

**The best visibility within
the Lung Cancer arena**

**Virtual Exhibition
Manual**

elcc  European Lung
Cancer Congress
Onsite and Online Congress

**PRAGUE CZECH REPUBLIC
30 MARCH-2 APRIL 2022**

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

Organisers



Partners

ESTRO



esmo.org

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WELCOME

Dear Industry Partners,

We invite you to save the date for the European Lung Cancer Congress (ELCC 2022), taking place as an onsite event in Prague, Czech Republic, from 30 March-2 April 2022, while also providing online access to the congress.

The European Lung Cancer Congress (ELCC 2022) is a collaborative effort of the most important multidisciplinary societies representing thoracic oncology specialists, working together to advance science, disseminate education and improve the practice of lung cancer specialists worldwide.

During this event, delegates will be able to:

- Update their knowledge in prevention, screening and early detection of thoracic malignancies
- Review the current state-of-the-art in perioperative management of localised lung cancer and in systemic therapy of advanced tumours
- Learn how to best sequence or combine therapies in advanced non-small cell lung cancer
- Review the current and emerging contribution of precision medicine, big data and artificial intelligence, biomarkers and liquid biopsies in the optimal management of patients with thoracic malignancies

Make sure you connect to this highly interactive meeting and share your expertise with lung cancer specialists from all over the world. Thanks to its innovative format, ELCC 2022 is easily accessible to a global audience.

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

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

Scientific Co-Chairs:



Nicolas Girard
Paris, France
(ESMO)



Lizza Hendriks
Maastricht, Netherlands
(IASLC)

CONGRESS OFFICERS

Scientific Steering Committee

George Pentheroudakis, Lugano, Switzerland (ESMO)

Solange Peters, Lausanne, Switzerland (ESMO)

Paul Van Schil, Edegem, Belgium (IASLC)

Heather Wakelee, Stanford, CA, USA (IASLC)

Scientific Co-Chairs

Nicolas Girard, Paris, France (ESMO)

Lizza Hendriks, Maastricht, Netherlands (IASLC)

Scientific Committee

Leah Backhus, Stanford, CA, USA

Alessandro Brunelli, Leeds, UK

Federico Cappuzzo, Rome, Italy

Rafal Dziadziuszko, Gdansk, Poland

Josephine Feliciano, Baltimore, MD, USA

Keith Kerr, Aberdeen, UK

Natasha Leighl, Toronto, ON, Canada

Helena Linardou, Athens, Greece

Christine Lovly, Nashville, TN, USA

Julien Mazières, Toulouse, France

Fiona McDonald, London, UK

Kersti Oselin, Tallinn, Estonia

Luis Paz-Ares, Madrid, Spain

Nir Peled, Jerusalem, Israel

Noemi Reguart, Barcelona, Spain

Umberto Ricardi, Turin, Italy

Enrico Ruffini, Turin, Italy

Ben Slotman, Amsterdam, Netherlands

Ross Soo, Singapore

Judith Van Loon, Maastricht, Netherlands

Yasushi Yatabe, Tokyo, Japan

PREFACE

Congress Dates

Official programme, Industry Satellite Symposia & Onsite Exhibition
30 March – 2 April 2022
Platform, Virtual Exhibition and e-Posters
29 March – 4 April 2022

Important Note:

The Congress and all activities will close on the **2 April 2022**. However, the platform will remain available with the on-demand content and exhibition information until **4 April 2022**

The ELCC 2022 Virtual Exhibition is the leading platform to showcase the latest research in the field. This is an outstanding occasion to promote the value of your products and services in an online setting. Be part of this unique event!

Well organised planning makes for successful execution and the ELCC 2022 Organisers together with its partner suppliers will be glad to guide you towards a symposium rich in discussion and exchange for your organisation.

This ELCC 2022 Virtual Exhibitor Manual will guide you in 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 ELCC 2022 Secretariat (elcc@esmo.org).

Please read this document carefully and share with the necessary colleagues and agencies involved in the organisation of your ELCC 2022 activities.

Participation at the ELCC 2022 implies an acceptance of the requirements contained within these Manual and also in any updates posted on the [ESMO website](#).

We look forward to working with you towards a rich and innovative ELCC 2022!

DEADLINES

1 February 2022	Company logo and description
4 February 2022	Deadline to inform ESMO about the selected booth option
4 February 2022	Inform ESMO if you need assistance for uploading the material on your booth
4 March 2022	Deadline to finalise the upload of the content to your booth, OR to provide ESMO the content to be uploaded on the booth
11 March 2022	Exhibitors to provide contact details of the staff members manning the Integrated Chat to elcc@esmo.org
18 March 2022	Staff members manning the integrated chat will receive the backend access to the chat function from CTI

CONTACTS

European Lung Cancer Congress 2022 (ELCC 2022) Secretariat

European Lung Cancer Congress 2022 (ELCC 2022) Secretariat
c/o ESMO Head Office, Via Ginevra 4, 6900 Lugano, Switzerland
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Virtual platform

Virtual Platform supplier

CTI Meetings Technology GmbH

Sonja Kreil

elcc@support.ctimeetingtech.com

GENERAL INFORMATION

Company acknowledgement

ESMO will include short exhibitor's company/society profiles in the Congress website and Events App in the "Industry Participation" section.

All Exhibitors are kindly invited to send to elcc@esmo.org the company details by **1 February 2022**, as follows:

- company name to be listed online
- company description (max 60 words)
- company logo
- booth number (if also an onsite exhibitor)
- company website

When sending the information, please make sure to clearly indicate the company name as it must appear on the ESMO website and in the Events App.

VIRTUAL EXHIBITION

1. SPONSORSHIP PACKAGE ENTITLEMENTS OVERVIEW

The European Lung Cancer Congress 2022 (ELCC 2022) offers our industry partners a range of possibilities to showcase their products, present their company profile and interact with the participants.

The exhibition entitlements listed below are an extract of the original titled sponsorship packages:

Item	Platinum Sponsor		Gold Sponsor	Silver Sponsor	Bronze Sponsor	Sponsor
Virtual booth option*	3D	2D or basic	2D or basic	2D or basic	basic	basic
Company logo on the Exhibitor Directory (size depending on sponsor category)	Yes		Yes	Yes	Yes	Yes
Company profile banner (with link)	3		2	1	1	1
Company description	Yes**	Yes	Yes	Yes	Yes	Yes
Stand integration (hosted on external website)	Either 3D or 2D		2D	2D	No	No
Social Media links	Yes		Yes	Yes	Yes	Yes
Lead retrieval "Contact us"	Yes		Yes	Yes	Yes	Yes
Integrated chat	6 staff members		5 staff members	4 staff members	3 staff members	2 staff members
Resources	4	Unlimited	Unlimited	3	2	1
Products: video or Podcast or PDF	3	Unlimited	Unlimited	3	2	1
Personal meeting links (via Zoom on own company infrastructure)	5**	5	4	3	2	1
Linked to Satellite symposia page	Yes**	Yes	Yes	Yes	Yes	No
On-demand player link (only satellite symposia)	Yes		Yes	Yes	Yes	No
Disclaimer	Yes**	Yes	Yes	Yes	Yes	Yes

Note: *Platinum Sponsors can choose between a 3D, 2D or basic Virtual Booth Option

**In the Resources Section

2. EXHIBITOR BOOTH OPTIONS

2.1. General information

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

Further information with the exact specification, dimension and data formats can be found in chapter 16 of this document.

ESMO will provide support for the configuration of the booths.

Companies must provide all the content to upload on their booth to elcc@esmo.org by **4 March 2022**.

However, companies might request by the **18 March 2022** a direct backend access which also includes the preview function through which the display of the various items and the overall booth can be checked directly, as viewed by the participants.

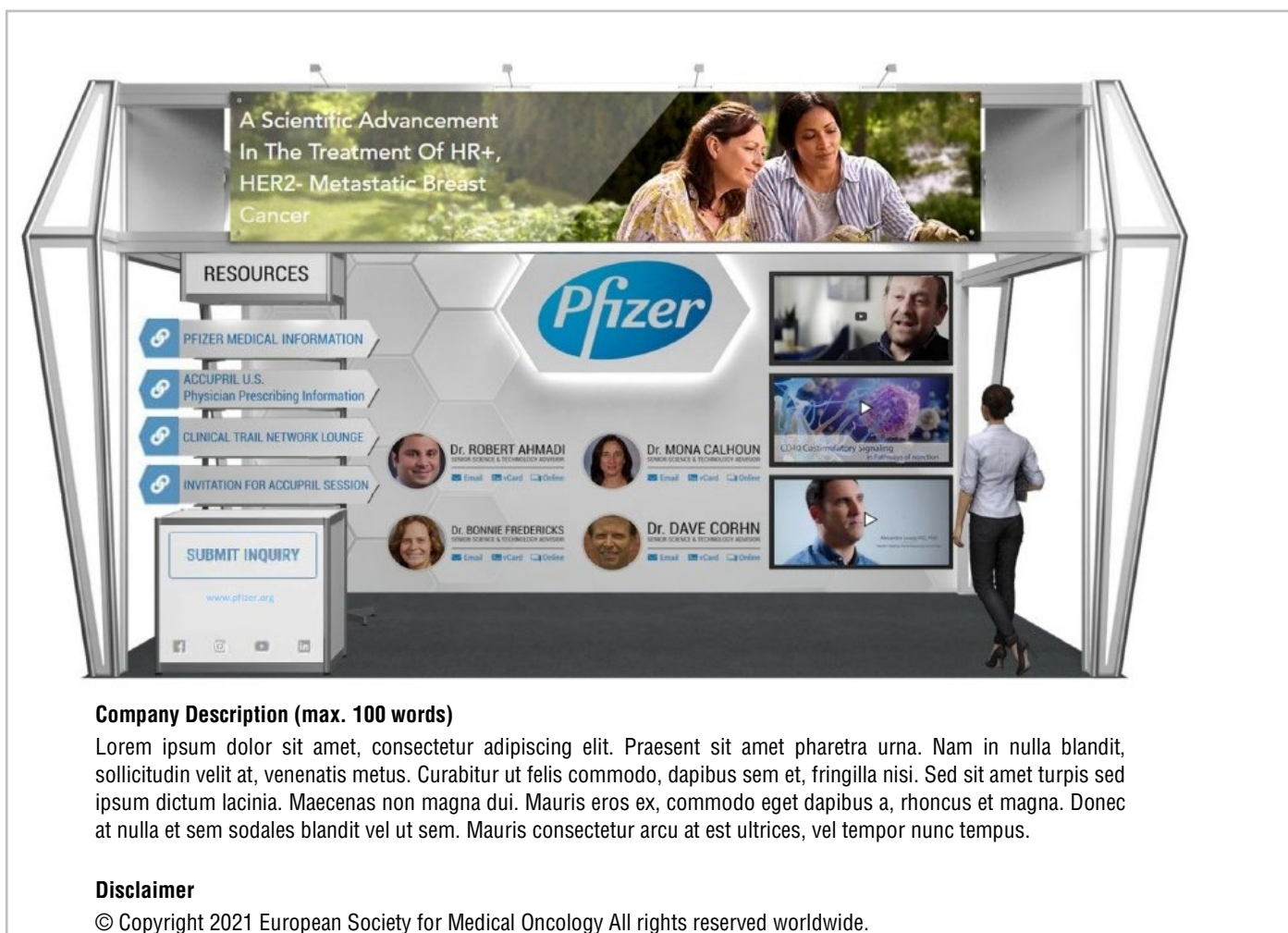
Companies can define their own categories, headings, displayed products, studies or other content. All content, such as videos, audio files and pdfs will be stored on the platform.

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

For the Integrated chat, exhibitors will be provided with a separate backend login through which all incoming messages can be managed. Please provide the names of the staff members manning the chat to elcc@esmo.org by **11 March 2022**, according to your sponsor package and the entitled number of logins. Details to be provided: first and last name, email address.


2.2. Booth – mock-ups

3D Booth – Available only for Gold Sponsors



*Indicative example, all visuals/graphics of this document are subject to change according to the ELCC 2022 design.


2D Booth – Available only for Gold and Silver Sponsors



ESMO


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Francesca Iadicicco
Marketing Department

[Email](#) [vCard](#)




Valentina Magini

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ESMO is the leading professional organization for medical oncology. With more than 25,000 members representing oncology professionals from over 160 countries worldwide, ESMO is the society of reference for oncology education and information. ESMO is committed to offer the best care to people with cancer, through fostering integrated cancer care, supporting oncologists in their professional development, and advocating for sustainable cancer care worldwide.



Satellite Symposium


[Watch our Satellite Symposium](#)
[Download your copy of the invitation](#)

Resources

[SCARVES Formstack](#)

[JOIN ESMO](#)

[ESMO Gynaecological Cancers Virtual Meeting 2021](#)



Products

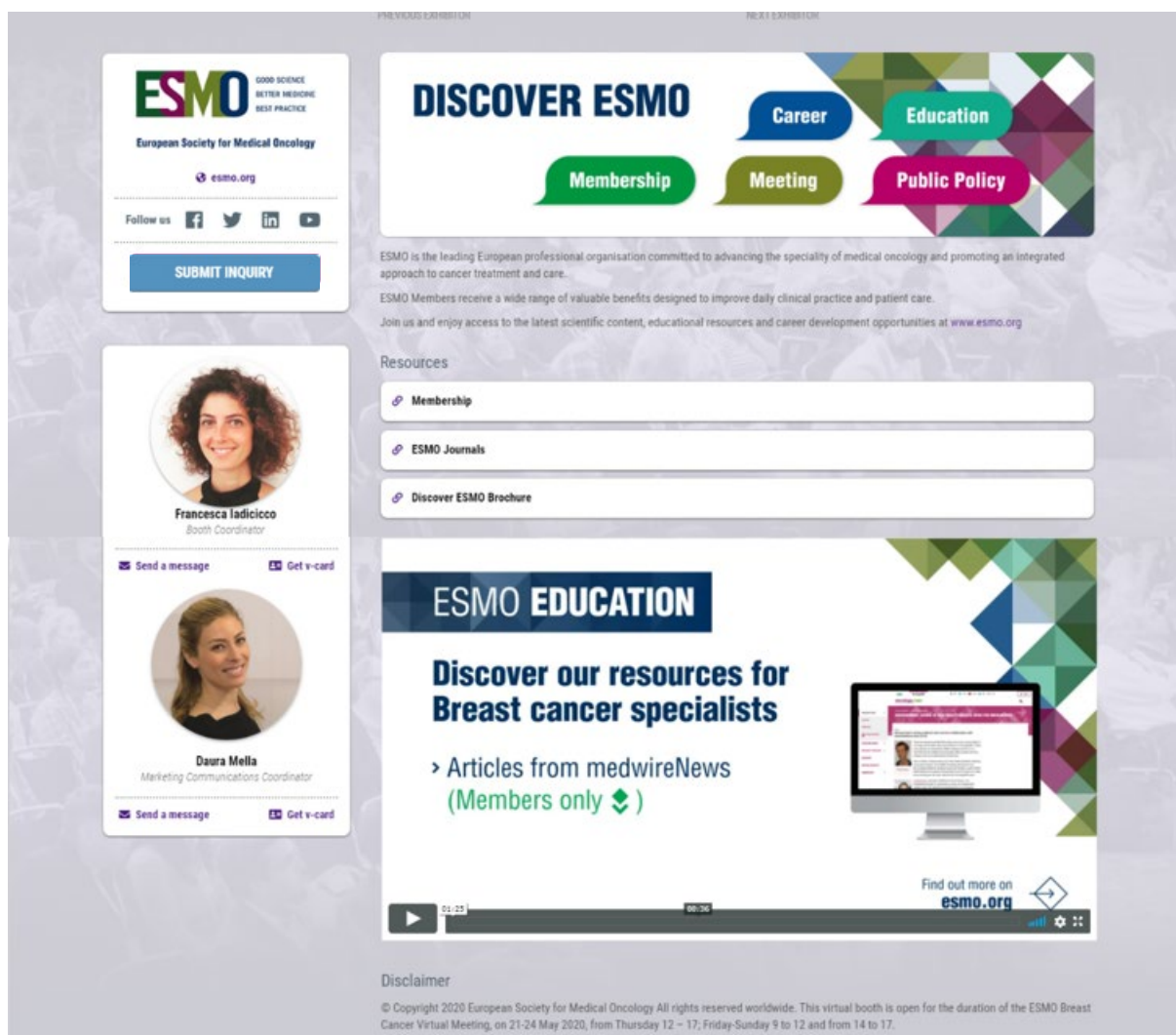
[ESMO Virtual Plenaries](#)
[Click here to discover the ESMO Virtual Plenaries](#)

[ESMO Career Development](#)

Disclaimer
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*Indicative example, all visuals/graphics of this document are subject to change according to the ELCC 2022 design.

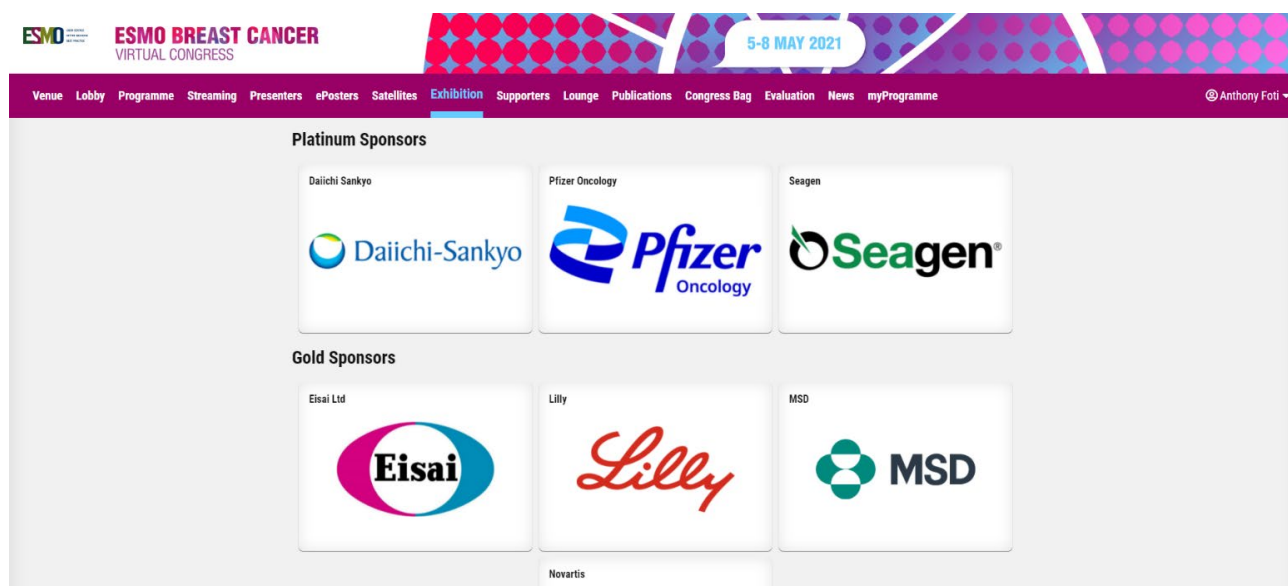
Basic Booth – Available for all sponsors



*Indicative example, all visuals/graphics of this document are subject to change according to the ELCC 2022 design.

2.3. Company logo in the Exhibitor Directory

- The company logo will be displayed in the Exhibitor Directory, size and position are determined according to the selected sponsorship package.
- Alphabetical order within the same sponsorship level



*Indicative example, all visuals/graphics of this document are subject to change according to the ELCC 2022 design.

2.4. Company profile banner

(number of banners depending on selected sponsorship package)

- Companies can upload a banner with external link
- When there is more than one banner, provide file in an animated GIF format



2.5. Company description & social media links

- General description of company and website
- Social media links

2.6. Adding image to 2D Booth

A full area dedicated to display the company profile, in which it is possible to include max 3 touchpoints elements:

1. Resource / Product: link to an external URL
2. Resource / Product: link to an external URL
3. Video: Link URL to an existing trusted source (e.g. YouTube, Vimeo)

If you decide to configurate your booth, ESMO will provide you the empty 3D Booth rendering that you can personalize by adding graphic elements, logo and name.



2.7. External 3D / 2D booth integration

An alternative to the above proposed 3D-feeling profile, you can link to an existing company booth.

- Link your external booth (2D or 3D)
- External URL to be provided, booth web design to be handled by exhibitor

2.8. Resources / Products

(number of up loadable products/resources depending on selected sponsor package)

Video & podcasts

- Present your newest products and highlight as videos or podcasts
- File formats: links to external website

Documents PDF

- Present further products on your profile, shared through link
- File formats: links to external website

Products

Click here to find out more about our medicines

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum

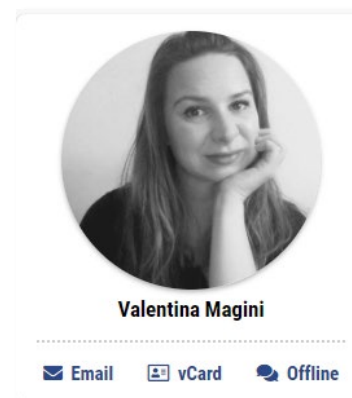
Resources

[OncologyPro](#)

[ESMO Cancer Guidelines available on mobile devices](#)

2.9. Integrated chat

- Integrated chat available for a specific number of staff members (depending on selected sponsor package)
- Delegates can contact staff members via the chat
- Companies to provide first name, last name and email address of the staff members manning the Integrated chat by **11 March 2022** to elcc@esmo.org



2.10. Lead retrieval “Submit Inquiry”

- Delegates can send in questions to the email address provided



2.11. Industry Satellite Symposium

(for satellite symposia, as allocated in the sponsorship package)

- Satellite Symposium title will link to the dedicated Industry Satellite Symposium Virtual Space
- Upon request, please contact elcc@esmo.org

Satellite Symposium

[Watch our Satellite Symposium](#)

[Download your copy of the invitation](#)

2.12. Disclaimer

- At the bottom of the virtual booth, an area for a disclaimer can be added if required.

Disclaimer

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2.13. Content not uploaded

- Sections with no uploaded content will remain hidden and the next listed item will display instead e.g. should the exhibitor not have a 2D/3D stand to link, the products and respective list of section will move up
- Exhibitors are asked to inform elcc@esmo.org should any section not be use, despite being entitled (according to sponsor package)

3. VIRTUAL BOOTHS SPECIFICATIONS

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

Company logo in the Exhibitor Directory	<ul style="list-style-type: none"> File type: .svg or .png with transparent background Dimensions: 250px width x 250px height
Company profile banner	<ul style="list-style-type: none"> File type: .png or .jpg Dimensions: single banner, width: 890px and height: min 230px
Company description	Plain text with max. 100 words
Contact details	<ul style="list-style-type: none"> Booth representative (up to 4 – depending on the booked package) <ul style="list-style-type: none"> Picture: <ul style="list-style-type: none"> File type: .svg or .png with transparent background Dimensions: 200px width x 200px height Provide email, full name and title Company name and URL to corporate website
Social media links	Up to 4 (Facebook, LinkedIn, Twitter, Instagram)
Lead retrieval “Submit Inquiry”	Provide email address
Integrated chat	Companies will get access to the chat backend and chat with delegates on their profile page
External 3D/2D booth	<p>Link to external virtual booth. URL to be provided.</p> <p>Design of the virtual booth to be handled by the exhibitor on an external platform.</p>
3D-image (only for 2D booth)	<p>Provide max 3 touchpoints elements:</p> <ul style="list-style-type: none"> Resource / Product: link to an external URL Resource / Product: link to an external URL Video: Link URL to an existing trusted source (e.g. YouTube, Vimeo)
Products Can be grouped by individual headings	<p>Each tile can include a link to one video or audio or a link to an external website</p> <p>For each tile provide a title of max 100 characters and:</p> <ul style="list-style-type: none"> Video: provide a link to external page Audio: provide a link to external page
Video Main video under the resources	Format: it is an embedded link to an existing trusted source (e.g. YouTube, Vimeo or Company URL)
Satellite Symposium	Satellite Symposium title will link to the Satellite Symposia page.

3.2. Specification overview by item for 3D booth

Company logo in the Exhibitor Directory	<ul style="list-style-type: none"> • File type: .svg or .png with transparent background • Dimensions: 250px height by 250px width
Company profile banner	<ul style="list-style-type: none"> • File type: .jpg • Dimensions: single banner, 1170px width x 230px height
Contact details	<ul style="list-style-type: none"> • Booth representative (up to 4 – depending on the booked package) <ul style="list-style-type: none"> • Picture: <ul style="list-style-type: none"> ○ File type: .svg or .png with transparent background ○ Dimensions: 200px width x 200px height • Provide email, full name and title • Company name and URL to corporate website
Social media links	Up to 4 (Facebook, LinkedIn, Twitter, Instagram)
Lead retrieval “Submit Inquiry”	Provide email address
Integrated chat	Companies will get access to the chat backend and chat with delegates on their profile page
External 3D/2D booth	<p>Link to external virtual booth. URL to be provided.</p> <p>Design of the virtual booth to be handled by the exhibitor on an external platform.</p>
Products / Resources Can be grouped by individual headings	<p>Up to 6, each tile can include a link to an external website.</p> <p>For each tile provide a title of max 40 characters and:</p> <ul style="list-style-type: none"> • Link to an external website
Video	<p>Up to 3 videos.</p> <p>Format: it is an embedded link to an existing trusted source (e.g. YouTube, Vimeo or Company URL)</p>
Satellite Symposium	Satellite Symposium title will link to the Satellite Symposia page.

4. GENERAL TERMS AND CONDITIONS

The following conditions of participation refer to the booking of any sponsorship product(s)/service(s) at the ELCC 2022 insofar as the contractual partners do not reach contrary agreements in writing.

Establishment of Contract

- Application for a sponsorship product(s)/service(s) is made by filling in and returning the sponsorship application form to ESMO.
- Only completed and signed application forms will be taken into consideration. By signing the sponsorship application form, the company accepts the conditions contained in the ELCC 2022 Industry Guidelines and any supplementary provisions.
- Confirmation of the allocation of any sponsorship product(s)/service(s) by ESMO in writing constitutes establishment of contract between the sponsoring company and ESMO.
- An invoice will then be sent by email. The date of the assignment is considered to be the date of allocation. If the contents of the assignment deviate from the contents of the sponsoring company's application, the contract is based on the assignment issued by ESMO unless the company objects in writing within two weeks after the date the assignment was sent.

Appointed Agencies

- Application for any sponsorship product(s)/service(s) must be submitted by the sponsoring company under whose name each sponsorship item is to be listed. Correspondence in this regard must be made exclusively between the sponsoring company and ESMO.
- Sponsoring companies should inform ESMO in writing which agency is appointed. Otherwise no request from agencies will be taken into consideration.
- It is not the role of any given agency to make initial enquiries or reservations with ESMO independently of the sponsoring company.
- The sponsoring company is responsible for communicating these regulations to its staff and its appointed agencies.
- This named agency cannot fully act as if it were the sponsoring company itself and the sponsoring company will continue to be held entirely responsible and accountable for activities organised in its name.

Procedure

- Send sponsorship application form. The ESMO Events Sponsorship Department will acknowledge receipt of your sponsorship application form and the assignment process will commence soon afterwards.

Assignment

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

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

For this reason, please supply a reliable contact telephone number for an appropriate decision maker within the company.

Payment deadlines

Assignments will be cancelled automatically if the related cost has not been paid within the given time period. In such cases the cancellation fee will be applicable following the cancellation policy.

Terms of Payment

Payment is due within 30 days following the date of the invoice.

Cancellation Policy

The company cancelling its support after the official application has been accepted and the corresponding sponsorship package has been assigned will be liable to a 100% cancellation fee.

Administration fees/invoicing changes

Invoices will be addressed according to the invoicing data provided by the sponsoring company. Please note, if a billing change is requested (i.e. company name change or address change), an administration fee of 70 EUR (excluding VAT) will be charged to the company.

Indebtedness

Payments not received by the first day of the start of the ELCC 2022 will be subject to a 10% penalty fee on the total sponsorship investment.

Refunds

Any refunds of deposits paid will be made after the ELCC 2022 but not later than the **16 December 2022**. The sponsoring company will not be entitled to any interest that the organiser may have derived from deposits made. All bank charges, including sender's and receiver's charges, resulting from a refund related to cancellation or reduction of sponsorship will be at the charge of the sponsoring company.

Data Protection and Sharing of Contact Details

All data provided during the application process may be used (saved, stored, processed, transmitted, shared and deleted, but not modified) to allow the processing and execution of the Application(s). This data may be shared with our contractors to the extent necessary to ensure the organisation of the ELCC 2022.

Postponement or Abandonment

ESMO reserves the right to postpone the event, including if unforeseen circumstances warrant such action. Should any contingency prevent the holding of the ELCC 2022 or any of its parts, ESMO cannot be held liable for any costs, expenses and damages (including, but not limited to direct or consequential damages, loss of opportunity, loss of use, or loss of revenue or profit) incurred in connection with the postponement or abandonment.

Unexpected cancellation of the event: ESMO reserves the right to cancel without notice or compensation the ELCC 2022 in the event of force majeure cases (e.g. any acts of God, strikes, labour disputes, epidemics, pandemics, riots, fires, flood, terrorist attacks, governmental actions and regulations, damages or other fatal occurrences). In such cases, ESMO is not liable for failure to perform any obligation hereunder but will reimburse any payments received from the sponsoring company less any costs incurred while preparing the event.

Limitation of Liability of ESMO and Warranties

ESMO shall not be liable for any damages, dispute or injury arising out of or in connection with the performance of this Agreement unless caused by wilful act, gross negligence of an employee, director, representative or contractor. Nor shall ESMO be liable to the sponsoring company for any indirect or consequential loss, damages, claims or demands arising out of this Agreement, including without limitation any economic loss or other loss of income, profits, business, opportunity, reputation or goodwill.

ESMO gives no warranties in respect of any aspect of the ELCC 2022, or any materials related thereto or offered at the ELCC 2022 and, to the fullest extent possible disclaims all implied warranties, including but not limited to warranties of fitness for a particular purpose, accuracy, timeliness, and merchantability. The ELCC 2022 is provided on an “as-is” basis. The views, opinions, and positions expressed by the speakers, attendees, or sponsors at the ELCC 2022 are theirs alone and do not necessarily reflect the views, opinions, or positions of ESMO or any employee thereof. The ELCC 2022 makes no representations as to accuracy, completeness, timeliness, suitability, or validity of any information presented by speakers, attendees, or sponsors at the ELCC 2022 and will not be liable for any errors, omissions, or delays in this information or any losses, injuries, or damages arising from its display or use. ESMO does not endorse, and expressly disclaims all liability relating to, any of the products or services provided by speakers, attendees, or sponsors.

Connectivity or Technical Issues

ESMO specifically disclaims all responsibilities for the unavailability of the ELCC 2022 website due to unexpected condition and/or problems attributable to a third party's network operators or Force Majeure. The sponsoring company acknowledges that it is its responsibility to ensure a secure and stable internet connection, compatible operating system requirements and that its web browser is up to date in order to avoid connectivity or other technical issues when

participating at ELCC 2022. ESMO will use its best efforts to provide access to the ELCC 2022 through third party channels. In the event that the participant encounters connectivity issues due to a weak internet connection, incompatible operating system requirements or inappropriate web browser settings, the participant acknowledges that ESMO is not liable.

Bankruptcy or Liquidation

In case the sponsoring company becomes bankrupt or enters into liquidation other than for the purpose of restructuring or merger, or has a receiver appointed, ESMO shall be at liberty to terminate immediately the contract with the sponsoring company, to cancel the allocation of sponsorship product(s)/service(s) to the company and to forfeit all sums paid by the company.

Security and Insurance

Neither ESMO nor its affiliates shall be liable for any direct, indirect, special, incidental, or consequential costs, damages or losses arising directly or indirectly from the ELCC 2022 or other aspect related thereto.

The sponsoring company/exhibitor shall indemnify ESMO and its contractors to third persons, as a result of any act or omission of the company, its staff, agent or personnel hired on a temporary basis.

As ESMO and its contractors will accept no responsibility for any of the foregoing matters, the sponsoring company should affect his/her own insurance against any risk of loss due to theft or negligence, damage, injury or liability. The sponsoring company agrees not to pursue ESMO for any previously listed risks.

Enforcement of Rules

Applies equally to all. All companies investing in sponsorship at the ELCC 2022 must comply with all rules and policies established by ESMO.

Violation Procedure

The procedure for policing and enforcing the violation is as follows:

When noticing a violation, ESMO staff will ask the company to correct the situation according to the applicable regulations.

If the company refuses to comply, ESMO staff will report alleged violations to the Congress Committee. After considering the available evidence, a representative of the relevant sponsoring company will be invited to present the company's view, after which the Committee will give its opinion.

This will be confirmed in writing after the ELCC 2022. Appeals may be made to the ESMO Management.

Penalties

- First violation: No accrual of points for the year.
- Second violation: No accrual of points plus the loss of all accrued points to date.
- Third violation: No right to participate at the next ESMO event.

Claims Procedures, Place of Performance and Jurisdiction

All claims by the company booking any sponsorship product(s)/service(s) against ESMO must be in writing. The maximum time lapse is 1 month from the closure of the ELCC 2022. Agreements which deviate from these conditions

or from the supplementary regulations must be in writing; facsimile signature suffices. The contract is governed exclusively by Swiss law; the English text is authoritative.

Non-smoking policy

The ELCC 2022 is a non-smoking event.

Final Clause

In cases not covered by the regulations in these General Terms and Conditions, ESMO interpretation shall be final.