

POLICY ON MEDIA ACTIVITIES ORGANIZED BY THIRD PARTIES

IN CONNECTION WITH THE IMPAKT BREAST CANCER CONFERENCE – BRUSSELS 2015

This policy applies to all media activities initiated by third parties during or in connection with the IMPAKT Conference.

Media activities include, but are not limited to:

- Meetings such as press conferences, media briefings, educational sessions for media representatives, as well as
- PR activities, such as press releases, news, articles, interviews, etc.

This policy aims to guarantee proper and correct distribution of oncology and cancer-related information to media representatives in connection with the IMPAKT Conference.

All third parties are kindly requested to adhere to this policy.

Press events in or outside the congress centre but concomitant with or during breaks of the scientific program of the IMPAKT Conference are subject to IMPAKT Press Office approval.

1. How to request a press meeting

Requests for press meetings must be submitted for approval to the IMPAKT Press Office (media@esmo.org) by **Friday 17 April 2015**, including the following information:

- Type and purpose of the meeting, including if it is a closed meeting
- Meeting initiator or sponsor
- Topics and speakers proposed, with reference to any submitted abstract
- Date and time requested

Blackout times:

07 May 2015	13:00 - 19:00
08 May 2015	08:00 - 18.30
09 May 2015	09:00 - 12:00

Press meetings can be planned concomitantly with the Satellite Symposia and with other non-IMPAKT media activities.

Important deadlines

17 April 2015	Deadline to request media events
27 April 2015	Deadline to request temporary badges
24 April 2015	Deadline to submit press material for review

Please email media@esmo.org to submit the first request for media activities.

2. Scheduling a press event

- Studies included in the official IMPAKT Press Program cannot be covered by Third Parties in their own press conferences before the official IMPAKT press conference.

The official IMPAKT Press Program will be finalized at the end of March 2015.

- Studies not covered in the official IMPAKT Press Program can be covered by Third Parties in their own media activities respecting the Blackout Times.

The IMPAKT Press Office will confirm the requested date or propose a different date/time depending on the inclusion in the official IMPAKT Press Program of the abstract being the subject of the media event.

3. Confidentiality Policy

Abstract submitted to the 2015 IMPAKT Conference are considered confidential until publicly released in connection with the IMPAKT Congress. Prior to public release, the author, co-authors, research sponsors, journalists and others may not:

ESMO Policy on Media Activities organized by Third Parties during the IMPAKT Breast Cancer Conference

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- Make the information public or provide it to others who can make it public (e.g. press);
- Publish or present the information or provide it to others who can make it public
- Use the information for trading purposes or provide it to others who can use it for trading purposes

If information from the abstract or additional study data are disclosed in advance of public release in connection with the 2015 IMPAKT Conference, the abstract will no longer be eligible for inclusion in the IMPAKT Breast Conference program and/or will be subject to removal.

Confidentiality policy exceptions

According to the Confidentiality policy, data and other information in a research abstract is confidential from the time the abstract is submitted for the IMPAKT Conference until public release in connection with the IMPAKT Conference.

When a publicly traded company is required to disclose data or other information from a confidential abstract in advance of the public release to satisfy requirements of the US Securities and Exchange Commission (SEC) or a corresponding body in another country, the abstract is still eligible for inclusion in the IMPAKT Conference Program provided that the company submits to the IMPAKT Program Manager (programme@esmo.org) in advance of the release written notification of the requirement to issue information in accordance to stock exchange regulations.

In the interest of effective peer-reviewed presentation of data at the 2015 IMPAKT Conference, and particularly if the abstract has been tentatively included in the official IMPAKT Press Program, the company is required to get in contact with the IMPAKT Press Office in advance of the release to notify that a press release regarding an abstract included in the official IMPAKT Press Program will have to be issued in accordance to stock exchange regulations.

The IMPAKT Press Office recommends that the company's press release adheres to the Qualitative Sample Press Release (provided by the IMPAKT Press Office) and:

1. Summarizes data cited in the abstract in a qualitative way rather than providing specific quantitative information, including exact figures on the study
2. Avoids interpretations about the implications of the data for clinical practice
3. Notes that full data has been submitted to, and will be presented at, the IMPAKT Conference in an official program session.

The IMPAKT Press Office will review the company's press release to ensure it adheres to the Qualitative Sample Press Release and evaluate if the abstract can still be included in the official IMPAKT Press Program.

If the press release includes significantly more information than IMPAKT Press Office's recommendations, the abstract's placement in the IMPAKT Conference is subject to change and can be withdrawn from the official IMPAKT Press Program.

4. Embargo policy

Third parties are required to abide by the embargo and confidentiality policies governing the IMPAKT Conference.

1. Abstracts accepted for presentation during IMPAKT 2015 (Proffered Paper, Poster Discussion and Poster) and for publication in the IMPAKT 2015 Abstract Book, will be published online on the IMPAKT 2015 Web site on **Thursday, 30 April 2015.**
2. Abstracts selected for the Best Abstract Session (suffix "O") and for the official IMPAKT Press Program will be made public at the beginning IMPAKT 2015.

Press releases may be issued before the IMPAKT Conference to announce that a trial will be presented during the IMPAKT Conference, but the release may not contain or reveal any of the scientific data or results of the trial. The only exception is disclosure requirements for listed companies (please see Confidentiality Policy Exceptions). Embargo information (i.e. date and time of the presentation during the IMPAKT Conference) must be prominently displayed on all materials, together with the details of the scientific presentation, such as the name of the presenter, the title of the presentation, the session, as well as the abstract number and the journal reference (when applicable). These must be mentioned in all related announcements.

ESMO Policy on Media Activities organized by Third Parties during the IMPAKT Breast Cancer Conference

Organisers



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Third-Party media materials must be sent to the IMPAKT Press Office for review at least 7 days before release.

If final data is reported prior to the embargo, the abstract is subject to withdrawal from the IMPAKT Conference.

Should the embargo be broken, both the Third Party and the journalist will be held responsible.

5. Use of logos in press material

The use of the BIG and/or the ESMO logo and the IMPAKT Conference logo on Third Party's press materials is strictly forbidden.

6. Press badges

Press badges may only be assigned to journalists working for recognized media organizations. Should communication agency representatives require a badge for the purpose of preparing and/or developing third-party media events, please contact the IMPAKT Press Office (media@esmo.org) to obtain a temporary badge.

7. Press Centre and Press Conferences

Access to the IMPAKT Press Centre and attendance at the IMPAKT Press Conferences are limited to media representatives duly registered as such at the IMPAKT Conference.

Third Party materials are not permitted in the IMPAKT Press Room. A location outside of the IMPAKT Press Room will be provided for Third Party materials.

No posters, banners or markings by companies are permitted around the display location.

All materials are subject to review by the IMPAKT Press Office and will be removed if they do not conform to this policy.

During the Conference, the distribution of industry press materials outside of the IMPAKT Press Centre and the advertisement for press meetings not sponsored by IMPAKT and/or BIG is prohibited.

8. Breach of Confidence

The IMPAKT Press Office reserves the right to exclude any entity that fails to adhere to this policy from the present conference, at its own complete cost, and from any future event.

9. Abstract reprints

Reprints of all abstracts published in the IMPAKT Abstract Book and to be distributed by Third Parties must be requested through the IMPAKT Secretariat (programme@esmo.org)

10. Disclosure

Either ESMO or BIG do not endorse any Third Party media activity and will not contribute, in any manner, to its content.

The organizers of media activities initiated by pharmaceutical companies will declare the identity of the sponsoring company at all media activities and in all related announcements or correspondence.

Third-party press briefings cannot be advertised as either ESMO or BIG or IMPAKT press meetings.

Reference to ESMO, BIG and the IMPAKT Conference can be made only in connection with scientific presentations planned in the official program of the conference. In this case, reference to the presentation (see point 3) must be included.

CONTACTS

IMPAKT Press Office C/O ESMO Press Office

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ESMO Policy on Media Activities organized by Third Parties during the IMPAKT Breast Cancer Conference

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