

# ESMO IMMUNO-ONCOLOGY CONGRESS 2024

## EXHIBITOR MANUAL

2024 **ESMO**  
**IMMUNO-ONCOLOGY**  
Annual Congress

**GENEVA SWITZERLAND**  
**11-13 DECEMBER 2024**

The ESMO Immuno-Oncology Congress is a global meeting offering an advanced educational programme and recent scientific developments in this promising field.

**ESMO** GOOD SCIENCE  
BETTER MEDICINE  
BEST PRACTICE

[esmo.org](https://esmo.org)

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# WELCOME

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Dear Industry Partners,

We invite you to get ready for the **ESMO Immuno-Oncology Congress 2024**, taking place on 11-13 December 2024. Whilst invited Faculty will be presenting live from Geneva, Switzerland, the innovative, LIVE Plus, Congress format will offer participants the option to attend in person, in Geneva, or online, through our virtual Congress platform.

The ESMO Immuno-Oncology Congress 2024 is a global meeting offering an advanced educational programme and recent scientific developments in this promising field.

This event offers participants a glimpse into the present and future of anticancer immune-based therapies, focusing on immunobiology insights, on promising new targets and therapeutic agents.

During this year's event, delegates will be able to:

- Access immersion sessions on the principles of immunobiology and immune therapeutics
- Review highlights on the scientific breakthroughs on novel diagnostics, biomarkers and therapeutic strategies in immuno-oncology
- Understand recent developments on immune modulation, including tumor microenvironment, immunometabolism, epigenetics or microbiome
- Connect and obtain insights on activities of IO research consortia

Speakers from academia and industry will participate in a programme that includes new Special sessions addressing the scientific and immunobiologic highlights of the year, breakthroughs in drug development, activities of IO research consortia, Investigator-Initiated trials and methodological, regulatory issues. The enhanced programme will offer attendees wide-ranging perspectives in areas not previously covered and empower the expression of views of stakeholders including trialists, academia, industry, regulators and healthcare practitioners

We look forward to your support and valuable engagement with the ESMO Immuno-Oncology Congress 2024.

Scientific Co-Chairs:



**Michele Maio**  
Siena, Italy



**Aurélien Marabelle**  
Villejuif, France



**Inge Marie Svane**  
Copenhagen, Denmark

# CONGRESS OFFICERS

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## *Scientific Committee Co-Chairs*

**Michele Maio**, Siena, Italy  
**Aurélien Marabelle**, Villejuif, France  
**Inge-Marie Svane**, Copenhagen, Denmark

## *Scientific Committee members*

**Jean-Yves Blay**, Lyon, France  
**Laurence Buisseret**, Brussels, Belgium  
**Anna Maria Di Giacomo**, Siena, Italy  
**Alena Gros**, Barcelona, Spain  
**John Haanen**, Amsterdam, Netherlands  
**Kevin Harrington**, London, UK  
**Sebastian Kobold**, Munich, Germany  
**Jarushka Naidoo**, Dublin, Ireland  
**Solange Peters**, Lausanne, Switzerland  
**Sergio Quezada**, London, UK  
**Sine Reker Hadrup**, Kongens Lyngby, Denmark  
**Dirk Schadendorf**, Essen, Germany  
**Lillian Siu**, Toronto, ON, Canada  
**Samra Turajlic**, London, UK  
**Marcel van Vugt**, Groningen, Netherlands



# PREFACE

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## *Congress Dates*

<b>Official programme, Industry Satellite Symposia &amp; Onsite Exhibition</b>
<b>11-13 December 2024</b>
<b>Platform, Virtual Exhibition and e-Posters</b>
<b>10-16 December 2024</b>

### **Important Note:**

The Congress and all activities will close on **13 December 2024**. However, the platform will remain available with the on-demand content and exhibition information until **16 December 2024**.

The ESMO Immuno-Oncology Congress 2024 Exhibition is the leading platform to showcase the latest research in the field. This is an outstanding occasion to promote the value of your products and services both in an onsite and online setting. Be part of this unique event!

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

This ESMO Immuno-Oncology Congress 2024 Exhibitor Manual will guide you in the necessary steps to set up your onsite and/or virtual booth.

This document contains all technical details and backend instructions regarding the onsite and virtual exhibition features.

Your main contact for any additional queries on this aspect of the project will be the ESMO Immuno-Oncology Congress 2024 Secretariat ([immuno@esmo.org](mailto:immuno@esmo.org)).

Please read this document carefully and share with the necessary colleagues and agencies involved in the organisation of your ESMO Immuno-Oncology Congress 2024 activities.

Participation at the ESMO Immuno-Oncology Congress 2024 implies an acceptance of the requirements contained within these Manual and also in any updates posted on the [ESMO website](#).

**We look forward to working with you towards a rich and innovative ESMO Immuno-Oncology Congress 2024!**

# DEADLINES

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## *Deadlines onsite*

<b>23 September 2024</b>	Company logo and description
<b>6 November 2024</b>	Submissions of the booth layout
<b>8 November 2024 / 4 December 2024</b>	Orders of additional services (please check the individual order forms on page 14)
<b>20 November 2024</b>	Exhibitor registrations

## *Deadlines online*

<b>23 September 2024</b>	Company logo and description
<b>4 October 2024</b>	Deadline to inform ESMO about the selected booth option
<b>4 October 2024</b>	Inform ESMO if you need assistance for uploading the material on your booth
<b>4 November 2024</b>	Deadline to finalise the upload of the content to your booth, OR to provide ESMO the content to be uploaded on the booth
<b>15 November 2024</b>	Exhibitors to provide contact details of the staff members manning the Integrated Chat to <a href="mailto:immuno@esmo.org">immuno@esmo.org</a>
<b>25 November 2024</b>	Staff members manning the integrated chat will receive the backend access to the chat function from CTI

# CONTACTS

## ESMO Immuno-Oncology Congress 2024 Secretariat

c/o ESMO Head Office, Via Ginevra 4, 6900 Lugano, Switzerland

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

### Exhibition Support

Alessia Mora

Chiara Sommaruga

Martina Maccanelli

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

+41 (0)91 973 19 62

+41 (0)91 973 55 16

### Registration Management

Registration Team

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

+41 (0)91 973 19 13

### Virtual Congress Platform official supplier

#### CTI Meetings Technology GmbH

Sonja Kreil

[immunooncology@support.ctimeetingtech.com](mailto:immunooncology@support.ctimeetingtech.com)

### Onsite exhibition official stand builder

#### SYMA System AG

David Gyr

[david.gyr@syma.ch](mailto:david.gyr@syma.ch)

+41 (0)22 791 70 32

*Additional services for the booth (electricity, furniture, please refer to the order forms on page 13)*

### Accommodation

#### Kuoni Global Travel Services AG

Kuoni Global Travel Services AG

[immuno@kuoni-congress.com](mailto:immuno@kuoni-congress.com)

Tel: +420 234 747 431

### International freight forwarding agent / onsite handling agent and all customs affairs

#### ExpoLog Geneva

##### ExpoLog Geneva

Route François-Peyrot 30

1218 Grand-Saconnex

Geneva, Switzerland

[info@expolog-geneva.ch](mailto:info@expolog-geneva.ch)

[david.strippoli@expolog-geneva.ch](mailto:david.strippoli@expolog-geneva.ch)

[lucas.fumani@expolog-geneva.ch](mailto:lucas.fumani@expolog-geneva.ch)

+41 (0)22 798 13 01

*Please refer to the shipping manual on page 16 for additional information.*

## ***Catering (exclusive) for exhibition stands and Business rooms***

All catering must be organised through Palexpo Restaurants, the exclusive F&B provider to Palexpo. This also includes Barista, coffee machines & related services. Bringing your own small Nespresso machine however is not considered part of the catering exclusivity.

Specific requests for external Barista suppliers will need to be addressed on a case-by-case basis and corkage fees will apply. Please contact Palexpo Restaurant well in advance to discuss your requirements.

<b>Palexpo Restaurant</b>		
Palexpo Restaurant	<a href="mailto:restaurants@palexpo.ch">restaurants@palexpo.ch</a>	+41 (0)22 761 15 62
<b>Contact for on-stand deliveries</b>		
Florian Genix Ollier	<a href="mailto:shop.restauration@palexpo.ch">shop.restauration@palexpo.ch</a>	+41 (0)22 761 15 25
<b>Contact for Catering services (coffee breaks, cocktails, etc. served on-stands)</b>		
Gontrand Toulet	<a href="mailto:gontrand.toulet@palexpo.ch">gontrand.toulet@palexpo.ch</a>	+41 (0)22 761 15 05

## ***Lead system / badge scanner***

<b>CTI Meeting Technology GmbH</b>		
Tamara Dworschak	<a href="mailto:t.dworschak@ctimeetingtech.com">t.dworschak@ctimeetingtech.com</a> <a href="mailto:leadssystem@ctimeetingtech.com">leadssystem@ctimeetingtech.com</a>	+43 1 319 69 99

## ***Hostess services***

<b>KTNM Concepts</b>		
Katrin D. Niehaus	<a href="mailto:info@ktnm.com">info@ktnm.com</a>	+41 (0)22 787 05 77



# GENERAL INFORMATION

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## *Exhibitors' badges*

For the Onsite exhibition the sponsors can request a maximum number of **2 free badges** per booth. Exhibitor badges are available only for staff members, owners or representatives of exhibiting companies. To order your exhibitor badges and register your staff, please write to the ESMO Immuno-Oncology Congress Secretariat at [exhibitors@esmo.org](mailto:exhibitors@esmo.org) by the **20 November 2024**.

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

Exhibitor badges are distributed onsite only at the registration desk. They will be handed over all together to ONE company representative who will be then responsible to distribute the badges to the staff members.

## *Company acknowledgement*

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

All Exhibitors are kindly invited to send to [immuno@esmo.org](mailto:immuno@esmo.org) the company details by **23 September 2024**, as follows:

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

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

# ONSITE EXHIBITION

## 1. CONGRESS VENUE

### 1.1 Venue address

**PALEXPO**

Route François-Peyrot 30, 1218 Grand-Saconnex, Geneva, Switzerland

[www.palexpo.ch](http://www.palexpo.ch)

Contacts		
François Dricourt (Technical Coordinator)	<a href="mailto:francois.dricourt@palexpo.ch">francois.dricourt@palexpo.ch</a>	+41 (0)22 761 11 31
Jerome Guillard (Key Account Manager)	<a href="mailto:jerome.guillard@palexpo.ch">jerome.guillard@palexpo.ch</a>	+41 (0)22 761 10 63

*(Please refer to access and situation plans on page 11 to 12)*

### 1.2 Delivery address

**Access for exhibitors and stand builders**

- *Pedestrian access:* access to Foyer ABC from the front of the venue via the Entrance hall, Doors E1 (no vehicles).
- *Good entry:* L1

Forwarding Agent / Storage and customs affairs		
<b>ExpoLog Geneva</b>		
Palexpo SA		
Route François-Peyrot 30		
1218 Grand-Saconnex, Geneva, Switzerland		
Contacts		
David Strippoli	<a href="mailto:david.stripoli@expolog-geneva.ch">david.stripoli@expolog-geneva.ch</a>	+41 (0)22 798 13 01

Please label your material as follow:

Attn: Mr. David STRIPPOLI – **ESMO I-O Congress 2024**

Notify: **Exhibitor’s Name / Booth Nr.**

Customs office: GENEVA PALEXPO (NCTS code: CH006521)

### 1.3 Parking

**Parking rates at Palexpo SA:**

- Cars and vans below 2m height: CHF 18.- per day
- Vans with height of 2m and more, with max 3.5 t weight: CHF 35.- per day
- Bigger Vans and trucks: CHF 60.- per day

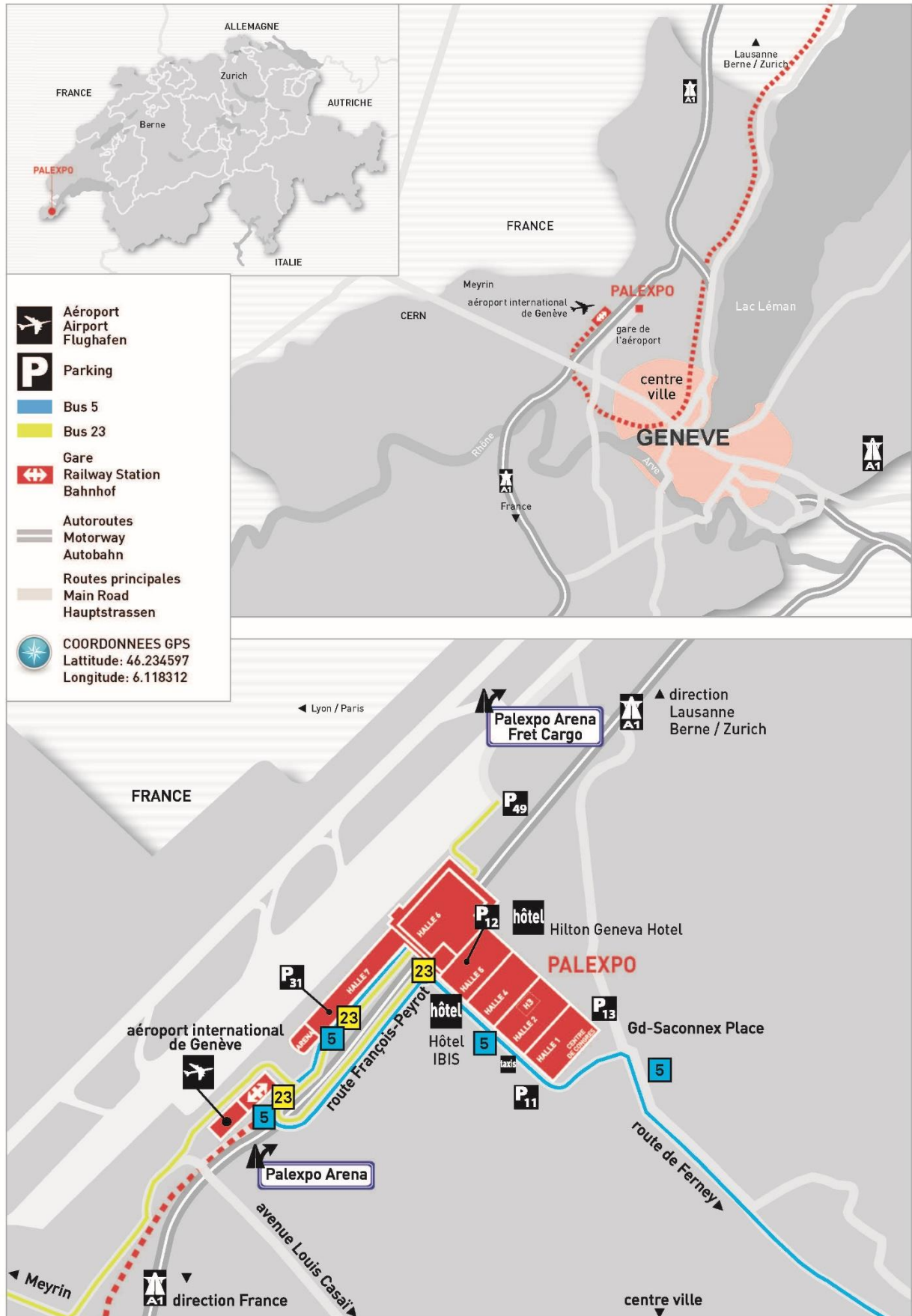
If you book for the whole period, only event days are charged whilst the build-up day is offered.

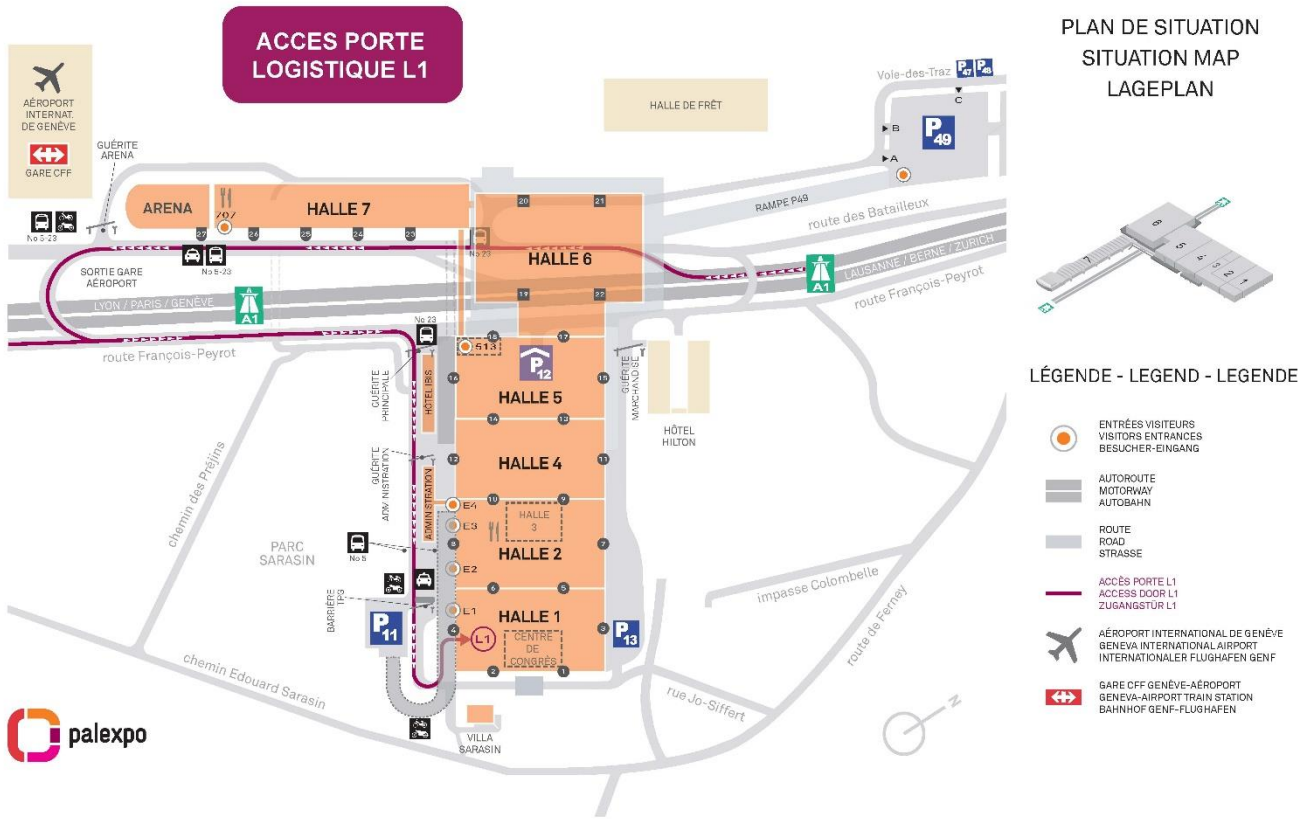
Due to a parallel show taking place at Palexpo it is highly recommended that you book your parking space for vans and trucks in advance with the Palexpo Exhibitors’ Team.

Contacts		
Palexpo Exhibitors’ Team	<a href="mailto:exhibitorscontact@palexpo.ch">exhibitorscontact@palexpo.ch</a>	+41 (0)22 761 13 00

Tickets are also available on site at the Palexpo Exhibitors’ Contact, 1st Floor Administration Building (across from Door E3, open 08:00 – 12:00 / 13:30 – 17:30 weekdays).

## 1.4 Palexpo access





## 1.5 Venue overview



### ESMO Immuno-Oncology areas:

#### Registration:

- To access the Congress centre

#### Session rooms:

- Room A: 650 seats
- Room B: 1'000 seats
- Room C: 650 seats

#### Exhibition area and Catering area:

- Foyer A/B/C

#### Poster and E-Posters area:

- Between ground floor and 1<sup>st</sup> floor

#### Meeting rooms:

- Available upon request (on the 1<sup>st</sup> floor)

**2. ONSITE EXHIBITION AND CONGRESS SCHEDULE**

*Exhibition area setup hours*

<b>Tuesday, 10 December</b>	07:00 – 14:00 (reserved for the official stand builder SYMA)
<b>Tuesday, 10 December</b>	14:00 – 18:00 (stand decoration and internal set-up)

*Exhibition area hours*

<b>Wednesday, 11 December</b>	10:00 – 16:30
<b>Thursday, 12 December</b>	10:00 – 17:00
<b>Friday, 13 December</b>	09:30 – 13:30

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

*Dismantling hours*

<b>Friday, 13 December</b>	16:00 – 19:00
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*Registration desk hours*

<b>Tuesday, 10 December</b>	15:00 – 17:00
<b>Wednesday, 11 December</b>	07:30 – 18:00
<b>Thursday, 12 December</b>	08:00 – 18:30
<b>Friday, 13 December</b>	08:00 – 16:00

*Times subject to changes*

*Breaks*

<b>Wednesday, 11 December</b>	13:00-13:30 and 15:45-16:15
<b>Thursday, 12 December</b>	10:00-10:30, 12:00-13:00 and 16:15-16:45
<b>Friday, 13 December</b>	10:00-10:30 and 12:00-13:00

The coffee and lunch breaks will take place in the exhibition and poster area  
*Times subject to changes*

### 3. ONSITE EXHIBITION SPECIFICATIONS

All exhibits must be confined to the spatial limits of their exhibition area, as indicated in the final floor plan. No part of any exhibit may be suspended from the ceiling or attached to any part of the building (walls included).

Please note that ESMO will include in each booth:

- Booth space
- 9 sqm shell scheme walls (in aluminium frame construction)
- Standard carpet (available colours: anthracite, medium grey, red, blue, green)
- Name board with company name in letters
- Spotlights (power supply not included)
- 1 power socket (power supply not included)
- Standard furniture:
  - 1 square table white
  - 2 chairs black
  - 1 waste bin

It is important you indicate in the Shell Scheme Business Order Form the material you intend to use from the package provided by ESMO. The form must be submitted to [immuno@esmo.org](mailto:immuno@esmo.org) by **8 November 2024**.

For additional furniture please contact SYMA ([david.gyr@syma.ch](mailto:david.gyr@syma.ch)). On page 15 of this Exhibitor Manual you can download the extra furniture order form.

Exhibitors are welcome to decorate their stand walls and this together with any additional service e.g. electrical connection, internet connection, etc. will be at the exhibitor's expense. For additional orders please send the dedicated forms here attached to the contacts suggested.

#### **Lobby ABC**

Lobby height: 2.95 m  
Maximum floor load: 400 Kg/m<sup>2</sup>

#### **Height of flooring:**

The height of the flooring may reach a maximum of 4 cm. The flooring must have a clean finish and a 40% ramp at both ends (included in the booth limits).

#### **Important:**

Water connections are not available in this area of the venue.

## 4. ORDER FORMS

Shell Scheme Stand Order Forms included in the Sponsor package

1. [Shell Scheme Business Order Form](#)

Shell Scheme Stand Order Forms excluded in the Sponsor package

2. [Electricity / Internet / Cleaning / Parking Order Form](#)
3. [Graphic options](#)
4. [Graphic data instructions](#)

Additional Furniture / Plants / Hostesses

5. [Additional AV equipment Order Form](#)
6. [Additional Fittings Order Form](#)
7. [Furniture Counters / Displays / Miscellaneous Order Form](#)
  - 7.1 [Graphic measurements counter](#)
8. [Furniture Tables / Chairs Order Form](#)
9. [Hostess Order Form](#)

Lead System / Badge Scanner

10. [Lead System Brochure](#)
11. [Lead System Order form](#)

## 5. SHIPMENT

12. [Shipping Instructions](#)

## 6. ONSITE LIABILITY

### Congress management

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

The stands may be used only for exhibiting and advertising the exhibitors' own products in accordance with applicable laws and regulations.

### Insurance

The exhibitor and or his stand building company have to take out a civil liability policy to cover damages for personal and property damages for the duration of the entire time of the exhibition including the time allotted for setting up and dismantling.

### Stand building rules

The safety and stability of the booth construction and all used material is the sole responsibility of the exhibitor and his stand building company. Neither ESMO nor PALEXPO take any responsibility for any damages or accidents caused by exhibition stands. It is the responsibility of the exhibitor and his stand building company to have proper liability insurance.

### General building requirements

All exhibits must be confined to the spatial limits of their booth, as indicated in the final floor plan.

Equipment to be shown or demonstrated must be placed in the contracted exhibit space in order to ensure that the visitor viewing the equipment will be in the booth and not impeding aisle traffic. All products and services must be safe in the opinion of ESMO and have the approval of appropriate authorities.

All activities on the booth area potentially attracting a large audience and causing queues (e.g. presentation, quiz, give away' distribution) may not be placed immediately at the borders of the booth facing the aisles, as this might be impeding aisle traffic. Those activities must be clearly identifiable on the booth layout sent in for approval by ESMO.

ESMO reserves the right to stop such activities on the booth immediately, if they are blocking passageways around the booth area.

Exhibits must be staffed at all times during the hours of Exhibition. The Exhibition areas are to be used only during the specified opening hours.



## 7. ESMO TRADE EXHIBITION AREA RULES

### 1. Unapproved therapies

The organisers bear no responsibility towards the delegates for the display, promotion or sale of therapies or services. Nor are the organisers supporting those products or services for their sole promotion at the ESMO Immuno-Oncology Congress. However, the Congress Secretariat reserves the right to deny at any time the display, promotion or sale of products, therapies or services should these be against the generally accepted clinical approach. Promotion of unapproved therapies (by regulatory authorities) is regulated by the local and European laws and the Congress Secretariat bears no responsibility in case of a complaint based on such laws. The penalty that will be reflected in the company's sponsorship record for infractions to these laws will be assessed by the Congress Secretariat.

### 2. Duration of the Exhibition

The Exhibition will run from Wednesday, 11 December to the end of the ESMO Immuno-Oncology Congress on Friday, 13 December 2024.

### 3. Concomitant activities

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

#### **Blackout times:**

- 11 December 2024      12:00 – 17:45
- 12 December 2024      08:30 – 18:15
- 13 December 2024      08:30 – 15:45

### 4. Use of the Congress logo

The ESMO Immuno-Oncology Congress names and/or logos may not be part of any exhibitor-distributed materials. The use of the ESMO Immuno-Oncology Congress title and logo on distributed material is subject to approval by the ESMO Events Sponsorship Department.

### 5. Promotion of the exhibit

#### 5.1 General note:

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

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

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

#### 5.4 Promotion at Congress hotels:

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

#### 5.5 Other promotional activities

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

### 6. Identification of the exhibitors

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

### 7. Subletting of space

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

### 8. Admission rights

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

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

### 9. Surveys

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

### 10. Media events - Temporary badges

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

### 11. Booth restrictions

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

Exhibits or displays must not obstruct the view or interfere in any way with the displays of neighbouring exhibits. Aisles and gangways must at all times be kept clear and free for passage and all emergency exits and access to service areas are to be kept clear at all times and not restricted or rendered unrecognizable. Any exposed part of the display must be covered not to be objectionable to the other exhibitors, or in the best overall interest of the Exhibition. All business and selling

demonstrations shall be confined to the exhibitor's own booth. Promotion or display of promotional material and any other related activity is not allowed outside the assigned space.

### 12. Stand design

Every exhibitor will be provided with a stand package structure as mentioned on p. 14 of these Exhibitors' manual. Exhibitors are welcome to bring an umbrella/pop up structure, roll up poster(s) and to rent additional furniture on condition it fits in the designed space.

The drawings of the stand must be sent to the Congress Secretariat by email to [immuno@esmo.org](mailto:immuno@esmo.org) before the **6 November 2024**.

The drawings must clearly indicate the planned layout, equipment and furnishing of the stand, including the signage and visuals. The location of power outlets, electricity cables, moving parts, details of raised floors must also be indicated.

Please supply a SCALED top view drawing.

All stands will be equipped with the necessary carpet as well as a set of boundary wall(s) depending on the stand design type - corner, peninsula or in-line.

### 13. Stand Transparency

For Island and Peninsula stand types, the Congress requires that a line of sight through the stand be possible from aisle to aisle for at least 35% of the stand width when viewed from each open side.

As an example of assessment criteria, high walled areas forming large storage rooms may block neighbours unreasonably and, in this case, will not receive approval. A high tower to attract attention (not blocking neighbours) is likely to be approved. For aesthetic reasons, the Congress Secretariat does not advise constructions rising floor to ceiling.

### 14. Stand elements

Stand elements placed on the open sides of a stand must be 30cm inset from the edge of the stand. The maximum build height is 2.50m and any additional element(s) within the designated stand space needs to respect this height limitation.

Should the Congress Secretariat consider that an item of the stand will obstruct visibility of neighbouring stands, the

Congress Secretariat reserves the right to ask for any modification.

### 15. Management of the booth

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

### 16. Audio and visual activities

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

### 17. Catering

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

### 18. Social functions/activities

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

### 19. Giveaways

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

### 20. Force majeure

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

### 21. Insurance

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

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

### 22. Non-smoking policy

The ESMO Immuno-Oncology Congress 2024 is a non-smoking event.

### 23. Final Clause

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

# VIRTUAL EXHIBITION

## 8. SPONSORSHIP PACKAGE ENTITLEMENTS OVERVIEW

The ESMO Immuno-Oncology Congress 2024 offers our industry partners a range of possibilities to showcase their products, present their company profile and interact with the participants.

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

Item	Platinum Sponsor		Gold Sponsor	Silver Sponsor	Bronze Sponsor	Sponsor
	3D	2D or basic	2D or basic	2D or basic	basic	basic
<b>Virtual booth option*</b>	3D	2D or basic	2D or basic	2D or basic	basic	basic
Company logo on the Exhibitor Directory	Yes		Yes	Yes	Yes	Yes
Company profile banner (with link)	3		2	1	1	1
Company description	Yes**	Yes	Yes	Yes	Yes	Yes
Stand integration (hosted on external website)	Either 3D or 2D		2D	2D	No	No
Social Media links	Yes		Yes	Yes	Yes	Yes
“Submit Inquiry” button	Yes		Yes	Yes	Yes	Yes
Integrated chat	6 staff members		5 staff members	4 staff members	3 staff members	2 staff members
Resources	6	Unlimited	Unlimited	3	2	1
Products: video or link or PDF	3	Unlimited	Unlimited	3	2	1
Linked to Satellite symposia page	Yes**	Yes	Yes	Yes	Yes	No
Disclaimer	Yes**	Yes	Yes	Yes	Yes	Yes

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

*\*\*In the Resources Section*

## 9. EXHIBITOR BOOTH OPTIONS

### 9.1 General information

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

Further information with the exact specification, dimension and data formats can be found in chapter 10 of this document.

ESMO will provide support for the configuration of the booths.

Companies have to provide all the content to upload on their booth to [immuno@esmo.org](mailto:immuno@esmo.org) by **4 November 2024**.

However, companies might request by the **4 October 2024** a direct backend access which also includes the preview function through which the display of the various items and the overall booth can be checked directly, as viewed by the participants.

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

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

For the Integrated chat, exhibitors will be provided with a separate backend login through which all incoming messages can be managed. Please provide the names of the staff members manning the chat to [immuno@esmo.org](mailto:immuno@esmo.org) by **15 November 2024**, according to your sponsor package and the entitled number of logins. Details to be provided: first and last name, email address.

9.2 Booth – mock-ups

3D Booth – Available only for Platinum Sponsors

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

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

**Disclaimer**

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\* Indicative example, all visuals/graphics of this document are subject to change according to the ESMO Immuno-Oncology Congress 2024 design.

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

ESMO

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Marketing Department

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

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#### Products

[ESMO Virtual Plenaries](#)  
Click [here](#) to discover the ESMO Virtual Plenaries

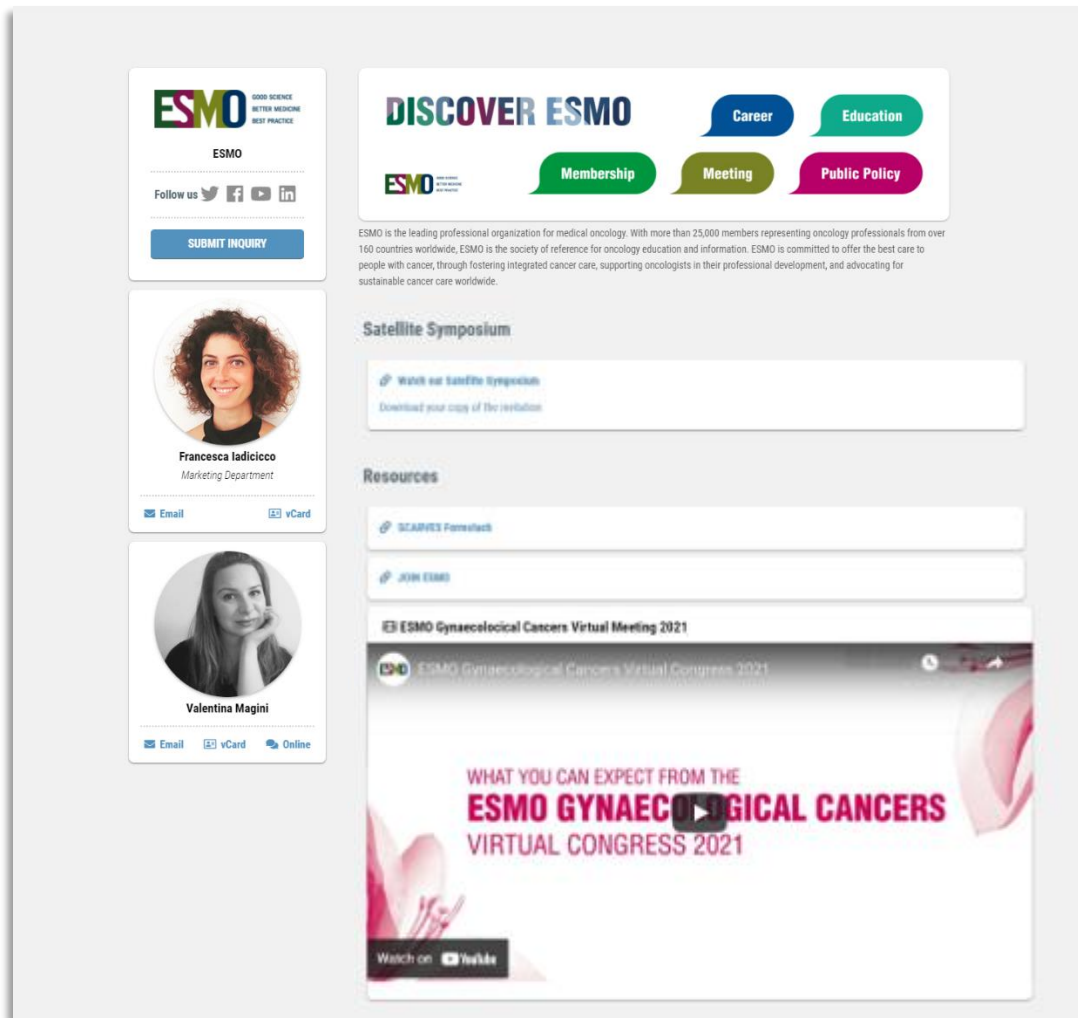
[ESMO Career Development](#)

#### Disclaimer

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\* Indicative example, all visuals/graphics of this document are subject to change according to the ESMO Immuno-Oncology Congress 2024 design.

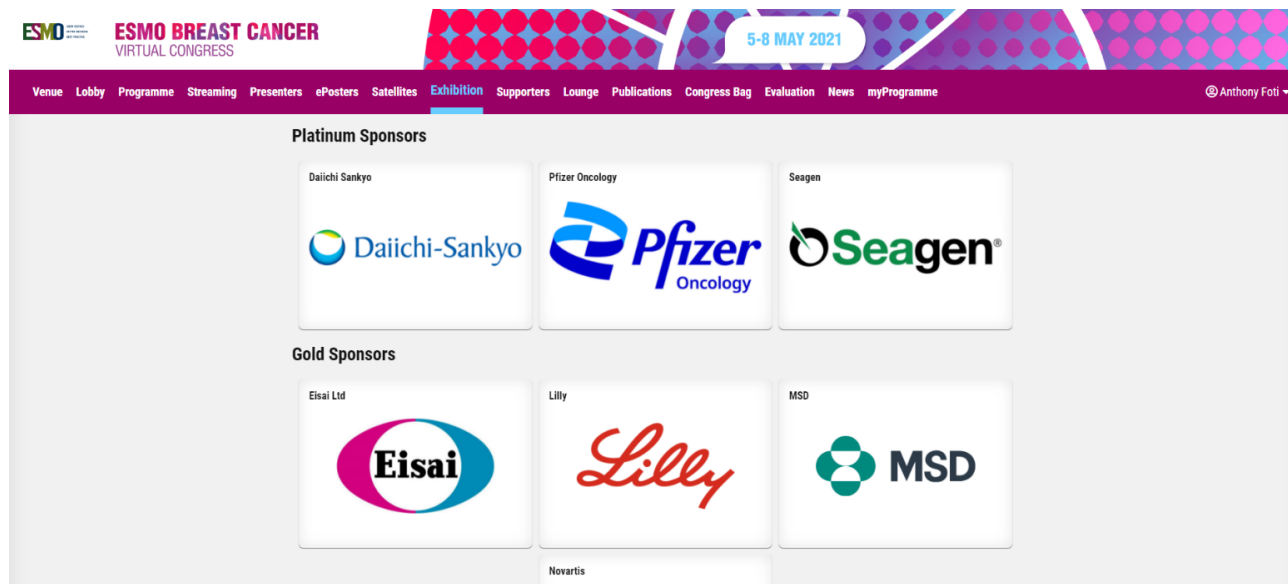
## Basic Booth – Available for all sponsors



\* Indicative example, all visuals/graphics of this document are subject to change according to the ESMO Immuno-Oncology Congress 2024 design.

## 9.3 Company logo in the Exhibitor Directory

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

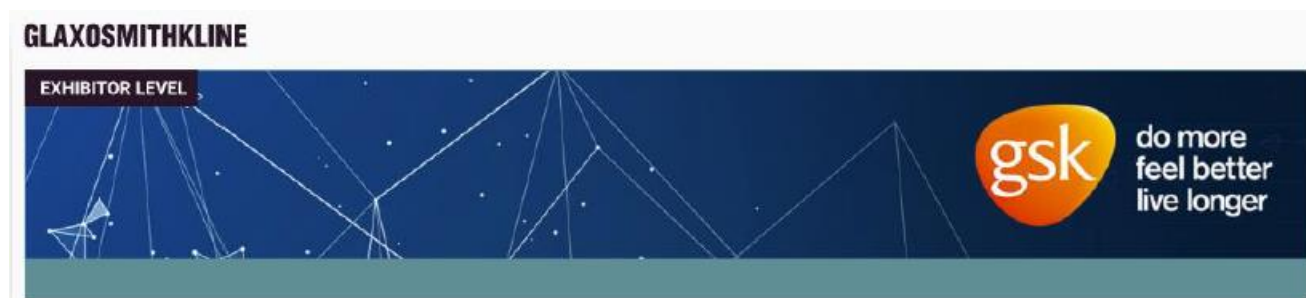


\* Indicative example, all visuals/graphics of this document are subject to change according to the ESMO Immuno-Oncology Congress 2024 design.

## 9.4 Company profile banner

(number of banners depending on selected sponsorship package)

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



## 9.5 Company description & social media links

- General description of company and website
- Social media links



## 9.6 Adding image to 2D Booth

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

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

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



## 9.7 External 3D / 2D booth integration

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

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

## 9.8 Resources / Products

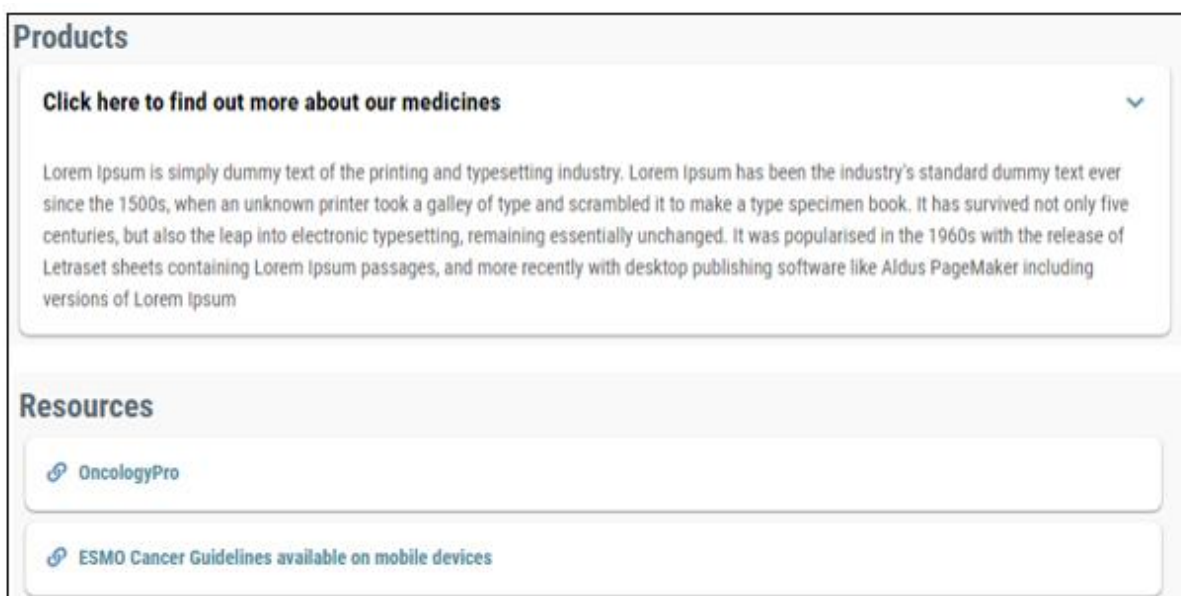
*(Number of up loadable products/resources depending on selected sponsor package)*

### Video & podcasts

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

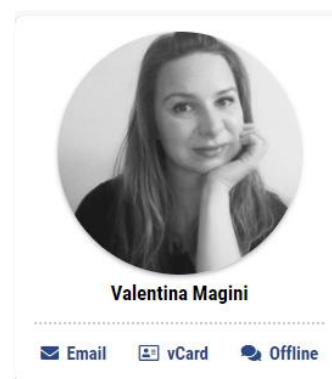
### Documents PDF

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



## 9.9 Integrated chat

- Integrated chat available for a specific number of staff members (depending on selected sponsor package)
- Delegates can contact staff members via the chat
- Companies to provide first name, last name and email address of the staff members manning the Integrated chat by **15 November 2024** to [immuno@esmo.org](mailto:immuno@esmo.org)



## 9.10 Lead retrieval “Submit Inquiry”

- Delegates can send in questions to the email address provided



## 9.11 Industry Satellite Symposium

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

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

### Satellite Symposium

[Watch our Satellite Symposium](#)

[Download your copy of the invitation](#)

## 9.12 Disclaimer

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

### Disclaimer

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## 9.13 Content not uploaded

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

## 10. VIRTUAL BOOTHS SPECIFICATIONS

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

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

**10.2 Specification overview by item for 3D booth**

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

## 11. GENERAL TERMS AND CONDITIONS

The following conditions of participation refer to the booking of any sponsorship product(s)/service(s) at the ESMO Immuno-Oncology Congress 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 Immuno-Oncology Congress 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 email. The date of the assignment is considered to be the date of allocation. If the contents of the assignment deviate from the contents of the sponsoring company's application, the contract is based on the assignment issued by ESMO unless the company objects in writing within two weeks after the date the assignment was sent.

### Appointed Agencies

Application for any sponsorship product(s)/service(s) must be submitted by the sponsoring company under whose name each sponsorship item is to be listed. Correspondence in this regard must be made exclusively between the sponsoring company and ESMO.

Sponsoring companies should inform ESMO in writing which agency is appointed. Otherwise, no request from agencies will be taken into consideration.

It is not the role of any given agency to make initial enquiries or reservations with ESMO independently of the sponsoring company.

The sponsoring company is responsible for communicating these regulations to its staff and its appointed agencies.

This named agency cannot fully act as if it were the sponsoring company itself and the sponsoring company will continue to be held entirely responsible and accountable for activities organised in its name.

### Procedure

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

### Assignment

Will be done on a first come, first served basis (excluding the satellite symposia assignments).

To ensure each sponsoring company has a chance to choose a suitable stand and satellite symposium slot, offers are valid for 48 hours (2 working days) unless the offer makes it clear that the opportunity is freely available.

For this reason, please supply a reliable contact telephone number for an appropriate decision maker within the company.

### Payment deadlines

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

### Terms of Payment

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

### Cancellation Policy

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

### Administration fees/invoicing changes

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

### Indebtedness

Payments not received by the first day of the start of the ESMO Immuno-Oncology Congress 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 Immuno-Oncology Congress 2024 but not later than **16 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 Immuno-Oncology Congress 2024.

### Postponement or Abandonment

ESMO reserves the right to postpone the event including the exhibition, or to transfer it to another site, if unforeseen circumstances warrant such action. Should any contingency prevent the holding of the ESMO Immuno-Oncology Congress 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 Immuno-Oncology Congress 2024 in the event of force majeure cases (e.g. strikes, riots, fires, flood, terrorist attacks, governmental actions and regulations, damages or other fatal occurrences). In such cases, ESMO is not liable for failure to perform any obligation hereunder but will reimburse any payments received from the sponsoring company less any costs incurred while preparing the event.

### Limitation of Liability of ESMO and Warranties

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

ESMO gives no warranties in respect of any aspect of the ESMO Immuno-Oncology Congress 2024 or any materials related thereto or offered at the ESMO Immuno-Oncology Congress 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 Immuno-Oncology Congress 2024 is provided on an “as-is” basis. The views, opinions, and positions expressed by the speakers, attendees, or sponsors at the ESMO Immuno-Oncology Congress 2024 are theirs alone and do not necessarily reflect the views, opinions, or positions of ESMO or any employee thereof. The ESMO Immuno-Oncology Congress 2024 makes no representations as to accuracy, completeness, timeliness, suitability, or validity of any information presented by speakers, attendees, or sponsors at the ESMO Immuno-Oncology Congress 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 Immuno-Oncology Congress 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 Immuno-Oncology Congress 2024. ESMO will use its best efforts to provide access to the ESMO Immuno-Oncology Congress 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 contractors shall be responsible for the safety of any exhibit or other property of the sponsoring company or any person. Furthermore, ESMO nor its contractors shall be responsible for the loss, theft, damage or destruction by any cause of the exhibits or other property, or for loss, damage or injury sustained by any

exhibits or any other persons. The sponsoring company/exhibitor shall indemnify ESMO and its contractors to third persons, as a result of any act or omission of the company, its staff, agent or personnel hired on a temporary basis.

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

#### **Enforcement of Rules**

Applies equally to all. All companies investing in sponsorship at the ESMO Immuno-Oncology Congress 2024 must comply with all rules and policies established by ESMO.

#### **Violation Procedure**

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

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

This will be confirmed in writing after the ESMO Immuno-Oncology Congress 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 Immuno-Oncology Congress 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 Immuno-Oncology Congress 2024 is a non-smoking event.

#### **Final Clause**

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