

IMPAKT
BREAST CANCER CONFERENCE



IMProving cAre and
Knowledge through
Translational research

INDUSTRY GUIDELINES

5TH IMPAKT BREAST CANCER CONFERENCE
2-4 MAY 2013
BRUSSELS, BELGIUM



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INTRODUCTION

Conference background

Today, it is imperative for basic researchers to understand and address clinical challenges and for physicians to possess the knowledge and skills to integrate and use new technologies. IMPAKT is a unique Breast Cancer Conference that meets these needs by bridging the gap between research and clinic while also providing the right environment for young professionals to network with and access the knowledge of their senior counterparts.

IMPAKT focuses on translational research in breast cancer and on innovative ways of developing new agents. It is a valuable meeting which brings together pre-clinical and clinical researchers from Academia and Industry, junior and senior oncologists and facilitates the role of mentor and the importance of sharing knowledge to improve careers. The rapid translation of biologically-based laboratory discoveries into daily clinical practice is also important, but equally important is the trip back from the clinic to the laboratory, to further explore and explain clinically observed tumor biology and behaviour.

IMPAKT was launched in 2009 by the Breast International Group and the European Society for Medical Oncology, in collaboration with a multidisciplinary alliance of European breast cancer organisations and patient groups and is an annual conference.

Target audience

The Conference programme primarily targets young researchers, clinicians and young pathologists interested in translational research. IMPAKT is also be of interest to imaging specialists, scientists, medical oncologists, breast surgeons, radiation oncologists, drug developers within the pharmaceutical sector and other professionals involved in breast cancer research.

All those who have a specific interest in translational research, new agents, molecular and functional diagnostics, biomarkers and cutting-edge research applications in the clinical setting will benefit from attending.

IMPAKT is unique

- It provides information on the myriad discoveries that already have or will have impact on breast cancer research and treatment in the near future.
- It puts into perspective advances on a molecular level in cell biology, molecular pathways exploited for clinical purposes, and a wide range of diagnostic, prognostic and predictive tools for breast cancer.
- It is the place where discussion about what biomarkers are, how they should be used in clinical trials and decisions about biomarkers are taken.
- It keeps in tune with scientific progress in breast cancer research as the therapeutic road from the laboratory to the clinic shortens.
- It has educational sessions for existing diagnostics and new systems providing an understanding of how diagnostics should be added to translational research.
- It focuses on premier data and technologies that sharpen the knife of molecular dissection and define the cellular structures that determine responsiveness to novel therapies.
- It includes sessions on on-going clinical trials.
- It promotes collaboration in breast cancer research, new ideas for projects and foster new contacts.

IMPAKT is more than just a breast cancer meeting. It represents a strong commitment to foster education by a growing and united European multidisciplinary breast cancer alliance and to work together to keep pace with cutting edge advances in translational research and their relevance for making treatment decisions in daily practice.



IMPAKT BREAST CANCER CONFERENCE FAST FACTS

- **More than 500** specialists involved in the treatment of breast cancer in one place and as one community
- **20 educational sessions** selected by the programme committee
- **Unique pre-conference training course** for young oncologists and pathologists
- **Core themes** at IMPAKT 2013:
 - **Breast cancer heterogeneity – Mechanisms, capturing, and clinical implications**
 - **Targeting the PI3K/AKT/mTOR axes in breast cancer**
 - **Cancer reprogramming induced by treatment**
 - **Biomarker driven neoadjuvant trails in breast cancer**

- Over **150 abstracts submitted in 2012**
- **No parallel sessions** that allow delegates to take full advantage of the programme
- **24** international faculty
- Attendance from **over 50 countries**
- Special **Poster Walk with leading KOLs**
- More than **200m²** of networking space
- A selection of relevant sponsorship & advertising opportunities



CONFERENCE OFFICERS

IMPAKT 2013 Executive Committee:

José Baselga, USA
Martine Piccart, Belgium
Andrew Tutt, United Kingdom
Peter Dubsy, Austria
Fabrice André, France
David Cameron, United Kingdom
Giuseppe Curigliano, Italy
Angelo Di Leo, Italy
Sherene Loi, Belgium
Hans-Jörg Senn, Switzerland
Christos Sotiriou, Belgium
Alastair M. Thompson, United Kingdom

IMPAKT Co-Founder
IMPAKT Co-Founder
Conference Executive Chair
Conference Scientific Chair

IMPAKT 2013 Scientific Committee:

Peter Dubsy, Austria
Fabrice André, France
José Baselga, USA
David Cameron, United Kingdom
Lisa A. Carey, USA
Giuseppe Curigliano, Italy
Angelo Di Leo, Italy
Carsten Denkert, Germany
Roger Gomis, Spain
Sudeep Gupta, India
Jos M.M. Jonkers, The Netherlands
Sherene Loi, Belgium
Martine Piccart, Belgium
Aleix Prat, Spain
Jorge Reis-Filho, United Kingdom
Stephan Scherer, USA
Hans-Jörg Senn, Switzerland
Christos Sotiriou, Belgium
Charles Swanton, United Kingdom
W. Fraser Symmans, USA
Alastair M. Thompson, United Kingdom
Nicholas Turner, United Kingdom
Andrew Tutt, United Kingdom

Conference Scientific Chair



Andrew Tutt, United Kingdom
Conference Executive Chair



Peter Dubsy, Austria
Conference Scientific Chair



KEY DATES

Programme deadlines

| | |
|----------------|---------------------------------|
| 9 January 2013 | Abstract submission deadline |
| 1 – 2 May 2013 | Pre-IMPAKT Training course |
| 2 – 4 May 2013 | IMPAKT Breast Cancer Conference |

Satellite symposia deadlines

| | |
|-------------------|--|
| 25 January 2013 | Proposed programme, including the symposia and presentations titles, names of proposed speakers and chairperson(s). Please note that the organisers will not request CME accreditation for Satellite symposia. |
| Mid-February 2013 | Notification of acceptance or rejection |
| 8 March 2013 | Receipt of the final programme for inclusion in the Conference Programme Book |

Registration deadlines

| | |
|-----------------|--|
| 6 February 2013 | Early registration and training course application |
| 11 April 2013 | Late registration closure |

Publication deadlines

| | |
|------------------|------------------------------------|
| 8 February 2013 | Company and product description |
| 15 February 2013 | Advert deadline for programme book |
| 22 February 2013 | Bag insert and Satellite web link |



CONFERENCE STATISTICS

Over 500 delegates are expected to attend the 5th IMPAKT Breast Cancer Conference. Please find below key statistics from the past four editions which we trust will demonstrate the relevance and importance of increasing your visibility and participation at this unique Conference.

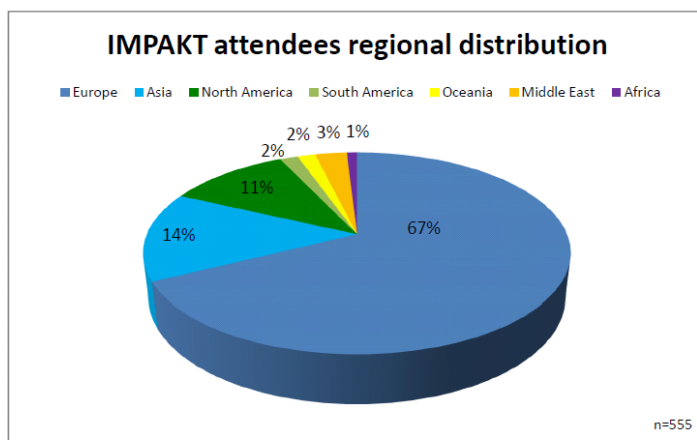
Registration data

Detailed attendance based on registration fees paid

| | 2012 | | 2011 | | 2010 | | 2009 | |
|---------------------------|------|------------|------|------------|------|------------|------|------------|
| Invited Speakers | 53 | | 47 | | 55 | | 65 | |
| Delegates | 479 | | 477 | | 627 | | 580 | |
| Exhibitors & Satellites | 13 | | 27 | | 13 | | 33 | |
| Press | 10 | | 12 | | 9 | | 6 | |
| Total Participants | | 555 | | 563 | | 704 | | 684 |

Attendance by region

| | 2012 | | 2011 | | 2010 | | 2009 | |
|-----------------------|------|--------|------|--------|------|--------|------|--------|
| Participants | 555 | 100% | 563 | 100% | 704 | 100% | 684 | 100% |
| Represented countries | 57 | | 51 | | 56 | | 67 | |
| Europe | 375 | 67,57% | 450 | 79,90% | 548 | 77,80% | 523 | 76,50% |
| North America | 61 | 10,99% | 39 | 6,90% | 51 | 7,20% | 52 | 7,60% |
| Central/South America | 9 | 1,62% | 2 | 0,40% | 7 | 1,00% | 12 | 1,70% |
| Asia | 80 | 14,41% | 38 | 6,80% | 68 | 9,70% | 56 | 8,20% |
| Middle East | 16 | 2,88% | 26 | 4,60% | 15 | 2,10% | 28 | 4,10% |
| Africa | 5 | 0,90% | 4 | 0,70% | 6 | 0,90% | 2 | 0,30% |
| Oceania | 9 | 1,62% | 4 | 0,70% | 9 | 1,30% | 11 | 1,60% |





Top 10 countries in 2012

| | | |
|-----------------------------|-------------|----|
| 1 | Belgium | 86 |
| 2 | France | 50 |
| 3 | USA | 48 |
| 4 | UK | 33 |
| 5 | Switzerland | 30 |
| 6 | Thailand | 27 |
| 7 | Germany | 19 |
| 8 | Sweden | 19 |
| 9 | Romania | 18 |
| 10 | China | 17 |
| Total countries represented | | 57 |

Profession

| | % |
|----------------------|----|
| Medical Oncologist | 73 |
| Trainee | 10 |
| Surgical Oncologist | 8 |
| Pathologist | 6 |
| Radiation Oncologist | 2 |
| Imaging specialist | 1 |

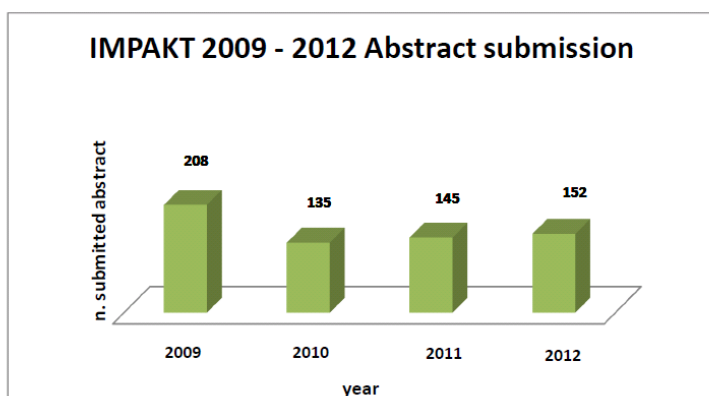
Abstract data

Accepted abstracts

| | IMPAKT 2009 | | IMPAKT 2010 | | IMPAKT 2011 | | IMPAKT 2012 | | Var. % '11-'12 | |
|-------------------------------------|----------------------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------|--|
| | Freq. | Perc. | Freq. | Perc. | Freq. | Perc. | Freq. | Perc. | | |
| Abstract Accepted | Proffered paper | 5 | 2% | 5 | 4% | 6 | 4% | 11 | 7.25% | |
| | Poster | 5 | 2% | - | - | - | - | - | - | |
| | Discussion | 144 | 69% | 121 | 90% | 115 | 79% | 115 | 75.65% | |
| | Poster Publication only | 25 | 12% | - | - | - | - | - | - | |
| Sub-total Accepted Abstracts | 179 | 86% | 126 | 94% | 121 | 83% | 126 | 82.9% | +4.1% | |
| Abstract Rejected | | 18 | 9% | 9 | 7% | 22 | 15% | 19 | 12.5% | |
| | Withdrawn from publication | 11 | 5% | - | - | 2 | 1% | 7 | 4.6% | |
| Sub-total Rejected Abstracts | 29 | 14% | 9 | 7% | 24 | 16% | 26 | 17.1% | +8.3% | |
| Total abstract submitted | 208 | 100% | 135 | 100% | 145 | 100% | 152 | 100% | 4.8% | |
| Total acceptance rate | | 86% | | 93% | | 83% | | 82.9% | 0% | |
| Total rejection rate | | 14% | | 7% | | 17% | | 17.1% | 0% | |

| | | | | | |
|--|------------|------------|------------|------------|-------------|
| Invited Abstracts | 33 | 17 | 19 | - | |
| Total Publications (Accepted + Invited) | 212 | 143 | 140 | 126 | -10% |

Abstract submission 2009 – 2012



Submitted abstracts by category in 2012

| Topic | N. of Abstracts | Percentage |
|----------------------------------|-----------------|-------------|
| Biomarkers | 28 | 22.2% |
| Molecular biology (pre-clinical) | 21 | 16.6% |
| Miscellaneous | 20 | 15.8% |
| Detection and diagnosis | 18 | 14.2% |
| Loco-regional therapy | 12 | 9.5% |
| New drug development | 9 | 7.1% |
| Adjuvant medical therapy | 7 | 5.5% |
| Circulating tumor cells | 6 | 4.7% |
| Imaging | 5 | 3.9% |
| Total Submitted | 126 | 100% |

Submitted abstracts by country in 2012

| Country | Total | Country | Total |
|--------------------|-------|-------------|------------|
| INDIA | 20 | PORTUGAL | 2 |
| BELGIUM | 11 | SINGAPORE | 2 |
| UKRAINE | 10 | SWITZERLAND | 2 |
| AMERICA | 9 | THAILAND | 2 |
| US | 9 | ARMENIA | 1 |
| EGYPT | 7 | AUSTRALIA | 1 |
| FRANCE | 7 | BELARUS | 1 |
| IRAN | 7 | BRAZIL | 1 |
| GERMANY | 6 | GEORGIA | 1 |
| KOREA | 6 | GREECE | 1 |
| ITALY | 5 | HONG KONG | 1 |
| POLAND | 5 | HUNGARY | 1 |
| SPAIN | 5 | JAPAN | 1 |
| TURKEY | 4 | MARTINIQUE | 1 |
| ALGERIA | 3 | MEXICO | 1 |
| CHINA | 3 | MOROCCO | 1 |
| RUSSIAN FEDERATION | 3 | NORWAY | 1 |
| SERBIA | 3 | OMAN | 1 |
| SWEDEN | 3 | PAKISTAN | 1 |
| AUSTRIA | 2 | TUNISIA | 1 |
| CANADA | 2 | UKRAINE | 1 |
| NETHERLANDS | 2 | UZBEKISTAN | 1 |
| | | YEMEN | 1 |
| Total | | | 152 |



ESMO PRIORITY LIST

The sponsorship point system has been designed to recognize 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, Industry display area space, hotel accommodation, etc.
- b. Companies with the same number of sponsorship points are selected by a ballot system.
- 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 recognizes 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.



GENERAL INFORMATION

VENUE

Venue information

The 5th IMPAKT Breast Cancer Conference will be held at the:

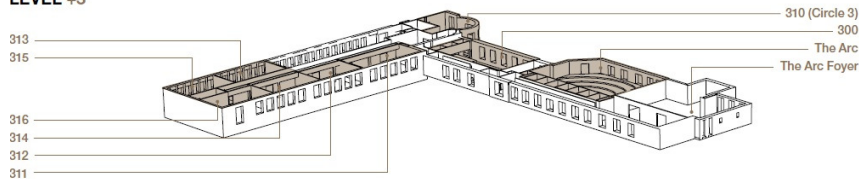
SQUARE Brussels Meeting Centre

Glass Entrance
rue Mont des Arts
B-1000 Brussels
www.square-brussels.com

The SQUARE Brussels Meeting Centre is located in the centre of Brussels and 20 minutes away from Brussels International airport.

Venue overview

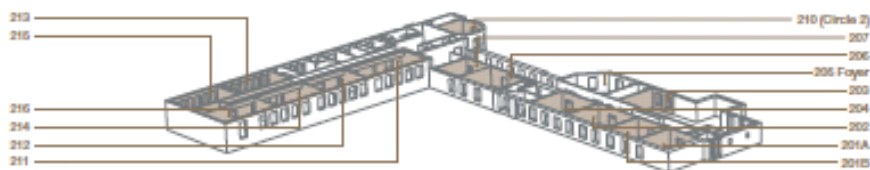
LEVEL +3



Level +3

- Training course (*The Arc room*)

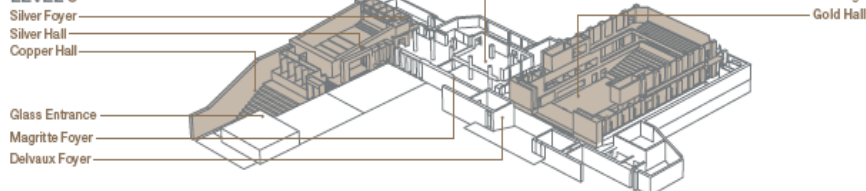
LEVEL +2



Level +2

- Meet the Investigator Studio (*Studio 201 A+B*)

LEVEL 0



Level 0

- Main entrance / Glass Entrance
- Session halls (Gold & Silver halls)
- Industry display area
- Networking lounge
- Catering area



CONTACTS

IMPAKT Conference Secretariat

IMPAKT Conference Secretariat c/o ESMO Head Office

Via Luigi Taddei 4

6962 Viganello-Lugano, Switzerland

Tel.: +41 (0)91 973 19 00 / Fax: +41 (0)91 973 19 18 / E-mail: impakt@esmo.org

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Moira Brianza brianza.moira@esmo.org +41 (0)91 973 19 40

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Scientific programme and abstracts

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Registration management

Nicole Bullo impakt.registration@esmo.org +41 (0)91 973 19 39

Media relations

Vanessa Pavinato media@esmo.org +41 (0)91 973 19 07

Venue

SQUARE – Brussels Meeting Centre

Dolores Sobrino dolores.sobrino@square-brussels.com +32 (0) 2 515 13 10

Forwarding agent / Storage

Kristal bvba – International Fairs and Industry display area Logistics

Geert Frère geert.frere@kristal-logistics.com +32 (0) 2 751 46 80

Accommodation

ESMO secured accommodation at the following hotels for the attendees of IMPAKT 2013.

You can book directly at these hotels by returning the hotel booking forms, which you can find at www.impact.org. Due to the limited number of available rooms, bookings will be handled on a first come, first served basis. The non-reserved rooms are maintained till April 4th, 2013. Afterwards late subscribers will be provided the best available rate at the time of reservation.

| Hotel | Category | Distance to Conference venue | Rates range € |
|--------------------------|--------------|------------------------------|---------------|
| Le Méridien Brussels | 5 star ***** | 0.3 km | 209-238 |
| Royal Windsor | 5 star ***** | 0.4 km | 139-249 |
| NH Grand Place Arenberg | 4 star **** | 0.9 km | 100-115 |
| NH Grand Sablon | 4 star **** | 0.6 km | 100-115 |
| Novotel Off Grand Place | 4 star **** | 0.5 km | 126.15-136.15 |
| Scandic Grand Place | 4 star **** | 0.8 km | 130-140 |
| The Hotel | 4 star **** | 0.9 km | 152.58-177.58 |
| Sandton Brussels | 4 star **** | 0.4 km | 179-194 |
| BW Carrefour de l'Europe | 4 star **** | 0.6 km | 117-217 |
| The Dominican | 4 star **** | 1.2 km | 182-234 |
| Chambord | 3 star *** | 0.9 km | 79-99 |
| Villa Royale | 3 star *** | 1.6 km | 96.50-113 |
| Floris Arlequin | 3 star *** | 0.8 km | 110-120 |
| Ibis Off Grand Place | 3 star *** | 0.6 km | 110.50-124.50 |
| Citadines Toison d'Or | 3 star *** | 1.3 km | 126-140 |
| Hotel du Congrès | 3 star *** | 0.7 km | 143-165 |
| Hotel La Madeleine | 2 star ** | 0.5 km | 89-107 |

Rates are per room, per night, breakfast, taxes and services included.



5TH IMPAKT BREAST CANCER CONFERENCE POLICY **INDUSTRY SATELLITE SYMPOSIA AND OTHER ACTIVITIES**

Structure

1.0 Structure

Satellite symposia will take place from Thursday, 2 May to Friday 3 May 2013. Details of available time-slots may be obtained by email from the ESMO Marketing Team (marketing@esmo.org).

1.1 Satellite symposia programmes

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

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

BIG and ESMO reserve the right to veto speakers. In order to ensure a greater diversity of opinion and scientific contribution, BIG and ESMO recommend that a speaker presents at no more than one (1) Satellite symposium. However, please be informed that a speaker may be involved in a maximum of two (2) symposia during the Conference. Any changes in the provisional or in the final programme must be forwarded immediately to the IMPAKT Scientific Committee (impakt@esmo.org).

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

Submitting an abstract to the IMPAKT Scientific Committee and the official Conference programme implies that the study reported therein will not be presented as such during the Conference 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.

1.1.1 Penalty

Infringement of IMPAKT policy 1.1 will incur a penalty. Should a company modify the content of its Satellite symposium without notifying and receiving approval from the IMPAKT Conference Secretariat, 100% of the points assigned for the organisation of the Satellite symposium will be cancelled.

1.2 Applications

The IMPAKT Marketing Department will approach companies with a proposal to participate in the 5th IMPAKT Breast Cancer Conference. At the Conference, Satellite symposia are an integral part of the sponsorship packages which are processed on a first-come/first-served basis.

One time-slot will be assigned to each applying company on the basis of the sponsorship package selected.

1.3 Programme timeline and deadlines

| | |
|-------------------|---|
| On application | Each company should inform the IMPAKT Conference Secretariat about the type of product(s) and the treatment area on which the Satellite symposium programme will be based. |
| 25 January 2013 | The proposed programme, including the title of the Satellite symposium and all presentations, the names of both proposed speakers and chairperson(s), must be submitted using the official IMPAKT programme template to the IMPAKT Conference Secretariat (impakt@esmo.org). |
| Mid-February 2013 | Notification by the IMPAKT Secretariat of the acceptance / rejection / request for modifications to the programme as decided by IMPAKT Scientific Committee. |
| 8 March 2013 | Receipt of the final programme for insertion in the programme book. |



2.0 Finance related policies

2.1 Payment and cancellation terms

| | | |
|------------------|------|--|
| Payment | 100% | within payment deadline mentioned on invoice |
| Cancellation fee | 100% | at any time the cancellation is notified |

2.2 Deposits

The cost of the sponsorship package must be paid in full upon receipt of the symposium invoice. Invoices will be issued by the IMPAKT Conference Secretariat and contain complete payment instructions. All payments must be received before the start of the Conference.

2.3 Insurance

BIG and ESMO disclaim any and all responsibilities for damages to persons or properties in relation to activities organised by third parties who are themselves directly liable for such damages. It is therefore the responsibility of the third party to take out sufficient insurance coverage.

2.4 Force majeure

Should the event be postponed or moved to a different venue owing to force majeure, the invested Satellite symposium costs will be refunded or reallocated to the postponed and/or different project, whilst the arising costs will be borne by the participating companies.

Should the event be cancelled completely the invested Satellite symposium costs will be refunded.

Force majeure is defined as any event which BIG and ESMO 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 Conference 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 Conference.

2.5 Jurisdiction

Any controversy or claim arising out of or relating to the financial aspects and agreement described in this document shall be governed by Swiss law, and the Swiss courts will be the judiciaries.

3.0 Satellite symposia logistical details

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

Set-up in theater style with a panel table for 4 people and 1 lectern.

Thursday, 2 May 2013

| Symposium N° | Time | Auditorium | Capacity | Height to ceiling (m) | Stage | Organised by |
|--------------|-------------|-------------------|---------------|-----------------------|-------|--------------|
| 1 | 10:00-11:30 | Gold Hall | 1'200 theater | 8,70 | Yes | TBC |
| | | Or Silver Hall | 300 theater | 3,50 | No | |
| 2 | 14:15-15:15 | Gold Hall | 1'200 theater | 8,70 | Yes | TBC |
| | | Or Silver Hall | 300 theater | 3,50 | No | |

Friday, 3 May 2013

| Symposium N° | Time | Auditorium | Capacity | Height to ceiling (m) | Stage | Organised by |
|--------------|-------------|-------------------|---------------|-----------------------|-------|--------------|
| 2 | 14:00-15:00 | Gold Hall | 1'200 theater | 8,70 | Yes | TBC |
| | | Or Silver Hall | 300 theater | 3,50 | No | |

Technical equipment

| Hall | LCD proj. | Laptop | Screen | Laser pointer | Video monitor | Microphones | | |
|-------------|--|--------|----------|---------------|---------------------|-------------|-------|-------|
| | | | | | | Lectern | Panel | Floor |
| Gold Hall | 1 Barco FLM HD 20 projector (Full HD DLP 20000 Ansi Lumen) | 1 | 1=10mx5m | 1 | 1=42" (panel table) | 1 | 2 | 9 |
| Silver Hall | 1 Barco HD (6000 Ansi Lumen) | 1 | 1=4mx3m | 1 | 1=42" (panel table) | 1 | 2 | 3 |

3.1 Technical and monitoring staff

One technical staff member and one hostess are assigned to each room. Additional hostesses can be booked through MAOS (maos@skynet.be).

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

Owing to the limited set-up and dismantling time necessary between Satellite symposia, additional audiovisual equipment can 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 SQUARE that the proposed "Technical Requirements" of the Symposium are feasible and compatible with existing equipment. These requests must be communicated to dolores.sobrin@square-brussels.com no later than 12 April 2013.

3.2 Food & Beverage areas

Requests for F&B functions should be addressed to the IMPAKT Conference Secretariat (impakt@esmo.org) indicating the type of function (coffee break, cocktail, standing lunch, other) and number of guests.

The assignment of F&B time-slots and areas 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 1 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 part of the Gold Hall or Silver Hall.

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

3.3 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 IMPAKT Conferences.

3.3.1 Penalty

Infringement of IMPAKT policy 3.3 will incur a penalty. Should an overrun of more than 5 minutes occur, 50% of the points assigned for the organisation of the Satellite symposium will be cancelled.

3.4 Installation, rehearsal and dismantling times

One plenary room is used during the IMPAKT Conference therefore the set-up and dismantling times are extremely limited and must be respected in full. Please refer to the online programme to check the timing. For additional queries please contact the IMPAKT Conference Secretariat (impakt@esmo.org).

Rehearsal time may be available but is not guaranteed. Please contact the IMPAKT Conference Secretariat (impakt@esmo.org).

3.5 Invited speakers preview centre

Upon request, companies organising a Satellite symposium may use the invited speakers preview centre and follow the instructions that the IMPAKT Conference Secretariat prepares for its own speakers.

Alternatively, private meeting rooms in the congress premises may be rented through the SQUARE (dolores.sobrino@square-brussels.com).

3.6 Industry satellite symposium webcast

Only sponsors of OncologyPro will have the opportunity to include their Satellite webcast in OncologyPro (for a small technical fee). Other Industry Satellite organisers will not have the opportunity to include their Satellite webcast in OncologyPro.

Please note that for technical reasons, companies that wish to have their Satellite webcast included in OncologyPro or for internal purposes are obliged to use the official speaker preview centre and are not allowed to change the audiovisual equipment included in the rental package.

Additional information can be requested from the IMPAKT Conference Secretariat (impakt@esmo.org).

3.7 Satellite symposia contacts/representatives

Each company will provide the name of one person who will be responsible for the organisation of its Satellite symposium and notify the IMPAKT Conference Secretariat (impakt@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 the IMPAKT Conference Secretariat accordingly. The IMPAKT Conference Secretariat strongly recommends, however, that only one (1) contact person is appointed.

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

3.8 IMPAKT 2013 website and programme book

Approved Satellite symposia programmes will be published online in the Satellite symposia section of the IMPAKT programme and in the Conference programme book if they are received no later than 8 March 2013. Satellite symposia programmes published in the IMPAKT programme book will follow the layout determined by the IMPAKT Conference Secretariat. The submission of the programme must follow the format of the IMPAKT template, which may be requested from impakt@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 and contact details.



3.9 Abstract presentation during the Conference

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

3.10 IMPAKT Abstract book

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

4.0 Promotion of Satellite symposia and other activities

Infringement of these policies will affect the sponsors priority list for future meetings. Please see the penalties relating to each of the following regulations.

4.1 Publications and printed material

Each company will ensure that all company publications referring to Satellite symposia mention: "IMPAKT 2013 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 file before production gets underway. This final overview must be submitted for approval to the IMPAKT Marketing Department (marketing@esmo.org) and allow time for approval and notification (approximately 1 week) ahead of production and shipment to Brussels. Shipment instructions for "bag inserts" will be given upon approval. The IMPAKT Conference Secretariat accepts no responsibility for programmes which are submitted late.

The IMPAKT Conference Secretariat suggests avoiding cultural or historical references in printed material and bears no responsibility should any such references cause offence.

4.1.1 Penalty

Infringement of IMPAKT policy 4.1 will mean that the printed material can not be distributed. Should it be used for promotion anyway, 50% of the ESMO points assigned for the organisation of the Satellite symposium will be cancelled.

4.2 Reproduction of logos

Each company is entitled to use the official IMPAKT Breast Cancer Conference logo on invitations and promotional documents related to the approved Satellite symposium.

Companies are not allowed to use the BIG and ESMO corporate logos under any circumstances.

4.2.1 Penalty

Infringement of IMPAKT policy 4.2 will mean that printed material showing the BIG and/or ESMO corporate logos can not be distributed. Should it be used for promotion anyway, 50% of the ESMO points assigned for the organisation of the Satellite symposium will be cancelled.

4.3 Inviting participants

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

Within each of our packages we allow our Industry partners to showcase their satellites via a digital satellite invitation/web link whereby we invite our delegates to find out more about your session(s).

In the IMPAKT 2013 Conference E-Newsletter there will be a dedicated Industry E-News section whereby all these digital invitations will be grouped. These invitations will also be included in our online programme to further increase awareness. Depending on your level of sponsorship you will be allowed a combination of a pre-conference and post-conference web link s or just a pre-conference web link.

From the 1 March 2013 your satellite web link will go live (This will be subject to prior submission before the 22 February deadline and subsequent approval by the ESMO Marketing Department).

The Pre- IMPAKT 2013 Conference E-Newsletter will be sent out in early April 2013.

The Post-IMPAKT 2013 Conference E-Newsletter will be sent out in mid-May 2013 and the Industry partners will just need to provide us with their updated content prior to the IMPAKT 2013 Conference in late April 2013.

Rules and Regulations:

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

- A Web Link is a page or pdf, created by the sponsoring Industry, highlighting their Satellite.
- The content of the Web Link 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 Web Link 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 Web Link to marketing@esmo.org is the 22 February 2013. Your Web Link 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 Web Link may consist of more than 1 virtual page, due to its' online nature, however no more than 2 pages can be included per Web Link.
- Under no circumstances may "Flash files" be allowed.
- Any requests for content or structure change/amendments after the Web Link has been linked to the appropriate listing will not be actioned.
- To ensure that the IMPAKT 2013 Congress logo is properly protected, ESMO has defined guidelines for its use, which permit the use of the IMPAKT logo under specific conditions.
- Cancellation of the Web Link should be sent in writing to the ESMO Marketing Department.

The web page will only be linked once ESMO approval is confirmed and the payment for the sponsorship package is received.

4.4 Inserts in the delegate bags

Invitations to the Satellite symposium, not larger than A4 format and not heavier than 30 grams, can be included free of charge in the Conference delegate bags, provided that they are delivered in accordance to the shipment deadline and other instructions provided by the IMPAKT Conference Secretariat. Bag inserts must be submitted for approval to ESMO (marketing@esmo.org) by 22 February 2012. ESMO bears no responsibility for the non-inclusion of leaflets in the delegate bags if the shipping instructions and deadline are not respected.

Handling fee regarding the shipment to the venue might be charged by the forwarding agent.

4.5 Advertisements

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

4.6 Signage, display and distribution on site

For the display of programme posters, one designated poster boards will be made available in a public area. The poster boards will be portrait (vertical), for the exact size please contact impakt@esmo.org. The display of posters is forbidden in other areas of the congress centre other than on the designated poster boards, throughout the conference 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 bus 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 or at the company's display stand.

4.6.1 Penalty

Infringement of IMPAKT policy 4.6 will incur a penalty and 50% of the ESMO points assigned for the organisation of the Satellite symposium will be cancelled. 100% of the ESMO points will be cancelled if such distribution/display continues having already once been stopped by the IMPAKT Conference Secretariat assigned personnel.

4.7 Promotion at conference hotels

The production, distribution or display of promotional materials at the hotels where participants are staying during the Conference is discouraged by the IMPAKT Conference Secretariat. However, if such items are produced and distributed, their texts must follow the same rules as those that apply to other printed material (see 3.1). No assistance will be provided by the IMPAKT Conference Secretariat for the distribution of material or for the list of official Conference 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 BIG and ESMO approval. Should activities which are not approved but undertaken nevertheless at the Conference, penalties will be calculated based on the most comparable promotional activity and relating infraction/penalty covered by this policy.

4.9 Networking events

Companies may organise evening events, provided that these start after the conclusion of the official programme of the day. The Welcome reception will take place in the congress venue on Thursday, 2 May 2013, 18:45-19:30. BIG and ESMO do not authorize that the participants are offered any corporate-organised event before the end of the Welcome Reception (19:30 hours). However, companies hosting corporate functions on Thursday evening, 2 May, must ensure that participants are transferred directly from the congress venue to the event location. Companies must also advise the number of guests they expect to join corporate function.

4.9.1 Penalty

Infringement of IMPAKT policy 4.9 will incur a penalty and 5 sponsorship ESMO points will be cancelled from the company's record.

4.10 Unofficial Satellite symposia or similar events

During the period beginning on Thursday, 2 May 2013 through to Saturday, 4 May 2013, BIG and ESMO will not allow any corporate-organised Satellite symposia or similar events during other days and in other places except the one planned in the official venue.

4.10.1 Penalty

Infringement of IMPAKT policy 4.10 will incur a penalty and the company responsible could be excluded from any future IMPAKT Conferences. Such breach of confidence will have serious consequences.

4.11 Concomitant activities

Concomitant activities (internal meetings involving delegates, press conferences, educational or promotional activities) in or outside the conference centre but concomitant with or during breaks of the scientific programme of the 5th IMPAKT Breast Cancer Conference are subject to the IMPAKT Conference Secretariat approval. Clear identification of the organisers, purpose, targeted participants and the full programme must be submitted for approval to the IMPAKT Conference Secretariat (impakt@esmo.org) at least 4 weeks prior to the event.

Blackout times:

| | |
|------------|---------------|
| 1 May 2013 | 08:00 – 17:30 |
| 2 May 2013 | 12:00 – 18:45 |
| 3 May 2013 | 08:30 – 18:30 |
| 4 May 2013 | 08:30 – 13:30 |

Press conferences are subject to a specific Press Policy. For additional information about Press issues, please contact media@esmo.org.

4.11.1 Penalty

Infringement of IMPAKT policy 4.11 will incur a penalty and 5 to 10 sponsorship ESMO points will be cancelled from the company's record, depending on the nature and extent of the infraction. BIG and ESMO will establish the number of points to be cancelled.

4.12 Promotion related to products and services

Companies holding Satellite symposia are responsible for obtaining relevant information and for complying with all Belgian 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 BIG and ESMO, and the corporation is solely responsible for bringing its advertising into line with local and European laws, as applicable.

4.13 Food and beverages

No food or beverages are allowed inside any of the auditoria. Any food items served in the congress centre must be purchased through the official catering service.

4.14 Participation in Industry Satellite symposia

Participants fully registered to the Conference, visitors wearing the visitors' badge, exhibitors wearing the exhibitors badge and agencies wearing the Industry Satellite badge have the right to attend the Industry Satellite symposia.

4.15 Press badges

According to the IMPAKT Media Policy, representatives of communications agencies are not entitled to a press badge, which is assigned only to journalists working for recognized media. In case representatives of communications agencies need a badge to assist in the preparation and development of third-party's media events, please contact the IMPAKT Press Office (media@esmo.org) to obtain a temporary badge. Full details are available in the IMPAKT Third-party Media Activities Policy.

4.15.1 Penalty

Infringement of IMPAKT policy 4.15 will incur a penalty. If the promotional or commercial activity is carried out on behalf of a company, 5 to 10 sponsorship ESMO points will be cancelled from the company's record, based on the nature and extent of the infraction. BIG and ESMO will establish the number of points to be cancelled.

If no relationship with a company can be established, the communications agency will be banned from participating in the IMPAKT Conferences for the following two years.

5.0 Filming, recording and photography

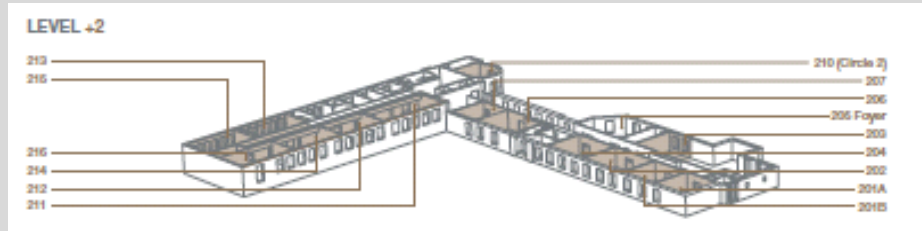
Conference content is the copyright of BIG and ESMO. It is strictly forbidden to record or capture in any way the official program, Satellite's sessions, Industry display area and/or posters presented during the meeting.

6.0 Non-smoking policy

The 5th IMPAKT Breast Cancer Conference is a non-smoking event.

MEET THE INVESTIGATOR STUDIO

The Meet the Investigator Studio slots, for lectures, Q&A and scientific dissemination about investigator activities in non-marketed active agents, will take place in **room 201 A+B** located on level +2.



A schedule of the daily planning will be published in the Conference Programme Book and in the Meet the Investigator section. Companies can book single slots of 2 hours.

Logistical information & items available in room 201 A+B:

- ✓ Individual Slots are 2 hours each. Access to these slots will be managed by the company sponsoring the slot(s) / the presentation(s) and must respect the designated time limit. Set up, presentation (including question/discussion time) and dismantling must be included in those 2 hours
- ✓ Presentations one after the other, strict enforcing of time slot allocation
- ✓ Daily schedule with company names will be listed on a board / screen
- ✓ Capacity for 80 delegates in theatre style
- ✓ Access completely controlled by the company organiser
- ✓ 2 fix hostesses (to be instructed by the company directly)
- ✓ 1 fix technician
- ✓ 1 screen (2,4mx1,8m)
- ✓ 1 laptop (PPT to be uploaded by the company through USB stick)
- ✓ 1 projector (3000 al)
- ✓ 1 lectern microphone, 2 panel table microphone and 1 audience microphone
- ✓ 1 lectern
- ✓ 1 panel table up to 4 people
- ✓ Limited catering possibility. Please contact vwouters@square-gusto.eu

TIME SLOT SCHEDULE

| DATE | TIME SLOT | BOOKED BY |
|-------------------------------------|-------------|-----------|
| <p>Wednesday, 1 May 2013</p> | 08:00-10:00 | |
| | 10:00-12:00 | |
| | 17:30-19:30 | |
| <p>Thursday, 2 May 2013</p> | 08:00-10:00 | |
| | 10:00-12:00 | |

INDUSTRY DISPLAY AREA POLICY

CONTACTS

Venue

SQUARE – Brussels Meeting Centre

Glass Entrance
Rue Mont des Arts
1000 Brussels, Belgium

Telephone +32 (0)2 515 1399
Fax +32 (0)2 479 4737
E-mail exhibitorbook@square-brussels.com

Forwarding agent / Storage

Kristal bvba – International Fairs and Industry display area Logistics

Brucargo West Bldg 829a
1931 Zaventem
Belgium

Contact Johan Hollaender
Telephone +32 (0)2 751 46 80
Fax +31 (0)2 751 47 20
E-mail johan.hollaender@kristal-logistics.com

Badge scan system (cLead system)

The IMPAKT 2013 cLead System is a fast and easy way to record visitors' contact information. By simply scanning a visitor's name badge with the supplied scanner, that contact is entered into your own visitor database, including all relevant product information or comments which have been added to these visitors' profiles beforehand. Following the event, approved visitors' address data can be provided in printed form or as a MS Excel file, or made available with proper access rights through an online platform. Further details are available in the attached document (attachment 1).

Webges Meeting Applications GmbH

Nussdorferstrasse 20/22
1090 Vienna, Austria

Fax +43 1 319 69 99 33
E-mail tamara.dworschak@webges.com / leadsystem@webges.com

GENERAL CONFERENCE SCHEDULE

SETUP HOURS

Wednesday, May 1, 13:00–20:00

INDUSTRY DISPLAY AREA HOURS

Thursday, May 2, 10:30–19:30
Friday, May 3, 10:00 –17:30
Saturday, May 4, 09:00–12:00

DISMANTLING HOURS

Saturday, May 4, 12:00–20:00

Delegates will still be in the venue from 12:00 to 14:00 so please take care with your dismantling.

REGISTRATION HOURS

Wednesday, May 1, 10:00–18:00
Thursday, May 2, 08:00–18:00
Friday, May 3, 08:00–18:00
Saturday, May 4, 07:30–13:30

COFFEE BREAKS AND LUNCH TIME

Thursday, May 2, 16:45–17:15
Friday, May 3, 10:30–11:00, 12:30–13:00 & from 16:30 and followed by poster walk
Saturday, May 4, 10:30–11:00

Coffee breaks and lunch will be served in the Silver and Magritte foyers.

WELCOME RECEPTION

The Welcome Reception will take place in the Silver and Magritte foyers of the SQUARE Brussels Meeting Centre, on Thursday, 2 May 2013 from 18:45 to 19:30.

Delegates, invited speakers and exhibitors are invited to join this event!

NETWORKING LOUNGE

There will also be a networking lounge for private one-to-one meetings on the mezzanine level overlooking the Magritte foyer.

Exhibitors are welcome to use this facility and the opening times will be the same as the display area.

VENUE TECHNICAL SPECIFICATIONS

All exhibits must be confined to the spatial limits of their display 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).

Four display area options are available:

Option 1:

- Display structure (4 modules with built-in shelf)
- Carpet (dark grey)
- Fascia (including company name and display area number)
- 4 high stools
- 2 high tables
- 2 magazine racks

Option 2:

- Display structure (2 modules with built-in shelf)
- Carpet (dark grey)
- Fascia (including company name and display area number)
- 2 high stools
- 1 high tables
- 1 magazine racks

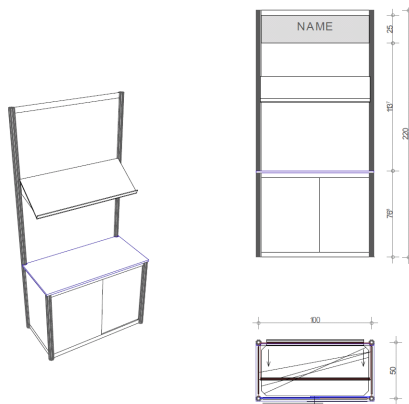
Option 3:

- Display structure (1 modules board with built-in shelf)
- Carpet (dark grey)
- Fascia (including company name and display area number)

Option 4:

- Back walls only
- Carpet (dark grey)
- Fascia (including company name and display area number)

DISPLAY STRUCTURE



For extra orders please contact exhibitorbook@square-brussels.com

Exhibits must be staffed at all times during the Industry display area hours. The Industry display area is to be used only during the specified opening hours.

IMPAKT TRADE INDUSTRY DISPLAY 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 IMPAKT events. However, the IMPAKT Conference 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 IMPAKT Conference 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 IMPAKT Conference Secretariat.

2. Duration of the Industry display area

The Industry display area will run from Thursday, 2 May to the end of the IMPAKT 2013 Breast Cancer Conference on Saturday, 4 May 2013.

3. Concomitant activities

Concomitant activities (internal meetings involving delegates, press conferences, educational or promotional activities) in the conference venue or outside but concomitantly to or during breaks of the scientific programme of the Conference are subject to the IMPAKT Conference Secretariat approval. Clear identification of the organisers, the purpose, the targeted participants, and the full programme has to be submitted to the IMPAKT Conference Secretariat at least 6 weeks prior to the event for approval. Press conferences are subject to the specific Policy. Infraction to this regulation will cause the cancellation of 5 to 10 ESMO sponsorship points from the company's record, based on the nature and damage of the infraction as established by the ESMO Executive Committee.

4. Use of the IMPAKT logo

The IMPAKT names and/or logos may not be part of any exhibitor-distributed materials. The use of the Conference title and logo on distributed material is subject to the IMPAKT Secretariat approval. In case of infractions, the printed material can not be distributed and 50 % of the ESMO points assigned for the purchase of the Industry display area space is cancelled.

5. Promotion of the exhibit

5.1 General note:

The IMPAKT Conference Secretariat advises to avoid cultural or historical references on promotional material and bear no responsibilities in case these cause offence.

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

All these activities must be confined in the company's assigned Industry display area space and are not allowed in any other area in, or leading to, the conference venue. The non-observation of this policy will cause the cancellation of 50 % of the ESMO sponsorship points assigned in relation with the Industry display area space. 100 % of the points is cancelled in case the distribution continues after having been stopped by the BIG / ESMO assigned personnel.

5.3 Advertisements:

Advertisement of the exhibit is possible in the programme book. Please contact the IMPAKT Conference Secretariat for the advertisement price-list. Product-related advertisement is subject to the IMPAKT Conference Secretariat approval. Advertisement of a specific product does not mean acceptance or sponsorship of IMPAKT and it is under the responsibility of the company, which has to comply with Belgian and European laws, where applicable.

5.4 Promotion at Conference hotels:

The distribution or display of promotional materials at the hotels where participants are staying during the Conference is discouraged by the IMPAKT Conference Secretariat. However, if produced, the content must follow the same rules defined by the IMPAKT Conference 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 IMPAKT Conference Secretariat approval.

6. Identification of the exhibitors

False certification of individuals as exhibitor's representatives, misuse of exhibitor badges, or any other method assisting unauthorized persons access to the exhibit floor will be just cause for expelling the violator from the Industry display area or barring him from further entrance to the exhibit floor, or removing his exhibit from the Industry display area floor without obligation on the part of the IMPAKT Conference 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 conference facility is strictly prohibited.

8. Admission to the Industry display area

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; any costume, if not standard business attire, must conform to proper decorum of the meeting and may be subject to approval of the IMPAKT Conference Secretariat.

9. Surveys

Surveys are authorized 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" (please request the specific policy).

10. Press badges

Representatives of communication agencies with media credentials will be assigned a press badge at no charge. The press badge does not authorize any promotional or commercial activity, or any unsolicited contacts with any delegates for purposes other than bona fide journalistic

coverage of the event. Unsolicited contacts will result in the cancellation of 5 to 10 ESMO sponsorship points from the company's record, 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 IMPAKT events for the next 4 years.

11. Attendants to the Industry display area

Participants fully registered to the conference and exhibitors wearing the exhibitors' badge may enter the Industry display area hall.

12. Equality of Industry display area attendants

Exhibitors must apply equality in their approach to the attendants. Discrimination of attendants according to nationality, academic position, or any other factor is against the IMPAKT policy and affects the future relationship between the IMPAKT Conference Secretariat and the exhibitor.

13. Booth restrictions

Exhibits must conform to the contracted space and all display rules as set forth in the Exhibitors' manual. Any aspect that is not covered by in the Exhibitors' manual is subject to approval by the IMPAKT Conference Secretariat and by the Technical Industry display area Service. 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 Industry display area. 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.

14. 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.

15. Audio-visual devices

Excessive audible/visual attention-getting devices or effects and offensive odours are prohibited. Sound effects are discouraged due to the intimate nature of the exhibit area. The IMPAKT Conference Secretariat bears no responsibility for no licensed music played in and during the Industry display area. This applies whether the music is live or recorded.

16. Serving of food items

Any food items served in the Industry display area hall must be purchased through the official catering service. Serving of food items, beverages included is not allowed in the auditoria at any time.

17. 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 IMPAKT Conference 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.

18. Giveaways

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

19. Force majeure

Should the event be cancelled, postponed or moved to a different venue due to force majeure, the invested costs will 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 IMPAKT Conference 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 conference 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 Conference.

20. Insurance

The IMPAKT Conference 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 IMPAKT 2013 Breast Cancer Conference is a non-smoking event.



EXHIBITORS REGISTRATION

To order your exhibitor badges and register your staff, please write to the IMPAKT Conference Secretariat at impakt.registration@esmo.org by 11 April 2013.

Exhibitor badges are available only for staff members, owners or representatives of exhibiting companies.

An "Exhibitor" badge authorizes access to the Industry display area and Satellite symposia only.

Exhibitor badges are free of charge. They do not include receipt of the conference bag.

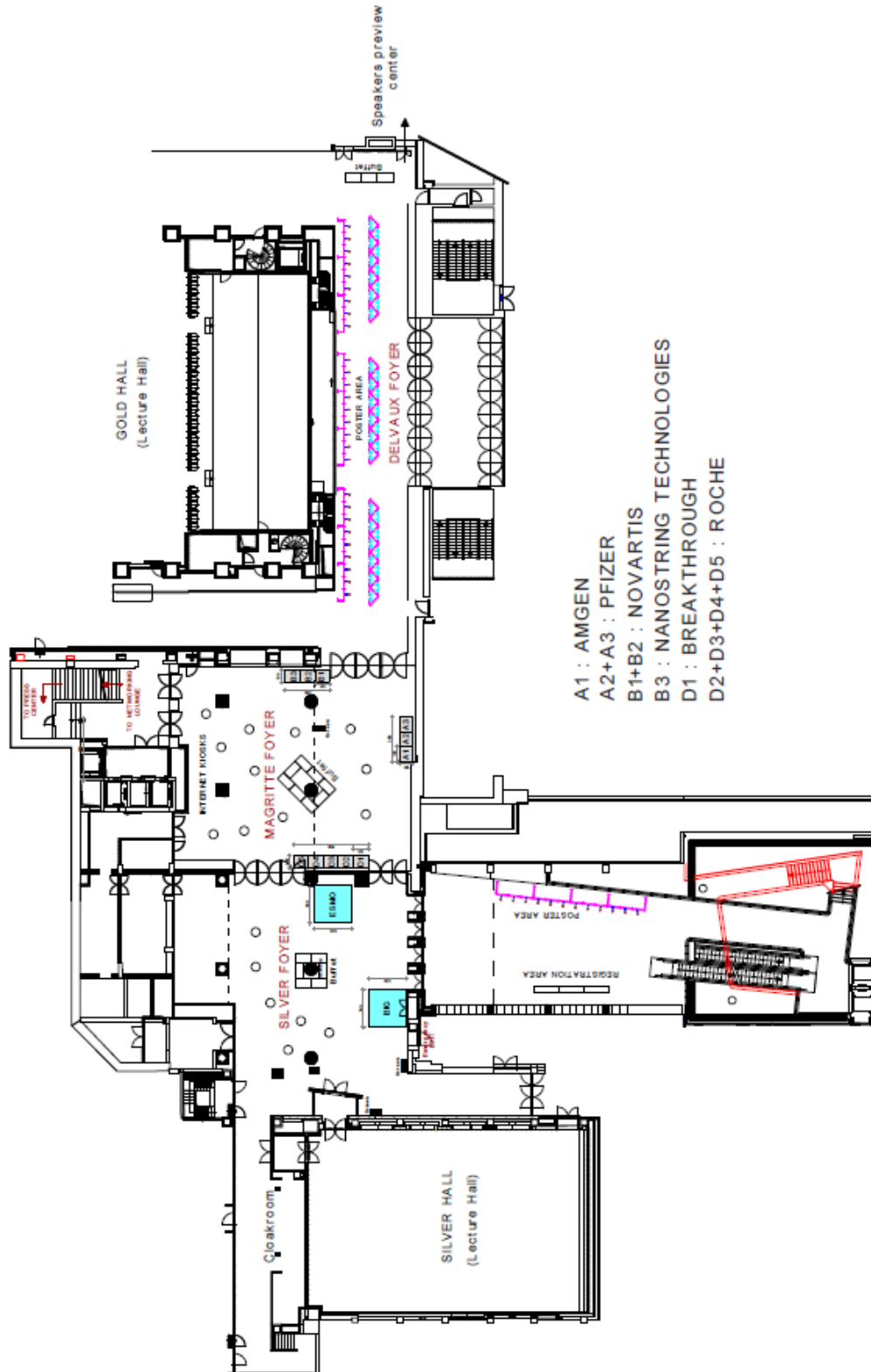
Exhibitor badges are distributed onsite only at the Pre-registration desk. They will be given all together to ONE company representative who will be then responsible for their distribution to company staff members.

The printed Exhibitor badges will show the company name and country (obligatory requirement) and, if indicated, the staff members' first and last names.

For last-minute changes the ordering of a certain number of badges displaying the company name only is strongly recommended.

CONFERENCE OVERVIEW FLOOR PLAN

(as of March 2013)



Kristal bvba – International Fairs and Industry display area Logistics

Brucargo West Bldg 829a
1931 Zaventem
Belgium

Geert Frère
+32 (0)2 751 46 80
+31 (0)2 751 47 20
geert.frere@kristal-logistics.com
www.kristal-logistics.com

SHIPPING INSTRUCTIONS

IMPAKT 2013

IMPAKT 2013 Breast Cancer Conference

Brussels, 2 – 4 May 2013

Kristal bvba – International Fairs and Industry display area Logistics has been appointed to act as the official on-site handling agent



INTRODUCTION

KRISTAL, have been appointed by the organiser as the recommended freight forwarder, customs clearance agent and on-site handling contractor.

It is our commitment to ensure exhibits arrive on time and in good condition for the opening of the Industry display area.

This shipping manual will assist you in your preparation for the correct and timely dispatch of exhibits to Brussels. Please follow these instructions closely.

The range of service provided by our company includes:

- Transportation, national and international
- Temporary and permanent customs clearance
- On-site handling, labor, forklift and craneage
- Labeling, removal and storage of empty boxes and crates, return to stand upon closure of the Industry display area
- On-site assistance & supervision

GENERAL

Venue: Square, Rue de sols 27 Stuiverstraat, B-1000 Brussels

Build-up: Wednesday, 1 May 2012, 13:00-20:00

Dismantling: Saturday, 4 May 2012, 12:00-20:00

If you use your own transport company to pick-up your goods after the Industry display area, please note that all goods not evacuated on 5 May at 20:00 will be collected by Kristal. All costs incurred will be charged to the exhibitor.

INTERNATIONAL CO-ORDINATORS

Kristal bvba
Brucargo Building 829a
B-1931 Zaventem

Contact: Johan Hollaender
Tel: + 32 2 7514680
Fax: + 32 2 7514720
E-mail: johan.hollaender@kristal-logistics.com

CONSIGNING INSTRUCTIONS

AIR FREIGHT

AWB consigned to: Kristal
Brucargo 829b
1931 Zaventem
Belgium

Deadline arrival: 25 April 2013

Airport destination: Brussels (BRU)

ROAD FREIGHT to the advanced warehouse:

Consigned to: Kristal
Brucargo 829b
1931 Zaventem
Belgium

Deadline arrival: 29 April 2013

DIRECT DELIVERIES

Direct deliveries with trucks to the venue are restricted.
Direct shipments will only be accepted on move-in dates and hours, this is also applicable for courier shipments.

Note that the congress centre is situated in the centre of Brussels.
It is not advisable to send trucks of more than 8 meters.

To avoid traffic congestion and to allow us a fast and smooth move-in, an unloading slot will be required for all vehicles larger than a van.

Please fill in attached form to obtain move-in / move-out schedule and return by fax on +32 7514720 or by email to johan.hollaender@kristal-logistics.com not later than 24 April 2013.

All trucks arriving without a slot, can only unload once the full schedule has been completed.

Note that there is no parking area for trucks near to the Industry display area centre.

Trucks need to be removed from the unloading area once unloading has been completed. Trucks can park free of charge around the streets port - haven Brussels or further up the canal direction Vilvoorde.

COURIER SHIPMENTS

We strongly discourage the use of couriers (Fedex, DHL,...) to ship any material directly to the Industry display area centre.

The congress centre will not accept shipments prior to build-up date.

Furthermore for goods from outside EC, courier companies will not be able to clear your goods because of the lack of fiscal representation.

Therefore it is advisable to send all shipments to the advanced warehouse address. You will be liable for handling and/or customs clearance charges but this ensures your goods are delivered to your stand in time.

SHIPPING PRE-ADVICE

Full details of dispatch together with copies of invoices, AWB, CMR, need to be faxed upon departure to Kristal fax: +32 7514720.

CASE MARKING

All cases must be clearly marked with the following information:

Your Company Name:

IMPAKT 2013

Stand number:

Case number:

INSURANCE

It is the exhibitor's responsibility to ensure that his goods are covered by a comprehensive marine insurance policy, which covers the goods at all times i.e. from premises to stand, duration of Industry display area and return to premises. On written demand, Kristal or their agents can arrange this for you.

RETURN TRANSPORT

We will contact all exhibitors separately on-site to organise the return of the goods to point of origin or other designated destinations.

TERMS & CONDITIONS OF TRADING

All business is undertaken by owner's risk.

Tariffs are calculated using current freight and exchange rates. Any major fluctuation in either between now and work-date will be reflected in our final invoice. Contracting Kristal bvba or their agents implies acknowledgement and acceptance of Kristal bvba conditions of trading.

TERMS OF PAYMENT

Payment is due on presentation of invoice unless otherwise agreed in writing with Kristal bvba or their agents. In all other cases on-site charges billed at the Industry display area will require immediate payment by cash or credit card.

Any disputes or queries relating to invoices originating from this office should be notified to Kristal bvba within seven days of invoice date.

IMPAKT 2013 Brussels
Material handling AND freight information form

| |
|--------------------------------|
| Company name: |
| Contact: |
| Email: |
| Tel nr: |
| Fax nr: |
| Hall nr: Stand nr: |

| | |
|---|-----|
| 1. We have no materials to be shipped to Brussels | () |
|---|-----|

| | |
|--|-----|
| 2. We will bring our materials in our luggage / with our car | () |
|--|-----|

| | |
|--|----------------|
| 3. We would like to ship our materials by your company, please send us an offer without any engagement: | |
| Pick-up address: | |
| | |
| | |
| Approx volume: | weight : |
| | : |
| | m ³ |
| Transport by: () air | () road |
| Return transport: () yes | () no |
| Value of the goods: | |

| | |
|--|------------------------------------|
| 4. We will ship our material: | |
| By transport company: | |
| Tel.: | Ctc: |
| Approx volume / weight: | |
| Transport by: () courier | () air () road |
| * Directly to show site () | To the advanced warehouse () |
| * Show site address: | |
| GL event Brussels – 27 rue des Sols – 1000 Brussels – Tel. +32 (0)2 515 13 81 | |
| Deliveries from Monday to Friday between 09:30 and 17:30. Please use the label at page 36 for your boxes! | |

| |
|---|
| 5. Storage empty crates during the Industry display area: approx volume (m3): |
|---|

| |
|-------------------|
| 6. Remarks: |
| |
| |

| |
|-----------------------------|
| 7. Invoicing address: |
| |
| |
| VAT nr: |
| Signature: |

Please send this completed form back by fax or e-mail before 15 April 2013

Kristal Logistics – Att: Johan Hollaender
E-mail: johan.hollaender@kristal-logistics.com
Fax: +32 (0)2 7514720

LABEL FOR DIRECT DELIVERIES TO THE SHOW SITE



PACKAGES DELIVERY

| | |
|---|--|
| Sender : | |
| Company Name : | |
| Contact Person : | |
| Tel / Mobile No. : | |
| Event / Congress Name : | |
| Event / Congress Date : | |
| Room / Stand Name & No. : | |
| Company's contact person on Event / Stand : | |
| Number of packages : | |
| Please specify if the packages have to be returned after the event. | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| If yes, Please specify Pick-up date : | |
| Remarks : | |

cLEAD SYSTEM INFORMATION AND FORM



The IMPAKT 2013 cLead system

The IMPAKT 2013 cLead System is a fast and easy way to record visitors' contact information. By simply scanning a visitor's name badge with the supplied scanner, that contact is entered into your own visitor database, including all relevant product information or comments which have been added to these visitors' profiles beforehand. Following the event, approved visitors' address data can be provided in printed form or as a MS Excel file, or made available with proper access rights through an online platform.

1. Order

To guarantee the availability as well as the lower rate prior to the deadline, please order the required number of scanners as soon as convenient possible.

2. Order confirmation

After receipt of your order we will confirm the receipt and invoice & charge amount due.

3. Configuration

Prior to the event you will receive a link and a password for accessing our online database. There you can check the edited names of products to be displayed on the handhelds and download the data after the event.

4. Lead capture

Onsite, you can pick up your scanner at the lead system service desk. Our trained staff will be available to answer your questions during the opening hours of the event. Every evening or at the end of the event when returning the scanner at the service desk, the collected data is synchronized from your scanner to the cLead server.

5. Data provision

As soon as the data stored on the scanner is synchronized with the database you can access, check, print or download your collected address data in the online database.

Since not all delegates will provide the registration department with the complete contact information, we cannot guarantee the accuracy of the data.



Scan Options

- **Quick scan (Booth system)**
The visitor is effortlessly saved into your individual database. Also comments can be added.
- **Scan and add details (Booth system)**
The visitor is effortlessly saved into your individual database. Additionally, comments and products can be added which that visitor is interested in.
- **NEW FEATURE: Survey Scan (Booth system)** → Please find more detailed information [here!](#)
The new questionnaire feature provides a way to conduct, manage and analyse individual researches. It allows you to record customer's feedback by scanning their badges with the help of a PDA Scanner (using predefined questions / replies). The data can be retrieved, exported and printed via the online platform.
- **Symposia scan (Symposium system)**
Like Quick Scan but limited rental period (3h). Used for special occasions like satellite symposia or raffles. Please specify your symposium/symposia on the order form.

Scanning

The PDA handheld lead system guarantees maximum flexibility and freedom of movement in the booth. The ready to use PDA package will include the scanner, an extra strong battery pack and a charging unit.

- After log in (log in data are provided with the handheld) the interface for scan is displayed
- To scan a visitor the scan button has to be hit and the handheld confirms the scan
- After scanning a person you can choose from
 - scanning a new visitor (just press the scan button again) or
 - add products of interest to this visitor or
 - add a comment to the visitor or
 - see history of your scans and edit previous visitors





Cost

The following standard prices are available:

- € 350 net per PDA booth system including scanner **before** April 5th, 2013
- € 450 net per PDA booth system including scanner **after** April 5th, 2013
- € 250 net per PDA symposium system (maximum rental period of 3 hours)

These costs are per rented device, including scanner, the required software systems and unlimited number of scans / amount of prepared individual data. All billing is carried out in advance by Webges. Payment can be made with Visa, MasterCard & Amex cards, or by bank wire transfer.

SAVE up to € 351!

Special Offer IMPAKT 2013 – Only available before April 5th
► Package Price: 1 PDA booth system + 2 symposia systems for € 699,00 net

Terms and Conditions

Data provided

Download of the data via the online database (print out of the list or download of an MS-Excel file).

Since not all delegates will provide the registration department with the complete contact information, we cannot guarantee the accuracy of the data.

- **Services included**
Quotes are per PDA handheld device incl. scanner, software and an unlimited number of scans.
- **Scanning**
Scanning is only allowed on the booth unless agreed by the organizer.
- **Invoicing**
Invoices for the total purchase amount are sent out after receipt of order. Payment can be made via Visa, MasterCard and Amex credit cards or via bank transfer.
- **VAT**
Quotations excl. 20% Austrian VAT.
- **Payment term**
Invoices must be settled within two weeks after receipt, net without any obligations to Webges.
Devices cannot be handed out onsite unless Webges received full payment.
- **Order deadline**
After the ordering deadline, Webges does not accept orders automatically but will confirm acceptance separately. For orders after the deadline, a surcharge is applicable.

Cancellation

All orders cancelled prior to 30 days of the conference will incur a € 100,00 cancellation fee.

Orders cancelled within 30 days of the conference will not be refunded.

- **General Terms and Conditions**

This business is covered by the General Terms and Conditions of the Webges Meeting Applications GmbH.



Order form

Company / Booth: _____
 Contact person: _____
 Email: _____
 Address: _____
 VAT (UID) Number _____

| | Orders before April 5 th | Orders after April 5 th | Units | € Total |
|----------------------|--|---------------------------------------|-------|---------|
| PDA booth system | € 350,00 net | € 450,00 net | | |
| PDA survey system | € 350,00 net | € 450,00 net | | |
| PDA symposium system | € 250,00 net | € 300,00 net | | |
| Special offer | € 699,00 net | --- | | |
| Total € | | | | _____ |

Scan Option

- Symposia system:** Please inform us about the session number(s) of your symposium and units per SY.
- Survey Scan:** Please find the set up form [here](#) and return it together with your order form.
- Booth system:** If required, please specify the list of products to be displayed on the handhelds below (max. 15 characters each!):

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

Terms of payment

- Credit card:** VISA MASTERCARD AMEX

Number: _____ Exp. Date: _____

Name _____ Code*: _____

*For Visa, MasterCard the card code is the last 3 digit number located on the back of your card on or above your signature line. For an American Express card, it is the 4 digits on the FRONT above the end of your card number.

- Bank transfer:**

IBAN: AT 4432 000 000 08111304 / Swift: RLNWATWW

Herewith, I confirm the order of the mentioned number of scanners and accept the General Terms and Conditions incl. cancellation regulations:

Signature

Date of signature

Please fax the signed form to: +43 1 319 69 99 33