

# ESMO BREAST CANCER

## INDUSTRY GUIDELINES

2024 **ESMO BREAST  
CANCER**

Annual Congress

**BERLIN GERMANY  
15-17 MAY 2024**

ESMO Breast Cancer, a multidisciplinary global meeting held in Europe, involving international experts, is a comprehensive platform for all breast cancer researchers and clinicians with a specific interest in innovation, translational oncology and care.

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## CONTACTS

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### *ESMO Breast Cancer 2024 Secretariat*

#### **ESMO Breast Cancer 2024 Secretariat**

***C/o ESMO Head Office***

***Via Ginevra 4***

***6900 Lugano, Switzerland***

***Web:*** [www.esmo.org](http://www.esmo.org)

***E-mail:*** [breast@esmo.org](mailto:breast@esmo.org)

#### **CTI Meetings Technology GmbH**

Nussdorfer Strasse 20/22

1090 Vienna, Austria

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

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### **Sponsorship, industry satellite symposia and advertising**

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### **Registrations management**

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### **Media Relations**

Press Office

Media Activities Organised by Third Parties

Filming Activities

[press@esmo.org](mailto:press@esmo.org)

[media@esmo.org](mailto:media@esmo.org)

[filming@esmo.org](mailto:filming@esmo.org)

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## Venue

### Hub27 Berlin

Messedamm 22, 14055 Berlin, Germany , [www.messe-berlin.de](http://www.messe-berlin.de)

Hub27 Berlin		
Rainer Zerell	<a href="mailto:rainer.zerell@messe-berlin.de">rainer.zerell@messe-berlin.de</a>	+49 30 3038 3071

## Forwarding agent / Storage

Fairexx Logistics for Exhibitions GmbH		
Mr. Marco Junghans Marienstrasse 28 12207 Berlin - Germany	<a href="mailto:Marco.junghans@fairexx.com">Marco.junghans@fairexx.com</a>	

## Accommodation

K.I.T. Group has been appointed by the organisers as exclusive housing agency to manage the hotel accommodation in relation to the ESMO Breast Cancer 2024.

K.I.T. Group GmbH		
Silvana Wrusch	<a href="mailto:esmobreastcancer@kit-group.org">esmobreastcancer@kit-group.org</a>	+49 30 24603 108

## Industry Satellite Symposia Support / Badge scanner / Polling system

Industry Satellite Symposia Support		
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Badge scanner/ Lead system		
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Polling system		
Eden Damti	<a href="mailto:breast@support.ctimeetingtech.com">breast@support.ctimeetingtech.com</a>	+43 1 319 69 99

## WELCOME

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Dear Industry Partners,

We are proud to announce that ESMO Breast Cancer 2024, will be a LIVE Plus meeting, taking place onsite in Berlin, Germany, on 15-17 May 2024, and online, through a virtual platform.

ESMO Breast Cancer is a congress designed for breast cancer researchers and clinicians who have an interest in innovation (including translational research, new agents, molecular and functional diagnostics, biomarkers and cutting-edge research applications in the clinical setting) and care. It is a multidisciplinary meeting with a global scope, involving international scientists.

At this event, delegates will have the chance to:

- Update their knowledge on the fast-developing field of breast cancer
- Understand recent developments in novel diagnostics, biomarkers and treatments in breast cancer
- Get the latest updates on the rapid development of novel antibody drug conjugates for breast cancer
- Gain insights on new strategies for Luminal, HER2 positive, HER2-low and triple negative breast cancer
- Understand special considerations for different subgroups of patients with breast cancer

We aim to deliver a comprehensive overview of new data and to make sure it has a clear roadmap to the clinic.

We count on you to take part and we look forward to welcoming you once again to ESMO Breast Cancer, a multidisciplinary meeting where you can learn how to integrate innovation into your daily practice and improve patient care.

We look forward to welcoming you onsite in Berlin or through our online platform.

ESMO Breast Cancer 2024 Scientific Committee Co-Chairs.



**Suzette Delaloge**  
Villejuif, France



**Erika Hamilton**  
Nashville, TN, USA



**Masakazu Toi**  
Tokyo, Japan

## CONGRESS OFFICERS

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### *Scientific Committee Co-Chairs*

**Suzette Delaloge**, Villejuif, France

**Erika Hamilton**, Nashville, TN, USA

**Masakazu Toi**, Tokyo, Japan

### *Scientific Committee members*

**Thomas Bachelot**, Lyon, France

**Carmen Criscitiello**, Milan, Italy

**Christine Desmedt**, Leuven, Belgium

**Peter Dubsy**, Lucerne, Switzerland

**Peter A. Fasching**, Erlangen, Germany

**Marleen Kok**, Amsterdam, Netherlands

**Matteo Lambertini**, Genoa, Italy

**Shani Paluch-Shimon**, Jerusalem, Israel

**Cristina Saura**, Barcelona, Spain

**Elzbieta Senkus-Konefka**, Gdansk, Poland

**Kelly Shanahan**, Annapolis, CA, USA

**Sara Tolaney**, Boston, MA, USA

**Janice Tsang**, Hong Kong, China

**Yoon-Sim Yap**, Singapore



## CONGRESS STATISTICS

More than 4'000 Onsite and Online delegates from 100 countries are expected to attend the ESMO Breast Cancer 2024. Please find below key statistics from the past editions which we trust will demonstrate the relevance and importance of increasing your visibility and participation at this Congress.

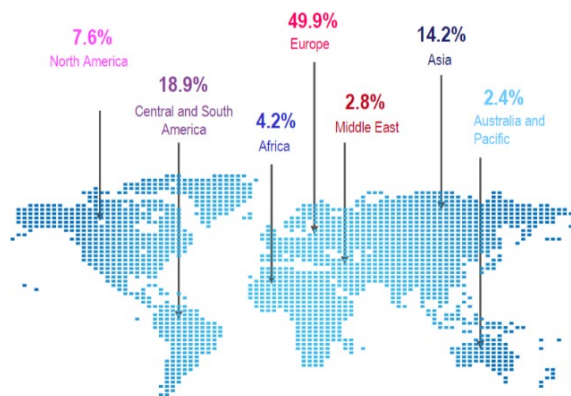
### Registration Data

Year	Breast 2019	Breast 2020 Virtual	Breast 2021 Virtual	Breast 2022	Breast 2023
Delegates	1'334	8'677	4'149	2'920	3'662
Faculty	86	98	65	91	81
<b>Total delegates</b>	<b>1'420</b>	<b>8'775</b>	<b>4'214</b>	<b>3'011</b>	<b>3'743</b>
Exhibitors / Sponsors	192	368	336	153	209
Press	34	44	72	92	80
<b>Total Participants</b>	<b>1'646</b>	<b>9'187*</b>	<b>4'622**</b>	<b>3'256</b>	<b>4'032</b>

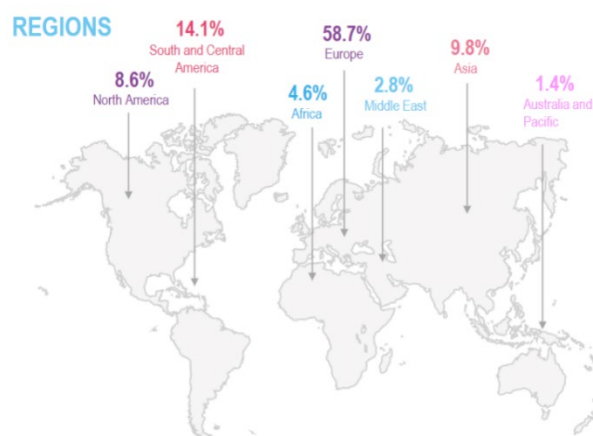
\*2020 was the 1<sup>st</sup> virtual edition and the registration fee was free for all

\*\*2021 was the 2<sup>nd</sup> virtual edition and the registration fee was free for ESMO members only

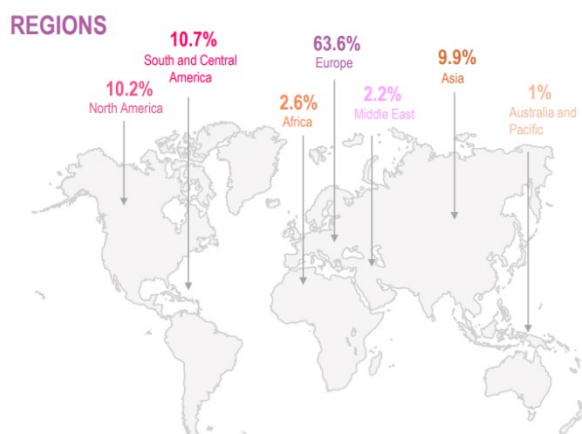
### Regions in 2020 (Virtual format)



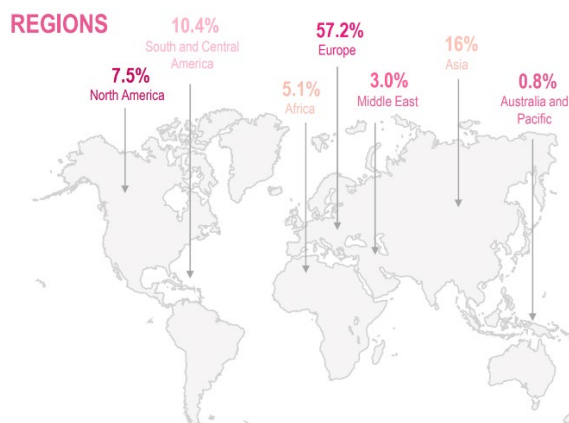
### Regions in 2021 (Virtual format)



### Regions in 2022



### Regions in 2023





## Professions in 2023

**49.5%**  
MEDICAL  
ONCOLOGIST

**50.5%**  
OTHER PRIMARY  
ACTIVITIES

<b>49.5%</b>	Medical Oncologist	<b>0.3%</b>	Clinical Geneticist
<b>11.6%</b>	Clinical Oncologist (Radiation and Medical Oncologist)	<b>0.3%</b>	Statistician
<b>8.0%</b>	Industry, medical	<b>0.2%</b>	Nuclear Medicine Physician
<b>6.1%</b>	Industry, commercial	<b>0.2%</b>	Palliative Care Specialist
<b>4.9%</b>	Surgical Oncologist	<b>0.2%</b>	Haematologist
<b>4.2%</b>	Radiation Oncologist / Radiation Therapist	<b>0.1%</b>	Immunologist
<b>3.0%</b>	Basic Researcher / Scientist (not medically qualified)	<b>0.1%</b>	Clinical Pharmacologist
<b>2.4%</b>	Gynaecologist	<b>0.1%</b>	Journalist (medically qualified)
<b>1.9%</b>	Internal Medicine Specialist	<b>0.1%</b>	Public Policy
<b>1.7%</b>	Haemato-Oncologist	<b>0.1%</b>	Psychologist
<b>1.6%</b>	Clinical Researcher	<b>0.1%</b>	Paediatric Oncologist
<b>1.1%</b>	Pathologist	<b>0.1%</b>	Endocrinologist
<b>0.7%</b>	Patient Advocate	<b>0.03%</b>	Nutritionist
<b>0.5%</b>	Oncology Pharmacist	<b>0.03%</b>	Pneumologist
<b>0.4%</b>	Oncology Nurse	<b>0.03%</b>	Journalist (not medically qualified)
<b>0.4%</b>	General Practitioner	<b>0.03%</b>	Neurologist
<b>0.3%</b>	Epidemiologist	<b>0.03%</b>	Other

## Abstract data

### Comparative data on abstract acceptance

	Breast 2019	Breast Virtual 2020	Breast Virtual 2021	Breast 2022	Breast 2023
Total submitted	368 (100%)	392 (100%)	361 (100%)	447 (100%)	523 (100%)
Accepted	218 (59.2%)	174 (44.4%)	183 (50.7%)	249 (55.7%)	273 (52.2%)
Rejected / withdrawn	150 (40.8%)	218 (55.6%)	178 (49.3%)	198 (44.3%)	250 (47.8%)

Of the accepted abstract (100%) accepted for:					
Oral/ Mini Oral presentation	30 (14%)	16 (9.2%)	8 (4.4%)	13 (5.2%)	16 (5.8%)
Poster presentation/ ePosters	188 (86%)	158 (90.8%)	164 (89.6%)	229 (91.7%)	249 (91.2%)
Proffered Papers	x	x	11 (6%)	7 (2.8%)	8 (2.9%)

## PREFACE

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### *Congress Dates*

**Official programme, Industry Satellites Symposia & Onsite Exhibition**

**15-17 May 2024**

**Platform, Virtual Exhibition and e-Posters**

**14-21 May 2024**

### **Important Note:**

The platform and all activities will close on the **17 May 2024**. However, the platform will remain available with the on-demand content and exhibition information until **21 May 2024**.

Well organised planning makes for successful execution and the ESMO Breast Cancer 2024 Organisers together with its partner suppliers will be glad to guide you towards a congress rich in discussion and exchange for your organisation.

These ESMO Breast Cancer 2024 Industry Guidelines will guide you in the necessary steps of your participation at our ESMO Breast Cancer 2024 in hybrid format.

The document is organised into distinct sections namely:

- Satellite symposia general information
- Onsite satellite symposia with online live streaming
- Satellite symposia on the virtual platform
- Additional information
- Promotion of the industry satellite symposia and other activities
- Industry meetings and activities
- General Terms and Conditions
- ESMO Priority List

Details regarding the Virtual Exhibition will be included in the ESMO Breast Cancer 2024 Exhibitor Manual. A copy of this document will be available on our website and your main contact for any additional queries on this aspect of the project will be the ESMO Breast Cancer 2024 Secretariat ([breast@esmo.org](mailto:breast@esmo.org)).

Please read this document carefully and share with the necessary colleagues and agencies involved in the organisation of your ESMO Breast Cancer 2024 activities.

Participation at the ESMO Breast Cancer 2024 implies an acceptance of the requirements contained within these Industry Guidelines and also in any updates posted on the [ESMO website](#).

**We look forward to working with you towards a rich and innovative ESMO Breast Cancer 2024!**

## GENERAL TECHNICAL INFORMATION

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### *General information*

The ESMO Breast Cancer 2024 will be a vibrant fully hybrid congress taking place both at the **Hub27 in Berlin** and on the CTI Virtual Congress Platform (VCP).

### *Venue information*

#### **Hub27 Berlin**

Messedamm 22

14055 Berlin - Germany

[www.messe-berlin.de](http://www.messe-berlin.de)

hub27 Berlin is part of the Berlin ExpoCenter City and can easily be reached by public transport, being just a 15-minute walk from the S-Bahn station "Messe Sud" on lines S3, S5 and S9 that take directly to the city centre. hub27 Berlin is conveniently located at 40 minutes from BER Airport.

hub27 Berlin is a brand-new venue currently being constructed on the ground of Messe Berlin, with completion due in Summer 2019. The heart of hub27 is a large, multifunctional exhibition and conference hall measuring almost 10'000 sqm and fitted with flexible partition walls.

### **IMPORTANT:**

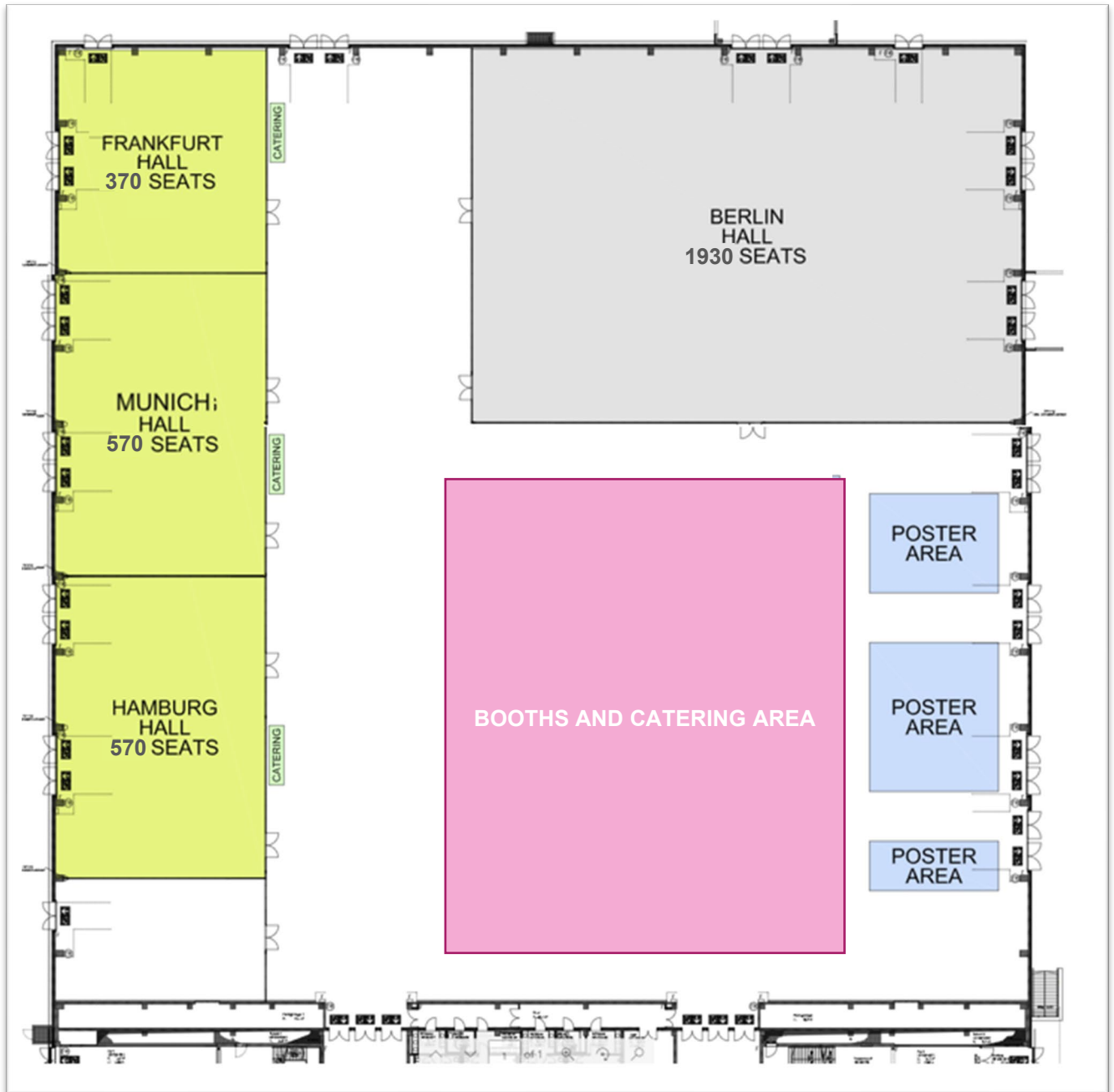
### *COVID-19 regulations*

ESMO will apply Health and Safety protocols according to the latest local authority guidelines and regulations, with the aim to ensure the highest Health and Safety standards. Further information will be made available on the [ESMO Breast Cancer 2024 website](#).

**\*Any supplementary change(s) to these points raised above will be communicated in the Preparatory for Industry Section of our website for this specific congress.**

## Venue overview

Preliminary floorplan:



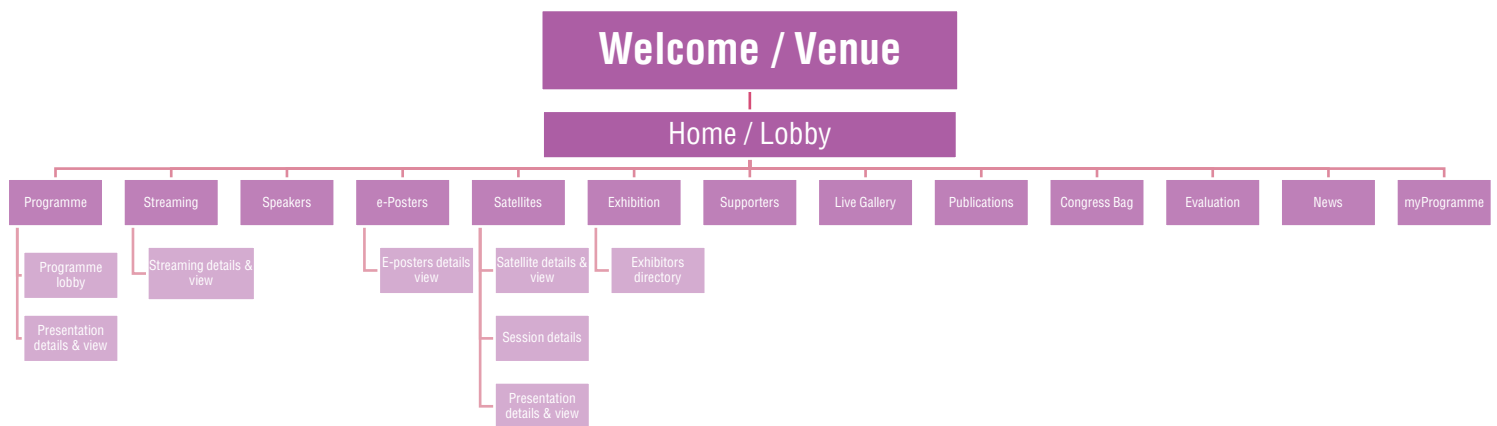
## Virtual Congress Platform (VCP)

The VCP of the ESMO Breast Cancer 2024 will again be created in collaboration with the ESMO trusted partner CTI Meeting Technology. Since our first virtual event in spring 2020, several remarkable functionalities have been developed and a modern cutting edge virtual congress platform will be offered with the following key features:

- Programme: all sessions will be available live and on-demand to meet the busy schedule of the Breast Oncology experts
- Publications: participants have access to key publications to support their daily clinical practice

The ESMO Breast Cancer Secretariat will be working closely with the CTI Team to help you prepare your different virtual activities within the virtual congress platform but also be available for any technical questions/queries you may have.

To help you better understand the structure of the virtual platform take a look at our site map:



## DEADLINES

### *Abstract submission deadlines*

<b>13 February 2024</b>	Abstract submission deadline
<b>17 April 2024</b>	Late-breaking abstracts (LBA) submission deadline

### *Satellite symposia programme deadlines*

<b>1 February 2024</b>	<p>Deadline for receipt of the programme proposals.</p> <p>The proposed programme, including symposium title, presentation titles, names and full contact details of proposed speakers and chairpersons, must be submitted to the ESMO Scientific Programmes Department (<a href="mailto:programme@esmo.org">programme@esmo.org</a>) using the official template.</p>
<b>End-February 2024</b>	<p>Notification of acceptance / rejection / request for modifications to the programme as decided by the Scientific Committee. After that only minor changes will be taken into consideration.</p>

### *Onsite (in person) Satellite Symposium, with live streaming on the VCP*

<b>28 March 2024</b>	Deadline to confirm person responsible for the organisation of the satellite symposium ( <a href="mailto:breast@esmo.org">breast@esmo.org</a> )
	Deadline to inform about any additional need in terms of AV and hostesses
	Deadline to book the Satellite onsite rehearsal with the AV company
	Deadline to book the session timer
<b>12 April 2024</b>	Deadline to inform about polling services
	Deadline to provide the live streaming layout
	Deadline to inform ESMO if the satellite webcast should not be published on-demand on the VCP, OncologyPRO or the ESMO website ( <a href="mailto:breast@esmo.org">breast@esmo.org</a> )
	Deadline to choose between moderated and unmoderated chat on VCP and send contact details of max. 3 chat moderators
<b>26 April 2024</b>	Deadline to send evaluation form link



<b>3 May 2024</b>	Deadline to send the name of the designated representative person that will be allowed to access the onsite speaker preview centre.
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## *Graphic deadlines*

<b>1 March 2024</b>	Draft of Satellite Invitation Weblink, Satellite digital poster, Onsite poster
<b>22 March 2024</b>	Daily Reporter Banners
	Final Satellite Invitation Weblink, Satellite digital poster, Onsite poster
<b>12 April 2024</b>	Virtual Congress Banners and Virtual Congress bag inserts
<b>19 April 2024</b>	Digital lectern

## INDUSTRY SATELLITE SYMPOSIA

### 1. SATELLITE SYMPOSIA GENERAL INFORMATION

Satellite symposia will take place from 15-17 May 2024 both onsite and on the VCP. Details of available slots may be obtained by email from the ESMO Strategic Partnerships Department ([jon.roberts@esmo.org](mailto:jon.roberts@esmo.org) or [anna.macdougall@esmo.org](mailto:anna.macdougall@esmo.org)).

#### 1.1 Satellite Symposia Programmes

All satellite symposia programmes must be approved by the ESMO Breast Cancer 2024 Scientific Committee prior to any invitations 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 Breast Cancer 2024 policy encourages the avoidance of topic and/or statement repetition, and/or lectures which may be in conflict with what the ESMO Breast Cancer 2024 Scientific Committee considers to be a proper, scientifically well-founded point of view.

ESMO is working to ensure diversity amongst presenters, and companies are also highly encouraged to consider both gender and nationality balance when selecting satellite Chairs and speakers.

ESMO reserves the right to veto speakers. In order to ensure a greater diversity of opinion and scientific contribution, the Scientific Committee strongly 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.

Additionally, and in accordance with ESMO Organisational Regulations, the following ESMO Officers are not allowed to participate (either as a Chair or Presenter) in any satellite symposium:

- Congress Scientific Co-Chairs
- Cancer Medicines Committee Chair
- Compliance Committee Chair
- Educational Committee Chair
- Guidelines Committee Chair
- Editors-in-Chief of ESMO Journals
- Deputy Editors-in-Chief of ESMO Journals
- ESMO-Magnitude of Clinical Benefit Scale Working Group Chair

All other ESMO Executive Board and Council members may participate in a maximum of two industry satellite symposia subject to approval by the ESMO Executive Board. This restriction does not apply to ESMO Colloquia.

Details of the ESMO Council may be found via: <https://www.esmo.org/about-esmo/organisational-structure/esmo-council>

Any changes to the provisional or the final programme must be forwarded immediately for re-approval to the ESMO Scientific Programmes Department ([programme@esmo.org](mailto:programme@esmo.org)). After the outcome notification, only minor changes will be taken into consideration.

Submitting an abstract to the ESMO Breast Cancer 2024 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.

Regarding **onsite Faculty expenses**, please see details in point **2.16**.

## 1.2 Applications

The ESMO Strategic Partnerships Department will approach companies with a proposal to participate at the ESMO Breast Cancer 2024. At the Congress, Satellite Symposia slots are assigned by sponsorship level and on a first come, first served basis.

## 1.3 Programme submission deadlines

<b>On application</b>	Each company should inform ESMO about the type of product(s) and the treatment area on which the satellite symposium programme will be based.
<b>1 February 2024</b>	Deadline for receipt of the programme proposals.  The proposed programme, including symposium title, presentation titles, names and full contact details of proposed speakers and chairpersons, must be submitted to the ESMO Scientific Programmes Department ( <a href="mailto:programme@esmo.org">programme@esmo.org</a> ) using the official Congress programme template.
<b>End-February 2024</b>	Notification of acceptance / rejection / request for modifications to the programme as decided by the Scientific Committee. After that only minor changes will be taken into consideration.

Notes:

1. The above timeline has been established to give all sponsors equal opportunities to invite preferred Speakers and late submission of programme proposals cannot delay the overall approval process. Sponsors who do not adhere to the deadline risk not being able to invite preferred Speakers if they have already been confirmed for other satellites in accordance with this schedule.
2. It will be the responsibility of Speakers who have been nominated for more than two satellites to choose which to accept.

## 1.4 Support an ESMO Colloquium

### *Slots will be allocated by ESMO*

A variety of independent state-of-the-art updates on new developments in oncology can be supported with the primary objective to further enhance the educational experience of our delegates.

This will allow you to support official scientific education by ESMO without being directly involved in the development of the programme, or in selecting the faculty. ESMO handles all logistics and promotion of the colloquia. All colloquia will be recorded and the on-demand versions will be promoted via the OncologyPRO newsletter after the live event.

Companies interested in this product must secure a satellite symposium slot first.

For more information, please contact [colloquia@esmo.org](mailto:colloquia@esmo.org)

*\*All ESMO Colloquia Slots are ESMO-MORA accredited*

## 2. ONSITE SATELLITE SYMPOSIA WITH ONLINE LIVE STREAMING

### 2.1 Schedule, room set-up and features

Set-up in theatre style with armchairs for 4 people and 1 lectern.

#### Wednesday, 15 May 2024

Symposium N°	Time	Auditorium	Capacity*	Height to ceiling (m)	Stage/Podium
1	11:30-12:30	Hamburg	570 theatre	9.80m	Yes
2	11:30-12:30	Munich	570 theatre	9.80m	Yes
3	11:30-12:30	Frankfurt	370 theatre	9.80m	Yes
4	18:30-19:30	Hamburg	570 theatre	9.80m	Yes
5	18:30-19:30	Munich	570 theatre	9.80m	Yes
6	18:30-19:30	Frankfurt	370 theatre	9.80m	Yes

#### Thursday, 16 May 2024

Symposium N°	Time	Auditorium	Capacity*	Height to ceiling (m)	Stage/Podium
7	12:45-13:45	Hamburg	570 theatre	9.80m	Yes
8	12:45-13:45	Munich	570 theatre	9.80m	Yes
9	12:45-13:45	Frankfurt	370 theatre	9.80m	Yes
10	18:30-19:30	Hamburg	570 theatre	9.80m	Yes
11	18:30-19:30	Munich	570 theatre	9.80m	Yes
12	18:30-19:30	Frankfurt	370 theatre	9.80m	Yes

#### Friday, 17 May 2024

Symposium N°	Time	Auditorium	Capacity*	Height to ceiling (m)	Stage/Podium
13	12:30-13:30	Hamburg	570 theatre	9.80m	Yes
14	12:30-13:30	Munich	570 theatre	9.80m	Yes
15	12:30-13:30	Frankfurt	370 theatre	9.80m	Yes

## 2.2 Technical equipment

Room	12K ANSI lumen proj.	Laptop	Screen	Camera	Laser pointer	iPad VCP QA	Microphones		
							Lectern	Panel	Floor
Hamburg	1	1	16/9	1	1	1	1	2	2
Munich	1	1	16/9	1	1	1	1	2	2
Frankfurt	1	1	16/9	1	1	1	1	2	2

Speakers on stage will be able to follow the presentation through a comfort monitor.

Note: Voting system/ polling

Companies interested in using a voting system have to contact our official supplier CTI for the service.

## 2.3 Technical and monitoring staff

One technical staff member and one hostess are assigned to each room. Please note that badge checkers are not provided for satellite slots. If you require this service, it will need to be booked separately.

For more information regarding additional hostesses, please write to [breast@esmo.org](mailto:breast@esmo.org)

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

Owing to the limited set-up and dismantling time necessary between satellite symposia slots (30 minutes), change of setup is not allowed.

Additional audio-visual equipment should only be ordered through the hub27, to [rainer.zerell@messe-berlin.de](mailto:rainer.zerell@messe-berlin.de) and no later than the **28 March 2024**.

Due to the hybrid nature of the congress, and the specific set up put in place for the online streaming, it is not permitted to use an external technical supplier.

## 2.5 Session rooms lectern

Kindly be informed that the lectern can be branded with a digital graphic (1080x1920px). The company has to provide the .jpg file to the ESMO Breast 2024 Secretariat via email [breast@esmo.org](mailto:breast@esmo.org) by **19 April 2024**.

The size of the signage covering the furniture is the following:

	Dimensions
Lectern (digital)	Portrait format .jpg 1080x1920px



## 2.6 Lectern laptop usage

Due to the hybrid format of this congress, the following regulations will apply to the onsite laptop at the lectern in the assigned room:

- The laptop **cannot** be removed or un-cabled from the lectern
- It is strictly forbidden to upload any presentation on the laptop using a USB key
- No laptop set-ups can be changed

## 2.7 Online streaming of the onsite satellite symposium

All Satellite Symposia of the ESMO Breast Cancer 2024 will be live-streamed on the Virtual Congress Platform. The live streaming will give online delegates the opportunity to follow the Satellite Symposia in real time and post questions through the dedicated Questions & Answers function. While onsite, Satellite Symposium Chairs/assigned moderator will be able to read questions on a specifically dedicated device (tablet) and decide to answer those of interest.

## 2.8 Polling system

Companies interested in using a polling system can contact the ESMO Breast Cancer Secretariat ([breast@esmo.org](mailto:breast@esmo.org)) no later than **12 April 2024**. The polling system is exclusively provided by CTI Meeting Technology. Polling/ voting systems from different providers are not permitted.

## 2.9 Session timer

In order to avoid sessions running late, ESMO implemented a timer in all the session rooms of the ESMO Breast Cancer 2024. The timer is a count-down, which allows speakers to monitor their presentation remaining time and it's displayed only on the comfort monitor(s) visible by the panellists and the speaker at the lectern. It is not visible by the audience nor in the produced webcast.

This timer is implemented to all Satellite Symposia by default, but in order to take advantage of it **companies MUST provide the session slides divided by presentation**.

If the sponsoring company does not want the session timer, please notify ESMO at [breast@esmo.org](mailto:breast@esmo.org) by **28 March 2024**.

## 2.10 Lead System / Badge Scanner

The ESMO Breast Cancer 2024 Lead Retrieval 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 Lead System brochure and order form on the ESMO website.

Badge scanners shall be ordered through the official supplier CTI Meeting Technology at [leadsystem@ctimeetingtech.com](mailto:leadsystem@ctimeetingtech.com).

## 2.11 Food & Beverage areas

The Satellite organisers are welcome to organize lunch boxes/ bags for satellite participants, to be consumed during the session inside the satellite session hall; ESMO will arrange F&B distribution points in the proximity of the auditorium room. 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**.

Any request should be addressed to the ESMO Breast 2024 Secretariat ([breast@esmo.org](mailto:breast@esmo.org)).

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

## 2.12 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.

## 2.13 Installation, rehearsal and dismantling times

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 ESMO Breast Cancer Secretariat ([breast@esmo.org](mailto:breast@esmo.org)).

Rehearsal slots are free of charge (max. 30-minutes slot per Satellite Symposium) and can be requested via the ESMO Breast Cancer Secretariat ([breast@esmo.org](mailto:breast@esmo.org)).

However, please note that:

- Rehearsal slots are not guaranteed
- Rehearsals will be assigned on a first-come, first-served basis
- Rehearsals may only be booked upon request and availability

Any request for rehearsals should be sent to the ESMO Breast Cancer Secretariat [breast@esmo.org](mailto:breast@esmo.org).

## 2.14 Invited speakers preview centre

The companies organising a satellite symposium must use the invited speakers preview centre and follow the instructions that the ESMO Breast Cancer Secretariat prepares for its own speakers.

The usage of the speakers preview centre includes:

- Direct PPT upload from the speakers preview centre to the Satellite Symposium room
- Support for the speakers/uploader in the speaker preview centre regarding the upload and management of the PPT presentations
- Hostess (1)

Please inform by **3 May 2024** the latest and communicate the name of the designated representative that will be allowed to access the speaker centre and will be assisted in the upload of presentation(s) by our technicians.



## 2.15 Presentation material

Please note that the presentations must be prepared in **PowerPoint** 2010, 2013 or 2016 (MS Windows) and provided on an **USB-removable drive**. Set the slide size to “**Widescreen 16:9**” and **landscape orientation**.

## 2.16 Onsite faculty expenses

Registration, travel and accommodation: ESMO will subsidise registration fees, travel expenses and cover hotel accommodation for a maximum of two (2) nights for any expert already speaking in the official ESMO Breast Cancer 2024 programme at an ESMO Faculty hotel and **in accordance with the ESMO Breast Cancer 2024 invited speaker reimbursement policy**. Speakers who are NOT participating in the official ESMO Breast Cancer 2024 programme must have their registration fees, and travel and accommodation expenses covered in full by the sponsor.

## 2.17 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 ESMO Breast Cancer Secretariat ([breast@esmo.org](mailto:breast@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 ESMO Breast Cancer secretariat accordingly. The ESMO Breast Cancer secretariat strongly recommends, however, that only one (1) contact person is appointed.

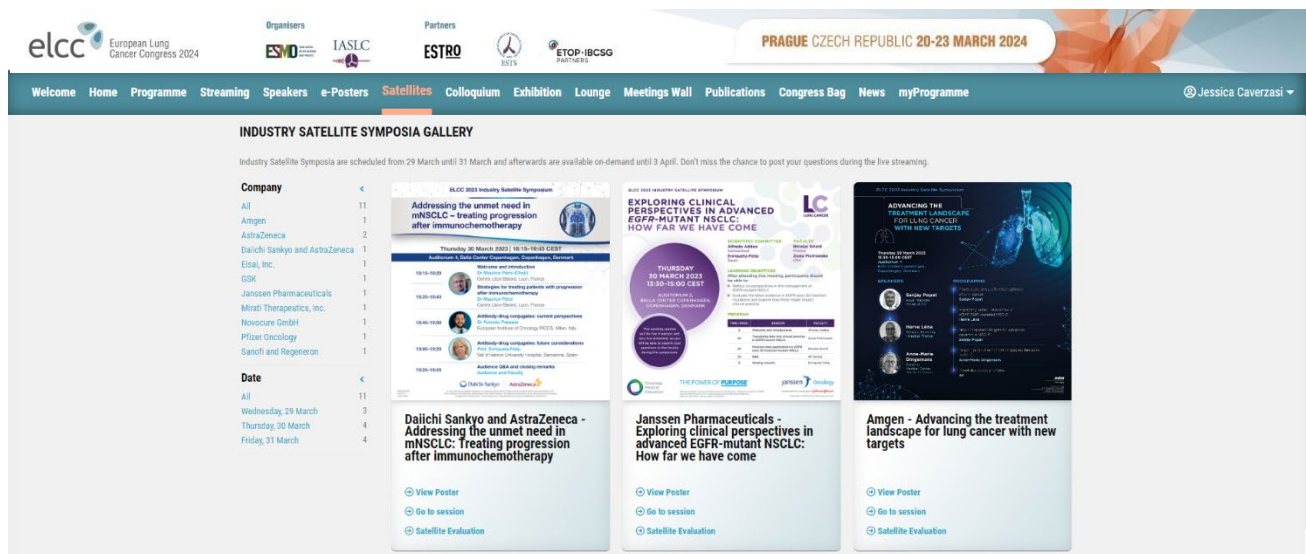
If an agency is appointed to manage and organise the satellite symposium, the company must inform the ESMO Breast Cancer Secretariat and provide the agency name and contact person details. Only official agency representatives will receive information material from the ESMO Breast Cancer Secretariat.

## 3. SATELLITE SYMPOSIA ON THE VIRTUAL PLATFORM

### 3.1 ESMO Breast Cancer 2024 Industry Satellite Symposia Gallery

All satellite symposia will be allocated in the ESMO Breast Cancer 2024 Industry Satellite Symposia Gallery. Each digital programme poster artwork should respect the following format and deadline:

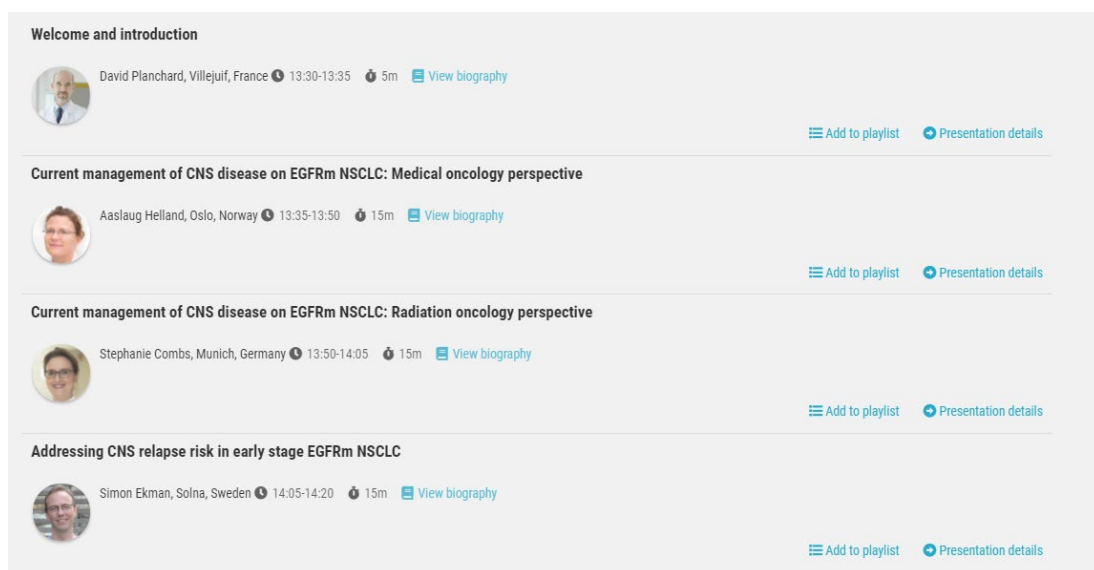
- The wording “ESMO Breast Cancer 2024 Industry Satellite Symposium” must be included at the top of each poster in order to avoid any confusion with the official scientific programme.
- Format: 1235 x 1235 pixels (square), PNG or JPEG.
- Please submit your final programme poster artwork to [breast@esmo.org](mailto:breast@esmo.org) by **22 March 2024**.



\*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO Breast Cancer 2024 design.

### 3.2 Default display of the satellite symposium on-demand:

Presentation by presentation (one single presentation for each speaker/lecture) as highlighted below:



\*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO Breast Cancer 2024 design.

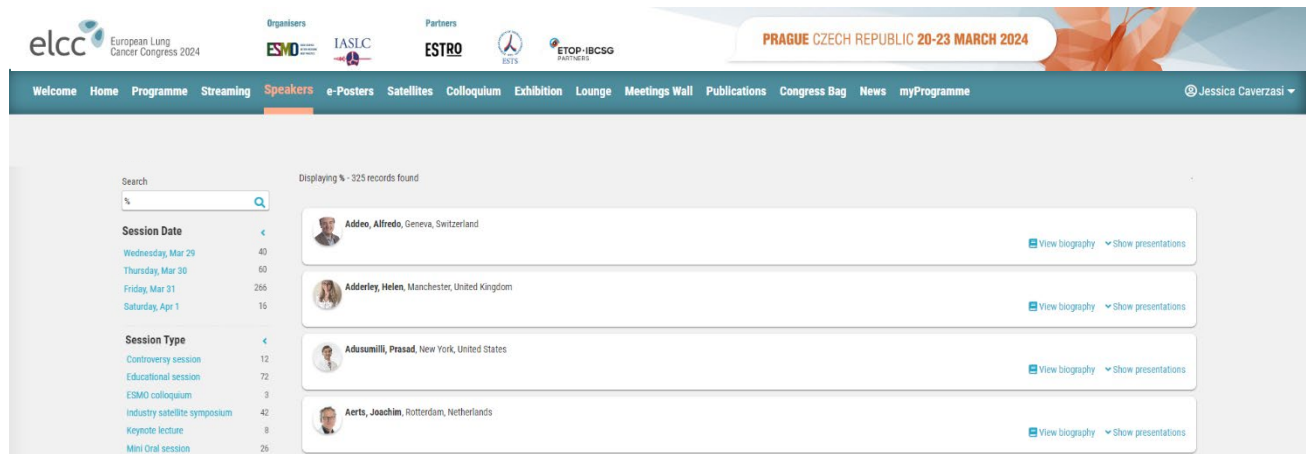
There is the possibility to add a disclaimer text on the top of the on-demand satellite:



\* Indicative example, all visuals/graphics of this document are subject to change according to the ESMO Breast Cancer 2024 design

## 3.3 Chairs/Speakers

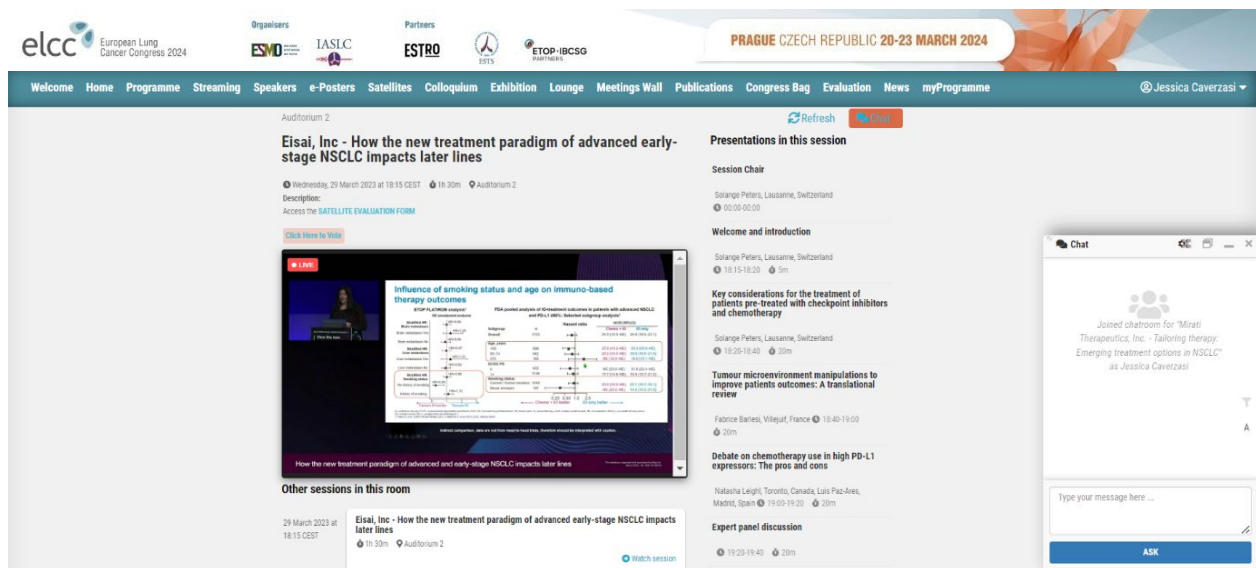
There will also be a dedicated section for the chairs/speakers' names, pictures and related biographies.



\* Indicative example, all visuals/graphics of this document are subject to change according to the ESMO Breast Cancer 2024 design.

## 3.4 Presentation View and Streaming with CTI

As a default, the presentation slides are shown on the right, and the presenter's video is displayed on the left. The chat is displayed on the right of the presentation. The programme of the day is visible under the streaming.



\* Indicative example, all visuals/graphics of this document are subject to change according to the ESMO Breast Cancer 2024 design.

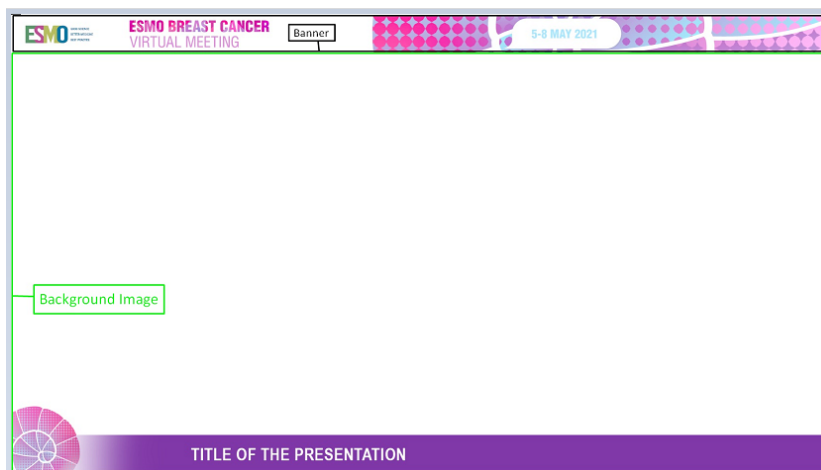
## 3.5 Customised background

### *Live streaming layout on the virtual platform*

In order to customize the streaming layout of your satellite symposium, please kindly provide the following:

- Background image (1920x1080 px) in .JPG/.PNG format. This can even be a plain white background with your logo.
- Banner (1920x150 px) in .JPG/.PNG format, to be placed on top of the background.

See below a layout example prepared by ESMO:



\*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO Breast Cancer 2024 design.

Please do not include any ESMO Breast Cancer 2024 logo and graphic, but feel free to include your company logo and branding.

Deadline to provide CTI ([breast@support.ctimeetingtech.com](mailto:breast@support.ctimeetingtech.com)) with the branding elements: **12 April 2024**.

The final result on screen will look like the below:



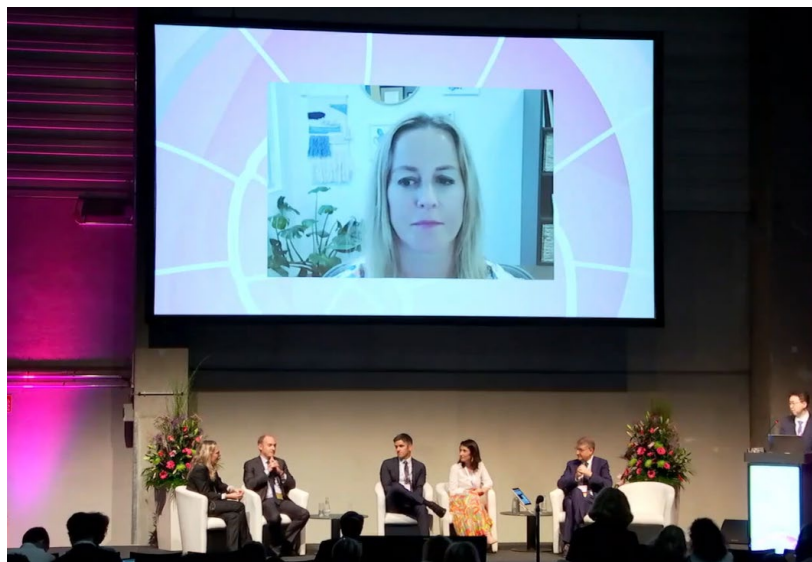
\*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO Breast Cancer 2024 design.

## ***Onsite screen background***

The onsite screen layout of your satellite symposium during the Q&A can be branded with your Industry Satellite Symposium graphic. Please provide the following:

- Background image (1920x1080 px) in .JPG/.PNG format. This can even be a plain white background with your logo.

The final result on screen will look like the below:



\*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO Breast Cancer 2024 design.

## **3.6 Questions & Answers/Chat Function**

Each satellite symposium slot can include at the end a Live Q&A within the allocated 60 minutes slot, where speakers and/or chairs discuss the session content and delegates can send in questions via the Q&A chat. The session can contain some slides or videos if required, followed by the discussion.

The Companies can choose the type of chat they prefer between:

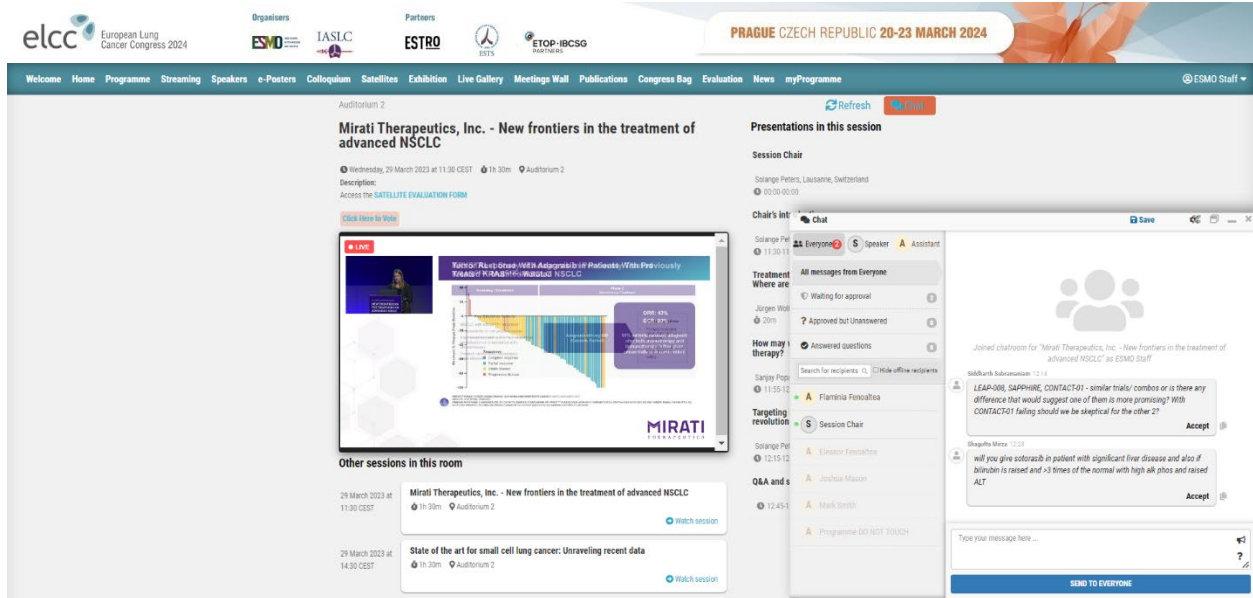
### ***Moderated Chat***

All submitted questions are first viewed by a chat assistant for approval. Once approved, the questions are then visible to presenters and other chat participants. After the question appears in the chat room, the chat assistant can still delete it by clicking "Remove". The onsite chairs will receive an iPad in which they can read the selected questions.

Each company is entitled to have up to 3 chat moderators, who have the possibility to approve, reply and delete comments (for moderated chat only), when necessary. To be able to login to the virtual congress platform, chat moderators need to be registered for the ESMO Breast Cancer 2024. For this reason, ESMO will grant chat moderators a complimentary login to the virtual platform. Upon request, CTI will schedule a dedicated live chat rehearsal with the chat moderators.

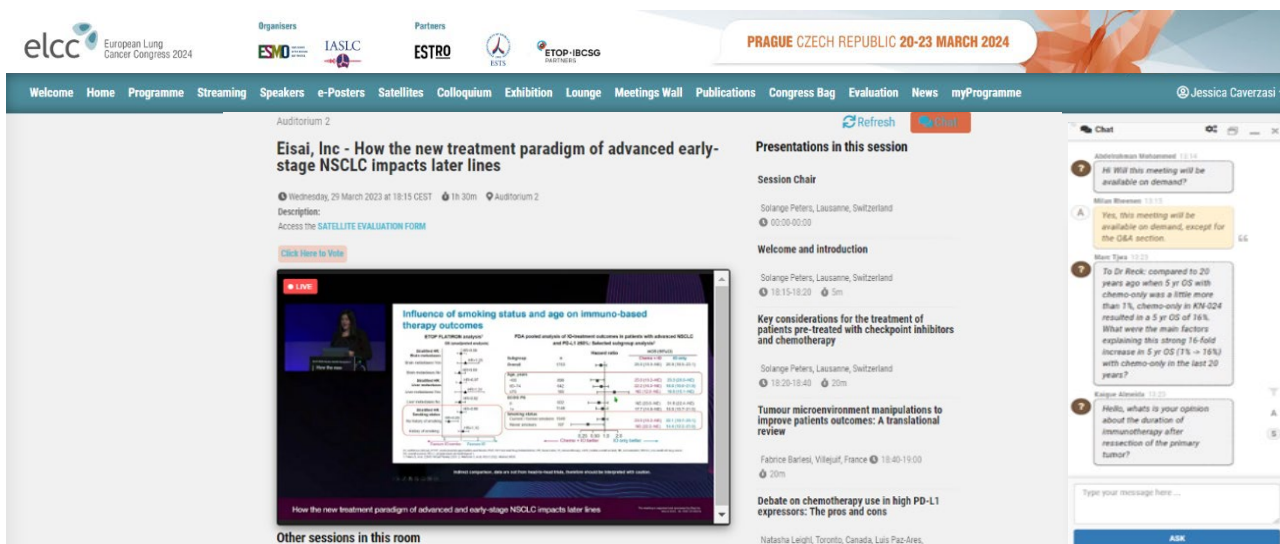
The chat is shown to chat moderators as below:





\* Indicative example, all visuals/graphics of this document are subject to change according to the ESMO Breast Cancer 2024 design.

Questions approved are shown in the chat box as below:



\* Indicative example, all visuals/graphics of this document are subject to change according to the ESMO Breast Cancer 2024 design.

## Unmoderated Chat

The onsite chairs will receive an iPad in which they can read the selected questions. All submitted questions are visible to presenters and other chat participants.

Companies MUST confirm if they would like to have a moderated or unmoderated chat and send contact details of max. 3 chat moderators by **12 April 2024** by informing the ESMO Breast Cancer 2024 Secretariat ([breast@esmo.org](mailto:breast@esmo.org)).

## 3.7 Post-Congress hosting

All the official sessions and satellite symposia will automatically be uploaded (**without editing/review**) on the Virtual Congress Platform as on-demand sessions within 12 hours after the end of each session, until Tuesday 21 May 2024 at 16:00 CEST. From Tuesday 21 May at 16:00 CEST, the official sessions, where permission is granted, will also be added to **OncologyPRO** or **ESMO website**.

If the sponsoring company does not want the satellite webcast to be on-demand on the VCP, OncologyPRO or ESMO website, please notify ESMO at [breast@esmo.org](mailto:breast@esmo.org) by **12 April 2024**.

All on-demand sessions will be prepared by our official supplier: CTI Meeting Technology.

The post-congress hosting will provide a unique opportunity for all satellite organisers to host their on-demand satellite session(s) also after the Virtual Congress Platform closure and make the content easily accessible to all registered attendees\* and ESMO Members.

Post-congress, the hosting will be handled as follows:

- OncologyPRO Sponsors satellite symposia will be hosted on OncologyPRO for 2 years
- Non-OncologyPRO Sponsors satellite symposia will be hosted free of charge on the ESMO website for 6 months

To find out more on how to become an OncologyPRO sponsor contact Jon Roberts ([jon.roberts@esmo.org](mailto:jon.roberts@esmo.org)) or Anna MacDougall ([anna.macdougall@esmo.org](mailto:anna.macdougall@esmo.org)).

Editing of the ESMO Satellite Symposia after the live event should have as sole purpose the curation of the event flow in order to optimise the On Demand use. Such editing should respect, and restrict any modification of, the original content, discussion and contributions conveyed by the speakers, discussants and audience participating in the live event.

\* Non-Member registered attendees will have access for 6 months post-congress.

## 3.8 Webcast

Companies will receive the recording file of the full session, including the live Q&A. The result of the recording will be raw .mp4 format files, divided by presentation.

ESMO discourages all Industry Partners from hosting their official Industry Satellite Symposia webcasts on their respective corporate/educational/medical websites during the period of the congress as this may affect the attendance of the satellite symposium/symposia both onsite and on the VCP.

If companies intend promoting their satellite symposium/symposia on their corporate/educational/medical website(s), we advise using the specific link to the respective satellite symposium (hosted on the ESMO Breast Cancer 2024 VCP). We thank you in advance for following these recommendations which will help optimise the collective gathering of the global oncology community throughout the event.

## 3.9 Evaluation of the symposium

From the Satellite Symposia Gallery, the Companies can decide to have a link to a satellite evaluation questionnaire placed on an external website. It is the responsibility of the Company to monitor and assess the result of the evaluation. Deadline to send the link to [breast@esmo.org](mailto:breast@esmo.org): **26 April 2024**.

## 3.10 General metrics

Complete metrics will be available after the congress including the onsite and online statistics. The following metrics will be available after the congress:

- No. of users per session
- Average view duration
- No. of users per country
- Average number of users over the congress period



## 4. ADDITIONAL INFORMATION

### 4.1 Registration

A limited number of complimentary registrations will be assigned to each company, depending on the sponsorship level, granting access to the ESMO Breast Cancer 2024.

Companies can decide to assign these complimentary registrations to:

- Satellite symposia speakers
- Satellite symposia staff
- Exhibition staff

For any additional registrations please contact the ESMO Registration Services Unit ([exhibitors@esmo.org](mailto:exhibitors@esmo.org)).

### 4.2 Access

Satellite symposia sessions will be accessible for all registered delegates.

### 4.3 Compliance

The ESMO Breast Cancer 2024 will be submitted to the MedTech Europe compliance portal.

### 4.4 ESMO Breast Cancer 2024 Website and Congress App

Besides the satellite symposia appearing in the virtual platform, as mentioned above there will also be reference in our website and Congress App. Industry Satellite symposia published in any of the different platforms will follow the layout given by the Scientific Programme Department. The submission of the programme must follow the format of the ESMO Breast Cancer 2024 template, which may be requested from [programme@esmo.org](mailto:programme@esmo.org)

The following details are necessary: session title, lecture, titles, allocated time for each presentation, full speaker names, affiliation, and contact details.

### 4.5 Abstract presentation during the Congress

Each company must guarantee that data from studies reported in accepted abstracts will not be presented as such during the Congress at any industry satellite symposium prior to presentation in the official ESMO Breast Cancer 2024 programme.

### 4.6 ESMO Breast Cancer 2024 abstract

Abstracts related to industry satellite symposia are not published in the ESMO Breast Cancer 2024 abstract section.

## PROMOTION

### 5. PROMOTION OF THE SATELLITE SYMPOSIUM AND OTHER ACTIVITIES

#### 5.1 e-Publications and e-Advertising

Each company will ensure that all company publications referring to Satellite symposia mention: “ESMO Breast Cancer 2024 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 [breast@esmo.org](mailto:breast@esmo.org) and respect the following deadlines:

<b>1 March 2024</b>	Draft Satellite Invitation Weblink, Satellite digital poster, Onsite poster
<b>22 March 2024</b>	Daily Reporter Banners Final Satellite Invitation Weblink, Satellite digital poster, Onsite poster
<b>12 April 2024</b>	Virtual Congress Banners and Virtual Congress bag inserts

ESMO Breast Cancer 2024 secretariat suggests avoiding cultural or historical references in printed material and bears no responsibility should any such references cause offence.

Furthermore, ESMO Breast Cancer 2024 secretariat 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 Breast Cancer 2024.

However, ESMO Breast Cancer 2024 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 International laws and ESMO Breast Cancer 2024 secretariat 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 Switzerland and Germany.

#### 5.2 Reproduction of logos

Each company is entitled to use the official logo of ESMO Breast Cancer 2024 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 Breast Cancer Secretariat ([breast@esmo.org](mailto:breast@esmo.org)) will provide the ESMO Breast Cancer 2024 logo as an electronic file upon request, but not before the draft of the invitation or other promotional material is submitted for approval.

#### 5.3 Inviting participants – Satellite Invitation Weblink

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

Within each satellite package we allow our Industry Partners to showcase their satellite(s) via a digital satellite invitation weblink whereby we invite delegates to find out more about your session(s).

In the ESMO Breast Cancer 2024 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.

From the **4 April 2024** your satellite invitation weblink will go live (this will be subject to prior submission before the **22 March 2024** deadline and subsequent approval by the ESMO Secretariat). The ESMO Breast Cancer 2024 E-Newsletter will be sent out to all registered delegates in **April 2024**.

## **Rules and Regulations:**

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

- A weblink is an **A4 page or pdf**, created by the sponsoring company, highlighting their satellite symposium.
- The content of the weblink message must not make any statements about the quality or virtues of a sponsoring company and/or any of the company's product(s) either via text or visuals.

With a satellite symposium, the content of the weblink must solely state the:

- Title of the session
- The names of the chairpersons and speakers
- Venue, channel and timing of the approved scientific programme
- Remember that no product names or brand names are allowed in the title or in the scientific programme of the session
- Please include at the top of the sentence "ESMO Breast Cancer 2024 Industry Satellite Symposium"
- The deadline to submit your weblink to [breast@esmo.org](mailto:breast@esmo.org) is the **22 March 2024**. 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 Breast Cancer 2024 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 Breast Cancer Secretariat

**The web page will only be linked once ESMO Breast Cancer 2024 secretariat approval is confirmed and the payment for the sponsorship package is received.**

## **5.4 Virtual Congress Bag**

Depending on the chosen sponsorship package there is a possibility for companies to have a Virtual Congress Bag Insert within the Virtual Congress Bag. Artwork should not be larger than A4 format and less than 5MB.

Artwork should be submitted to [breast@esmo.org](mailto:breast@esmo.org) by the **12 April 2024** for evaluation.

## **5.5 Advertisements**

Advertisements are possible in the virtual and in person Congress environment. Please contact [jon.roberts@esmo.org](mailto:jon.roberts@esmo.org) or [anna.macdougall@esmo.org](mailto:anna.macdougall@esmo.org) for further details.

## **5.6 Onsite satellite promotion and distribution**

For the display of programme posters, one designated poster board will be made available in a public area. The poster board will be portrait (vertical) H:200 x W:95cm, companies have to provide the file in .pdf and in .ai/.eps format and send it to [breast@esmo.org](mailto:breast@esmo.org) by **1 March 2024** the first draft and the final one by **22 March 2024**.

All companies must submit a copy of their final artwork before production gets underway. This must in turn be submitted for approval to the ESMO Breast Cancer 2024 Secretariat ([breast@esmo.org](mailto:breast@esmo.org)) by the **22 March 2024**.

Companies are entitled to bring one roll-up poster for each entrance of the assigned room and place it only 30 minutes before the start of the satellite symposium. Roll-ups must be removed at the end of the session.

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 bus station and the main entrance of the Congress venue.

Flyers may, however, be distributed at the company booth from when the exhibition is open and in front of the door(s) of the assigned auditorium no earlier than one (1) hour before the start of the satellite symposium. One welcome desk will be available outside each session room.

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

\*Artwork production and delivery of invitations is at the sponsoring company's expense

## 5.7 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 Breast Cancer 2024 secretariat approval.

## 5.8 Promotion related to product and services

Companies holding satellite symposia are responsible for obtaining relevant information and for complying with all Swiss and German 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.

## INDUSTRY MEETINGS

### 6. INDUSTRY MEETINGS AND ACTIVITIES

#### 6.1 Networking events

Companies may organise evening events, provided that these start after the conclusion of the official programme of the day. And are subject to the ESMO Breast Cancer Secretariat approval. Please send your request to [breast@esmo.org](mailto:breast@esmo.org).

#### 6.2 Unofficial satellite symposia or similar events

During the period beginning on Wednesday, 15 May through to Friday, 17 May 2024, 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 or virtual platform.

#### 6.3 Concomitant activities

Concomitant activities such as internal meetings involving delegates, press conferences, educational or promotional activities taking place wither in or outside the congress centre but concomitant with or during breaks of the scientific programme of the ESMO Breast Cancer 2024 are subject to the ESMO Breast Cancer Secretariat approval.

Clear identification of the organisers, purpose, targeted participants and the full programme must be submitted for approval to the ESMO Breast Cancer Secretariat ([breast@esmo.org](mailto:breast@esmo.org)) at least 4 weeks prior to the event.

#### **Blackout times:**

15 May 2024	13:00 – 18:15
16 May 2024	08:30 – 18:15
17 May 2024	08:30 – 15:15

All media activities initiated by third parties are subject to a specific [Media Policy](#). For additional information about media issues, please contact the Press Office at [media@esmo.org](mailto:media@esmo.org)

#### 6.4 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. Meetings can be organised from Wednesday to Friday from 08:00 to 18:00. The following requirements must be respected:

- Small meetings may take place in parallel with the official ESMO Breast Cancer 2024 educational and scientific programme provided they do not involve groups larger than 25 people
- Larger meetings exceeding 25 participants are permitted, but may only take place outside of the blackout times
- Meetings are “closed” and by invitation only
- Each company is responsible for the meeting content. ESMO does not endorse any private meeting
- Meetings is not to be promoted in the congress centre or in any ESMO Breast Cancer 2024 publications, or online e.g. via social media
- ESMO Breast Cancer 2024 Faculty, ESMO Executive Board and Council Members are not to be invited to participate in any private industry meetings to be held during the official programme
- No hybrid meetings are to be scheduled during the official ESMO Breast Cancer 2024 educational and scientific programme

## ***Meeting room booking procedure***

Please contact the ESMO Breast Cancer 2024 Secretariat ([breast@esmo.org](mailto:breast@esmo.org)) in order to book a meeting room. Please note that meeting rooms will be assigned on a first-come, first-served basis.

## ***Access to meeting rooms***

Meetings' attendees not registered to the ESMO Breast Cancer 2024 can ONLY access private meeting spaces with badge. If you need support please contact [registration@esmo.org](mailto:registration@esmo.org). Please note that attendees without a badge will not be able to access the venue for security reasons. If your meeting is scheduled very early in the morning, please make sure that badges are collected in advance.

## **6.5 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 ESMO Breast Cancer should send a request to ESMO Communications. For any additional information about media issues, please contact ESMO Communications ([media@esmo.org](mailto:media@esmo.org)).

## **6.6 Badges (Media Activities)**

According to the [ESMO Press Policy](#), press badges may only be assigned to press representatives working for recognised media publications. Should communication agencies or companies representatives require a badge for the purpose of preparing and/or developing third party media events, please send an email to both ESMO Registration ([registration@esmo.org](mailto:registration@esmo.org)) and ESMO Communications ([media@esmo.org](mailto:media@esmo.org)) to request a dedicated badge. This badge only allows access to the room where media activities are taking place. Full details are available in the [ESMO Third Party Media Activities Policy](#).

## **6.7 Filming, recording and photography**

All filming activities initiated by Third Parties need written approval by ESMO ([filming@esmo.org](mailto:filming@esmo.org)).

Photographers and/or filming crews members hired by Third Parties, can perform their activities abiding by the [ESMO Filming Policy](#) and purchasing a specific filming badge. Specific and different filming permissions may be granted to Third Parties and are subject to limitations and rules based on the purpose, the activity and the entity applying for the badge request. Badge requests can be sent to [filming@esmo.org](mailto:filming@esmo.org).

Anyone carrying filming equipment at Events, is requested to wear all times a specific vest distributed onsite together with the badge.



## GENERAL TERMS AND CONDITIONS

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The following conditions of participation refer to the booking of any sponsorship product(s)/service(s) at the ESMO Breast Cancer 2024 insofar as the contractual partners do not reach contrary agreements in writing.

### Establishment of Contract

- Application for a sponsorship product(s)/service(s) is made by filling in and returning the sponsorship application form to ESMO.
- Only completed and signed application forms will be taken into consideration. By signing the sponsorship application form, the company accepts the conditions contained in the ESMO Breast Cancer 2024 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 e-mail. The date of the assignment is considered to be the date of allocation. If the contents of the assignment deviate from the contents of the sponsoring company's application, the contract is based on the assignment issued by ESMO unless the company objects in writing within two weeks after the date the assignment was sent.

### Appointed Agencies

- Application for any sponsorship product(s)/service(s) must be submitted by the sponsoring company under whose name each sponsorship item is to be listed. Correspondence in this regard must be made exclusively between the sponsoring company and ESMO.
- Sponsoring companies should inform ESMO in writing which agency is appointed. Otherwise no request from agencies will be taken into consideration.
- It is not the role of any given agency to make initial enquiries or reservations with ESMO independently of the sponsoring company.
- The sponsoring company is responsible for communicating these regulations to its staff and its appointed agencies.
- This named agency cannot fully act as if it were the sponsoring company itself and the sponsoring company will continue to be held entirely responsible and accountable for activities organised in its name.

### Procedure

- Send sponsorship application form. The ESMO Strategic Partnership Department will acknowledge receipt of your sponsorship application form and the assignment process will commence soon afterwards.

### Assignment

- Will be done on a first come, first served basis
- To ensure each sponsoring company has a chance to choose a suitable satellite symposium slot, offers are valid for 48 hours (2 working days) unless the offer makes it clear that the opportunity is freely available.
- For this reason, please supply a reliable contact telephone number for an appropriate decision maker within the company.

### Payment deadlines

Assignments will be cancelled automatically if the related cost has not been paid within the given time period. In such cases the cancellation fee will be applicable following the cancellation policy.

### Terms of Payment

Payment is due within 30 days following the date of the invoice.

### Cancellation Policy

The company cancelling its support after the official application has been accepted and the corresponding sponsorship package has been assigned will be liable to a 100% cancellation fee.

### Administration fees/invoicing changes

Invoices will be addressed according to the invoicing data provided by the sponsoring company. Please note, if a billing change is requested (i.e. company name change or address change), an administration fee of 70 EUR (excluding VAT) will be charged to the company.

### Indebtedness

Payments not received by the first day of the start of the ESMO Breast Cancer 2024 will be subject to a 10% penalty fee on the total sponsorship investment.

### Refunds

Any refunds of deposits paid will be made after the ESMO Breast Cancer 2024 but not later than **20 December 2024**. The sponsoring company will not be entitled to any interest that the organiser may have derived from deposits made. All bank charges, including sender's and receiver's charges, resulting from a refund related to cancellation or reduction of sponsorship will be at the charge of the sponsoring company.

### Data Protection and Sharing of Contact Details

All data provided during the application process may be used (saved, stored, processed, transmitted, shared and deleted, but not modified) to allow the processing and

execution of the Application(s). This data may be shared with our contractors to the extent necessary to ensure the organisation of the ESMO Breast Cancer 2024.

### **Postponement or Abandonment**

ESMO reserves the right to postpone the event, including if unforeseen circumstances warrant such action. Should any contingency prevent the holding of the ESMO Breast Cancer 2024 or any of its parts, ESMO cannot be held liable for any costs, expenses and damages (including, but not limited to direct or consequential damages, loss of opportunity, loss of use, or loss of revenue or profit) incurred in connection with the postponement or abandonment.

Unexpected cancellation of the event: ESMO reserves the right to cancel without notice or compensation the ESMO Breast Cancer 2024 in the event of force majeure cases (e.g. any acts of God, strikes, labour disputes, epidemics, pandemics, riots, fires, flood, terrorist attacks, governmental actions and regulations, damages or other fatal occurrences). In such cases, ESMO is not liable for failure to perform any obligation hereunder but will reimburse any payments received from the sponsoring company less any costs incurred while preparing the event.

### **Limitation of Liability of ESMO and Warranties**

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

ESMO gives no warranties in respect of any aspect of the ESMO Breast Cancer 2024 or any materials related thereto or offered at the ESMO Breast Cancer 2024 and, to the fullest extent possible disclaims all implied warranties, including but not limited to warranties of fitness for a particular purpose, accuracy, timeliness, and merchantability. The ESMO Breast Cancer 2024 is provided on an "as-is" basis. The views, opinions, and positions expressed by the speakers, attendees, or sponsors at the ESMO Breast Cancer 2024 are theirs alone and do not necessarily reflect the views, opinions, or positions of ESMO or any employee thereof. The ESMO Breast Cancer 2024 makes no representations as to accuracy, completeness, timeliness, suitability, or validity of any information presented by speakers, attendees, or sponsors at the ESMO Breast Cancer 2024 and will not be liable for any errors, omissions, or delays in this information or any losses, injuries, or damages arising from its display or use. ESMO does not endorse, and

expressly disclaims all liability relating to, any of the products or services provided by speakers, attendees, or sponsors.

### **Connectivity or Technical Issues**

ESMO specifically disclaims all responsibilities for the unavailability of the ESMO Breast Cancer 2024 website due to unexpected condition and/or problems attributable to a third party's network operators or Force Majeure. The sponsoring company acknowledges that it is its responsibility to ensure a secure and stable internet connection, compatible operating system requirements and that its web browser is up to date in order to avoid connectivity or other technical issues when participating at the ESMO Breast Cancer 2024. ESMO will use its best efforts to provide access to the ESMO Breast Cancer 2024 through third party channels. In the event that the participant encounters connectivity issues due to a weak internet connection, incompatible operating system requirements or inappropriate web browser settings, the participant acknowledges that ESMO is not liable.

### **Bankruptcy or Liquidation**

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

### **Security and Insurance**

Neither ESMO nor its affiliates shall be liable for any direct, indirect, special, incidental, or consequential costs, damages or losses arising directly or indirectly from the ESMO Breast Cancer 2024 or other aspect related thereto. 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 the ESMO Breast Cancer 2024 must comply with all rules and policies established by ESMO.

### **Violation Procedure**

The procedure for policing and enforcing the violation is as follows:



## Annual Congress

When noticing a violation, ESMO staff will ask the company to correct the situation according to the applicable regulations.

If the company refuses to comply, ESMO staff will report alleged violations to the Congress Committee. After considering the available evidence, a representative of the relevant sponsoring company will be invited to present the company's view, after which the Committee will give its opinion.

This will be confirmed in writing after the ESMO Breast Cancer 2024. Appeals may be made to the ESMO Management.

### Penalties

- First violation: No accrual of points for the year.
- Second violation: No accrual of points plus the loss of all accrued points to date.
- Third violation: No right to participate at the next ESMO event.

### Claims Procedures, Place of Performance and Jurisdiction

All claims by the company booking any sponsorship product(s)/service(s) against ESMO must be in writing.

The maximum time lapse is 1 month from the closure of the ESMO Breast Cancer 2024.

Agreements which deviate from these conditions or from the supplementary regulations must be in writing; facsimile signature suffices. The contract is governed exclusively by Swiss law; the English text is authoritative.

### Non-smoking policy

The ESMO Breast Cancer 2024 is a non-smoking event.

### Final Clause

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

## ESMO PRIORITY LIST

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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, Industry display area 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 24<sup>th</sup> 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.
- f. ESMO will also recognise the contribution to advancements in medicine and science at the ESMO annual Congress. ESMO will allocate one point for each abstract accepted for oral presentation with the mention "Study sponsored by..."