



2nd European Lung Cancer Conference

Geneva, Switzerland, 28 April – 1 May 2010



IASLC and ESMO TRADE EXHIBITION POLICY

1. Unapproved therapies

The organizers bear no responsibility towards the delegates for the display, promotion or sale of therapies or services. Nor are the organizers supporting those products or services for their sole promotion at the IASLC / ESMO events. However, IASLC / ESMO reserve 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 IASLC / ESMO bear no responsibility in case of a complaint based on such laws. The penalty that will be reflected in the company's sponsorship record for infractions to these laws will be assessed by IASLC / ESMO.

2. Duration of the exhibition

The exhibition will run from Wednesday, 28 April to the end of the 2nd European Lung Cancer Conference on Saturday, 1 May 2010 (13:00 h).

3. Concomitant activities

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

4. Use of the IASLC / ESMO logo

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

5. Promotion of the exhibit

5.1 General note:

IASLC / ESMO advise to avoid cultural or historical references on promotional material and bear no responsibilities in case these cause offence.

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

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

5.3 Inserts in the delegates' bags:

IASLC / ESMO may accept a restricted number of promotional materials to be included in the official conference bag. The material may not be bigger than A-4 format and not heavier than 30 grams. Exhibitors, who benefit of a reduced fee, are invited to apply for such opportunity submitting a sample of the material for authorization of format and content.

Material not related to activities taking place during Conference will not be authorized.

Thereafter, the deadline, quantity and shipping instructions must be strictly followed. IASLC / ESMO bear no responsibility for the non-inclusion of leaflets in the delegates' bags if the shipping instructions and deadline were not respected.

5.4 Mailing list:

Exhibitors are entitled to a reduced purchase cost of the pre-registered conference mailing list. The mailing list will contain the mailing address of the pre-registered participants who did not object to ESMO / IASLC's release of such information to third parties. The draft version of the material that the exhibitors wish to mail is subject to IASLC / ESMO approval.

Addresses will be supplied electronically at the time when the list is requested. The organizers bear no responsibility for any change or addition in the mailing list from the time this is provided to the event. A complete post-conference mailing list can be purchased at a reduced price 4 weeks after the event. Addresses may not be duplicated or used other than for the authorized purpose. Should the mailing list be used more than once, 25 % of the ESMO points assigned for the purchase of the exhibition space is cancelled for each additional mailing.

5.5 Advertisements:

Advertisement of the exhibit is possible in the program book. Please contact the European Lung Cancer Conference Secretariat for the advertisement price-list. Product-related advertisement is subject to IASLC / ESMO approval. Advertisement of a specific product does not mean acceptance or sponsorship of IASLC / ESMO and it is under the responsibility of the company, which has to comply with Swiss and European law, where applicable.

5.6 Promotion at Conference hotels:

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

5.7 Other promotional activities

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

6. Identification of the exhibitors

False certification of individuals as exhibitor's representatives, misuse of exhibitor badges, or any other method assisting unauthorized persons access to the exhibit floor will be just cause for expelling the violator from the 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 IASLC / ESMO for refund of any fees.

7. Subletting of space

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



2nd European Lung Cancer Conference

Geneva, Switzerland, 28 April – 1 May 2010



8. Admission to the exhibition

Admission to the exhibit area is limited to the owners, representatives and employees of exhibiting firms. Models or similar personnel not commercially connected with the industry may be employed to assist in the exhibitor's booth; any costume, if not standard business attire, must conform to proper decorum of the meeting and may be subject to approval of the European Lung Cancer Conference Secretariat.

9. Surveys

Surveys are authorized only in the limits of the company's assigned booth. The appointed personnel must be identifiable at all times as member of a "marketing research team" (please request the specific policy).

10. Press badges

Representatives of communication agencies with media credentials will be assigned a press badge at no charge. The press badge does not authorize any promotional or commercial activity, or any unsolicited contacts with any delegates for purposes other than bona fide journalistic coverage of the event. Unsolicited contacts will result in the cancellation of 5 to 10 ESMO sponsorship points from the company's record, based on the nature and damage of the infraction, as established by the ESMO Executive Committee. If no relationship can be made to any company, the communication agency will be banned from participating in the IASLC / ESMO events for the next 4 years.

11. Attendants to the exhibition

Participants fully registered to the conference and exhibitors wearing the exhibitors' badge may enter the exhibition hall.

12. Equality of exhibition attendants

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

13. Booth restrictions

Exhibits must conform to the contracted space and all display rules as set forth in the Exhibitors' manual. Any aspect that is not covered by in the Exhibitors' manual is subject to approval by IASLC / ESMO and by the Technical Exhibition Service. Exhibits or displays must not obstruct the view or interfere in any way with the displays of neighboring 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.

14. Management of the booth

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

15. Audio-visual devices

Excessive audible/visual attention-getting devices or effects and offensive odors are prohibited. Sound effects are discouraged due to the intimate nature of the exhibit area. IASLC / ESMO bear no responsibility for no licensed music played in and during the exhibition. This applies whether the music is live or recorded.

16. Serving of food items

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

17. Social functions/activities

Social functions and other activities sponsored by exhibitors cannot be held during exhibit hours or in conflict with any scheduled meetings or activities conducted by IASLC / ESMO. 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 wish are allowed.

IASLC / ESMO does not authorize that the participants are offered any corporate-organized social event on Wednesday, 28 April, before the end of the Welcome reception (18:30 hours). If this rule is not respected, 3 ESMO sponsorship points are cancelled from the company's sponsorship record.

18. Giveaways

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

19. Force majeure

Should the event be cancelled, postponed or moved to a different venue due to force majeure, the invested costs will 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 IASLC / ESMO could not, even with due care and attention, foresee or avoid. These events include, but are not limited to acts of God, war, terrorist attacks that may hinder the organization of the conference and affect the security of participants, government regulation, disaster, strikes, civil disorder, or any other similar emergency making it illegal or impossible to hold the Conference.

20. Insurance

IASLC / ESMO disclaim any and all responsibilities for damages to persons or properties in relation with the activities organized by third parties who are directly liable for such damages.

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

21. The 2nd European Lung Cancer Conference is a non-smoking event