

POLICY ON MEDIA ACTIVITIES ORGANIZED BY THIRD PARTIES IN CONNECTION WITH THE ELCC LUNG CANCER CONFERENCE

This policy applies to all media activities initiated by third parties during or in connection with the ELCC 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 ELCC 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 Programme of the ELCC Conference are subject to ELCC Press Office approval.

1. How to request a press meeting

Requests for press meetings must be submitted for approval to the ELCC Press Office (media@esmo.org) by Monday 23rd March 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:

15 April 2015	13.15-18:00
16 April 2015	08:00-18.00
17 April 2015	08:00-18.00
18 April 2015	08:00-13:00

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

Important deadlines

23 March 2015	Deadline to request media events
07 April 2015	Deadline to request temporary badges
03 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 ELCC Press Programme cannot be covered by Third Parties in their own press conferences *before* the official ELCC press conference.

The official ELCC Press Programme will be finalized at the end of March 2015.

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

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

3. Confidentiality Policy

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

- 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 is disclosed in advance of public release in connection with the ELCC Conference, the abstract will no longer be eligible for inclusion in the ELCC Conference Programme 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 ELCC Conference until public release in connection with the ELCC 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 ELCC Conference Programme provided that the company submits to the ELCC Programme 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 ELCC Conference, and particularly if the abstract has been tentatively included in the official ELCC Press Programme, the company is required to get in contact with the ELCC Press Office in advance of the release to notify that a press release regarding an abstract included in the official ELCC Press Programme will have to be issued in accordance to stock exchange regulations.

The ELCC Press Office recommends that the company's press release adheres to the Qualitative Sample Press Release (provided by the ELCC 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 ELCC Conference in an official Programme session.

The ELCC 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 ELCC Press Programme.

The deadline to submit the press release for review is **Tuesday 3rd April 2015**.

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

4. Embargo policy

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

1. Abstracts accepted for presentation during ELCC 2015 (Proffered Paper, Poster Discussion and Poster) and for publication in the ELCC 2015 Abstract Book, will be published online on the ELCC 2015 Web site on **Wednesday, 08 April 2015**.
2. Late-breaking abstracts (Proffered Paper) and abstracts selected for the official ELCC 2015 Press Programme will be made public at the beginning of the press conference or scientific session during which they are presented, whichever comes first.

Press releases may be issued before the ELCC Conference to announce that a trial will be presented during the ELCC 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 ELCC 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.

Third-Party media materials must be sent to the ELCC 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 ELCC 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 ESMO and/or the IASLC logo and/or the ELCC 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 ELCC Press Office (media@esmo.org) to obtain a temporary badge by the **7th April 2015**.

7. Press Centre and Press Conferences

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

Third Party materials are not permitted in the ELCC Press Room. A location outside of the ELCC Press Room can 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 ELCC 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 ELCC Press Centre and the advertisement for press meetings not sponsored by ESMO and/or IASLC is prohibited.

8. Breach of Confidence

The ELCC 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. Disclosure

Either ESMO or IASLC 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 IASLC or ELCC press meetings.

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

CONTACTS

ELCC Press Office

C/O

ESMO Press Office

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