

INDUSTRY GUIDELINES

ESMO 2016



COPENHAGEN, DENMARK

7-11 OCTOBER 2016

Organiser



IMPORTANT DEADLINES

07 May 2016	Abstract submission and travel grant applications
30 June 2016	Early Registration
03 August 2016	Group Registration, participant names to be given
20 August 2016	Late-breaking abstract submission
31 August 2016	Late registration



INDEX

Contacts	Page 4
Welcome to ESMO 2016	Page 5
ESMO 2014 Statistics	Page 7
Preface	Page 14
General Information	Page 18
Key Dates	Page 16
Industry Satellite Symposia	Page 17
Industry Meetings On-site	Page 23
Promotion	Page 26
General Terms and Conditions	Page 29
ESMO Priority List	Page 33
Meeting Room Request Form	Page 34



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Exhibition management company

MAW (Medizinische Ausstellungs- und Werbegesellschaft) International Exhibitions & Advertising

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Email: esmo2016.exhibition@media.co.at

Accommodation, optional tours, transfers, restaurants

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WELCOME TO ESMO 2016

Dear Industry Partners,

The European Society for Medical Oncology provides its members and the wider oncology community with an extensive range of educational services and scientific platforms with the ultimate goal of improving the quality of care for all cancer patients.

It is with great pleasure that we invite you to ESMO 2016 in Copenhagen, 7-11 October 2016. The ESMO Congress presents an invaluable opportunity for medical oncologists and other oncology professionals from the many related fields to come together, learn about the latest research and share best practice.

Continuing the successful trend of past Congresses, the 2014 Congress in Madrid saw a 22% increase in participant numbers and 24% in abstract submission compared to our 2012 Congress in Vienna. These results have highlighted how important the ESMO Congress has become as a regular platform accommodating the rapid pace of progress in the oncology field and for presenting the results of studies which have a direct impact on the treatment and care of cancer patients.

ESMO 2016 will provide a Scientific and Educational Programme that builds on the highly successful models from previous Congresses, while incorporating innovative suggestions from valuable stakeholders.

The Congress in Copenhagen will feature presentations of some of the most recent research and trials including targeted therapies and immunotherapeutic approaches, joint symposia with representatives of all oncology specialties, and robust debates on the clinical challenges oncologists face today. We are expecting practice-changing abstracts and timely data to be presented.

ESMO is at the forefront of the rapidly changing oncology landscape and an important point of reference for the oncology profession. We encourage you to send your original research to ESMO 2016 and help inspire the collaborative discussions that advance oncology and improve patient care.

ESMO 2016 will offer both the efficient organisation that attendees have come to expect from ESMO, plentiful networking opportunities to make new contacts, discuss new findings, and connect with experts.

We invite you to join us in Copenhagen—one of Europe's oldest capitals and also one of the most dynamic cities in Scandinavia. Copenhagen offers an attractive mix of historical buildings and fabulous design seen in most elements of Danish life.

Closer collaborations and stronger working relationships are becoming increasingly important in facilitating a truly integrated approach to cancer care and patient care, and we look forward to working with all our partners in the best interests of cancer patients.

Best regards,



Fortunato Ciardiello, Naples, Italy ESMO 2016 and Congress President



Andrés Cervantes, Valencia, Spain Scientific Committee Chair



Jean-Yves Douillard, Nantes-Saint-Herblain, France Educational Committee Chair





ESMO 2014 STATISTICS

Over 19,000 delegates, including key opinion leaders and prescribers, representing medical oncology and related specialities attended the 39th ESMO Congress in Madrid (26 -30 Sep 2014). Please find below the

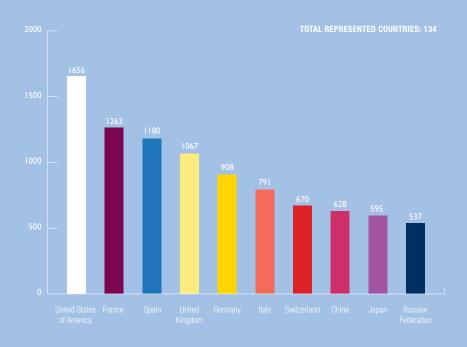
key statistics from this past congress which we trust will demonstrate the relevance and importance of increasing your visibility and participation at the premier European cancer meeting: ESMO 2016.

REGISTRATION DATA

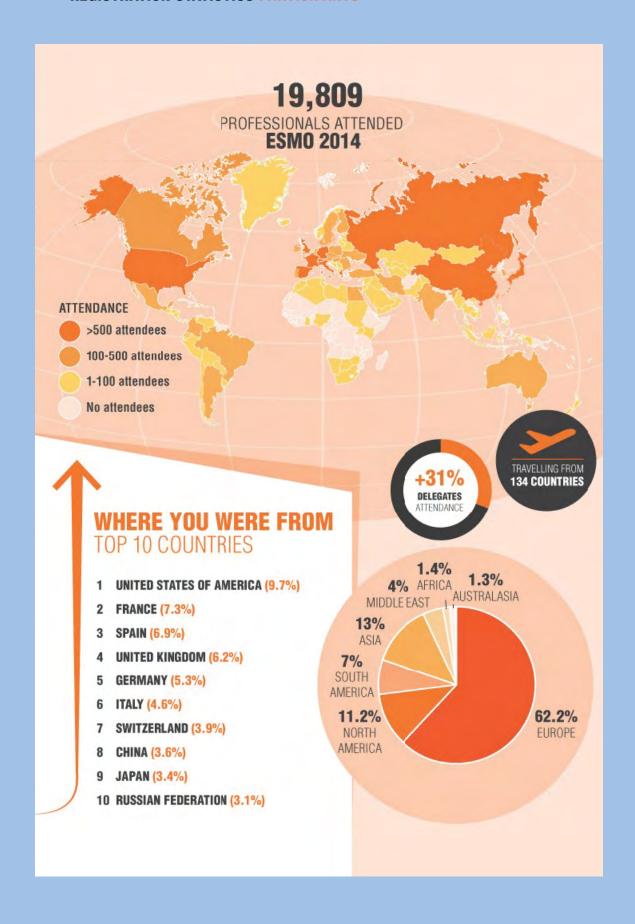
DETAILED ATTENDANCE BASED ON REGISTRATION FEES PAID

Delegates	16.489	
Travel grants	118	
Invited speakers	461	
Total Congress delegates		17.068
Exhibition visitors	51	
Press	398	
Total Congress participants		17.517
Total exhibitors and industry representatives	2.292	
TOTAL		19.809

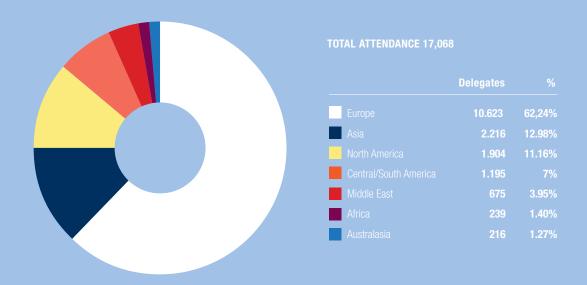
TOP 10 COUNTRIES



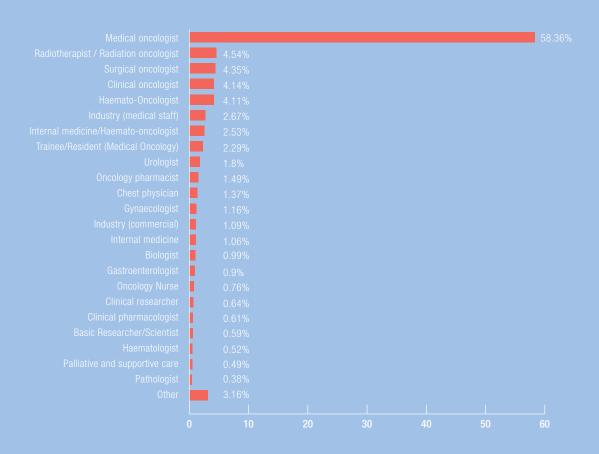
REGISTRATION STATISTICS PARTICIPANTS



ATTENDANCE BY REGION



PROFESSIONAL FIELD OF WORK*



*As per ESMO 2014 survey

ABSTRACT DATA

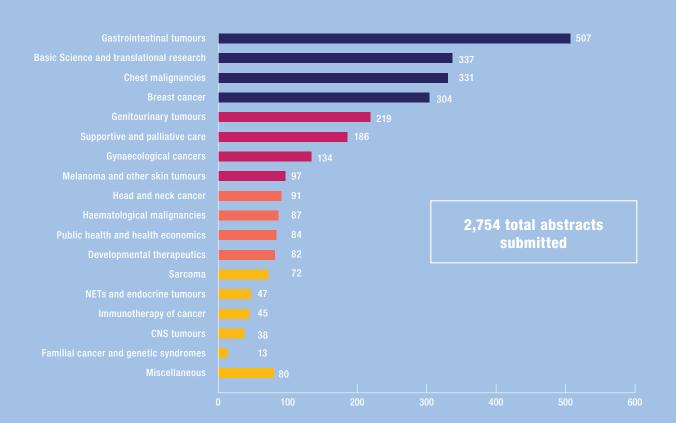
SUBMITTED ABSTRACTS

ACCEPTED ABSTRACTS

	abstracts	
Total abstracts submitted	2.754	100
Accepted abstracts	1.551	56.5
Rejected & withdrawn	1.203	43.5

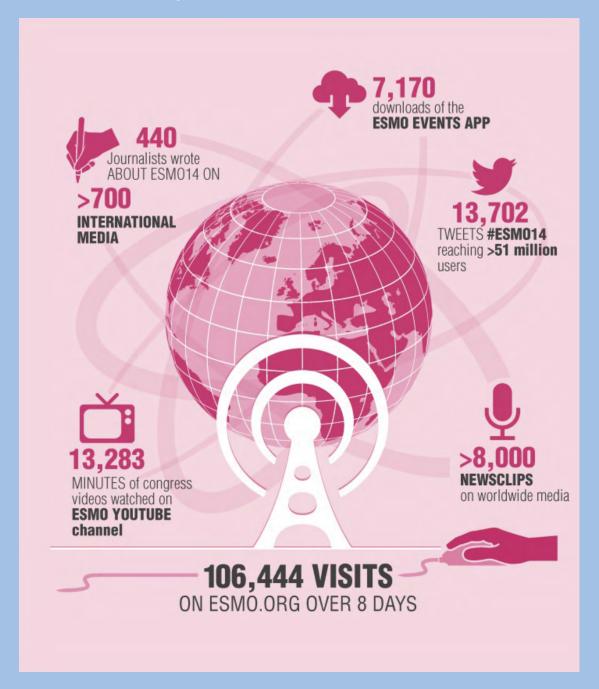
	abstracts	
Oral presentations	122	8%
Poster discussion	155	10%
Poster presentations	1.274	82%
Publication only	n/a	

SUBMITTED ABSTRACTS BY TOPIC



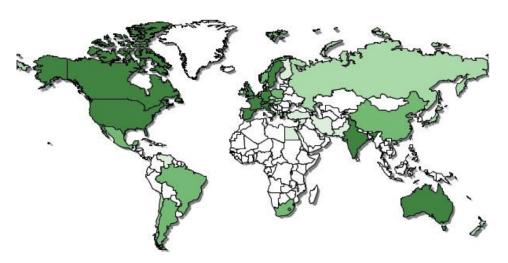
MEDIA & WEB STATISTICS MEDIA COVERAGE

What the world says about us?



PRESS OFFICE STATISTICS PRESS COVERAGE

Over 9,000 news clips across 47 countries



Top stories

(Online media monitoring only; Based on total number of news clips published)

- CLEOPATRA: Pertuzumab Ups Survival by 16 Months in HER2-Positive Breast Cancer,
 Sandra Swain
- New Data on Combination Treatments for Melanoma, Grant McArthur
- More Than 70% of Young Oncologists in Europe Suffer Symptoms of Burnout, Susana Banerjee
- Nivolumab shows signs of superior response rate compared to standard chemotherapy in advanced melanoma, **Jeffrey Weber**
- ROMANA Anamorelin Shown to Improve Appetite and Body Mass in Patients with Cancer Anorexia-Cachexia, Jennifer Temel
- Cancer During Pregnancy: Chemotherapy and Radiotherapy are Safe for Babies, Studies Show, Frédéric Amant

Top international outlets

(Online media monitoring only; Based on total number of news clips published)

Top Lay Publications

ANSA, Austria Presse Agentur, Corriere della Sera, Der Standard, Die Zeit, El Economista, El Mundo, Europa Press, FinanzNachrichten, Fox News, Herald Online, La Le Monde, La Repubblica, Le Figaro, MarketWatch, Thomson Reuters, The Independent, The New York Times, Toronto Telegraph, US News & World Report, Yahoo!

Top Medical Publications

Acta Sanitaria, Bio-Medicine, Bio Portfolio, Biotech Strategy, Doctor's Guide, eCancer, Journal of Clinical Oncology, La Lettre du Cancerologue, MedicalXpress, MediLexicon, MedPage Today, Medscape, Nature, Oncology Business Review, OncLive, Oncology Report, Science Codex, Science Daily



PREFACE

Welcome and congratulations!

You have decided to partner ESMO 2016, the world's premier congress in medical oncology.

ESMO 2016 will take place in the city of Copenhagen from the 7 - 11 October 2016.

Over these 5 days, you will have a unique opportunity to exchange with leading oncologists from all over the world.

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.

These ESMO 2016 Industry Guidelines will guide you in the necessary steps of your participation at ESMO 2016.

The document is organised into seven distinct sections namely:



All the regulations concerning the ESMO 2016 Exhibition will be included in the ESMO 2016 Exhibitor Prospectus.

A copy of this document will be available on our website and your main contact for any additional queries will be our official Exhibition Management Agency (MAW - Medizinische Ausstellungs- und Werbegesellschaft).

Please read this document carefully and share with the necessary colleagues and agencies involved in the organisation of your ESMO 2016 activities.

Also note that a successful application for participation at ESMO 2016 implies an acceptance of the requirements contained within these Industry Guidelines and also in any updates posted on http://www.esmo.org/Conferences/ESMO-2016-Congress

We look forward to working with you over the coming months towards a rich and innovative ESMO 2016!

GENERAL INFORMATION

VENUE

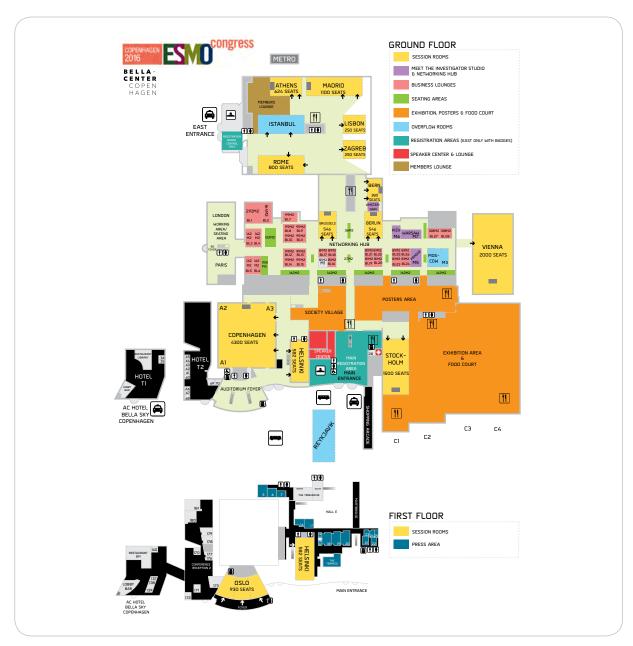
Venue information

The ESMO 2016 Congress will be held at the:

Bella Center A/S Center Boulevard 2300 Copenhagen Denmark

www.bellacenter.dk

The Bella Center lies less than 10 minutes away from both Copenhagen's international airport and city centre.



Layout as per October 2015, subject to changes

KEY DATES

Congress dates

March 2016 Advanced programme including speaker names

11 May 2016 Abstract submission deadline
 23 August 2016 Late-breaking abstracts deadline
 7 – 11 October 2016 41st ESMO Congress (ESMO 2016)

Satellite symposia deadlines

24 June 2016 Proposed programme, including the title of the Satellite symposium, all

presentation titles, the names of all proposed speakers and chairperson(s)

By 15 July 2016 Notification of acceptance or rejection

19 August 2016 Receipt of the final programme for inclusion in the Congress Programme Book

Registration deadlines

30 June 2016 Early registration

3 August 2016 Name lists for group registrations

31 August 2016 Late registration

Publication deadlines

23 May 2016 Company logo

13 June 2016 Advertisements for Programme Book
 11 July 2016 Advertisements for Congress Newspaper

18 July 2016 Bag inserts for evaluation
25 July 2016 Satellite invitation weblink
1 August 2016 Artwork for on-site advertising





1.0 Structure

Satellite symposia will take place on Friday 7, Saturday 8, Sunday 9 and Monday 10 October 2016. Details of available time-slots may be obtained by email from the ESMO Events Sponsorship Department (sponsorevents@esmo.org).

1.1 Satellite symposia programmes

All Satellite symposia programmes must be approved by the ESMO 2016 Scientific Committee with a view to ensuring the scientific quality and scope of such symposia within the framework of the Congress.

Companies are strongly encouraged to establish a programme in line with the general concept of the Congress scientific programme. Current ESMO policy encourages the avoidance of topic and/or statement repetition, and/or lectures which may be in conflict with what the ESMO Scientific Committee considers to be a proper, scientifically well-founded point of view.

ESMO reserves the right to veto speakers. In order to ensure a greater diversity of opinion and scientific

contribution, the ESMO Executive Board recommends that a speaker presents at no more than one (1) Satellite symposium. However, if unavoidable, a speaker may be involved in a second satellite for a maximum of two (2) symposia during the Congress. Kindly note that this restriction applies regardless of whether the speaker receives an honorarium or not. Any changes in the provisional or in the final programme must be forwarded immediately to the ESMO Congress Department (programme@esmo.org).

Each company is responsible for the registration of its own Satellite symposium speakers to the Congress. Registrations are not arranged by ESMO.

Submitting an abstract to the ESMO Scientific Committee and the official Congress programme implies that the study reported therein will not be presented as such during the Congress at any Industry Satellite symposium and that it has not been presented elsewhere. Therefore, presenting an abstract certifies that it is not connected to any industry satellite symposia.

1.2 Applications

Requests for Satellite symposia will be processed in accordance with the company ranking in the ESMO sponsors priority list and, subsequently, on a first-come/first-served basis.

Companies not included in the ESMO priority list that would like to have a Satellite symposium or companies in the priority list that would like to have an additional symposium time slot will be given an opportunity after the requests of all the companies in the priority list have been accommodated, subject to availability and on a first come, first served basis.

1.3 Programme timeline and deadlines

On application Each company should inform ESMO about the type of product(s) and the treatment area on which the programme of the satellite symposium will be based.

The proposed programme, including the title of the Satellite symposium, all presentation titles, the names of all proposed speakers and chairperson(s), must be submitted using the official ESMO programme template to the ESMO Congress Department (programme@esmo.org).

By 15 July 2016 Notification by ESMO of the acceptance / rejection / request for modifications to the programme as decided by the ESMO Scientific Committee

19 August 2016 Receipt of the final programme for inclusion in the programme book.

Please note that ESMO can act as a provider of sponsored educational satellite symposia, offering companies the benefit of the society's experience and knowhow to develop a truly independent symposium. If you are interested in receiving more information about ESMO Colloquia, please contact programme@esmo.org



Any infraction(s) to our Industry Guidelines will follow the procedure outlined in the Terms and Conditions on page 29

2.0 Satellite symposia details

Schedule, room set-up, food and beverage areas (F&B) and features

Set up in Theatre style in all the session auditoria, with a panel table for 4 persons for auditoria between 2,000 and 620 seats and 2 persons for auditoria between 540 and 250 persons

No.	Time	Duration	Day	Date	Auditorium	Capacity	Height to ceiling (m)	F&B area (see floor plans)
1	18:00-20:00	2 h	Fri	7-0ct	Vienna	2.000		Foyer outside the room
2	18:00-20:00	2 h	Fri	7-0ct	Stockholm	1.500		Foyer outside the room
3	18:00-20:00	2 h	Fri	7-0ct	Madrid	1.100		Foyer outside the room
4	18:00-20:00	2 h	Fri	7-0ct	Oslo	930		Foyer outside the room
5	18:00-20:00	2 h	Fri	7-0ct	Rome	800		Foyer outside the room
6	18:00-20:00	2 h	Fri	7-0ct	Athens	620		Foyer outside the room
7	18:00-20:00	2 h	Fri	7-0ct	Helsinki	580		Foyer outside the room
8	18:00-20:00	2 h	Fri	7-0ct	Brussels	540		Foyer outside the room
9	18:00-20:00	2 h	Fri	7-0ct	Berlin	540		Foyer outside the room
10 11	18:00-20:00	2 h 2 h	Fri Fri	7-0ct 7-0ct	Bern Lisbon	380 250		Foyer outside the room
12	18:00-20:00 18:00-20:00	2 h	Fri	7-0ct 7-0ct	Zagreb	250		Foyer outside the room Foyer outside the room
13	13:00-14:30	1 h 30	Sat	8-0ct	Stockholm	1.500		Foyer outside the room
14	13:00-14:30	1 h 30	Sat	8-0ct	Madrid	1.100		Foyer outside the room
15	13:00-14:30	1 h 30	Sat	8-0ct	Oslo	930		Foyer outside the room
16	13:00-14:30	1 h 30	Sat	8-Oct	Rome	800		Foyer outside the room
17	13:00-14:30	1 h 30	Sat	8-Oct	Athens	620		Foyer outside the room
18	13:00-14:30	1 h 30	Sat	8-Oct	Helsinki	580		Foyer outside the room
19	13:00-14:30	1 h 30	Sat	8-Oct	Brussels	540		Foyer outside the room
20	13:00-14:30	1 h 30	Sat	8-Oct	Berlin	540		Foyer outside the room
21	18:30-20:00	1 h 30	Sat	8-Oct	Stockholm	1.500		Foyer outside the room
22	18:30-20:00	1 h 30	Sat	8-Oct	Madrid	1.100		Foyer outside the room
23	18:30-20:00	1 h 30	Sat	8-0ct	Oslo	930		Foyer outside the room
24	18:30-20:00	1 h 30	Sat	8-Oct	Rome	800		Foyer outside the room
25 26	18:30-20:00 18:30-20:00	1 h 30 1 h 30	Sat Sat	8-0ct 8-0ct	Athens Helsinki	620 580		Foyer outside the room Foyer outside the room
27	18:30-20:00	1 h 30	Sat	8-0ct	Brussels	540		Foyer outside the room
28	13:00-14:30	1 h 30	Sun	9-0ct	Stockholm	1.500		Foyer outside the room
29	13:00-14:30	1 h 30	Sun	9-0ct	Madrid	1.100		Foyer outside the room
30	13:00-14:30	1 h 30	Sun	9-0ct	Oslo	930		Foyer outside the room
31	13:00-14:30	1 h 30	Sun	9-0ct	Athens	620		Foyer outside the room
32	13:00-14:30	1 h 30	Sun	9-0ct	Helsinki	580		Foyer outside the room
33	13:00-14:30	1 h 30	Sun	9-0ct	Brussels	540		Foyer outside the room
34	13:00-14:30	1 h 30	Sun	9-0ct	Berlin	540		Foyer outside the room
35	18:30-20:00	1 h 30	Sun	9-Oct	Stockholm	1.500		Foyer outside the room
36	18:30-20:00	1 h 30	Sun	9-0ct	Madrid	1.100		Foyer outside the room
37	18:30-20:00	1 h 30	Sun	9-0ct	Oslo Pomo	930		Fover outside the room
38 39	18:30-20:00 18:30-20:00	1 h 30 1 h 30	Sun Sun	9-0ct 9-0ct	Rome Athens	800 620		Foyer outside the room Foyer outside the room
40	18:30-20:00	1 h 30	Sun	9-0ct	Helsinki	580		Foyer outside the room
41	18:30-20:00	1 h 30	Sun	9-0ct	Brussels	540		Foyer outside the room
42	13:00-14:30	1 h 30	Mon	10-0ct	Stockholm	1.500		Foyer outside the room
43	13:00-14:30	1 h 30	Mon	10-0ct	Madrid	1.100		Foyer outside the room
44	13:00-14:30	1 h 30	Mon	10-0ct	Oslo	930		Foyer outside the room
45	13:00-14:30	1 h 30	Mon	10-0ct	Rome	800		Foyer outside the room
46	13:00-14:30	1 h 30	Mon	10-0ct	Athens	620		Foyer outside the room
47	13:00-14:30	1 h 30	Mon	10-0ct	Helsinki	580		Foyer outside the room
48	13:00-14:30	1 h 30	Mon	10-0ct	Brussels	540		Foyer outside the room
49	13:00-14:30	1 h 30	Mon	10-0ct	Berlin	540		Foyer outside the room
50	18:30-20:00	1 h 30	Mon	10-0ct	Madrid	1.100		Foyer outside the room
51 52	18:30-20:00	1 h 30	Mon	10-0ct 10-0ct	Oslo Pomo	930		Foyer outside the room Foyer outside the room
52 53	18:30-20:00 18:30-20:00	1 h 30 1 h 30	Mon Mon	10-0ct	Rome Athens	800 620		Foyer outside the room Foyer outside the room
54	18:30-20:00	1 h 30	Mon	10-0ct	Helsinki	580		Foyer outside the room
55	18:30-20:00	1 h 30	Mon	10-0ct	Brussels	540		Foyer outside the room
56	18:30-20:00	1 h 30	Mon	10-0ct	Berlin	540		Foyer outside the room

Technical equipment

Hall	LCD proj.	Laptop	Screen	Laser	Microphones (a))
				pointer	Lectern	Panel	Floor
Oslo	12,000 al	1	6,4 x 3,6 m.	1	1	3	4
Helsinki	20,000 al	1	8,9 x 5 m.	1	1	3	2
Vienna	20,000 al	1	7,3 x 4,2 m.	1	1	3	6
Stockholm	10,000 al	1	6 x 3,4 m.	1	1	3	6
Brussels	5,500 al	1	3,3 x 1,8 m.	1	1	3	2
Berlin	5,500 al	1	3,3 x 1,8 m.	1	1	3	2
Bern	5,500 al	1	4,1 x 2,3 m.	1	1	3	2
Madrid	5,500 al	1	4,1 x 2,3 m.	1	1	3	4
Athens	5,500 al	1	4,1 x 2,3 m.	1	1	3	4
Rome	8,000 al	1	3,8 x 2,9 m.	1	1	3	4
Lisbon	8,000 al	1	3,8 x 2,9 m.	1	1	2	2

al=ansilumen a.

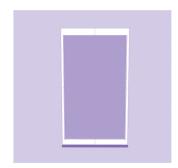
All microphones are wired

IMPORTANT: The satellite symposia slot prices quoted in the ESMO 2016 Industry Prospectus include:

- The room rental and construction fees
- Equipment and room setup (details mentioned above)
- AV support staff (see section 2.1)
- Symposium session published in the Programme Book as well as in the On-line Programme (in a separate section as per UEMS regulations)

Size of lectern: w=60 h=110 cm.





Size of Panel table: w=200 d=77 h=72 cm.



1 table fits 2 persons, 2 tables fits 4 persons

^{*}Production artwork and delivery of invitations is at the sponsoring company's expense



2.1 Technical and monitoring staff

One technical staff member and one hostess are assigned to each room. Additional hostesses can be booked through congress@esmo.org.

2.1.1 Alternative stage set-up, additional equipment and/or personnel

The details of a contact person for an alternative stage set-up, additional equipment and/or personnel will be provided in the confirmations.

Owing to the limited set-up and dismantling time necessary between Satellite symposia slots (between 15 and 30 minutes), additional audiovisual equipment should only be ordered through the official supplier.

However, should a company wish to use its own technical supplier, the company must check in advance with the Bella Center that the proposed "Technical Requirements" of the Symposium are feasible and compatible with the existing equipment.

These requests must be communicated no later than 30 August 2016. Extra equipment requests to be sent to: ESMOSatellite@bchg.dk for the following auditoria Oslo, Helsinki, Vienna, Stockholm Brussels, Berlin, Bern, Madrid, Athens while d.laurijssen@acsaudiovisual.com for the following auditoria: Rome and Lisbon.

2.2 Food & Beverage areas

Requests for F&B functions should be addressed to the ESMO Congress Department (congress@esmo.org), indicating the type of function

(coffee break, cocktail, standing lunch, other) and number of guests.

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

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

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

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

2.3 Duration of the Satellite symposium

All companies are obliged to respect the start and closure times of the Satellite symposia. Extensions beyond assigned time-slots are not allowed under any circumstances. Infringement of this regulation will affect the Sponsors priority list for future ESMO congresses.

2.4 Installation, rehearsal and dismantling times

The halls will be available 30 minutes before the scheduled start of the Satellite symposium for setting-up and rehearsal purposes and will be cleared by the company and ready for the next event within 15 or 30 minutes after the scheduled end of the Satellite symposium.

Rehearsal time on the day before may be available but is not guaranteed. Please contact the ESMO Congress Department (congress@esmo.org).

2.5 Invited speakers preview centre

For logistical reasons, companies organising a Satellite Symposium are strongly recommended to use the invited speakers preview centre and follow the instructions that ESMO prepares for its own speakers.

If a company does not wish to use the invited speakers preview centre they must advise the ESMO Congress Department (congress@esmo.org).

2.6 Industry satellite symposium webcast

All the educational sessions that took place at ESMO 2016 will be added to the respective Webcast Library.

Once the congress is over, all the attendees will be able to catch-up on all the sessions of the event.

This platform will provide a unique opportunity for all satellite organisers to host their satellite webcast(s) directly in our library and make the content easily accessible to all our attendees and members.

If you are already an OncologyPRO (our official educational portal dedicated to oncologists) Sponsor, the hosting rights are free both inside OncologyPRO as well as in the Symposium Webcast Library provided the filming/recording of your webcast was done by our official supplier: Webges.

To find out more on how to become an OncologyPRO sponsor or get advice on where to host it on this unique platform (if you already a sponsor) contact congress@esmo.org

However, for those of you that are not OncologyPRO sponsors a yearly hosting fee applies.

This will of course not include recording/filming and any other editing – this will be at your own expense depending on the supplier used.

To receive more details on this hosting opportunity, contact sponsorevents@esmo.org

2.7 Satellite symposia contact/representatives

Each company will provide the name of one person who will be responsible for the organisation of its Satellite symposium and notify the ESMO Congress Department (congress@esmo.org) as soon as possible about any changes.

If several people are responsible for various aspects (financial, organisational, etc.) of the symposium, the company must inform ESMO accordingly. ESMO strongly recommends, however, that only one (1) contact person is appointed.

If an agency is appointed to manage and organize the Satellite symposium, the company must inform ESMO and provide the agency name and contact person details. Only official agency representatives will receive information material from ESMO.

2.8 ESMO Congress website and programme book

Approved Satellite symposia programmes will be published online in the Satellite symposia section of the ESMO Congress programme and in the Congress programme book if they are received no later than 19 August 2016.

Satellite symposia programmes published in the ESMO Congress programme book will follow the layout determined by the ESMO Congress Department. The submission of the programme must follow the format of the ESMO template, which may be requested from programme@esmo.org.

The following details are necessary for inclusion in both programmes (online and book): session title, lecture titles plus allocated time for each presentation, full speaker names, affiliation and contact details.

2.9 Abstract presentation during the Congress

Each company must guarantee that studies reported in accepted abstracts will not be presented as such during the Congress at any industry-related Satellite symposia prior to its presentation during the official Congress programme.

2.10 ESMO Congress Abstract book

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

Any infraction(s) to our Industry Guidelines will follow the procedure outlined in the Terms and Conditions on page 29



3.4 Media activities

All media activities initiated by third parties are subject to a specific Media Policy. Companies wishing to organise a media event during the Congress should send a request to the ESMO Press Office using the appropriate form made available through the ESMO website or contacting media@esmo.org. For any additional information about Media issues, please contact media@esmo.org.

Press badges

According to the ESMO Media Policy, press badges may only be assigned to journalists working for recognised media organisations. Should communication agency representatives require a badge for the purpose of preparing and/or developing third-party media events, please contact the ESMO Press Office (media@esmo.org) to obtain a temporary badge. Full details are available in the ESMO Third-party Media Activities Policy.

3.5 Types of Meetings

Activities such as internal meetings involving Congress delegates, press conferences, educational or promotional activities taking place either in or outside the congress centre but concomitant with or during breaks in the official ESMO Congress educational and scientific programme are subject to ESMO approval.

Clear identification of the organisers, purpose, targeted participants and the full programme must be submitted for approval to ESMO (congress@esmo.org) at least 6 weeks prior to the event.

ESMO has two meeting room categories namely: Closed Industry Meetings and Meet the Investigator Time Slots to allow sponsoring companies to organise different meeting formats within the congress centre during the congress hours.

Closed Industry Meeting

ESMO allows industries to organise staff meetings, briefings, advisory boards, client meetings or other type of closed meetings within the congress centre with the following requirements:

- Meeting "is closed" and by invitation only
- Maximum attendance is 35 guests
- Meeting is not promoted in the convention centre or in any ESMO 2016 publications
- Small meetings may take place in parallel with the official ESMO Congress educational and scientific programme provided they do not involve groups larger than 35 people and are limited in duration
- If you plan to have an ESMO 2016 Speaker at your session make sure your chosen meeting slot does not conflict with his/her session(s)
- Media should not be invited and are not permitted to attend the meeting

Meeting rooms can be rented by filling in the appropriate form (form on page 34). Meetings rooms will be assigned on a first come, first served basis.

Meet the Investigator Studio Time Slots

Specially dedicated lecture room available for lectures, Q&A and scientific dissemination about investigator activities in non-marketed active agents.

- One room with capacity for 100 delegates, with access completely controlled by the sponsoring company
- Logistics: screen, laptop, projector, lectern, 1 microphone, 1 hostess
- Limited catering possibilities
- Presentations of 30', all included, set up and dismantling of possible posters too
- Presentations one after the other, strict enforcing of timeslot allocation
- A schedule of the daily lectures (sponsoring company and slot time) will be published in the ESMO 2016 Programme Book and in the Meet the Investigator Area
- Companies can book single slots of 30 minutes
- Time slots must not be in conflict with satellite symposia
- If you plan to have an ESMO 2016 Speaker at your session make sure your chosen slot does not conflict with his/her session(s).

Any infraction(s) to our Industry Guidelines will follow the procedure outlined in the Terms and Conditions on page 29

MEET THE INVESTIGATOR STUDIO TIME SLOTS

For more information and to book your slot, please contact the ESMO Events Sponsorship Department (sponsorevents@esmo.org). Investigator Studio Slots will be assigned on a first come, first served basis.

Saturday, 8 October 2016	Sunday, 9 October 2016	Monday, 10 October 2016
Time Slot	Time Slot	Time Slot
09:00-09:30	09:00-09:30	09:00-09:30
09:30-10:00	09:30-10:00	09:30-10:00
10:00-10:30	10:00-10:30	10:00-10:30
10:30-11:00	10:30-11:00	10:30-11:00
11:00-11:30	11:00-11:30	11:00-11:30
11:30-12:00	11:30-12:00	11:30-12:00
15:00-15:30	15:00-15:30	15:00-15:30
15:30-16:00	15:30-16:00	15:30-16:00
16:00-16:30	16:00-16:30	16:00-16:30
16:30-17:00	16:30-17:00	16:30-17:00





4.0 Promotion of the Satellite symposium and other activities

4.1 Publications and On-site Advertising

Each company will ensure that all company publications referring to Satellite symposia mention: "ESMO 2016 Industry Satellite Symposium" in order to avoid any confusion with the official scientific programme. For this reason, all companies must submit a copy of the final publication to sponsorevents@esmo.org and respect the following deadlines:

23 May 2016 Submit Company logo 13 June 2016 Send advertisements for

Programme Book

11 July 2016 Send advertisements for Congress

Newspaper

18 July 2016 Send bag inserts for evaluation25 July 2016 Send satellite invitation weblink

1 August 2016 Submit artwork for on-site advertising

Shipment instructions for "bag inserts" will be given upon approval. ESMO accepts no responsibility for programmes which are submitted late.

ESMO suggests avoiding cultural or historical references in printed material and bears no responsibility should any such references cause offence.

Furthermore, ESMO bears no responsibility towards the delegates for the display, promotion or sale of

therapies or services, neither are ESMO supporting those products or services for their sole promotion at ESMO 2016. However, ESMO 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 ESMO bears no responsibility in case of a complaint based on such laws. Sponsoring companies are therefore advised to consult the Codes of Practice of their governing bodies for information and guidance on regulations around attendance at medical congresses. In all cases, sponsoring companies are responsible for ensuring that their promotion during the congress is legally and ethically acceptable in Denmark.

4.2 Reproduction of logos

Each company is entitled to use the official logo of ESMO 2016 on invitations and promotional documents related to the approved Satellite symposium.

Companies are not allowed to use the ESMO corporate logo under any circumstances.

The ESMO Events Sponsorship Department (sponsor events@esmo.org) will provide the ESMO 2016 Congress logo as an electronic file upon request, but not before the draft of the invitation or other promotional material is submitted for approval.

Any infraction(s) to our Industry Guidelines will follow the procedure outlined in the Terms and Conditions on page 29

4.3 Inviting participants

Ilnviting participants to your satellites has never been this easy and effective!

A month prior to ESMO 2016, satellite symposium organisers will have the possibility to showcase their satellite(s) via a digital satellite invitation/weblink(s) in our Online Scientific Programme and invite delegates to find out more about their session(s).

Furthermore, in the ESMO 2016 E-Newsletter there will be a dedicated Industry Satellite Symposia section whereby all these digital invitations will be grouped.

From the 25 July 2016 your satellite invitation weblink will go live (this will be subject to prior submission before the 25 July 2016 deadline and subsequent approval by the ESMO Events Sponsorship Department).

The ESMO 2016 E-Newsletter will be sent out to all registered delegates in early September 2016.

To take full advantage of this unique opportunity and book this sponsorship product contact: sponsorevents@esmo.org today!

Rules and Regulations:

ESMO reserves the right to refuse requested Weblinks should any web page be deemed to conflict with ESMO's ethics or interests.

- A weblink is a page or pdf, created by the sponsoring Industry, highlighting their Satellite.
- The content of the Weblink message must not make any statements about the quality or virtues of a sponsoring Industry and/or any of the Industry's product(s) either via text or visuals. With a Satellite Symposia, the content of the Weblink must solely state the:
 - Title of the session
 - The names of the chairpersons and speakers
 - Venue and timing of the ESMO approved scientific programme.
 - Remember that no product names or brand names are allowed in the title or in the scientific programme of the session.

- The deadline to submit your Weblink to sponsorevents@esmo.org is the 25 July 2016.
 Your Weblink will undergo an internal approval procedure and Industry will be informed within 5 working days as to the status of approval.
- This page must not include links, hyperlinks, hot-spots or any means through which the advert can be linked to another site. There will be no exceptions made to this rule.
- The Weblink may consist of more than 1 virtual page, due to its online nature, however no more than 2 pages can be included per Weblink.
- Under no circumstances may "Flash files" be allowed.
- Any requests for content or structure change/ amendments after the Weblink has been linked to the appropriate listing will not be actioned.
- To ensure that the ESMO 2016 Congress logo is properly protected, ESMO has defined guidelines for its use, which permit the use of the Congress logo under specific conditions.
- Cancellation of the Weblink should be sent in writing to the ESMO Events Sponsorship Department.
- The web page will only be linked once ESMO approval is confirmed and the payment for the satellite invitation weblink is received.

4.4 Inserts in the delegate bags

All Satellite symposia invitations must not be larger than A4 format and not heavier than 30 grams. Shipment and delivery instructions provided by the Congress Department must be respected. Shipment handling fees are not covered by ESMO.

Bag inserts must be submitted for approval to ESMO (sponsorevents@esmo.org) by 18 July 2016.

ESMO bears no responsibility for the non-inclusion of leaflets in the delegate bags if the shipping instructions and deadline are not respected.

4.5 Advertisements

Advertisements are possible in Congress-related publications. Please contact sponsorevents@esmo.org for further details.

4.6 Signage, display and distribution on site

For the display of programme posters, one designated poster board will be made available in the ESMO 2016 Industry Satellite Symposium Display Area. Companies are entitled to bring a roll-up poster to be placed next to the selected auditorium entrance. In the ESMO 2016 Industry Satellite Symposium Display Area there will be a rack with:

- One A4 size plexi holder per session.
- Session organisers are responsible for storing the invitations and ensuring the racks are filled.
- Each company is responsible for printing sufficient invitations.
- Display racks will be available from Friday 7 October to Monday 10 October 2016.

The poster boards will be portrait (vertical). Further details will be provided at a later stage by the organiser.

Instructions regarding signage, including set-up and dismantling times, auditorium decoration etc, will be provided by the ESMO Congress Department and must be fully respected at all times.

The display of posters is forbidden in other areas of the congress centre other than on the designated poster boards, throughout the congress period. Invitations and flyers may not be distributed to participants in any access to, or in public areas of, the congress centre, including between the metro station and the main entrance of the congress venue.

Flyers may, however, be distributed in front of the door(s) of the assigned auditorium no earlier than one (1) hour before the start of the Satellite symposium. 1 welcome desk will be available outside each session room.

Additionally, the venue strictly forbids sticking signage or other elements to any walls, doors or windows of the premises.



4.7 Promotion at congress hotels

The production, distribution or display of promotional materials at the hotels where participants are staying during the Congress is discouraged by ESMO. However, if such items are produced and distributed, their texts must follow the same rules as those that apply to other printed material (see 4.1). No assistance will be provided by ESMO or by the official housing service for the distribution of material or for the list of official Congress hotels.

4.8 Other promotional activities

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

4.9 Promotion related to products and services

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

Any infraction(s) to our Industry Guidelines will follow the procedure outlined in the Terms and Conditions on page 29

GENERAL TERMS AND CONDITIONS

The following conditions of participation refer to the booking of any sponsorship product(s)/service(s) at ESMO 2016 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 these ESMO 2016 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 location. 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

- Application. For companies in the priority points ranking, applications for promotional opportunities must be received by the 5 October 2015 in order to be included in the first round of assignments.
- Priority points ranking status. Between 1 August 2014 and 1 September 2015, ESMO will review all investments and compile the priority points ranking list. This ranking list will define the order in which requests of companies are processed. When an equal number of points are held by 2 or more sponsoring companies, promotional opportunities will be assigned according to the monetary value of the requested opportunities.

Assignmen

At each sponsoring company's turn for assignment, every effort will be made to:

- Offer the first, second and third choice made on the sponsorship application form subject to availability.
- Offer a real time selection of what is available if the 3 choices on the sponsorship application cannot be honoured. To ensure each sponsoring company has a chance to choose a suitable opportunity, 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.

Terms of Payment

A first deposit of 50% of the total rate will be sent within 2 weeks following the confirmation. Payment is due within 30 days following the date of the invoice. The balance (50%) is due not later than the 15 June 2016. Corresponding invoices will be sent out by ESMO in due time before the deadline for receipt of payment. If charges are not paid within the prescribed time, the item will be released and any loss incurred by ESMO by such non-payment shall be made good by the defaulting sponsoring company.

Exclusivity

Sponsoring companies that invest in the Posters on USB have an exclusivity period from the start of ESMO 2016 and for the 3 months after the congress. If a sponsor wishes to extend its exclusivity period a formal request needs to be received before the 2 December 2016.

Cancellation Policy

The company cancelling its support after the official application form has been accepted will be liable to pay the following fees:

- If the sponsorship product(s)/service(s) cannot be reallocated to another company.
- 25 % of the total rate, if the cancellation request is received in writing by 31 December 2015.
- 50 % of the total rate, if the cancellation request is received in writing between 31 December 2015 and 31 March 2016.
- 100 % of the total rate, if the cancellation request is received in writing after 31 March 2016.

Once the sponsorship item(s) are officially assigned the cancellation fee is 100% of the total rate. If the item(s) can be reallocated to another sponsoring company, the former sponsoring company will receive a full refund of deposit(s) paid and less the administrative fees of 10% on the total sponsorship investment.

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 Congress (Friday 7 October 2016) will be subject to a 10% penalty fee on the total sponsorship investment.

Refunds

Any refunds of deposits paid will be made after ESMO 2016 but not later than the 31 December 2016. The sponsoring company will not be entitled to any interest that the organiser may have derived from deposits made. All bank charges, including sender's and receiver's charges, resulting from a refund related to cancellation or reduction of sponsorship will be at the charge of the sponsoring company.

Postponement or Abandonment

ESMO reserves the right to postpone the Congress including the technical exhibition, or to transfer it to another site, if unforeseen circumstances warrant such action. Should any contingency prevent the holding of the Congress 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 ESMO 2016 in the event of force majeure cases (e.g. strikes, riots, fires, flood, terrorist attacks, governmental actions and regulations, damages or other fatal occurrences). In such cases, ESMO is not liable for failure to perform any obligation hereunder but will reimburse any payments received from the sponsoring company less any costs incurred while preparing the event.

Limitation of Liability of ESMO

ESMO shall not be liable for any damages, dispute or injury arising out of or in connection with the performance of this Agreement unless caused by wilful act, gross negligence or default of an employee, director, representative or contractor. Nor shall ESMO be liable to the sponsoring company for any indirect or consequential loss, damages, claims or demands arising out of this Agreement, including without limitation any economic loss or other loss of income, profits, business, opportunity, reputation or goodwill.

Bankruptcy or Liquidation

In case the sponsoring company becomes bankrupt or enters into liquidation other than for the purpose of restructuring or merger, or has a receiver appointed, ESMO shall be at liberty to terminate immediately the contract with the sponsoring company, to cancel the allocation of sponsorship product(s)/service(s) to the company and to forfeit all sums paid by the company.

Security and Insurance

Neither ESMO nor its contractors shall be responsible for the safety of any exhibit or other property of the sponsoring company or any person. Furthermore, ESMO nor its contractors shall be responsible for the loss, theft, damage or destruction by any cause of the exhibits or other property, or for loss, damage or injury sustained by any exhibits or any other persons. The sponsoring company/exhibitor shall indemnify ESMO and its contractors to third persons, as a result of any act or omission of the company, its staff, agent or personnel hired on a temporary basis. As ESMO and its contractors will accept no responsibility for any of the foregoing matters, the sponsoring company should affect 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 ESMO 2016 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 ESMO 2016. 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 Congress.

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 ESMO 2016. 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.

Final Clause

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















The sponsorship point system has been designed to recognise sponsor investment in ESMO projects and sponsorship points are allocated in acknowledgement of each EUR 10,000 of sponsorship investment.

- a. Accrued sponsorship points define the position of each company in the ESMO sponsors priority list. The priority list identifies companies that will be offered visibility at, and privileged within, events such as the ESMO Congress and related activities, for example satellite symposia, exhibition space, hotel accommodation, etc.
- b. When an equal number of points are held by 2 or more sponsoring companies, promotional opportunities will be assigned according to the monetary value of the requested opportunities.
- c. ESMO nevertheless retains the right to privilege smaller emerging companies when their products are innovative and the Society feels that their participation in the event would be of benefit to delegates. When satellite symposia are assigned in relation to this clause, the company guarantees that the programme will not be presented elsewhere before the ESMO Congress. Furthermore, all sponsorship items assigned in relation to this clause are subject to specific terms and conditions.
- d. Sponsorship points are cumulative, but expire at the end of the 24th month after which they have been allocated.
- e. ESMO recognises the importance of long-term relationships. To this end, 2 points will be assigned to companies for their presence and loyalty on a yearly basis for a minimum of EUR 10,000 of support. The 2 points will not expire. However, for each calendar year during which a company has not been present (with any kind of support), the 2 points are deducted from the company's record.







7-11 OCTOBER 2016COPENHAGEN, DENMARK

Meeting room request form

CONTACT INFORMAT	ION (Required)		
Association/Company			
Contact person			
Address			
City	Country	/	
Phone	E-mail		
On-site contact persor	1		
FUNCTION SPECIFICA	ATIONS (Required)		
Function name			
Function description			
Function date			
Function date	Start til	me End	time
N. of people			
ROOM SET-UP (Requi	ired)		
○ Conference	O U-Shape	○ Classroom	O Cabaret Tables
O Hollow Square	Theatre	Round Tables	Other
All the meeting rooms Internet wired connects		echnical equipment: Scre	een, LCD Projector,
For extra equipment pl	ease contact: congres	s@esmo.org	
FOOD AND BEVERAGE Please select the meal		e during this meeting	
O Breakfast	O Break	○ Dinner	
O Lunch	Reception		
	s and fax number prov	conditions set forth in this ided on this application v e conference.	
Signature		Date	
Print name			

METHOD OF PAYMENT

All the invoices will be processed in EURO. The company on this application is responsible for its meeting related expenses. ESMO will send the invoice to the company on this application.

TERMS AND CONDITIONS

Activities such as internal meetings involving Congress delegates, press conferences, educational or promotional activities taking place either in or outside the congress centre but concomitant with or during breaks in the official ESMO Congress educational and scientific programme are subject to ESMO approval.

Clear identification of the organisers, purpose, targeted participants and the full programme must be submitted for approval to ESMO (congress@esmo.org) at least 6 weeks prior to the event.

During the period beginning Thursday, 6 October 2016 through to Tuesday, 11 October 2016, ESMO does not allow any corporate-organised Satellite symposia or similar events to take place on other days and in other places except on Friday, 7, on Saturday, 8, Sunday, 9 and on Monday, 10 October 2016 in the official venue.

Blackout times:

7 October 2016	10:15-17:30
8 October 2016	08:00-18:00
9 October 2016	08:00-18:00
10 October 2016	08:00-18:00
11 October 2016	09:00-12:30

CANCELLATION POLICY

No refunds will be issued. 100 percent of the total fee will be retained for cancellation received. All cancellation must be made to ESMO in writing.

COMPLETE ONE APPLICATION FORM FOR EACH FUNCTION AND RETURN TO



congress@esmo.org

OUESTIONS

For more information or questions, please contact Chantal Cornu.



congress@esmo.org

ESMO 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 Copenhagen.



European Society for Medical Oncology