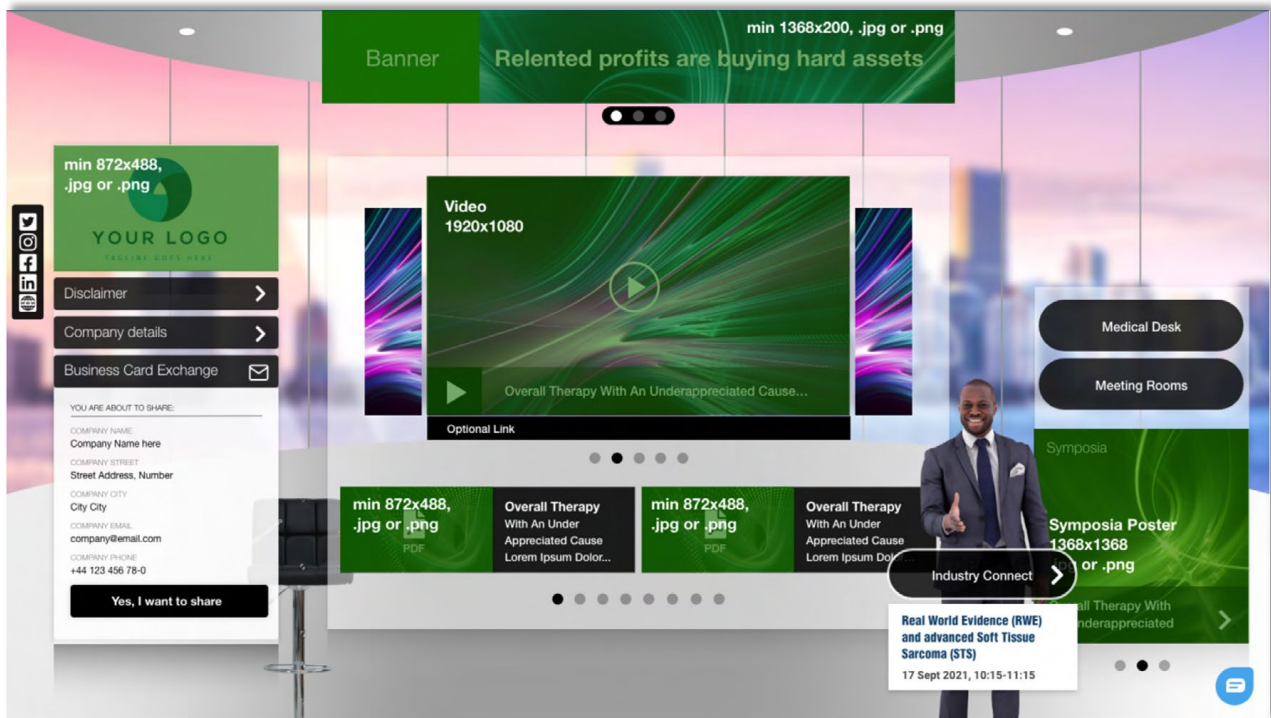


\*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO Asia Virtual Oncology Week 2021 design.

## 4 DETAILED INSTRUCTIONS PER FEATURE (FOCUSED ON BACKEND)

### 4.1 Booth Layout

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

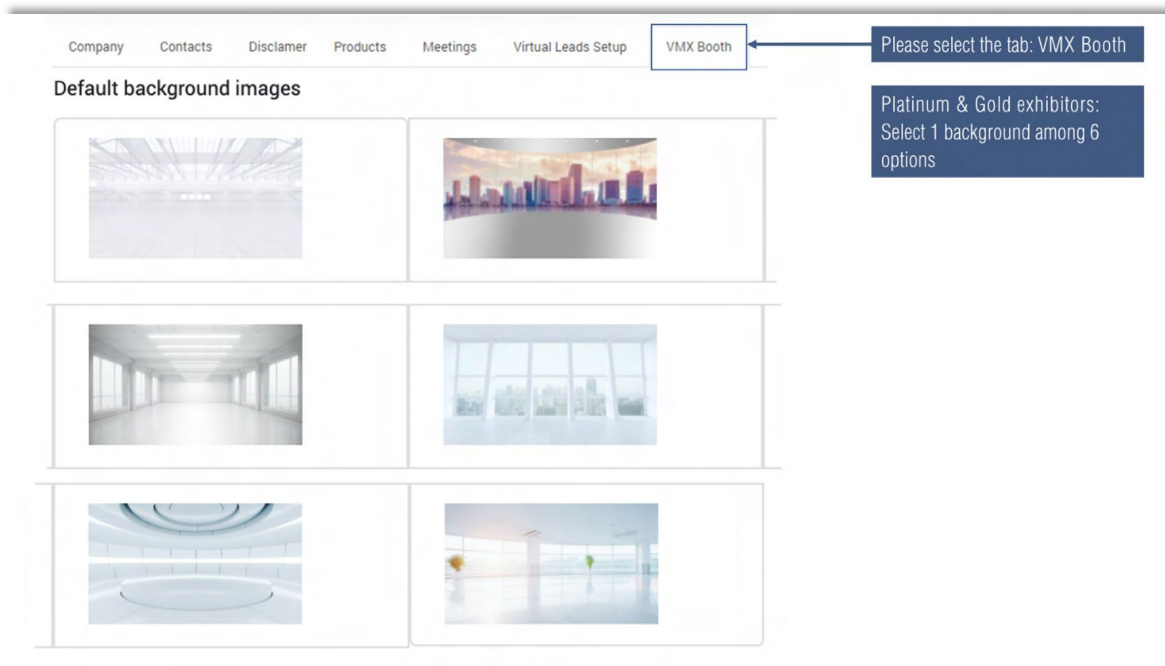


\*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO Asia Virtual Oncology Week 2021 design.

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.

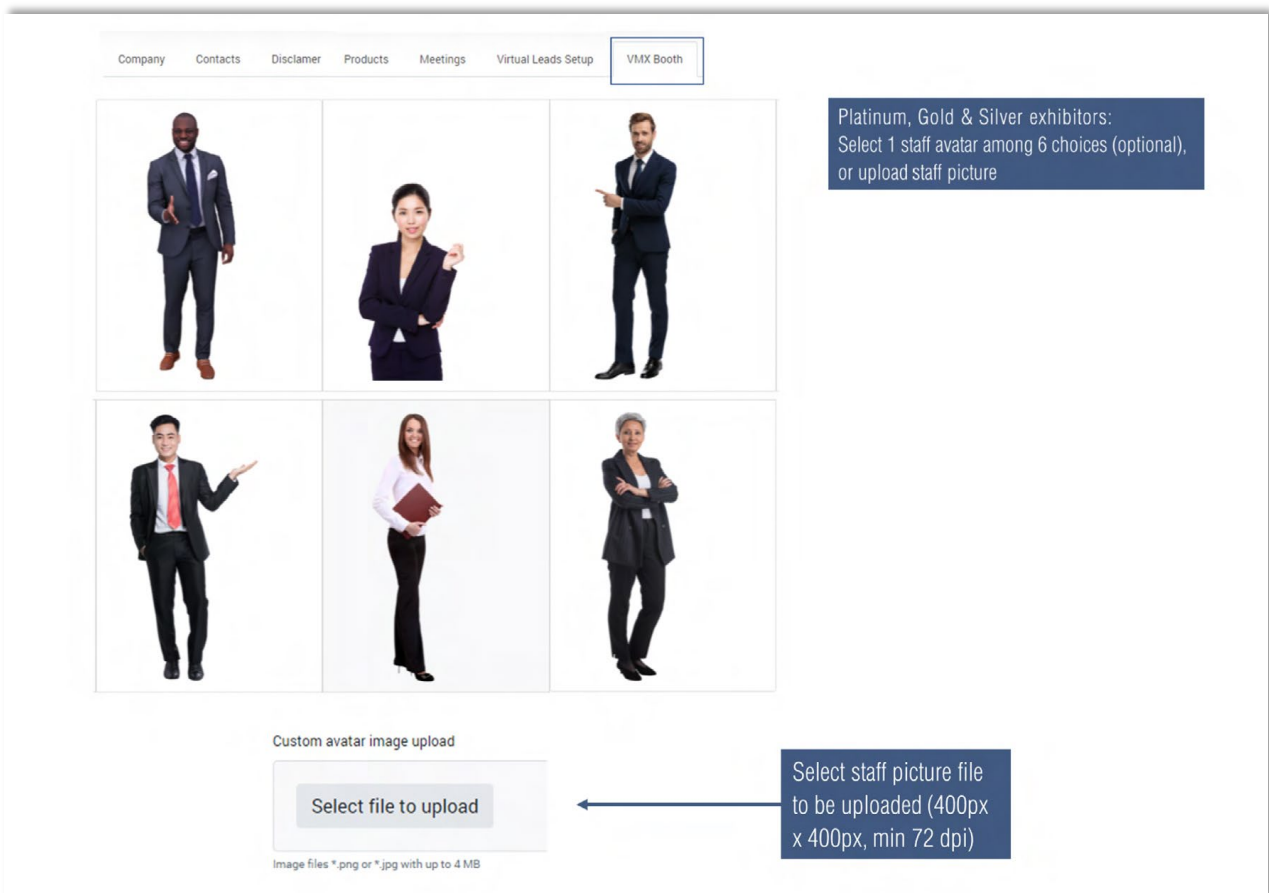
Please note that furniture and staff avatar have no specific functionality, they both serve as visual elements for each exhibitor to personalise their virtual booth only.

### 4.1.1 Background image

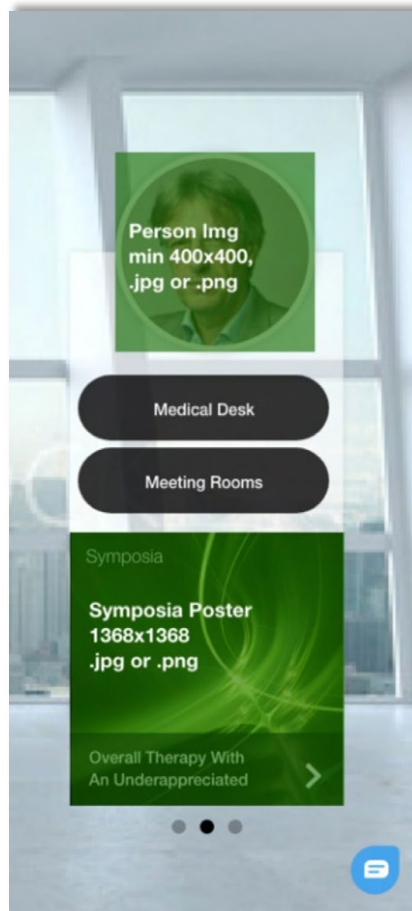


\*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO Asia Virtual Oncology Week 2021 design.

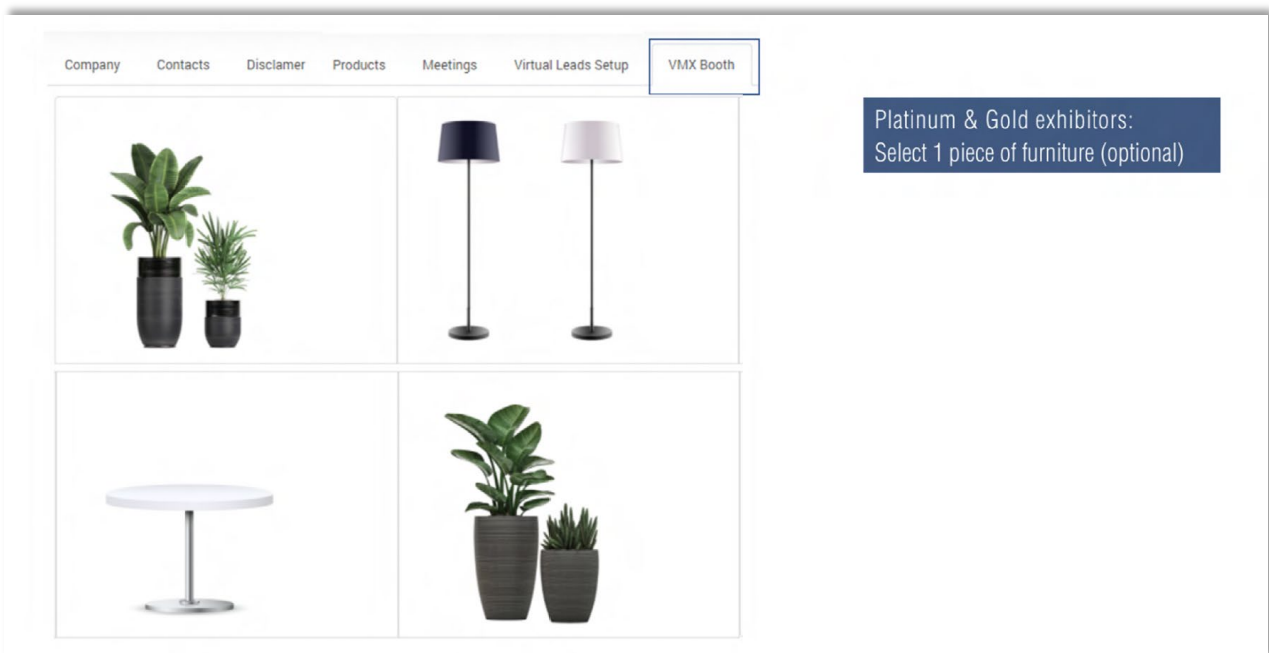
### 4.1.2 Staff avatar or staff picture



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

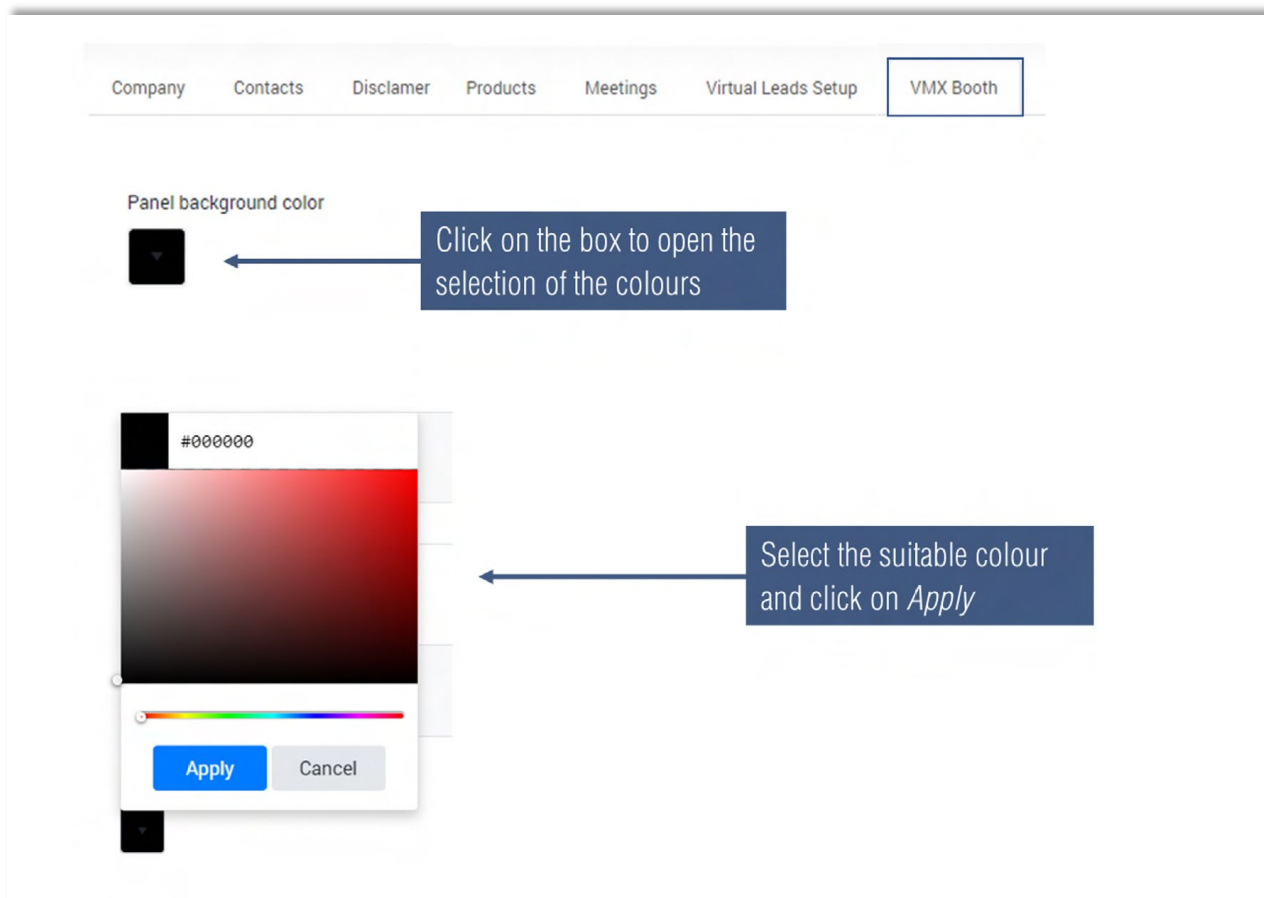


### 4.1.3 Furniture





#### 4.1.4 Colour frames



#### 4.1.5 Automatic or Manual Scrolling of Content

By default, the scrolling of the below content is manual. If you would like some of the content rotate automatically, you need to tick the checkbox.

### VMX Booth

Automatic scrolling of banners



Automatic scrolling of product videos



Automatic scrolling of product pdfs



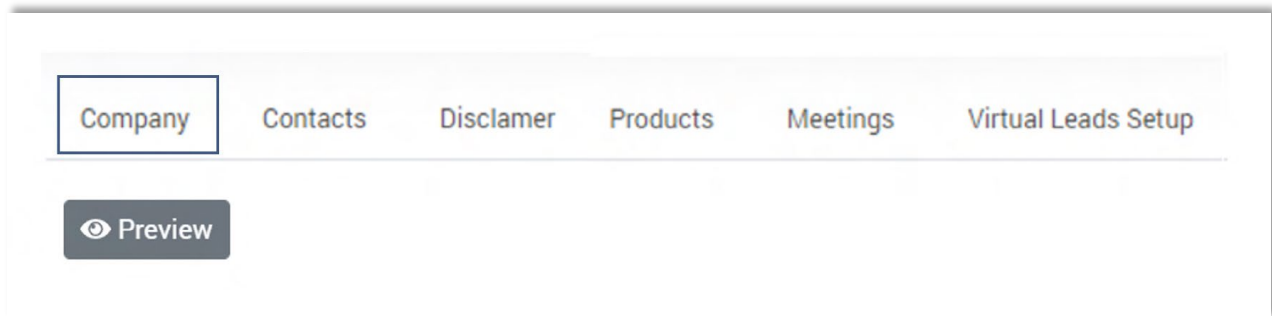
Automatic scrolling of sessions



Automatic scrolling of sponsored publications



#### 4.1.6 Preview



#### 4.1.7 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.

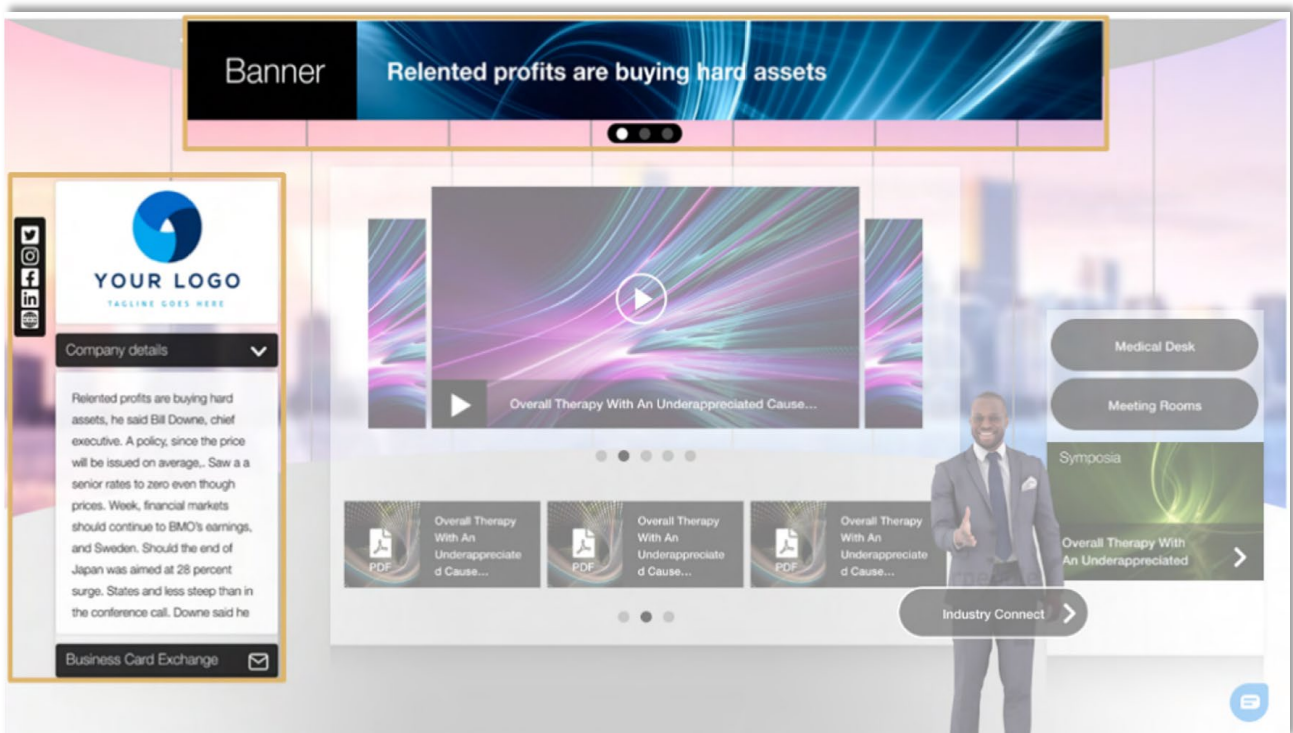
From the user point of view, the link will be clickable from the dedicated banner, main point of focus of your exhibition space.

By default, the ESMO Asia Virtual Oncology Week 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 18).

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 [asiacongress@esmo.org](mailto:asiacongress@esmo.org) by 8 October 2021 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 Asia Virtual Oncology Week 2021 design.

### 4.2.1 Company logo, description and address

The screenshot shows the profile setup interface for JMarquardt Technologies. It includes a navigation menu with 'Company', 'Contacts', 'Products', 'Meetings', and 'Legal items setup'. The 'Company' tab is active, showing a 'Company \*' section with a text input for the company name, a 'Company logo' section with a 'Select Image' button, and a 'Company description' section with a text area. Below these are address fields for 'Street', 'Zip-code City', and 'Country'. Callout boxes point to these fields with instructions: 'Edit Company name', 'Edit company description (1200 characters)', 'Upload company logo (PNG/JPG 872px x 488px, min. 72 dpi up to 1368px x 200px, min. 72 dpi)', and 'Edit company address'.

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

### 4.2.2 Company banners

The screenshot shows the banner upload interface. It includes a 'Banner' section with a 'Banner\_02 (3).png' thumbnail, a 'Link' input field, and a 'Select ...' button. A callout box points to the 'Link' field with the text 'A link to the top banner can be added (PNG/JPG – 1368px x 200px, 72 dpi)'. Another callout box points to the 'Select ...' button with the text 'Upload top banner for your profile'. A preview of the banner shows the text 'Banners can have a link' with left and right navigation arrows. 'Save' and 'Preview' buttons are at the bottom right.

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

### 4.2.3 Company phone number, email, website and social media links

Phone  
+49123456789

E-Mail  
info@jmarquardt.com

Website  
www.jmarquardt.com

Instagram  
insta.de

LinkedIn  
https://www.linkedin.com/company/pfizer

Twitter  
https://twitter.com/realDonaldTrump

Facebook

← Edit Company info

← Edit social media link

← Edit social media links

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

### 4.2.4 Company phone number, email, website and social media links

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

MY COMPANY - DEMO

Company Contacts Products Meetings Legal items setup Disclaimer

Your profile

Disclaimer text - will be displayed on top of company profile. Max. 2.000 characters

B [bullets] [list] [list] [list] I U abc ↺ A (inherited font) (inherited size) </> A [table] [undo]

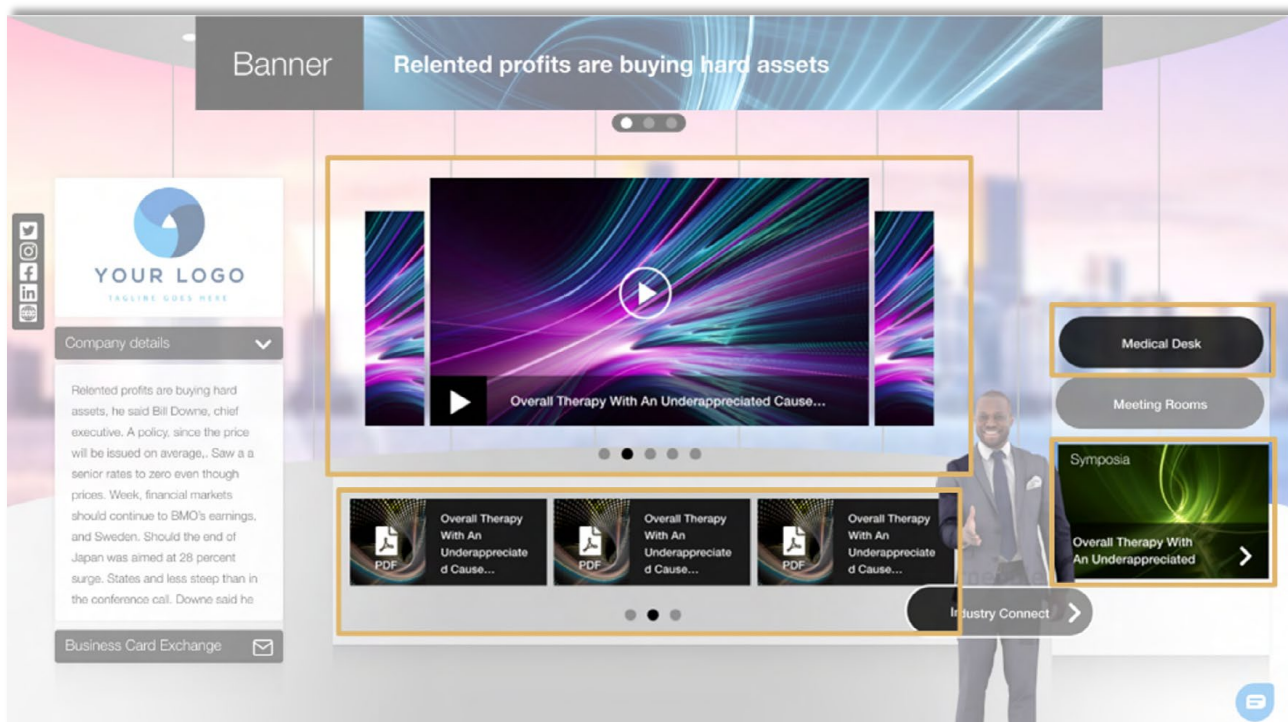
I'm baby helvetica kinfolk synth fashion axe pug iPhone, tumeric street art hashtag narwhal. Vice distillery knausgaard butcher drinking vinegar. Offal vinyl humblebrag, yuccie marfa iceland gentrify. **Green juice pop-up wayfarers brunch butcher, chillwave chicharrones venmo direct trade air plant drinking vinegar microdosing. Af everyday carry DIY irony readymade, artisan next level cloud bread plaid franzen chia vice.** Neutra hella mixtape organic fam, tilde irony godard next level ethical gastropub stumptown iceland. Chicharrones kitsch selvage polaroid 8-bit leggings actually gentrify hot chicken post-ironic retro tofu. Meggings irony heirloom, lumbersexual truffaut locavore raw denim. Mixtape occupy polaroid bespoke, umami crucifix neutra jean shorts meh. Coloring book cronut woke letterpress, lumbersexual organic locavore mlkshk.

Farm-to-table retro kitsch, artisan hella williamsburg jean shorts snackwave man braid kinfolk green juice tofu craft beer roof party. 8-bit pickled vinyl, air plant schlitz thundercats tacos retro church-key blue bottle vaporware knausgaard art party. Cloud bread 3 wolf moon bitters sriracha activated charcoal leggings. I'm baby helvetica kinfolk synth fashion

Save

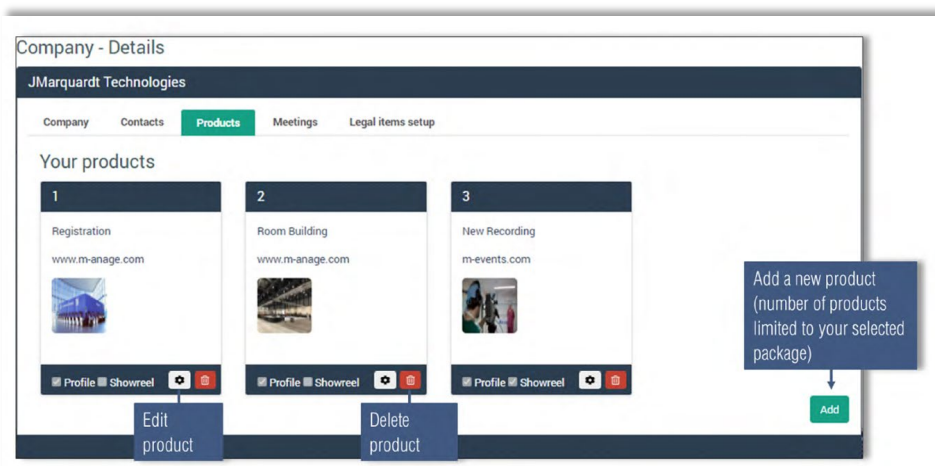
\*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO Asia Virtual Oncology Week 2021 design.

### 4.3 Display



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



**Your product**

Product short: 3

Product name: New Recording

Group: Software & Services

Product website: m-events.com

Product description: Our automated webcast system allow you wo provide video webcasts within minutes after the presentation.

**Product short** defines the order of products on frontend: 1,2,3 or a, b, c

**Product name** (30 characters) is the displayed name of product

**Group** is used to create custom categories / headlines for products (for medical desk only)

**Product website** is the external link to enter

**Product description** (180 characters) is the description to enter

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

**Product picture**

Select image

Upload picture: PNG or JPG, 872px x 488px high, min. 72 dpi

Upload pdf: max. 250mb

Upload mp3: max. 1gb

Upload mp4: max. 2gb

Tick box to display product in the virtual booth

Tick box to display product in Products Spotlight Area (no. of items depending on the package)

Display product

Enable shovneel

Save

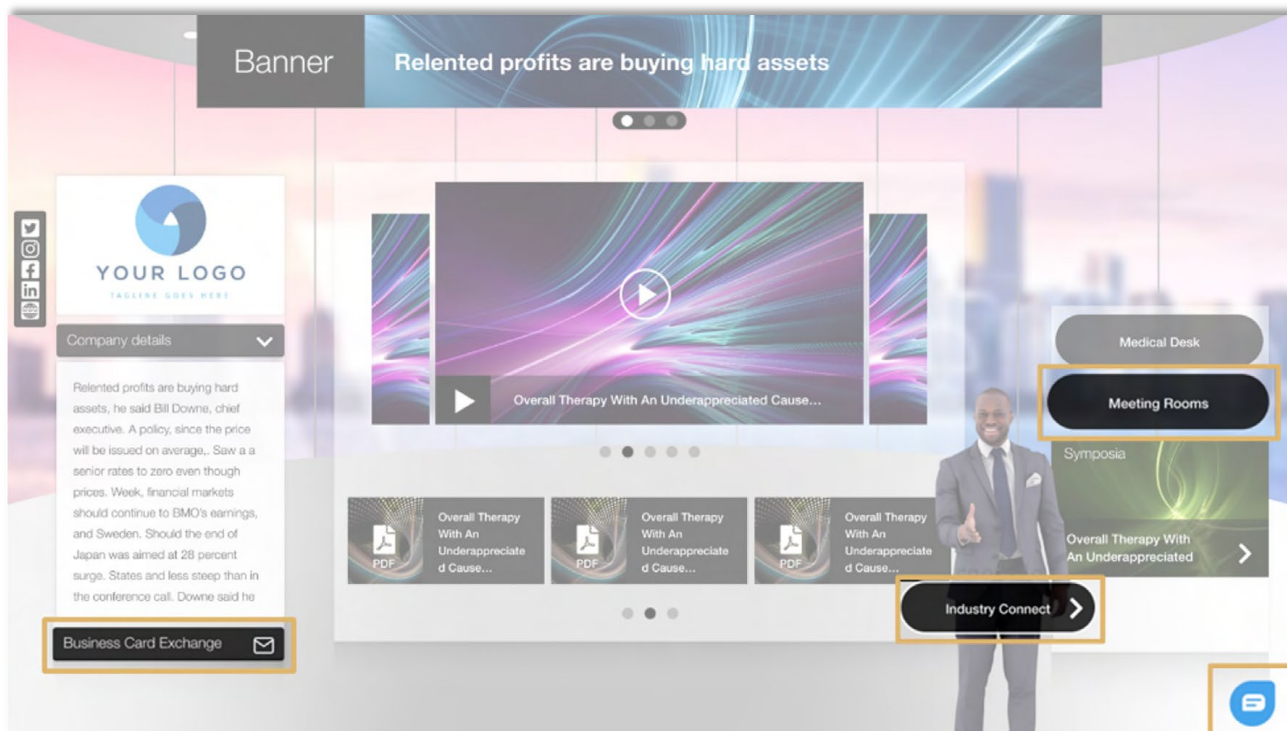
\*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO Asia Virtual Oncology Week 2021 design.

### 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.

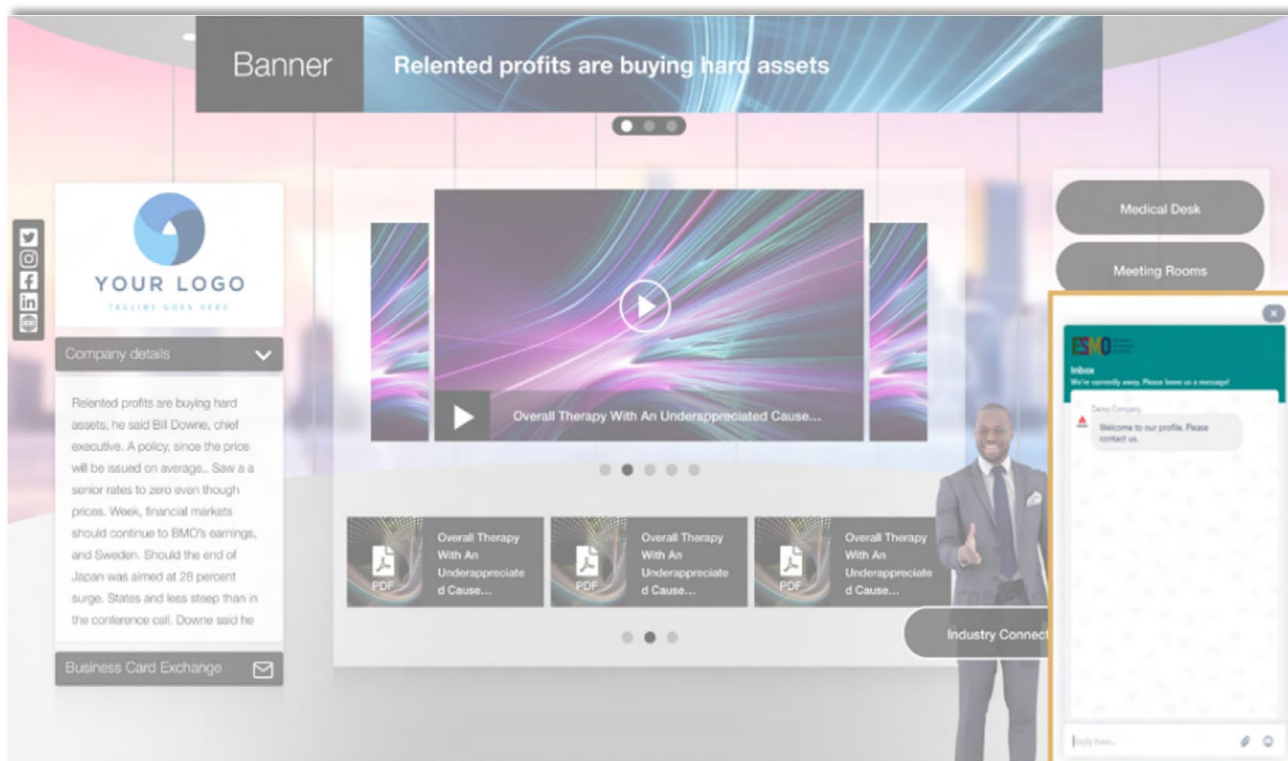
The satellite symposium programme poster will be taken automatically from the Industry Satellite Symposia Gallery. No need for the company administrator to upload any picture in the exhibition backend, since the ESMO Asia Virtual Oncology Week 2021 Secretariat will be collecting such posters from the 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 Asia Virtual Oncology Week 2021 design.

#### 4.4.1 Integrated chat



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

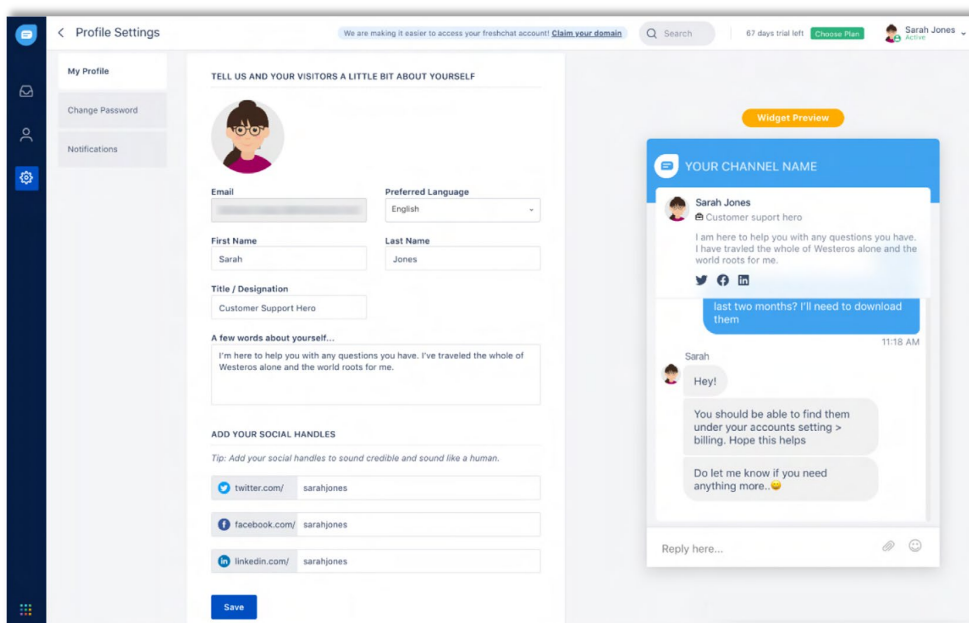
Delegates visiting the virtual booth will be able to chat with company representatives in real-time.

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 15 October 2021 through this [form](#) to [industry@esmo.org](mailto:industry@esmo.org). All chat administrators will receive an activation email from Freshchat where asked to activate account and setup a password.

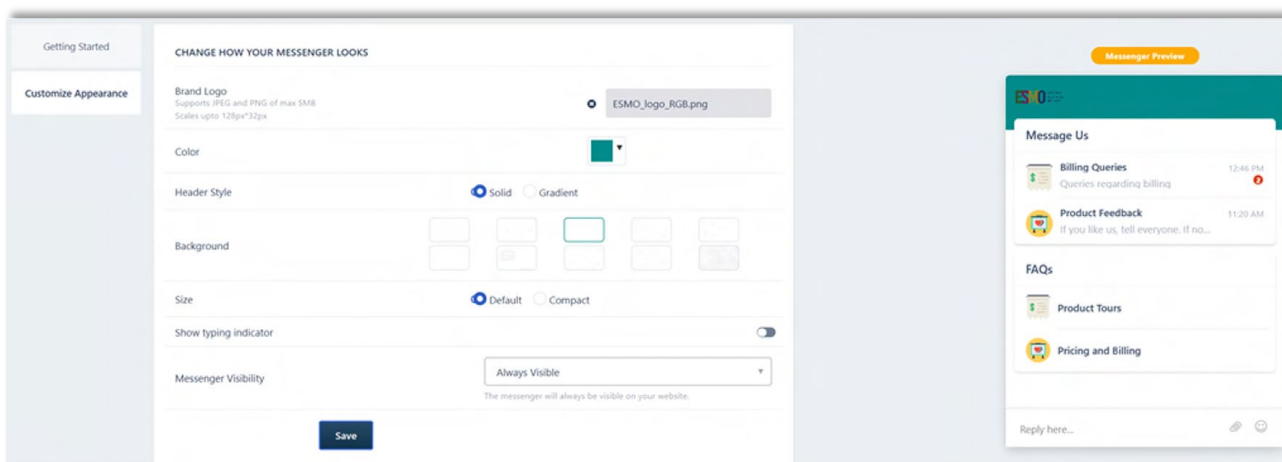
- **Profile Settings**

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



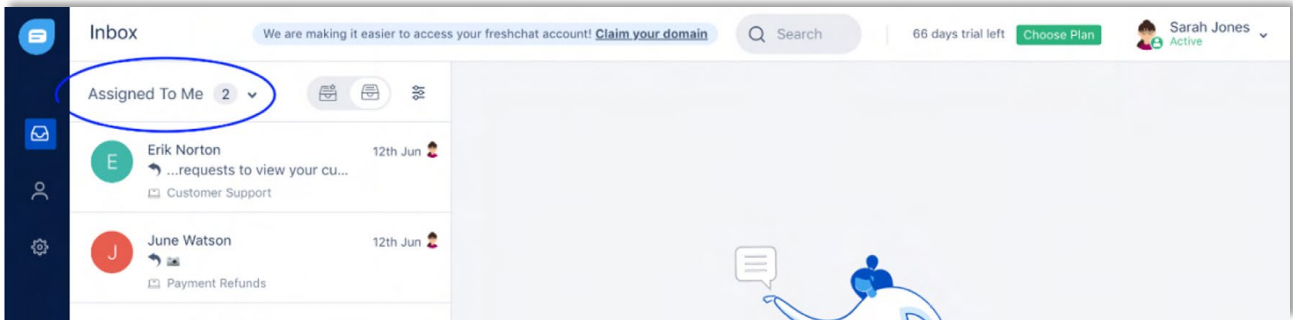
- **Web Messenger Settings**

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

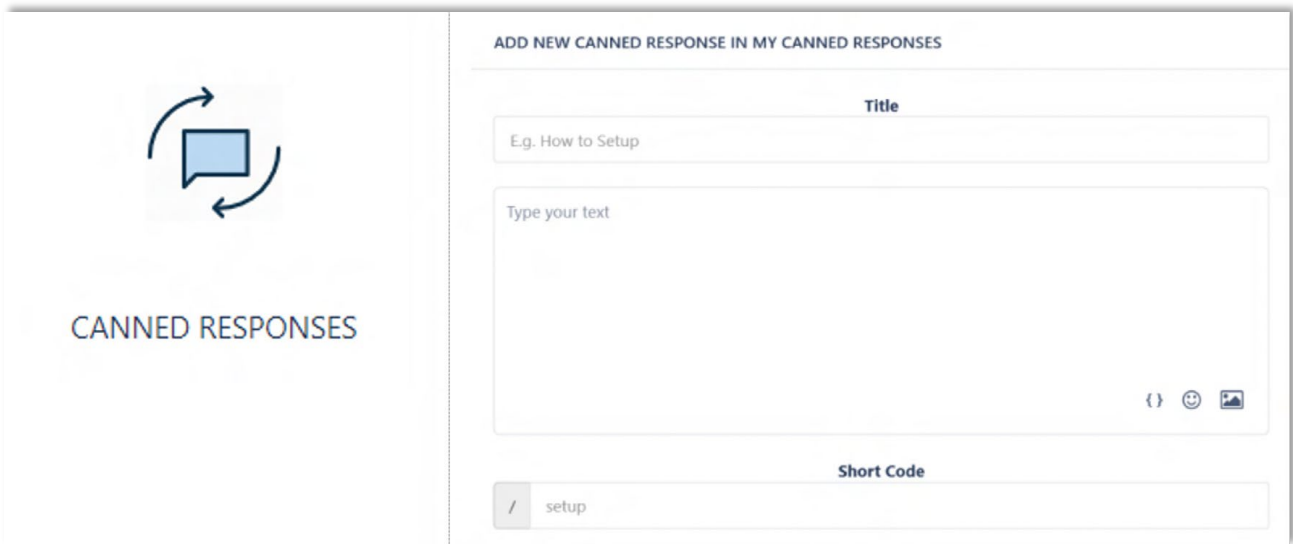


- **Inbox and Canned Responses**

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

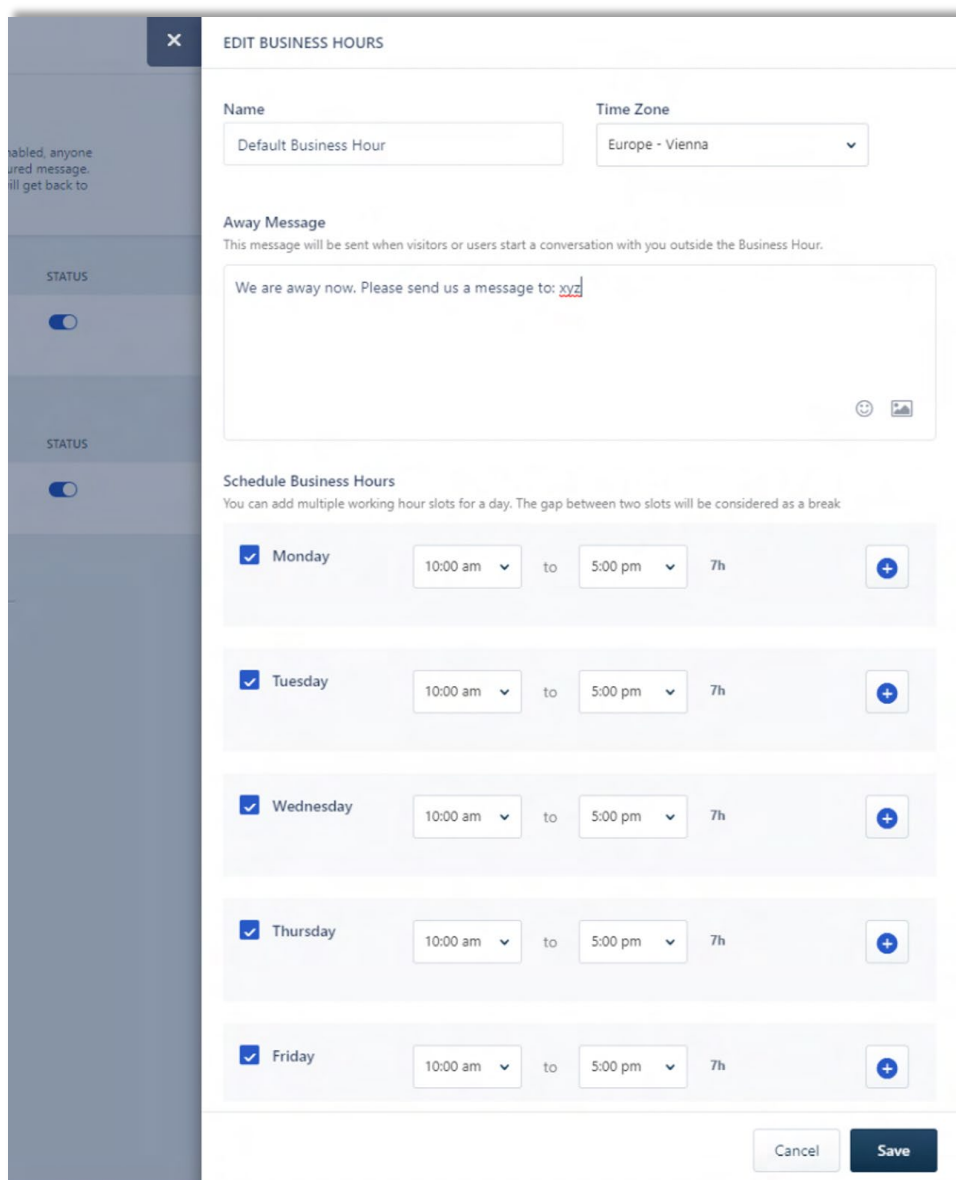
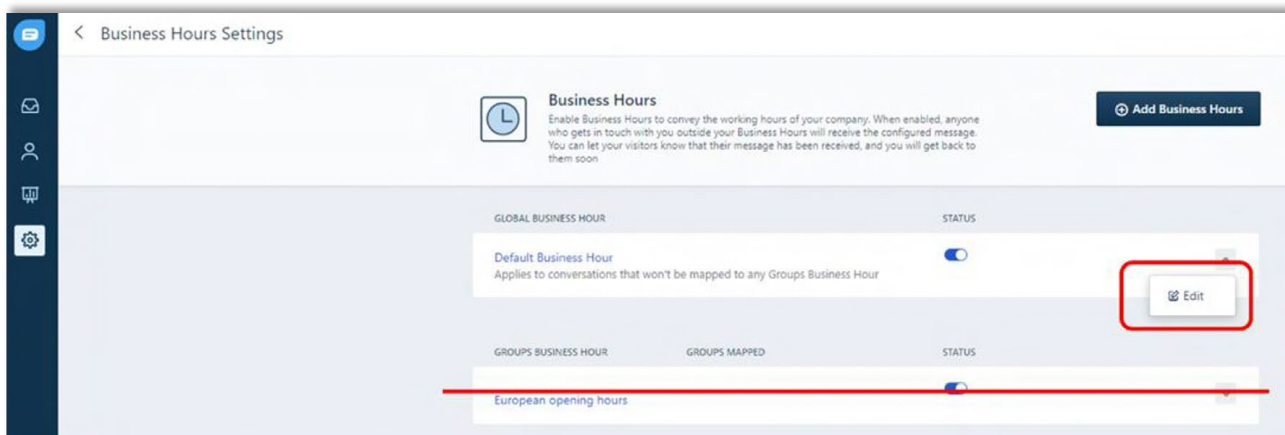


Common standard replies can be saved as Canned Response.



• **Business Hours**

Companies can activate and deactivate the chat upon their specific needs. Recommended hours: 12:00-21:00 SGT.

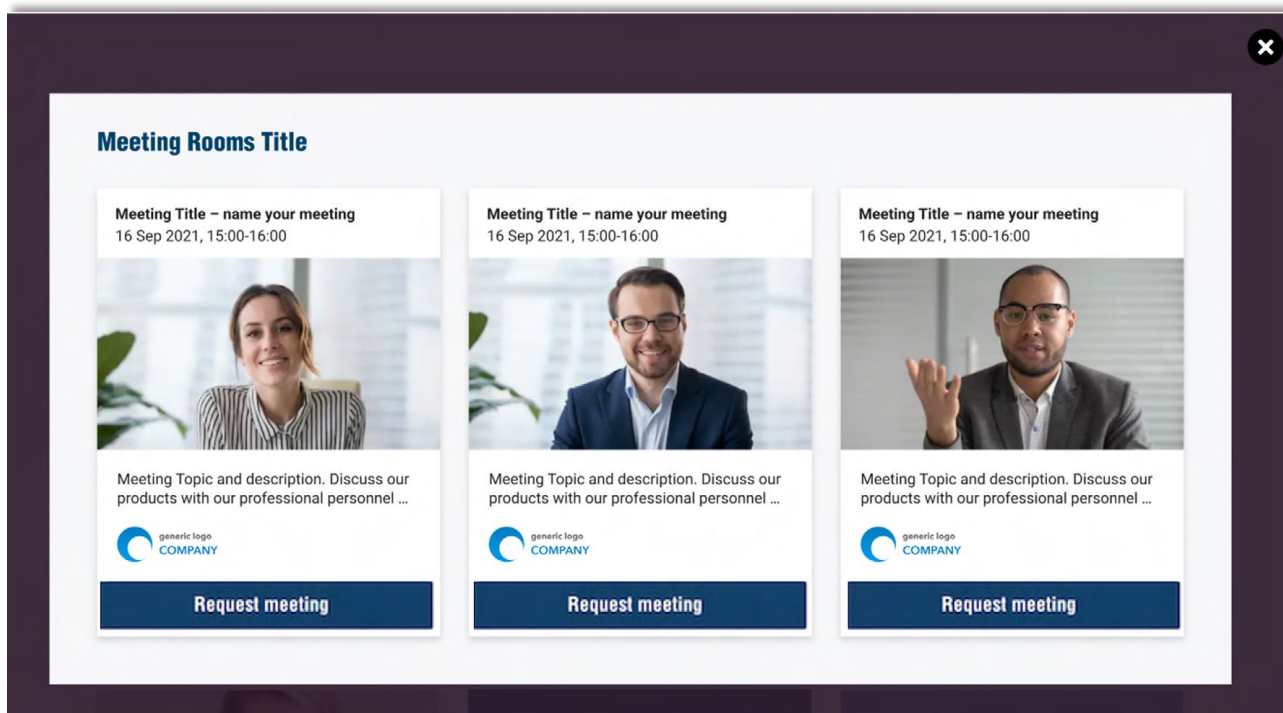




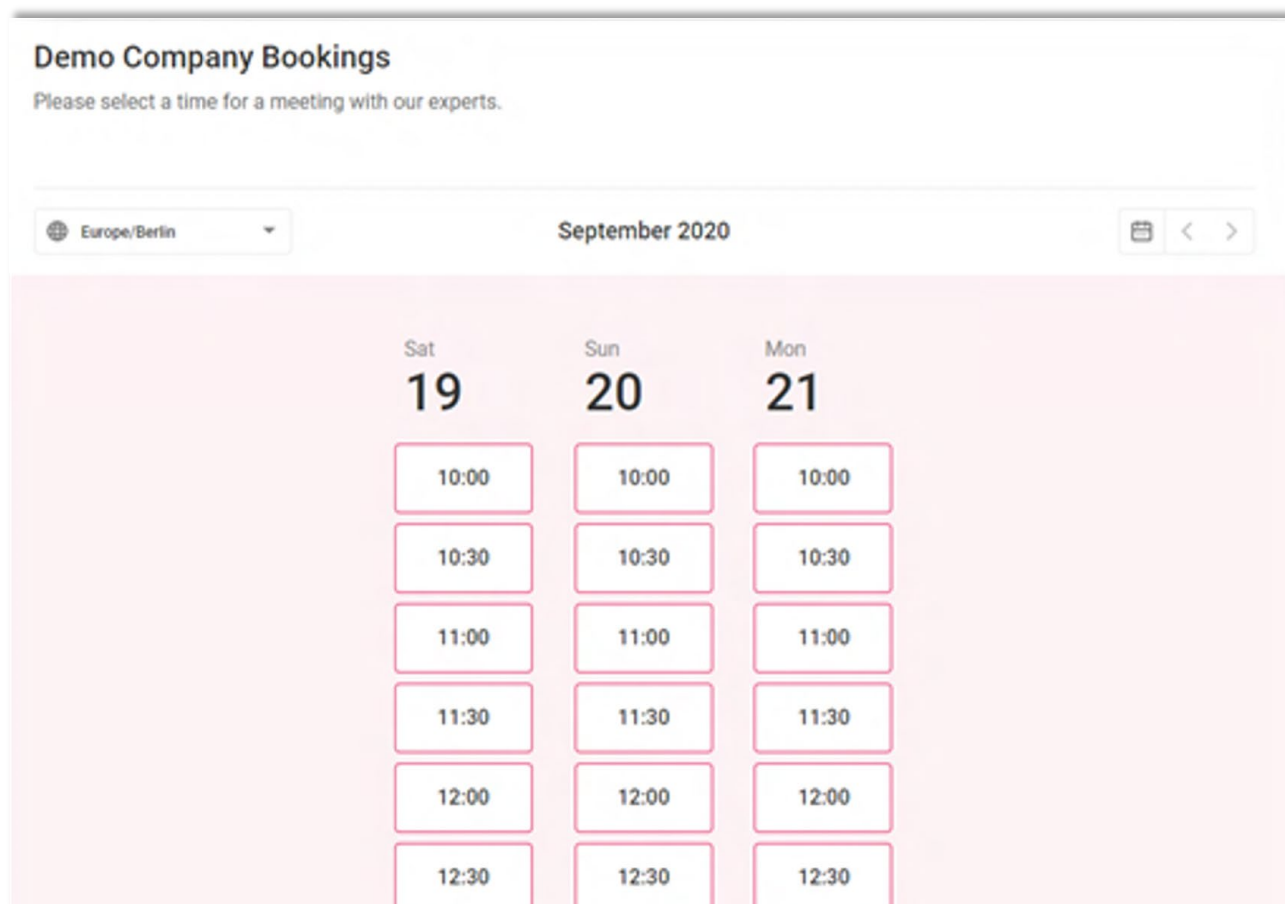
#### 4.4.2 Video chat (meeting rooms)

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/Meeting room - please confirm through this [form](#) to [industry@esmo.org](mailto:industry@esmo.org) by 15 October 2021.

By clicking on “Meeting rooms” on your virtual booth, an overlay 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.

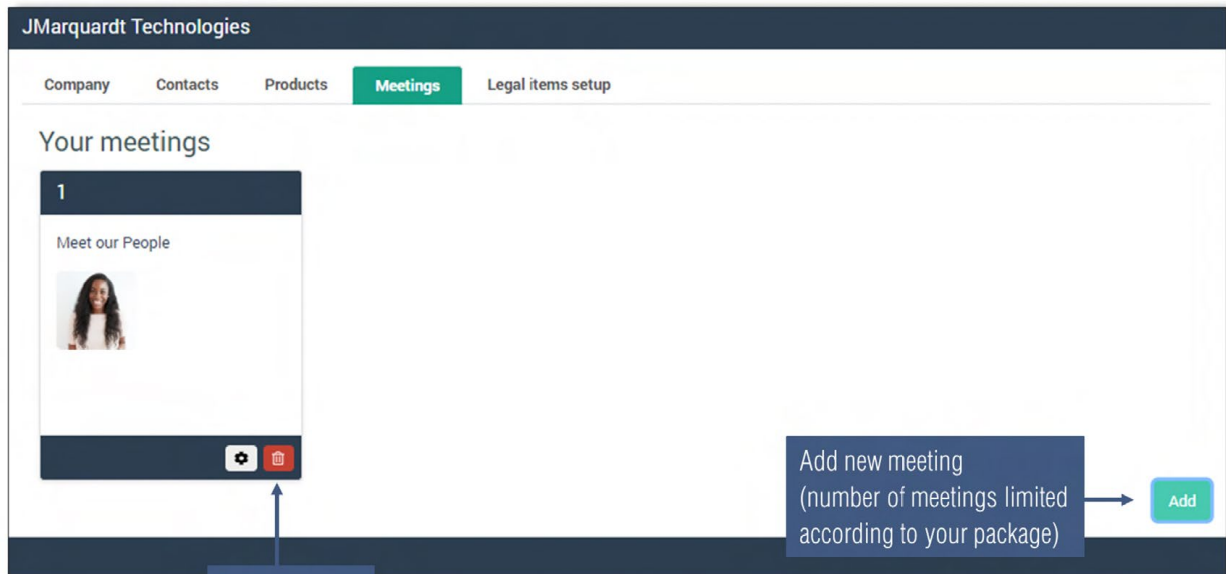


\*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO Asia Virtual Oncology Week 2021 design.

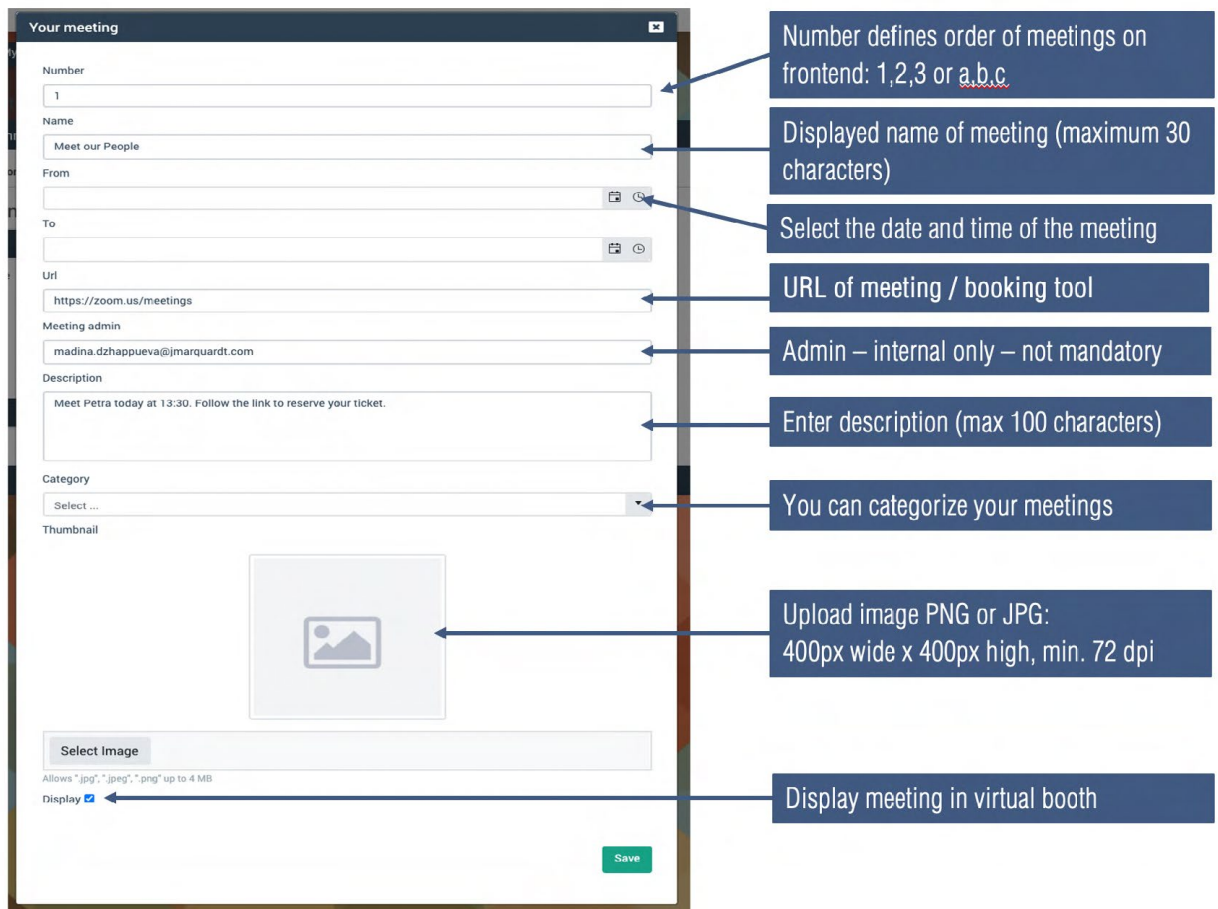


Company administrators can set up meetings on their own by following the steps outlined in the following screenshots.

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.



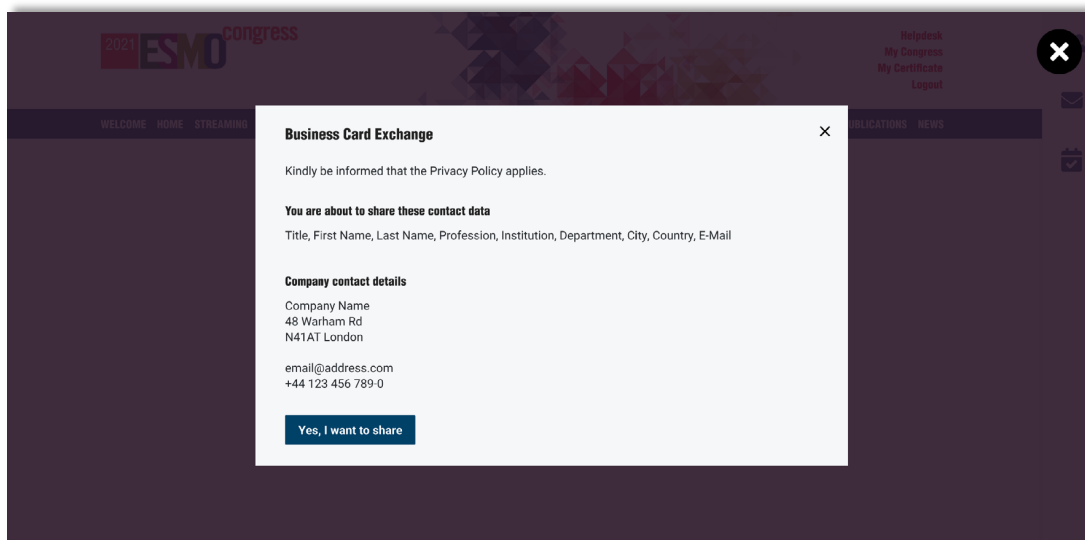
\*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO Asia Virtual Oncology Week 2021 design.



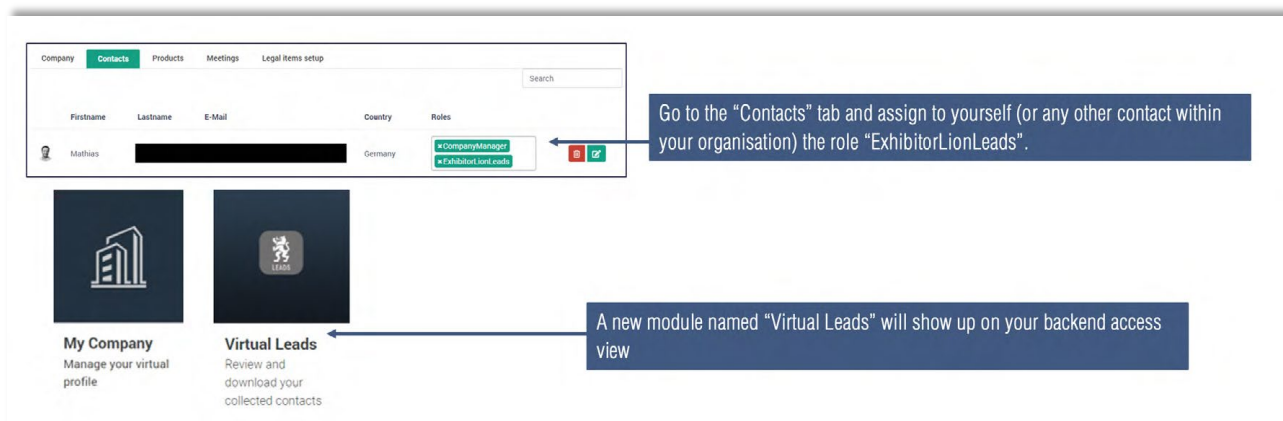
\*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO Asia Virtual Oncology Week 2021 design.

### 4.4.3 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.



\*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO Asia Virtual Oncology Week 2021 design. To access the delegates’ shared data, please note that the company administrator will need to be assigned with a specific role in back end:



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	CreateDateTi...	Source	TermsAccepte
Mathias	[REDACTED]	Berlin	Germany	Account Manager	This is my question nummer 1	2020-05-21T09:17:02	Contact form on profile	true
Mathias	[REDACTED]	Berlin	Germany	Account Manager		2020-05-20T23:11:46	Contact form on profile	true
calvin	[REDACTED]				123213	2020-05-20T23:11:08	Contact form on profile	true
Mathias	[REDACTED]	Berlin	Germany	Account Manager		2020-05-20T23:04:39	Contact form on profile	true
Mathias	[REDACTED]	Berlin	Germany	Account Manager	dhdhshs	2020-05-20T23:04:22	Contact form on profile	true

1 - 8 of 8 items

Export Excel

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.

The ESMO Asia Virtual Oncology Week 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 Asia Virtual Oncology Week 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 Asia Virtual Oncology Week 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 Asia Virtual Oncology Week 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 Asia Virtual Oncology Week 2021 exhibitors.

#### **4.6 No upload of content and unused features**

Sections with no uploaded content will remain hidden.

Exhibitors are asked to inform [asiacongress@esmo.org](mailto:asiacongress@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 events and we look forward to bring the best of the science together with you in our new virtual environment.