



**EUROPEAN LUNG CANCER
CONFERENCE**

Geneva, Switzerland
15-18 APRIL 2015

Save the date



INDUSTRY GUIDELINES

**5TH EUROPEAN LUNG CANCER CONFERENCE
15-18 APRIL 2015
GENEVA, SWITZERLAND**

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INTRODUCTION

The European Society for Medical Oncology (ESMO) and the International Association for the Study of Lung Cancer (IASLC) invite you to the 5th European Lung Cancer Conference (ELCC), 15-18 April in Geneva, Switzerland. We are pleased to announce that the European Lung Cancer Conference (ELCC) will become an annual meeting as of 2015 and most importantly—enlarge cooperation with some of the most important societies representing thoracic oncology specialists: ESMO and IASLC as conference organisers, and partner societies from the European Society for Radiotherapy & Oncology (ESTRO), the European Society of Thoracic Surgeons (ESTS) and the European Thoracic Oncology Platform (ETOP).

This partnership will ensure a truly multidisciplinary programme which will offer state-of-the-art education and practice-changing science for all participants; reinforcing the exceptional practice of lung cancer across Europe and beyond.

Attendee benefit:

- Lung cancer specialists from a wide range of disciplines will share information on the latest developments in basic, clinical and translational research
- Interaction between the audience and faculty will ensure that the data presented will be put into perspective for clinical practice. The format will include numerous clinical real-world decision questions
- Multidisciplinary Interactive Symposia will provide additional opportunities to interact with the faculty. Topics will focus on issues that clinicians face in their daily practice
- Specific sessions designated for certain oncology specialties while the overall conference highlights the need for multidisciplinary collaboration
- Lectures designed to analyse and effectively interpret the increasing amount of new clinical data available for multidisciplinary treatment decisions in patients with lung cancer and other thoracic malignancies
- Top expert faculty will do the best to determine the optimal roles of new diagnostics and therapeutics in clinical scenarios for the treatment of patients with early, locally-advanced and metastatic disease

Main themes include:

- Evolving role of surgery in metastatic disease
- Refining radiotherapy for lung cancer
- Expanding role of biomarkers for NSCLC
- Immunotherapy in our treatment paradigm
- Evolving ablative strategies in oncogene driven tumours
- Groundbreaking approaches in SCLC and mesothelioma

Exchange of scientific data and education of healthcare professionals treating malignant lung diseases is fundamental for research, practice and improvements in patient outcome. The ELCC 2015 meeting will be an excellent place to promote collaboration in thoracic malignancy research, share new ideas for projects and create new contacts.

ELCC 2015 Scientific Co-Chairs



Johan Vansteenkiste, Belgium
ESMO Scientific Chair



Dominique Grunenwald, France
IASLC Scientific Chair

CONFERENCE OFFICERS

ESMO Scientific Committee Chair

Johan Vansteenkiste, Leuven, Belgium

IASLC Scientific Committee Chair

Dominique Grunenwald, Paris, France

Scientific Committee

Lukas Bubendorf, Basel, Switzerland

Dirk De Ruyscher, Leuven, Belgium

Enriqueta Felip, Barcelona, Spain

Keith Kerr, Aberdeen, UK

Christian Manegold, Mannheim, Germany

Tony S.K. Mok, Hong Kong, China

Marianne Nicolson, Aberdeen, UK

Silvia Novello, Orbassano, Italy

Solange Peters, Lausanne Switzerland

Elisabeth Quoix, Strasbourg, France

Gaetano Rocco, Naples, Italy

Jean-Paul Sculier, Brussels, Belgium

Suresh Senan, Amsterdam, Netherlands

Egbert Smit, Amsterdam, Netherlands

Rolf A. Stahel, Zurich, Switzerland

Eric Vallières, Seattle, WA, US

Giulia Veronesi, Milan, Italy

Daniel Zips, Tübingen, Germany

Steering Committee

Fred Hirsch, Aurora, CO, US

Rolf A. Stahel, Zurich, Switzerland

KEY DATES

Programme deadlines

07 January 2015	Abstract submission deadline
10 February 2015	Late-breaking abstract (LBA) submission deadline
15 – 18 April 2015	European Lung Cancer Conference

Satellite symposia deadlines

19 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.
06 February 2015	Notification of acceptance or rejection
27 February 2015	Receipt of the final programme for inclusion in the Conference Programme Book

Registration deadlines

4 February 2015	Early registration
25 March 2015	Late registration and pre-registration closure

Publication deadlines

12 January 2015	Company and product description
30 January 2015	Advertisement deadline for programme book
27 February 2015	Bag insert and Satellite Weblink

CONFERENCE STATISTICS

Over 1,400 delegates are expected to attend the 5th European Lung Cancer Conference. Please find below key statistics from the past editions which we trust will demonstrate the relevance and importance of increasing your visibility and participation at this Conference.

Registration data

Detailed attendance based on registration fees paid

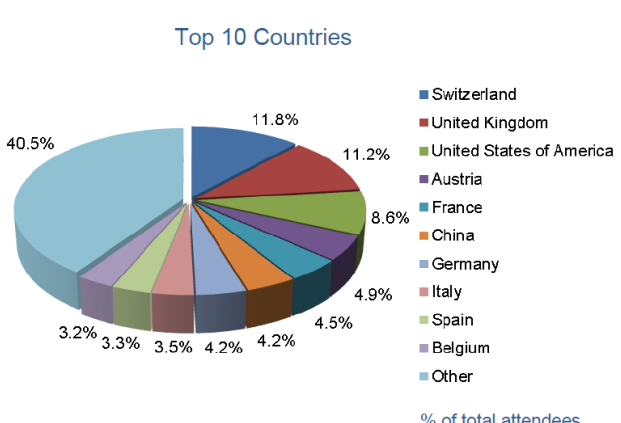
	ELCC 2008		ELCC 2010		ELCC 2012		ELCC 2014	
Invited Speakers	82		98		92		100	
Delegates	1.171		1.404		1.266		1.152	
Total Participants		1.253		1.502		1.358		1.252
Exhibitors and Industry Satellites	106		151		79		123	
Press	24		24		21		21	
Total Participants		1.383		1.677		1.458		1.396

Attendance by region

	ELCC 2008		ELCC 2010		ELCC 2012		ELCC 2014	
	Count	Perc.	Count	Perc.	Count	Perc.	Count	Perc.
Europe	1000	72.3%	1067	63.6%	950	65.2%	936	67.05%
North America	157	11.3%	174	10.4%	112	7.7%	140	10.03%
South America	29	2.1%	70	4.2%	66	4.5%	65	4.66%
Asia	111	8.0%	199	11.9%	146	10.0%	148	10.60%
Middle East	77	5.6%	111	6.6%	115	7.9%	69	4.94%
Africa	4	0.3%	10	0.6%	29	2.0%	14	1.00%
Oceania	5	0.4%	46	2.7%	40	2.7%	24	1.72%
Total	1383	100.0%	1677	100.0%	1458	100.0%	1396	100.0%

Top 10 countries in 2014

Switzerland	165
United Kingdom	157
United States of America	120
Austria	69
France	63
China	59
Germany	59
Italy	49
Spain	46
Belgium	44
Represented countries	71



Top 10 Countries

- Switzerland
- United Kingdom
- United States of America
- Austria
- France
- China
- Germany
- Italy
- Spain
- Belgium
- Other

% of total attendees

Abstract data

Comparative data on abstract acceptance

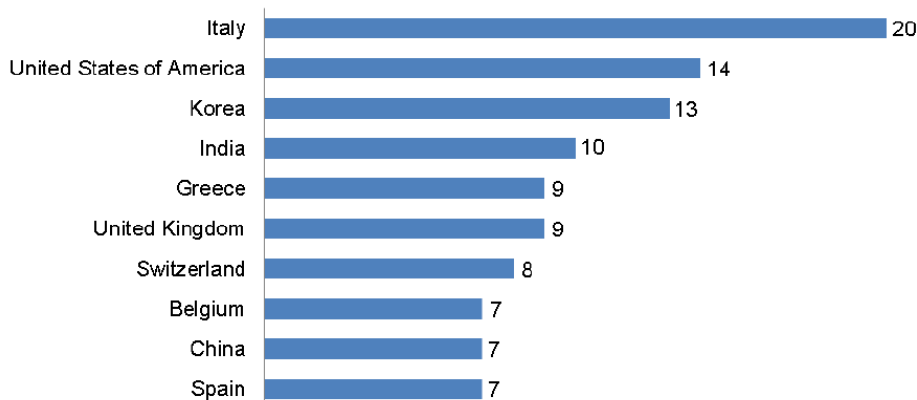
	ELCC 2008	ELCC 2010	ELCC 2012	ELCC 2014
Total submitted	272 (100,00%)	207 (100,00%)	220 (100%)	163 (100%)
Accepted	272 (100,00%)	207 (100,00%)	189 (86%)	131 (80%)
Rejected	0 (0,00%)	0 (0,00%)	31 (14%)	32 (20%)

Of the accepted abstracts (100%), accepted for:				
oral presentation	126 (46,30%)	63 (30,40%)	33 (17%)	16 (12%)
poster discussion	77 (28,30%)	30 (14,50%)	25 (13%)	15 (11%)
poster presentation	69 (25,40%)	114 (55,10%)	131 (70%)	100 (77%)

Submitted abstracts by category in 2014

Category	No. of abstracts 2014
Tumour biology and pathology	21
Prevention, Early detection, Epidemiology, Tobacco control	26
Translational research	22
Imaging and staging	6
SCLC	8
Early stage NSCLC	8
Locally advanced NSCLC	13
Advanced NSCLC	35
Metastases to the lung	4
Mesothelioma	7
Miscellaneous	13
Total	163

Top 10 countries (abstract submission)



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

ELCC 2015 will be held at:

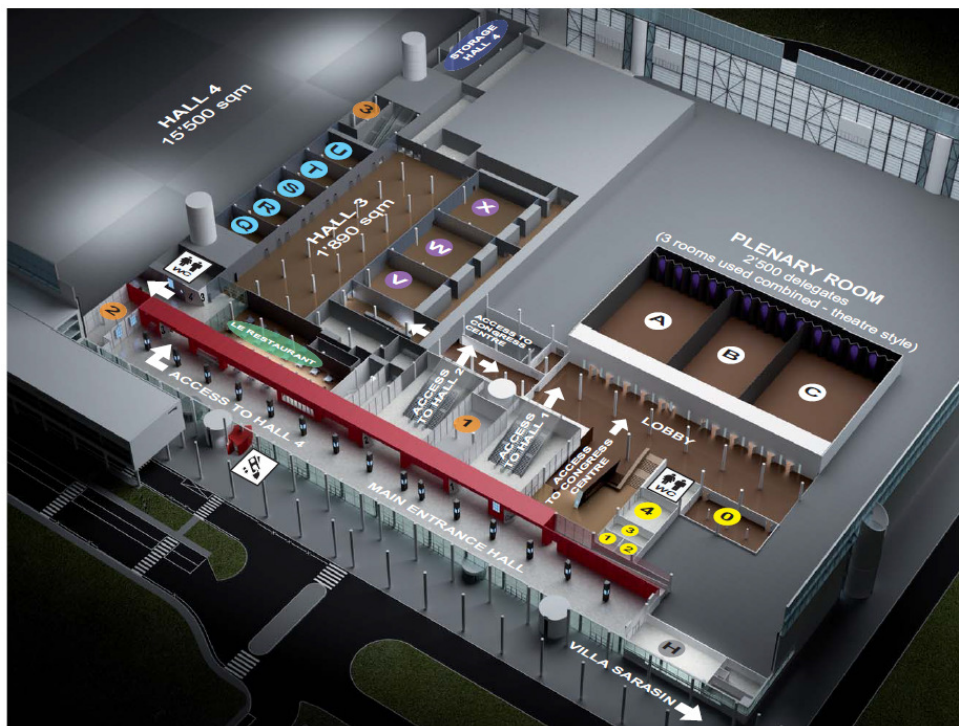
PALEXPO

Route François-Peyrot 30
1218 Grand-Saconnex, Geneva
Switzerland
www.palexpo.ch

Palexpo is located 10 minutes from the city centre, within walking distance of Geneva International Airport and easily reachable by car and train.

A free city transportation pass, the Geneva Transport Card, will be given to all Conference delegates accommodated in any Geneva hotel. The transportation pass should be requested at the front desk of the hotel and will enable unlimited free journeys on the city's public transportation network.

Venue overview



ELCC areas:

Registration:

- Main entrance hall foyer

Session halls:

- A → 650 seats
- B → 1000 seats
- C → 650 seats
- K → 230 seats
- V → 300 seats
- W → 400 seats
- X → 400 seats

Meet the investigator Studio:

- G → 80 seats

Exhibition and poster area:

- Hall 1

Meeting rooms:

- Available upon request

Hospitality suites:

- Available upon request

CONTACTS

ELCC Conference Secretariat

ELCC Conference Secretariat

c/o ESMO Head Office

Via Luigi Taddei 4

6962 Viganello-Lugano, Switzerland

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Organisation and Travel grants

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Scientific programme and abstracts

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Registration management

Nicole Bullo

elcc.registration@esmo.org

+41 (0)91 973 19 39

Media relations

Vanessa Pavinato

media@esmo.org

+41 (0)91 973 19 07

Exhibition

MAW

Simone Weinmann

maw@media.co.at

+43 1 536 63-37 or 42

Forwarding agent / Storage

Inter ExpoLogistics Ltd.

info@iel.ch

+41 (0)22 798 13 28

Accommodation

Kuoni Global Travel Services has been appointed by the organisers as exclusive housing agency to manage the hotel accommodation in relation to the ELCC 2015. Kuoni Global Travel Services can also provide assistance with transfers, dinners and social events.

Kuoni Global Travel Services

Geneva Business Center

Av. des Morgines 12

CH – 1213 Petit Lancy

Tel: +41 (0)58 702 65 97

Fax: +41(0)58 702 64 52

Email: esmo@ch.kuoni.com

ELCC 2015 - INDUSTRY SATELLITE SYMPOSIA AND OTHER ACTIVITIES POLICY

Structure

1.0 Structure

Satellite symposia will take place from Wednesday, 15 April to Friday 17 April 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 ELCC 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 ELCC policy encourages the avoidance of topic and/or statement repetition, and/or lectures which may be in conflict with what the ELCC Scientific Committee considers to be a proper, scientifically well-founded point of view.

ESMO and IASLC reserve the right to veto speakers. In order to ensure a greater diversity of opinion and scientific contribution, the ELCC Scientific Committee strongly recommends 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 ELCC 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 ELCC Conference Secretariat.

Submitting an abstract to the ELCC 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.

1.2 Applications

The ESMO Events Sponsorship Department will approach companies with a proposal to participate at ELCC 2015. At the Conference, Satellite symposia time-slots are assigned by sponsorship level and on a first come, first served basis.

1.3 Programme timeline and deadlines

On application	Each company should inform the ELCC Conference Secretariat about the type of product(s) and the treatment area on which the Satellite symposium programme will be based.
19 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 ELCC programme template to the ELCC Conference Secretariat (programme@esmo.org).
06 February 2015	Notification by the ELCC Secretariat of the acceptance / rejection / request for modifications to the programme as decided by ELCC Scientific Committee.
27 February 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 theatre style with a panel table for 4 people and 1 lectern.

Wednesday, 15 April 2015

Symposium N°	Time	Auditorium	Capacity	Height to ceiling (m)	Stage/Podium
1	12:15-13:15	Room A	650 theatre	5,50	Yes
2	18:30-19:30	Room B	1'000 theatre	5,50	Yes

Thursday, 16 April 2015

Symposium N°	Time	Auditorium	Capacity	Height to ceiling (m)	Stage/Podium
3	13:10-14:20	Room C	650 theatre	5,50	Yes
4	18:20-19:20	Room B	1'000 theatre	5,50	Yes
5	18:20-19:20	Room C	650 theatre	5,50	Yes

Friday, 17 April 2015

Symposium N°	Time	Auditorium	Capacity	Height to ceiling (m)	Stage/Podium
6	13:10-14:20	Room B	1'000 theatre	5,50	Yes
7	13:10-14:20	Room C	650 theatre	5,50	Yes

Technical equipment

Room	LCD proj.	Laptop	Screen	Camera	Laser pointer	Microphones		
						Lectern	Panel	Floor
Room A	1x 12'000 al	1	6.50m x 3.7m	1	1	2	2	4
Room B	2x 10'500 al 1x 8'000 al	1	2x 5m x 4m 1x 3.6m x 2.7m	1	1	2	4	6
Room C	1x 12'000 al	1	6.50m x 3.7m	1	1	2	2	4

al=ansilumen

Note: Voting system

Companies interested in using a voting system can contact the ELCC Secretariat (elcc@esmo.org) in order to share costs, if feasible.

2.1 Technical and monitoring staff

One technical staff member and one hostess are assigned to each room. Additional hostesses can be booked through KTNM (info@ktnm.com).

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 audiovisual equipment can only be ordered through the official supplier.

However, should a company wish to use its own technical supplier, the company must check in advance with Dorier that the proposed "Technical Requirements" of the Symposium are feasible and compatible with existing equipment. These requests must be communicated to Emilie.Deparis@dorier.ch no later than the 6 March 2015.

2.2 Food & Beverage areas

Requests for F&B functions should be addressed to the ELCC Secretariat (elcc@esmo.org), indicating the type of function (coffee break, cocktail, standing lunch, other) and number of guests.

The assignment of F&B time-slots and areas will be processed on a first come, first served basis. **Only when the time-slot and location are assigned will the company be given the contact details** of the catering person responsible for their requirements and through whom they can place their orders.

F&B functions should not last more than half an hour. Whether they can take place before or after the Satellite symposium will depend on the availability of the F&B area.

No food or beverages are allowed inside any of the auditoria. However an exception is made for water. Each company may offer water in plastic bottles to their Satellite participants. Of course, it is the responsibility of the company to clean the room after the session. If the organiser needs to intervene for cleaning purposes the extra costs will be charged to the company.

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

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

Six plenary rooms are used during the ELCC 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 ELCC Conference Secretariat (elcc@esmo.org).

Rehearsal time may be available but is not guaranteed. Please contact the ELCC Conference Secretariat (elcc@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 ELCC Conference Secretariat prepares for its own speakers.

2.6 Industry satellite symposium Webcast and hosting rights

For ELCC 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 ELCC 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 ELCC Conference Secretariat (elcc@esmo.org) as soon as possible about any changes.

If several people are responsible for various aspects (financial, organisational, etc.) of the symposium, the company must inform the ELCC Conference Secretariat accordingly. The ELCC 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 ELCC Conference Secretariat and provide the agency name and contact person details. Only official agency representatives will receive information material from the ELCC Conference Secretariat.

2.8 ELCC 2015 website and programme book

Approved Satellite symposia programmes will be published online in the Satellite symposia section of the ELCC programme and in the Conference programme book if they are received no later than the 27 February 2015. Satellite symposia programmes published in the ELCC programme book will follow the layout determined by the ELCC Conference Secretariat. The submission of the programme must follow the format of the ELCC 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 ELCC Abstract Book

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

3.0 Promotion of Satellite symposia and other activities

3.1 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 ELCC Conference Secretariat.

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

Furthermore, the ELCC Conference Secretariat bears no responsibility towards the delegates for the display, promotion or sale of therapies or services, neither are the ELCC Conference Secretariat supporting those products or services for their sole promotion at ELCC 2015. However, the ELCC Conference 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 ELCC Conference Secretariat bears 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 ELCC 2015 is legally and ethically acceptable in Switzerland.

Each company will ensure that all company publications referring to Satellite symposia mention: "ELCC 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 27 February 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 will be charged to the Industry by the forwarding agent directly.

3.2 Reproduction of logos

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

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

3.3 Inviting participants – Satellite invitation Weblink

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/Weblink whereby we invite our delegates to find out more about your session(s).

In the ELCC 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 2 March 2015 your satellite Weblink will go live (This will be subject to prior submission before the 27 February deadline and subsequent approval by the ESMO Events Sponsorship Department). The ELCC 2015 Conference E-Newsletter will be sent out in March 2015.

Rules and Regulations:

ESMO reserves the right to refuse requested Weblinks 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 Weblink 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 27 February 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 ELCC 2015 Conference logo is properly protected, ESMO has defined guidelines for its use, which permit the use of the ELCC 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 elcc@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 exhibition 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 ELCC 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. No assistance will be provided by the ELCC 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 ESMO and IASLC 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 exhibition hall on Wednesday, 15 April from 13:15 to 13:40 hours. ESMO and IASLC do not authorise that the participants are offered any corporate-organised event before the end of the Opening session (14:00 hours).

3.9 Unofficial Satellite symposia or similar events

During the period beginning on Wednesday, 15 April through to Saturday, 18 April 2015, ESMO and IASLC 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 ELCC 2015 European Lung Cancer Conference are subject to the ELCC Conference Secretariat approval. Clear identification of the organisers, purpose, targeted participants and the full programme must be submitted for approval to the ELCC Conference Secretariat (elcc@esmo.org) at least 4 weeks prior to the event.

Blackout times:

15 April 2015	12:15-19:30
16 April 2015	08:00-19:30
17 April 2015	08:00-19:30
18 April 2015	08:00-13:00

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

A limited number of meeting rooms are available at Palexpo to organise smaller closed industry meetings such as staff or client meetings (upon invitation only). Small meetings may take place in parallel with official Congress Sessions provided they do not involve groups larger than 25 people and are limited in the duration. It is strictly forbidden to promote this sort of meeting in the convention centre or in any ELCC 2015 publication. Only after the approval of the ELCC Conference Secretariat will the meeting room(s) be assigned.

3.11 Promotion related to products and services

Companies holding Satellite symposia are responsible for obtaining relevant information and for complying with all Swiss 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 ESMO and IASLC, 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 ELCC 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 ELCC Press Office (media@esmo.org) to obtain a temporary badge. Full details are available in the ELCC Third-party Media Activities Policy.

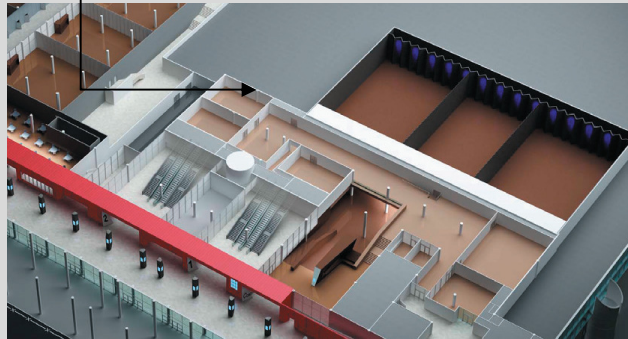
4.0 Filming, recording and photography

Conference content is the copyright of ESMO and IASLC. It is strictly forbidden to record or capture in any way the official programme, Satellite's sessions, Exhibition 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 **room G** located on the mezzanine level.

Room G



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 G:

- ✓ Individual Slots are 2 hours minutes 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. These are private meetings upon invitation only
- ✓ 1 fix hostess (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, 1 panel table microphone and 1 audience microphone
- ✓ 1 lectern
- ✓ 1 panel table up to 2 people
- ✓ Limited possibilities for catering (beverages only). Please contact gontrand.toulet@palexpo.ch

Depending on your needs a smaller meeting room can also be offered. The setup of the room will differ from the above but the same regulations will apply.

The Meet the Investigator Studio meeting slots can be booked on Wednesday (15 April) and Thursday (16 April) from 08:00 to 12:00. To book your slot, please contact sponsorevents@esmo.org.

EXHIBITION

For general queries related to the ELCC 2015 exhibition please refer to the Exhibitors' Manual.

Venue

Palexpo

Route François-Peyrot 30
CH-1218 Grand-Saconnex, Geneva
Switzerland

Exhibition Management & Exhibitor registration

MAW (Medizinische Ausstellungs- und Werbegesellschaft)

International Exhibitions & Advertising
Freyung 6, 1010 Vienna / Austria

Contacts:

Ms. Simone Weinmann – ext. 37 (general planning, logistics, additional orders exhibitor registration)
Ms. Andrea Etz – ext. 42 (general planning, logistics)

Telephone +43 (0)1 536 63 + direct exts.
Fax +43 (0)1 535 60 16
E-mail maw@media.co.at

Forwarding agent / Storage

Inter ExpoLogistics Ltd.

30 Route François-Peyrot
Palexpo
CH-1218 Grand-Saconnex, Geneva

Telephone +41 (0)22 798 13 28
Fax +41 (0)22 798 13 87
E-mail info@iel.ch

Badge scan system (cLead system)

The ELCC 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 can be provided in printed form or as a MS Excel file, or made available with proper access rights through an online platform. Further details are available in the attached document.

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

EXHIBITION AREA SETUP HOURS

Monday, April 13 08:00-20:00
Tuesday, April 14 08:00-17:00

ATTENTION! Please note that all constructions must be completed by 17.00, goods must be removed from the aisle as the carpet will be installed from 17.00 hrs on.

Wednesday, April 15 08:00-12:00

ATTENTION! Only light stand decoration possible. No crates are allowed to be brought in.

EXHIBITION AREA HOURS

Wednesday, 15 April 13:00-17:00
Thursday, 16 April 08:30-16:30
Friday, 17 April 08:30-16:30

DISMANTLING HOURS

Saturday, 18 April 08:30-20:00

Delegates will still be in the venue from 08:00 to 14:00 approximately so please take care with your dismantling.

REGISTRATION HOURS

Wednesday, 15 April 10:00-18:00
Thursday, 16 April 07:30-18:00
Friday, 17 April 07:30-18:00
Saturday, 18 April 07:30-13:00

COFFEE BREAKS AND POSTER LUNCHES (in the exhibition hall)

Wednesday, 15 April 16:00-16:30
Thursday, 16 April 10:30-11:00, 12:30-13:10 and 16:00-16:30
Friday, 17 April 10:30-11:00, 12:30-13:10 and 16:00-16:30
Saturday, 18 April 11:00-11:20 (this service will be available in a foyer, not in the exhibition hall)

Coffee and lunches can be purchased in the exhibition area.

Times subject to changes.

WELCOME RECEPTION

The Welcome Reception will take place in the Exhibition area, on Wednesday, 15 April 2015 from 13:15 to 13:40. Delegates, invited speakers and exhibitors are invited to join this event.

EXHIBITORS REGISTRATION

To order your exhibitor badges and register your staff, please write to the ELCC Secretariat at maw@media.co.at by 18 March 2015.

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

An “Exhibitor” badge authorises access to the Exhibition 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.




LEAD RETRIEVAL FOR
EXHIBITORS AND SYMPOSIA

ORDER FORM

Company / Booth

Contact person

Email

Address

Mobile (Onsite
Contact)

VAT (UID) Number

SCANNERS

	Orders before March 20 th	Orders after March 20 th	Units total	€ Total
iOS booth system	€ 420,00 net	€ 520,00 net		
iOS symposium system incl. staff *	€ 375,00 net	€ 475,00 net		
Special Offer **	€ 999,00 net	€ 1.099,00 net		

* 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





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



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 (March 20th, 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.

GENERAL TERMS AND CONDITIONS

The following conditions of participation refer to the booking of any sponsorship product(s)/service(s) at the ELCC 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 ELCC 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 (excluding the satellite symposia assignments). To ensure each sponsoring company has a chance to choose a suitable stand 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 ELCC 2015 will be subject to a 10% penalty fee on the total sponsorship investment.

Refunds

Any refunds of deposits paid will be made after ELCC 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 exhibition, or to transfer it to another site, if unforeseen circumstances warrant such action. Should any contingency prevent the holding of the ELCC 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 ELCC 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 ELCC 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 ELCC 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 ELCC 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

ELCC 2015 is a non-smoking event.

Final Clause

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