



MADRID SPAIN

Organiser



²artner



8-12 SEPTEMBER 2017

IMPORTANT DEADLINES

10 May 2017	Abstract submission and travel grand applications
7 June 2017	Early Registration
12 July 2017	Group Registration, participant names to be given
19 July 2017	Late-breaking abstract submission
9 August 2017	Late registration





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Exhibition management company

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

Freyung 6

1010 Vienna, Austria

Andrea Etz, Veronica Näslund and Sandra Semlitsch Tel. +43 1 536 63 ext. 42 or 72 or 71 / Fax +43 1 535 60 16

Email: esmo2017.exhibition@media.co.at

Accommodation, optional tours, transfers, restaurants

Barceló Congresos

Pl. Europa 17-19, 1a plta.

08908 L'Hospitalet de Llobregat

Barcelona, Spain

Tel. +34 93 882 38 78

Email: esmo2017@barcelocongresos.com

WELCOME TO ESMO 2017

Dear Industry Partners,

Following the recent ESMO Congress in Copenhagen, it is with great pleasure that we officially begin preparations for the ESMO 2017 Congress which will take place in Madrid from 8 – 12 September 2017 in partnership with the European Association for Cancer Research (EACR).

Under the leadership of Scientific co-Chairs: Professor Alberto Sobrero (ESMO) and Professor Richard Marais (EACR), the theme "Integrating science into oncology for better patient outcomes" will drive our collaborative efforts in making the ESMO 2017 Congress a truly integrated congress, which will focus on advancing oncology and improving treatment options for patients.

Representing the interests of over 14,000 oncology professionals and 9,000 researchers and scientists, the partnership between ESMO and EACR is particularly significant. In an era requiring a deep understanding of the molecular biology underlying the development of cancer, it is crucial that researchers and clinicians collaborate more closely than ever before.

With this in mind, the ESMO 2017 Congress will bring together professionals covering a broad spectrum of oncology disciplines to facilitate interaction and encourage knowledge-sharing between the laboratory and clinic.

Following the great success of the ESMO 2016 Congress in Copenhagen where more than 20,000 oncology professionals gathered to hear what was said to revolutionise cancer care, even more oncology stakeholders are expected to participate in ESMO 2017 as we expect a number of basic researchers to join the community.

As our industry partners, your participation also plays an important role and we invite you to get involved in ESMO 2017. The ESMO Congress offers numerous opportunities for collaboration, visibility and networking, and together we can consolidate our position as Europe's pre-eminent annual oncology meeting.

On behalf of the ESMO 2017 Officers,



Fortunato Ciardiello, Naples, Italy ESMO President 2016-2017 and Congress President



Alberto Sobrero, Genoa, Italy ESMO Scientific Committee Co-Chair



Andrés Cervantes Valencia, Spain ESMO Educational Chair



Richard Marais, Manchester, UKEACR Scientific Committee Co-Chair



CONGRESS OFFICERS

ESMO 2017 and Congress President

Fortunato Ciardiello, Naples, Italy

Scientific Co-Chairs

Alberto Sobrero, Genoa, Italy (ESMO) Richard Marais, Manchester, UK (EACR)

Educational Chair

Andrés Cervantes, Valencia, Spain

Local Officer

Miguel Martin, Madrid, Spain

Press Officer

Solange Peters, Lausanne, Switzerland

Scientific Sub-Committee (Track) Chairs

Basic science: Anton Berns, Amsterdam, Netherlands and Christof von Kalle, Hiedelberg, Germany

Breast cancer, early stage: Nadia Harbeck, Munich, Germany Breast cancer, metastatic: Fabrice André, Villejuif, France

CNS tumours: Michael Weller, Zurich, Switzerland

Developmental therapeutics: Jan Schellens, Amsterdam, Netherlands
Gastrointestinal tumours, colorectal: Volker Heinemann, Munich, Germany
Gastrointestinal tumours, non-colorectal: Eric Van Cutsem, Leuven, Belgium

Genitourinary tumours, prostate: Johann de Bono, Sutton, UK

Genitourinary tumours, non-prostate: Bernard Escudier, Villejuif, France

Gynaecological cancers: Domenica Lorusso, Milan, Italy

Haematological malignancies: Mariano Provencio, Madrid, Spain Head and neck cancer: Jean-Pascal Machiels, Brussels, Belgium Immunotherapy of cancer: Inge Marie Svane, Herley, Denmark

Melanoma and other skin tumours: Reinhard Dummer, Zurich, Switzerland

NETs and endocrine tumours: Michel Ducreux, Villejuif, France

Non-metastatic NSCLC and other thoracic malignancies: Pilar Garrido, Madrid, Spain

NSCLC, metastatic: Rafal Dziadziuszko, Gdansk, Poland

Public health and health economics: Paolo G. Casali, Milan, Italy

Sarcoma: Jean Yves Blay, Lyon, France

Supportive and palliative care: Matti Aapro, Genolier, Switzerland

Translational Research: Charles Swanton, London, UK (ESMO) and Joan Seoane, Barcelona, Spain (EACR)

ESMO Patient Advocacy Working Group Chair

Bettina Ryll, Uppsala, Sweden

ESMO Young Oncologists Committee Chair

Matthias Preusser, Vienna, Austria



PREFACE

Welcome and congratulations!

You have decided to partner ESMO 2017, the world's premier congress in medical oncology.

ESMO 2017 will take place in the city of Madrid from the 8 - 12 September 2017.

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

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

These ESMO 2017 Industry Guidelines will guide you in the necessary steps of your participation at ESMO 2017.

The document is organised into seven distinct sections namely:



All the regulations concerning the ESMO 2017 Exhibition will be included in the ESMO 2017 Exhibitor Prospectus.

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

Please read this document carefully and share with the necessary colleagues and agencies involved in the organisation of your ESMO 2017 activities.

Also note that a successful application for participation at ESMO 2017 implies an acceptance of the requirements contained within these Industry Guidelines and also in any updates posted on esmocongress.org

We look forward to working with you over the coming months towards a rich and innovative ESMO 2017!



VENUE

Venue information

The ESMO 2017 Congress will be held at the:

IFEMA Feria de Madrid Avda. del Partenón, 5 28042 Madrid, Spain www.ifema.es Located only three kilometres from Madrid-Barajas International Airport, the venue offers exceptional transportation links by road, rail, underground and bus. The city centre is just 12 minutes away. A transportation pass will be given to all registered delegates together with the Congress bag. This will enable unlimited free journeys on the city transportation network from 8 to 12 September 2017 inclusive. Shuttle bus services may be organised through Barceló Congresos (esmo2017@barcelocongresos.com).



KEY DATES

Congress dates

10 May 2017Abstract submission deadline19 July 2017Late-breaking abstract deadline8-12 September 201742nd ESM0 Congress (ESM0 2017)

Satellite symposia deadlines

9 June 2017 Proposed programme, including the title of the Satellite symposium, all

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

By mid June 2017 Notification of acceptance or rejection

6 July 2017 Receipt of the final programme for inclusion in the Congress Programme Book

Registration deadlines

7 June 2017 Early registration

12 July 2017 Name lists for group registrations

9 August 2017 Late registration

Publication deadlines

22 May 2017 Company logo

12 June 2017Advertisements for Programme Book26 June 2017Advertisements for Congress Newspaper

10 July 2017 Bag inserts for evaluation
 17 July 2017 Satellite invitation weblink
 19 July 2017 Artwork for on-site advertising

INDUSTRY SATELLITE SYMPOSIA

1.0 Structure

Satellite symposia will take place on Friday 8, Saturday 9, Sunday 10 and Monday 11 September 2017. Details of available time-slots may be obtained by email from the ESMO Events Sponsorship Department (sponsorevents@esmo.org).

1.1 Satellite symposia programmes

All Satellite symposia programmes must be approved by the ESMO 2017 Scientific Committee with a view to ensuring the scientific quality and scope of such symposia within the framework of the Congress.

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

ESMO reserves the right to veto speakers. In order to ensure a greater diversity of opinion and scientific contribution, the ESMO Executive Board recommends that a speaker presents at no more than one (1) Satellite symposium. However, if unavoidable, a speaker may be involved in a second satellite for a maximum of two (2) symposia during the Congress. Kindly note that this restriction applies regardless of whether the speaker receives an honorarium or not.

Additionally, the following ESMO Officers are not allowed to participate in any Satellite Symposium: ESMO President, President-elect, Past President, Congress Scientific Chair, Congress Educational Chair, Guidelines Committee Chair, Editors-in-Chief of Annals and ESMO Open. All other Board members may participate in 1 satellite symposia, maximum two under exceptional circumstances.

Any changes in the provisional or in the final programme must be forwarded immediately to the ESMO Programme Department (programme@esmo.org).

Submitting an abstract to the ESMO Scientific Committee and the official Congress programme implies that the study reported therein will not be presented as such during the Congress at any Industry Satellite symposium

and that it has not been presented elsewhere. Therefore, presenting an abstract certifies that it is not connected to any industry satellite symposia.

1.2 Faculty expenses

It is the sponsor's responsibility to cover the travel and limited accommodation (T&A) expenses for all speakers and chairs participating in their symposium, regardless of whether or not they are also invited to participate in the official ESMO 2017 programme.

Travel: Industry satellite symposia speakers should claim flight reimbursement from the sponsor.

Accommodation: To avoid double hotel bookings, speakers in the official ESMO 2017 programme will be accommodated in the Faculty headquarters hotel and sponsors inviting the same speakers will be invoiced for two nights of their stay. Depending on their speaker role(s) in the official ESMO 2017 programme, the remainder of their stay will be covered by ESMO according to the Invited Speaker Reimbursement Policy, or on a private basis.

Each company is also responsible for the registration of any Satellite symposium speakers who are not participating in the official ESMO 2017 programme. Registrations are not arranged by the ESMO 2017 organisers.

Speakers invited for the official ESMO 2017 programme will be notified that by participating in an industry Satellite symposium, they are not eligible for any travel reimbursement from ESMO.



1.3 Applications

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

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

1.4 Programme timeline and deadlines

On application

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

9 June 2017

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

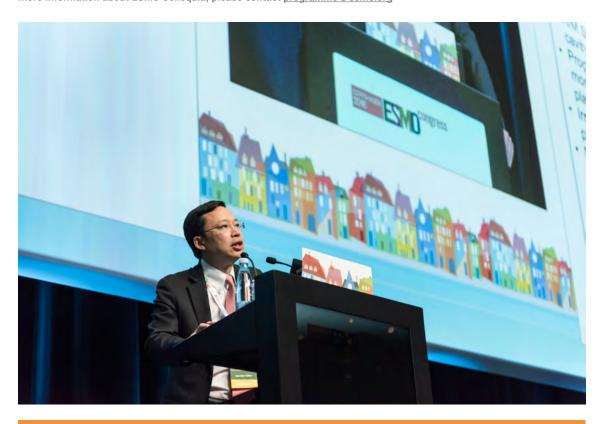
By mid June 2017

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

6 July 2017

Receipt of the final programme for inclusion in the programme book. Minor changes notified after this deadline may be made to the online Programme but cannot be guaranteed inclusion in the published Programme Book.

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



2.0 Satellite symposia details

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

Set up in Theatre style in all the session auditoria, with a panel table for 4 persons.

No.	Time	Duration	Day	Date	Auditorium	Capacity
1	18:00-20:00	2h	Fri	8-Sept	Barcelona	2.500
2	18:00-20:00	2h	Fri	8-Sept	Sevilla	1.500
3	18:00-20:00	2h	Fri	8-Sept	Pamplona	1.000
4	18:00-20:00	2h	Fri	8-Sept	Cordoba	1.000
5	18:00-20:00	2h	Fri	8-Sept	Granada	800
6	18:00-20:00	2h	Fri	8-Sept	Valencia	800
7	18:00-20:00	2h	Fri	8-Sept	Tarragona	600
8	18:00-20:00	2h	Fri	8-Sept	Bilbao	600
9	18:00-20:00	2h	Fri	8-Sept	Alicante	600
10	18:00-20:00	2h	Fri	8-Sept	Cartagena	600
11	18:00-20:00	2h	Fri	8-Sept	Salamanca	400
12	18:00-20:00	2h	Fri	8-Sept	Jerez	300
13	13:00-14:30	1h30	Sat	9-Sept	Sevilla	1.500
14	13:00-14:30	1h30	Sat	9-Sept	Pamplona	1.000
15	13:00-14:30	1h30	Sat	9-Sept	Cordoba	1.000
16	13:00-14:30	1h30	Sat	9-Sept	Granada	800
17	13:00-14:30	1h30	Sat	9-Sept	Valencia	800
18	13:00-14:30	1h30	Sat	9-Sept	Tarragona	600
19	13:00-14:30	1h30	Sat	9-Sept	Bilbao	600
20	13:00-14:30	1h30	Sat	9-Sept	Alicante	600
21	18:30-20:00	1h30	Sat	9-Sept	Sevilla	1.500
22	18:30-20:00	1h30	Sat	9-Sept	Pamplona	1.000
23 24	18:30-20:00	1h30 1h30	Sat Sat	9-Sept 9-Sept	Cordoba Granada	1.000 800
25	18:30-20:00 18:30-20:00	1h30	Sat	9-Sept	Valencia	800
26	18:30-20:00	1h30	Sat	9-Sept	Tarragona	600
27	18:30-20:00	1h30	Sat	9-Sept	Bilbao	600
28	13:00-14:30	1h30	Sun	10-Sept	Sevilla	1.500
29	13:00-14:30	1h30	Sun	10-Sept	Pamplona	1.000
30	13:00-14:30	1h30	Sun	10-Sept	Cordoba	1.000
31	13:00-14:30	1h30	Sun	10-Sept	Valencia	800
32	13:00-14:30	1h30	Sun	10-Sept	Tarragona	600
33	13:00-14:30	1h30	Sun	10-Sept	Bilbao	600
34	13:00-14:30	1h30	Sun	10-Sept	Alicante	600
35	18:30-20:00	1h30	Sun	10-Sept	Sevilla	1.500
36	18:30-20:00	1h30	Sun	10-Sept	Pamplona	1.000
37	18:30-20:00	1h30	Sun	10-Sept	Cordoba	1.000
38	18:30-20:00	1h30	Sun	10-Sept	Granada	800
39	18:30-20:00	1h30	Sun	10-Sept	Valencia	800
40	18:30-20:00	1h30	Sun	10-Sept	Tarragona	600
41	18:30-20:00	1h30	Sun	10-Sept	Bilbao	600
42	13:00-14:30	1h30	Mon	11-Sept	Sevilla	1.500
43	13:00-14:30	1h30	Mon	11-Sept	Pamplona	1.000
44	13:00-14:30	1h30	Mon	11-Sept	Cronodo	1.000
45 46	13:00-14:30 13:00-14:30	1h30 1h30	Mon Mon	11-Sept 11-Sept	Granada Valencia	800 800
46	13:00-14:30	1h30	Mon	11-Sept	Tarragona	600
48	13:00-14:30	1h30	Mon	11-Sept	Bilbao	600
49	13:00-14:30	1h30	Mon	11-Sept	Alicante	600
50	18:30-20:00	1h30	Mon	11-Sept	Pamplona	1.000
51	18:30-20:00	1h30	Mon	11-Sept	Cordoba	1.000
52	18:30-20:00	1h30	Mon	11-Sept	Granada	800
53	18:30-20:00	1h30	Mon	11-Sept	Valencia	800
54	18:30-20:00	1h30	Mon	11-Sept	Tarragona	600
55	18:30-20:00	1h30	Mon	11-Sept	Bilbao	600
56	18:30-20:00	1h30	Mon	11-Sept	Alicante	600

Satellite symposia slots reserved for EACR Sustaining Members

No.	Time	Duration	Day	Date	Auditorium	Capacity
57	13:00-14:30	1h30	Sat	9-Sept	Jerez	300
58	18:30-20:00	1h30	Sat	9-Sept	Jerez	300
59	13:00-14:30	1h30	Sun	10-Sept	Jerez	300
60	18:30-20:00	1h30	Sun	10-Sept	Jerez	300
61	13:00-14:30	1h30	Mon	11-Sept	Jerez	300

The ESMO 2017 Industry Guidelines also apply to these slots.

IMPORTANT: The satellite symposia slot prices quoted in the ESMO 2017 Industry Prospectus include:

- The room rental and construction fees
- Basic equipment and room setup (details will be provided in February 2017)
- AV support staff
- Symposium session published in the Programme Book as well as in the On-line Programme (in a separate section as per UEMS regulations) programme



Auditoria capacity reduction

Auditoria capacity reduction may be requested. The request is subject to the Congress Secretariat (congress@esmo.org) approval. Provided the reduction is feasible, only barrier bands will be used (i.e. no curtains nor partitioning walls).

Overflow rooms usage

If no more seats are available in the auditorium the satellite symposium will be broadcasted in the assigned overflow room, provided the company has used the invited speakers preview centre.

2.1 Technical and monitoring staff

One technical staff member and one hostess are assigned to each room. Additional hostesses can be booked through esmo2017@barcelocongresos.com.

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

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

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

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

2.2 Food & Beverage areas

Requests for F&B functions should be addressed to the ESMO Congress Department (congress@esmo.org), indicating the type of function (coffee break, cocktail, standing lunch, other) and number of guests.

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

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

During Satellite symposia lunch slots only bag meals can be ordered, whereas during the evening slots it is possible to organise buffet functions outside the assigned auditoria based on the availability of the F&B area. Of course, it is the responsibility of the company to clean the room after the session. If the organiser needs to intervene for cleaning purposes the extra costs will be charged to the company.

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

2.3 Duration of the Satellite symposium

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

2.4 Installation, rehearsal and dismantling times

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

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

2.5 Invited speakers preview centre

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

Benefits in using the invited speakers preview centre:

- stage assistant included
- overflow room usage

Confirmation to be provided to congress@esmo.org by 8 September 2017 together with the name of the person that will be in charge of the presentations uploading.

If the confirmation is not received by the given deadline, the company will not be able to use the invited speakers preview centre.



2.6 Industry satellite symposium webcast

All the educational sessions that took place at ESMO 2017 will be added to the respective Webcast Library.

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

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

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

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

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

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

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

2.7 Satellite symposia contact/representatives

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

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

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

2.8 ESMO Congress website and programme book

Approved Satellite symposia programmes will be published online in the Satellite symposia section of the ESMO Congress programme and in the Congress programme book if they are received no later than the 6 July 2017.

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

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

2.9 Abstract presentation during the Congress

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

2.10 ESMO Congress Abstract book

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



3.4 Media activities

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

Press badges

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

3.5 Types of Meetings

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

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

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

Closed Industry Meeting

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

- Meeting "is closed" and by invitation only
- Maximum attendance is 35 guests

- Meeting is not promoted in the convention centre or in any ESMO 2017 publications
- Small meetings may take place in parallel with the official ESMO Congress educational and scientific programme provided they do not involve groups larger than 35 people and are limited in duration
- If you plan to have an ESMO 2017 Speaker at your session make sure your chosen meeting slot does not conflict with his/her session(s)
- Media should not be invited and are not permitted to attend the meeting

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

Meet the Investigator Studio Time Slots

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

- One room with capacity for 100 delegates, with access completely controlled by the sponsoring company
- Logistics: screen, laptop, projector, lectern, 1 microphone, 1 hostess
- Only beverages are allowed during the assigned slot(s)
- Presentations of 30', all included, set up and dismantling of possible posters too
- Presentations one after the other, strict enforcing of timeslot allocation
- A schedule with the sponsoring company and slot times will be published in the ESMO 2017 Programme Book and in the Meet the Investigator Area
- · Companies can book single slots of 30 minutes
- Time slots must not be in conflict with satellite symposia
- If you plan to have an ESMO 2017 Speaker at your session make sure your chosen slot does not conflict with his/her session(s)
- One roll-up can be placed outside the auditorium during the assigned slot(s)
- Set-up changes are allowed within the assigned slot(s), i.e. no extra set-up/dismantling times



4.0 Promotion of the Satellite symposium and other activities

4.1 Publications and On-site Advertising

Each company will ensure that all company publications referring to Satellite symposia mention: "ESMO 2017 Industry Satellite Symposium" in order to avoid any confusion with the official scientific programme. For this reason, all companies must submit a copy of the final publication to sponsorevents@esmo.org and respect the following deadlines:

22 May 2017 Submit Company logo
12 June 2017 Send advertisements for
Programme Book
26 June 2017 Send advertisements for Congress
Newspaper
10 July 2017 Send bag inserts for evaluation
17 July 2017 Send satellite invitation weblink
19 July 2017 Submit artwork for on-site advertising

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

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

Furthermore, ESMO bears no responsibility towards the delegates for the display, promotion or sale of therapies or services, neither are ESMO supporting those products or services for their sole promotion at ESMO 2017. However, ESMO reserves the right to deny at any time the display, promotion or sale of products, therapies or services should these be against the generally accepted clinical approach. Promotion of unapproved therapies (by regulatory authorities) is regulated by the local and European laws and ESMO bears no responsibility in

case of a complaint based on such laws. Sponsoring companies are therefore advised to consult the Codes of Practice of their governing bodies for information and guidance on regulations around attendance at medical congresses. In all cases, sponsoring companies are responsible for ensuring that their promotion during the congress is legally and ethically acceptable in Spain.

4.2 Reproduction of logos

Each company is entitled to use the official logo of ESMO 2017 on invitations and promotional documents related to the approved Satellite symposium.

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

The ESMO Events Sponsorship Department (sponsor events@esmo.org) will provide the ESMO 2017 Congress logo as an electronic file upon request, but not before the draft of the invitation or other promotional material is submitted for approval.



4.3 Inviting participants

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

A month prior to ESMO 2017, satellite symposium organisers will have the possibility to showcase their satellite(s) via a digital satellite invitation/weblink(s) in our Online Scientific Programme and invite delegates to find out more about their session(s).

Furthermore, in the ESMO 2017 E-Newsletter there will be a dedicated Industry Satellite Symposia section whereby all these digital invitations will be grouped.

From the 17 July 2017 your satellite invitation weblink will go live (this will be subject to prior submission before the 17 July 2017 deadline and subsequent approval by the ESMO Events Sponsorship Department).

The ESMO 2017 E-Newsletter will be sent out to all registered delegates in August 2017.

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

Rules and Regulations:

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

- A weblink is a page or pdf, created by the sponsoring Industry, highlighting their Satellite.
- The content of the Weblink message must not make any statements about the quality or virtues of a sponsoring Industry and/or any of the Industry's product(s) either via text or visuals. With a Satellite Symposia, the content of the Weblink must solely state the:
 - Title of the session
 - The names of the chairpersons and speakers
 - Venue and timing of the ESMO approved scientific programme.
 - Remember that no product names or brand names are allowed in the title or in the scientific programme of the session.
 - The deadline to submit your Weblink to sponsorevents@esmo.org is the 17 July 2017. 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 2017 Congress logo is properly protected, ESMO has defined guidelines for its use, which permit the use of the Congress logo under specific conditions.
- Cancellation of the Weblink should be sent in writing to the ESMO Events Sponsorship Department.
- The web page will only be linked once ESMO approval is confirmed and the payment for the satellite invitation weblink is received.

4.4 Inserts in the delegate bags

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

Bag inserts must be submitted for approval to ESMO (sponsorevents@esmo.org) by 10 July 2017.

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

4.5 Advertisements

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

4.6 Signage, display and distribution on site

For the display of programme posters, one designated poster board will be made available in the ESMO 2017

Industry Satellite Symposium Display Area. Companies are entitled to bring one roll-up poser for each entrance of the assigned auditorium. In the ESMO 2017 Industry Satellite Symposium Display Area there will be a rack with:

- One A4 size plexi holder per session.
- Session organisers are responsible for storing the invitations* and ensuring the racks are filled.
- Each company is responsible for printing sufficient invitations*.

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

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

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

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

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

4.7 Promotion at congress hotels

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

material (see 4.1). No assistance will be provided by ESMO
*Production artwork and delivery of invitations is at the sponsoring



or by the official housing service for the distribution of material or for the list of official Congress hotels.

4.8 Other promotional activities

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

4.9 Promotion related to products and services

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

Any infraction(s) to our Industry Guidelines will follow the procedure outlined in the Terms and Conditions on page 24

company's expense

GENERAL TERMS AND CONDITIONS

The following conditions of participation refer to the booking of any sponsorship product(s)/service(s) at ESMO 2017 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 2017 Industry Guidelines and any supplementary provisions.
- Confirmation of the allocation of any sponsorship product(s)/ service(s) by ESMO in writing constitutes establishment of contract between the sponsoring company and ESMO.
- An invoice will then be sent by registered mail. The date of the assignment is considered to be the date of allocation. If the contents of the assignment deviate from the contents of the sponsoring company's application, the contract is based on the assignment issued by ESMO unless the company objects in writing within two weeks after the date the assignment was sent.

Appointed Agencies

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

Procedure

- Application. For companies in the priority points ranking, applications for promotional opportunities must be received by the 19 October 2016 in order to be included in the first round of assignments.
- Priority points ranking status. Between 1 August 2015 and 1 September 2016, ESMO will review all investments and compile the priority points ranking list. This ranking list will define the order in which requests of companies are processed. When an equal number of points are held by 2 or more sponsoring companies, promotional opportunities will be assigned according to the monetary value of the requested opportunities.

Assignment

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

- Offer the first, second and third choice made on the sponsorship application form subject to availability.
- Offer a real time selection of what is available if the 3 choices on the sponsorship application cannot be honoured. To ensure each sponsoring company has a chance to choose a suitable opportunity, offers are valid for 48 hours (2 working days) unless the offer makes it clear that the opportunity is freely available. For this reason, please supply a reliable contact telephone number for an appropriate decision maker within the company.

Payment deadlines

Assignments will be cancelled automatically if the related cost has not been paid within the given time period.

Terms of Payment

A first deposit of 50% of the total rate will be sent within 2 weeks following the confirmation. Payment is due within 30 days following the date of the invoice. The balance (50%) is due not later than the 16 June 2017. Corresponding invoices will be sent out by ESMO in due time before the deadline for receipt of payment. If charges are not paid within the prescribed time, the item will be released and any loss incurred by ESMO by such non-payment shall be made good by the defaulting sponsoring company.

Exclusivity

Sponsoring companies that invest in the Posters on USB have an exclusivity period from the start of ESMO 2017 and for the 3 months after the congress. If a sponsor wishes to extend its exclusivity period a formal request needs to be received before the 1 December 2017.

Cancellation Policy

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

- If the sponsorship product(s)/service(s) cannot be reallocated to another company.
- 25 % of the total rate, if the cancellation request is received in writing by 30 December 2016.
- 50 % of the total rate, if the cancellation request is received in writing between 30 December 2016 and 31 March 2017.
- 100 % of the total rate, if the cancellation request is received in writing after 31 March 2017.

Once the sponsorship item(s) are officially assigned the cancellation fee is 100% of the total rate.

If the item(s) can be reallocated to another sponsoring company, the former sponsoring company will receive a full refund of deposit(s) paid and less the administrative fees of 10% on the total sponsorship investment.

Administration fees/invoicing changes

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

Indebtedness

Payments not received by the first day of the Congress (Friday 8 September 2017) will be subject to a 10% penalty fee on the total sponsorship investment.

Refunds

Any refunds of deposits paid will be made after ESMO 2017 but not later than the 29 December 2017. The sponsoring company will not be entitled to any interest that the organiser may have derived from deposits made. All bank charges, including sender's and receiver's charges, resulting from a refund related to cancellation or reduction of sponsorship will be at the charge of the sponsoring company.

Postponement or Abandonment

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

Unexpected cancellation of the event: ESMO reserves the right to cancel without notice or compensation ESMO 2017 in the event of force majeure cases (e.g. strikes, riots, fires, flood, terrorist attacks, governmental actions and regulations, damages or other fatal occurrences). In such cases, ESMO is not liable for failure to perform any obligation hereunder but will reimburse any payments received from the sponsoring company less any costs incurred while preparing the event.

Limitation of Liability of ESMO

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

Bankruptcy or Liquidation

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

Security and Insurance

Neither ESMO nor its contractors shall be responsible for the safety of any exhibit or other property of the sponsoring company or any person. Furthermore, ESMO nor its contractors shall be responsible for the loss, theft, damage or destruction by any cause of the exhibits or other property, or for loss, damage or injury sustained by any exhibits or any other persons. The sponsoring company/exhibitor shall indemnify ESMO and its contractors to third persons, as a result of any act or omission of the company, its staff, agent or personnel hired on a temporary basis.

As ESMO and its contractors will accept no responsibility for any of the foregoing matters, the sponsoring company should affect his/her own insurance against any risk of loss due to theft or negligence, damage, injury or liability. The sponsoring company agrees not to pursue ESMO for any previously listed risks.

Enforcement of Rules

Applies equally to all. All companies investing in sponsorship at ESMO 2017 must comply with all rules and policies established by ESMO.

Violation Procedure

The procedure for policing and enforcing the violation is as follows: When noticing a violation, ESMO staff will ask the company to correct the situation according to the applicable regulations.

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

This will be confirmed in writing after ESMO 2017. Appeals may be made to the ESMO Management.

Penalties

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

Claims Procedures, Place of Performance and Jurisdiction

All claims by the company booking any sponsorship product(s)/ service(s) against ESMO must be in writing. The maximum time lapse is 1 month from the closure of ESMO 2017. Agreements which deviate from these conditions or from the supplementary regulations must be in writing; facsimile signature suffices. The contract is governed exclusively by Swiss law; the English text is authoritative.

Final Clause

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













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

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



GOOD SCIENCE BETTER MEDICINE BEST PRACTICE MEDICAL ONCOLOGY SUBMIT YOUR PAPER OFFICIAL ONCOLOGY OFFICIAL

BMJ ESWD

ESMO PRIORITY LIST Janssen Amgen (incl. Onyx) 28 29 Excemed (formaly Serono Symposia Int. Found **Ariad Pharmaceuticals** Tesaro Fresenius Kabi

59	Abelson Taylor
60	Advanced Accelerator Applications
61	Qiagen
62	Molecular Health GmbH
63	Puma Biotech.
64	Chiltern (ex Ockham Oncology)
65	ACEA
66	Agena Bioscience GmbH
67	Angiochem
68	Articulate Science
69	Fluidigm Corporation
70	Ganymed Pharmaceutical
71	Genentech
72	IntegraGen
73	Karyopharm Therapeutics
74	Kite Pharma
75 70	MedImmune
76	Mylan
77	NDA Advisory Services
78	Personal Genome Diagnostics
79	Threshold Pharmaceuticals
80	Varian
81	Oncogenex Pharmaceuticals
82	Biocartis
83	ACT Genomics
84	Elsevier
85	NanoString
86	UPMC
87	Shire (former Baxalta, former Baxter)
88	Beacon Pharmaceuticals
89	Agendia AB
90	Osve Pharmaceutical Company
91	OSE Immunotherapeutics
92	Oncology Venture
93	EMD Serono Research & Development Inst.
94 95	Medical Prognosis Institute Gilead Sciences
96 97	TTY biopharm Mundipharma
98	Corbett
99	GATC Biotech
100	Haliodx
101	Accademia Nazionale di Medicina
102	Med-IQ
103	Behestan Darou
104	Phase Five Comm.
105	TRM Oncology
106	Sivan
107	Chugai Pharma
108	Cerulean Pharma
109	Mologen AG
110	SeaGen International
111	Caris Life Science
112	United Laboratories Inc.
113	Helixor Heilmittel GmbH
114	Innogene Kalbiotech
	John Handrotton

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Cancerodigest Excerpta Medica BV IN PARTNERSHIP WITH

MADRID SPAIN 8-12 **SEPTEMBER** 2017

Meeting room request form

CONTACT INFORMAT	10N (Required)	
Association/Company Client Name (if outsour		
Contact person		
Address		
City	Coun	ıtry
Phone	E-ma	il
On-site contact person	n	
FUNCTION SPECIFIC	ATIONS (Required)	
Function name		
Purpose of the Meetin	g	
Rental Start Date		Rental End Date
Rental Start Time		Rental End Time
N. of people		Is this a closed meeting? Yes / No
ROOM SET-UP (Requ	ired)	
○ U-Shape	○ Classroom	Cabaret Tables
O Hollow Square	○ Theatre	Round Tables Other
	include the following	-up might be different from your choice. g technical equipment: Screen, LCD Projector,
For extra equipment p	lease contact: congr	ess@esmo.org
FOOD AND BEVERAGE Please select the mea		erve during this meeting
Breakfast	O Break	○ Dinner
Lunch	Reception	
	ss and fax number pr	d conditions set forth in this Agreement. I agree ovided on this application will be shared with the conference.
Signature		Date
Print name		

MEETING ROOM RENTAL PERIOD

The meeting room rental period will start on 1st March 2017. Meeting rooms will be assigned on a first come, first served basis.

METHOD OF PAYMENT

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

TERMS AND CONDITIONS

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

targeted participants and the full programme congress@esmo.org) at least 6 weeks prior to the event.

During the period beginning Thursday, 7 September 2017 through to Tuesday, 12 September 2017, ESMO does not allow any corporate-organised Satellite symposia or similar events to take place on other days and in other places except on Friday, 8, on Saturday, 9, Sunday, 10 and on Monday, 11 September 2017 in the official venue.

Blackout times:

Friday, 8 September 2017	10:15-17:30
Saturday, 9 September 2017	08:00-18:00
Sunday, 10 September 2017	08:00-18:00
Monday, 11 September 2017	08:00-18:00
Tuesday 12 Sentember 2017	09:00-12:30

CANCELLATION POLICY

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

COMPLETE ONE APPLICATION FORM FOR EACH **FUNCTION AND RETURN TO**



QUESTIONS

For more information or questions, please contact



congress@esmo.org



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