



INDUSTRY GUIDELINES

7TH IMPAKT BREAST CANCER CONFERENCE
7-9 MAY 2015
BRUSSELS, BELGIUM

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INTRODUCTION

Conference background

How can we turn the latest scientific discoveries and new technologies into real value for breast cancer patients? Building a bridge between researchers and clinicians in order to address this gap is one of the most important goals of IMPAKT. Networking, dialogue and interaction are at the centre of this unique translational research meeting in breast cancer. IMPAKT 2015 will bring together innovative thinkers and take a more fundamental approach than other breast cancer conferences to figure out how to best develop and better individualise new strategies to fight breast cancer.

IMPAKT puts current and future issues in breast cancer research and treatment into perspective. We encourage you to present your data at this international platform, meet top experts in the field and network with all of those interested in how to translate new discoveries into better diagnosis and treatment of breast cancer patients.

Target audience

The Conference programme primarily targets young researchers, clinicians and young pathologists interested in translational research. IMPAKT is also of interest to imaging specialists, scientists, medical oncologists, breast surgeons, radiation oncologists, drug developers within the pharmaceutical sector and other professionals involved in breast cancer research.

All those who have a specific interest in translational research, new agents, molecular and functional diagnostics, biomarkers and cutting-edge research applications in the clinical setting will benefit from attending.

IMPAKT is unique

- It provides information on the myriad discoveries that already have or will have impact on breast cancer research and treatment in the near future.
- It puts into perspective advances on a molecular level in cell biology, molecular pathways exploited for clinical purposes, and a wide range of diagnostic, prognostic and predictive tools for breast cancer.
- It is the place where discussion about what biomarkers are, how they should be used in clinical trials and decisions about biomarkers are taken.
- It keeps in tune with scientific progress in breast cancer research as the therapeutic road from the laboratory to the clinic shortens.
- It has educational sessions for existing diagnostics and new systems providing an understanding of how diagnostics should be added to translational research.
- It focuses on premier data and technologies that sharpen the knife of molecular dissection and define the cellular structures that determine responsiveness to novel therapies.
- It includes sessions on on-going clinical trials.
- It promotes collaboration in breast cancer research, new ideas for projects and foster new contacts.

IMPAKT is more than just a breast cancer meeting. It represents a strong commitment to foster education by a growing and united European multidisciplinary breast cancer alliance and to work together to keep pace with cutting edge advances in translational research and their relevance for making treatment decisions in daily practice.

IMPAKT BREAST CANCER CONFERENCE FAST

- More than 500 specialists involved in the treatment of breast cancer in one place and as one community
- Unique pre-conference training course for young oncologists and pathologists
- 137 abstracts submitted in 2014
- No parallel sessions, allowing delegates to take full advantage of the Scientific Programme
- International faculty of 22
- Attendance from over 50 countries
- Special Poster Walk with leading key opinion leaders
- More than 200m² of networking space
- A selection of relevant sponsorship and advertising opportunities

IMPAKT 2015 Main themes

- The molecular origin of breast cancer and clinical significance of genomic patterns
- Mutations and therapy resistance
- Translational studies in early stage breast cancer
- The role of chemotherapy in the context of precision medicine
- Triple negative breast cancer: Tackling diversity

CONFERENCE OFFICERS

IMPAKT Breast Cancer Conference Founders

José Baselga, New York, NY, US

Martine Piccart, Brussels, Belgium

Executive Committee

Nicholas Turner, London, UK (Chair)

Philippe Bedard, Toronto, ON, Canada

David Cameron, Edinburgh, UK

Robert Coleman, Sheffield, UK

Giuseppe Curigliano, Milan, Italy

Carsten Denkert, Berlin, Germany

Angelo Di Leo, Prato, Italy

Hans-Jörg Senn, St. Gallen, Switzerland

Christos Sotiriou, Brussels, Belgium

Alastair M. Thompson, Houston, TX, US

Scientific Committee

Carsten Denkert, Berlin, Germany (Chair)

José Baselga, New York, NY, US

Philippe Bedard, Toronto, ON, Canada

Kimberly Blackwell, Durham, NC, US

David Cameron, Edinburgh, UK

Lisa Carey, Chapel Hill, NC, US

Robert Coleman, Sheffield, UK

Giuseppe Curigliano, Milan, Italy

Christine Desmedt, Brussels, Belgium

Angelo Di Leo, Prato, Italy

Ian Krop, Boston, MA, US

Sherene Loi, Melbourne, Australia

Sibylle Loibl, Neu-Isenburg, Germany

Luca Malorni, Prato, Italy

Martine Piccart, Brussels, Belgium

Jorge Reis-Filho, New York, NY, US

Hans-Jörg Senn, St. Gallen, Switzerland

Christos Sotiriou, Brussels, Belgium

Fraser Symmans, Houston, TX, US

Alastair M. Thompson, Houston, TX, US

Nicholas Turner, London, UK

Andrew Tutt, London, UK



Nicholas Turner, United Kingdom
Conference Executive Chair



Carsten Denkert, Germany
Conference Scientific Chair

KEY DATES

Programme deadlines

15 January 2015	Abstract submission deadline
6 – 7 May 2015	Pre-IMPAKT Training course
7 – 9 May 2015	IMPAKT Breast Cancer Conference

Satellite symposia deadlines

26 January 2015	Proposed programme, including the symposia and presentations titles, names of proposed speakers and chairperson(s). Please note that the organisers will not request CME accreditation for Satellite symposia.
Mid-February 2015	Notification of acceptance or rejection
6 March 2015	Receipt of the final programme for inclusion in the Conference Programme Book

Registration deadlines

18 February 2015	Early registration and training course application
8 April 2015	Late registration and closure of the online system

Publication deadlines

2 February 2015	Company and product description
16 February 2015	Advert deadline for programme book
6 March 2015	Bag insert and Satellite web link

CONFERENCE STATISTICS

Over 500 delegates are expected to attend the 7th IMPAKT Breast Cancer Conference. Please find below key statistics from the past five editions which we trust will demonstrate the relevance and importance of increasing your visibility and participation at this unique Conference.

Registration data

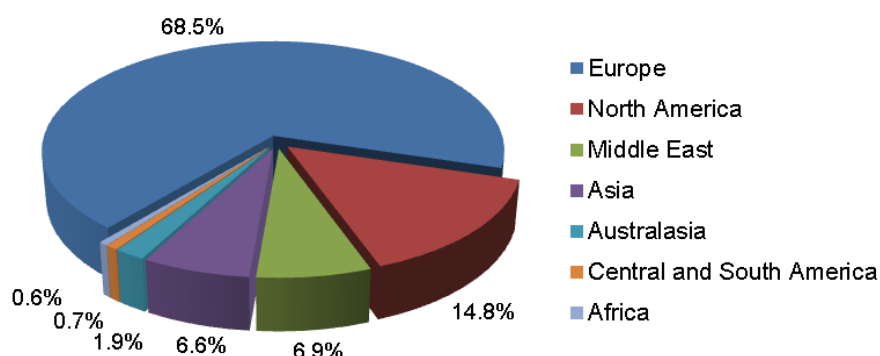
Detailed attendance based on registration fees paid

	2014		2013		2012		2011		2010		2009	
Invited Speakers	47		49		53		47		55		65	
Delegates	450		458		479		477		627		580	
Industry Satellite and Exhibitors participants	26		23		13		27		13		33	
Total Participants		523		530		545		551		695		678
Press	11		11		10		12		9		6	
Total Participants		534		541		555		563		704		684

Attendance by region

	IMPAKT 2014		IMPAKT 2013		IMPAKT 2012		IMPAKT 2011		IMPAKT 2010		IMPAKT 2009	
Participants	534	100%	541	100%	555	100%	563	100%	704	100%	684	100%
Represented countries	56		51		57		51		56		67	
Europe	366	68.54%	378	69.87%	375	67.57%	450	79.90%	532	75.60%	523	76.50%
North America	79	14.79%	88	16.27%	61	10.99%	39	6.90%	52	7.40%	52	7.60%
Central/South America	4	0.75%	5	0.92%	9	1.62%	2	0.40%	7	1.00%	12	1.70%
Asia	35	6.55%	38	7.02%	80	14.41%	38	6.80%	70	9.90%	56	8.20%
Middle East	37	6.93%	14	2.59%	16	2.88%	26	4.60%	13	1.80%	28	4.10%
Africa	3	0.56%	13	2.40%	5	0.90%	4	0.70%	21	3.00%	2	0.30%
Australasia	10	1.87%	5	0.92%	9	1.62%	4	0.70%	9	1.30%	11	1.60%

IMPAKT attendees' regional distribution



Top 10 countries in 2014

1	Belgium	154
2	United States of America	69
3	United Kingdom	28
4	Sweden	23
5	Switzerland	19
6	France	18
7	Germany	18
8	Austria	15
9	Italy	14
10	Iran	14
Total countries represented		56

Profession

Primary Profession <i>Total replies 168</i>		
Medical oncologist	52	30.95%
Basic Researcher/Scientist (not medically qualified)	31	18.45%
Trainee/Resident (Medical Oncology)	16	9.52%
Surgical oncologist	13	7.74%
Other:	11	6.55%
<i>PhD Student</i>	6	
<i>Director of oncology</i>	1	
<i>Historian</i>	1	
<i>Psycho oncology</i>	1	
<i>Radiologist</i>	1	
<i>Resident in plastic and reconstructive surgery</i>	1	
Radiotherapist / Radiation oncologist	9	5.36%
Biologist	7	4.17%
Clinical Oncologist (Radiation Oncologist - Medical Oncologist)	6	3.57%
Industry (commercial)	6	3.57%
Industry (medical staff)	5	2.98%
Pathologist	4	2.38%
Statistician/Biostatistician	3	1.79%
Gynaecologist	2	1.19%
Haemato-Oncologist	2	1.19%
Oncology pharmacist	1	0.60%

Abstract data

Comparative data on abstract acceptance

	IMPAKT 2014	IMPAKT 2013	IMPAKT 2012	IMPAKT 2011	IMPAKT 2010	IMPAKT 2009
Total submitted	128 (100%)	137 (100%)	152 (100.00%)	145 (100.00%)	135 (100.00%)	208 (100.00%)
Accepted	78 (61%)	118 (86%)	126 (82.90%)	121 (84.00%)	126 (93.30%)	179 (86.00%)
Rejected	50 (39%)	12 (9%)	19 (12.50%)	22 (15%)	9 (6.70%)	18 (8.70%)
Withdrawn from publication	0	7 (5%)	7 (4.60%)	2 (1.00%)	0 (0.00%)	11 (5.30%)
Proffered paper	6 (5%)	11 (8%)	11 (7.25%)	6 (4.00%)	5 (3.70%)	5 (2.80%)
Poster discussion	0	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	5 (2.80%)
Poster	72 (92%)	100 (73%)	115 (75.65%)	115 (80.00%)	121 (88.90%)	144 (80.40%)
Publication	78 (61%)	118 (86%)	126 (82.90%)	140 (96.55%)	143 (105.92%)	212 (101.92%)

Submitted abstracts by category in 2014

Category	Submissions received	Submissions accepted (by final category)
Detection and diagnosis	8	4
Early breast cancer systemic therapy	7	2
Loco-regional therapy	9	3
Advanced breast cancer systemic therapy	10	2
Genomics and proteomic analysis of breast cancer	10	8
Biomarkers in breast cancer (prognostic, predictive and pharmacodynamic)	34	28
Breast cancer host immune and stromal biology	6	6
Imaging (preclinical and clinical)	4	4
Preclinical breast cancer biology	11	6
Computational biology	0	0
Breast cancer target identification, validation and preclinical models	7	4
New drug development	13	10
Miscellaneous	9	1
TOTAL	128	78

Submitted abstracts by country in 2014

Algeria	2		Netherlands	1
Australia	0		Nigeria	1
Austria	3		Norway	1
Belgium	10		Oman	5
China	3		Pakistan	2
Colombia	1		Peru	1
Egypt	3		Portugal	2
Finland	1		Qatar	1
France	0		Russian Federation	3
Germany	3		Serbia	3
Grenada	1		South Africa	1
India	12		Spain	3
Indonesia	1		Swaziland	1
Iraq	1		Sweden	3
Ireland	1		Switzerland	2
Israel	1		Syria	4
Italy	6		Taiwan	1
Japan	2		Thailand	1
Korea	7		Ukraine	6
Malaysia	1		United Kingdom	10
Morocco	3		United States of America	12
Nepal	1		Uzbekistan	1
TOTAL 128				

ESMO PRIORITY LIST

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

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

GENERAL INFORMATION

VENUE

Venue information

The 7th IMPAKT Breast Cancer Conference will be held at the:

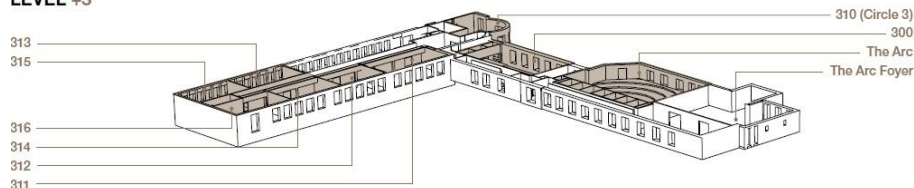
SQUARE Brussels Meeting Centre

Glass Entrance
rue Mont des Arts
B-1000 Brussels
www.square-brussels.com

The SQUARE Brussels Meeting Centre is located in the centre of Brussels and 20 minutes away from Brussels International airport.

Venue overview

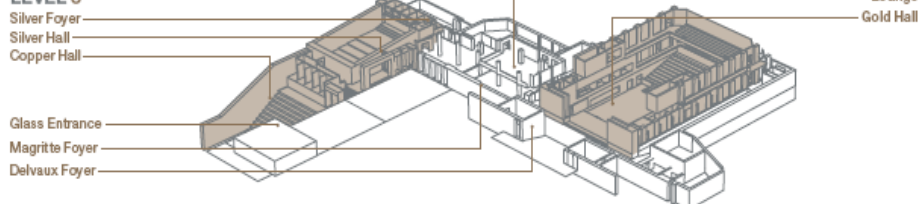
LEVEL +3



Level +3

- Training course (*The Arc room*)
- Meet the Investigator Studio (*Hall 300*)

LEVEL 0



Level 0

- Main entrance / Glass Entrance
- Session halls (Gold & Silver halls)
- Industry display area
- Networking lounge
- Catering area

CONTACTS

IMPAKT Conference Secretariat

IMPAKT Conference Secretariat

c/o ESMO Head Office

Via Luigi Taddei 4

6962 Viganello-Lugano, Switzerland

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Sponsorship and Industry relations

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Fabiana Zanotta

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Organisation

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Scientific programme and abstracts

Sara Fontanella Chiarani

sara.fontanella@esmo.org

+41 (0)91 973 19 16

Registration and Travel grants

Nicole Bullo

impakt.registration@esmo.org

+41 (0)91 973 19 39

Media relations

Vanessa Pavinato

media@esmo.org

+41 (0)91 973 19 07

Venue

SQUARE – Brussels Meeting Centre

Vanessa Pyck

Vanessa.PYCK@square-brussels.com

+32 (0)2 515 13 66

Forwarding agent / Storage

Kristal bvba – International Fairs and Industry display area Logistics

Geert Frère

geert.frere@kristal-logistics.com

+32 (0) 2 751 46 80

Accommodation

Brussels Booking Desk can assist with hotel accommodation in relation to the IMPAKT Breast Cancer Conference to be held in Brussels, Belgium, 7-9 May 2015.

Brussels Booking Desk

c/o VisitBrussels

Rue Royale 2-4 Koningsstraat

Bruxelles 1000 Brussel

Tel: +32 (0)2 563 61 04

Fax: +32 (0)2 563 61 05

E-mail: c.viaene@brusselsbookingdesk.be

www.brusselsbookingdesk.be

IMPAKT 2015 - INDUSTRY SATELLITE SYMPOSIA AND OTHER ACTIVITIES POLICY

1.0 Structure

Satellite symposia will take place from Thursday, 7 May to Friday 8 May 2015. Details of available time-slots may be obtained by email from the ESMO Events Sponsorship Team (sponsorevents@esmo.org).

1.1 Satellite symposia programmes

All Satellite symposia programmes must be approved by the IMPAKT Scientific Committee with a view to ensuring the scientific quality and scope of such symposia within the framework of the Conference.

Companies are strongly encouraged to establish a programme in line with the general concept of the Conference scientific programme. Current IMPAKT policy encourages the avoidance of topic and/or statement repetition, and/or lectures which may be in conflict with what the IMPAKT Scientific Committee considers to be a proper, scientifically well-founded point of view.

BIG and ESMO reserve the right to veto speakers. In order to ensure a greater diversity of opinion and scientific contribution, BIG and ESMO strongly recommend that a speaker presents at no more than one (1) Satellite symposium; however, if unavoidable, a speaker may be involved in a second satellite for a maximum of two (2) symposia during the Conference. Kindly note that this restriction applies regardless of whether the speaker receives an honorarium or not. Any changes in the provisional or in the final programme must be forwarded immediately to the IMPAKT Scientific Committee (programme@esmo.org).

Each company is responsible for the registration of its own Satellite symposium speakers to the Conference. Registrations are not arranged by the IMPAKT Conference Secretariat.

Submitting an abstract to the IMPAKT Scientific Committee and the official Conference programme implies that the study reported therein will not be presented as such during the Conference at any Industry Satellite symposium and that it has not been presented elsewhere. Therefore, presenting an abstract certifies that it is not connected to any Industry Satellite symposia.

The IMPAKT Conference Secretariat accepts no responsibility for programmes which are submitted late.

1.2 Applications

The ESMO Events Sponsorship Department will approach companies with a proposal to participate in the 7th IMPAKT Breast Cancer Conference. At the Conference, Satellite symposia are an integral part of the sponsorship packages which are processed on a first-come, first-served basis.

One time-slot will be assigned to each applying company on the basis of the sponsorship package selected.

1.3 Programme timeline and deadlines

On application	Each company should inform the IMPAKT Conference Secretariat about the type of product(s) and the treatment area on which the Satellite symposium programme will be based.
26 January 2015	The proposed programme, including the title of the Satellite symposium and all presentations, the names of both proposed speakers and chairperson(s), must be submitted using the official IMPAKT programme template to the IMPAKT Conference Secretariat (programme@esmo.org).
Mid-February 2015	Notification by the IMPAKT Secretariat of the acceptance / rejection / request for modifications to the programme as decided by IMPAKT Scientific Committee.
6 March 2015	Receipt of the final programme for insertion in the programme book.

2.0 Satellite symposia logistical details

Schedule, room set-up, food and beverage areas (F&B) and features

Set-up in theater style with a panel table for 4 people and 1 lectern.

Thursday, 7 May 2015

Symposium N°	Time	Auditorium	Capacity	Height to ceiling (m)	Stage
1	12:00-13:00	Silver Hall	300 theatre	3,50	No

Friday, 8 May 2015

Symposium N°	Time	Auditorium	Capacity	Height to ceiling (m)	Stage
2	12:15-13:15	Silver Hall	300 theatre	3,50	No
3	13:45-15:15	Gold Hall	1'200 theatre	8,70	Yes

Technical equipment

Hall	LCD proj.	Laptop	Screen	Laser pointer	Video monitor	Microphones		
						Lectern	Panel	Floor
Gold Hall	1 Barco FLM HD 20 projector (Full HD DLP 20000 Ansi Lumen)	1	1=10mx5m	1	1=42" (panel table)	1	2	9
Silver Hall	1 Barco HD (6000 Ansi Lumen)	1	1=4mx3m	1	1=42" (panel table)	1	2	3

2.1 Technical and monitoring staff

One technical staff member and one hostess are assigned to each room. Additional hostesses can be booked through MAOS (maos@skynet.be).

2.1.1 Alternative stage set-up, additional equipment and/or personnel

Owing to the limited set-up and dismantling time necessary between Satellite symposia, additional audio-visual equipment can only be ordered through the venue. Extra orders have to be approved by IMPAKT (impakt@esmo.org) and the equipment then can be ordered through the SQUARE directly (Vanessa.PYCK@square-brussels.com).

2.2 Food & Beverage areas

Requests for F&B functions should be addressed to the IMPAKT Conference Secretariat (impakt@esmo.org) indicating the type of function (coffee break, cocktail, standing lunch, other) and number of guests. F&B functions will be possible only for Satellite slot no. 1 on Thursday, 7 May 2015, prior to the commencement of the satellite itself.

On Friday, 8 May 2015, the IMPAKT Conference offers lunch for delegates. Consequently, F&B possibilities on this day are restricted to bottle of waters only.

Companies will only be provided with contact details of the catering person responsible for their requirements and through whom they can place their orders when the time-slot and location have been assigned.

No food or beverages are allowed inside any part of the Gold Hall or Silver Hall. Plastic water bottles will be allowed in the halls but the companies must ensure that the halls are clean after their session.

Please also note that any food items served in the congress centre must be purchased through the official catering company.

2.3 Duration of the Satellite Symposium

All companies are obliged to respect the start and closure times of the Satellite symposia. Extensions beyond assigned time-slots are not allowed under any circumstances. Infringement of this regulation will affect the Sponsors priority list for future ESMO Conferences.

2.4 Installation, rehearsal and dismantling times

Two plenary rooms will be used during the IMPAKT Conference therefore the set-up and dismantling times are extremely limited and must be respected in full. Please refer to the online programme to check the timing. For additional queries please contact the IMPAKT Conference Secretariat (impakt@esmo.org).

Rehearsal time may be available but is not guaranteed. Please contact the IMPAKT Conference Secretariat (impakt@esmo.org).

2.5 Invited speakers preview centre

Upon request, companies organising a Satellite symposium may use the invited speakers preview centre and follow the instructions that the IMPAKT Conference Secretariat prepares for its own speakers.

Alternatively, private meeting rooms in the congress premises may be rented through the SQUARE (Vanessa.PYCK@square-brussels.com).

2.6 Industry satellite symposium webcast

For IMPAKT 2015 we will have a brand new Conference Webcast Library where our conference attendees as well as our ESMO members will be able to catch up on all our educational sessions after the conference.

This platform will provide a unique opportunity for all satellite organisers to host their satellite webcast(s) directly in our library and make the content easily accessible to all our attendees and members.

If you are already an OncologyPRO (our official educational portal dedicated to oncologists) Sponsor, the hosting rights are free both inside OncologyPRO as well as in the IMPAKT 2015 Conference Webcast Library provided the filming/recording of your webcast was done by our official supplier: Webges.

To find out more on how to become an OncologyPRO sponsor or get advice on where to host it on this unique platform (if you already a sponsor) contact Katherine Baria (katherine.baria@esmo.org).

However, for those of you that are not OncologyPRO sponsors a yearly hosting fee applies.

This will of course not include recording/filming and any other editing – this will be at your own expense depending on the supplier used.

To receive more details on this hosting opportunity, contact sponsorevents@esmo.org

2.7 Satellite symposia contacts/representatives

Each company will provide the name of one person who will be responsible for the organisation of its Satellite symposium and notify the IMPAKT Conference Secretariat (impakt@esmo.org) as soon as possible about any changes.

If several people are responsible for various aspects (financial, organisational, etc.) of the Conference, the company must inform the IMPAKT Conference Secretariat accordingly. The IMPAKT Conference Secretariat strongly recommends, however, that only one (1) contact person is appointed.

If an agency is appointed to manage and organise the Satellite symposium, the company must inform the IMPAKT Conference Secretariat and provide the agency name and contact person details. Only official agency representatives will receive information material from the IMPAKT Conference Secretariat.

2.8 IMPAKT 2015 website and programme book

Approved Satellite symposia programmes will be published online in the Satellite symposia section of the IMPAKT programme and in the Conference programme book if they are received no later than 6 March 2015. Satellite symposia programmes published in the IMPAKT programme book will follow the layout determined by the IMPAKT Conference Secretariat. The submission of the programme must follow the format of the IMPAKT template, which may be requested from programme@esmo.org.

The following details are necessary for inclusion in both programmes (online and book): session title, lecture titles plus allocated time for each presentation, full speaker names, affiliation and contact details.

2.9 Abstract presentation during the Conference

Each company must guarantee that studies reported in accepted abstracts will not be presented as such during the Conference at any industry-related Satellite symposia prior to its presentation during the official Conference programme.

2.10 IMPAKT Abstract book

Abstracts related to satellite symposia are not published in the IMPAKT Abstract book.

3.0 Promotion of Satellite symposia and other activities

3.1 Bag Inserts, publications and printed material

Invitations to the Satellite symposium, not larger than A4 format and not heavier than 30 grams, can be included free of charge in the Conference delegate bags (according to the sponsorship package ordered), provided that they are delivered in accordance to the shipment deadline and other instructions provided by the IMPAKT Conference Secretariat.

The IMPAKT Conference Secretariat suggests avoiding cultural or historical references in printed material and bears no responsibility should any such references cause offence.

Each company will ensure that all company publications referring to Satellite symposia mention: "IMPAKT 2015 Industry Satellite symposium" in order to avoid any confusion with the official scientific programme. For this reason, all companies must submit a copy of their final artwork before production gets underway. This must in turn be submitted for approval to the ESMO Events Sponsorship Department (sponsorevents@esmo.org) by the 6 March 2015.

Shipment instructions for "bag inserts" will be given upon approval.

ESMO bears no responsibility for the non-inclusion of leaflets in the delegate bags if the shipping instructions and deadline are not respected.

Handling fee regarding the shipment to the venue might be charged by the forwarding agent.

3.2 Reproduction of logos

Each company is entitled to use the official IMPAKT Breast Cancer Conference logo on invitations and promotional documents related to the approved Satellite symposium.

Companies are not allowed to use the BIG and ESMO corporate logos under any circumstances.

3.3 Inviting participants

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

In the IMPAKT 2015 Conference E-Newsletter there will be a dedicated Industry E-News section whereby all these digital invitations will be grouped. These invitations will also be included in our online programme to further increase awareness.

From the 9 March 2015 your satellite Web Link will go live (This will be subject to prior submission before the 6 March deadline and subsequent approval by the ESMO Events Sponsorship Department).

The IMPAKT 2015 Conference E-Newsletter will be sent out in April 2015.

Rules and Regulations:

ESMO reserves the right to refuse requested Web Links should any web page be deemed to conflict with ESMO's ethics or interests.

- A Web Link is a page or pdf, created by the sponsoring company, highlighting their satellite symposium.
- The content of the Web Link message must not make any statements about the quality or virtues of a sponsoring company and/or any of the company's product(s) either via text or visuals. With a Satellite Symposia: the content of the Web Link must solely state the:
 - Title of the session
 - The names of the chairpersons and speakers
 - Venue and timing of the ESMO approved scientific programme

Remember that no product names or brand names are allowed in the title or in the scientific programme of the session.

- The deadline to submit your Web Link to sponsorevents@esmo.org is the 6 March 2015. Your Web Link will undergo an internal approval procedure and the sponsoring company will be informed within 5 working days as to the status of approval.
- This page must not include links, hyperlinks, hot-spots or any means through which the advert can be linked to another site. There will be no exceptions made to this rule.
- The Web Link may consist of more than 1 virtual page, due to its' online nature, however no more than 2 pages can be included per Web Link.

- Under no circumstances may “Flash files” be allowed.
- Any requests for content or structure change/amendments after the Web Link has been linked to the appropriate listing will not be actioned.
- To ensure that the IMPAKT 2015 Congress logo is properly protected, ESMO has defined guidelines for its use, which permit the use of the IMPAKT logo under specific conditions.
- Cancellation of the Web Link should be sent in writing to the ESMO Events Sponsorship Department.

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

3.4 Advertisements

Advertisements are possible in Conference-related publications. Please contact sponsorevents@esmo.org for further details.

3.5 Signage, display and distribution on site

For the display of programme posters, one designated poster board will be made available in a public area. The poster board will be portrait (vertical), for the exact size please contact impakt@esmo.org.

The display of posters is forbidden in other areas of the congress centre other than on the designated poster boards, throughout the conference period. Invitations and flyers may not be distributed to participants in any access to, or in public areas of, the congress centre, including between the bus station and the main entrance of the congress venue.

Flyers may, however, be distributed in front of the door(s) of the assigned auditorium no earlier than one (1) hour before the start of the Satellite symposium or at the company's display stand.

3.6 Promotion at conference hotels

The production, distribution or display of promotional materials at the hotels where participants are staying during the Conference is discouraged by the IMPAKT Conference Secretariat. However, if such items are produced and distributed, their texts must follow the same rules as those that apply to other printed material (see 3.1). No assistance will be provided by the IMPAKT Conference Secretariat for the distribution of material or for the list of official Conference hotels.

3.7 Other promotional activities

Any other activity organised with the purpose of promoting the company's presence during the event or its products or services is subject to BIG and ESMO approval. Should activities which are not approved but undertaken nevertheless at the Conference, penalties will be calculated based on the most comparable promotional activity and relating infraction/penalty covered by this policy.

3.8 Networking events

Companies may organise evening events, provided that these start after the conclusion of the official programme of the day. The Welcome reception will take place in the congress venue on Thursday, 7 May 2015, during the poster walk session (17:45-19:00).

BIG and ESMO do not authorise that the participants are offered any corporate-organised event before the end of the Welcome Reception (19:00 hours). However, companies hosting corporate functions on Thursday evening, 8 May, must ensure that participants are transferred directly from the congress venue to the event location.

Companies must also advise the number of guests they expect to join the corporate function.

3.9 Unofficial Satellite symposia or similar events

During the period beginning on Thursday, 7 May 2015 through to Saturday, 9 May 2015, BIG and ESMO will not allow any corporate-organised Satellite symposia or similar events during other days and in other places except the one planned in the official venue.

3.10 Concomitant activities

Concomitant activities (internal meetings involving delegates, press conferences, educational or promotional activities) in or outside the conference centre but concomitant with or during breaks of the scientific programme of the 7th IMPAKT Breast Cancer Conference are subject to the IMPAKT Conference Secretariat approval. Clear identification of the organisers, purpose, targeted participants and the full programme must be submitted for approval to the IMPAKT Conference Secretariat (impakt@esmo.org) at least 4 weeks prior to the event.

Blackout times:

7 May 2015	11:00-19:00
8 May 2015	08:30-18:35
9 May 2015	09:00-12:00

All media activities initiated by third parties are subject to a specific Media Policy. For additional information about Media issues, please contact the IMPAKT Press Office at media@esmo.org.

A limited number of meeting rooms are available at the SQUARE to organise smaller closed meetings such as advisory board meetings, investigator meetings, staff meetings (upon invitation only). Small meetings may take place in parallel with official IMPAKT 2015 sessions provided they do not involve groups larger than 10 people and are limited in duration.

Upon approval by the IMPAKT Conference Secretariat, contact details for booking the meeting room will be made available.

3.11 Promotion related to products and services

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

3.12 Food and beverages

No food or beverages are allowed inside any of the auditoria. Any food items served in the congress centre must be purchased through the official catering service.

3.13 Participation in Industry Satellite symposia

Participants fully registered to the Conference, visitors wearing the visitors' badge, exhibitors wearing the exhibitors badge and agencies wearing the Industry Satellite badge have the right to attend the Industry Satellite symposia.

3.14 Press badges

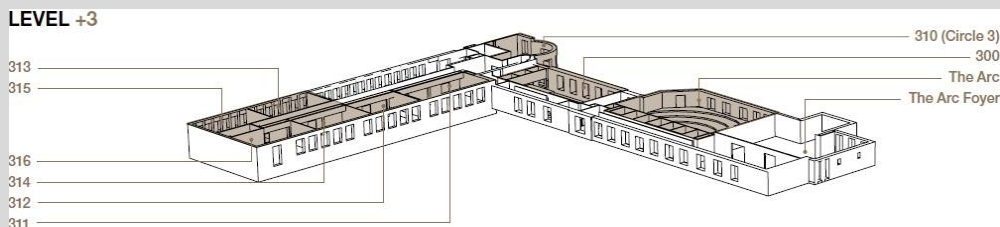
According to the IMPAKT Media Policy, representatives of communications agencies are not entitled to a press badge, which is assigned only to journalists working for recognised media. In case representatives of communications agencies need a badge to assist in the preparation and development of third-party's media events, please contact the IMPAKT Press Office (media@esmo.org) to obtain a temporary badge. Full details are available in the IMPAKT Third-party Media Activities Policy.

4.0 Filming, recording and photography

Conference content is the copyright of BIG and ESMO. It is strictly forbidden to record or capture in any way the official programme, Satellite's sessions, Industry display area and/or posters presented during the meeting.

MEET THE INVESTIGATOR STUDIO

The Meet the Investigator Studio slots, for lectures, Advisory Board Meetings, Q&A and scientific dissemination about investigator activities in non-marketed active agents, will take place in **Hall 300** located on level +3.



A schedule of the daily planning will be published in the Conference Programme Book and in the Meet the Investigator section. Companies can book single slots of 2 hours.

Logistical information & items available in room Hall 300:

- ✓ Individual Slots are 2 hours each. Access to these slots will be managed by the company sponsoring the slot(s) / the presentation(s) and must respect the designated time limit. Set up, presentation (including question/discussion time) and dismantling must be included in those 2 hours
- ✓ Presentations one after the other, strict enforcing of time slot allocation
- ✓ Daily schedule with company names will be listed on a board / screen
- ✓ Capacity for 80 delegates in theatre style
- ✓ Access completely controlled by the company organiser
- ✓ 2 fix hostesses (to be instructed by the company directly)
- ✓ 1 fix technician
- ✓ 1 screen (2,4mx1,8m)
- ✓ 1 laptop (PPT to be uploaded by the company through USB stick)
- ✓ 1 projector (3000 al)
- ✓ 1 lectern microphone, 2 panel table microphone and 1 audience microphone
- ✓ 1 lectern
- ✓ 1 panel table up to 4 people
- ✓ Limited catering possibility. Please contact fboffice@square-gusto.eu

These are private meetings by invitation only.

TIME SLOT SCHEDULE

DATE	TIME SLOT	BOOKED BY
Wednesday, 6 May 2015	10:00-12:00	
	14:00-16:00	
	16:00-18:00	
Thursday, 7 May 2015	09:00-11:00	

INDUSTRY DISPLAY AREA

CONTACTS

Venue

SQUARE – Brussels Meeting Centre

Glass Entrance
Rue Mont des Arts
1000 Brussels, Belgium

Telephone +32 (0)2 515 1366
Fax +32 (0)2 479 4737
E-mail vanessa.pyck@square-brussels.com

Forwarding agent / Storage

Kristal bvba – International Fairs and Industry display area Logistics

Brucargo West Bldg 829a
1931 Zaventem
Belgium

Contact Johan Hollaender
Telephone +32 (0)2 751 46 80
Fax +31 (0)2 751 47 20
E-mail johan.hollaender@kristal-logistics.com

Badge scan system (cLead system)

The IMPAKT 2015 cLead System is a fast and easy way to record visitors' contact information. By simply scanning a visitor's name badge with the supplied scanner, that contact is entered into your own visitor database, including all relevant product information or comments which have been added to these visitors' profiles beforehand. Following the event, approved visitors' address data will be provided for download as a MS Excel.

Webges Meeting Applications GmbH

Nussdorferstrasse 20/22
1090 Vienna, Austria

Fax +43 1 319 69 99 33
E-mail tamara.dworschak@webges.com / leadsystem@webges.com

GENERAL CONFERENCE SCHEDULE

SETUP HOURS

Wednesday, 6 May, 13:00–20:00

INDUSTRY DISPLAY AREA HOURS

Thursday, 7 May, 10:30–19:00

Friday, 8 May, 10:00–17:30

Saturday, 9 May, 09:00–12:00

DISMANTLING HOURS

Saturday, 9 May, 12:00–20:00

Delegates will still be in the venue from 12:00 to 14:00 so please take care with your dismantling.

REGISTRATION HOURS

Wednesday, 6 May, 10:00–18:00

Thursday, 7 May, 08:00–18:00

Friday, 8 May, 08:00–18:30

Saturday, 9 May, 08:30–12:30

COFFEE BREAKS AND LUNCH TIME

Thursday, 7 May, 15:45–16:15

Friday, 8 May, 10:15–10:45, 13:15–13:45, 15:15–15:30

Saturday, 9 May, 10:00–10:30

Coffee breaks and lunch will be served in the Silver and Magritte foyers.

Times subject to changes

WELCOME RECEPTION

The Welcome Reception will take place in the Silver and Magritte foyers of the SQUARE Brussels Meeting Centre, on Thursday, 7 May 2014 at 17:45. The poster walk will commence during the Welcome reception.

Delegates, invited speakers and exhibitors are invited to join this event!

Time subject to change, please review programme book

NETWORKING LOUNGE

There will also be a networking lounge for private one-to-one meetings on the mezzanine level overlooking the Magritte foyer. Exhibitors are welcome to use this facility and the opening times will be the same as the display area.

VENUE TECHNICAL SPECIFICATIONS

All exhibits must be confined to the spatial limits of their display area, as indicated in the final floor plan.
No part of any exhibit may be suspended from the ceiling or attached to any part of the building (walls included).

Four display area options are available:

Option 1:

- Display structure (4 modules with built-in shelf, including spot light)
- Carpet (dark grey)
- Fascia (including company name and display area number)
- 4 high stools
- 2 high tables
- 2 magazine racks

Option 2:

- Display structure (2 modules with built-in shelf, including spot light)
- Carpet (dark grey)
- Fascia (including company name and display area number)
- 2 high stools
- 1 high tables
- 1 magazine racks

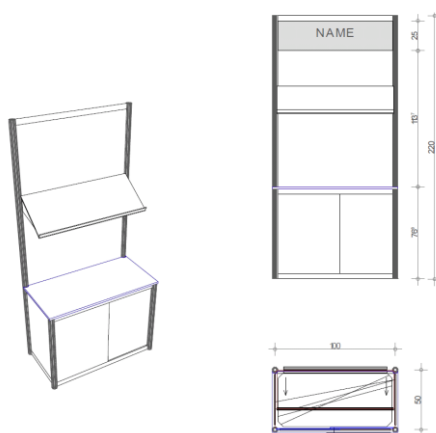
Option 3:

- Display structure (1 modules board with built-in shelf, including spot light)
- Carpet (dark grey)
- Fascia (including company name and display area number)

Option 4:

- Back walls only, including spot light
- Carpet (dark grey)
- Fascia (including company name and display area number)

DISPLAY STRUCTURE



For extra orders please contact exhibitorbook@square-brussels.com

Exhibits must be staffed at all times during the Industry display area hours. The Industry display area is to be used only during the specified opening hours.

IMPAKT 2015 TRADE INDUSTRY DISPLAY AREA RULES AND REGULATIONS

1. Unapproved therapies

The organisers bear no responsibility towards the delegates for the display, promotion or sale of therapies or services. Nor are the organisers supporting those products or services for their sole promotion at the IMPAKT events. However, the Symposium Secretariat reserves the right to deny at any time the display, promotion or sale of products, therapies or services should these be against the generally accepted clinical approach. Promotion of unapproved therapies (by regulatory authorities) is regulated by the local and European laws and the Symposium Secretariat bear no responsibility in case of a complaint based on such laws. Sponsoring companies are therefore advised to consult the Codes of Practice of their governing bodies for information and guidance on regulations around attendance at medical congresses. In all cases, sponsoring companies are responsible for ensuring that their promotion during the congress is legally and ethically acceptable in Belgium. The penalty that will be reflected in the company's sponsorship record for infractions to these laws will be assessed by the Symposium Secretariat.

2. Duration of the Industry display area

The Industry display area will run from Thursday, 7 May 2015 to the end of the Symposium on Saturday, 9 May 2015.

3. Concomitant activities

Concomitant activities (internal meetings involving delegates, press Symposiums, educational or promotional activities) in the Symposium venue or outside but concomitantly to or during breaks of the scientific programme of the Symposium are subject to the Symposium Secretariat approval. Clear identification of the organisers, the purpose, the targeted participants, and the full programme has to be submitted to the Symposium Secretariat at least 6 weeks prior to the event for approval. Press Symposiums are subject to the specific Policy.

Blackout times: 7 May 2015, 11:00-19:00 – 8 May, 08:30-18:35 and 9 May 2015, 09:00-12:00

4. Use of the Symposium logo

The Symposium names and/or logos may not be part of any exhibitor-distributed materials. The use of the Symposium title and logo on distributed material is subject to approval by the ESMO Events Sponsorship Department.

5. Promotion of the exhibit

5.1 General note:

The Symposium Secretariat advises to avoid cultural or historical references on promotional material and bear no responsibilities in case these cause offence.

5.2 Display, projection or distribution of promotional materials on site:

All these activities must be confined in the company's assigned Industry display area space and are not allowed in any other area in, or leading to, the Symposium venue.

5.3 Advertisements:

Advertisement of the exhibit is possible in the programme book and depends on the chosen sponsorship package. All advertisements for the programme book are subject to approval by the ESMO Events Sponsorship Department. Promotion of a specific product does not mean acceptance or sponsorship by the ESMO Events Sponsorship Department and it is under the responsibility of the sponsoring company, to comply with Belgian and European laws, where applicable.

5.4 Promotion at Symposium hotels:

The distribution or display of promotional materials at the hotels where participants are staying during the Symposium is discouraged by the Symposium Secretariat. However, if produced, the content must follow the same rules defined by the Symposium Secretariat in this policy.

5.5 Other promotional activities

Any other activity that is organised with the purpose of promoting the company's presence during the event or its products or services is subject to the Symposium Secretariat approval.

6. Identification of the exhibitors

False certification of individuals as exhibitor's representatives, misuse of exhibitor badges, or any other method assisting unauthorised persons access to the exhibit floor will be just cause for expelling the violator from the Industry display area or barring him from further entrance to the exhibit floor, or removing his exhibit from the Industry display area floor without obligation on the part of the Symposium Secretariat for refund of any fees.

7. Subletting of space

Exhibitors may not assign, sublet or apportion the whole or any part of the space allotted to them and may not advertise or display goods or services other than those manufactured or sold by them in the normal course of business. The demonstration of products, advertising of products or distribution of advertising, and/or solicitation of business of any kind on behalf of non-exhibiting firms in any part of the Symposium facility is strictly prohibited.

8. Admission rights

Admission to the exhibit area is limited to the owners, representatives and employees of exhibiting firms. Models or similar personnel not commercially connected with the industry may be employed to assist in the industry display space; The Symposium Secretariat may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of the event, or who refuses to comply with the local safety rules.

Participants fully registered to the Symposium and exhibitors wearing the exhibitors' badge may enter the Industry display area hall. Exhibitors must treat all participants/visitors in a courteous and fair manner. Discrimination against participants/visitors according to their nationality, academic position, or any other factor is against these Industry Guidelines

and will affect the future conference attendance of the company in question.

9. Surveys

Surveys are authorised only in the limits of the company's assigned industry display space. The appointed personnel must be identifiable at all times as member of a "marketing research team".

10. Press badges

Representatives of communication agencies with media credentials will be assigned a press badge at no charge. The press badge does not authorise any promotional or commercial activity, or any unsolicited contacts with any delegates for purposes other than bona fide journalistic coverage of the event.

11. Industry Display Space restrictions

Exhibits must conform to the contracted space and all display rules as set forth in these Industry Guidelines. Any aspect that is not covered by these Industry Guidelines is subject to approval by the Symposium Secretariat and by the Venue's Technical Service Department. Exhibits or displays must not obstruct the view or interfere in any way with the displays of neighbouring exhibits. Aisles and gangways must at all times be kept clear and free for passage and all emergency exits and access to service areas are to be kept clear at all times and not restricted or rendered unrecognizable. Any exposed part of the display must be covered not to be objectionable to the other exhibitors, or in the best overall interest of the Industry display area. All business and selling demonstrations shall be confined to the exhibitor's own booth. Promotion or display of promotional material and any other related activity is not allowed outside the assigned space.

12. Management of the display space

Exhibits must remain fully intact and staffed at all times. Dismantling of exhibits and removal of products or display material is limited only to published dismantling hours.

13. Audio and visual activities

The projection of films and slides; any amplification with the aid of loudspeakers; the production of

music and/or sound; as well as the use of lighting, computer monitors and television screens is acceptable within the stand/Industry Display space as long as no disturbance is caused. Sound and lighting effects should be contained within each stand/Industry Display area. If the Symposium Secretariat judges that a disturbance is being caused, the Exhibitor is to halt the activity immediately. If this is not done, the Symposium Secretariat reserves the right to make the necessary arrangements at the expense of the Exhibitor. A refusal to lower the sound level or halt an activity will be considered a violation of these Industry Guidelines. Licensing for copyrighted work is the sole responsibility of the exhibitor.

14. Catering

Exhibitors may not sell or serve food or drink for consumption on the premises. Serving alcoholic beverages on stands/Industry Display Areas is strictly forbidden. All companies offering hospitality are reminded of their responsibilities for hygiene and food safety. Exhibitors are also encouraged to guarantee a healthy and balanced catering service to their delegates. All catering should be ordered through the official caterer namely:

fboffice@square-gusto.eu

15. Social functions/activities

Social functions and other activities sponsored by exhibitors cannot be held during exhibit hours or in conflict with any scheduled meetings or activities conducted by the Symposium Secretariat. No programmatic activities or scientific/educational activities may take place during exhibitor/sponsored functions. Self-assessment tests, computer assisted learning which the delegate can choose to start and end at his/her own wish are allowed.

16. Giveaways

Giveaways should have a professional nature and be limited in value. Sharp, pointy or other potentially dangerous objects are not allowed

General Terms and Conditions

The following conditions of participation refer to the booking of any sponsorship product(s)/service(s) at the IMPAKT 2015 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 IMPAKT 2015 Industry Guidelines and any supplementary provisions.
- Confirmation of the allocation of any sponsorship product(s)/service(s) by ESMO in writing constitutes establishment of contract between the sponsoring company and ESMO.
- An invoice will then be sent by registered mail. The date of the assignment is considered to be the date of allocation. If the contents of the assignment deviate from the contents of the sponsoring company's application, the contract is based on the assignment issued by ESMO unless the company objects in writing within two weeks after the date the assignment was sent.

Appointed Agencies

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

Procedure

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

Assignment

- Will be done on a first come, first served basis.

To ensure each sponsoring company has a chance to choose a suitable Industry Display Space and 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 IMPAKT 2015 will be subject to a 10% penalty fee on the total sponsorship investment.

Refunds

Any refunds of deposits paid will be made after IMPAKT 2015 but not later than **31 December 2015**. The sponsoring company will not be entitled to any interest that the organiser may have derived from deposits made. All bank charges, including sender's and receiver's charges, resulting from a refund related to cancellation or reduction of sponsorship will be at the charge of the sponsoring company.

Postponement or Abandonment

ESMO reserves the right to postpone the event including the Industry Display Area, or to transfer it to another site, if unforeseen circumstances warrant such action. Should any contingency prevent the holding of the IMPAKT 2015 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 IMPAKT 2015 in the event of force majeure cases (e.g. strikes, riots, fires, flood, terrorist attacks, governmental actions and regulations, damages or other fatal occurrences). In such cases, ESMO is not liable for failure to perform any obligation hereunder but will reimburse any payments received from the sponsoring company less any costs incurred while preparing the event.

Limitation of Liability of ESMO

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

Bankruptcy or Liquidation

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

Security and Insurance

Neither ESMO nor its contractors shall be responsible for the safety of any exhibit or other property of the sponsoring company or any person. Furthermore, ESMO nor its contractors shall be responsible for the loss, theft, damage or destruction by any cause of the exhibits or other property, or for loss, damage or injury sustained by any exhibits or any other persons. The sponsoring company/exhibitor shall indemnify ESMO and its contractors to third persons, as a result of any act or omission of the company, its staff, agent or personnel hired on a temporary basis.

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

Enforcement of Rules

Applies equally to all. All companies investing in sponsorship at IMPAKT 2015 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 IMPAKT 2015. 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 IMPAKT 2015.

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

IMPAKT 2015 is a non-smoking event.

Final Clause

In cases not covered by the regulations in these Industry Guidelines, ESMO interpretation shall be final.

EXHIBITORS REGISTRATION

To order your exhibitor badges and register your staff, please write to the IMPAKT Conference Secretariat at impakt.registration@esmo.org by 25 March 2015.

Exhibitor badges are available only for staff members, owners or representatives of exhibiting companies.

An "Exhibitor" badge authorises access to the Industry display area and Satellite symposia only.

Exhibitor badges are free of charge. They do not include receipt of the conference bag.

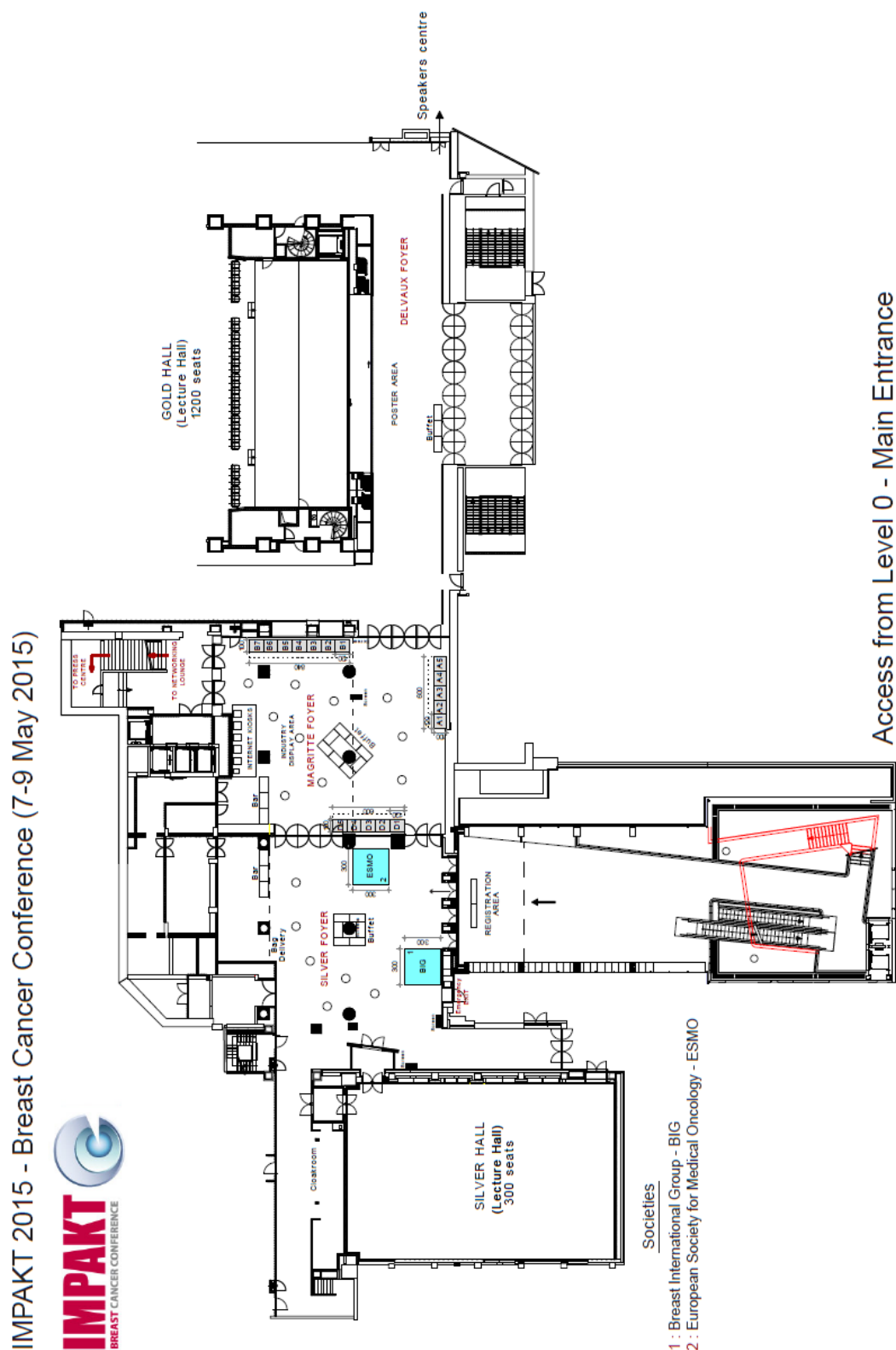
Exhibitor badges are distributed onsite only at the Pre-registration desk. They will be given all together to ONE company representative who will be then responsible for their distribution to company staff members.

The printed Exhibitor badges will show the company name and country (obligatory requirement) and, if indicated, the staff members' first and last names.

For last-minute changes the ordering of a certain number of badges displaying the company name only is strongly recommended.

CONFERENCE OVERVIEW FLOOR PLAN

(as of October 2014)





SHIPPING INSTRUCTIONS



**More than just
forwarding...**

Brucargo West Building B29a
1931 Zaventem - Belgium
Tel : +32 (0)2 7514680
Fax : +32 (0)2 7514720
info@kristal-logistics.com
www.kristal-logistics.com

BE 0453 812 916 - RPR Brussel
Verg Vervoerscom. 2362.001
KBC 444-8624521-45
BIC - KREDBEBB
IBAN - BE44 4448 6245 2145

SHIPPING GUIDELINES IMPAKT BRUSSELS 2015

Introduction

KRISTAL bvba, have been appointed by the organizer as the official freight forwarder, customs clearance agent and official lifting contractor.

It is our commitment to ensure exhibits arrive on time and in good condition for the opening of the exhibition.

This shipping manual will assist you in your preparation for the correct and timely dispatch of exhibits to Brussels. Please follow these instructions closely.

The range of services provided by our company include:

- Transportation, national and international
- Temporary and permanent customs clearance
- On-site handling, labor, forklift, pallet trucks, trolleys
- Labeling, removal and storage of empty boxes and crates, return to stand upon closure of the exhibition.
- Accessible storage for brochures and give-away items during the event
- On-site assistance & supervision

General

Venue : Square, Ravensteinstraat 2 Rue Ravenstein, B – 1000 Brussels

Build-up : Wednesday 6 May 2015 13.00 to 20.00

Dismantling : Saturday 9 May 2015 12.00 to 20.00

If you use your own transport company to pick-up your goods after the exhibition, please note that all goods not evacuated on 9 May at 20.00 will be collected by Kristal. All costs incurred will be charged to the exhibitor.

International Co-ordinators

Kristal bvba
Brucargo 829a
B-1830 Machelen

Contact : Johan Hollaender
Tel : +32 (0)2 7514680
Fax : +32 (0)2 7514720
e-mail: johan.hollaender@kristal-logistics.com



Worldwide Event & Marketing Logistics



Consigning instructions

AIR FREIGHT

AWB consigned to : Kristal
Brucargo 829 A
1830 Machelen
Belgium
REF : IMPAKT 2015
Name Exhibitor / Stand nr

Deadline arrival : 29 April 2015
Airport destination : BRU (Brussels)

ROAD FREIGHT to the advanced warehouse

Consigned to : Kristal
Brucargo 829 B
1830 Machelen
Belgium
REF : IMPAKT 2015
Name Exhibitor / Stand nr

Deadline arrival : 5 May 2015

DIRECT DELIVERIES

Direct deliveries with trucks to the venue are restricted.
Direct shipments to the exhibition site will only be accepted on move-in dates and hours.
This also applicable for courier shipments.
Note that the congress center is situated in the center of Brussels.
It is not advisable to send trucks of more than 8 meters.
Vehicles need to be removed immediately once unloading operations have been completed.

Courier Shipments

We strongly discourage the use of couriers (FEDEX, UPS, DHL, TNT ..) to ship any material directly to the exhibition center.
Furthermore for goods outside EC, courier companies will not be able to clear your goods because of the lack of fiscal representation.

Therefore it is advisable to send all shipments to the advanced warehouse address. You will be liable for handling and/or customs clearance charges, but this ensures your goods are delivered to your stand in time.

Shipping pre-advice

Full details of dispatch together with copies of invoices, AWB, CMR, Bill of Lading have to be faxed upon departure to Kristal by fax to +32 (0)2 7514720
or by email to johan.hollaender@kristal-logistics.com.



Case Marking

All cases must be clearly marked/stenciled on two (2) sides with the following information :

Your Company Name : _____

IMPAKT Brussels 2015 _____

Booth number : _____

Case Number (ex. 1/3 – 2/3) : _____

Gross Weight : _____

Dimensions in cm : _____

Insurance

It is the exhibitor's responsibility to ensure that his goods are covered by a comprehensive marine insurance policy, which covers the goods at all times i.e. from premises to stand, duration of exhibition and return to premises. On written demand, Kristal or their agents can arrange this for you.

Return transport

We will contact all exhibitors separately on-site to organize the return of the goods to point of origin or other designated destinations.

Terms & Conditions of Trading

All business is undertaken by owner's risk.

Tariffs are calculated using current freight and exchange rates. Any major fluctuation in either between now and work-date will be reflected in our final invoice.

Contracting Kristal bvba or their agents implies acknowledgement and acceptance of Kristal bvba conditions of trading.

Terms of payment

Payment is due on presentation of invoice unless otherwise agreed in writing with Kristal bvba or their agents. In all other cases on-site charges billed at the exhibition will require immediate payment by cash or credit card.

Any disputes or queries relating to invoices originating from this office should be notified to Kristal bvba within five days of invoice date.



URGENT

exhibition shipment

IMPAKT 2015 Brussels – Display Material

Ship to :

KRISTAL
BUSINESS PARK MACHELEN / CARGO
BUILDING 829B

B - 1830 MACHELEN, BELGIUM

Att. Lieve Myvis

Tel : +32 (0)2 7514680

Deadline arrival : 5 May 2015

Shipper :

Quantity shipped :

www.kristal-logistics.com



Kristal bvba
Bedrijvenzone
Machelen/Cargo Building B29a
B-1830 Machelen

▼ Phone +32 (0)2 751 46 80 ▼ Fax +32 (0)2 751 47 20 ▼ e-mail info@kristal-logistics.com

More than just forwarding ...

International fairs & exhibition services

LABEL FOR DIRECT DELIVERIES TO THE SHOW SITE



PACKAGES DELIVERY

Sender :	
Company Name :	
Contact Person :	
Tel / Mobile No. :	
Event / Congress Name :	
Event / Congress Date :	
Room / Stand Name & No. :	
Company's contact person on Event / Stand :	
Number of packages :	
Please specify if the packages have to be returned after the event.	<input type="checkbox"/> Yes <input type="checkbox"/> No
If yes, Please specify Pick-up date :	
Remarks :	

cLEAD SYSTEM INFORMATION AND FORM



NEW WEBGES cLead System

The new WEBGES cLead System is a state-of-the-art, fast and easy system for exhibitors to record contact information. The cLead technology runs with an app and uses a high quality bar code scanner attached to an iOS mobile device (iPod touch, iPhone and iPad).

Exhibition Lead Retrieval - cLead

Rent pre-installed iPod touch devices equipped with the iScan barcode scanner. The exhibitors configuration and product information is preloaded upon collection onsite.

By simply scanning a visitor's badge with the iOS device, the contact is entered into the exhibitor's visitor database, including relevant product information and added comments. The data is synchronized with the server and can be exported as an excel file through an online platform.

New cLead Features

- Configure products and services before the congress through an online portal.
- Connect the barcode scanners via the dock connector to an iOS device and take advantage of the fast and advanced scanning experience.
- Immediate access to visitors contact information (name, address and profile information) by scanning their badge with an iPod touch.
- See visitors contact information on the device right after scanning the badge.
- Complete missing contact information on the spot, take notes and automate follow-up activities.
- Quick scan mode for scanning delegates at industry and satellite symposia.
- No Wifi needed for the actual scanning process onsite.
- If Wifi is available, data is synchronized continuously.
- Download all data into an Excel file.





Benefits for the exhibitor or industry symposia

- User-friendly, light and easy.
- The scanners connected to an iOS device allow exhibitors to be mobile within their reception areas.
- Web-based interface to set up products and services with control panel to access visitors data.
- On- or off-line scanning is possible, fast scan for symposia.
- Scanned data is synched to the server on scheduled intervals.
- Data is available as soon as the synchronization is finished.

Scan Options

1. **Scan and add details (Booth system)**
the visitor is effortlessly saved into your individual database. Additionally, data, comments, products and interests can be added.
2. **Symposia scan (Symposium system)**
the visitor is effortlessly saved into your individual database, but the rental period is limited. Used for special occasions like company satellite or raffle.



Costs to the exhibitor

- The following standard prices are available for exhibitors:
 - € 420,00 net per iPod touch including scanner
 - € 375,00 net per iPod touch including scanner for symposia scans (maximum rental period of 3 hours, including staff)
- These costs are per rented device including the required software systems, staff and unlimited number of scans / amount of prepared individual data.
- Post-deadline (usually 4 weeks before event) orders are charged an extra €100 net.
- All billing is carried out in advance by WEBGES. Payment can be made with Visa, MasterCard & Amex credit cards, or by bank wire transfer.
- cLead systems are rented according to WEBGES Meeting Applications GmbH General Terms & Conditions.
- The cost of lost, damaged or not completely returned hardware will be charged with € 500 per scanner and € 500 per iPod.



Administrative procedure

1. **Order**
Please order the required number of iPods as soon as possible, in order to guarantee the availability as well as the early-bird rate prior to the deadline (April 10th, 2015).
2. **Order confirmation**
After receipt of your order, we will confirm the receipt, invoice and charge the amount due.
3. **Configuration of products and services**
Set up of products and services before the exhibition through an online portal.
4. **Lead capture**
Pick up your scanner or iPod including scanner onsite at the lead service desk. Our staff will be available to answer your questions during the opening hours of the event. Scanned data is synchronized to the server automatically on scheduled intervals.
5. **Data provision**
After synchronization with the database you can access, check, print or download your collected data from the online database. You may add relevant information during sales conversations, since not all delegates will provide their complete contact information during the registration process.

Terms and Conditions

- **Data:** Download of the data via the online database (print out of the list or download of an MS-Excel file). Since not all delegates will provide the registration department with the complete contact information, we cannot guarantee the accuracy of the data.
- **Services included:** Quotes are per scanning device either including or excluding an iPod, software and an unlimited number of scans.
- **Scanning:** Scanning is only allowed on the booth unless agreed by the organizer.
- **Invoicing:** Invoices for the total purchase amount are sent out after receipt of order. Payment can be made via Visa, MasterCard and Amex credit cards or via bank transfer.
- **VAT:** Quotations excl. 20% Austrian VAT
- **Payment term:** Invoices must be settled within two weeks after receipt, net without any obligations to WEBGES. Devices cannot be handed out onsite unless WEBGES received full payment.
- **Order deadline:** After the ordering deadline, WEBGES does not accept orders automatically but will confirm acceptance separately. For orders after the deadline, a surcharge is applicable.
- **Cancellation:** All orders cancelled prior to 30 days of the conference will incur a € 100.00 cancellation fee. Orders cancelled within 30 days of the conference will not be refunded.
- **General Terms and Conditions:** This business is covered by the General Terms and Conditions of the WEBGES Meeting Applications GmbH.

SIMPLY WEBGES: YOUR BEST SOLUTION FOR MEMBERSHIP, EVENT AND CONTENT MANAGEMENT!





IMPROVING CARE AND
KNOWLEDGE THROUGH
TRANSLATIONAL RESEARCH
IN BREAST CANCER

Brussels, Belgium
7-9 MAY 2015

JOIN US



LEAD RETRIEVAL FOR
EXHIBITORS AND SYMPOSIA

ORDER FORM

Company / Booth	<input type="text"/>
Contact person	<input type="text"/>
Email	<input type="text"/>
Address	<input type="text"/>
Mobile (Onsite Contact)	<input type="text"/>
VAT (UID) Number	<input type="text"/>

SCANNERS

	Orders before April 10 th	Orders after April 10 th	Units total	€ Total
iOS booth system	€ 420,00 net	€ 520,00 net	<input type="text"/>	<input type="text"/>
iOS symposium system incl. staff *	€ 375,00 net	€ 475,00 net	<input type="text"/>	<input type="text"/>
Special Offer **	€ 999,00 net	€ 1.099,00 net	<input type="text"/>	<input type="text"/>

* iOS symposium system incl. staff (max. 3 hours rental period)

** Special offer: 1 iOS booth system + 2 symposia systems incl. scan staff

SCAN OPTION

Symposia system: Please inform us about the session number(s) of your symposium and units per symposium.

Date	Time	Session n°	Room	Units/ symposium
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

SIMPLY WEBGES: YOUR BEST SOLUTION FOR MEMBERSHIP, EVENT AND CONTENT MANAGEMENT!





PAYMENT

☐ Credit Card: ☐ VISA ☐ MASTER CARD ☐ AMEX

Number	<input type="text"/>	Exp. Date	<input type="text"/>
Name	<input type="text"/>	Code*	<input type="text"/>

*For Visa, MasterCard the card code is the last 3 digit number located on the back of your card on or above your signature line. For an American Express card, it is the 4 digits on the FRONT above the end of your card number.

☐ Bank Transfer:

IBAN: AT 4432 000 000 08111304 / Swift: RLNWATWW

Herewith, I confirm the order of the mentioned number of scanners and accept the General Terms and Conditions incl. cancellation regulations:

Signature

Date of Signature

Please return the signed form to: +43 1 319 69 99 33 or leadssystem@webges.com