



# MOLECULAR ANALYSIS FOR PRECISION ONCOLOGY CONGRESS

## Exhibition manual

MOLECULAR  
ANALYSIS FOR  
PRECISION  
ONCOLOGY  
CONGRESS 2022



**AMSTERDAM NETHERLANDS**  
**14-16 OCTOBER 2022**

MAP 2022 Molecular Analysis for Precision Oncology is a unique meeting established by global opinion leaders. The congress aims to integrate insights from tumour sample analysis into daily practice.

Organising partners



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# CONTACTS

## MAP 2022 Secretariat

**MAP 2022 Secretariat**  
C/o ESMO Head Office  
Via Ginevra 4  
6900 Lugano, Switzerland

Web: [esmo.org](https://esmo.org)  
E-mail: [map@esmo.org](mailto:map@esmo.org)

## CTI Meetings Technology GmbH

Nussdorfer Strasse 20/22  
1090 Vienna, Austria

E-mail: [map@support.ctimeetingtech.com](mailto:map@support.ctimeetingtech.com)

## Sponsorship, industry satellite symposia and advertising

Jon Roberts [jon.roberts@esmo.org](mailto:jon.roberts@esmo.org)  
Anna MacDougall [anna.macdougall@esmo.org](mailto:anna.macdougall@esmo.org)

## Operations onsite and online management

Alessia Mora  
Concetta Di Parenti [map@esmo.org](mailto:map@esmo.org) +41 (0)91 973 19 47  
Jessica Caverzasi +41 (0)91 973 19 90

## Virtual platform supplier

### CTI Meetings Technology GmbH

Ms. Sonja Kreil [map@support.ctimeetingtech.com](mailto:map@support.ctimeetingtech.com)

## Onsite

### Exhibition official stand builder

### Gielissen

Ms. Janneke Oosterhof [Janneke.Oosterhof@gielissen.nl](mailto:Janneke.Oosterhof@gielissen.nl)

## Storage

### Beurs van Berlage

Mr. Freek Heuberger [fheuberger@beursvanberlage.com](mailto:fheuberger@beursvanberlage.com)

## Lead system / badge scanner

### CTI Meeting Technology GmbH

Ms. Tamara Dworschak [leadsystem@ctimeetingtech.com](mailto:leadsystem@ctimeetingtech.com) +43 1 319 69 99

# WELCOME

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Dear Industry Partners,

MAP is the leading global meeting dedicated to precision oncology, defined as molecular profiling of tumours to identify targetable alterations. This oncology field is fast evolving and has now entered the mainstream of clinical practice.

**The innovative, LIVE Plus, Congress format will offer participants the option to attend in person, in Amsterdam, or online, through a virtual platform, from 14 to 16 October 2022.**

By attending the Molecular Analysis for Precision Oncology Congress 2022, participants will gain deeper insights into precision medicine, cancer-stromal interactions, clonal evolution, metastatic dissemination and drug response and resistance.

Learning objectives:

- ❖ Provide up to date information on the molecular characterization and clonal evolution of solid tumours on different cancer populations
- ❖ Understand emerging technologies for cancer profiling, including artificial intelligence and data analysis
- ❖ Acquire a better understanding of mechanisms driving tumour expansion, metastatic dissemination and cross talk between malignancy, microenvironment and host
- ❖ Learn about new targets (tumour microenvironment, (epi)genetic, novel immunotherapies, metabolism regulators) and new resistance to cancer therapies

We look forward to seeing you at MAP 2022 in Amsterdam, and online!

Scientific Steering Committee:



**Fabrice André**  
France (UNICANCER)

**John Haanen**  
Netherlands (ESMO)

**Charles Swanton**  
United Kingdom (CRUK)

# ORGANISING PARTNERS

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The MAP Congress is the result of a close partnership between Cancer Research UK (CRUK), the European Society for Medical Oncology (ESMO) and Unicancer, which are all committed to offering the best care to people with cancer, nationally and globally, through oncology education and research.

# CONGRESS OFFICERS

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## Scientific Committee Co-Chairs:

- ❖ **Fabrice André**, Villejuif, France (UNICANCER)
- ❖ **John Haanen**, Amsterdam, Netherlands (ESMO)
- ❖ **Charles Swanton**, London, United Kingdom (CRUK)

## Scientific Committee

- ❖ **Leila Akkari**, Amsterdam, Netherlands
- ❖ **Allan Balmain**, San Francisco, CA, USA
- ❖ **Florent Ginhoux**, Singapore
- ❖ **Mariam Jamal-Hanjani**, London, UK
- ❖ **Emelia Lim**, London, UK
- ❖ **Sherene Loi**, Melbourne, Australia
- ❖ **Elaine Mardis**, Columbus, OH, USA
- ❖ **Joaquin Mateo**, Barcelona, Spain
- ❖ **Anna Obenaus**, Vienna, Austria
- ❖ **Daniel Tan**, Singapore
- ❖ **Samra Turajlic**, London, UK
- ❖ **Eliezer Van Allen**, Boston, MA, USA

# PREFACE

## *Congress Dates*

Official programme, Industry Satellites Symposia & Onsite Exhibition
<b>14-16 October 2022</b>
Platform, Virtual Exhibition and e-Posters
<b>13-18 October 2022</b>

### **Important Note:**

The platform and all activities will close on the **16 October 2022**. However, the platform will remain available with the on-demand content and exhibition information until **18 October 2022**.

Well organised planning makes for successful execution and the MAP 2022 Organisers together with its partner suppliers will be glad to guide you towards a congress rich in discussion and exchange for your organisation.

These MAP 2022 Industry Guidelines will guide you in the necessary steps of your participation at our MAP 2022 hybrid format.

The document is organised into distinct sections namely:

- Satellite symposia general information
- Onsite satellite symposia with online live streaming
- Online satellite symposia
- Satellite symposia on the virtual platform
- Promotion of the industry satellite symposia and other activities
- Industry meetings and activities

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

Participation at the MAP 2022 implies an acceptance of the requirements contained within these Industry Guidelines and also in any updates posted on the [ESMO website](#). Details regarding the Virtual Exhibition will be included in the MAP 2022 Exhibitor Manual.

A copy of this document will be available on our website and your main contact for any additional queries on this aspect of the project will be the MAP 2022 Secretariat ([map@esmo.org](mailto:map@esmo.org)).

**We look forward to working with you towards a rich and innovative MAP 2022!**

# DEADLINES

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## *Deadlines onsite*

<b>5 August 2022</b>	Company logo and description
<b>5 August 2022</b>	Submissions of the booth layout if constructed
<b>9 September 2022</b>	Orders of additional services
<b>30 September 2022</b>	Exhibitor registrations

## *Deadlines online*

<b>5 August 2022</b>	Company logo and description
<b>5 September 2022</b>	Deadline to inform MAP Secretariat about the selected booth option
<b>5 September 2022</b>	Inform MAP Secretariat if you need assistance for uploading the material on your booth
<b>30 September 2022</b>	Deadline to finalise the upload of the content to your booth, OR to provide MAP Secretariat the content to be uploaded on the booth
<b>30 September 2022</b>	Exhibitors to provide contact details of the staff members manning the Integrated Chat to <a href="mailto:map@esmo.org">map@esmo.org</a>
<b>5 October 2022</b>	Staff members manning the integrated chat will receive the backend access to the chat function from CTI

# GENERAL INFORMATION

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## *Exhibitors' badges*

For the Onsite exhibition the sponsors can request a maximum number of **2 free badges** per booth. Exhibitor badges are available only for staff members, owners or representatives of exhibiting companies. To order your exhibitor badges and register your staff, please write to the MAP 2022 Secretariat at [map@esmo.org](mailto:map@esmo.org) by the **30 September 2022**.

The Onsite printed exhibitor badges will show the first name and last names, the company name and the country (obligatory requirements).

Exhibitor badges are distributed onsite only at the registration desk.

Please refer to the ESMO website to follow and implement the latest [COVID-19 regulations](#).

## *Company acknowledgement*

MAP Secretariat will include short exhibitor's company/society profiles in the Congress website and Events App in the "Industry Participation" section.

All Exhibitors are kindly invited to send to [map@esmo.org](mailto:map@esmo.org) the company details by **5 August 2022**, as follows:

- company name to be listed online
- company description (max 60 words)
- company logo
- company website
- stand number (if applicable)

When sending the information, please make sure to clearly indicate the company name as it must appear on the ESMO website and in the Events App.



# ONSITE EXHIBITION

## 1 CONGRESS VENUE

### 1.1 Venue address

#### Beurs Van Berlage

Damrak 243, 1012 ZJ Amsterdam, Netherlands , [beursvanberlage.com](https://beursvanberlage.com)

#### Contacts

Mr. Freek Heuberger

[fheuberger@beursvanberlage.com](mailto:fheuberger@beursvanberlage.com)

### 1.2 Delivery address

To deliver your material at the Beurs Van Berlage please use the below address and inform the venue of your shipment in order to identify it; the booth material can be delivered between **Tue. 11** and **Thu. 13 October**.

#### Beurs van Berlage

**MAP 2022 (industry name) – Ms. Concetta Di Parenti**

Beursstraat 6

1012 JV Amsterdam

The Netherlands

It is important to fill the label attached to this manual with all the information, in order to make easier the delivery process.

### 1.3 Parking

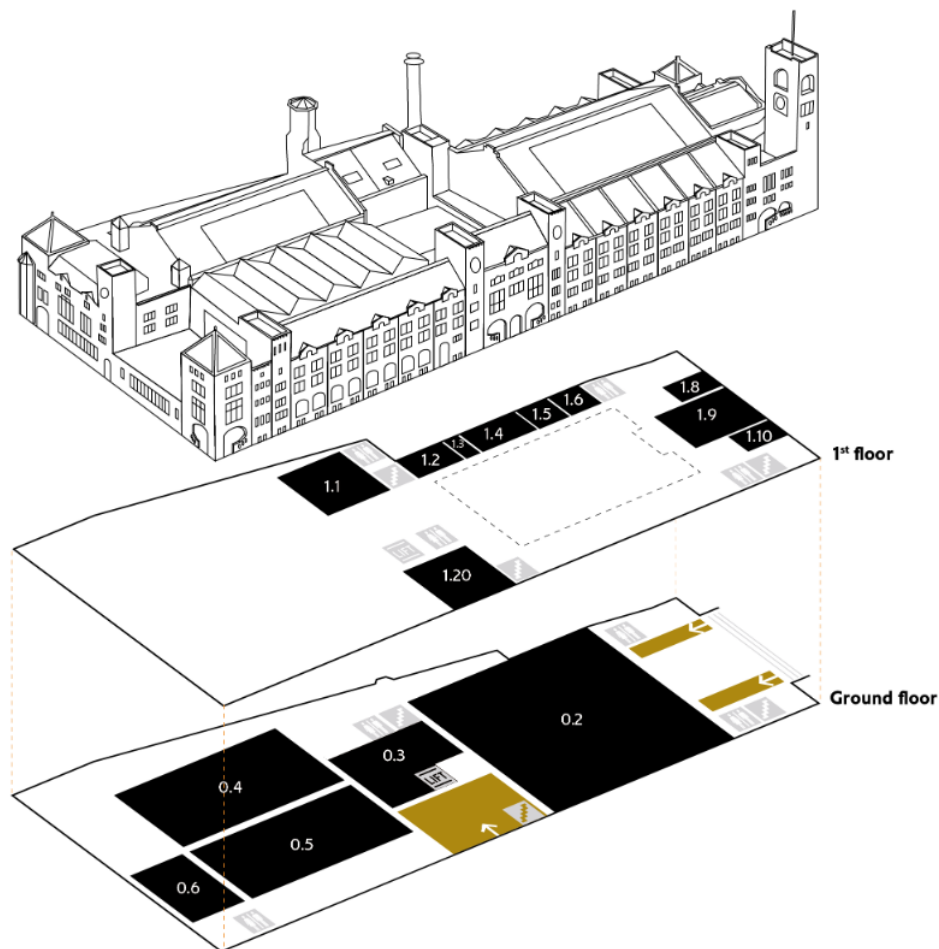
In the immediate surrounding of Beurs van Berlage, there are a large number of car parks; the recommended one is the [Parking centrum Oosterdok](#), 1011 DK Amsterdam.

- 1'700 parking spaces
- Maximum vehicle height 2.10m
- Opening hours 24 hours, 7 days a week

### 1.4 Catering

All catering must be organised through the official caterer. However, bringing your own small Nespresso machine is not considered part of the catering exclusivity. Please contact [map@esmo.org](mailto:map@esmo.org) well in advance to receive the caterer contacts.

## 1.5 Venue overview



MAP congress will take place at the Ground floor of the Beurs Van Berlage centre:

- **0.2 Grote Zaal** – Exhibition Area, Poster Area, Catering
- **0.3 Beursfoyer** – Registration Area
- **0.4 Effectenbeurszaal** - Auditorium
- **1.1 Administratiezaal** – Speaker centre

### Meetings rooms:

- **1.2 Mendes da Costa Kamer – Meeting room 1.2:** 55 sqm (11 x 5 x 3m)
- **1.5 Roland Holst Kamer – Meeting room 1.5:** 40 sqm ( 8 x 5 x 3m)

### Business rooms:

- **1.4 Verwey Kamer – Business room 1.4:** 74 sqm (15 x 5 x 3m)
- **1.6 Derkinderen Kamer – Business room 1.6:** 40 sqm ( 8 x 5 x 3m)
- **1.8 Berlage Zaal – Business room 1.8:** 45 sqm (9 x 5 x 3m)

## 2 ONSITE EXHIBITION AND CONGRESS SCHEDULE

### *Exhibition area setup hours*

Friday, 14 October	07:00 – 18:00
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**Attention!** Please note that all booths must be completed by **18:00**

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### *Exhibition area hours*

Saturday, 15 October	09:00 – 17:00
Sunday, 16 October	09:00 – 17:00

**Note:** The Exhibition Area is in a public area of the venue. Therefore, do not leave any valuables unattended.

*Times subject to changes*

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### *Dismantling hours*

Sunday, 16 October	18:00 – 20:00
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### *Registration desk hours (preliminary)*

Friday, 14 October	13:00 – 17:00
Saturday, 15 October	07:30 – 18:00
Sunday, 16 October	08:00 – 17:00

### *Coffee Breaks & Lunches*

Saturday, 15 October	10:00-10:30, 13:15-14:00, 16:00-16:30
Sunday, 16 October	10:00-10:30, 13:15-14:00, 16:00-16:30

*Times subject to changes*

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### 3 ONSITE EXHIBITION SPECIFICATIONS

All exhibits must be confined to the spatial limits of their exhibition area, as indicated in the final floor plan. No part of any exhibit may be suspended from the ceiling or attached to any part of the building (walls included). Please contact directly “Gielissen” [Janneke.Oosterhof@gielissen.nl](mailto:Janneke.Oosterhof@gielissen.nl) for booth packages, graphic possibilities and furniture.

Exhibitors are welcome to decorate their stand walls and this together with any additional service e.g. electrical connection, internet connection, etc. will be at the exhibitor's expense.

## 4 ESMO TRADE EXHIBITION AREA RULES

### 1. Unapproved therapies

The organisers bear no responsibility towards the delegates for the display, promotion or sale of therapies or services. Nor are the organisers supporting those products or services for their sole promotion at the MAP 2022. However, the Congress 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 Congress Secretariat bear no responsibility in case of a complaint based on such laws. The penalty that will be reflected in the company's sponsorship record for infractions to these laws will be assessed by the Congress Secretariat.

### 2. Duration of the Exhibition

The Exhibition will run from Saturday, 15 October to Sunday, 16 October 2022.

### 3. Concomitant activities

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

#### Blackout times:

14 October 2022 14:00 – 17:00

15 October 2022 08:15 – 18:45

16 October 2022 08:30 – 17:30

### 4. Use of the Congress logo

The MAP 2022 names and/or logos may not be part of any exhibitor-distributed materials. The use of the MAP title and logo on distributed material is subject to approval by the ESMO Congress Secretariat.

### 5. Promotion of the exhibit

**5.1 General note:** The Congress Secretariat advises to avoid cultural or historical references on promotional material and bear no responsibilities in case this cause offence.

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

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

**5.3 Advertisements:** Advertisement of the exhibit is possible in the programme book and depends on the chosen sponsorship package. All advertisements for the programme book are subject to approval by the MAP Secretariat. Promotion of a specific product does not mean acceptance or endorsement by the MAP Secretariat and it is under the responsibility of the sponsoring company, to comply with Swiss and European laws, where applicable.

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

### 5.5 Other promotional activities

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

### 6. Identification of the exhibitors

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

### 7. Subletting of space

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

### 8. Admission rights

Admission to the exhibit area is limited to the owners, representatives and employees of exhibiting firms. Models or similar personnel not commercially connected with the industry may be employed to assist in the exhibitor's booth; The Congress Secretariat may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of the event, or who refuses to comply with the local safety rules. Participants fully registered to the Congress and exhibitors wearing the exhibitors' badge may enter the Exhibition hall. Exhibitors must treat all participants/visitors in a courteous and fair manner.

Discrimination against participants/visitors according to their nationality, academic position, or any other factor is against these Industry Guidelines and will affect the future congress attendance of the company in question.

### 9. Surveys

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

### 10. Media events - Temporary badges

Representatives of communication agencies that need a badge to assist in the preparation and development of third-party's media events, will be assigned a temporary badge at no charge. The temporary badge does not authorise any promotional or commercial activity, or any unsolicited contacts with any delegates. Unsolicited contacts will result in the cancellation of 5 to 10 ESMO sponsorship points from the company's records, based on the nature and damage of the infraction, as established by the ESMO Executive Committee. If no relationship can be made to any company, the communication agency will be banned from participating in the MAP Congress for the next 4 years.

### 11. Booth restrictions

Exhibits must conform to the contracted space and all display rules as set forth in these Industry Guidelines. Any aspect that is not covered by these Industry Guidelines is subject to approval by the Congress Secretariat and by the Venue's Technical Service Department.

Exhibits or displays must not obstruct the view or interfere in any way with the displays of neighbouring exhibits. Aisles and gangways must at all times be kept clear and free for passage and all emergency exits and access to service areas are to be kept clear at all times and not restricted or rendered unrecognizable. Any exposed part of the display must be covered not to be objectionable to the other exhibitors, or in the best overall interest of the Exhibition. All business and selling demonstrations shall be confined to the exhibitor's own booth. Promotion or display of promotional material and any other related activity is not allowed outside the assigned space.

### **12. Stand design**

Every exhibitor will be provided with a stand package structure. Exhibitors are welcome to bring an umbrella/pop up structure, roll up poster(s) and to rent additional furniture on condition it fits in the designed space. The rental furniture may be requested to Gielissen ([janneke.Oosterhof@gielissen.nl](mailto:janneke.Oosterhof@gielissen.nl)).

The drawings of the stand must be sent to the congress Secretariat by email to [map@esmo.org](mailto:map@esmo.org) before the 9 Sep. 2022.

### **13. Management of the booth**

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

### **14. Audio and visual activities**

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

### **15. Catering**

Exhibitors may not sell or serve food or drink for consumption on the premises. Serving alcoholic beverages on stands is strictly forbidden. All companies offering hospitality are reminded of their responsibilities for hygiene and food safety. Exhibitors are also encouraged to guarantee a healthy and balanced catering service to their delegates. All catering should be ordered through the official caterer namely: [map@esmo.org](mailto:map@esmo.org)

### **16. Social functions/activities**

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

### **17. Giveaways**

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

### **18. Liability**

Neither ESMO nor FERIA Valencia, nor either of their officers, agents, employees, or other representatives shall be held liable for, and they are hereby released from any damage, loss, harm, or injury to the person or property of the Exhibitor or any of its visitors, officers, agents, employees or other representatives, resulting from Exhibitor's participation in the Event or licensing and/or use of exhibition space hereunder, whether from earthquake, fire, theft, water or accident of any other cause, or from ESMO nor FERIA Valencia, or either of their officers', agents', employees' or other representatives' negligence. The Exhibitor shall indemnify, defend, and hold harmless ESMO nor FERIA Valencia and their respective owners, directors, officers, employees, agents and representatives, from, any and all claims, demands, suits, liability damages, loss, costs, attorney's fees, and expenses of any kind which might result or arise from any action or failure to act on the part of the Exhibitor or its officers, agents, employees, or other representatives. Neither ESMO nor FERIA Valencia shall be responsible for the security of Exhibitor's products, proprietary software or hardware information. It is the responsibility of the Exhibitor to maintain proper insurance coverage for its property and liability. Exhibitor understands that neither ESMO nor FERIA Valencia maintains insurance covering the Exhibitor's property, and it is the sole responsibility of the Exhibitor to obtain such insurance.

The stands may be used only for exhibiting and advertising the exhibitors' own products in accordance with applicable laws and regulations. MAP 2022 will not attempt to settle disputes between exhibitors over issues such as trademark violations, sign cop, and copyright violation claims.

Any orders for products which are taken must be made in accordance with laws covering such orders.

Advertising / promoting a specific product does not mean acceptance by ESMO and it is the full responsibility of the corporation that it is in accordance with the English and European law, where applicable

### **19. Force majeure**

Should the event be cancelled, postponed or moved to a different venue due to force majeure, the invested costs will be refunded or reallocated to a postponed and/or different project, while the arising costs will be borne by the participating companies. Force majeure is defined as any event that the Congress Secretariat could not, even with due care and attention, foresee or avoid. These events include, but are not limited to acts of God, war, terrorist attacks that may hinder the organisation of the Congress and affect the security of participants, government regulation, disaster, strikes, civil disorder, or any other similar emergency making it illegal or impossible to hold the Congress.

### **20. Insurance**

The Congress Secretariat disclaims any and all responsibilities for damages to persons or properties in relation with the activities organised by third parties who are directly liable for such damages.

It is therefore the responsibility of the third party to take out sufficient insurance coverage.

### **21. The MAP 2022 is a non-smoking event.**

### **22. Final Clause**

In cases not covered by the regulations in these Exhibitor manual, the Congress Secretariat's interpretation shall be final.

# VIRTUAL EXHIBITION

## 5 SPONSORSHIP PACKAGE ENTITLEMENTS OVERVIEW

The MAP 2022 offers our industry partners a range of possibilities to showcase their products, present their company profile and interact with the participants.

The exhibition entitlements listed below are an extract of the original titled sponsorship packages:

Item	Platinum Sponsor		Gold Sponsor	Silver Sponsor	Bronze Sponsor
Virtual booth option*	3D	2D or basic	2D or basic	2D or basic	basic
Company logo on the Exhibitor Directory	Yes		Yes	Yes	Yes
Company profile banner (with link)	1		1	1	1
Company description	Yes	Yes	Yes	Yes	Yes
Stand integration (hosted on external website)	Yes		Yes	Yes	Yes
Social Media links	Yes		Yes	Yes	Yes
"Submit Inquiry" button	Yes		Yes	Yes	Yes
Integrated chat	2 staff members		2 staff members	2 staff members	2 staff members
Resources and Products (video or Link or PDF)	6		6	4	2
Linked to Satellite symposia page	Yes**	Yes	No	No	No
Disclaimer	Yes	Yes	Yes	Yes	Yes

*Note: \*Platinum Sponsors can choose between a 3D, 2D or basic Virtual Booth Option*

*\*\*In the Resources Section*

## 6 EXHIBITOR BOOTH OPTIONS

### General information

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

Further information with the exact specification, dimension and data formats can be found in chapter 8 of this document.

ESMO will provide support for the configuration of the booths.

Companies have to provide all the content to upload on their booth to [map@esmo.org](mailto:map@esmo.org) by **30 September 2022**.

However, companies might request by **5 September 2022** a direct backend access which also includes the preview function through which the display of the various items and the overall booth can be checked directly, as viewed by the participants.

Companies can define their own categories, headings, displayed products, studies or other content. All content, such as videos, audio files and pdfs will be stored on the platform.


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

For the Integrated chat, exhibitors will be provided with a separate backend login through which all incoming messages can be managed. Please provide the names of the staff members manning the chat to [map@esmo.org](mailto:map@esmo.org) by **30 September 2022**, according to your sponsor package and the entitled number of logins. Details to be provided: first and last name, email address.



## Booth – mock-ups

### 3D Booth – Available only for Platinum Sponsors



**Company Description (max. 100 words)**


Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent sit amet pharetra urna. Nam in nulla blandit, sollicitudin velit at, venenatis metus. Curabitur ut felis commodo, dapibus sem et, fringilla nisi. Sed sit amet turpis sed ipsum dictum lacinia. Maecenas non magna dui. Mauris eros ex, commodo eget dapibus a, rhoncus et magna. Donec at nulla et sem sodales blandit vel ut sem. Mauris consectetur arcu at est ultrices, vel tempor nunc tempus.

**Disclaimer**

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


**2D Booth – Available only for Platinum, Gold and Silver Sponsors**



ESMO


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Marketing Department

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ESMO is the leading professional organization for medical oncology. With more than 25,000 members representing oncology professionals from over 160 countries worldwide, ESMO is the society of reference for oncology education and information. ESMO is committed to offer the best care to people with cancer, through fostering integrated cancer care, supporting oncologists in their professional development, and advocating for sustainable cancer care worldwide.



**Satellite Symposium**

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**Resources**

[SCARVES Formstack](#)

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[ESMO Gynaecological Cancers Virtual Meeting 2021](#)

[ESMO Gynaecological Cancers Virtual Congress 2021](#)

WHAT YOU CAN EXPECT FROM THE  
**ESMO GYNAECOLOGICAL CANCERS**  
VIRTUAL CONGRESS 2021

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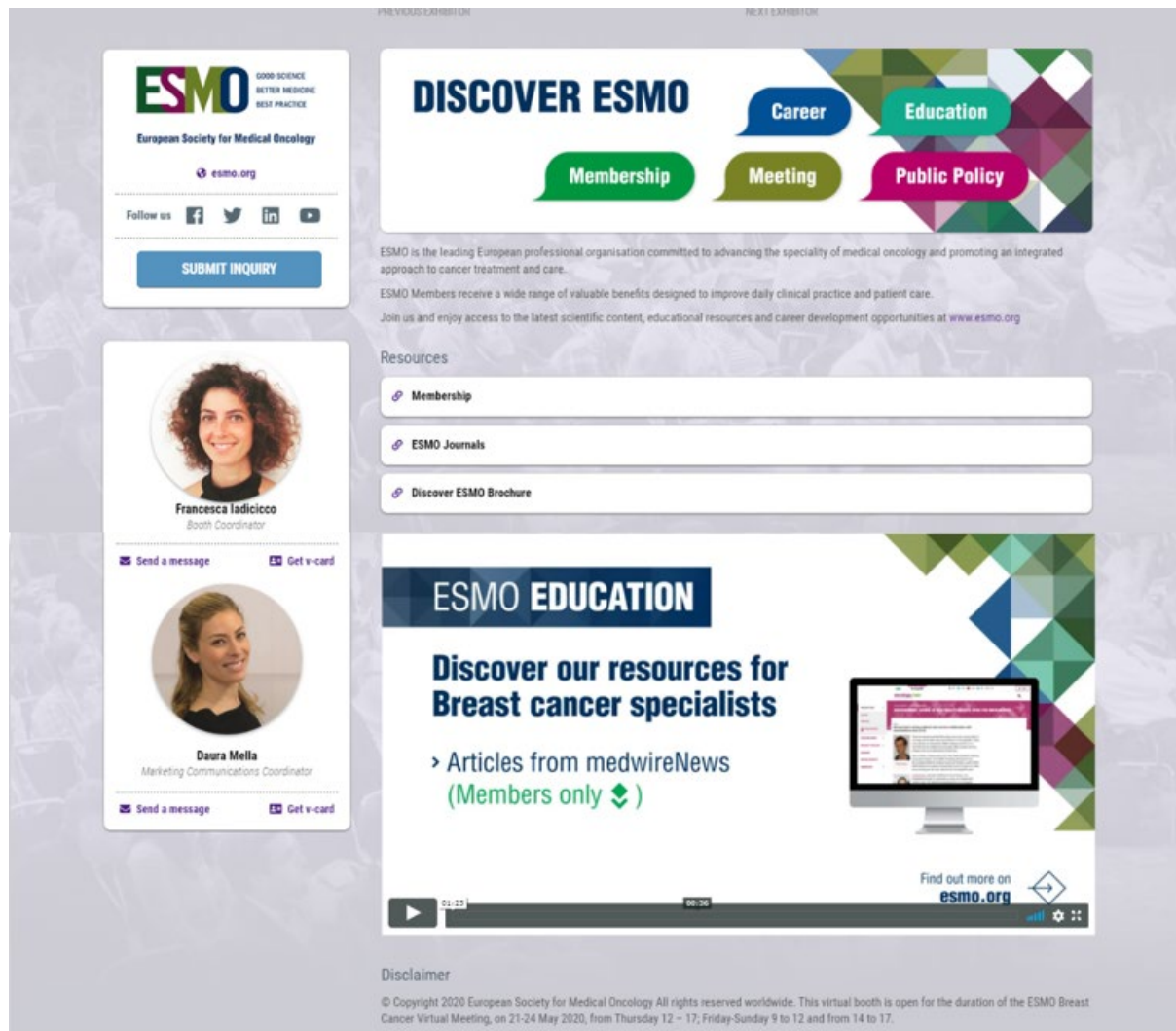
[ESMO Career Development](#)

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

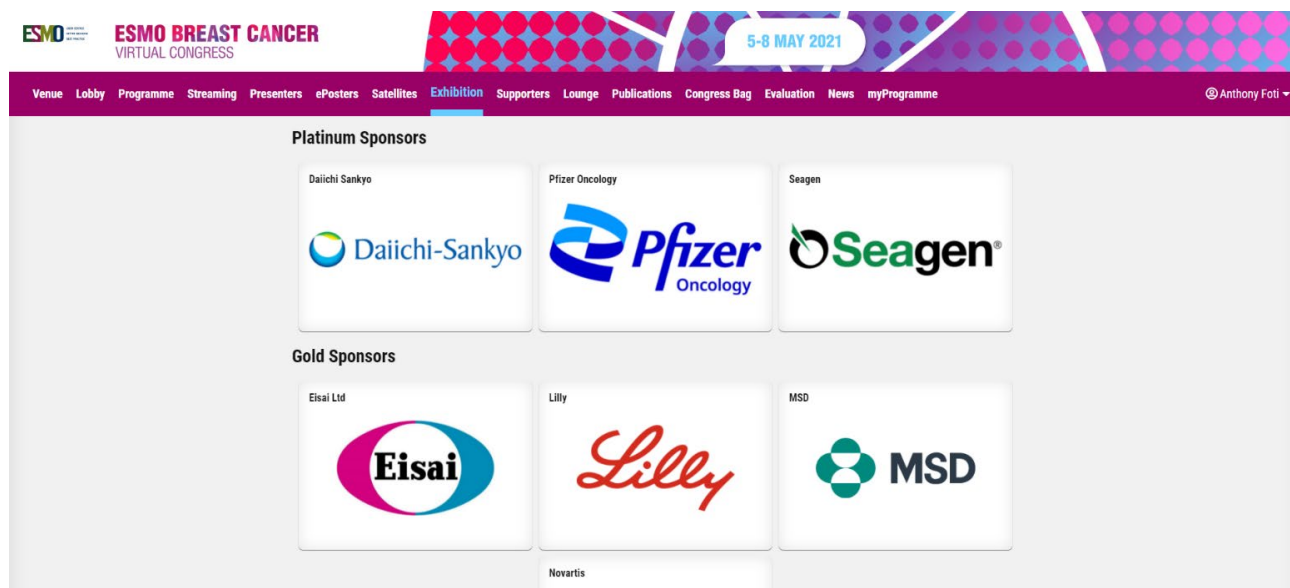
**Basic Booth – Available for all sponsors**



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

## Company logo in the Exhibitor Directory

- The company logo will be displayed in the Exhibitor Directory, size and position are determined according to the selected sponsorship package.
- Alphabetical order within the same sponsorship level



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## Company profile banner

*(number of banners depending on selected sponsorship package)*

- Companies can upload a banner with external link
- When there is more than one banner, provide file in an animated GIF format



## Company description & social media links

- General description of company and website
- Social media links

## Adding image to 2D Booth

A full area dedicated to display the company profile, in which it is possible to include max 3 touchpoints elements:

1. Resource / Product: link to an external URL
2. Resource / Product: link to an external URL
3. Video: Link URL to an existing trusted source (e.g. YouTube, Vimeo)

If you decide to configure your booth, ESMO will provide you the empty 3D Booth rendering that you can personalize by adding graphic elements, logo and name.



## External 3D / 2D booth integration

An alternative to the above proposed 3D-feeling profile, you can link to an existing company booth.

- Link your external booth (2D or 3D)
- External URL to be provided, booth web design to be handled by exhibitor

## Resources / Products

*(number of up loadable products/resources depending on selected sponsor package)*

### Video & podcasts

- Present your newest products and highlight as videos or podcasts
- File formats: links to external website

### Documents PDF

- Present further products on your profile, shared through link
- File formats: links to external website

### Products

**Click here to find out more about our medicines**

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum

### Resources

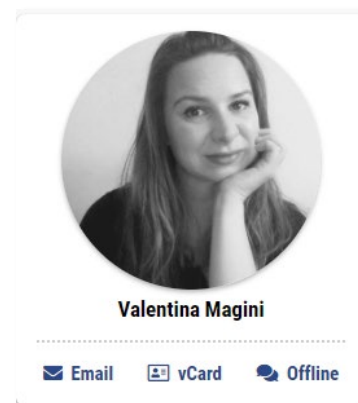
[OncologyPro](#)

[ESMO Cancer Guidelines available on mobile devices](#)



## Integrated chat

- Integrated chat available for a specific number of staff members (depending on selected sponsor package)
- Delegates can contact staff members via the chat
- Companies to provide first name, last name and email address of the staff members manning the Integrated chat by **30 September 2022** to [map@esmo.org](mailto:map@esmo.org)



## "Submit Inquiry" button

- Delegates can send in questions to the email address provided.



## Industry Satellite Symposium

*(for satellite symposia, as allocated in the sponsorship package)*

- Satellite Symposium title will link to the dedicated Industry Satellite Symposium Virtual Space
- Upon request, please contact [map@esmo.org](mailto:map@esmo.org)

### Satellite Symposium

[Watch our Satellite Symposium](#)

[Download your copy of the invitation](#)

## Disclaimer

- At the bottom of the virtual booth, an area for a disclaimer can be added if required.

### Disclaimer

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## Content not uploaded

- Sections with no uploaded content will remain hidden and the next listed item will display instead e.g. should the exhibitor not have a 2D/3D stand to link, the products and respective list of section will move up
- Exhibitors are asked to inform [map@esmo.org](mailto:map@esmo.org) should any section not be use, despite being entitled (according to sponsor package)

## 7 VIRTUAL BOOTHS SPECIFICATIONS

### Specification overview by item for 2D booth and Basic

<b>Company logo in the Exhibitor Directory</b>	<ul style="list-style-type: none"> <li>File type: .svg or .png with transparent background</li> <li>Dimensions: 250px width x 250px height</li> </ul>
<b>Company profile banner</b>	<ul style="list-style-type: none"> <li>File type: .png or .jpg</li> <li>Dimensions: single banner, width: 890px and height: min 230px</li> </ul>
<b>Company description</b>	Plain text with max. 100 words
<b>Contact details</b>	<ul style="list-style-type: none"> <li>Booth representative (up to 4 – depending on the booked package) <ul style="list-style-type: none"> <li>Picture: <ul style="list-style-type: none"> <li>File type: .svg or .png with transparent background</li> <li>Dimensions: 200px width x 200px height</li> </ul> </li> <li>Provide email, full name and title</li> </ul> </li> <li>Company name and URL to corporate website</li> </ul>
<b>Social media links</b>	Up to 4 (Facebook, LinkedIn, Twitter, Instagram)
<b>Lead retrieval “Submit Inquiry”</b>	Provide email address
<b>Integrated chat</b>	Companies will get access to the chat backend and chat with delegates on their profile page
<b>External 3D/2D booth</b>	<p>Link to external virtual booth. URL to be provided.</p> <p>Design of the virtual booth to be handled by the exhibitor on an external platform.</p>
<b>3D-image (only for 2D booth)</b>	<p>Provide max 3 touchpoints elements:</p> <ul style="list-style-type: none"> <li>Resource / Product: link to an external URL</li> <li>Resource / Product: link to an external URL</li> <li>Video: Link URL to an existing trusted source (e.g. YouTube, Vimeo)</li> </ul>
<b>Products</b> Can be grouped by individual headings	<p>Each tile can include a link to one video or audio or a link to an external website</p> <p>For each tile provide a title of max 100 characters and:</p> <ul style="list-style-type: none"> <li>Video: provide a link to external page</li> <li>Audio: provide a link to external page</li> </ul>
<b>Video</b> Main video under the resources	Format: it is an embedded link to an existing trusted source (e.g. YouTube, Vimeo or Company URL)
<b>Satellite Symposium</b>	Satellite Symposium title will link to the Satellite Symposia page.



## Specification overview by item for 3D booth

<b>Company logo in the Exhibitor Directory</b>	<ul style="list-style-type: none"> <li>File type: .svg or .png with transparent background</li> <li>Dimensions: 250px height by 250px width</li> </ul>
<b>Company profile banner</b>	<ul style="list-style-type: none"> <li>File type: .jpg</li> <li>Dimensions: single banner, 1170px width x 230px height</li> </ul>
<b>Contact details</b>	<ul style="list-style-type: none"> <li>Booth representative (up to 4 – depending on the booked package) <ul style="list-style-type: none"> <li>Picture: <ul style="list-style-type: none"> <li>File type: .svg or .png with transparent background</li> <li>Dimensions: 200px width x 200px height</li> </ul> </li> <li>Provide email, full name and title</li> </ul> </li> <li>Company name and URL to corporate website</li> </ul>
<b>Social media links</b>	Up to 4 (Facebook, LinkedIn, Twitter, Instagram)
<b>Lead retrieval “Submit Inquiry”</b>	Provide email address
<b>Integrated chat</b>	Companies will get access to the chat backend and chat with delegates on their profile page
<b>External 3D/2D booth</b>	<p>Link to external virtual booth. URL to be provided.</p> <p>Design of the virtual booth to be handled by the exhibitor on an external platform.</p>
<b>Products / Resources</b> Can be grouped by individual headings	<p>Up to 6, each tile can include a link to an external website.</p> <p>For each tile provide a title of max 40 characters and:</p> <ul style="list-style-type: none"> <li>Link to an external website</li> </ul>
<b>Video</b>	<p>Up to 3 videos.</p> <p>Format: it is an embedded link to an existing trusted source (e.g. YouTube, Vimeo or Company URL)</p>
<b>Satellite Symposium</b>	Satellite Symposium title will link to the Satellite Symposia page.

## 8 GENERAL TERMS AND CONDITIONS

The following conditions of participation refer to the booking of any sponsorship product(s)/service(s) at the MAP 2022 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 MAP 2022 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 MAP 2022 will be subject to a 10% penalty fee on the total sponsorship investment.

### Refunds

Any refunds of deposits paid will be made after the MAP 2022 but not later than the **16 December 2022**. 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.

### Data Protection and Sharing of Contact Details

All data provided during the application process may be used (saved, stored, processed, transmitted, shared and deleted, but not modified) to allow the processing and execution of the Application(s). This data may be shared with our contractors to the extent necessary to ensure the organisation of MAP 2022.

### 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 MAP 2022 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 the MAP 2022 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 and Warranties

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 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.

ESMO gives no warranties in respect of any aspect of the MAP 2022 or any materials related thereto or offered at the MAP 2022 and, to the fullest extent possible disclaims all implied warranties, including but not limited to warranties of fitness for a particular purpose, accuracy, timeliness, and merchantability. The MAP 2022 is provided on an "as-is" basis. The views, opinions, and positions expressed by the speakers, attendees, or sponsors at the MAP 2022 are theirs alone and do not necessarily reflect the views, opinions, or positions of ESMO or any employee thereof. The MAP 2022 makes no representations as to accuracy, completeness, timeliness,

suitability, or validity of any information presented by speakers, attendees, or sponsors at the MAP 2022 and will not be liable for any errors, omissions, or delays in this information or any losses, injuries, or damages arising from its display or use. ESMO does not endorse, and expressly disclaims all liability relating to, any of the products or services provided by speakers, attendees, or sponsors.

#### **Connectivity or Technical Issues**

ESMO specifically disclaims all responsibilities for the unavailability of the MAP 2022 website due to unexpected condition and/or problems attributable to a third party's network operators or Force Majeure. The sponsoring company acknowledges that it is its responsibility to ensure a secure and stable internet connection, compatible operating system requirements and that its web browser is up to date in order to avoid connectivity or other technical issues when participating at MAP 2022. ESMO will use its best efforts to provide access to the MAP 2022 through third party channels. In the event that the participant encounters connectivity issues due to a weak internet connection, incompatible operating system requirements or inappropriate web browser settings, the participant acknowledges that ESMO is not liable.

#### **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 the MAP 2022 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 the MAP 2022. 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 the MAP 2022.

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**

The MAP 2022 is a non-smoking event.

#### **Final Clause**

In cases not covered by the regulations in these General Terms and Conditions, ESMO interpretation shall be final.