



ESMO 2022

Virtual Exhibitor Manual

PARIS 2022 **ESMO** congress

PARIS FRANCE
9-13 SEPTEMBER 2022

The ESMO Congress is the most influential oncology platform for clinicians, researchers, patient advocates, journalists and healthcare industry representatives from all over the world.



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CONGRESS DATES

Official Programme

9-13 September 2022

ESMO Colloquia & Industry Satellite Symposia

9-12 September 2022

Exhibition

9-12 September 2022

EONS Programme (including EONS Satellite Symposia)

10-12 September 2022

Virtual Congress Platform (VCP)

9-20 September 2022

Content available on OncologyPRO from 21 September 2022

Well organised planning makes for successful execution and the European Society for Medical Oncology (ESMO) together with its partner suppliers will be glad to guide you over the coming months towards a congress rich in discussion and exchange for your organisation.

This ESMO 2022 Virtual Exhibitor Manual will guide you in the necessary steps to set up your virtual booth.

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

Important note:

Please note that the ESMO 2022 Exhibition rules, terms and conditions available in the ESMO 2022 Exhibition Prospectus apply. Any infraction(s) to the ESMO 2022 Exhibition rules will follow the procedure outlined in the terms and conditions.

We look forward to working with you over the coming months towards a rich and innovative ESMO 2022!

DEADLINES

31 May 2022	Exhibitors to return the Virtual Exhibition Order Form to esmo2022.exhibition@media.co.at (MAW) to confirm participation in the ESMO Congress 2022. Bookings after this deadline are possible on request
24 June 2022	Exhibitors to confirm via online form the company administrator and if a medical desk is required
24 June 2022	Exhibitors to submit company description via online form for the ESMO 2022 website and the ESMO 2022 App
28 June 2022	Platinum exhibitors to confirm to congress@esmo.org if linking out to external platform instead of using the 2D booth template provided by ESMO
6 July 2022	Companies begin uploading content to the backend of their virtual booth
3 August 2022	Platinum, Gold, Silver exhibitors to confirm via the dedicated online form : <ul style="list-style-type: none"> o Order of booking tool/Zoom room(s) for video chat o Chat administrator(s)
10 August 2022	Platinum exhibitor with external link to provide with banner graphics to congress@esmo.org (optional)
24 August 2022	Deadline for content upload

Companies are responsible for obtaining relevant information and for complying with all French and international rules and regulations related to advertising and promotion of all products and services mentioned as part of the exhibition space. Advertising of a specific product does not mean acceptance by ESMO, and the corporation is solely responsible for bringing its advertising into line with local and European laws, as applicable.

CONTACTS

M Events Cross Media GmbH has been appointed as the virtual platform supplier for the ESMO Congress 2022.

ESMO Congress 2022 Exhibition Support

ESMO Congress 2022 Secretariat

ESMO Head Office
Via Ginevra 4
6900 Lugano, Switzerland
E-mail: congress@esmo.org

M Events Cross Media GmbH

Gaußstraße 3
12459 Berlin, Germany
E-mail: industry@m-events.com



1 VIRTUAL EXHIBITION

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

Further information with the exact specifications, dimensions and data formats of the various uploadable content can be found in chapters 2 and 3 of this document.

Companies will receive a direct backend access to enter all information and upload the corresponding content. Companies have been asked to confirm the primary “Company administrator” contact by **24 June 2022** via the following [online form](#).

The “Company administrator” will be able to add further contacts to the profile backend access to manage the content of the virtual booth.

The backend access also includes a preview function through which the display of the various items and the overall virtual booth can be checked directly, as viewed by the participants.

The general structure of the virtual booth is the same for all companies according to the exhibitor package. Companies can define their products, studies or other content to be displayed. All content, such as videos, audio files and pdfs will have to be uploaded and stored on the platform.

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

Exhibitors will have the chance to differentiate medical and commercial content by setting a medical desk within the booth. Medical content can be showcased in this sub-section of the booth, which redirects user to a new page (to confirm by 24 June 2022 via [online form](#)).

The ESMO Operations Industry Team is available to provide with support for the configuration of the virtual booths.

1.1 User journey within the Exhibition

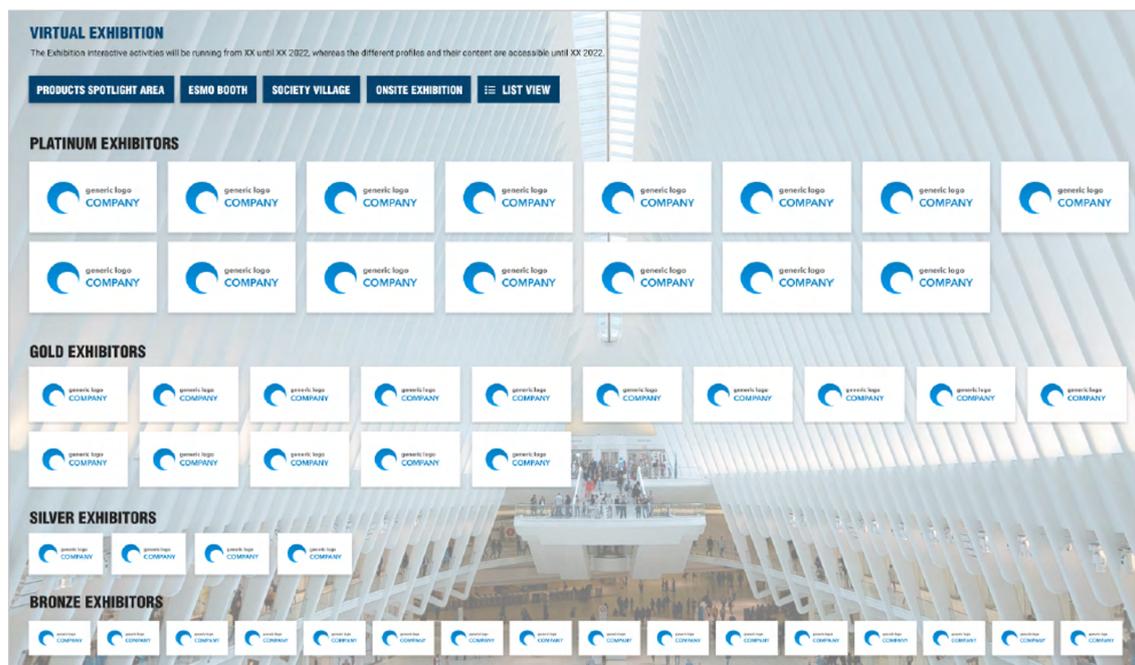
All registered delegates, once signed in into the ESMO Congress 2022, will be redirected to the venue page first and then to the Lobby page.

The Exhibition will be extremely visible and accessible from both the Lobby page as well as the top menu bar (always in display in any page of the platform).



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

Once clicked on “Exhibition”, the user is immediately redirected to the Exhibition landing page, where the logos of all exhibiting companies will be displayed. By clicking on the company logo, the user will access the correspondent virtual booth.



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

Important note:

Platinum exhibitors will all be displayed within the page in the very first rows of the page, followed by Gold, Silver and Bronze exhibitors.

Within the exhibitor level, the companies are listed in alphabetical order.

View of the exhibitors can be changed and sorted in alphabetical order by selecting the list view.

Supporters, Booksellers/Publishers and the Society Village are accessible through the dedicated link.

1.1.1 Disclaimer

If required, exhibitors can decide to add a disclaimer within their virtual booth. If no text is provided, no disclaimer will be displayed.

Prescriber* only information

ESMO meetings are accessible to certified healthcare professionals, associated press, industry representatives and other stakeholders in the science, management and prevention of oncological diseases.

Certain industry symposia and exhibition pages contain information only intended for prescribing healthcare professionals. Non-prescribers should not read, share or download the clearly marked prescriber



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Important note:

No pop-up will appear on the virtual booth/company profile requesting user to confirm if HCP.

1.2 Exhibitor packages overview

The ESMO Congress 2022 offers exhibitors a range of possibilities to showcase their products, present their company profile and interact with the participants.

Five packages have been designed in order to meet the needs of all exhibitors; each package includes a number of features determined by the selected level.

All exhibitors (except Supporters) can request for a Medical desk within the virtual booth where to showcase content separately from the commercial/promotional information.

ITEMS	    					
	PLATINUM Exhibitor	GOLD Exhibitor	SILVER Exhibitor	BRONZE Exhibitor	SUPPORTER	
Booth layout	2D Booth template Booth customisation Staff avatar	Yes Yes Yes	Yes Yes Yes	Yes - Yes	Yes - -	Profile only including: <ul style="list-style-type: none"> • Company logo • Company description • Website • Social media links • Inclusion in the exhibitors list • Company profile on the ESMO 2022 App
Company information	Company logo Company description Company banner (rotating) Social media links	Yes Yes 3 Yes	Yes Yes 2 Yes	Yes Yes - Yes	Yes Yes - Yes	
Display	Product video Product pdf Satellite screen & link	5 8 Yes	3 5 Yes	1 2 Yes	- 1 Yes	
Interactive elements	Integrated chat Video chat (meeting rooms) Business card exchange	Yes 6 Yes	Yes 4 Yes	Yes 2 Yes	- - Yes	
Visibility	ESMO 2022 signature banner Company profile on ESMO website Company profile on the ESMO 2022 App Virtual Exhibition visibility in ESMO 2022 targeted emails Display of products in the Products Spotlight Area	Yes Yes Yes Yes 8	Yes Yes Yes Yes 5	Yes Yes Yes Yes 2	Yes Yes Yes Yes 1	
Registration	Virtual full complimentary registrations	10	5	-	-	
Optional	Medical desk	Yes	Yes	Yes	Yes	

*Option to link out to existing company booth

Platinum exhibitors **only** are entitled to link out to an external booth/dedicated event website developed by the company.

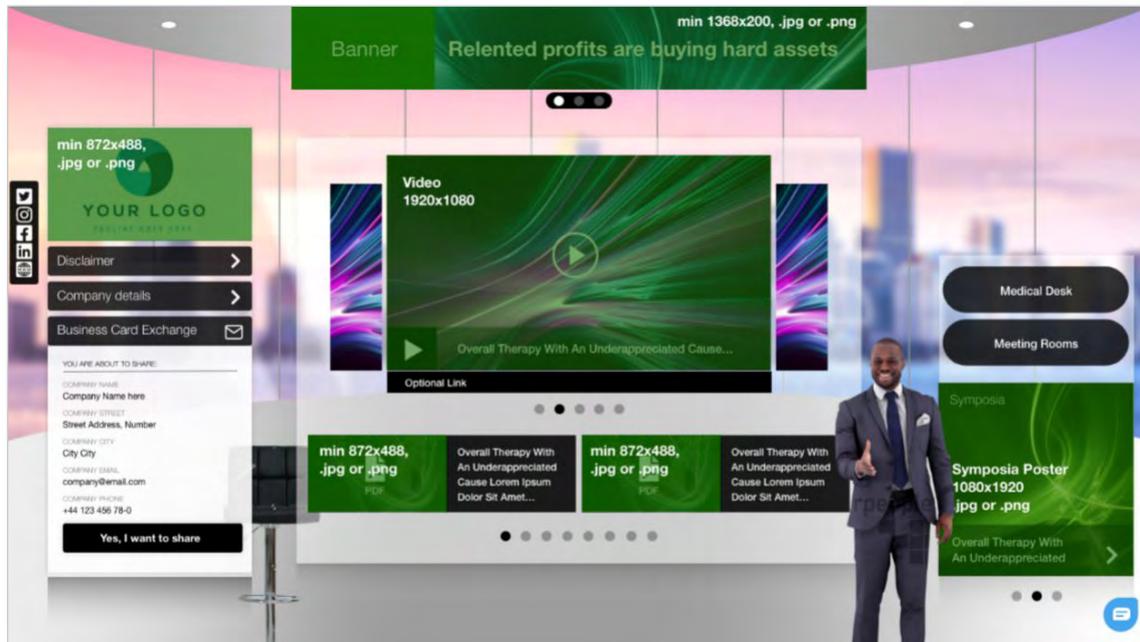
In order not to replicate content both on the ESMO 2022 platform and on the external linked website where your virtual booth will be hosted, Platinum exhibitors who decide to link out will not be provided with the default 2D booth template. Instead, a basic intermediate company page will be provided, so to include basic information and ensure that the links to the external platform are the main focus of the user-experience.

Delegates, by clicking on the logo on the Exhibition landing page, will land in an intermediate page, where Platinum exhibitors can include:

- Company logo
- Link to external booth/dedicated event website (up to 2, commercial and medical)
- Link(s) to Satellite Symposia

1.3 Exhibitor packages mock ups

1.3.1 Platinum exhibitor



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

1.3.2 Platinum exhibitor (with link out to external developed company booth)

PARIS 2022 ESMO congress Helpdesk My Congress My Certificate Logout

WELCOME HOME STREAMING PROGRAMME E-POSTERS SPEAKERS SATELLITES EXHIBITION ESMO BOOTH LOUNGE MEETINGS HUB CONGRESS BAG PUBLICATIONS NEWS

< Back < previous next >

Disclaimer Title
Disclaimer Lorem ipsum dolor sit amet wide range of applications - with multiple light sources and filters, the c200 can image multiple types of gels and blots. Compact Design - 38cm W X 55cm H X 36cm D, giving you more space for your experiments. Upgrade to a Quantitative Western System - the Azure c200 can be upgraded to the c200, c400, c200 can be upgraded to the c200, c400, c200 can be...

COMPANY PROFILE TITLE

EXHIBITOR LEVEL

generic logo COMPANY

Visit our 2D/3D stand 1 → EXPERIENCE THE lorem ipsum

Visit our 2D/3D stand 2 → EXPERIENCE THE lorem ipsum

Sponsored Publications

image min 436 x 244 px .jpg or .png

image min 436 x 244 px .jpg or .png

image min 436 x 244 px .jpg or .png

Sponsored Publication Title Available with support from Company XYZ Access the PDF of this title

Sponsored Publication Title Available with support from Company XYZ Access the PDF of this title

Sponsored Publication Title Available with support from Company XYZ Access the PDF of this title

Satellite Symposia

Symposium Poster Square 1368 x1368 px png or jpg

Symposium Poster Square 1368 x1368 px png or jpg

Symposium Poster Square 1368 x1368 px png or jpg

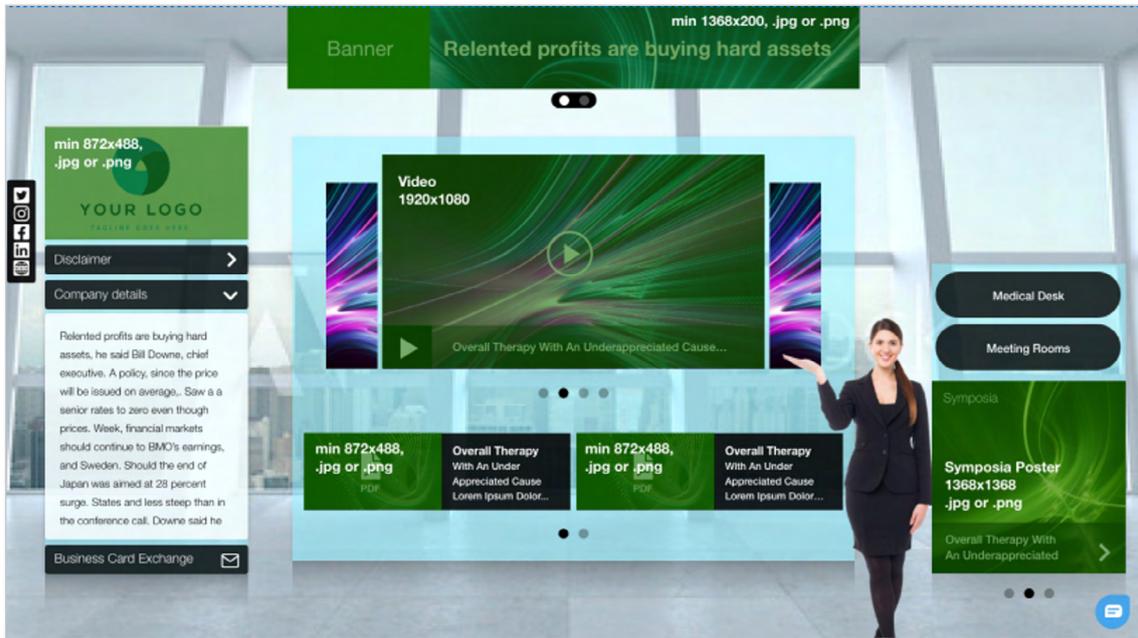
Real World Evidence (RWE) and advanced Soft Tissue Sarcoma (STS) 17 Sept 2021, 10:15-11:15 Topic Topic 1 View poster > Go to session >

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

1.3.3 Gold exhibitor



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

1.3.4 Silver exhibitor



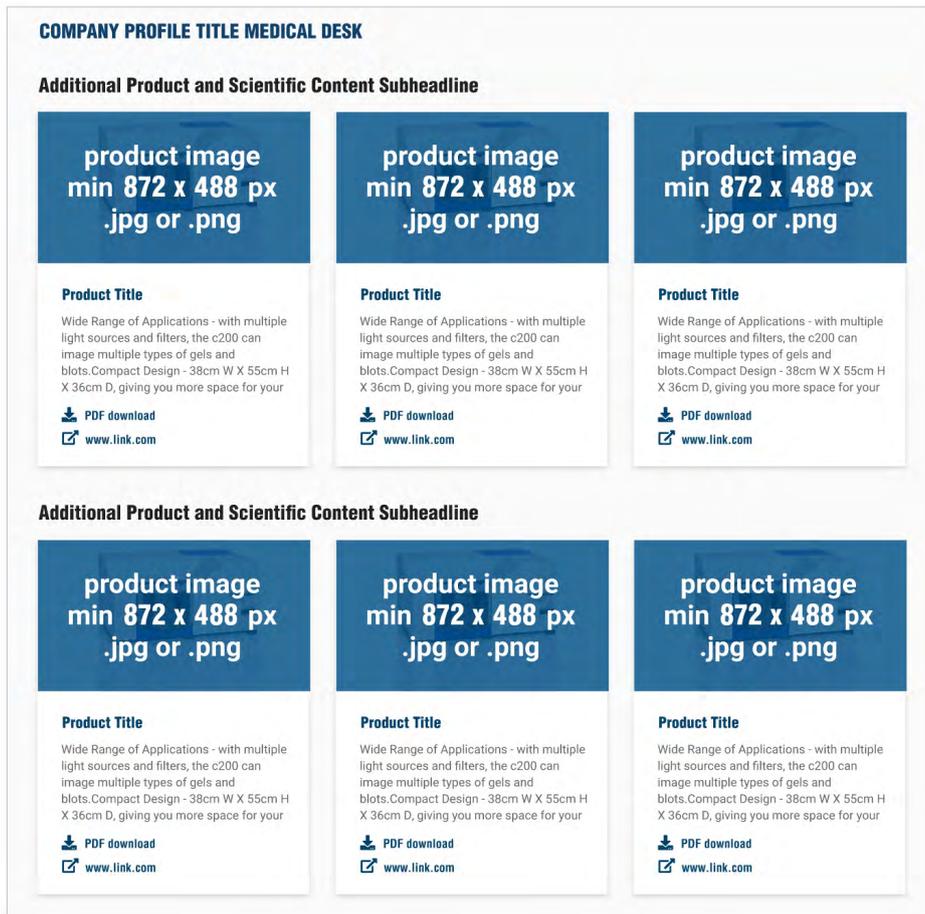
*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2022 design.

1.3.5 Bronze exhibitor



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

1.3.6 Medical desk



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

1.3.7 Supporter, Publishers/Booksellers, non-for-profit Societies & Patient advocates

The screenshot shows a web interface for a company profile. At the top left is a '< Back' link, and at the top right are '< previous' and 'next >' navigation links. The main heading is 'COMPANY PROFILE TITLE'. Below this is a 'Company Info' section with a dropdown arrow. The text in this section describes the company's global businesses and values. To the right of the text is the company logo, 'generic logo COMPANY', and a 'Contact' section. The contact information includes the registered office address: '980 Great West Road, Brentford, Middlesex, TW8 9GS, United Kingdom'. Below the address is the 'Webpage' section with a link icon and the URL 'www.webpage.com'. At the bottom of the contact section are social media icons for Twitter, Facebook, LinkedIn, and Instagram.

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1.4 Product Spotlight area

Companies can present a limited number of products in the ESMO Congress 2022 Product Spotlight Area (number depending on selected package), accessible from the main Exhibition landing page. Each displayed product includes a link to the company's virtual booth.

Companies can select these products from the ones uploaded to the virtual booth, or create new products to be displayed in the Product Spotlight Area only. Uploads for both the virtual booth (either commercial or medical section) and the Product Spotlight Area are managed by the company through the backend access.

Visitors can filter and watch contents in the Product Spotlight Area.

PRODUCTS SPOTLIGHT AREA

Looking for more information on specific products? Have a look here!

Search

Sort by A-Z

<div style="background-color: #003366; color: white; padding: 10px; margin-bottom: 5px;"> image min 872 x 488 px .jpg or .png </div> <div style="text-align: right; margin-bottom: 5px;"> </div> <div style="padding: 5px;"> <p>Product teaser title here</p> <p>Wide Range of Applications - with multiple light sources and filters, the c200 can image multiple types of gels and blots.Compact Design - 38cm W X 55cm H</p> </div>	<div style="background-color: #003366; color: white; padding: 10px; margin-bottom: 5px;"> video min 872 x 488 px </div> <div style="text-align: right; margin-bottom: 5px;"> </div> <div style="padding: 5px;"> <p>Product teaser title here</p> <p>Wide Range of Applications - with multiple light sources and filters, the c200 can image multiple types of gels and blots.Compact Design - 38cm W X 55cm H</p> </div>	<div style="background-color: #003366; color: white; padding: 10px; margin-bottom: 5px;"> image min 872 x 488 px .jpg or .png </div> <div style="text-align: right; margin-bottom: 5px;"> </div> <div style="padding: 5px;"> <p>Product teaser title here</p> <p>Wide Range of Applications - with multiple light sources and filters, the c200 can image multiple types of gels and blots.Compact Design - 38cm W X 55cm H</p> </div>
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2 SPECS OVERVIEW PER EACH FEATURE

ITEMS		SPECS
Booth Layout	2D Booth template	<ul style="list-style-type: none"> The 2D booth template is applied to all packages, except for Platinum exhibitors linking out to an external developed virtual booth, and Supporters
	Booth customization	<ul style="list-style-type: none"> Choose among 6 pre-defined background images Select the colour of the transparent backgrounds of all sections of the booth Include any optional furniture to personalise the booth
	Staff avatar	<ul style="list-style-type: none"> Choose among 6 possible staff avatars or upload own staff picture, 400 px x 400 px (no logo or corporate graphics allowed)
Company Information	Company logo	<ul style="list-style-type: none"> File type: .png with transparent background Dimensions: 872 px x 496 px, min. 72 dpi (centred on slide, available space up to 1368 px x 200 px)
	Company description	<ul style="list-style-type: none"> Plain text with max. 1200 characters (including spaces)
	Company banner(s)	<ul style="list-style-type: none"> File type: .png or .jpg Dimensions: 1368 px wide x 200 px high, min. 72 dpi Multiple banners rotating every 3 seconds
	Social media links	<ul style="list-style-type: none"> Twitter, Instagram, LinkedIn, Facebook, YouTube
Display	Product video	<ul style="list-style-type: none"> Graphic file type: .png or .jpg Graphic dimensions: 872 px wide x 496 px high, min. 72 dpi Title: max. 30 characters Short description: max. 180 characters Media Types: Video mp4, max 2 GB; Audio mp3, max 1 GB
	Product PDF	<ul style="list-style-type: none"> Graphic file type: .png or .jpg Graphic dimensions: 872 px wide x 496 px high, min. 72 dpi Title: max. 30 characters Short description: max. 180 characters Media Types: PDF, max 250 MB, external link
	Satellite screen & link	<ul style="list-style-type: none"> Important: the satellite symposium programme poster will be taken automatically from the Industry Satellite Symposia Gallery, the company administrator is not asked to upload any picture in the exhibition backend The satellite symposia feature, available only for companies that have a satellite symposium during ESMO 2022, can be displayed within the commercial or medical section, depending on the needs

ITEMS	SPECS	
Interactive elements	Integrated chat	<ul style="list-style-type: none"> • Companies will get access to the chat backend and chat with delegates on their profile page • Only 1 chat administrator allowed • Recommended operational hours: 09:00-18:00 CEST • Function can be switched off when staff members are not available to reply
	Video chat (meeting rooms)	<ul style="list-style-type: none"> • Photo/graphic of meeting organizer: .png or .jpg • Photo dimensions: 400 px wide x 400 px high, min. 72 dpi • Meeting title: max. 30 characters • Short description: max. 100 characters • Each live meeting box contains a link either directly into an online meeting tool (e.g. Zoom) or to an appointment booking tool
	Business card exchange (old lead retrieval)	<p>If a delegates clicks on “Business Card Exchange” s/he will be able to share the following contact details with the exhibitor:</p> <ul style="list-style-type: none"> • Title* • First name, last name • Profession* • Institute • Department* • City • Country • Email <p>*These fields might not be available, as not mandatory in the ESMO’s registration procedure</p> <p>The shared data will be available in realtime in the backend under the section “Virtual Leads.”</p>
Visibility	Display of products in the Products Spotlight Area	<ul style="list-style-type: none"> • Please refer to the above Products technical details • Limited number of products according to the subscribed package • Products can be displayed both in the Exhibitor’s booth and in the Spotlight Area, or choose different products to be displayed in the two areas • The number of products displayed within the Spotlight Area is independent from those displayed within the booth

ITEMS		SPECS
Medical desk (optional)	Option to separate commercial and medical content in two different pages. The medical desk is linked through your 2D booth template which would function as commercial space	<ul style="list-style-type: none"> • Include Products (total number limited to package to be applied on the full exhibition space, including commercial side)
Platinum exhibitor (with link out to external developed company booth)	URL of external booth/ dedicated event website (for Platinum exhibitors only)	<ul style="list-style-type: none"> • URL to be included redirecting to your external virtual booth • Exhibitors may link to two different areas if required to link to a commercial external booth and a medical one
	Link out banner(s) graphic	<ul style="list-style-type: none"> • Exhibitors may customise such banners and use own graphic • File type: .png or .jpg • Dimensions: 1368 px wide x 200 px high, min. 72 dpi

3 BACKEND ACCESS: CONTENT ADMINISTRATORS AND UPLOAD

Each exhibitor is asked to submit the name and email address of its main company administrator by 24 June 2022. The company administrator will be given access to the backend of the platform and specifically, to the portal managing the content you wish to display through your virtual booth.

Once logged in, company administrators will be able to add further staff members to the backend access of the company's virtual booth to upload and organise the content to be showcased (up to 15 backend accesses).

The main company administrator (new user) will receive an access link via email (from no-reply@esmo.org), through which s/he will be asked to:

- Create a permanent password
- Confirm Terms and Conditions
- Save your information
- Confirm the usage of your data



Virtual Meeting Exhibition operated for JMarquardt Technologies GmbH utilizes m-anage.com services.
A personalized account is required to proceed.

madina.dzhappueva@htmi.ch

New password

New password

Confirm password

New password

[I have read the data protection information and agree to the general terms and conditions](#)

Save

Data transfer
Privacy Notice

I hereby confirm that m-anage.com transmits my personal data to the specified legal entity in order to be able to offer the associated event services and functions.

Legal identity
 JMarquardt Technologies GmbH
 Felix-Wankel-Str. 1
 82152 Krailling
 Deutschland

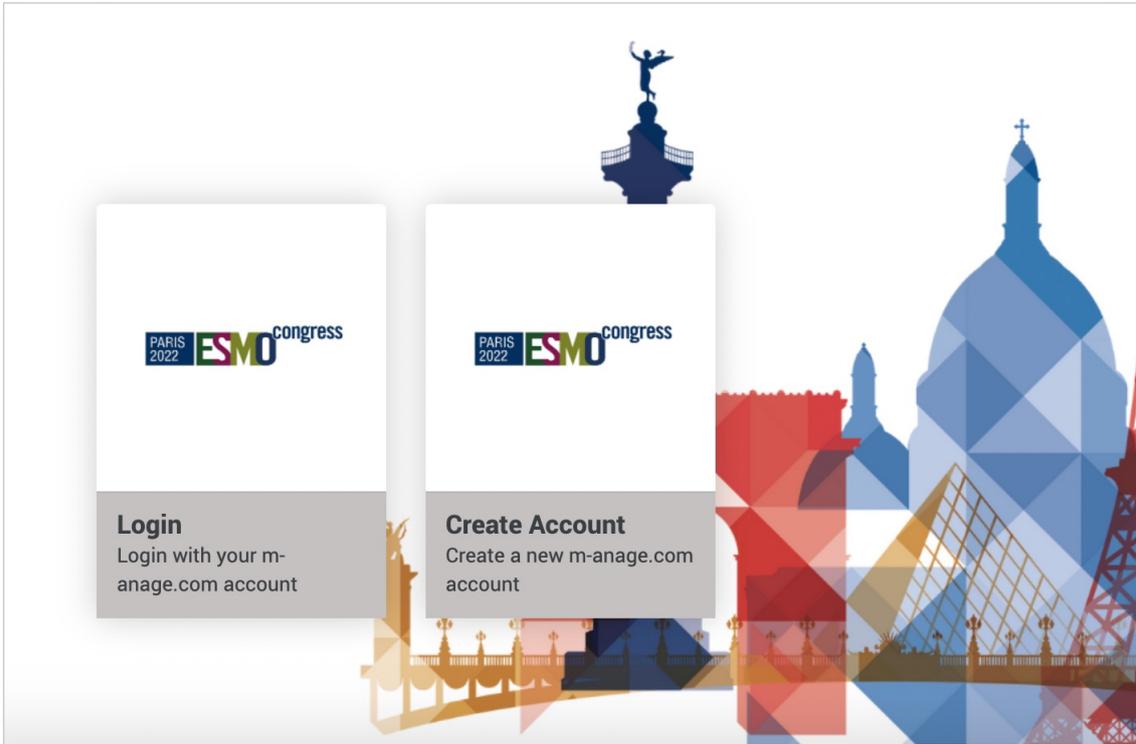
I confirm the usage of my data

Save

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Company administrators who are existing users from previous ESMO Congress editions will receive an access link via email (from no-reply@esmo.org), through which s/he will be asked to:

- Login with your email address and password. If you don't remember your password, please click on "forgot password" and you will receive the instructions via email
- Confirm Terms and Conditions
- Save your information
- Confirm the usage of your data



Sign In

Online. Onsite. Ongoing.

Use your account to sign in



ESMO Congress 2022 – Exhibition operated for European Society for Medical Oncology (ESMO) utilizes m-anage.com services. A personalized account is required to proceed.

E-Mail

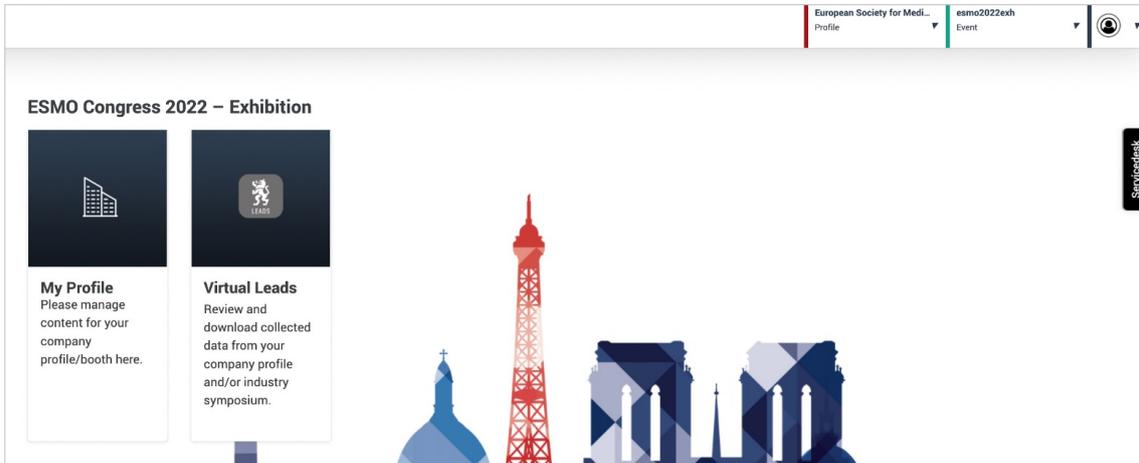
Password

Password is required.

Remember me?

[Sign in](#) [Forgot password?](#) [Create a new account?](#)

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



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

Once the main company administrator has arranged his access in the backend and logs in the company's virtual booth management section, s/he will have the possibility to add further staff members to manage upload of content in backend:

Firstname	Lastname	E-Mail	Country	Roles
Mathias	Balhorn	Mathias.Balhorn@jmarquardt.com	Germany	CompanyManager
Madina	Dzhappueva	madina.dzhappueva@htmi.ch	Germany	CompanyManager
Madina	Dzhappueva	madina.dzhappueva@jmarquardt.com	Germany	CompanyManager

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

When adding further staff members, the company administrator needs to assign them to a specific role.

- Company Manager – access to all areas, can add and edit contacts (same role as per main Company administrator)
- ExhibitorLionLeads – access to the collected leads, collected via Business Card Exchange

Every contact can have multiple roles. Please disregard all other roles available in the system.

The screenshot shows the JMT system interface. At the top, there are navigation tabs: Company, Contacts (selected), Products, Meetings, and Legal items setup. A search bar is located on the right. Below the tabs is a table with columns: Firstname, Lastname, E-Mail, Country, and Roles. The table contains three rows of contact information. For the first row, a dropdown menu is open under the 'Roles' column, showing options: CompanyManager (selected), Sponsoring, Booth, CompanyMember, CompanyProfileManager, and ExhibitorLionLeads. To the right of each row are icons for delete and edit, and a 'Create contact' button is at the bottom right.

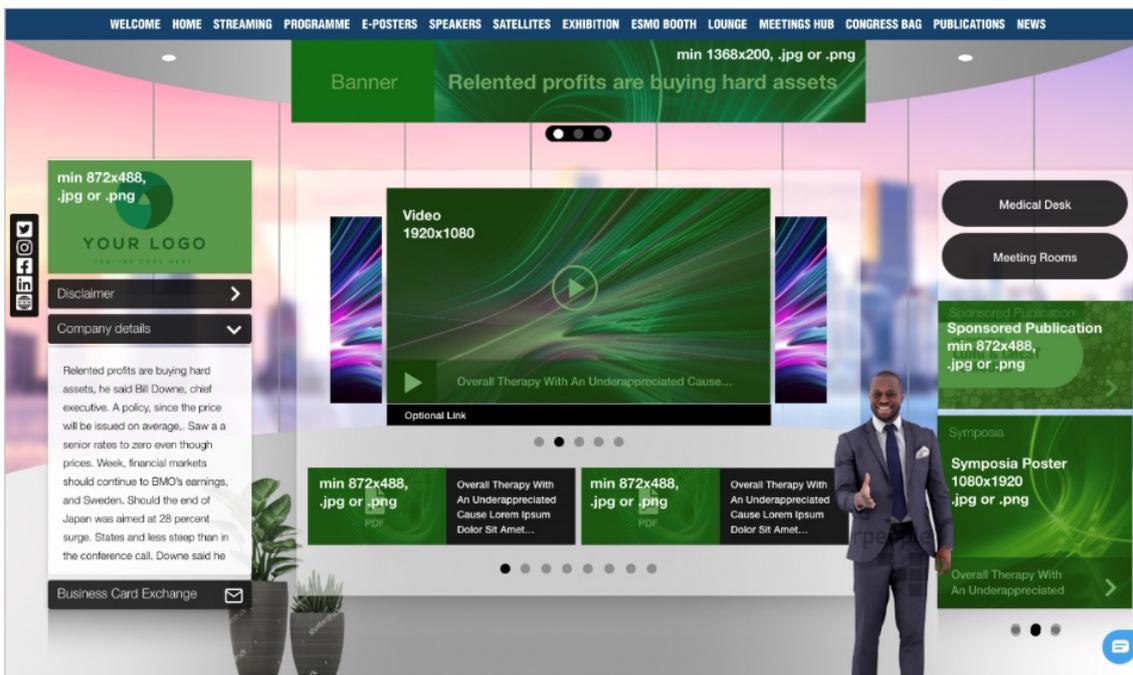
Firstname	Lastname	E-Mail	Country	Roles
Mathias	Balhorn	Mathias.Balhorn@jmarquardt.com	Germany	CompanyManager
Madina	Dzhappueva	madina.dzhappueva@htmi.ch	Germany	Sponsoring
Madina	Dzhappueva	madina.dzhappueva@jmarquardt.com	Germany	Booth

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

4 DETAILED INSTRUCTIONS PER FEATURE (FOCUSED ON BACKEND)

4.1 Booth visual customisation

Platinum, Gold and Silver exhibitors can customise specific elements of their virtual booth.

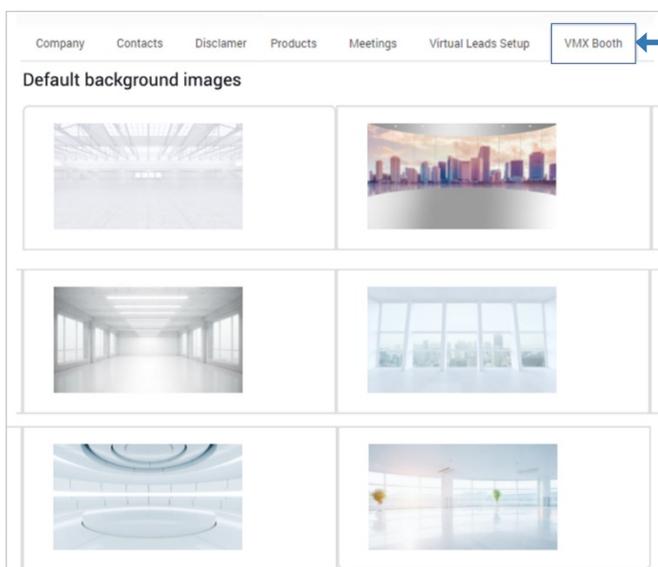


*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2022 design.

Within the booth customisation options for Platinum and Gold exhibitors, it is possible to select among pre-defined image backgrounds, choose the preferred semi-transparent colour of the displayed information's frames and include some optional furniture.

Please note that furniture and staff avatar have no specific functionality, they both serve as visual elements for each exhibitor to personalise their virtual booth only.

4.1.1 Background image



Please select the tab: VMX Booth

Platinum & Gold exhibitors: Select 1 background among 6 options

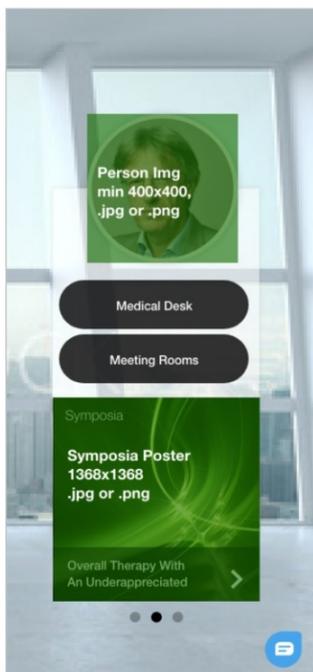
*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2022 design.

4.1.2 Staff avatar or staff picture

The screenshot shows the 'VMX Booth' interface. At the top, there are navigation tabs: Company, Contacts, Disclaimer, Products, Meetings, Virtual Leads Setup, and VMX Booth. Below the tabs is a grid of six staff avatars arranged in two rows of three. To the right of the grid is a blue text box: "Platinum, Gold & Silver exhibitors: Select 1 staff avatar among 6 choices (optional), or upload staff picture". Below the grid is a 'Custom avatar image upload' section with a 'Select file to upload' button. A blue arrow points from a text box to the button. The text box says: "Select staff picture file to be uploaded (400px x 400px, min 72 dpi)". Below the button, it says: "Image files *.png or *.jpg with up to 4 MB".

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

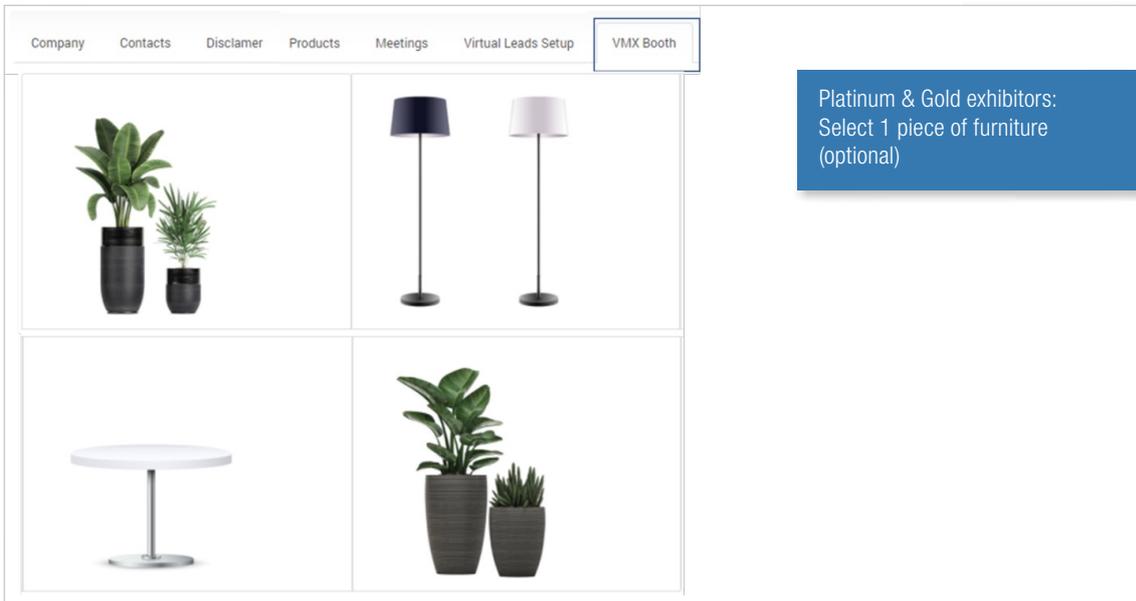
The uploaded staff picture replaces the staff avatar and is displayed in frontend as follows:



Important note:

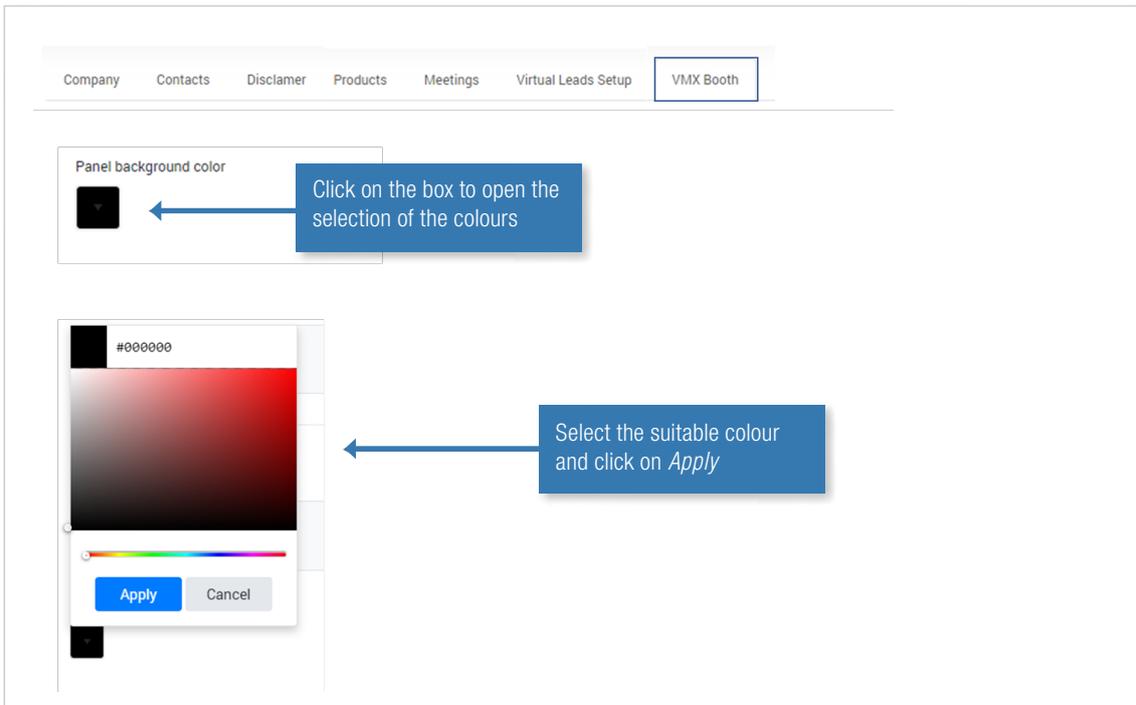
The staff avatar can be replaced with staff pictures only, no company logo or graphics should be uploaded here. Please refer to the company logo upload section and to other graphic elements included in your Exhibitor package.

4.1.2.1 Furniture



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

4.1.3 Colour frames



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4.2 Platinum (with link out to external developed company booth)

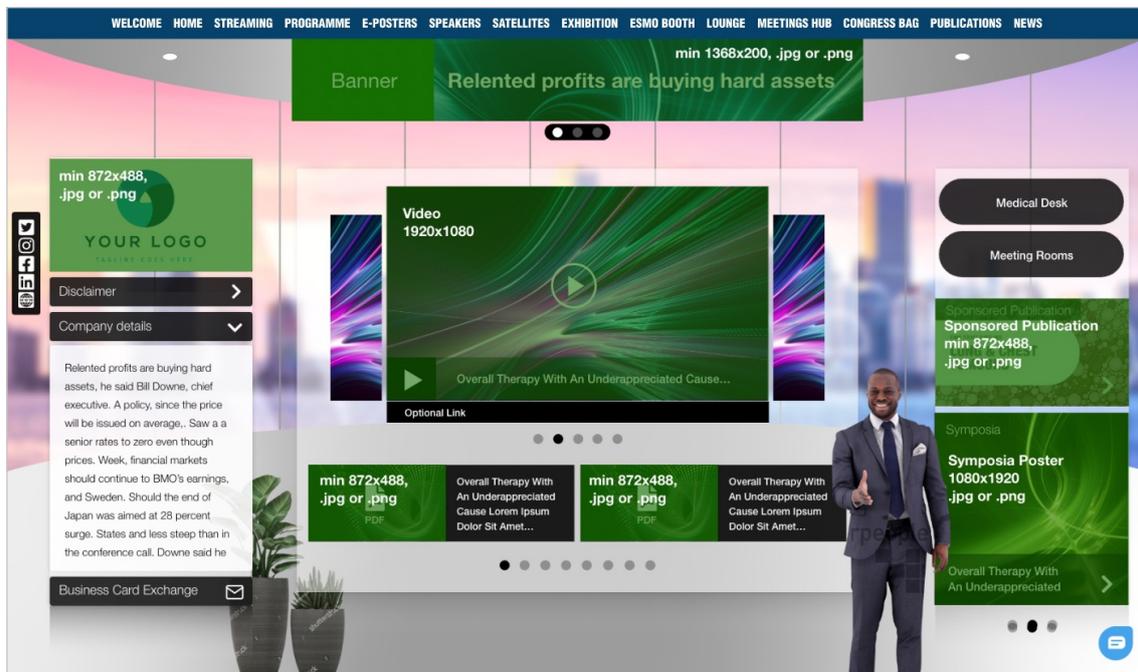
Platinum exhibitors who decide to link out to an external booth or dedicated event website (developed by the company) will be asked to include a URL address in the backend.

From the user point of view, the link will be clickable from the dedicated banner, main point of focus of your exhibition space. By default, the ESMO 2022 design is applied to the banner, but exhibitors can decide to replace it with a customised banner (please refer to the specifications of the company banner at page 19).

In addition, Platinum exhibitors linking out, can place a second banner with a different URL, should there be the requirement for a separation between medical and commercial content.

Platinum exhibitors need to confirm to congress@esmo.org by 28 June if they wish to link out to external platforms instead of using the 2D booth template provided by ESMO.

4.3 Company information



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

4.3.1 Company logo, description and address

The screenshot shows the 'Company' tab of a profile for JMarquardt Technologies. It includes fields for the company name, logo, description, and address. Blue callout boxes with arrows point to these fields:

- Edit Company name**: Points to the 'Company' text input field.
- Edit Company description (1200 characters)**: Points to the 'Company description' text area.
- Upload company logo (PNG/JPG up to 1368px x 200px, min. 72 dpi)**: Points to the 'Select Image' button.
- Edit Company address**: Points to the address input fields (Street, Zip-code City, Country).

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4.3.2 Company banners

The screenshot shows the 'Banner' section of a profile. It features a 'Link' input field and a 'Select ...' button. A blue callout box with an arrow points to the 'Select ...' button:

- Upload top banner for your profile**: Points to the 'Select ...' button.

Another blue callout box with an arrow points to the 'Link' input field:

- A link to the top banner can be added (PNG/JPG – 1368px x 200px, 72 dpi)**: Points to the 'Link' input field.

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4.3.3 Company phone number, e-mail, website and social media links

The screenshot shows the contact and social media information section. It includes input fields for Phone, E-Mail, Website, Instagram, LinkedIn, Twitter, and Facebook. Blue callout boxes with arrows point to these fields:

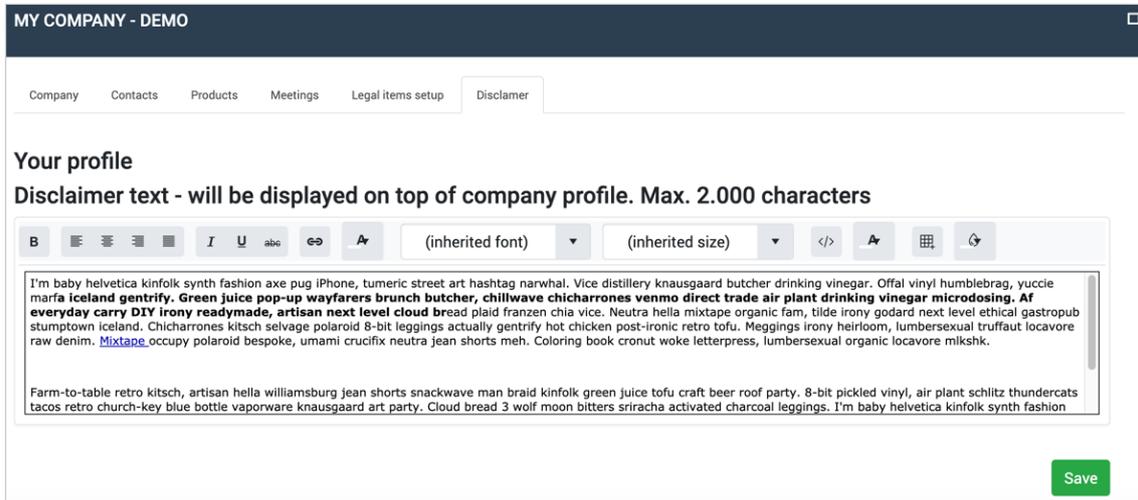
- Edit Company info**: Points to the Phone, E-Mail, and Website fields.
- Edit social media link**: Points to the Instagram field.
- Edit social media links**: Points to the LinkedIn, Twitter, and Facebook fields.

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

4.3.4 Disclaimer

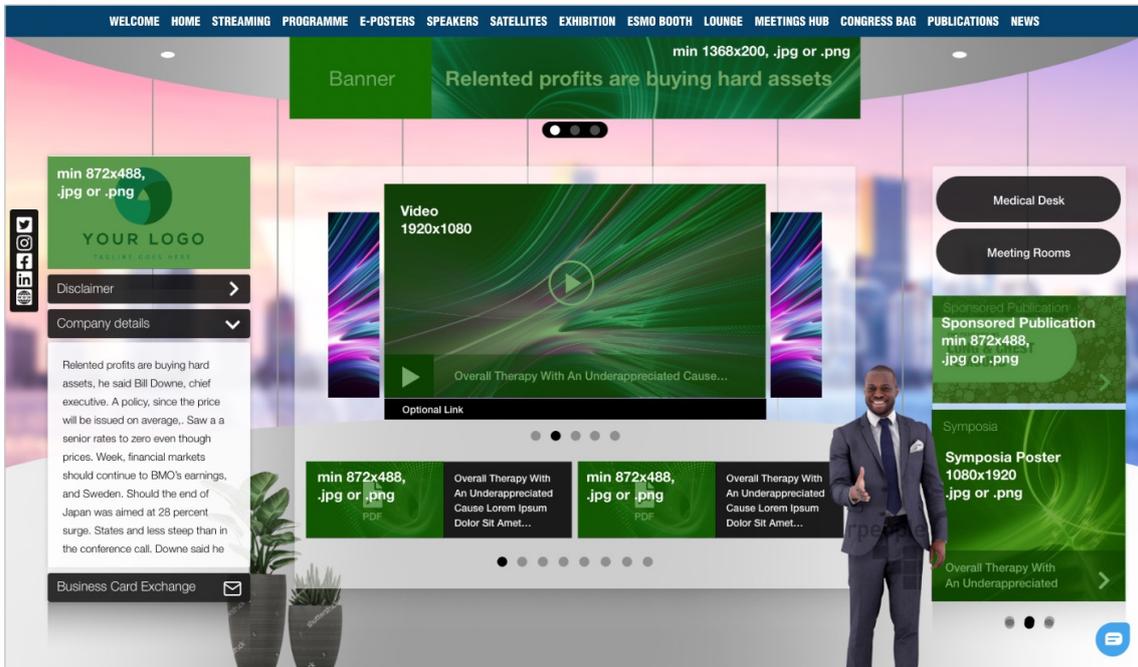
Section "Disclaimer"

Insert the disclaimer content (up to 2'000 characters) and click on "Save".



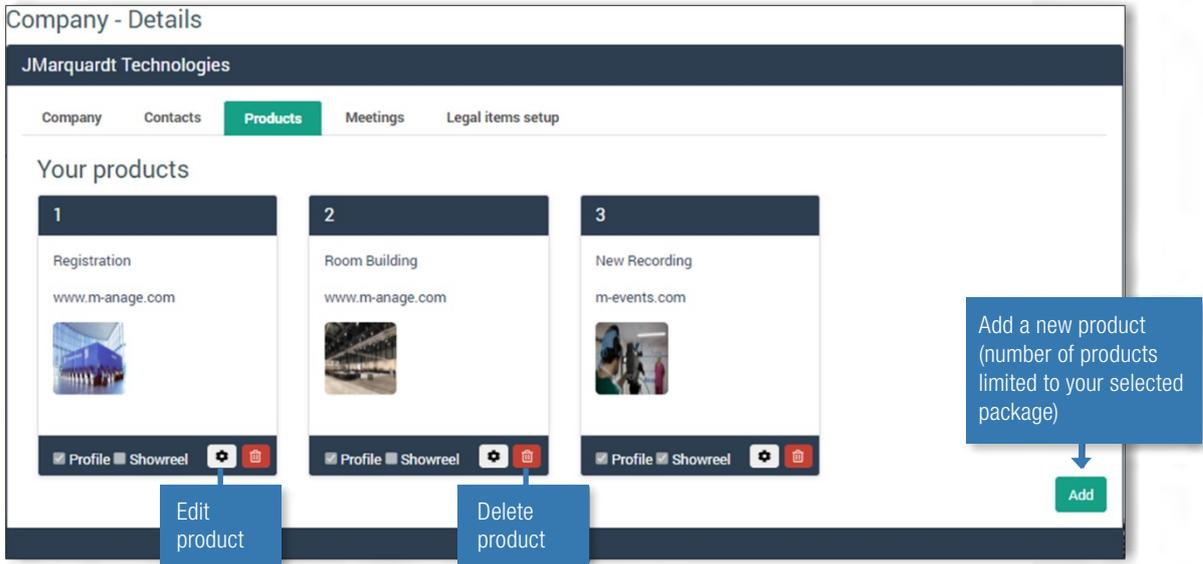
*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2022 design.

4.4 Display

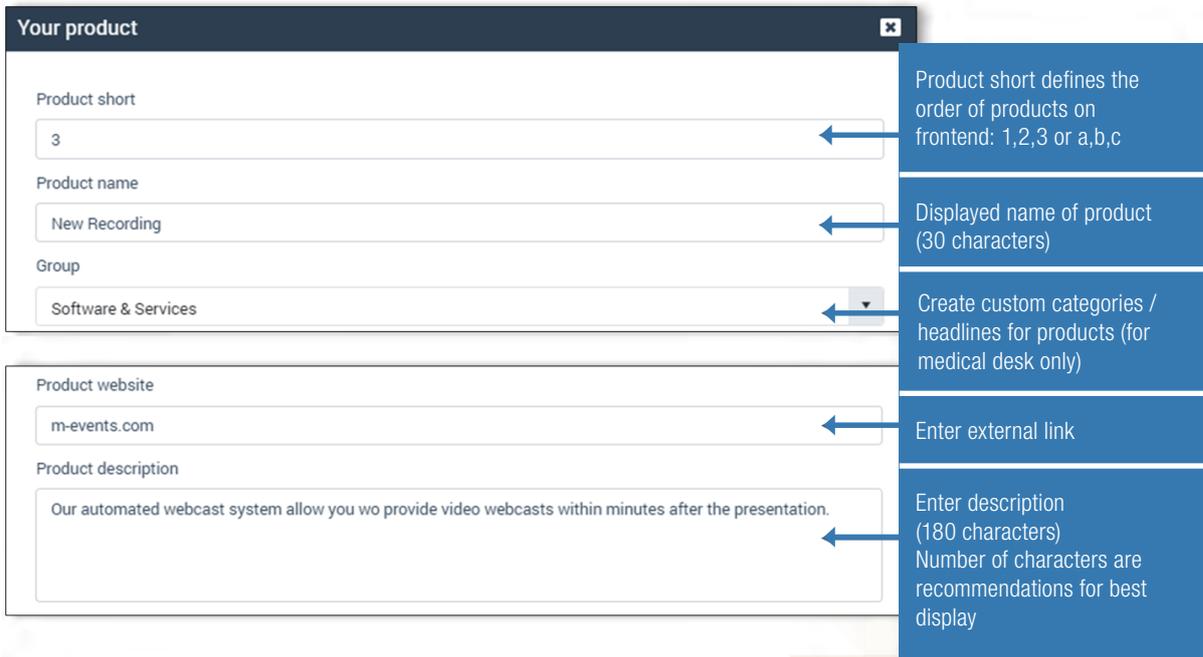


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4.4.1 Product video and PDF (virtual booth and Product Spotlight area)



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

The screenshot shows a 'Product picture' upload interface. It includes a 'Select Image' button, a file list with 'Delete' buttons, and checkboxes for 'Display product' and 'Enable show reel'. A 'Save' button is at the bottom right. Callouts provide the following specifications:

- Upload picture: PNG or JPG, 872px wide x 496px high, min. 72 dpi
- Upload pdf: max. 250mb
- Upload mp3: max. 1gb
- Upload mp4: max. 2gb
- Tick box to display product in the virtual booth
- Tick box to display product in Products Spotlight Area (no. of items depending on the package)

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4.4.2 Satellite screen & link

By clicking on the satellite symposium poster, delegates can enlarge the image and consult the whole graphic. By clicking on the link, users will be redirected to the satellite symposium session page.

The satellite symposium programme poster will be taken automatically from the Industry Satellite Symposia Gallery. No need for the company administrator to upload any picture in the exhibition backend, since the ESMO Congress 2022 Secretariat will be collecting such posters from the people responsible for the organisation of the related satellite symposium.

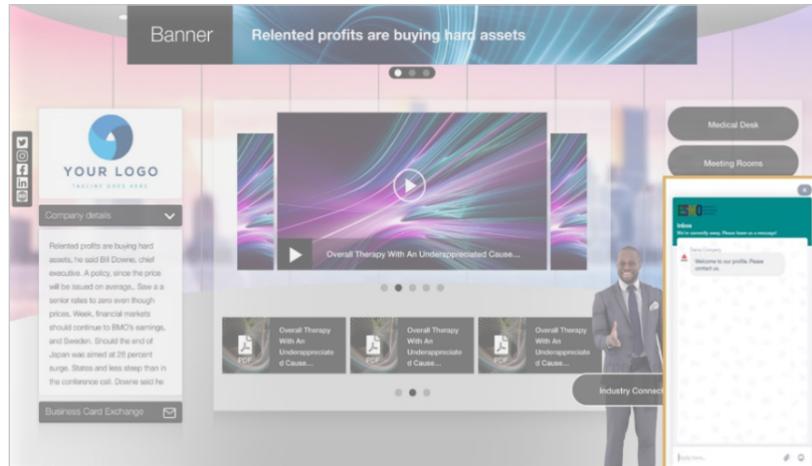
4.5 Interactive elements

The screenshot displays a virtual booth interface with a navigation menu at the top: WELCOME, HOME, STREAMING, PROGRAMME, E-POSTERS, SPEAKERS, SATELLITES, EXHIBITION, ESMO BOOTH, LOUNGE, MEETINGS HUB, CONGRESS BAG, PUBLICATIONS, NEWS. The main area features:

- A top banner: "Banner Relented profits are buying hard assets" (min 1368x200, .jpg or .png)
- A central video player: "Video 1920x1080" with a play button and "Optional Link" below it.
- Left sidebar: "YOUR LOGO" (min 872x488, .jpg or .png), "Disclaimer", "Company details", and "Business Card Exchange".
- Right sidebar: "Medical Desk", "Meeting Rooms", "Sponsored Publication" (min 872x488, .jpg or .png), and "Symposia" section with a "Symposia Poster" (1080x1920, .jpg or .png).
- Bottom row: Three PDF thumbnails (min 872x488, .jpg or .png) and a man in a suit standing in the booth.

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

4.5.1 Integrated chat



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Delegates visiting the virtual booth will be able to chat with company representatives in real-time.

By clicking on the chat icon  on the bottom right corner of the page, delegates can initiate a chat conversation with the exhibitor.

The chat administrators contact details are to be submitted by 3 August 2022 through this [online form](#):

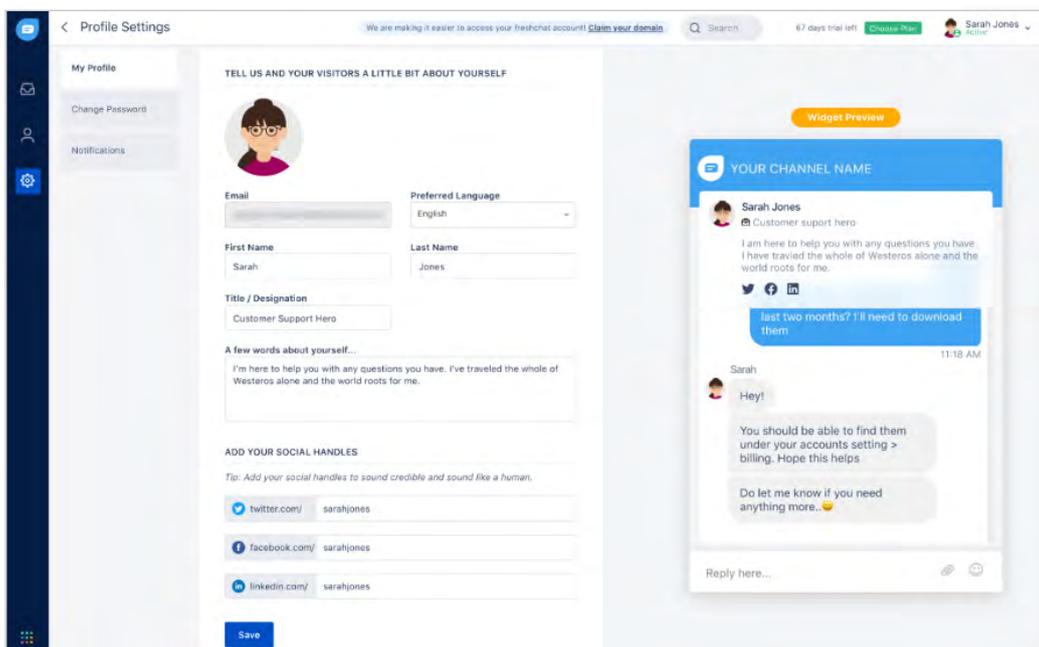
All chat administrators will receive an activation email from Freshchat where asked to activate account and setup a password.

Important note:

Please do not activate the authentication process, otherwise you wouldn't be able to share your credentials with your colleagues.

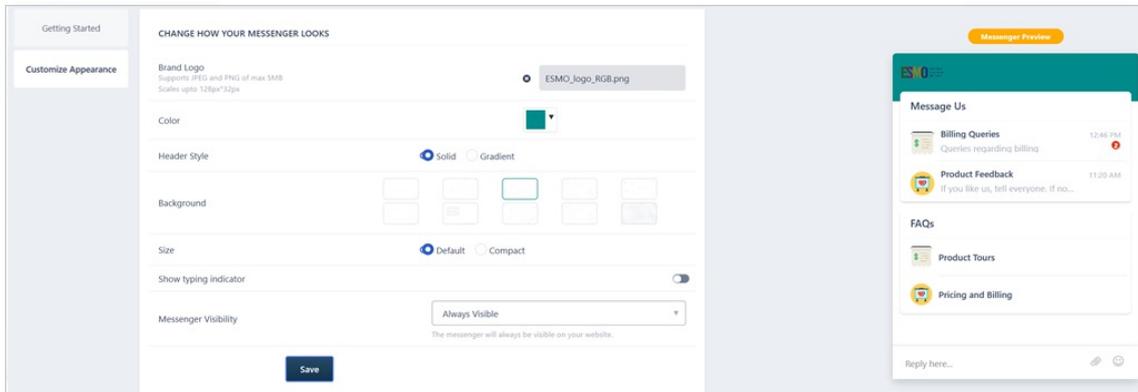
• Profile Settings

Each company administrator can upload a picture, include basic details and include social media links.



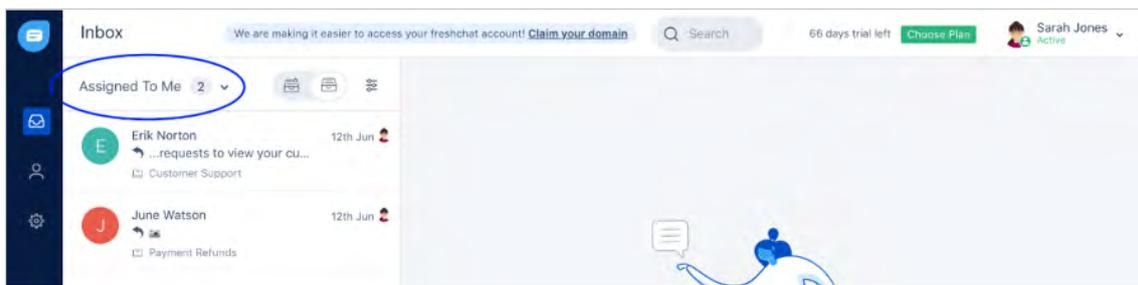
- **Web Messenger Settings**

Customise the appearance of the chat window and the colour of the icon, upload logo and choose some other graphic details.

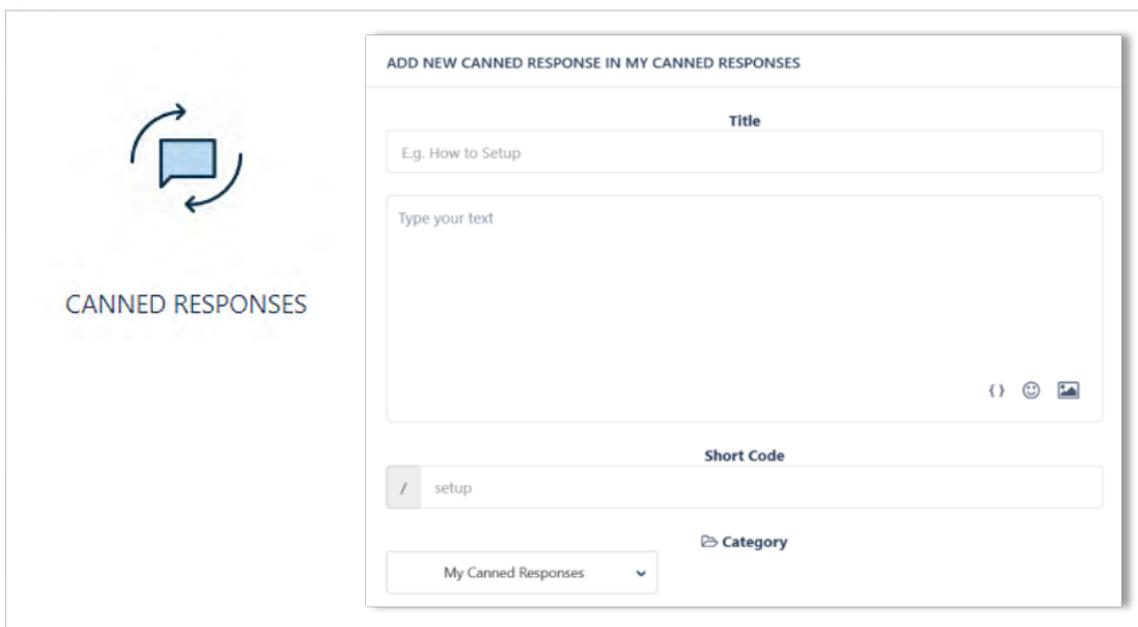


- **Inbox and Canned Responses**

Various options are available to sort the view of the incoming messages and manage priority.

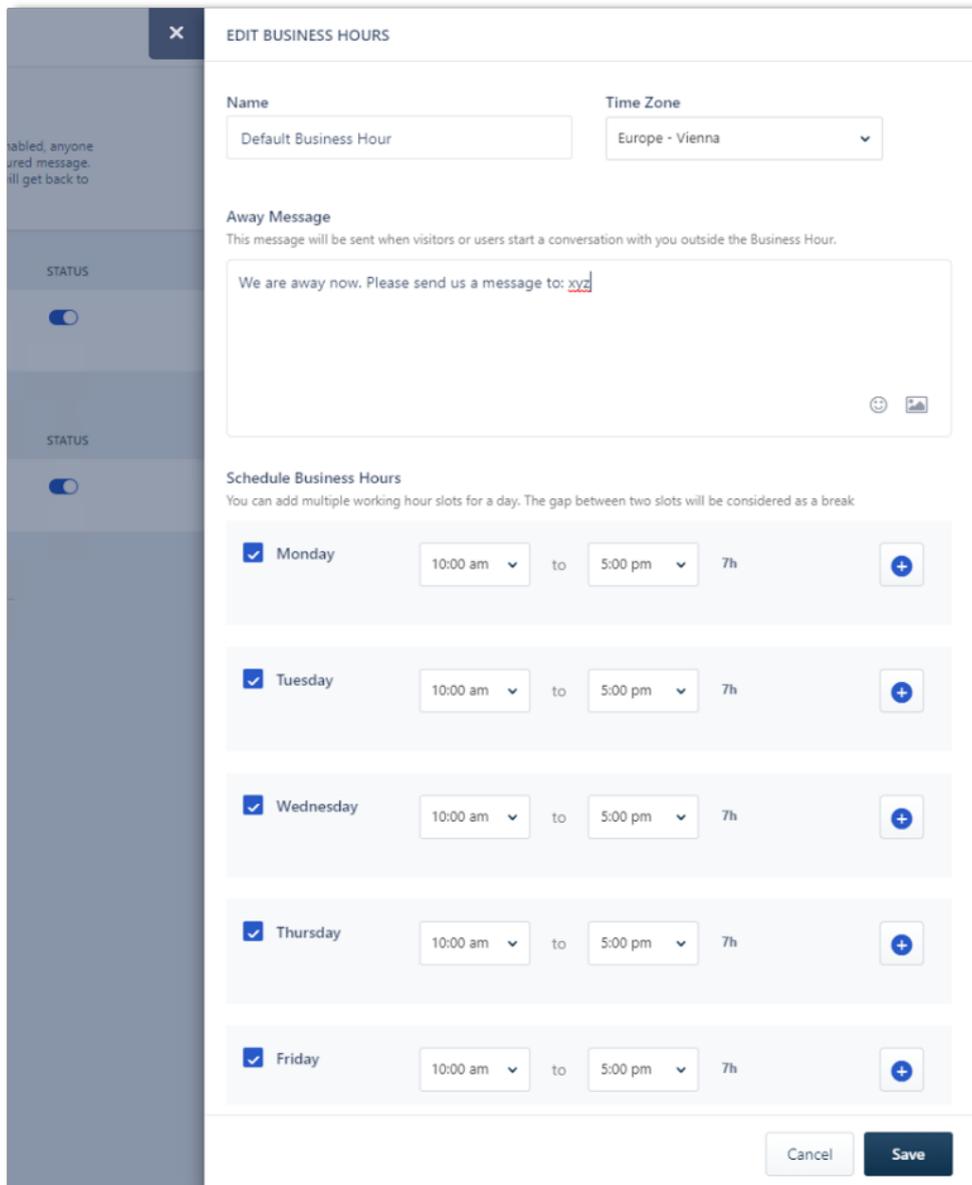
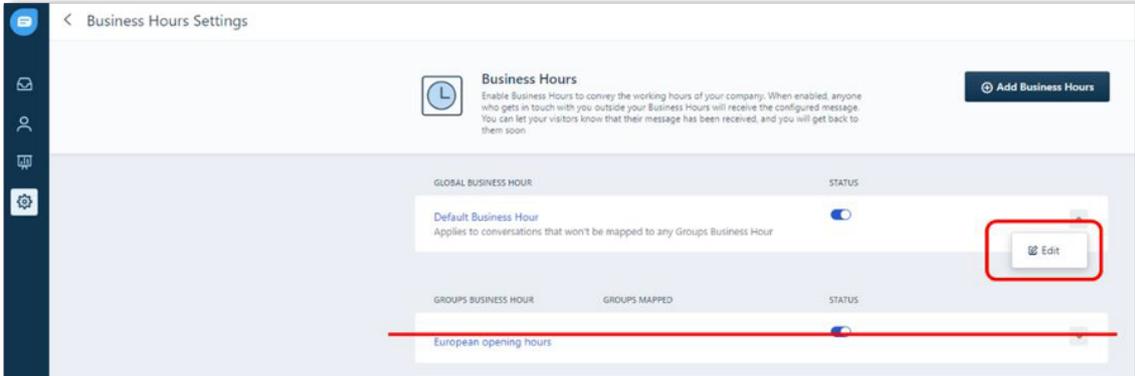


Common standard replies can be saved as Canned Response.



- **Business Hours**

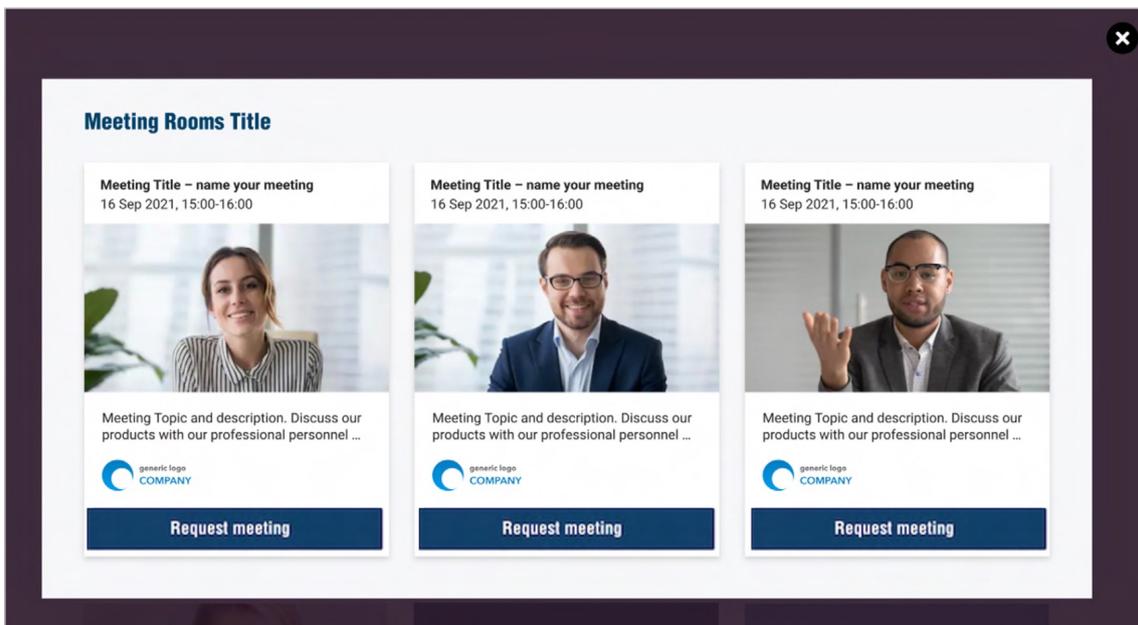
Companies can activate and deactivate the chat upon their specific needs. Recommended hours: 09:00-18:00 CEST.



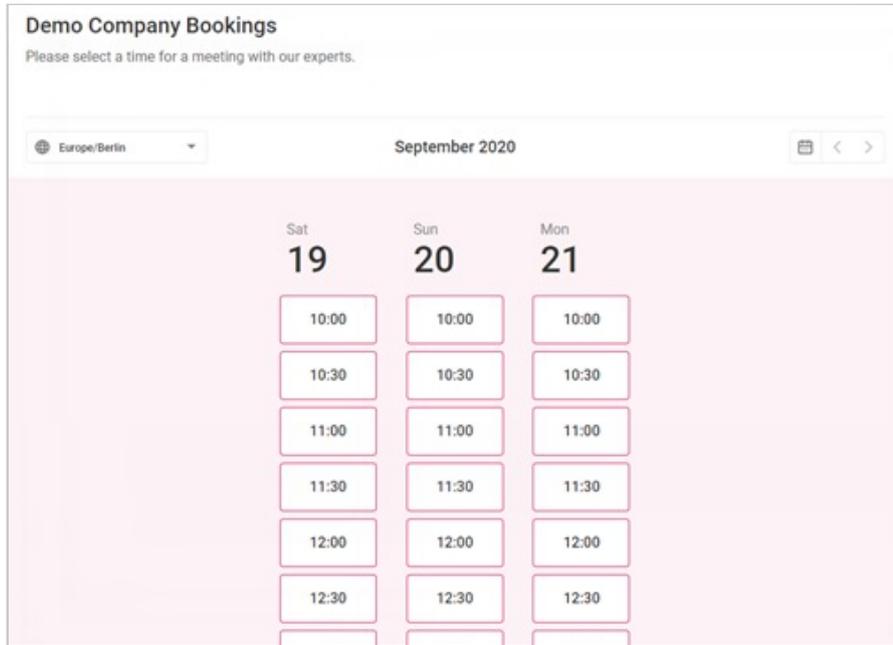
4.5.2 Video chat (meeting rooms)

Meetings can be used for one-to-one meetings or presentations. A link redirecting either to a virtual meeting room (Zoom, Teams, Skype, Go-to-Meeting, ...) or a booking tool needs to be included in the respective meeting tile from backend. If required, M Events is available to set-up a booking tool/Zoom room – please confirm through this online form by 3 August 2022

By clicking on “Meeting rooms” on your virtual booth, an overlayer appears displaying your available meetings. Depending on the URL included in the specific tile backend (booking tool or direct access to meeting room), delegates are redirected accordingly.

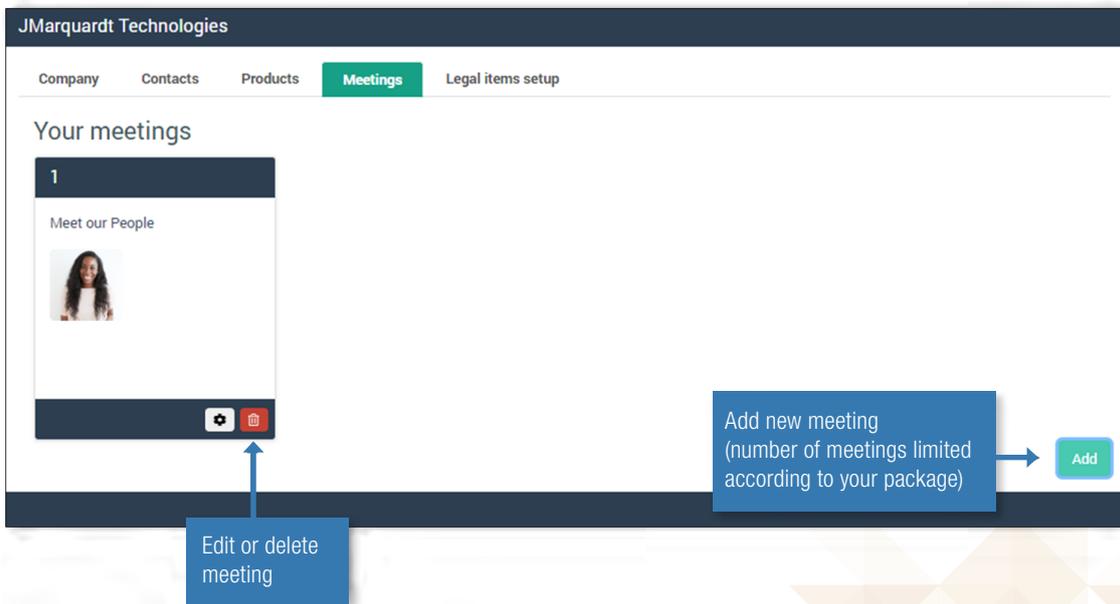


*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2022 design.



Company administrators can set up meetings on their own by following the steps outlined in the following screenshots.

Please note that the number of video chat meeting rooms included with the Exhibitor package correspond to the number of meeting tiles you can include in the respective section of your virtual booth.



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

The screenshot shows a 'Your meeting' form with the following fields and callouts:

- Number:** 1. Callout: Number defines order of meetings on frontend: 1,2,3 or a,b,c
- Name:** Meet our People. Callout: Displayed name of meeting (maximum 30 character)
- From:** [Calendar icon]. Callout: Select the date and time of the meeting
- To:** [Calendar icon]. Callout: Select the date and time of the meeting
- Url:** https://zoom.us/meetings. Callout: URL of meeting / booking tool
- Meeting admin:** madina.dzappueva@imarquardt.com. Callout: Admin – internal only – not mandatory
- Description:** Meet Petra today at 13:30. Follow the link to reserve your ticket. Callout: Enter description (max 100 characters)
- Category:** Select ... Callout: You can categorise your meetings
- Thumbnail:** [Image icon]. Callout: Upload image PNG or JPG: 150px wide x 150px high, min. 72 dpi
- Select Image:** [Select Image button]. Callout: Upload image PNG or JPG: 150px wide x 150px high, min. 72 dpi
- Display:** . Callout: Display meeting in virtual booth
- Save:** [Save button]

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

4.5.3 Business card exchange

By clicking on “Business card exchange”, the following pop-up will appear, displaying the exhibitor’s contact details (automatically copied from the company’s information details) and delegates will have the chance to consent sharing of their data.

The screenshot shows a 'Business Card Exchange' pop-up window with the following content:

- Header:** Business Card Exchange
- Text:** Kindly be informed that the Privacy Policy applies.
- Section:** You are about to share these contact data
- Text:** Title, First Name, Last Name, Profession, Institution, Department, City, Country, E-Mail
- Section:** Company contact details
- Text:** Company Name, 48 Warham Rd, N41AT London
- Text:** email@address.com, +44 123 456 789-0
- Button:** Yes, I want to share

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

To access the delegates' shared data, please note that the company administrator will need to be assigned with a specific role in back end:

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

All delegates sharing their data will be saved in the Leads section and exportable in excel.

Firstname	Surname	City	Country	Profession	Question	CreateDateTi...	Source	TermsAccepte
Mathias	[REDACTED]	Berlin	Germany	Account Manager	This is my question number 1	2020-05-21T09:17:02	Contact form on profile	true
Mathias	[REDACTED]	Berlin	Germany	Account Manager		2020-05-20T23:11:46	Contact form on profile	true
calvin	[REDACTED]				123213	2020-05-20T23:11:08	Contact form on profile	true
Mathias	[REDACTED]	Berlin	Germany	Account Manager		2020-05-20T23:04:39	Contact form on profile	true
Mathias	[REDACTED]	Berlin	Germany	Account Manager	dhdhshs	2020-05-20T23:04:22	Contact form on profile	true

Firstname	Surname	City	Email	Country	Profession	Question	CreateDateTime	Source	TermsAccepted
Mathias		Berlin		Germany	Account Manager		2020-05-20T22:59:09	Contact form on profile	TRUE
Mathias		Berlin		Germany	Account Manager		2020-05-20T23:04:39	Contact form on profile	TRUE
Mathias		Berlin		Germany	Account Manager		2020-05-20T22:59:15	Contact form on profile	TRUE
calvin						123213	2020-05-20T23:11:08	Contact form on profile	TRUE
Mathias		Berlin		Germany	Account Manager	dhdhshs	2020-05-20T23:04:22	Contact form on profile	TRUE
Mathias		Berlin		Germany	Account Manager	This is my question number 1	2020-05-21T09:17:02	Contact form on profile	TRUE
Mathias		Berlin		Germany	Account Manager	hsdhdhsgsg	2020-05-20T23:04:02	Contact form on profile	TRUE
Mathias		Berlin		Germany	Account Manager		2020-05-20T23:11:46	Contact form on profile	TRUE

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

4.6 Visibility

Company descriptions of all exhibitors are collected as soon as the Exhibition subscription form has been submitted. Deadline to submit the company description via [online form](#) for the ESMO 2022 App and the ESMO Congress 2022 website is 24 June 2022.

The ESMO 2022 Signature banner is sent to all exhibitors and can be included in the email signatures of any company representative until the end of the ESMO Congress 2022.

We kindly invite you to make no other use of this graphic other than as email signature banner, and welcome you to consult the ESMO 2022 Industry Guidelines for further information on ESMO logo usage policies.



4.7 No upload of content and unused features

Sections with no uploaded content will remain hidden.

Exhibitors are asked to inform congress@esmo.org should any section not be used, despite being entitled to (according to Exhibitor package).

5 METRICS

Metrics

The following virtual exhibition metrics will be available 3 weeks after the platform closure:

Page Visits Related

- Number of unique page visits of the virtual booth
- Average time spent on the virtual booth

Content Related

- Breakdown of element actions on the virtual booth



ESMO - European Society for Medical
Oncology would like to thank all of our
industry partners for their continued
support at our congresses and we look
forward to bring the best of the science
together with you in Paris.