The European Multidisciplinary Cancer Congress
Integrating basic & translational science, surgery, radiotherapy, medical oncology & care
STOCKHOLM, 23-27 SEPTEMBER 2011
INVITATION TO INDUSTRY

www.ecco-org.eu

In partnership:
IMPORTANT: This Invitation to Industry has been compiled by ECCO – the European CanCer Organisation. A successful application made by a company wishing to participate at the 2011 European Multidisciplinary Cancer Congress, organised in partnership with ESSO, EACR, EONS, and SIOP will imply full acceptance of the requirements and policies contained within this document as well as the technical specifications in the forthcoming Exhibitors’ Manual – to be published online on the ECCO website: www.ecco-org.eu, as of April 2011.

Please read this Invitation to Industry carefully and circulate appropriately within your company and/or related agencies. The current document presents the structure of the product offering. Further technical specifications will be published in the Exhibitors’ Manual.
The Organising Committee would like to gratefully acknowledge the vital support, willing and collaboration of all Member Societies of ECCO – the European CanCer Organisation, without which this Congress would not be possible.

Acknowledgement

Full members

European Association for Cancer Research
European Oncology Nursing Society (EONS)
European Society for Medical Oncology (ESMO)
European Society of Surgical Oncology (ESSO)
European Society for Therapeutic Radiology and Oncology (ESTRO)
European Society for Paediatric Oncology (SIOPE)
European Association of Neuro-Oncology (EANO)
European Association of Urology (EAU)
European Organisation for Research and Treatment of Cancer (EORTC)
European Society of Gynaecological Oncology (ESGO)
European Society of Oncology Pharmacy (ESOP)
European Society of Breast Cancer Specialists (EUSOMA)
On behalf of the Executive Scientific Committee, we would like to acknowledge the collaboration and support of our official media partners:
# Table of Contents

- **Chairs’ Welcome**  
  - [6]
- **Save the Dates**  
  - [7]
- **ECCO 15 - ESMO 34: Statistical Report**  
  - [8]
- **General Information**  
  - Venue & Secretariat  
    - [11]
  - Contact us  
    - [11]
  - Accrued Point System  
    - [12]
- **Provisional Congress Programme Frame**  
  - External Activities: Guidelines  
    - [17]
  - [18]
- **2011 Stockholm Cancer Congress: Opportunities at a Glance**  
  - Educational Activities  
    - [19]
  - Exhibition Booth Space  
    - [20]
  - Sponsorship & Advertising  
    - [20]
- **Educational Activities**  
  - Satellite Symposia  
    - [21]
  - Unrestricted Educational Grants  
    - [28]
  - Web Capturing: Sessions  
    - [30]
  - Education Book on CD ROM  
    - [30]
  - Poster Viewing Station & Poster - CD ROMs  
    - [31]
  - Payment & Cancellation Policy  
    - [31]
- **Exhibition**  
  - Exhibition General Information & Rates  
    - [34]
  - Exhibition Conditions of Participation  
    - [39]
  - Exhibition Guiding Principles  
    - [44]
  - Exhibition Floor Plan  
    - [56]
- **Sponsorship & Advertising**  
  - Congress Materials  
    - [57]
  - Congress Services  
    - [59]
  - Advertising  
    - [63]
  - Payment & Cancellation Policy  
    - [65]
  - Additional Recognition  
    - [67]
- **Hospitality Desks, Suites & Meeting Rooms**  
  - Hospitality Desks  
    - [68]
  - Hospitality Suites  
    - [68]
  - Meeting Rooms  
    - [68]
- **Accommodation & Group Registration**  
  - Accommodation & Social Events  
    - [69]
  - Group Registration  
    - [69]
- **Application Forms & Contracts**  
  - [70]
Chairs’ Welcome

The first jointly organised multidisciplinary Cancer Congress – ECCO 15 – ESMO 34, Berlin, September 21 – 24, 2009, surpassed expectations and consequently marked an important milestone in advancing cancer research and treatment across Europe.

Thanks to the dedication and commitment of the Organising and Scientific Programme Committees, the leading experts behind the programme of excellence, the contributions of the 584 invited speakers as well as more abstracts and late breaking data than ever before, ECCO 15 – ESMO 34 drew a record attendance of almost 15,000 participants.

We can and will do even better for the 2011 European Multidisciplinary Cancer Congress, Stockholm, 23 – 27 September. To deliver on this promise the involvement and support from you, our industry partners, is pivotal.

Since true partnership can only progress two-way, we have listened and acted on your invaluable feedback. New initiatives to increase your visibility as well as representation, involvement and participation within the Scientific Programme have been put in place.

For the very first time, the 2011 Stockholm Cancer Congress will incorporate 5 new Tracks including Industry and Oncotechnology – all set to further enhance the educational opportunity and insight on offer.

We have also increased the number of oral presentation slots in anticipation of the Industry’s commitment to submitting practice changing data which will be mature in 2011. Please refer to this Invitation to Industry (ITI) for details about how presentation of new scientific data can contribute to your ranking in our Accrued Point System.

This ITI offers all our partners, and indeed newcomers to our Congresses, a wide and diverse range of opportunities and tools through which to profile, prospect and communicate throughout the meeting.

We invite you to select among the many ‘winning formula’ packages and elements associated with our Congresses including: unrestricted Educational Grants, the highly popular Satellite Symposia – which have now been increased to 37 with four exclusive slots for radiotherapy and/or nursing, Webcapture of Sessions, as well as promotion through Congress materials, collateral, and ‘hub’ participant zones/services.

Considering something a little different? From overflow lounges, electronic voting paddles, fresh fruit stations, and even a photo booth, take a look at what’s new for 2011 Stockholm Cancer Congress indicated throughout this brochure.

In anticipation of your continued support, we look forward to collectively advancing European cancer therapeutics and prevention at our 2011 Stockholm Cancer Congress: the premier multidisciplinary cancer meeting in Europe.

Michael Baumann, ECCO President and Congress Chair
David Kerr, ESMO President and ECCO Board Member
Anne-Lise Børresen-Dale, Scientific Co-Chair (ECCO)
Jean Charles Soria, Scientific Co-Chair (ESMO)
Roger Henriksson, National Organising Committee Chair
# Save the Dates

## CONGRESS DATES

<table>
<thead>
<tr>
<th>Event</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>The 2011 European Multidisciplinary Cancer Congress, organised in partnership with ECCO, ESMO, ESTRO, ESSO, EACR, EONS, and SIOPE</td>
<td>23 - 27 September 2011</td>
</tr>
<tr>
<td>Preliminary Programme Available</td>
<td>September 2010</td>
</tr>
<tr>
<td>Advance Programme Available</td>
<td>January 2011</td>
</tr>
<tr>
<td>Abstract Submission Closes</td>
<td>18 April 2011</td>
</tr>
<tr>
<td>Late Breaking Abstract Submission Closes</td>
<td>10 August 2011</td>
</tr>
</tbody>
</table>

## EXHIBITION DEADLINES

<table>
<thead>
<tr>
<th>Event</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application for Partners with Priority Status</td>
<td>30 June 2010</td>
</tr>
<tr>
<td>Release of Exhibition Space Assignments</td>
<td>02 August 2010</td>
</tr>
<tr>
<td>Receipt of Balance of Payment</td>
<td>28 February 2011</td>
</tr>
<tr>
<td>Receipt of Complete Stand Drawings</td>
<td>29 July 2009</td>
</tr>
</tbody>
</table>

## SATELLITE SYMPOSIA DEADLINES

<table>
<thead>
<tr>
<th>Event</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application for Partners with Priority Status</td>
<td>30 June 2010</td>
</tr>
<tr>
<td>Release of Satellite Symposia Slots Assignments</td>
<td>02 August 2010</td>
</tr>
<tr>
<td>Receipt of Balance of Payment</td>
<td>28 February 2011</td>
</tr>
<tr>
<td>Receipt of the Draft Programme</td>
<td>29 April 2011</td>
</tr>
<tr>
<td>Receipt of the Final Programme for Insertion in the Programme Book</td>
<td>08 July 2011</td>
</tr>
</tbody>
</table>

## GROUP REGISTRATION DEADLINES

<table>
<thead>
<tr>
<th>Event</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Rate Group Registrations</td>
<td>04 April 2011</td>
</tr>
<tr>
<td>Regular Rate Group Registrations</td>
<td>08 August 2011</td>
</tr>
<tr>
<td>Receipt of Complete Group Participants Details</td>
<td>08 August 2011</td>
</tr>
</tbody>
</table>
ECCO 15 - ESMO 34: Statistical Report

Building on the successes of the former ECCO and ESMO meetings, the first jointly organised ECCO - ESMO Congress marked an occasion of many ‘firsts’ – a new phase, a new day for European oncology.

ECCO 15 – ESMO 34 celebrated a record attendance of almost 15,000 participants, 26 different tracks devised by over 100 leading experts, 584 invited speakers as well as more abstracts and late breaking data presented than ever before.

Please find below statistics from ECCO 15 – ESMO 34 – key data which we trust will demonstrate the relevance and importance of increasing your visibility and participation at the premier European cancer meeting: the 2011 European Multidisciplinary Cancer Congress, organised in partnership with ESSO, EACR, EONS, and SIOPE, Stockholm, 23 - 27 September 2011:

<table>
<thead>
<tr>
<th>REGISTRATION TYPE</th>
<th>PAX</th>
<th>% of total attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Participants</td>
<td>5,984</td>
<td>40,11%</td>
</tr>
<tr>
<td>Group Participants</td>
<td>6,392</td>
<td>42,85%</td>
</tr>
<tr>
<td>Media/Press</td>
<td>379</td>
<td>2,54%</td>
</tr>
<tr>
<td>Exhibitors &amp; Industry Participants</td>
<td>1,575</td>
<td>10,56%</td>
</tr>
<tr>
<td>Invited Speakers</td>
<td>588</td>
<td>3,94%</td>
</tr>
<tr>
<td><strong>Total participants ECCO15-ESMO34</strong></td>
<td>14,918</td>
<td>100%</td>
</tr>
<tr>
<td>Total participants at ECCO14 (2007)</td>
<td>13,223</td>
<td></td>
</tr>
<tr>
<td>Total participants at ECCO15-ESMO34 (2009)</td>
<td>14,918</td>
<td></td>
</tr>
<tr>
<td>% increase in participants</td>
<td>12,80%</td>
<td></td>
</tr>
</tbody>
</table>

**TOP 10 COUNTRIES**

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>10,46%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>6,35%</td>
</tr>
<tr>
<td>United States of America</td>
<td>5,87%</td>
</tr>
<tr>
<td>France</td>
<td>4,89%</td>
</tr>
<tr>
<td>Italy</td>
<td>4,79%</td>
</tr>
<tr>
<td>Switzerland</td>
<td>4,62%</td>
</tr>
<tr>
<td>China</td>
<td>3,95%</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>3,58%</td>
</tr>
<tr>
<td>Spain</td>
<td>3,02%</td>
</tr>
<tr>
<td>Belgium</td>
<td>2,95%</td>
</tr>
</tbody>
</table>

Top 10 countries make up for total of 50,48%
<table>
<thead>
<tr>
<th>Profession</th>
<th>PAX</th>
<th>% of total attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical Oncologist</td>
<td>5,956</td>
<td>39.92%</td>
</tr>
<tr>
<td>Exhibitors &amp; Industry Participants</td>
<td>1,575</td>
<td>10.56%</td>
</tr>
<tr>
<td>General Physician</td>
<td>974</td>
<td>6.53%</td>
</tr>
<tr>
<td>Radiotherapist</td>
<td>909</td>
<td>6.09%</td>
</tr>
<tr>
<td>Nurse</td>
<td>784</td>
<td>5.26%</td>
</tr>
<tr>
<td>Journalist</td>
<td>379</td>
<td>2.54%</td>
</tr>
<tr>
<td>Basic Scientist</td>
<td>569</td>
<td>3.81%</td>
</tr>
<tr>
<td>Surgical Oncologist</td>
<td>518</td>
<td>3.47%</td>
</tr>
<tr>
<td>Medical Affairs</td>
<td>483</td>
<td>3.24%</td>
</tr>
<tr>
<td>Oncology Pharmacist</td>
<td>462</td>
<td>3.10%</td>
</tr>
<tr>
<td>Hematologist</td>
<td>368</td>
<td>2.47%</td>
</tr>
<tr>
<td>Student</td>
<td>274</td>
<td>1.84%</td>
</tr>
<tr>
<td>General Surgeon</td>
<td>194</td>
<td>1.30%</td>
</tr>
<tr>
<td>Clinical Trial Coordinator</td>
<td>171</td>
<td>1.15%</td>
</tr>
<tr>
<td>Gynaecologist</td>
<td>151</td>
<td>1.01%</td>
</tr>
<tr>
<td>Lab Manager</td>
<td>130</td>
<td>0.87%</td>
</tr>
<tr>
<td>Radiologist</td>
<td>127</td>
<td>0.85%</td>
</tr>
<tr>
<td>Urologist</td>
<td>115</td>
<td>0.77%</td>
</tr>
<tr>
<td>Paediatric Oncologist</td>
<td>104</td>
<td>0.70%</td>
</tr>
<tr>
<td>Translational Scientist</td>
<td>100</td>
<td>0.67%</td>
</tr>
<tr>
<td>Lab Technician</td>
<td>98</td>
<td>0.66%</td>
</tr>
<tr>
<td>Pathologist</td>
<td>79</td>
<td>0.53%</td>
</tr>
<tr>
<td>Patient Advocate</td>
<td>77</td>
<td>0.52%</td>
</tr>
<tr>
<td>Statistician</td>
<td>67</td>
<td>0.45%</td>
</tr>
<tr>
<td>Neuro-Oncologist</td>
<td>44</td>
<td>0.29%</td>
</tr>
<tr>
<td>Neurologist</td>
<td>12</td>
<td>0.08%</td>
</tr>
<tr>
<td>Neuro-Surgeon</td>
<td>12</td>
<td>0.08%</td>
</tr>
<tr>
<td>Other</td>
<td>186</td>
<td>1.25%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>14,918</td>
<td><strong>100.00%</strong></td>
</tr>
</tbody>
</table>

*The figures above are calculated on the information provided by the individual participant or group handler upon registration. ECCO aims to present an as accurate as possible picture of the delegate demographics attending.*
### PLACE OF WORK

<table>
<thead>
<tr>
<th>Place of Work</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cancer Centre</td>
<td>21.76%</td>
</tr>
<tr>
<td>Cancer Research Centre</td>
<td>4.46%</td>
</tr>
<tr>
<td>Contract Research Organisation</td>
<td>0.76%</td>
</tr>
<tr>
<td>General Hospital</td>
<td>32.14%</td>
</tr>
<tr>
<td>Government</td>
<td>1.41%</td>
</tr>
<tr>
<td>Industry (excludes exhibitors)</td>
<td>2.00%</td>
</tr>
<tr>
<td>Non-profit Organisation</td>
<td>4.93%</td>
</tr>
<tr>
<td>Private Practice</td>
<td>5.14%</td>
</tr>
<tr>
<td>University</td>
<td>17.66%</td>
</tr>
<tr>
<td>University Hospital</td>
<td>6.90%</td>
</tr>
<tr>
<td>Other</td>
<td>2.83%</td>
</tr>
</tbody>
</table>

*The figures above are calculated on the information provided by the individual participant or group handler upon registration. ECCO aims to present an as accurate as possible picture of the delegate demographics attending.*

### SCIENTIFIC PROGRAMME RELATED STATISTICS

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of Abstracts Submitted</td>
<td>2,031</td>
</tr>
<tr>
<td>Selected for Oral Presentations</td>
<td>183</td>
</tr>
<tr>
<td>Selected for Poster Discussions</td>
<td>89</td>
</tr>
<tr>
<td>Selected for Poster Presentation</td>
<td>1,462</td>
</tr>
<tr>
<td>Late Breaking Abstracts Submitted</td>
<td>64</td>
</tr>
<tr>
<td>Late Breaking Abstracts Oral Presentation</td>
<td>26</td>
</tr>
<tr>
<td>Late Breaking Abstracts Poster Presentation</td>
<td>32</td>
</tr>
<tr>
<td>Rejected Abstracts (incl. 6 Late Breaking)</td>
<td>303</td>
</tr>
</tbody>
</table>
General Information

Venue & Secretariat

Congress Centre
The 2011 European Multidisciplinary Cancer Congress will be held at:
Stockholmsmässan
(Stockholm International Fairs)
Mässvägen 1 (visitor’s address)
Älvsjö
SE-125 80 Stockholm Sweden
Telephone: +46 (0)8 749 41 00

Congress Secretariat
c/o ECCO – the European CanCer Organisation
Avenue E. Mounier 83
B-1200 Brussels
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Fax: +32 (0)2 775 02 00
Email: stockholm11@ecco-org.eu

For detailed information about the venue please visit: www.stofair.se

Contact us

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Gertrude Kort  gertrude.kort@ecco-org.eu  +32 (0)2 775 02 41

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HOSPITALITY SUITES & MEETING ROOMS IN HOTELS
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For more information please consult the ECCO website at: www.ecco-org.eu.
**Accrued Point System**

Continuing with the system we set up for ECCO 15 – ESMO 34, all Exhibition, Satellite Symposia and Sponsorship requests will be honoured according to the corresponding priority ranking (see Accrued Point Ranking Table below). The Accrued Point System has been established in order to ensure that participation at the 2011 Stockholm Cancer Congress will award companies with priority points according to the level of their involvement at the three (3) previous ECCO Congresses.

**PLEASE NOTE:** partial points are not permitted and figures have been rounded up across the board.

The ranking has been calculated for all companies based on their level of participation at the following 3 previous ECCO Congresses:

- ECCO 13, Paris, 30 October - 03 November 2005
- ECCO 14, Barcelona, 23 - 27 September 2007
- ECCO 15 – ESMO 34, Berlin, 21 - 24 September 2009

Participation includes Exhibition space, Satellite Symposia, Sponsorship items and presentation of new scientific data.

**Accrued Point Ranking Table**

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Ranking</th>
<th>Accrued Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>F. Hoffmann-La Roche Ltd</td>
<td>1</td>
<td>5.054</td>
</tr>
<tr>
<td>Pfizer Inc.</td>
<td>2</td>
<td>4.053</td>
</tr>
<tr>
<td>Novartis Oncology</td>
<td>3</td>
<td>2.642</td>
</tr>
<tr>
<td>Merck Serono</td>
<td>4</td>
<td>1.982</td>
</tr>
<tr>
<td>Amgen</td>
<td>5</td>
<td>1.893</td>
</tr>
<tr>
<td>Bayer Schering Pharma</td>
<td>6</td>
<td>1.421</td>
</tr>
<tr>
<td>Schering-Plough</td>
<td>7</td>
<td>1.360</td>
</tr>
<tr>
<td>Bristol-Myers Squibb</td>
<td>8</td>
<td>1.263</td>
</tr>
<tr>
<td>Sanofi-aventis Groupe</td>
<td>9</td>
<td>1.188</td>
</tr>
<tr>
<td>AstraZeneca</td>
<td>10</td>
<td>1.142</td>
</tr>
<tr>
<td>GlaxoSmithKline</td>
<td>11</td>
<td>977</td>
</tr>
<tr>
<td>Eli Lilly and Company</td>
<td>12</td>
<td>859</td>
</tr>
<tr>
<td>Abraxis BioScience</td>
<td>13</td>
<td>711</td>
</tr>
<tr>
<td>PharmaMar</td>
<td>14</td>
<td>681</td>
</tr>
<tr>
<td>MSD</td>
<td>15</td>
<td>636</td>
</tr>
<tr>
<td>Cephalon</td>
<td>16</td>
<td>586</td>
</tr>
<tr>
<td>Eisai</td>
<td>17</td>
<td>582</td>
</tr>
<tr>
<td>Vifor Pharma</td>
<td>18</td>
<td>529</td>
</tr>
<tr>
<td>Helsinn Healthcare SA</td>
<td>19</td>
<td>424</td>
</tr>
<tr>
<td>Pierre Fabre Medicament</td>
<td>20</td>
<td>355</td>
</tr>
<tr>
<td>Hospira UK Ltd</td>
<td>21</td>
<td>344</td>
</tr>
<tr>
<td>Boehringer Ingelheim Int. GmbH</td>
<td>22</td>
<td>332</td>
</tr>
<tr>
<td>Ortho Biotech</td>
<td>23</td>
<td>318</td>
</tr>
<tr>
<td>EUSA Pharma</td>
<td>24</td>
<td>283</td>
</tr>
<tr>
<td>Archimedes Pharma</td>
<td>25</td>
<td>277</td>
</tr>
<tr>
<td>Takeda</td>
<td>26</td>
<td>260</td>
</tr>
<tr>
<td>PRIME Oncology</td>
<td>27</td>
<td>245</td>
</tr>
<tr>
<td>Baxter</td>
<td>28</td>
<td>227</td>
</tr>
<tr>
<td>Varian Medical Systems International AG</td>
<td>29</td>
<td>222</td>
</tr>
<tr>
<td>IMPAC (an Elekta company)</td>
<td>30</td>
<td>212</td>
</tr>
<tr>
<td>Sigma-Tau</td>
<td>31</td>
<td>202</td>
</tr>
<tr>
<td>Merck Sharpe &amp; Dohme (MSD)</td>
<td>32</td>
<td>193</td>
</tr>
<tr>
<td>Nycomed</td>
<td>33</td>
<td>180</td>
</tr>
<tr>
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How to earn points and increase your priority ranking for future European Multidisciplinary Cancer Congresses, organised in partnership with ESSO, EACR, EONS, and SIOPE

- **Participation at the 2011 Stockholm Cancer Congress**
  5 points are awarded for exhibiting at the 2011 Stockholm Cancer Congress.
• **Exhibition Space**  
Per 1.000 EUR invested in exhibition space 2 points are awarded.  
The combined maximum Exhibition space per company is limited to 500 sqm.

• **Satellite Symposia**  
Per 1.000 EUR invested in Satellite Symposia slots 1 point is awarded.  
The maximum number of regular Satellite Symposia authorised per single company is 3 slots.

• **Sponsorship and Advertising**  
Per 1.000 EUR invested sponsorship and advertising 1.5 points are awarded.

• **Presentation of New Scientific Data**  
New scientific data is defined as follows: scientific data that has not presented at any other meeting. It can also include late breaking data.

Companies presenting new scientific data at the European Multidisciplinary Cancer Congresses, organised in partnership with ESSO, EACR, EONS, and SIOPE will be awarded a bonus of 25% of their points accrued throughout their participation at the Congress at which they have presented the new scientific data.

• **For Newcomers at the European Multidisciplinary Cancer Congresses, organised in partnership with ESSO, EACR, EONS, and SIOPE**  
Companies supporting European Multidisciplinary Cancer Congresses for the first time will be awarded a bonus of 25% of their points accrued throughout their first participation.

• **Long-Term Partnership**  
Companies supporting 3 consecutive European Multidisciplinary Cancer Congresses, organised in partnership with ECCO, ESMO, ESTRO, ESSO, EACR, EONS, and SIOPE will be awarded a bonus of 10% of the total of their accrued points after the third Congress.

• **Merged or Acquired Companies**  
The points of merged or acquired companies will be combined, and 75% of the combined result will be allocated to the remaining company for the subsequent event if notice has been received in writing by ECCO before May of the year prior to the event for which points are used.

**Procedure**

• **Application**  
For companies in the accrued points ranking, applications for Sponsorship opportunities, Satellite Symposia slots and Exhibition space must be received by 30 June 2010. After this deadline, applications will be dealt with on a first-come, first-served basis.

• **Priority Point Status**  
Between 1 July 2010 and 2 August 2010, ECCO will review all applications and allocate Exhibition space, Satellite Symposia slots and Sponsorship items based on the priority point status. The 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 companies, promotional opportunities will be assigned according to the monetary value of the requested opportunities.
• Assignment
For each company's turn for assignment every effort will be made to:
– Offer the first, second or third choice made according to the opportunity requested.
– Offer a real time selection of what is available if the 3 choices cannot be honoured.

To ensure every company has a chance to choose an appropriate 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 a staff member with appropriate sign-off authority.

After 2 August 2010, ECCO will communicate their assignment to those companies in the accrued point ranking that have applied for promotional opportunities. Written confirmation will be sent and a first instalment invoice will follow shortly thereafter.

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

• Penalties
Infringements of the 2011 European Multidisciplinary Cancer Congress, organised in partnership with ECCO, ESMO, ESTRO, ESSO, EACR, EONS, and SIOPE regulations may result in the loss of Accrued Points. The procedure for policing and enforcing the violation system is as follows:

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

If the company refuses to comply, the ECCO staff will report alleged violations to the Congress Committee. Upon considering the evidence available a representative of the company in question 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 Congress. Appeals may be made to the ECCO Board of Directors.

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: The loss of right to participate at the next European Multidisciplinary Cancer Congress.

• Claims Procedures, Place of Performance and Jurisdiction
All claims by the exhibitor/sponsor against ECCO must be made in writing. The maximum time lapse is 3 months from the closure of the Congress. Agreements which deviate from these conditions or from the supplementary regulations must be made in writing; a facsimile signature will suffice. The contract is governed exclusively by Belgian law; English text is authoritative.

ECCO reserves the right to offer additional promotional opportunities to benefit the Congress and its delegates, or, within reason to amend the point weight calculation per item. These changes may occur at any stage and may pertain to any sponsorship or advertisement item. Should this be the case, all partners will be duly notified by the ECCO office.
## Provisional Congress Programme Frame

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<th>Friday, 23 September 2011</th>
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<td>Keynote Lectures</td>
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<td>Special Session / Debates</td>
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<tr>
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<td>Society Sessions</td>
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<td>Satellite Symposia</td>
<td>Satellite Symposia</td>
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</tr>
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</table>

Tentative time frame in May 2010.
For details and updates please visit the ECCO website at: [www.ecco-org.eu](http://www.ecco-org.eu)
**EXTERNAL ACTIVITIES: GUIDELINES**

The following guidelines and policies are applied during the 2011 European Multidisciplinary Cancer Congress, organised in partnership with ESSO, EACR, EONS, and SIOPE.

**Unofficial Satellite Symposia**

Companies are not permitted to organise unofficial Satellite Symposia or similar corporate-organised events that are open to general congress participants to attend, either on or off site. Unofficial Satellite Symposia or corporate events may not take place during the period extending from the start of the first sessions (08.00) until and including the end of the last official Satellite Symposia (20:15). On Friday 23 September 2011 no such events may take place from 11.00 until 21.00.

**Social Events**

Companies and organisations are welcome to organise social networking events such as dinners, receptions during the framework of the Congress but these social gatherings may not be organised during the times of the official Congress Opening Event (Friday 23 September from 19.00 – 21.00) nor should they take place in parallel with any of the scientific Congress Sessions.

**Closed Meetings**

Limited meeting space is available at the Congress Centre to organise smaller closed meetings such as (advisory) board meetings, investigator meetings etc. Small meetings may take place in parallel with official Congress Sessions provided they do not convene large groups of people and are limited in time (no full day meetings are allowed). The guiding principle of this policy is to avoid attendees missing Congress Scientific Sessions. These meetings may only be attended by invited participants only and may not be open to the general congress participants.

Meeting rooms (where available) can be booked through the Congress Secretariat as of April 2011 and additional meeting space in surrounding hotels may be booked through the local housing agent.

**Third Party Press Events**

Companies wishing to organise a press conference during the Congress should send a request in writing to the Congress Press Consultants. It is not permitted to schedule press events, either on or off site, to coincide with official press conferences or with Congress Sessions. The press conference must pertain to presentations being made at the main conference in oral or poster sessions and not at Satellite Symposia alone.

The programme for any third party press conference should be submitted and approved by the 2011 Stockholm Cancer Congress Press Consultants before any invitations are sent out. Contact: Mary Rice, Tel: +33 (0)3 21 82 54 44, Email: mary@mrcommunication.org
2011 Stockholm Cancer Congress: Opportunities at a Glance

Educational Activities

Satellite Symposia Slots & Rates

<table>
<thead>
<tr>
<th>Hall</th>
<th>Seats</th>
<th>Friday 23 September</th>
<th>Saturday 24 September</th>
<th>Sunday 25 September</th>
<th>Monday 26 September</th>
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<tr>
<td>Hall C5</td>
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<td>ALLOCATED</td>
<td>ALLOCATED</td>
</tr>
<tr>
<td>Hall A4-A5</td>
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<td>ALLOCATED</td>
<td>ALLOCATED</td>
<td>ALLOCATED</td>
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<tr>
<td>Hall A6</td>
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<td>ALLOCATED</td>
<td>ALLOCATED</td>
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<tr>
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<td>48.500 EUR (slot A)</td>
<td>48.500 EUR (slot A)</td>
</tr>
<tr>
<td>Hall A7</td>
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<td>ALLOCATED</td>
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<td>49.500 EUR (slot A)</td>
</tr>
<tr>
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<tr>
<td>Hall T5</td>
<td>150</td>
<td>ALLOCATED</td>
<td>ALLOCATED</td>
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</tbody>
</table>

Regular Satellite Symposia Slots

Satellite Symposia Slots Reserved for radiotherapy and/or nursing programmes

For more information see page: 21

Educational Grants

Exclusive Educational Grant Major Sponsor: 125,000 EUR
Educational Grant Supporter: 70,000 EUR
Educational Grant Contributor: 45,000 EUR
Educational Grant Partner: 10,000 EUR
Educational Grant Patient Advocates Major Sponsor: ALLOCATED 50,000 EUR
Educational Grant Patient Advocates Supporter: 25,000 EUR
Educational Grant Patient Advocates Contributor: 15,000 EUR
Web capturing: sessions: ALLOCATED 75,000 EUR
Education Book on CDROMs: 75,000 EUR
Poster Viewing Station & Poster CDROMs: ALLOCATED 85,000 EUR

For more information see page: 28
**EXHIBITION BOOTH SPACE**

- **Standard rate (applications submitted by 31 December 2010)**
  1sqm 525 EUR excl. VAT

- **Application submitted after 31 December 2010**
  1sqm 575 EUR excl. VAT

- **Reduced rate non-for-profit organisations**
  1sqm 180 EUR excl. VAT

For more information page: 34

**SPONSORSHIP & ADVERTISING**

### Congress Materials

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
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<tbody>
<tr>
<td>Delegate Bag</td>
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</tr>
<tr>
<td>Congress Notepads</td>
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</tr>
<tr>
<td>Pens</td>
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<tr>
<td>Laynards</td>
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<tr>
<td>Public Transportation Passes</td>
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<tr>
<td>Giveaway</td>
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### Congress Services

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
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<tbody>
<tr>
<td>Internet Zone</td>
<td>45.000 EUR</td>
</tr>
<tr>
<td>Wifi Internet Access</td>
<td>17.500 EUR</td>
</tr>
<tr>
<td>Messaging Screens</td>
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<tr>
<td>Overflow Lounge</td>
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<td>Voting Paddles</td>
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<tr>
<td>Photo Booth</td>
<td>25.000 EUR</td>
</tr>
<tr>
<td>Water Dispensers</td>
<td>5.000 EUR</td>
</tr>
<tr>
<td>Fresh Fruit Station</td>
<td>12.500 EUR</td>
</tr>
<tr>
<td>Hand Sanitisers</td>
<td>35.000 EUR</td>
</tr>
</tbody>
</table>

For more information see page: 57

### Advertising

- **Preliminary Announcement (September 2010)**
  - Outside back cover: 12.500 EUR
- **Advance Programme (January 2011)**
  - Outside back cover: 12.500 EUR
  - Inside front cover: 20.000 EUR
  - Programme Book: 22.500 EUR
    - Outside back cover: 10.500 EUR
    - Inside back cover: 10.500 EUR
    - Inside front cover: 12.000 EUR
    - Inside page double spread: 8.500 EUR
    - Inside page: 4.000 EUR
    - Bookmark: 12.500 EUR
    - Pocket Programme: 17.500 EUR
    - Outside back cover: 10.000 EUR
    - First Announcement 2013 Amsterdam Cancer Congress: 10.000 EUR

For more information see page: 63
Educational Activities

**Satellite Symposia**

Companies are invited to organise scientific sessions as part of the 2011 Stockholm Cancer Congress. These sessions are the perfect forum through which industry can reach their target audience with their latest scientific data and developments.

**NEW Dedicated Slots**

A total of 37 Satellite Symposia slots are offered. 4 slots will be reserved exclusively for radiotherapy and/or oncology nursing related satellite symposia programmes. The maximum number of Satellite Symposia authorised per company is 3 slots +1 if the same company reserves a radiotherapy/nursing Satellite Symposium as a 4th slot.

**Time slots and rates**

<table>
<thead>
<tr>
<th></th>
<th>Friday 23 September</th>
<th>Saturday 24 September</th>
<th>Sunday 25 September</th>
<th>Monday 26 September</th>
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<td>11:00</td>
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<tr>
<td>Hall C5</td>
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<td></td>
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<tr>
<td>1000 seats</td>
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<tr>
<td>Hall A4-A5</td>
<td>ALLOCATED</td>
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<td></td>
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<tr>
<td>800 seats</td>
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<tr>
<td>Hall A6</td>
<td>ALLOCATED</td>
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<tr>
<td>550 seats</td>
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<tr>
<td>Hall T1</td>
<td>ALLOCATED</td>
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<tr>
<td>400 seats</td>
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<tr>
<td>Hall A3</td>
<td>ALLOCATED</td>
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<td>ALLOCATED</td>
</tr>
<tr>
<td>240 seats</td>
<td>50.000 EUR (slot C)</td>
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<td>48.500 EUR (slot A)</td>
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<tr>
<td>Hall A7</td>
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<tr>
<td>240 seats</td>
<td>50.000 EUR (slot D)</td>
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<tr>
<td>Hall K11</td>
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<tr>
<td>200 seats</td>
<td>49.500 EUR (slot X)</td>
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<tr>
<td>Hall T5</td>
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<tr>
<td>150 seats</td>
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<tr>
<td>Regular Satellite Symposia Slots</td>
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<tr>
<td>Satellite Symposia Slots Reserved for radiotherapy and/or nursing programmes</td>
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</table>
Accrued Points
Per 1.000 EUR spent on Satellite Symposia slots 1 point will be awarded.

Rates
Rental rates are determined according to the seating capacity in theatre style as well as the timing and duration of the slots. Please refer to the overview of the halls and respective seating capacities on page 21.

The rates include:
- Room rental
- Standard setup: in theatre style with stage, lectern and speaker table
- AV equipment & services:
  - amplification
  - data projection
  - technician
  - stage manager
- Use of the speaker preview room for Satellite faculty
- Publication of the Satellite Symposium programme on the Congress website and in the Programme Book

PLEASE NOTE: the Final Programme must be received by ECCO before the deadline of: 08 July 2011

- Use of Congress logo on invitations and promotional documentation

Appointed Agencies
Applications for Satellite Symposia must be submitted by the company under whose name each Satellite Symposium is to be organised. PLEASE NOTE: the correspondence for the above items must be made exclusively between this company and ECCO.

- Companies should inform ECCO, in writing, which agency is appointed for which symposium. 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 ECCO independently of the company.

- The 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 company itself and the company will continue to be held entirely responsible and accountable for activities organising in its name.
**Exhibition Stand**

To obtain permission to hold a Satellite Symposium, an exhibition stand of a minimum of 27 sqm is required. Cancelling your exhibition space will result in the cancellation of your Satellite Symposium.

**Application**

A Satellite Symposium request can be submitted by completing and returning the enclosed Satellite Symposium Application Form and Contract to the Congress Secretariat in Brussels.

**The maximum number of Satellite Symposia authorised per company is 3 slots.**

(+1 if the same company reserves a radiotherapy/nursing Satellite Symposium as a 4th slot)

In signing the application form, companies declare their acceptance of all Congress regulations.

For companies in the accrued point ranking applications for Satellite Symposia should be made by 30 June 2010 at the latest.

The accrued points awarded for participation at the 3 previous ECCO Congresses will determine the assignments or the time slots.

When several companies have the same number of points, the monetary value of the requested slots will determine the assignments of the Satellite Symposia slots.

Points awarded through Satellite Symposia are combined with Exhibition space and Sponsorship item points. Only participation at the last 3 ECCO Congresses are taken into account.

**Programme**

In order to avoid overlap with the official Scientific Programme and to ensure the scientific quality and scope, all Satellite Symposia programmes need to be submitted for review and approval by the Congress Scientific Committee.

- Companies are strongly encouraged to establish a multidisciplinary programme in line with the general concept of the Congress Scientific Programme.

- The Congress Scientific Committee makes the final decision on whether an application is accepted or rejected and is not held to justify its decision. No appeal is possible.

- Once the title, programme and detailed content have been approved, changes must not be made without the specific approval of the Congress Scientific Committee.

- A draft programme including the title of the Satellite Symposium, chairman, speakers and the titles of all presentations should be sent to the Congress Secretariat by 29 April 2011.
• The final programmes are published in the Satellite Symposia section of the official Congress Programme Book and on the Congress website if received not later than **08 July 2011**.

Abstracts related to Satellite Symposia are not published in the official Congress Abstract Book. Separate proposals for EJC Abstract Supplements for Satellite Symposia can be obtained from Elsevier Pharma Solutions directly.

**Promotional Opportunities**

• The sponsoring company will ensure that all publications referring to Satellite Symposia mention: "Official 2011 European Multidisciplinary Cancer Congress sponsored Satellite Symposium" to avoid any confusion with the official Scientific Programme.

• Congress logo:
  An electronic copy of the Congress logo in EPS format can be obtained from the Congress Secretariat. It is important that the elements of the logo remain consistent. Do not attempt to redraw the lettering, branding elements or alter their relative position. Before reproducing the Congress logo, a printing proof should be sent to the Congress Secretariat for approval.
  
  – It is forbidden to type or insert graphics within the area marked around the Congress logo.
  
  – The original colours used in the logo are Pantone Reflex Blue and Pantone 1935. If at all possible the logo should be used in the original colours or, if not available, black on a white background.

  ![Congress Logos]

  – The unauthorised use of the Congress logo is strictly prohibited. It is not allowed to use the Congress logo on actual PPT presentations of Satellite Symposia speakers.
Promotion at the Conference Venue

- One poster board will be made available in the registration area for each Satellite organiser, to be used for displaying a poster announcing the Satellite Symposium, on the day the Satellite Symposium is held.

One poster board will also be made available immediately outside the hall during the hour preceding the Satellite Symposium, to be removed immediately after the end of the Satellite Symposium.

- Satellite organisers are allowed to have a limited number (the ratio will be defined based on the capacity of the lecture halls, and announced in the Exhibitor’s Manual) of staff distributing flyers announcing the Satellite Symposium on the ground floor of Stockholm International Fairs (Entrance Hall only), only on the day the Satellite Symposium is being held.

- Signposting at the Congress venue other than described above is strictly forbidden. Failure to observe this procedure shall render the company liable to a fee of up to 25% of the total Satellite Symposium rental cost and/or possible penalty in terms of Accrued Points.

- IMPORTANT: Satellite organisers are kindly asked to refrain from leaving unused invitations at the Congress venue. In the instance of non-adherence to this rule an additional cost will be charged for removal.

Promotion at the Congress Hotels

- Provided authorisation is granted by the respective hotel management, leaflets can be placed at the check-in or a poster can be displayed in the lobby of the hotels. No other form of promotion is allowed in the hotels. Advertising on hotel key cards/door drops is not allowed.

- Promotion other than listed in this Invitation to Industry is strongly discouraged and any initiative or proposal is subject to the approval of the organiser. Proposals should be sent to the Congress Secretariat. Violation of this regulation may result in expulsion without any indemnity.

Attendance

- The Satellite Symposium must be open to all registered participants.
  All Satellite Symposia participants will be required to wear a corresponding badge.

Receptions

- Suitable space permitting, Satellite organisers may arrange receptions before/after Satellite Symposia. ECCO does not guarantee such space will be available.
  Receptions can only be organised with the ECCO official caterer.

- Receptions cannot be organised during a Session of the official Congress Scientific Programme.

- Reception space must not be used for entertainment, poster displays, presentations or any other promotional purposes.

- Reception space must be open to all registered participants.
Access – Badges

- Companies will have access to the hall where the Satellite Symposium will be held one hour before the assigned starting time the Congress Scientific Programme permitting.

- All persons involved in the operation of the Satellite Symposium (film crew, technicians, speakers etc.) and all Satellite Symposium participants must have a valid access pass.

- Satellite Symposium only badges can be ordered in advance, upon pre-registration. They will not be sent before the Congress. They can be collected on site on the day of the Satellite Symposium only as of 08:00.

Setup and Dismantling

- Companies must adhere to the indicated start and end times of the reserved time slot. Extensions beyond the assigned timings are not allowed under any circumstances.

- Companies will have access to the hall where the Satellite Symposium will be held one hour before the assigned starting time the Congress Scientific Programme permitting.

- The hall should be completely vacated immediately after the end of the Satellite Symposium. Companies are responsible for removing all materials, waste, etc. from the room.

- Installations or alterations to the rooms and the standard set-up can only be made with the explicit approval from the Congress Secretariat.

Speaker Preview Room

- ECCO offers computerised presentation facilities (central network) for all lectures. Satellite organisers are entitled to make use of the speaker preview room. Opening times will be communicated in due time in the Exhibitor Manual.

Congress Material

- Each Satellite organiser is entitled to free congress bags including all conference material. The number is based on the seating capacity of the room reserved.

The ratio is as follows:

<table>
<thead>
<tr>
<th>Seating capacity</th>
<th>Bags</th>
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<tbody>
<tr>
<td>1000 pax</td>
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<tr>
<td>800 pax</td>
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<tr>
<td>400-550 pax</td>
<td>3</td>
</tr>
<tr>
<td>150-240 pax</td>
<td>2</td>
</tr>
</tbody>
</table>
Giveaways

Gadgets that are distributed to participants should be professional in nature and should not exceed a maximum value of 5 EUR per item. Sharp, pointy or dangerous objects are not allowed. The organiser reserves the right to request invoices of the gadgets at any time.

More details about standard stage set-up, features of the room, technical equipment, catering possibilities and order forms for additional services will be available by April 2011 in the Exhibitors' Manual.
Unrestricted Educational Grants

2011 Stockholm Cancer Congress Educational Grants significantly contribute to promoting education, cutting edge findings and technology – enhancing the Congress experience for all participants. The pharmaceutical industry is kindly invited to support the Congress through the following unrestricted Educational Grants:

Major Sponsor:
Exclusive unrestricted Educational Grant at the rate of 125,000 EUR excl. VAT.

Benefits Package:
- Acknowledgment as “Major Sponsor” with the sponsor corporate name and logo on the Congress website
- Acknowledgment as “Major Sponsor” with the sponsor corporate name and logo in the Programme Book, Pocket Programme, Abstract Book, and Education Book/CDROM
- Acknowledgment as “Major Sponsor” with the sponsor corporate name and logo in each edition of the official Congress Newspaper, OncoPost & OncoPeople
- On site recognition.

Supporter:
Unrestricted Educational Grant at the rate of 70,000 EUR excl. VAT.
A Maximum of 2 “Supporter” grants will be offered.

Benefits Package:
- Acknowledgment as “Supporter” with the sponsor corporate name and logo on the Congress website
- Acknowledgment as “Supporter” with the sponsor corporate name and logo in the Programme Book, Pocket Programme, Abstract Book, and Education Book/CDROM
- Acknowledgment as “Supporter” with the sponsor corporate name and logo in each edition of the official Congress Newspaper, OncoPost & OncoPeople
- On site recognition.

Contributor:
Unrestricted Educational Grant at the rate of 45,000 EUR excl. VAT.
A Maximum of 3 “Contributor” grants will be offered.

Benefits Package:
- Acknowledgment as “Contributor” with the sponsor corporate name and logo on the Congress website
- Acknowledgment as “Contributor” with the sponsor corporate name and logo in the Programme Book, Pocket Programme, Abstract Book, and Education Book/CDROM
- Acknowledgment as “Contributor” with the sponsor corporate name and logo in each edition of the official Congress Newspaper, OncoPost & OncoPeople
- On site recognition.
Partner:

Unrestricted Educational Grant at the rate of 10.000 EUR excl. VAT.

Benefits Package:
- Acknowledgment as “Partner” with the sponsor corporate name and logo on the Congress website
- Acknowledgment as “Partner” with the sponsor corporate name and logo in the Programme Book, Pocket Programme, Abstract Book, and Education book/CDROM
- Acknowledgment as “Partner” with the sponsor corporate name and logo in each edition of the official Congress Newspaper, OncoPost & OncoPeople.
- On site recognition.

Major Sponsor Patient Advocacy Programme: 

Exclusive Educational Grant at the rate of 50.000 EUR excl. VAT.

Benefits Package:
- Acknowledgment as “Major Sponsor Patient Advocacy Programme” with the sponsor corporate name and logo on the Congress website,
- Acknowledgment as “Major Sponsor Patient Advocacy Programme” in the Programme Book, Pocket Programme, and Abstract Book
- On site recognition.

Supporter Patient Advocacy Programme:

Educational Grant at the rate of 25.000 EUR excl. VAT.
A maximum of 2 “Supporter Patient Advocacy Programme” grants will be offered.

Benefits Package:
- Acknowledgment as “Supporter Patient Advocacy Programme” with the sponsor corporate name and logo on the Congress website
- Acknowledgment as “Supporter Patient Advocacy Programme” with the sponsor corporate name and logo in the Programme Book, Pocket Programme, and Abstract Book
- On site recognition.

Contributor Patient Advocacy Programme:

Educational Grant at the rate of 15,000 EUR excl. VAT.
Maximum 3 “Contributor Patient Advocacy Programme” grants will be offered.

Benefits Package:
- Acknowledgment as “Contributor Patient Advocacy Programme” with the sponsor corporate name and logo on the Congress website
- Acknowledgment as “Contributor Patient Advocacy Programme” with the sponsor corporate name and logo in the Programme Book, Pocket Programme, and Abstract Book
- On site recognition.
**Web Capturing: Sessions**

In the framework of the 2011 European Multidisciplinary Cancer Congress, organised in partnership with ESSO, EACR, EONS, and SIOPE, ECCO offers the opportunity for Congress Scientific Programme content to be recorded and distributed on DVD/CD-ROM as well as online via the Congress website through on-demand webcasts after the Congress and for a period of 12 months.

The web-capturing of Sessions consists of audio-recording in high-quality digital audio format of selected Sessions only as well as supplemented by quality PowerPoint slides. This cutting-edge technology (streaming technique) will allow any users (low as well as a high-band internet connection) to have a front row seat 24/7 at Congress Sessions.

Sponsorship at the rate of 75,000 EUR excl. VAT. A maximum of 2 sponsors will be accepted.

**Benefits Package:**
- Acknowledgment on the Congress website
- Acknowledgment in the Programme Book
- On site recognition
- Sponsor corporate logo on each DVD/CD-ROM produced and distributed
- Corporate logo printed on the vouchers inserted in all Congress bags (16,000). Clear instructions from where to pick up the DVD/CD-ROMS will be published on the voucher. The DVD/CD-ROMS may only be collected from the sponsoring company's exhibition stand - generating increased traffic directly to the respective booth
- Corporate logo and hyperlink visible on the actual webcast when viewing Sessions online
- Post-Congress mailing of the DVD/CD-ROM.

**Education Book on CD ROM**

The Education Book on CD ROM consists of a CD-ROM containing the extended manuscripts of the Educational Symposia presented during the Congress. An essential 2011 Stockholm Cancer Congress educational resource, the Education Book on CD ROM will be distributed directly at the Congress from the corresponding sponsor's exhibition stand – driving yet more traffic.

**Benefits Package:**
- Acknowledgment on the Congress website
- Acknowledgment in the Programme book
- Sponsor corporate logo on each CD-ROM produced and distributed.
- Corporate logo printed on the vouchers inserted in all congress bags (16,000). Clear instructions from where to pick up the CD-ROM will be published on the voucher. The CD-ROM may only be collected from the sponsoring company's exhibition stand - generating increased traffic directly to the respective booth.

**Rate:** 75,000 EUR excl. VAT (exclusive sponsorship)
Poster capturing consists of a CD-ROM containing an integrated link to the online database of posters presented at 2011 Stockholm Cancer Congress, as well as an electronic poster viewing area at the Congress and on the Congress website. Poster capturing on a CD-ROM will be distributed directly at the Congress from the sponsor’s Exhibition stand. The posters are viewed electronically with the same “look and feel” as the original poster. They are derived from the author’s original electronic files and are fully searchable and not photographed.

Exclusive sponsorship at the rate of 85,000 EUR excl. VAT

Benefits Package:
- Acknowledgment on the Congress website
- Acknowledgment in the Programme Book
- On site recognition in the Poster viewing area
- Sponsor corporate logo on each CD-ROM produced and distributed.
- Corporate logo printed on the vouchers inserted in all Congress bags (16,000). Clear instructions from where to pick up the CD-ROM will be published on the voucher. The DVD/CD-Roms may only be collected from the sponsoring company’s exhibition stand - generating increased traffic directly to the respective booth
- Corporate logo and hyperlink visible on the online poster viewing URL.

Payment & Cancellation Policy

Terms of Payment

A first deposit of 50% of the total rate will be sent within 2 weeks following confirmation. Payment is due within 30 days following the date of the invoice. The balance (50%) is due no later than 28 February 2011. Corresponding invoices will be sent out by ECCO in due time before the deadline for receipt of payment.

Value Added Tax

All opportunities offered at the 2011 Stockholm Cancer Congress are subject to local Swedish VAT. If the company is registered in another country within the EU, reverse charge procedure is applicable.

Companies registered in a country outside of the EU are encouraged to seek advice on reclaiming VAT payment.
Cancellation Policy

The company cancelling educational activity support after the official application has been accepted will be liable for paying the following fees:

- If the item cannot be reallocated to another company:
  – 25% of the total rate if the cancellation request is received in writing by 31 December 2010
  – 50% of the total rate if the cancellation request is received in writing by 31 March 2011
  – 100% of the total rate if the cancellation request is received after 31 March 2011.

- If the item can be reallocated to another company, the company will receive a full refund of deposits paid, less administrative fees of 10% of the total rental rate, with a minimum of 250 EUR.

Administration Fees/Invoicing Changes

Invoices will be addressed in accordance with the Invoicing Data provided by the Company.

PLEASE NOTE: if a billing change is requested (i.e. company name change, or address change), an Administration fee of 100 EUR (excl. VAT) will be charged to the company.

Refunds

Any refunds of deposits paid will be made after the Congress but not later than 31 December 2011. The company will not be entitled to any interest that the organiser may have derived from deposits made by the company. All bank charges, including sender and receiver charges, resulting from a refund related to cancellation of a Satellite Symposium will be at the charge of the company.

Postponement or Abandonment

The organiser reserves the right to postpone the Congress including the Satellite Symposia, or to transfer it to another site, if unforeseen circumstances warrant such action. Should any contingency prevent the Satellite Symposia from taking place, the organiser will not be held liable for expenses incurred other than the cost of rental of the slot.

Unexpected Cancellation of the Congress

ECCO reserves the right to cancel the 2011 Stockholm Cancer Congress without notice or compensation in the event of force majeure cases such as strikes, fires, terrorist attacks, damages or other fatalities. In such circumstances ECCO is free of all responsibility.

Limitation of Liability of ECCO - the European CanCer Organisation

In the event of ECCO having to cancel the 2011 Stockholm Cancer Congress due force majeure causes such as strikes, fires, terrorist attacks, damages or other fatalities, ECCO shall only be obliged to reimburse the payments received subject to deduction of any costs it has incurred in preparing the event, as long as cancellation arises through a cause that is non-attributable to ECCO.
Bankruptcy or Liquidation

In the instance that a company be declared as bankrupt or enters into liquidation other than for the purpose of restructuring or merger, or has a receiver appointed, the organiser shall be at liberty to terminate the contract with the company, immediately cancel the allocation of a Satellite Symposium to the company and forfeit all sums paid by the company.

Enforcement of Rules

Applies equally to all exhibitors and organisers of the 2011 Stockholm Cancer Congress Satellite Symposia.

All exhibitors and organisers of Satellite Symposia must comply with all rules and policies established by ECCO. The ECCO Board of Directors has established a system of penalties which may be applied when violations occur.

Violation Procedure

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

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

If the company refuses to comply, ECCO staff will report alleged violations to the Congress Committee. After considering the available evidence, a representative of the relevant 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 Congress. Appeals may be made to the ECCO Board of Directors.

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 European Multidisciplinary Cancer Congress.

Claims Procedures, Place of Performance and Jurisdiction

All claims by the exhibitor against ECCO must be made in writing. The maximum time lapse is 3 months from the closure of the Congress. Agreements which deviate from these conditions or from the supplementary regulations must be made in writing; facsimile signature will suffice. The contract is governed exclusively by Belgian law; English text is authoritative.

Final Clause

In cases not covered by the regulations in this Invitation to Industry, ECCO’s interpretation shall be final.
Exhibition

**Exhibition General Information & Rates**

Companies are invited to participate in the 2011 Stockholm Cancer Congress Exhibition to showcase their corporate identity, products, services and activities to congress delegates.

**Standard rate:**

<table>
<thead>
<tr>
<th>Application submitted by 31 December 2010.</th>
<th>1 sqm</th>
<th>525 EUR excl. VAT</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Application submitted after 31 December 2010.</th>
<th>1 sqm</th>
<th>575 EUR excl. VAT</th>
</tr>
</thead>
</table>

**Reduced rate: non-for-profit organisations**

<table>
<thead>
<tr>
<th>1 sqm</th>
<th>180 EUR excl. VAT</th>
</tr>
</thead>
</table>

Points accrued:
- 5 points participation per exhibiting company
- Per 1,000 EUR spent on exhibition space 2 points are awarded.

All rates cover floor space only and do not include the construction of a modular booth or other extras. The minimum exhibition space is 9 square metres and must be minimum 3 m deep.

For some locations, companies renting separate spaces are allowed to visually link these up by carpeting the aisles in-between, provided an additional rental rate of 30% of the standard rate is paid for the total surface of the aisle. No constructions of any kind are allowed in the aisles. Companies renting aisle space are allowed to brand the aisle carpet with the company logo.

**Procedure Outline**

This overview provides an outline of the procedures to be followed in order to participate in the 2011 Stockholm Cancer Congress Exhibition. We kindly ask you to refer to the rest of the section for further details. More information is available by contacting Adline Lewuillon via Email: adline.lewuillon@ecco-org.eu
Carefully read the guidelines and circulate accordingly within your company and/or related agencies.

1. Study the floor plans and select your preferred stand locations (list more than 1 option). Should there be no stand available of your requested size, select a stand number within the area of preference.

2. Complete and sign the Exhibition Space Application Form and Contract and return it to the Congress Secretariat for the attention of Adline Lewuillon via Email: adline.lewuillon@ecco-org.eu, or by Fax +32 (0)2 775 0200.

   Your selected choice of location will be confirmed at a later stage when finalising stand allocation.

3. The combined maximum exhibition space per company is limited to 500 sqm.

4. For companies listed in the priority ranking, applications should be received by 30 June 2010 and location choices confirmed after 02 August 2010.

5. PLEASE NOTE: application forms received by the Congress Secretariat before 30 June 2010 will be dealt with according to the Accrued Point System. Application forms received after this deadline will be dealt with on a first-come, first-served basis AFTER those companies who have respected the deadline.

6. Ensure 50% deposit has been paid by the deadline on your invoice to retain the stand location you have been assigned. Second 50% deposit (final balance) should be paid by 28 January 2011.

7. Carefully read the Exhibitors’ Manual that will be released in April 2011 and posted online. It will contain additional information concerning preparation for the Congress including exhibition logistics (i.e. unloading schedules, delivery details, and exhibitor badge orders), Satellite Symposia arrangements as well details regarding transportation and access. The Exhibitors’ Manual will be published online in April 2011 and in each industry contact will be notified by Email. Each company is responsible for providing their agencies or contractors with the information included in the Manual.

8. Submit a detailed stand drawing to the Congress Secretariat before 29 July 2011. Without an approved stand drawing the stand may not be constructed.

9. Send a 50-word description of your company and contact information (contact person and Email address) by 08 July for publication online and in the Programme Book. Companies will be offered the possibility to include their corporate logo to their profile at a rate of 250 EUR.

10. Send your request for Exhibitor badges (number of free badges depends on exhibition area rented) via Email to Adline Lewuillon: adline.lewuillon@ecco-org.eu using the form provided in the Exhibitors’ Manual, by 08 August.

11. Ensure payment of the balance of your stand invoice has been made – failure to meet payment date can result in stand cancellation and resulting charges, see p. 41.
Admissible Exhibits

The 2011 Stockholm Cancer Congress Exhibition is a technical and scientific display of current and future healthcare practices, goods and services in the oncology field. Industry active in the research, production, approval, marketing and distribution of such goods and services are invited to participate.

In addition, certain other types of businesses are invited as exhibitors: publishers, booksellers, food and nutrition specialists, companies advertising sporting and healthy-lifestyle goods as well as non-for-profit healthcare organisations and academic institutions.

Companies new to our Congress are required to submit a statement of their product/service offering.

ECCO reserves the right to refuse admittance of inappropriate or non-oncology related products or services to the Exhibition unless they are deemed by ECCO to add value to the overall Congress experience for delegates.

Exhibitor Badges

Exhibitor registration is reserved for staff working directly in the organisation and management of exhibits, Satellite Symposia and sponsored activities. Individuals wishing to visit the Exhibition should purchase a delegate registration (full or day access). The practice of selling or promoting a product or service outside of a registered exhibit area is strictly forbidden.

- Exhibitor registration
  Exhibitors are obliged to wear their official 2011 Stockholm Cancer Congress badges clearly visible at all times when in the Exhibition area or any other part of the building. The wearing of any other badge, including company ID badges is not sufficient and will be considered as a violation of the guidelines. Exhibitor badges are for exhibiting company employees and agents of such companies only.

- Validity
  Exhibitor badges will give access to Exhibition halls only.

When companies apply for badges it is understood that they will only provide them to company employees. Proof of affiliation can be requested.

- Exhibitor badges with company name and/or individual name
  Only exhibiting companies can have Exhibitor badges. It is essential that the company name is the same as that provided for the Exhibitor listing. Exhibitors are entitled to a certain number of these badges for free if ordered within the given deadlines. The number of free badges for each exhibitor will be determined according to the floor space allocated.
• Exhibitor badge allocation

<table>
<thead>
<tr>
<th>Stand size between</th>
<th>Free exhibitor badges</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 &amp; 18 sqm</td>
<td>4</td>
</tr>
<tr>
<td>19 &amp; 45 sqm</td>
<td>8</td>
</tr>
<tr>
<td>46 &amp; 72 sqm</td>
<td>12</td>
</tr>
<tr>
<td>73 &amp; 99 sqm</td>
<td>16</td>
</tr>
<tr>
<td>100 sqm &amp; 199 sqm</td>
<td>25</td>
</tr>
<tr>
<td>200 &amp; 299 sqm</td>
<td>35</td>
</tr>
<tr>
<td>300 &amp; 399 sqm</td>
<td>45</td>
</tr>
<tr>
<td>400 &amp; 500 sqm</td>
<td>55</td>
</tr>
</tbody>
</table>

You may decide how your badges are inscribed: either company name only, or individual name and company name. Simply indicate your preference when completing the Badge Form, e.g. the number of "company name" only badges and the number of "Individual name" badges you wish to receive. Free exhibitor badges must be ordered by 08 August.

• Additional exhibitor badges

If the number of free exhibitor badges is insufficient extra badges may be purchased. All exhibitor badges must be ordered using the Badge form that will be available online in due course. Additional exhibitor badges must be ordered by 08 August.

- Extra exhibitor badges ordered by 08 August: 75 EUR excl. VAT per badge.
- Extra exhibitor badges ordered after 08 August: 85 EUR excl. VAT per badge.
- Name change: 20 EUR excl. VAT per badge.
- On site orders: 85 EUR excl. VAT per badge.

Exhibitors badges ordered on site must be paid for directly on collection at the Exhibitor Registration Desk by cash or credit card (Visa, MasterCard, Amex).

Lost badges will not be replaced. In this instance a new exhibitor badge may be ordered. Unused badges will not be credited, regardless of the circumstances.

• Exhibitor badge collection

A period will be exclusively reserved for exhibitor representatives to collect their badges. Exhibitor representatives can set up an appointment between 07:00 - 18:00 on Thursday 22 September, to have a dedicated time to pick up all exhibitor badges.

As of Friday 23 September, the Exhibitor Registration Desk will be open for individual pick-up of exhibitor badges.
Access to the Exhibition Area

Stand personnel wearing an exhibitor badge may enter the Exhibition halls before the opening of the Exhibition. A detailed access timetable will be published in the Exhibitors' Manual.

- **Access to Exhibition when closed** (full fee paying delegates)
  For security reasons access to the Exhibition outside the opening hours is limited to individuals holding an exhibitor badge. For Industry staff registered as full fee paying delegates, affiliated with an exhibiting company requiring access to the Exhibition halls during closed periods, badges can be validated for exhibit access with a specific exhibitor badge holder. These exhibitor badge holders are available from the Exhibitor Registration Desk.

- **Working passes**
  In the interest of safety only those individuals directly responsible for the construction and dismantling of exhibits will be permitted to enter the Exhibition areas during the setup and dismantling periods. To this end, working passes will be given out by the official logistics partner at the freight entrance during setup and dismantling phases.

Registered exhibitors may access the Exhibition halls during setup and dismantling times by showing their exhibitor badge at the entrance.

Individuals without badges will not be allowed into the Exhibition halls. It is the responsibility of the exhibitor to ensure that all staff, visitors, stand personnel, etc. are fully briefed about this restriction. No exceptions will be made and ECCO will not be held responsible for any loss suffered by the exhibitor as a result of such an oversight.

Delegates should not pass through the exhibit area beyond Exhibition opening times, however, we strongly urge you to secure your stand against theft or damage when the stand is not manned. ECCO also recommends that exhibitors arrange adequate insurance cover. Neither ECCO nor Stockholm International Fairs will be liable for any loss, unless where a negligent act or omission on the part of either body or its staff is established.

A detailed exhibition access schedule will be available in the Exhibitors' Manual.

**Congress Material**

Each exhibiting company is entitled to free congress bags including all congress material. The number is based on the exhibition area rented.

**The ratio is set out below:**

<table>
<thead>
<tr>
<th>Stand size between</th>
<th>Bag(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 &amp; 25 sqm</td>
<td>1</td>
</tr>
<tr>
<td>26 &amp; 50 sqm</td>
<td>2</td>
</tr>
<tr>
<td>51 &amp; 75 sqm</td>
<td>3</td>
</tr>
<tr>
<td>76 sqm and more</td>
<td>4</td>
</tr>
</tbody>
</table>
Tentative Setup and Dismantling Schedule

<table>
<thead>
<tr>
<th></th>
<th>Setup Schedule</th>
<th>Dismantling Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tuesday 20 September 2011</strong></td>
<td>12:00-22:00</td>
<td></td>
</tr>
<tr>
<td><strong>Wednesday 21 September 2011</strong></td>
<td>08:00-20:00</td>
<td></td>
</tr>
<tr>
<td><strong>Thursday 22 September 2011</strong></td>
<td>08:00-20:00</td>
<td></td>
</tr>
<tr>
<td><strong>Friday 23 September 2011</strong></td>
<td>08:00-16:00</td>
<td></td>
</tr>
<tr>
<td><strong>Monday 26 September 2011</strong></td>
<td>18:30-00:00</td>
<td>08:00-20:00</td>
</tr>
</tbody>
</table>

Tentative Exhibition Opening Times

<table>
<thead>
<tr>
<th></th>
<th>Opening Times</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Saturday 24 September 2011</strong></td>
<td>09:30-16:30</td>
</tr>
<tr>
<td><strong>Sunday 25 September 2011</strong></td>
<td>09:30-16:30</td>
</tr>
<tr>
<td><strong>Monday 26 September 2011</strong></td>
<td>09:30-16:30</td>
</tr>
</tbody>
</table>

**Exhibition Conditions of Participation**

**General Conditions**

- **Establishment of rental contract**
  To apply for a stand please complete and return the Exhibition space application form. Companies listed in the Accrued Point System must submit applications by 30 June 2010. Applications received after 30 June 2010 will be allocated on a first-come, first-served basis.

  Only signed application forms will be taken into consideration. By signing the application form, the company accepts the conditions contained in this Invitation. Confirmation of the allocation of a stand by ECCO in writing constitutes establishment of the rental contract between the exhibitor and ECCO. A stand assignment and an invoice will be sent to the exhibitor. The date on the stand assignment is considered to be the date of stand allocation. If the contents of the stand assignment deviate from the contents of the exhibitor’s application, the contract is based on the stand assignment issued by ECCO unless the exhibitor objects in writing within 2 weeks after the date mentioned on the stand assignment.

- **Appointed representatives**
  If an exhibiting company wishes to appoint an agent – stand builder to conduct its affairs at the 2011 European Multidisciplinary Cancer Congress, the agent should be identified on the application form or separately in writing from a person with the corresponding authority. Once appointed, the actions and communications of this agent – stand builder will be treated as though from the exhibiting company. Contractual responsibility remains with the exhibitor.
• **Assignment of space**
Stands will be assigned following the Accrued Point System if received by 30 June 2010. The points will be awarded according to participation in the past 3 ECCO Congresses. The ranking list will define the order in which requests for stands, symposia and other items are processed.

When an equal number of points are held by 2 or more companies, stands will be assigned according to the monetary value of the requested exhibition space.

• **Procedure**
At each exhibitor's turn for stand assignment, every effort will be made to offer the first, second, or third choice made on the stand application form and contract and offer a real time selection of what is available at the time of assignment if the 3 first choices cannot be honoured.

To ensure every exhibitor has a chance to choose an appropriate location, stand offers are valid for 48 hours unless the offer makes it clear that a space is freely available. For this reason, please supply a reliable contact telephone number for an appropriate decision maker within the exhibiting company.

• **Payment deadlines**
Stand assignments will be cancelled automatically if the stand rental has not been paid within the given time period. In such cases the cancellation fee will be determined as detailed in this Invitation to Industry.

• **Congress and exhibition layout**
ECCO reserves the right to deviate from the stand confirmation and to allocate a stand in a different location, to alter the size of the stand, to re-locate or close entrances and exits on the exhibition grounds and/or in the Congress Centre and to carry out any other structural alterations providing it has a substantial interest in such measures.

• **Stand moves**
ECCO reserves the right to make changes in the layout of the exhibition, as well as in the stand assignment in the event that unforeseen circumstances make this necessary. Alterations to the agreement will only be made after mutual consultation. If in such cases the interests of the exhibitor are unreasonably impaired, he/she may withdraw from the contract in writing within 1 week after receipt of notification of the type of alteration. ECCO accepts no responsibility for any damage which may result from such changes.

• **Subtenants and other represented companies**
Sharing the allocated stand area with another company, regardless of whether this company is representing by its own staff (subtenant) or only by its own exhibits (represented company), is not permitted.

This applies equally to companies with products or services aligned to a registered exhibitor. In such an instance, where a registered exhibitor wishes to exhibit in association with another organisation, ECCO will endeavour to offer additional exhibit space, where available, under normal conditions of sale.
Where an exhibiting organisation has multiple corporate identities but shared ownership, the organisational relationship must be made clear to delegates.

Transfer – even in part – of the rights and obligations arising from the rental contract to third parties is not permitted.

**Terms of Payment**

A first deposit of 50% of the total amount is payable by the exhibitor within 2 weeks following the confirmation and shall be paid within 30 days of the date of the invoice. The balance (50%) is due by **28 February 2011**. Corresponding invoices are sent out by the organiser in due time before the deadline for receipt of payment.

If rental charges are not paid within the prescribed time, exhibition space will be released and any loss incurred by the organiser by such non-payment shall be made good by the defaulting exhibitor. Direct transfer payments are preferred and should be made into the established conference account, indicating the invoice number. Sender's bank charges will be at the expense of the exhibitor. Crossed cheques or bank drafts should be made payable to the Congress and should be sent by registered post to ECCO – the European CanCer Organisation, for the attention of Thierry Hoppe, Finance Manager. Personal cheques are not accepted.

**Value Added Tax**

All opportunities offered at the 2011 European Multidisciplinary Cancer Congress, organised in partnership with ESSO, EACR, EONS, and SIOPE are subject to local Swedish VAT. If the company is registered in another country within the EU, reverse charge procedure is applicable.

Companies registered in a country outside of the EU are encouraged to seek advice on reclaiming VAT payments.

**Cancellation Policy**

**Cancellation or reduction of exhibition space**

The exhibitor cancelling or reducing his reservation of exhibition space after his official application has been accepted, will be liable to pay the following fees:

- If the space cannot be reallocated to another company:
  - 25% of the total rate if the cancellation request is received in writing by 31 December 2010
  - 50% of the total rate if the cancellation request is received in writing by 31 March 2011
  - 100% of the total rate, if the cancellation request is received after 31 March 2011.

- If the space can be reallocated to another company, the company will receive a full refund of deposits paid, less administrative fees of 10% of the total rental rate, with a minimum of 250 EUR.
**Administration Fees/Invoicing Changes**

Invoices will be addressed according to the Invoicing Data provided by the Company.

**PLEASE NOTE:** if a billing address change is requested (i.e. company name change, or address change), an Administration fee of 100 EUR (excl. VAT) will be charged to the company.

**Refunds**

Any refunds of deposits paid will be made after the conference but not later than 31 December 2011. The exhibitor will not be entitled to any interest that the organiser may have derived from deposits made by the exhibitor. All bank charges, including sender's and receiver's charges, resulting from a refund related to cancellation or reduction of exhibition space will be at the charge of the exhibitor.

**Postponement or Abandonment**

The organiser 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 exhibition, the organiser will not be held liable for expenses incurred other than the cost of rental of exhibition space.

Unexpected cancellation of the event: ECCO reserves itself the right to cancel the 2011 Stockholm Cancer Congress without notice or compensation in the event of force majeure causes such as strikes, fires, terrorist attacks, damages or other fatalities. In such cases, ECCO is free of all responsibility.

**Limitation of Liability of ECCO - the European CanCer Organisation**

In the event of ECCO having to cancel the 2011 Stockholm Cancer Congress due to major causes such as strikes, fires, terrorist attacks, damages or other fatalities, so long as this arises from a cause non-attributable to ECCO, ECCO shall only be obliged to reimburse the payments received subject to deduction of any costs it has incurred in preparing the event.

**Bankruptcy or Liquidation**

In the instance that the exhibitor becomes bankrupt or enters into liquidation other than for the purpose of restructuring or merger, or has a receiver appointed, the organiser shall be at liberty to terminate immediately the contract with the exhibitor, to cancel the allocation of exhibition space to the exhibitor and to forfeit all sums paid by the exhibitor.

**Security and Insurance**

Neither the organiser nor its contractors shall be responsible for the safety of any exhibit or other property of the exhibitor or any person. Neither the organiser nor its contractors shall be responsible for the loss, 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 exhibitor shall indemnify the organiser and its contractors to third persons, as a result of any act or omission of the exhibitor, his staff, agent or personnel hired on a temporary basis to staff the exhibition stand. As the organiser and its contractors will accept no responsibility for any of the foregoing matters, the exhibitor should affect his/her own insurance against any risk of loss due to theft or negligence, damage, injury or liability. The exhibitor agrees not to pursue the organiser for any aforementioned risks.

**Enforcement of Rules**

Applies equally to all. All exhibitors and organisers of Satellite Symposia must comply with all rules and policies established by ECCO. The ECCO Board of Directors has established a system of penalties which may be applied when violations occur.

**Violation Procedure**

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

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

If the company refuses to comply, ECCO staff will report alleged violations to the Congress Committee. After considering the available evidence, a representative of the relevant 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 Congress. Appeals may be made to the ECCO Board of Directors.

**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: The loss of right to participate at the next European Multidisciplinary Cancer Congress.
Claims Procedures, Place of Performance and Jurisdiction

All claims by the exhibitor against ECCO must be in writing. The maximum time lapse is 3 months from the closure of the Congress. Agreements which deviate from these conditions or from the supplementary regulations must be in writing; facsimile signature will suffice. The contract is governed exclusively by Belgian law; the English text is authoritative.

Final Clause

In cases not covered by the regulations in this Invitation to Industry, ECCO’s interpretation shall be final.

Exhibition Guiding Principles

Exhibition Area

The 2011 European Multidisciplinary Cancer Congress, organised in partnership with ESSO, EACR, EONS, and SIOPE will be held in Hall C of Stockholm International Fairs.

The rental rate for exhibition space covers floor space only.

All services (water, electricity, telephone, compressed air, etc.) will reach stands via the service ducts located within the floor. Connections to these services must be made by the exhibition services of Stockholm International Fairs only.

Hall Information

– The ceiling height is 7,20m
– There are no pillars in Hall C
– The Exhibition hall is covered with a concrete floor. Your exhibition space must be carpeted. Tape used to fix carpet needs to be fully removable
– The floor bearing capacity (net load) is 2 tons/sqm
– Power supplies and other utilities will be supplied into your stand via the floor
– Water connections are available through channels in the floor (or can be provided via the ceiling prior to approval by the Congress centre and the organiser).

Stand Activity and Promotion

Each exhibiting company will be listed in the Programme Book with their company name, stand number, contact person and contact Email address, as well as online via the ECCO website at: www.ecco-org.eu. Deadline for submitting your company description is 08 July.

• Approval
  The main activity of any exhibition stand should be the presentation of the exhibiting company and/or its products or services. The use of photographers, portrait artists or other performers is not allowed without the written permission of ECCO.
• **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 space as long as no disturbance is caused. Sound and lighting effects should be contained within each stand area. If ECCO judges that a disturbance is being caused the exhibitor is to halt the activity immediately. If this is not done, ECCO 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 regulations.

Licensing for copyrighted work is the sole responsibility of the exhibitor.

• **Photography and filming**
No part of Stockholm International Fairs or of the Exhibition may be photographed or filmed without the permission of ECCO or of the relevant exhibitor. ECCO is entitled to photograph, draw or film the installations and stands, as well as the exhibits thereon and to use these reproductions in its publications and in the press.

The exhibitor is entitled to photograph or film his own exhibition stand during Exhibition hours. Any industry-sponsored closed circuit television programming in hotels should take place outside official Congress hours and should contain content owned by that organisation. Misuse of content owned by ECCO is likely to result in legal proceedings.

• **Quizzes: activities with winners**
Exhibitors shall refrain from:
- holding lotteries
- organising games of chance
- using "market stall" techniques
- distributing "gimmicks" without scientific or product references
- using performing artists.

Only quizzes with a scientific content can be held at the stand. Any such activity must be approved by ECCO. Interactive technology-based quizzes may be accepted provided the focus remains on scientific knowledge with no negative impact on the Exhibition area or other rules within this document.

Quizzes: times allowed
Quizzes may be held at any time during exhibition opening hours provided the focus is on the scientific content presented on the exhibit.

Quizzes: prizes
Participation can be rewarded with a prize. However, the prize should be the same for everybody. "Drawing winners" is not allowed. Maximum purchase value of prizes must not exceed 10 EUR and all prizes should be declared to ECCO. Certain items such as digital cameras and MP3 players are not considered appropriate – prize approval is at the discretion of ECCO. For more advice on prize approval before placing orders, please contact Adline Lewuillon via Email at: adline.lewuillon@ecco-org.eu
This means that each exhibitor should declare all prizes in advance with a description and price, sending either a digital image via Email at: adline.lewuillon@ecco-org.eu or a sample to Adline Lewuillon at ECCO, Av. Mounier 83, 1200 Brussels, Belgium.

If the purchase value of a prize is questioned by ECCO, each exhibitor is expected to show proof of purchase value – either before or during the Congress. Non-compliance will be considered a violation of these regulations and treated according to the procedure published in the document.

In the case of scientific information carriers (e.g. slide set, CD ROM, USB stick, etc) where materials are pre-loaded with non-commercial data, the value of prizes may increase.

These stand activities should be "low profile" and no blatant publicity should be made. All prizes must be approved by ECCO.

**Giveaways**

Notwithstanding the legal responsibilities of each exhibitor at his own stand, the ECCO Board of Directors has accepted the policy that small giveaways are acceptable at the exhibition with a maximum retail value of 10 EUR. The distribution of giveaways should be low profile and should in no way overshadow the main activity of the stand. The activity must not disturb neighbouring stands or cause queues outside the stand area.

Giveaway items should:
- be legal in the Congress hosting nation, in terms of the item itself and the product is advertises
- should not exceed 10 EUR – proof of value must be provided during Congress when demanded by ECCO, otherwise this will be considered a violation of these regulations
- be safe for the user and not endanger health or reputation of Congress participants or ECCO.

Distribution or display of materials by an exhibitor or its agents is limited to:
- the company's Exhibition space only
- the "display area" which will be specially set up for that purpose and marked as such
- industry hospitality suites.

In the case of printed material, the intellectual ownership of content should not be a cause for dispute and images should not cause offence. Additionally, any quoted references should be clear and follow internationally accepted principles; scientific claims should be based on accepted evidence. ECCO's decision on such matters will be considered final.

**Special Effects**

"Special effects" lights, laser, sound and video projection/recording on the stand will only be allowed when the effect is limited to the stand area rented, it is proven that there is no health or safety risk and when written permission of ECCO has been granted.
Exhibitors are not permitted:
- to display or use names or trademarks which may be misleading or cause hindrance to the exhibitors at other stands or to visitors to the 2011 Stockholm Cancer Congress
- barring exemption applied for and granted, to sell goods against surrender of the purchased items or to receive money in any way for goods sold or offered for sale or for services rendered
- to affix sold-tags to goods on display
- to remove exhibits from the stand, to add exhibits to the stand or to cover (parts of) exhibits on the stand

Stands should not be dismantled or removed prior to the end of the exhibition.

**Staffing on Stands**

The space assigned to the exhibitor shall be staffed during the setup, opening and dismantling periods. The exhibitor shall make sure that either he/she or a person authorised by him/her is present at the site at all times. Unattended stands are a security risk to the exhibitor and - during open times - are discourteous to delegates, fellow exhibitors and ECCO. Such cases will be considered as a violation of the regulations.

**Promotion Rights**

The use of any ECCO corporate branding and visuals is strictly forbidden in any advertising, publicity, signage, product, printed matter, film, video, other media, etc. without prior request and subsequent written approval from ECCO.

The exhibitor is entitled to use the conference logo on invitations and promotional documents directly related to participation in the exhibition. The conference logo can be obtained in electronic format from the organiser. Only the official logo can be used. A print proof is required by the organiser for authorisation before printing. The unauthorised use of the conference logo is strictly prohibited.

**Pharmaceutical Product Promotion**

Exhibitors showcasing pharmaceutical (or pharma-dependent) products are advised to consult the advice of the Codes of Practice for the Promotion of Medicines presented by the European Federation of Pharmaceutical Industries and Associations and International (International Federation of Pharmaceutical Manufacturers Associations) bodies. All of these Codes are available online:

- **EFFPIA:**
  Also visit the [Code of Practice of the Swedish Pharmaceutical Industry](http://www.efpia.eu/content/default.asp?PageID=559&DocID=3483) (click for direct access)

- **IFPMA:**

In all cases, exhibitors are responsible for ensuring that their promotion during the Congress is legally and ethically acceptable in Sweden.
Children

Children under the age of 16 are not permitted in the Congress Centre. Exhibitors and their agents are advised that their staff must be over the age of 16 and legally employed within a European country.

Animals

Animals are not allowed in the exhibition and should not be used on exhibits. Trained guide dogs for those with visual impairments are permitted but please advise a member of ECCO Staff upon entering the Congress Centre.

Stand Construction

- Stand design
  Every exhibitor must submit an exact statement of the dimensions of their stand, as well as plans and descriptions. Those companies renting a stand module from Stockholm International Fairs should submit the package type, dimensions & non-standard items such as display screens and catering areas.

  This information must be sent to the Congress Secretariat by Email to Adline Lewuillon at: adline.lewuillon@ecco-org.eu before 29 July 2011. The drawings must clearly indicate the planned layout, equipment and furnishing of the stand, including the signage and visuals. Also indicated must be the location of power outlets, electricity cables, moving parts, details of raised floors, water as well as telephone and ventilation installations. Please supply:
  - a scaled top view drawing
  - a scaled side view drawing
  - a 3-dimensional drawing (or photograph)

  Indicating the various heights and the open/transparent spaces will, in principle, be sufficient. If special construction is planned (information towers, moving parts, etc) additional information will have to be submitted.

- Responsibility to neighbouring stands
  The 2011 European Multidisciplinary Cancer Congress, organised in partnership with ESSO, EACR, EONS, and SIOPE is a long standing event with a reputation of equity in its dealing with all participants. The responsibility of ensuring a fair and balanced experience for all is shared by all participants.

  Each exhibitor is asked to consider, therefore, the impact of the stand construction on neighbouring exhibits. If there is a danger of unfairly "blocking" another stand from view, even when adhering to all other elements of these regulations, this should be mentioned when submitting plans. Failure to do so would breach the spirit of the exhibitor's contract with ECCO and in such cases the exhibitor responsible will be expected to make such changes as necessary at his/her own cost. In such cases, the decision of ECCO will be considered final.
• Approval
ECCO will send an approval to the exhibitor and/or the exhibitor’s agent. Only with this approval shall the stand be deemed eligible for construction.

NO APPROVAL MEANS NO PERMISSION TO CONSTRUCT THE STAND – RESULTING COSTS ARE ENTIRELY AT EXHIBITOR’S EXPENSE.

Any setup or installation which does not comply with the standard specifications or with the designs approved of by ECCO must be corrected by the exhibitor before the opening of the Exhibition. Failure to do so will result in correction being made by ECCO. All expenses for these corrections will be payable by the exhibitor. ECCO accepts no responsibility for damage caused by these corrections.

Exhibitors are strongly encouraged to consider potential stand activities such as demonstrations, presentations, storage, hosted quizzes and hospitality when planning stand usage.

• Shell scheme stands
Shell scheme stands provided by Stockholm International Fairs will be uniform stands with uniform graphics, height and design. Partition walls will be 2.5 m high, painted in white.

• Constructed stand height
The maximum building height is 4.50 m.

• Stand transparency
For island (4 open sides) and peninsula (3 open sides) stand types, ECCO requires that line of sight through the stand be possible from aisle to aisle for at least 40% 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.

• Accepted stand types & aisle carpeting
Two-storey structures are not permitted. Arches, bridges or similar constructions connecting 2 stands are not allowed, nor are L & U shape island stands.

For some locations, companies renting separate spaces are allowed to visually link these up by carpeting the aisles in-between, provided an additional rental rate of 30% of the standard rate is paid for the total surface of the aisle. No constructions of any kind are allowed in the aisles. Companies renting aisle space are allowed to brand the aisle carpet with the company logo.

• Separation walls
All peninsula, corner (2 open sides) and in-line (1 open side) stands must be separated from the neighbouring stand(s) by means of a separation wall (Stockholm International Fairs can supply this if required). In principle, this separation should be 2.5 m high, and finished on all sides. The separation wall is considered as part of the stand design and should be indicated on the stand drawings.
In cases where an exhibitor fails to supply and install a necessary separation wall, ECCO will arrange for walls to be erected (and floor covering to be laid, if necessary) at the exhibitor's expense.

**Back walls**
The rear side of each stand shall be designed and decorated by the exhibitor to whom this stand belongs, provided that the interests of the neighbours are not affected thereby. Walls constructed on an open side should be visually appealing to adjacent exhibits – some suggestions include screens with moving displays, scientific posters and colourful design and lighting.

**Open sides of a stand**
Walls erected on the open sides of a stand must be 30 cm inset from the edge of the stand, must not be longer than 1/3 of the length of the stand and should be no higher than 2,5 m.

It is not allowed to erect walls, glazing or other constructions on or within 30 cm of the perimeter of island stands. This also applies to the open sides of peninsula, corner and in-line stands. Stands should be fully accessible on all "open" sides. Requests to be partially exempted from this rule should be submitted in writing to the organisers.

**Keep aisles clear**
Island stands are separated the width of an aisle from all neighbouring exhibits. Demonstration areas may not be set on the aisle line of the exhibit; space must be left within the stand area for the spectators. Should the spectators interfere with the normal traffic flow in the aisle or overflow into neighbouring exhibits, the presentation must be limited or stopped immediately. No objects, including signs or advertisements, may project into the visitors' aisles.

**Positioning of the stand**
Access to the doors, windows, fire alarms, hydrants, portable fire extinguishers, fuse boxes, line poles and circulation must be kept free from obstruction at all times.

**Stand flooring**
The stand floor must be adequately covered, for instance with carpeting or carpet tiles. The floor area of the stand must not be covered with paint or glue. Carpeting must only be held in place by its own weight on the floor or by adhesive tape. These items must be removed by the exhibitor at the end of the exhibition. It is forbidden to place mortar directly on the floor, to nail with percussion tools or to paint with spray guns.

**Positioning of Exhibits**
The exhibitor is not allowed to place articles to be exhibited in a manner which, in the opinion of ECCO, affects or hinders neighbouring stands, e.g. with regards to the visibility of the neighbouring stands. Articles to be exhibited must be kept within the stand perimeter. The exhibit should pose no danger to participants.

Any structural or display element which does not satisfy the organisers and/or the venue officials in terms of safety must be made safe or removed.
Presentations and Quizzes

Companies wishing to arrange or sponsor Sessions are invited to arrange a Satellite Symposium, as detailed elsewhere in this Invitation. Exhibit space is intended to display scientific information on products and/or services, therefore positioning auditoria on stand areas is not permitted.

This does not exclude companies from giving product based presentations, but the area set aside for an audience should resemble a theatre – therefore no more than 10 seats should be provided and this area should not be covered. It should be positioned well within the stand area (not less than 3 m from the stand perimeter).

The focus of presentations should be product-related information and not the presenters themselves. Where key opinion leaders are presenters, their presence should be discrete and not publicly advertised.

The same rule applies for areas dedicated to quizzes: they should be positioned well within the stand area (not less than 3 m from the stand perimeter).

All such activities require the prior approval of ECCO.

Platform Floors

The use of wooden platforms is recommended for stands with water piping and/or a lot of electrical wiring; a stand construction agency will be able to advise on this matter. Since main supplies (water points, drainage, electricity, phone and data lines, compressed air etc.) are supplied over the floor from the service duct to the exact location where the exhibitor needs them, it is strongly recommended to use platforms for most stands.

Exhibitors employing such platforms should adhere to the following:
- the platform must allow easy access to those in wheelchairs; part or all of the edges should be sloped for this purpose on each open side of the stand
- the maximum height allowed, measured from floor level to the top of the platform is 0,14 m without protection by a balustrade of at least 1,1 m in height
- the platform sides must be closed and neatly finished
- the platform edges must be safe (secured shape and easily visible)
- platforms should be placed within the perimeter
- the platform must allow easy access to service points in case venue technicians require access.

Stand Roofing

Stand walls and ceilings shall be made of classified fire-retardant materials, i.e., as good/better than wood. Particle board, non-porous fibreboard, plywood, etc., are acceptable.

Ceilings on covered or enclosed stands greater than 30 sqm require sprinkling or fireguards. When selecting materials for ceilings exceeding 30 sqm, the Security Officer at the trade fair must be contacted: Tel: +46 8 749 42 12, Fax:+46 8 99 66 36.
Fire-retardant materials must be approved according to one or more of the following classifications: SS 02 48 21, SIS 65 00 82, Euroclass A1, A2 or B-s1.d0.

Approval or certificates must be readily available at the display if it is not clear in any other way that the material in question is safe. Type approval can be replaced by a written statement from Statens Provningsanstalt [Swedish National Testing and Research Institute]. Type approval or certificates must be available at the stand, unless it is made clear in some other way that the material can be approved. Cloth ceilings and other décor must be impregnated against fire. Impregnating agents can be purchased at the Service centre.

**Stand Access**

Exhibitors are obliged to grant official supervisory staff and accredited representatives of Stockholm International Fairs access to their stands.

Exhibitors, their staff and all visitors must obey the instructions of the above officers. In the event of a fire or other hazard all those present must leave the endangered area at once when directed to do so by a member of the safety and security staff.

**Suspension Points**

It is forbidden by the organiser to hang or drop anything from the ceiling or walls of Stockholm International Fairs.

**Air Conditioning**

Devices with hot air condensation are prohibited inside the halls.

**Cleaning & Refuse**

**Refuse collection**

During Exhibition opening times ECCO will take care of the general cleaning of the venue and the aisles – that is, daily waste left by delegates. Exhibitors are responsible for cleaning their own exhibit and disposal of waste generated - before, during and after the event. Failure to comply with this procedure shall render the exhibitor liable for the cost of clearance by the organiser or its contractor.

Exhibitors should manage (contract and pay for) their waste removal through Stockholm International Fairs. An order form will be available in the forthcoming Exhibitors’ Manual.

"Wild tipping" or disposing of bulk waste without payment will be considered a serious violation of these regulations - the exhibiting company responsible will face the minimum penalty of losing all accrued 2011 Stockholm Cancer Congress points.

**IMPORTANT:** Unattended rubbish left in aisles during Exhibition Opening Hours will be removed – charged to the Exhibitor concerned.
Fire and Safety Regulations

Any goods on your stand will constitute part of your stand and will be subject to these regulations.

- General materials
  Stand construction, installation of materials and poster supporting structures should be sufficiently stable to ensure public safety. Exhibit cases and displays should be sanded down/finished to ensure that they will not inflict wounds. Clear glass elements should display warning signs at eye level.

- Fire inspection
  Before the Exhibition opens, ECCO and Stockholm International Fairs will carry out a fire inspection of the Exhibition area. Exhibitors’ selection of building and decor material will also be inspected.

  Illuminated signage, fire extinguishers, fire hydrants or other protective equipment or material may not be covered or obstructed.

- Stand walls
  Stand walls will be made of classified fire-retardant materials, i.e. as good as/better than wood. Particle board, non-porous fibreboard and plywood are acceptable.

- Decorative materials
  Fire-retardant materials must be approved according to one or more of the following classifications: SS 02 48 21, SIS 65 00 82, Euroclass A1, A2 or B-s1,d0.

  Approval or certificates must be readily available at the display if it is not clear in any other way that the material in question is safe. Type approval can be replaced by a written statement from Statens Provningsanstalt [Swedish National Testing and Research Institute]. Type approval or certificates must be available at the stand, unless it is made clear in some other way that the material can be approved. Cloth ceilings and other décor must be impregnated against fire. Impregnating agents can be purchased at the Service centre.

- Smoking ban
  Smoking is strictly prohibited in all public indoor areas, including private areas of exhibit space.

- Flammable products
  Notification of the handling and installation of flammable products should be given well before the event. This should be made in writing and sent to Stockholm International Fairs for approval quoting the name of the event and stand number, via Email at: Niddi.Isaksson@stofair.se.

  The storage and use of compressed gas and/or liquid gas in the exhibition halls or on the exhibition grounds is not allowed. Welding and spray work within the confines of the Exhibition premises is prohibited. Only fireproof adhesives may be used for gluing work within the Exhibition premises.
- **Open fire**  
The use of open fire or unprotected flames is prohibited.

- **Pyrotechnics**  
Explosive or pyrotechnical materials must neither be used nor taken into Stockholm International Fairs' area - either indoors or outdoors - without written permission from ECCO and Stockholm International Fairs.

- **Hot work**  
Hot work such as welding, soldering, cutting, and circular-motion grinding, drying, heating or work over naked flame is not permitted within Stockholm International Fairs without the special permission of the Exhibition service.

- **Emergency exits**  
Escape routes and emergency exits (indoors and outdoors) should be kept free from any obstruction and remain fully visible at all times. Similarly, for fire fighting equipment: fire safety signs and emergency wall phones; no products/company signs, decorations or stand roofs should be placed above an emergency exit or any other existing signs.

- **Heating/cooking**  
Stoves, heaters and open fires may not be used for any purpose, including cooking, frying or baking. This also applies to demonstrations.

### **Goods Not Allowed**

The following goods are not admitted into Stockholm International Fairs:  
Goods causing nuisance by their smell or otherwise, or appliances emitting objectionable noises or radiating disturbing light; any hazardous objects that have not been mentioned in the stand construction design but have been introduced by the exhibitor.

Cordless communication devices may be used as long as they do not interfere with Stockholm International Fairs' own appliances. Exhibitors wishing to use these devices should notify the brand name, frequencies to be used and range when submitting a stand design for approval.

Combustion engines - any machine (generating sets, compressors, etc) with an internal combustion engine, whatever the use, is forbidden inside Stockholm International Fairs.

### **Storage of flammable goods**

Empty packaging, rubbish, trash, wood, paper, straw, cardboard and other flammable material must not be stored in the halls.

### **Responsibility**

Exhibitors are fully responsible for all displays and demonstrations they organise.
**Organiser's Security**

ECCO undertakes the general surveillance service of Stockholm International Fairs, day and night.

Extra security - for exhibitors requiring guards, a Security Staff order form will be available in the Exhibitors’ Manual.

**Valuable Goods**

The exhibitor shall be responsible for the surveillance of his/her stand and exhibit during the Exhibition opening hours. Exhibitors are recommended to pay even closer attention to the exhibits during the stand construction and dismantling periods. Valuable objects, which may easily be removed, should be locked away at night. ECCO accepts no responsibility for goods stolen from exhibits at any time.

Exhibitors should not leave removable/valuable goods unattended on the stand at any time, particular attention should be given to goods awaiting collection from the freight forwarder.

**Insurance**

While on the premises, exhibition goods and packaging materials shall be insured at the expense and risk of the exhibitor. Exhibitors should therefore contact their own insurance company. Exhibitors will be liable for the safety of participants on and around their stand area. In accepting ECCO terms of sale, the exhibitor undertakes to indemnify ECCO against any and all losses resulting from an unsafe construction, unsafe exhibits, or the actions/inactions of its staff.

ECCO requires all exhibitors to provide adequate insurance cover for public liability protection.

**Catering**

All catering offered within exhibit areas should be ordered from Stockholm International Fairs. Order forms will be available in the Exhibitors’ Manual.

Exhibitors may not sell food or drink for consumption on the premises. All companies offering hospitality are reminded of their responsibilities for hygiene and food safety.

Exhibitors are also encouraged to guarantee healthy and balanced catering service to their delegates.

**Customs, Taxes and Duties**

The exhibitor will pay the various taxes and duties he might owe resulting from his taking part in the exhibition.
**Exhibition Floor Plan**

**Congress & Exhibition Layout**

ECCO reserves the right to deviate from the stand confirmation and to allocate a stand in a different location, to alter the size of the stand, to re-locate or close entrances and exits on the Exhibition grounds and/or in the Congress Centre and to carry out any other structural alterations providing it has a substantial interest in such measures.

**Stand Moves**

ECCO reserves the right to make changes to the layout of the Exhibition and stand assignment should unforeseen circumstances require such action. Alterations to the agreement will only be made after mutual consultation. Should the interests of the exhibitor be unreasonably impaired, he/she may withdraw from the contract in writing within 1 week after receipt of notification of the type of alteration. ECCO accepts no responsibility for any damage which may result from such changes.
Sponsorship & Advertising

Congress Materials

‘Going green’ no longer translates in choice – it is the clear responsibility of us all to protect the future of our planet, our environment for today and for future generations to come. To support our environment-friendly efforts at the 2011 Stockholm Cancer Congress as well as promote the ‘green’ aspect of corporate and social responsibility, we particularly encourage our partners to select environment friendly Congress materials. Sponsors opting for ecological products will be specially recognised as green supporters of the Congress.

Delegate Bag Exclusive Sponsorship *(Allocated)*

- Exclusive sponsorship of the official 2011 Stockholm Cancer Congress delegate bag with corporate name and logo permitted.
- The official and exclusive 2011 Stockholm Cancer Congress delegate bag is one of the most popular sponsorship opportunity items.
- The delegate bag will contain the 2011 Stockholm Cancer Congress Programme Book, Abstract Book, Pocket Programme, CD-ROM vouchers, 2013 Amsterdam Cancer Congress First Announcement, notepad and pen
- Only 1 insert from the delegate bag sponsor (DIN A4, max. 2 pages) will be allowed.
- Distribution of 16,000 delegate bags to all onsite participants duly registered.

Rate: 40,000 EUR excl. VAT.

The cost of this item excludes VAT and the cost of producing the bag. This sponsorship rate only covers the right of exclusive sponsorship. The production of the bag and/or branding of the bag will be discussed directly with the Congress Secretariat and the sponsor will be encouraged to select an environmentally friendly delegate bag.

Congress Notepads Exclusive Sponsorship

- Exclusive sponsorship of the official 2011 Stockholm Cancer Congress notepads.
- Placed in every congress bag with the sponsor corporate logo permitted.
- Distribution of 16,000 units.

Rate: 10,000 EUR excl. VAT.

The cost of this item excludes VAT and the cost of producing the notepads. This sponsorship item rate only covers the right of exclusive sponsorship. The production of the notepads and the type of notepad and/or branding will be discussed directly with the Congress Secretariat and the sponsor will be encouraged to select an environmentally friendly notepad (recycled paper).
Pens Exclusive Sponsorship

- Exclusive sponsorship of the official 2011 Stockholm Cancer Congress pens.
- Placed in every congress bag with the sponsor corporate logo permitted.
- Distribution of 16,000 units.

Rate: 10,000 EUR excl. VAT.

The cost of this item excludes VAT and the cost of producing the pens. This sponsorship item rate only covers the right of exclusive sponsorship. The production of the pens and the type of pens and/or branding will be discussed directly with the Congress Secretariat and the sponsor will be encouraged to select an environmentally friendly pen.

Lanyards Exclusive Sponsorship (co-branded with the 2011 Stockholm Cancer Congress branding)

- Exclusive sponsorship of the official 2011 Stockholm Cancer Congress lanyards (co-branded with 2011 Stockholm Cancer Congress branding), with company name and logo, given to all registered delegates on site.
- The popular and highly visible lanyard holds the badge all delegates have to wear throughout the Congress.
- Distribution of 16,000 units.

Rate: 25,000 EUR excl. VAT.

The cost of this item excludes VAT and the cost of producing the lanyards. This sponsorship item rate only covers the right of exclusive sponsorship. The production of the lanyards and the type of lanyards and/or branding will be discussed directly with the Congress Secretariat and the sponsor will be encouraged to select an environmentally friendly lanyard.

Stockholm Public Transportation Passes Sponsorship

- Exclusive sponsorship of the official 2011 Stockholm Cancer Congress public transportation.
- The public transportation passes will be included as a voucher with the delegate badges.
- Distribution of 16,000 vouchers for all on site participants duly registered.

Benefits Package:
- Acknowledgment as public transportation sponsor in the Congress Programme Book
- Acknowledgment as public transportation sponsor on the Congress website
- On site recognition
- Company logo on all 16,000 vouchers

Rate: 30,000 EUR excl. VAT.
PLEASE NOTE: ECCO offers the sponsorship of the public transportation passes as an environment friendly opportunity. The sponsor will be explicitly acknowledged as "Green Supporter".

**Giveaway Exclusive Sponsorship**

*(inserted in the delegate bags)*

One company is exclusively invited to provide 1 branded Congress giveaway inserted in the bags (16,000). The item is subject to approval by ECCO and will be co-branded with the 2011 Stockholm Cancer Congress branding.

- Distribution of 16,000 units.

**Rate: 30,000 EUR excl. VAT (excluding production cost for the giveaway).**

The cost of this item excludes VAT and the cost of producing the giveaway. This sponsorship rate only covers the right of exclusive sponsorship. The production of the giveaway and branding will be discussed directly with the Congress Secretariat.

**Congress Services**

**Internet Zone**

The Internet zone allows attendees to access their Email, the Word Wide Web, the Congress Searchable Programme, the Exhibitor Directory and other useful Congress information.

An Internet zone of 100 computers will be located in the Congress Centre.

**Benefits Package:**

- Sponsor’s corporate logo (no product/brand name) on start-up page
- Link to sponsor’s corporate website on start-up page
- Right to use corporate logo as a screen saver on the terminals
- Sponsor’s corporate logo on the desks
- Standard sponsorship acknowledgement in the Programme Book and in the Pocket Programme

**Rate: 45,000 EUR excl. VAT (maximum 2 sponsors will be accepted).**
**Wifi Internet Access**

There is an increasing number of delegates attending conferences with their own laptop. Today, 80% of laptops have wireless capabilities and enable their users to access their mails and browse the Internet from almost anywhere (airports, restaurants, conferences). Since interacting with people means presenting, exchanging information, WIFI access is a 'must have', offering tremendous visibility for sponsors.

Wifi Internet access will be available throughout the Congress Centre.

**Benefits Package:**
- Sponsor's corporate logo on start-up page
- Link to sponsor's corporate website on start-up page
- Sponsorship acknowledgement in the Programme book and in the Pocket Programme

Rate: 17,500 EUR excl. VAT (a maximum of 2 sponsors will be accepted).

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**Messaging Screens**

A minimum of 10 messaging screens will be displayed throughout the Congress Centre for the duration of the Congress showing important information and messages for Congress delegates.

**Benefits:**
- Advertisements on these screens will permanently carry the sponsoring company name and corporate logo. (Other company names might appear on these screens when announcing general congress information).

Rate: 35,000 EUR excl. VAT (exclusive sponsorship).

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**Overflow Lounge**

An overflow area will be offered to Congress delegates who wish to attend a session which is full. This is another ideal opportunity to increase visibility since this is naturally a 'catchment hub'.

**Benefits Package:**
- Corporately branded overflow lounge featuring sessions' overflow screens and seating
- Sponsorship acknowledgement in the Programme book and in the Pocket Programme
- Right to use corporate logo as a screen saver on the overflow screens
- On site recognition.

Rate: 75,000 EUR excl. VAT
**Electronic Voting Paddles**

Electronic voting paddles will be used on a daily basis for debate polling in several lecture halls.

**Benefits Package:**
- Branded voting paddles will be included in all delegate bags (16,000)
- Sponsor’s logo on each voting paddle
- Acknowledgment in Programme book and in the Pocket Programme.

Rate: 75,000 EUR excl. VAT (exclusive sponsorship)

**The 2011 Stockholm Cancer Congress Photo Booth – with a difference!**

A unique experience for all participants: our photo booth visitors will be captured on camera sharing their thoughts, comments and enthusiasm with us during 3 days of the Congress! The best of each day’s footage will then be edited and prepared for transmission on selected plasma screens throughout the Congress for all to enjoy and will also be transmitted via the Congress website.

Upon leaving the booth, participants will be given a special memory to mark their attendance – an ‘OncoPeople’ souvenir photo of themselves!

The novelty of this 2011 Stockholm Cancer Congress experience will not only entertain but also enrich the Congress by generating comment and feedback on and around the sessions, the speakers, the big cancer issues of the moment – indeed anything the participants are particularly excited about!

**Benefits Package:**
- Acknowledgment on the Congress website
- Acknowledgment in the Programme book
- Sponsor corporate logo on the branded Photo Booth

Rate: 25,000 EUR excl. VAT (exclusive sponsorship)

**Water Dispensers**

A minimum of 10 dispensers will be placed at strategic points throughout the Congress centre.

**Benefits Package:**
- Standard acknowledgement in the Programme Book
- Sponsor’s logo on each dispenser.

Rate: 5,000 EUR excl. VAT (exclusive sponsorship)
**Fresh Fruit Station**

Surprise and refresh Congress delegates with fresh fruits offered throughout the Congress centre on a daily basis!

**Benefits Package:**
- Standard acknowledgement in the Programme Book
- Sponsor's logo on each fruit station (2 stations will be provided).

**Rate:** 12,500 EUR excl. VAT for 2 fruit stations

**Hand Sanitisers**

A popular hygiene-enhancer for participants, this item will yet further increase visibility throughout the Congress.

**Benefits Package:**
- Standard acknowledgement in the Programme Book
- Sponsor’s logo on each hand sanitiser (Hand sanitisers will be made available throughout the congress centre)

**Rate:** 35,000 EUR excl VAT (including production cost for the hand sanitiser)
### Advertising

<table>
<thead>
<tr>
<th>Item</th>
<th>Price (excl. VAT)*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2011 Stockholm Cancer Congress Preliminary programme – Distribution: print-run 25,000</strong></td>
<td></td>
</tr>
<tr>
<td>Outside back cover*</td>
<td>12,500 EUR</td>
</tr>
<tr>
<td><strong>2011 Stockholm Cancer Congress Advance Programme/Call for Abstracts – Distribution: print-run 25,000</strong></td>
<td></td>
</tr>
<tr>
<td>Outside back cover*</td>
<td>30,000 EUR</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>20,000 EUR</td>
</tr>
<tr>
<td><strong>2011 Stockholm Cancer Congress Programme Book – Distribution: on site to all attendees</strong></td>
<td></td>
</tr>
<tr>
<td>Outside back cover*</td>
<td>22,500 EUR</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>10,500 EUR</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>10,500 EUR</td>
</tr>
<tr>
<td>Inside page facing table of content</td>
<td>12,000 EUR</td>
</tr>
<tr>
<td>Inside page</td>
<td>4,000 EUR</td>
</tr>
<tr>
<td>Inside double spread pages</td>
<td>8,500 EUR</td>
</tr>
<tr>
<td>Bookmark</td>
<td>12,500 EUR</td>
</tr>
<tr>
<td><strong>2011 Stockholm Cancer Congress Pocket Programme – Distribution: on site to all attendees</strong></td>
<td></td>
</tr>
<tr>
<td>Outside back cover*</td>
<td>17,500 EUR</td>
</tr>
<tr>
<td><strong>2013 Amsterdam Cancer Congress First Announcement – Distribution: on site to all attendees</strong></td>
<td></td>
</tr>
<tr>
<td>Logo on First Announcement*</td>
<td>10,000 EUR</td>
</tr>
</tbody>
</table>

* No drug related adverts are allowed on the outside back covers of official 2011 Stockholm Cancer Congress and 2013 Amsterdam Cancer Congress publications.

Companies will be informed in due time about the technical specifications and deadline for receipt of the PDF file.

In signing the Advertising booking form, companies declare their acceptance of the conference regulations.
Abstract Book
The Abstract Book will be published with Elsevier in the EJC Supplement. EJC is the official journal of ECCO – the European CanCer Organisation.

Circulation: 17,500 copies (onsite to all participants + to all subscribers). The EJC Supplement is also sold in bulk and as single copies to individuals, libraries, institutes and agencies.

Companies can purchase advertising space in the Abstract Book Supplement – please contact:

Sarah Jane Cahill
Senior Business Development Manager
ELSEVIER
32 Jamestown Road
London
NW1 7BY
United Kingdom
Tel: +44 (0) 207 424 4538
Email: s.cahill@elsevier.com

Advertising items other than listed above will be subject to the approval of the Congress Secretariat. Advertising on hotel key cards is NOT permitted.

Congress Newspaper
OncoPost & OncoPeople is the official newspaper of the 2011 Stockholm Cancer Congress – an enjoyable must-read for all participants with up-to-the-minute news, features, reports, interviews and next day highlights.

The first issue will be available upon registering on Friday 23 September and issues 2 & 3 will be made readily available throughout the Congress Centre. Each edition will also be published online at: www.ecco-org.eu following the respective day of circulation in print at the Congress Centre.

OncoPost & OncoPeople is published by Biermann Verlag GmbH. Companies can purchase advertising in this publication by contacting:

Katrin Groos
Head of International Marketing
Biermann International Media Group
Otto-Hahn.Str. 7
D-50997 Köln
Germany
Tel: +49 (0) 2236 373 504
Email: kg@biermann.net
**Payment & Cancellation Policy**

**Terms of Payment**

A first deposit of 50% of the total amount is payable by the sponsor within 2 weeks following the confirmation and shall be paid within 30 days of the date of the invoice. The balance (50%) is due by 28 February 2011. Corresponding invoices are sent out by the organiser in due time before the deadline for receipt of payment.

Direct transfer payments are preferred and should be made into the established conference account, indicating the invoice number. Sender's bank charges will be at the expense of the sponsor. Crossed cheques or bank drafts should be made payable to the conference and should be sent by registered post to ECCO – the European CanCer Organisation, Attn. Thierry Hoppe, Finance Manager. Personal cheques are not accepted.

**Value Added Tax**

All opportunities offered at the 2011 Stockholm Cancer Congress are subject to local Swedish VAT. If the company is registered in another country within the EU, reverse charge procedure is applicable.

Companies registered in a country outside of the EU are encouraged to seek advice on reclaiming VAT payments.

**Cancellation Policy**

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

- If the item cannot be reallocated to another company:
  - 25% of the total rate, if the cancellation request is received in writing by 31 December 2010
  - 50% of the total rate, if the cancellation request is received in writing by 31 March 2011
  - 100% of the total rate, if the cancellation request is received after 31 March 2011.

- If the item can be reallocated to another company, the company will receive a full refund of deposits paid, less administrative fees of 10% of the total rental rate, with a minimum of 250 EUR.

**Administration Fees/Invoicing Changes**

Invoices will be addressed according to the Invoicing Data provided by the Company.

**PLEASE NOTE:** if a billing change is requested (i.e. company name change, or address change), an Administration fee of 100 EUR (excl. VAT) will be charged to the company.
Refunds

Any refunds of deposits paid will be made after the conference but not later than 31 December 2011. The company will not be entitled to any interest that the organiser may have derived from deposits made by the company. All bank charges, including sender and receiver charges, resulting from a refund related to cancellation of Satellite Symposium will be at the charge of the company.

Postponement or Abandonment

The organiser reserves the right to postpone the congress including the satellite symposia, or to transfer it to another site, if unforeseen circumstances warrant such action. Should any contingency prevent the holding of the satellite symposia, the organiser will not be held liable for expenses incurred other than the cost of rental of the slot.

Unexpected Cancellation of the Event

ECCO reserves the right to cancel the 2011 Stockholm Cancer Congress without notice or compensation in the event of force majeure causes such as strikes, fires, terrorist attacks, damages or other fatalities. In such circumstances, ECCO is free of all responsibility.

Limitation of Liability of ECCO - the European CanCer Organisation

In the event of ECCO having to cancel the 2011 Stockholm Cancer Congress due to major occurrences such as strikes, fires, terrorist attacks, damages or other fatalities so long as they arise from a cause non-attributable to ECCO, ECCO shall only be obliged to reimburse the payments received subject to deduction of any costs it has incurred in preparing the event.

Bankruptcy or Liquidation

In the instance that a company be declared as bankrupt or enters into liquidation other than for the purpose of restructuring or merger, or has a receiver appointed, the organiser shall be at liberty to terminate immediately the contract with the company, to cancel the allocation of Satellite Symposium to the company and to forfeit all sums paid by the company.

Enforcement of Rules

Applies equally to all.
All sponsors must comply with all rules and policies established by ECCO. The ECCO Board of Directors has established a system of penalties which may be applied when violations occur.

Violation Procedure

The procedure for policing and enforcing the violation is as follows:
When noticing a violation, ECCO staff will ask the company to correct the situation according to the applicable regulations.
If the company refuses to comply, ECCO staff will report alleged violations to the Congress Committee. After considering the available evidence, a representative of the relevant 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 Congress. Appeals may be made to the ECCO Board of Directors.

**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: The loss of right to participate at the next joint 2011 Stockholm Cancer Congress.

**Claims Procedures, Place of Performance and Jurisdiction**

All claims by the exhibitor against ECCO must be made in writing. The maximum time lapse is 3 months from the closure of the Congress. Agreements which deviate from these conditions or from the supplementary regulations must be in writing; facsimile signature will suffice. The contract is governed exclusively by Belgian law; the English text is authoritative.

**Final Clause**

In cases not covered by the regulations in this Invitation to Industry, ECCO decision shall be final.

**Additional Recognition**

Platinum, Gold and Silver recognition will be officially offered to the 3 2011 Stockholm Cancer Congress main partners.

Platinum, Gold and Silver Partners will be acknowledged according to their level of contribution to the 2011 Stockholm Cancer Congress and will benefit from outstanding visibility:

- **Online:**
  - on the general Congress website
  - specific acknowledgment on a dedicated webpage of the Congress website.
- **On site:**
  - in the Congress Programme Book & Pocket Programme
  - on the Congress signage and communication system (session rooms, messaging system, general signage).
Hospitality Desks, Suites & Meeting Rooms

NEW HOSPITALITY DESKS

- A limited number of hospitality desks will be offered in the Congress Centre entrance hall
- This opportunity will be reserved exclusively for exhibitors
- Only 1 desk will be allocated per company
- Hospitality desks will be made available together with the Exhibitors' Manual, in April 2011
- Applications will be considered on a first-come, first-served basis
- Official 2011 Stockholm Cancer Congress hospitality desks will be announced in the Congress Programme Book.

HOSPITALITY SUITES

Hospitality suites Stockholm International Fairs

- A limited number of hospitality suites will be offered in the Congress Centre, Stockholm International Fairs
- This opportunity will be reserved exclusively for exhibitors
- Only 1 hospitality suite will be allocated per company
- Hospitality suites will be made available together with the Exhibitors' Manual, in April 2011
- Applications will be considered on a first-come, first-served basis
- Official 2011 Stockholm Cancer Congress hospitality suites will be announced in the Congress Programme Book.

Hospitality suites Congress Hotels

- Hospitality suites are available in several congress hotels.
- Please contact MCI Stockholm directly for details on prices and sizes: stockholm11@mci-group.com

MEETING ROOMS

Meeting rooms Stockholm International Fairs

- A number of small meeting rooms are available in Stockholm International Fairs for rent.
  Further details and booking forms will be available in the Exhibitors' Manual, released in April 2011.

Meeting rooms Congress Hotels

- Larger meeting rooms are available in several Congress hotels.
- Please contact MCI Stockholm directly via Email for details on prices and sizes: stockholm11@mci-group.com
Accommodation & Group Registration

Accommodation & Social Events

MCI Stockholm has been appointed as the official local agent for 2011 Stockholm Cancer Congress and is offering hotel accommodation for both groups and individuals, and can assist in the organisation of social events and tours: stockhom11@mci-group.com

Group Registration

Companies that would like to sponsor the registration fees of a group of participants attending the conference may do so using the special group registration form and online form that will be available from the Congress website as of September 2010. A group consists of minimum 10 individuals. Smaller groups will be handled as individual registrations. Registrations shall be coordinated by one identified group contact person representing a company or travel agent.

Group Registration Rates (excl. VAT)

<table>
<thead>
<tr>
<th>Rate</th>
<th>Payment Details</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early rate</td>
<td>payment received before 04 April 2011</td>
<td>695 EUR</td>
</tr>
<tr>
<td>Regular rate</td>
<td>payment received before 08 August 2011</td>
<td>895 EUR</td>
</tr>
<tr>
<td>Late rate</td>
<td>payment received after 08 August</td>
<td>1.095 EUR</td>
</tr>
<tr>
<td>On site rate</td>
<td>payment received on site directly upon registration</td>
<td>1.195 EUR</td>
</tr>
</tbody>
</table>

Pre-registration closes on 19 September 2011 (TBC)

Deadlines

- **04 April 2011**: Deadline receipt of payment and number of participants for early rate group registrations
- **08 August 2011**: Deadline receipt of payment and number of participants for regular rate group registrations
- **08 August 2011**: Deadline receipt of full names, addresses and specialties of all group participants

Replacements and Cancellations

Replacements of confirmed registrations are subject to a charge of 50 EUR per participant. Cancellations of confirmed registrations are subject to a charge of 100 EUR per participant provided the cancellation is received before 08 August 2011. After this date no refunds will be made.
**Confirmation of Registration**

The group contact person representing a company or travel agent will receive a group confirmation number for the whole group registration. It is the responsibility of the group contact person to inform the individual members of the group about the registration. This will not be done by the Congress Secretariat.

**Application Forms & Contracts**

Please complete and return to the **2011 Stockholm Cancer Congress Secretariat**

at ECCO, Avenue E. Mounier 83,
B-1200 Brussels,
Fax: +32 (0) 2 775 02 00.
Email: adline.lewuillon@ecco-org.eu

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**Application Forms & Contracts**

- Satellite Symposium Application Form and Contract
- Educational Grant Application Form and Contract
- Exhibition Space Application Form and Contract
- Sponsorship Application Form and Contract
- Advertising Space Application Form and Contract
Satellite Symposium Application Form and Contract

- Accrued points priority will only be applied to requests received before 30 June 2010.
- Please complete electronically to avoid misinterpretations & spelling mistakes. If handwritten, use block capitals to avoid errors.
- Only completed signed forms with credit card details will be accepted.

**COMPANY NAME & ADDRESS** – the Company name & address as it should appear in official listings, e.g. In the Programme Book and printed on Exhibitor Badges.

Name: 
Contact Person: 
Address: 
Postal Code: City: Country: 
Tel: Fax: Email: 

**COMMUNICATION AGENCY** – If you have appointed a third party to act on your Company’s behalf.

Name: 
Contact Person: 
Address: 
Postal Code: City: Country: 
Tel: Fax: Email: 

<table>
<thead>
<tr>
<th>Hall C5</th>
<th>Hall A4-A5</th>
<th>Hall A6</th>
<th>Hall T1</th>
<th>Hall A7</th>
<th>Hall K11</th>
<th>Hall T5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1000 seats</td>
<td>800 seats</td>
<td>550 seats</td>
<td>400 seats</td>
<td>240 seats</td>
<td>200 seats</td>
<td>150 seats</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Friday 23 September</th>
<th>Saturday 24 September</th>
<th>Sunday 25 September</th>
<th>Monday 26 September</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00</td>
<td>12:00</td>
<td>13:00</td>
<td>14:00</td>
</tr>
</tbody>
</table>

We wish to reserve Satellite Symposium Slot(s):

Second choice: 
Third choice: 

**Corresponding Contact Person (and decision maker) during allocation period (1 -31 July 2010):**

Name: 
Direct Phone Number: Email: 

50.000 EUR (slot D)
50.000 EUR (slot L)
48.500 EUR (slot AE)
45.000 EUR (slot Z)
35.000 EUR (slot AK)
INVOICING DATA

- Only one invoice address may be used (if an invoice is subsequently requested using a different address, a 100 EUR admin. fee will be charged).
- In all cases a credit card number must be supplied as payment guarantee.
- All invoices must be settled in full by the payment date indicated in the invoice (30 days) or before the opening of the Congress should this date fall first.
- In the event that an invoice remains unpaid after a settlement date, ECCO reserves the right to deny access to the Congress.

Company or Agency to be invoiced:
Company VAT Number:
Purchase Order Number:
Contact Person:
Address:
Postal Code: City: Country:
Tel: Fax: Email:

Payment will be made by bank transfer (details will be given on the invoice) or by credit card (please fill in the following information as guarantee) to ECCO:

- Visa
- American Express
- Euro card/ Mastercard

Card Number:
Card Holder's Name:
Expiry Date: Control Code:

AGREEMENT - I hereby agree to be bound by the 2011 Stockholm Cancer Congress Invitation to Industry and all conditions expressed therein(1).

A summary of the general terms of contract is attached to this document

Date: Contact Name: Signature:

(1) This application is legally binding on the company pending its acceptance in writing by the Organiser.

Satellite Symposium Application Form and Contract - GENERAL TERMS OF CONTRACT

The following conditions of participation refer to allocation of Satellite Symposia by ECCO to companies organising a Satellite Symposium at the 2011 Stockholm Cancer Congress insofar as the contractual partners do not reach contrary agreements in writing.

Establishment of Contract

Application for a satellite symposium is made by filling in and returning the Satellite Symposium Application Form and Contract. Companies in the accrued points' priority listing must submit applications by 30 June 2010. Applications received after 30 June 2010 will be allocated on a first-come, first-served basis.

Only completed and signed application forms will be taken into consideration. By signing the application form, the company accepts the conditions contained in the Invitation to Industry and any supplementary provisions. Confirmation of the allocation of a Satellite Symposium by ECCO in writing constitutes establishment of contract between the company and ECCO. A Satellite Symposium assignment and an invoice will be sent by Email. The date of the Satellite Symposium assignment is considered to be the date of Satellite Symposium allocation. If the contents of the Satellite Symposium assignment deviate from the contents of the company's application, the contract is based on the Satellite Symposium assignment issued by ECCO unless the company protests in writing within two weeks after the date mentioned on the Satellite Symposium assignment.

IMPORTANT: for companies in the accrued points' priority listing, applications should be received and Satellite Symposium preferences confirmed by 30 June 2010 to receive the benefit of accrued points in selecting a Satellite Symposium.

Appointed Agencies

- Application for a Satellite Symposium must be submitted by the company under whose name each Satellite Symposium is to be organised. Please note: correspondence for the above items must be made exclusively between this company and ECCO.
- Companies should inform ECCO, in writing, which agency is appointed for which symposium. Otherwise no request from agencies will be taken into consideration.
- It is the role of any given agency to make initial enquiries or reservations with ECCO independently of the company.
- The 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 company itself and the company will continue to be held entirely responsible and accountable for activities organised in its name.

Procedure

- Application
  For companies in the accrued points ranking, applications for promotional opportunities must be received by 30 June. After this deadline, applications will be dealt with on a first-come, first-served basis.
  - Priority point status
    Between 1 July 2010 and 3 August 2010, ECCO will review all applications and allocate promotional opportunities based on the priority point status. The ranking list will define the order in which requests of companies are processed.
    The maximum number of satellite symposia authorised per company is 3 slots.
  - When an equal number of points are held by 2 or more companies, promotional opportunities will be assigned according to the monetary value of the requested opportunities.
    - Assignment
      At each company’s turn for assignment, every effort will be made to
      - Offer the first, second or third choice made on the item application subject to availability.
      - Offer a real time selection of what is available if the 3 choices on the item application cannot be honoured.
      To ensure every company has a chance to choose an appropriate 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.
      After 3 August 2010, ECCO will communicate their assignment to those companies in the accrued point ranking that have applied for promotional opportunities.
    - Written confirmation will be sent and first instalment invoice will follow shortly.
  - Payment deadline
    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.

Exhibition Stand

In order to obtain permission to hold a Satellite Symposium, an exhibition stand of minimum 27 sqm is required. Cancelling your exhibition space will also mean cancelling your Satellite Symposium.
Companies registered in a country outside of the EU are encouraged to seek advice on reclaiming VAT payments.

If charges are not paid within the prescribed time, item will be released and any loss incurred by the organiser by such non-payment shall be made good by the defaulting company.

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. If the company refuses to comply, the ECCO staff will report alleged violations to the Congress Committee. After considering the available evidence, the ECCO Board of Directors has established a system of penalties which may be applied when violations occur.

The Satellite Symposium must be open to all registered participants. All attendees to the Satellite Symposia will be required to wear a badge.

Setup and Dismantling
- Companies must adhere to the indicated start and end times of the reserved time slot. Extensions beyond the assigned timings are not allowed under any circumstances.
- Companies are required to access to the hall where the Satellite Symposium will be held one hour before the assigned starting time if the Scientific Programme allows.
- The hall should be completely vacated immediately after the end of the Satellite Symposium. Companies are responsible for removing all materials, waste, etc from the room.
- Installations or alterations to the rooms and the standard set-up can only be made with the explicit approval from the Congress Secretariat.

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.

Value Added Tax
All opportunities offered at the 2011 Stockholm Cancer Congress are subject to local Swedish VAT. If the company is registered in another country within the EU, a reverse charge procedure is applicable.

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: The loss of right to participate at the next European Multidisciplinary Cancer Congress.

Claims Procedures, Place of Performance and Jurisdiction
All claims by the exhibitor against ECCO must be in writing. The maximum time lapse is 3 months from the closure of the Congress. Agreements which deviate from these conditions or from the supplementary regulations must be in writing, facsimile signature suffice. The contract is governed exclusively by Belgian law, the English text is authoritative.

Final Clause
In cases not covered by the regulations in this invitation to Industry, ECCO interpretation shall be final.
EDUCATIONAL GRANT APPLICATION FORM AND CONTRACT

- Accrued points priority will only be applied to requests received before 30 June 2010.
- Please complete electronically to avoid misinterpretations & spelling mistakes. If handwritten, use block capitals to avoid errors.
- Only completed signed forms with credit card details will be accepted.

COMPANY NAME & ADDRESS – the Company name & address as it should appear in official listings, e.g. in the Programme Book and printed on Exhibitor Badges.

Name: 
Contact Person: 
Address: 
Postal Code: 
City: 
Country: 
Tel: 
Fax: 
Email: 

COMMUNICATION AGENCY – If you have appointed a third party to act on your Company’s behalf.

Name: 
Contact Person: 
Address: 
Postal Code: 
City: 
Country: 
Tel: 
Fax: 
Email: 

We wish to reserve the following Educational Grant:

- Major Sponsor: 125,000 EUR excl. VAT
- Supporter: 70,000 EUR excl. VAT
- Contributor: 45,000 EUR excl. VAT
- Partner: 10,000 EUR excl. VAT
- Major Sponsor Patient Advocacy Programme: 50,000 EUR excl. VAT
- Supporter Patient Advocacy Programme: 25,000 EUR excl. VAT
- Contributor Patient Advocacy Programme: 15,000 EUR excl. VAT
- Session Web Capturing: 75,000 EUR excl. VAT
- Education Book on CD ROMs: 75,000 EUR excl. VAT
- Poster Viewing Station and Poster CD ROMs: 85,000 EUR excl. VAT

Corresponding Contact Person (and decision maker) during allocation period (1 - 31 July 2010):

Name: 
Direct Phone Number: 
Email: 

INVOICING DATA

- Only one invoice address may be used (if an invoice is subsequently requested using a different address, a 100 EUR admin. fee will be charged).
- In all cases a credit card number must be supplied as payment guarantee.
- All invoices must be settled in full by the payment date indicated in the invoice (30 days) or before the opening of the Congress should this date fall first.
- In the event that an invoice remains unpaid after a settlement date, ECCO reserves the right to deny access to the Congress.

Company or Agency to be invoiced:

Company VAT Number:
Purchase Order Number:
Contact Person:
Address: 
Postal Code: 
City: 
Country: 
Tel: 
Fax: 
Email: 

www.ecco-org.eu
Payment will be made by bank transfer (details will be given on the invoice) or by credit card (please fill in the following information as guarantee) to ECCO:

- Visa
- American Express
- Euro card/Mastercard

Card Number: ____________________________
Card Holder’s Name: ______________________
Expiry Date: __________/________/____
Control Code: __________________________

AGREEMENT - I hereby agree to be bound by the 2011 Stockholm Cancer Congress Invitation to Industry and all conditions expressed therein.

A summary of the general terms of contract is attached to this document.

(1) This application is legally binding on the company pending its acceptance in writing by the Organiser.

Educational Grant Application Form and Contract - GENERAL TERMS OF CONTRACT

The following conditions of participation refer to allocation of an Educational Grant by ECCO to companies exhibiting at the 2011 Stockholm Cancer Congress insofar as the contractual partners do not reach contrary agreements in writing.

Establishment of Contract

Application for an Educational Grant is made by filling in and returning the Educational Grant Application Form and Contract. Companies in the accrued points’ priority listing must submit applications by 30 June 2010. Applications received after 30 June 2010 will be allocated on a first-come, first-served basis.

Only completed and signed application forms will be taken into consideration. By signing the application form, the company accepts the conditions contained in the Invitation to Industry and any supplementary provisions. Confirmation of the allocation of Educational Grant by ECCO in writing constitutes establishment of contract between the company and ECCO. An educational grant assignment and an invoice will be sent by Email. The date of the Educational Grant assignment is considered to be the date of the Educational Grant allocation. If the contents of the Educational Grant assignment deviate from the contents of the company’s application, the contract is based on the Educational Grant assignment issued by ECCO unless the company protests in writing within two weeks after the date mentioned on the educational grant assignment.

IMPORTANT: for companies in the accrued points’ priority listing, applications should be received and Educational Grant preferences confirmed by 30 June 2010 to receive the benefit of accrued points in selecting an educational grant.

Appointed Agencies

- Application for an Educational Grant must be submitted by the company under whose name each educational grant is to be listed.
- Please note: correspondence for the above items must be made exclusively between this company and ECCO.
- Companies should inform ECCO, 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 enquires or reservations with ECCO independently of the company.
- The 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 company itself and the company will continue to be held entirely responsible and accountable for activities organising in its name.

Procedure

- Application
  - For companies in the accrued points ranking, applications for promotional opportunities must be received by 30 June. After this deadline, applications will be dealt with on a first-come, first-served basis.
  - Priority point status
    - Between 1 July 2010 and 2 August 2010, ECCO will review all applications and allocate promotional opportunities based on the priority point status.
    - The ranking list will define the order in which requests of companies are processed.
    - The maximum number of satellite symposia authorised per company is 3 slots.
    - When an equal number of points are held by 2 or more companies, promotional opportunities will be assigned according to the monetary value of the requested opportunities.
  - Assignment
    - At each company’s turn for assignment, every effort will be made to:
      - Offer the first, second or third choice made on the item application subject to availability.
      - Offer a real time selection of what is available if the 3 choices on the item application cannot be honoured.

 Terms of Payment

A first deposit of 50% of the total rate will be sent within a week following the confirmation. Payment is due within 30 days following the date of the invoice. The balance (50%) is due not later than 28 February 2011. Corresponding invoices will be sent out by ECCO in due time before the deadline for receipt of payment. If charges are not paid within the prescribed time, item will be released and any loss incurred by the organiser by such non-payment shall be made good by the defaulting company.

Value Added Tax

All opportunities offered at the 2011 Stockholm Cancer Congress are subject to local Swedish VAT. If the company is registered in another country within the EU, reverse charge procedure is applicable.

Companies registered in a country outside of the EU are encouraged to seek advice on reclaiming VAT payments.

Cancellation Policy

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

- If the item cannot be reallocated to another company:
  - 100% of the total rate, if the cancellation request is received in writing by 31 March 2011.
  - 50% of the total rate, if the cancellation request is received in writing by 31 December 2010.
- If the item can be reallocated to another company, the company will receive a full refund of deposits paid, less administrative fees of 10% of the total rental rate, with a minimum of 250 EUR.
Administration Fees/Invoicing Changes
Invoices will be addressed according to the Invoicing Data provided by the Company. Please note, if a billing change is requested (i.e. company name change, or address change), an Administration fee of 100 EUR (excl. VAT) will be charged to the company.

Refunds
Any refunds of deposits paid will be made after the conference but not later than 31 December 2011. The exhibitor will not be entitled to any interest that the organiser may have derived from deposits made by the exhibitor. All bank charges, including sender’s and receiver’s charges, resulting from a refund related to cancellation or reduction of exhibition space will be at the charge of the exhibitor.

Postponement or Abandonment
The organiser reserves the right to postpone the conference 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 exhibition, the organiser will not be held liable for expenses incurred other than the cost of rental of exhibition space. Unexpected cancellation of the event: ECCO reserves itself the right to cancel without notice or compensation the 2011 Stockholm Cancer Congress in the event of force majeure causes (strikes, fires, terrorist attacks, damages or other fatal occurrences). In such cases, ECCO is freed of all responsibility.

Limitation of Liability of ECCO - the European CanCer Organisation
In the event of it being impossible for ECCO to carry out the 2011 Stockholm Cancer Congress for force majeure cases (strikes, fires, terrorist attacks, damages or other fatal occurrences), so long as this arises from a cause not attributable to ECCO, ECCO shall only be obliged to reimburse the payments received subject to deduction of any costs it has incurred in preparing the event.

Bankruptcy or Liquidation
In case the exhibitor becomes bankrupt or enters into liquidation other than for the purpose of restructuring or merger, or has a receiver appointed, the organiser shall be at liberty to terminate immediately the contract with the exhibitor, to cancel the allocation of exhibition space to the exhibitor and to forfeit all sums paid by the exhibitor.

Security and Insurance
Neither the organiser nor its contractors shall be responsible for the safety of any exhibit or other property of the exhibitor or any person. Neither the organiser nor its contractors shall be responsible for the loss, 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 exhibitor shall indemnify the organiser and its contractors to third persons, as a result of any act or omission of the exhibitor, his staff, agent or personnel hired on a temporary basis to staff the exhibition stand. As the organiser and its contractors will accept no responsibility for any of the foregoing matters, the exhibitor should affect his own insurance against any risk of loss due to theft or negligence, damage, injury or liability. The exhibitor agrees not to pursue the organiser for any previously listed risks.

Enforcement of rules
Applies equally to all
All exhibitors and organisers of Satellite Symposia must comply with all rules and policies established by ECCO. The ECCO Board of Directors has established a system of penalties which may be applied when violations occur.

Violation Procedure
The procedure for policing and enforcing the violation is as follows:
When noticing a violation, the ECCO staff will ask the company to correct the situation according to the applicable regulations. If the company refuses to comply, the ECCO staff will report alleged violations to the Congress Committee. After considering the available evidence, a representative of the relevant 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 Congress. Appeals may be made to the ECCO Board of Directors.

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: The loss of right to participate at the next European Multidisciplinary Cancer Congress.

Claims Procedures, Place of Performance and Jurisdiction
All claims by the exhibitor against ECCO must be in writing. The maximum time lapse is 3 months from the closure of the Congress. Agreements which deviate from these conditions or from the supplementary regulations must be in writing; facsimile signature suffice. The contract is governed exclusively by Belgian law; the English text is authoritative.

Final Clause
In cases not covered by the regulations in this Invitation to Industry, ECCO interpretation shall be final.
EXHIBITION SPACE APPLICATION FORM AND CONTRACT

- Accrued points priority will only be applied to requests received before 30 June 2010.
- Please complete electronically to avoid misinterpretations & spelling mistakes. If handwritten, use block capitals to avoid errors.
- Only completed signed forms with credit card details will be accepted.

COMPANY NAME & ADDRESS – the Company name & address as it should appear in official listings, e.g. In the Programme Book and printed on Exhibitor Badges.

Name: ........................................................................................................................................................................
Contact Person: ........................................................................................................................................................
Address: ........................................................................................................................................................................
Postal Code: ...................................................................................................................................................................
City: ...........................................................................................................................................................................
Country: ........................................................................................................................................................................
Tel: ..............................................................................................................................................................................
Fax: ..............................................................................................................................................................................
Email: ...........................................................................................................................................................................

COMMUNICATION AGENCY – If you have appointed a third party to act on your Company’s behalf.

Name: ........................................................................................................................................................................
Contact Person: ........................................................................................................................................................
Address: ........................................................................................................................................................................
Postal Code: ...................................................................................................................................................................
City: ...........................................................................................................................................................................
Country: ........................................................................................................................................................................
Tel: ..............................................................................................................................................................................
Fax: ..............................................................................................................................................................................
Email: ...........................................................................................................................................................................

We wish to reserve exhibition space: .................................................. sqm

Please include a copy of the floor plan indicating your preferred space. (First, second and third choice).

Corresponding Contact Person (and decision maker) during allocation period (1-31 July 2010):

Name: ........................................................................................................................................................................
Direct Phone Number: ................................................................................................................................................
Email: ...........................................................................................................................................................................

INVOICING DATA

- Only one invoice address may be used (if an invoice is subsequently requested using a different address, a 100 EUR admin. fee will be charged).
- In all cases a credit card number must be supplied as payment guarantee.
- All invoices must be settled in full by the payment date indicated in the invoice (30 days) or before the opening of the Congress should this date fall first.
- In the event that an invoice remains unpaid after a settlement date, ECCO reserves the right to deny access to the Congress.

Company or Agency to be invoiced:

Company VAT Number: ................................................................................................................................................
Purchase Order Number: ............................................................................................................................................
Contact Person: ........................................................................................................................................................
Address: ........................................................................................................................................................................
Postal Code: ...................................................................................................................................................................
City: ...........................................................................................................................................................................
Country: ........................................................................................................................................................................
Tel: ..............................................................................................................................................................................
Fax: ..............................................................................................................................................................................
Email: ...........................................................................................................................................................................

Payment will be made by bank transfer (details will be given on the invoice) or by credit card (please fill in the following information as guarantee) to ECCO:

☐ Visa ☐ American Express ☐ Euro card/ Mastercard

Card Number: ..............................................................................................................................................................
Card Holder’s Name: ....................................................................................................................................................
Expiry Date: ...............................................................................................................................................................
Control Code: ...........................................................................................................................................................

AGREEMENT - I hereby agree to be bound by the 2011 Stockholm Cancer Congress Invitation to Industry and all conditions expressed therein. A summary of the general terms of contract is attached to this document.

Date: ........................................... Contact Name: ........................................... Signature: ...........................................
Exhibition Space Application Form and Contract - GENERAL TERMS OF CONTRACT

The following conditions of participation refer to allocation of exhibition space by ECCO to companies exhibiting at the 2011 Stockholm Cancer Congress insofar as the contractual partners do not reach contrary agreements in writing.

Establishment of Contract

Application for an exhibition space is made by filling in and returning the Exhibition space application form and contract. Companies in the accrued points’ priority listing must submit applications by 30 June 2010. Applications received after 30 June 2010 will be allocated on a first-come, first-served basis.

Only completed and signed application forms will be taken into consideration. By signing the application form, the company accepts the conditions contained in the Invitation to industry and any supplementary provisions. Confirmation of the allocation of exhibition space by ECCO in writing constitutes establishment of contract between the company and ECCO. An exhibition space assignment and an invoice will be sent by Email. The date of the exhibition space assignment is considered to be the date of the exhibition space allocation. If the contents of the exhibition space assignment deviate from the contents of the company’s application, the contract is based on the exhibition space assignment issued by ECCO unless the company protests in writing within two weeks after the date mentioned on the exhibition space assignment.

IMPORTANT! For companies in the accrued points’ priority listing, applications should be received and exhibition space preferences confirmed by 30 June 2010 to receive the benefit of accrued points in selecting an exhibition space.

Appointed Agencies

- Application for an exhibition space must be submitted by the company under whose name each exhibition space is to be listed.
- Please note: correspondence for the above items must be made exclusively between this company and ECCO.
- Companies should inform ECCO, 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 ECCO independently of the company.
- The 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 company itself and the company will continue to be held entirely responsible and accountable for activities organising in its name.

Procedure

- Application
For companies in the accrued points ranking, applications for promotional opportunities must be received by 30 June. After this deadline, applications will be dealt with on a first-come, first-served basis.
- Priority point status
Between 1 July 2010 and 3 August 2010, ECCO will review all applications and allocate promotional opportunities based on the priority point status.
- The ranking list will define the order in which requests of companies are processed.
- The maximum number of Satellite Symposia authorised per company is 3 slots.

When an equal number of points are held by 2 or more companies, stands will be assigned according to the monetary value of the requested exhibition space

- Assignment of space
At each company’s turn for assignment, every effort will be made to:
- Offer the first, second or third choice made on the item application subject to availability.
- Offer a real time selection of what is available if the 3 choices on the item application cannot be honoured.

To ensure every company has a chance to choose an appropriate 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.

After 2 August 2010, ECCO will communicate their assignment to those companies in the accrued point ranking that have applied for promotional opportunities.

Written confirmation will be sent and first instalment invoice will follow shortly.

- Payment deadline
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.

Congress and Exhibition Layout

ECCO reserves the right to deviate from the stand confirmation and to allocate a stand in a different location, to alter the size of the stand, to re-locate or close entrances and exits on the exhibition grounds and/or in the Congress Centre and to carry out any other structural alterations providing it has a substantial interest in such measures.

Stand moves
ECCO reserves the right to make changes in the layout of the exhibition, as well as in the stand assignment, in the event that unforeseen circumstances make this necessary. Alterations to the agreement will only be made after mutual consultation. If in such cases the interests of the exhibitor are unreasonably impaired, he may withdraw from the contract in writing within 1 week after receipt of notification of the type of alteration. ECCO accepts no responsibility for any damage which may result from such changes.

Subtenants and Other Represented Companies

Sharing the allocated stand area with another company, regardless of whether this company is representing by its own staff (subtenant) or only by its own exhibits (represented company), is not allowed.

This applies equally to companies with products or services aligned to a registered exhibitor. In such an instance, where a registered exhibitor wishes to exhibit in association with another organisation, ECCO will endeavour to offer additional exhibit space, where available, under normal conditions of sale.

Where an exhibiting organisation has multiple corporate identities but shared ownership, the organisational relationship must be made clear to delegates.

Transfer – even in part – of the rights and obligations arising from the rental contract to third parties is not permitted.

Rates

All rates cover floor space only and do not include the construction of a modular booth or other extras. The minimum exhibition space is 9 square metres and must be minimum 3 m deep.

For some locations, companies renting separate spaces are allowed to visually link these up by carpeting the aisles in-between, provided an additional rental rate of 30% of the standard rate is paid for the total surface of the aisle. No constructions of any kind are allowed in the aisles. Companies renting aisle space are allowed to brand the aisle carpet with the company logo.

The combined maximum exhibition space per company is limited to 500 sqm.

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 28 February 2011. Corresponding invoices will be sent out by ECCO in due time before the deadline for receipt of payment. If charges are not paid within the prescribed time, item will be released and any loss incurred by the organiser by such non-payment shall be made good by the defaulting company.

Value Added Tax

All opportunities offered at the 2011 Stockholm Cancer Congress are subject to local Swedish VAT. If the company is registered in another country within the EU, reverse charge procedure is applicable.

Companies registered in a country outside of the EU are encouraged to seek advice on reclaiming VAT payments.

Cancellation Policy

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

- If the item cannot be reallocated to another company:
  - 25% of the total rate, if the cancellation request is received in writing by 31 December 2010;
  - 50% of the total rate, if the cancellation request is received in writing by 31 March 2011;
  - 100% of the total rate, if the cancellation request is received after 31 March 2011.

If the item can be reallocated to another company, the company will receive a full refund of deposits paid, less administrative fees of 10% of the total rental rate, with a minimum of 250 EUR.
Administration Fees/Invoicing Changes

Invoices will be addressed according to the Invoicing Data provided by the Company. Please note, if a billing change is requested (i.e. company name change, or address change), an Administration fee of 100 EUR (excl. VAT) will be charged to the company.

Refunds

Any refunds of deposits paid will be made after the conference but not later than 31 December 2011. The exhibitor will not be entitled to any interest that the organiser may have derived from deposits made by the exhibitor. All bank charges, including sender’s and receiver’s charges, resulting from a refund related to cancellation or reduction of exhibition space will be at the charge of the exhibitor.

Postponement or Abandonment

The organiser 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 exhibition, the organiser will not be held liable for expenses incurred other than the cost of rental of exhibition space. Unexpected cancellation of the event; ECCO reserves itself the right to cancel without notice or compensation the 2011 Stockholm Cancer Congress in the event of force majeure causes (strikes, fires, terrorist attacks, damages or other fatal occurrences). In such cases, ECCO is freed of all responsibility.

Limitation of Liability of ECCO - the European CanCer Organisation

In the event of it being impossible for ECCO to carry out the 2011 Stockholm Cancer Congress for force majeure cases (strikes, fires, terrorist attacks, damages or other fatal occurrences), so long as this arises from a cause not attributable to ECCO, ECCO shall only be obliged to reimburse the payments received subject to deduction of any costs it has incurred in preparing the event.

Bankruptcy or Liquidation

In case the exhibitor becomes bankrupt or enters into liquidation other than for the purpose of restructuring or merger, or has a receiver appointed, the organiser shall be at liberty to terminate immediately the contract with the exhibitor, to cancel the allocation of exhibition space to the exhibitor and to forfeit all sums paid by the exhibitor.

Security and Insurance

Neither the organiser nor its contractors shall be responsible for the safety of any exhibit or other property of the exhibitor or any person. Neither the organiser nor its contractors shall be responsible for loss, damage or destruction by any cause of the exhibits or other property, or for loss, damage or injury sustained by any exhibitors or any other persons. The exhibitor shall indemnify the organiser and its contractors to third persons, as a result of any act or omission of the exhibitor, his staff, agent or personnel hired on a temporary basis to staff the exhibition stand. As the organiser and its contractors will accept no responsibility for any of the foregoing matters, the exhibitor should affect his/her own insurance against any risk of loss due to theft or negligence, damage, injury or liability. The exhibitor agrees not to pursue the organiser for any previously listed risks.

Enforcement of Rules

All exhibitors and organisers of Satellite Symposia must comply with all rules and policies established by ECCO. The ECCO Board of Directors has established a system of penalties which may be applied when violations occur.

Violation Procedure

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

When noticing a violation, the ECCO staff will ask the company to correct the situation according to the applicable regulations. If the company refuses to comply, the ECCO staff will report alleged violations to the Congress Committee. After considering the available evidence, a representative of the relevant 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 Congress. Appeals may be made to the ECCO Board of Directors.

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: The loss of right to participate at the next European Multidisciplinary Cancer Congress

Claims Procedures, Place of Performance and Jurisdiction

All claims by the exhibitor against ECCO must be in writing. The maximum time lapse is 3 months from the closure of the Congress. Agreements which deviate from these conditions or from the supplementary regulations must be in writing; facsimile signature suffice. The contract is governed exclusively by Belgian law; the English text is authoritative.

Final Clause

In cases not covered by the regulations in this Invitation to Industry, ECCO interpretation shall be final.
Sponsorship Application Form and Contract

- Accrued points priority will only be applied to requests received before 30 June 2010.
- Please complete electronically to avoid misinterpretations & spelling mistakes. If handwritten, use block capitals to avoid errors.
- Only completed signed forms with credit card details will be accepted.

COMPANY NAME & ADDRESS – the Company name & address as it should appear in official listings, e.g. in the Programme Book and printed on Exhibitor Badges.

Name:
Contact Person:
Address:
Postal Code: City: Country:
Tel: Fax: Email:

COMMUNICATION AGENCY – If you have appointed a third party to act on your Company’s behalf.

Name:
Contact Person:
Address:
Postal Code: City: Country:
Tel: Fax: Email:

We wish to reserve the following sponsorship item:

☐ Delegate Bag Exclusive Sponsorship
☐ Notepads Exclusive Sponsorship
☐ Pens Exclusive Sponsorship
☐ Lanyards Exclusive Sponsorship
☐ Stockholm Public Transportation Passes Sponsorship
☐ Bag Item Exclusive Sponsorship
☐ Internet Zone
☐ Wifi Internet Access
☐ Messaging Screens
☐ Overflow Lounge
☐ Voting Paddles
☐ Photo Booth
☐ Hand Sanitisers
☐ Water Dispensers

Corresponding Contact Person (and decision maker) during allocation period (1 - 31 July 2010):

Name:
Direct Phone Number: Email:

INVOICING DATA

- Only one invoice address may be used (if an invoice is subsequently requested using a different address, a 100 EUR admin.
fee will be charged).
- In all cases a credit card number must be supplied as payment guarantee.
- All invoices must be settled in full by the payment date indicated in the invoice (30 days) or before the opening of the Congress should this date fall first.
- In the event that an invoice remains unpaid after a settlement date, ECCO reserves the right to deny access to the Congress.

Company or Agency to be invoiced:
Company VAT Number:
Purchase Order Number:
Contact Person:
Address:
Postal Code: City: Country:
Tel: Fax: Email:
Payment will be made by bank transfer (details will be given on the invoice) or by credit card (please fill in the following information as guarantee) to ECCO:

Card Number: 
Card Holder's Name: 
Expiry Date: Control Code: 

AGREEMENT - I hereby agree to be bound by the 2011 Stockholm Cancer Congress Invitation to Industry and all conditions expressed therein.

A summary of the general terms of contract is attached to this document

Date: Contact Name: Signature:

This application is legally binding on the company pending its acceptance in writing by the Organiser.

Sponsorship Item Application Form and Contract - GENERAL TERMS OF CONTRACT

The following conditions of participation refer to allocation of a sponsorship item by ECCO to companies exhibiting at the 2011 Stockholm Cancer Congress insofar as the contractual partners do not reach contrary agreements in writing.

Establishment of contract

Application for a sponsorship item is made by filing in and returning the Sponsorship item application form and contract. Companies in the accrued points’ priority listing must submit applications by 30 June 2010. Applications received after 30 June 2010 will be allocated on a first-come, first-served basis.

Only completed and signed application forms will be taken into consideration. By signing the application form, the company accepts the conditions contained in the Invitation to Industry and any supplementary provisions. Confirmation of the allocation of a sponsorship item by ECCO in writing constitutes establishment of contract between the company and ECCO. A sponsorship item assignment and an invoice will be sent by email. The date of the sponsorship item assignment is considered to be the date of the sponsorship item allocation. If the contents of the exhibition space assignment deviate from the contents of the company’s application, the contract is based on the sponsorship item assignment issued by ECCO unless the company protests in writing within two weeks after the date mentioned on the sponsorship item assignment.

IMPORTANT: for companies in the accrued points’ priority listing, applications should be received and sponsorship item preferences confirmed by 30 June 2010 to receive the benefit of accrued points in selecting an sponsorship item.

Appointed Agencies

- Application for a sponsorship item must be submitted by the company under whose name each sponsorship item is to be listed.
- Please note: correspondence for the above items must be made exclusively between this company and ECCO.
- Companies should inform ECCO 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 ECCO independently of the company.
- The 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 company itself and the company will continue to be held entirely responsible and accountable for activities organised in its name.

Procedure

- Application
  For companies in the accrued points ranking, applications for promotional opportunities must be received by 30 June. After this deadline, applications will be dealt with on a first-come, first-served basis.
- Priority point status
  Between 1 July 2010 and 2 August 2010, ECCO will review all applications and allocate promotional opportunities based on the priority point status.
- The ranking list will define the order in which requests of companies are processed.
- The maximum number of satellite symposia authorised per company is 3 slots.

When an equal number of points are held by 2 or more companies, promotional opportunities will be assigned according to the monetary value of the requested opportunities.

- Assignment
  At each company’s turn for assignment, every effort will be made to:
  - Offer the first, second or third choice made on the item application subject to availability
  - Offer a real time selection of what is available if the 3 choices on the item application cannot be honoured.
  - To ensure every company has a chance to choose an appropriate 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.

Terms of Payment

A first deposit of 50% of the total rate will be sent within a weeks following the confirmation. Payment is due within 30 days following the date of the invoice. The balance (50%) is due not later than 28 February 2011. Corresponding invoices will be sent out by ECCO in due time before the deadline for receipt of payment. If charges are not paid within the prescribed time, item will be released and any loss incurred by the organiser by such non-payment shall be made good by the organiser. The organiser cancels the support after his official application has been accepted, will be liable to pay the following fees:

- 100% of the total rate, if the cancellation request is received after 31 March 2011.
- 50% of the total rate, if the cancellation request is received in writing by 31 December 2010.

Value Added Tax

All opportunities offered at the 2011 Stockholm Cancer Congress are subject to local Swedish VAT. If the company is registered in another country within the EU, reverse charge procedure is applicable.

Companies registered in a country outside of the EU are encouraged to seek advice on reclaiming VAT payments.

Cancellation Policy

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

- If the item cannot be reallocated to another company
  - 25% of the total rate, if the cancellation request is received in writing by 31 December 2010.
  - 50% of the total rate, if the cancellation request is received in writing by 31 March 2011.

If the item can be reallocated to another company, the company will receive a full refund of deposits paid, less administrative fees of 10% of the total rental rate, with a minimum of 250 EUR.

Administration Fees/Invoicing Changes

Invoices will be addressed according to the invoicing Data provided by the Company. Please note, if a billing change is requested (i.e. company name change, or address change), an Administration fee of 100 EUR (excl. VAT) will be charged to the company.

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A summary of the general terms of contract is attached to this document

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This application is legally binding on the company pending its acceptance in writing by the Organiser.

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Establishment of contract

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IMPORTANT: for companies in the accrued points’ priority listing, applications should be received and sponsorship item preferences confirmed by 30 June 2010 to receive the benefit of accrued points in selecting an sponsorship item.

Appointed Agencies

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  - Offer the first, second or third choice made on the item application subject to availability
  - Offer a real time selection of what is available if the 3 choices on the item application cannot be honoured.
  - To ensure every company has a chance to choose an appropriate 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.

Terms of Payment

A first deposit of 50% of the total rate will be sent within a weeks following the confirmation. Payment is due within 30 days following the date of the invoice. The balance (50%) is due not later than 28 February 2011. Corresponding invoices will be sent out by ECCO in due time before the deadline for receipt of payment. If charges are not paid within the prescribed time, item will be released and any loss incurred by the organiser by such non-payment shall be made good by the organiser. The organiser cancels the support after his official application has been accepted, will be liable to pay the following fees:

- 100% of the total rate, if the cancellation request is received after 31 March 2011.
- 50% of the total rate, if the cancellation request is received in writing by 31 December 2010.

Value Added Tax

All opportunities offered at the 2011 Stockholm Cancer Congress are subject to local Swedish VAT. If the company is registered in another country within the EU, reverse charge procedure is applicable.

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If the item can be reallocated to another company, the company will receive a full refund of deposits paid, less administrative fees of 10% of the total rental rate, with a minimum of 250 EUR.

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Invoices will be addressed according to the invoicing Data provided by the Company. Please note, if a billing change is requested (i.e. company name change, or address change), an Administration fee of 100 EUR (excl. VAT) will be charged to the company.
Refunds
Any refunds of deposits paid will be made after the conference but not later than 31 December 2011. The exhibitor will not be entitled to any interest that the organiser may have derived from deposits made by the exhibitor. All bank charges, including sender’s and receiver’s charges, resulting from a refund related to cancellation or reduction of exhibition space will be at the charge of the exhibitor.

Postponement or Abandonment
The organiser reserves the right to postpone the conference 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 exhibition, the organiser will not be held liable for expenses incurred other than the cost of rental of exhibition space. Unexpected cancellation of the event: ECCO reserves itself the right to cancel without notice or compensation the 2011 Stockholm Cancer Congress in the event of force majeure causes (strikes, fires, terrorist attacks, damages or other fatal occurrences). In such cases, ECCO is freed of all responsibility.

Limitation of Liability of ECCO - the European CanCer Organisation
In the event of it being impossible for ECCO to carry out the 2011 Stockholm Cancer Congress through force majeure causes (strikes, fires, terrorist attacks, damages or other fatal occurrences), so long as this arises from a cause not attributable to ECCO, ECCO shall only be obliged to reimburse the payments received subject to deduction of any costs it has incurred in preparing the event.

Bankruptcy or Liquidation
In case the exhibitor becomes bankrupt or enters into liquidation other than for the purpose of restructuring or merger, or has a receiver appointed, the organiser shall be at liberty to terminate immediately the contract with the exhibitor, to cancel the allocation of exhibition space to the exhibitor and to forfeit all sums paid by the exhibitor.

Security and Insurance
Neither the organiser nor its contractors shall be responsible for the safety of any exhibit or other property of the exhibitor or any person. Neither the organiser nor its contractors shall be responsible for the loss, damage or destruction by any cause of the exhibits or other property, or for loss, damage or injury sustained by any exhibitors or any other persons. The exhibitor shall indemnify the organiser and its contractors to third persons, as a result of any act or omission of the exhibitor, his staff agent or personnel hired on a temporary basis to staff the exhibition stand. As the organiser and its contractors will accept no responsibility for any of the foregoing matters, the exhibitor should affect his own insurance against any risk of loss due to theft or negligence, damage, injury or liability. The exhibitor agrees not to pursue the organiser for any previously listed risks.

Enforcement of Rules
Applies equally to all. All exhibitors and organisers of satellite symposia must comply with all rules and policies established by ECCO. The ECCO Board of Directors has established a system of penalties which may be applied when violations occur.

Violation Procedure
The procedure for policing and enforcing the violation is as follows:
When noticing a violation, the ECCO staff will ask the company to correct the situation according to the applicable regulations. If the company refuses to comply, the ECCO staff will report alleged violations to the Congress Committee. After considering the available evidence, a representative of the relevant 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 Congress. Appeals may be made to the ECCO Board of Directors.

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: The loss of right to participate at the next European Multidisciplinary Cancer Congress

Claims Procedures, Place of Performance and Jurisdiction
All claims by the exhibitor against ECCO must be in writing. The maximum time lapse is 3 months from the closure of the Congress. Agreements which deviate from these conditions or from the supplementary regulations must be in writing, facsimile signature suffice. The contract is governed exclusively by Belgian law; the English text is authoritative.

Final Clause
In cases not covered by the regulations in this Invitation to Industry, ECCO interpretation shall be final.
ADVERTISING SPACE APPLICATION FORM AND CONTRACT

- No drug related adverts are allowed on the outside back covers of official 2011 Stockholm Cancer Congress and 2013 Amsterdam Cancer Congress publications/collateral.

COMPANY NAME & ADDRESS – the Company name & address as it should appear in official listings, e.g. in the Programme Book and printed on Exhibitor Badges.

Company Name:                                                                                     Contact Person:                     Address:
Postal Code:                                                                                       City:                                     Country:
Tel:                                                                                                 Fax:                                      Email:

COMMUNICATION AGENCY – If you have appointed a third party to act on your Company’s behalf.

Communication Agency Name:                                                                
Contact Person:                                                                                       Address:
Postal Code:                                                                                       City:                                     Country:
Tel:                                                                                                 Fax:                                      Email:

We wish to reserve the following advertising space:

<table>
<thead>
<tr>
<th>ITEM</th>
<th>PRICE (EXCL. VAT)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011 Stockholm Cancer Congress Preliminary Programme – Distribution: print-run 25.000</td>
<td></td>
</tr>
<tr>
<td>❑ Outside back cover*</td>
<td>12.500 EUR (excl. VAT)</td>
</tr>
<tr>
<td>2011 Stockholm Cancer Congress Advance Programme/Call for Abstracts – Distribution: print-run 25.000</td>
<td></td>
</tr>
<tr>
<td>❑ Outside back cover*</td>
<td>30.000 EUR (excl. VAT)</td>
</tr>
<tr>
<td>❑ Inside front cover</td>
<td>20.000 EUR (excl. VAT)</td>
</tr>
<tr>
<td>2011 Stockholm Cancer Congress Programme Book – Distribution: on site to all attendees</td>
<td></td>
</tr>
<tr>
<td>❑ Outside back cover*</td>
<td></td>
</tr>
<tr>
<td>❑ Inside back cover</td>
<td></td>
</tr>
<tr>
<td>❑ Inside front cover</td>
<td></td>
</tr>
<tr>
<td>❑ Inside page facing Table of Contents</td>
<td></td>
</tr>
<tr>
<td>❑ Inside page</td>
<td></td>
</tr>
<tr>
<td>❑ Inside double spread pages</td>
<td>8.500 EUR (excl. VAT)</td>
</tr>
<tr>
<td>❑ Bookmark</td>
<td>12.500 EUR (excl. VAT)</td>
</tr>
<tr>
<td>2011 Stockholm Cancer Congress Pocket Programme – Distribution: on site to all attendees</td>
<td></td>
</tr>
<tr>
<td>❑ Outside back cover*</td>
<td></td>
</tr>
<tr>
<td>2013 Amsterdam Cancer Congress First Announcement – Distribution: on site to all attendees</td>
<td></td>
</tr>
<tr>
<td>❑ Logo on first announcement*</td>
<td>10.000 EUR (excl. VAT)</td>
</tr>
</tbody>
</table>

* No drug related adverts are allowed on the outside back covers of official 2011 Stockholm Cancer Congress and 2013 Amsterdam Cancer Congress publications/collateral.

Corresponding Contact Person (and decision maker) during allocation period (1 - 31 July 2010):

Name:                                                                                     Email:
Direct Phone Number:                                                                          Email:
INVOICING DATA

- Only one invoice address may be used (if an invoice is subsequently requested using a different address, a 100 EUR admin. fee will be charged).
- In all cases a credit card number must be supplied as payment guarantee.
- All invoices must be settled in full by the payment date indicated in the invoice (30 days) or before the opening of the Congress should this date fall first.
- In the event that an invoice remains unpaid after a settlement date, ECCO reserves the right to deny access to the Congress.

Company or Agency to be invoiced:
Company VAT Number:

Purchase Order Number:

Contact Person:
Address:
Postal Code: City: Country:
Tel: Fax: Email:

Payment will be made by bank transfer (details will be given on the invoice) or by credit card (please fill in the following information as guarantee) to ECCO:

☐ Visa ☐ American Express ☐ Euro card/ Mastercard

Card Number:
Card Holder’s Name:
Expiry Date: Control Code:

AGREEMENT - I hereby agree to be bound by the 2011 Stockholm Cancer Congress Invitation to Industry and all conditions expressed therein:

A summary of the general terms of contract is attached to this document

Date: Contact Name: Signature:

This application is legally binding on the company pending its acceptance in writing by the Organiser.

Advertising Space Application Form and Contract - GENERAL TERMS OF CONTRACT

The following conditions of participation refer to allocation of advertising space by ECCO to companies exhibiting at the 2011 Stockholm Cancer Congress insofar as the contractual partners do not reach contrary agreements in writing.

Establishment of Contract
Application for an advertising space is made by completing and returning the Advertising Space Application Form and Contract. Companies in the accrued points’ priority listing must submit applications by 30 June 2010. Applications received after 30 June 2010 will be allocated on a first-come, first-served basis.

Only completed and signed application forms will be taken into consideration. By signing the application form, the company accepts the conditions contained in the invitation to industry and any supplementary provisions. Confirmation of the allocation of advertising space by ECCO in writing constitutes establishment of contract between the company and ECCO. An advertising space assignment and an invoice will be sent by email. The date of the advertising space assignment is considered to be the date of the advertising space allocation. If the contents of the advertising space assignment deviate from the contents of the company’s application, the contract is based on the advertising space assignment issued by ECCO unless the company protests in writing within two weeks after the date mentioned on the advertising space assignment.

IMPORTANT: for companies in the accrued points’ priority listing, applications should be received and advertising space preferences confirmed by 30 June 2010 to receive the benefit of accrued points in selecting an advertising space.

Appointed Agencies
- Application for an advertising space must be submitted by the company under whose name each advertising space is to be listed. Please note: correspondence for the above items must be made exclusively between this company and ECCO.
- Companies should inform ECCO, 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 ECCO independently of the company.
- The 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 company itself and the company will continue to be held entirely responsible and accountable for activities organising in its name.

Procedure
- Application
For companies in the accrued points ranking, applications for promotional opportunities must be received by 30 June. After this deadline, applications will be dealt with on a first-come, first-served basis.

Between 1 July 2008 and 2 August 2010, ECCO will review all applications and allocate promotional opportunities based on the priority point status. The ranking list will define the order in which requests are processed. The maximum number of Satellite Symposia authorised per company is 3 slots.

When an equal number of points are held by 2 or more companies, promotional opportunities will be assigned according to the monetary value of the requested opportunities.
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 28 February 2011. Corresponding invoices will be sent out by ECCO in due time before the deadline for receipt of payment.

If charges are not paid within the prescribed time, item will be released and any loss incurred by the organiser by such non-payment shall be made good by the defaulting company.

Value Added Tax
All opportunities offered at 2011 Stockholm Cancer Congress are subject to local Swedish VAT. If the company is registered in another country within the EU, reverse charge procedure is applicable.

Companies registered in a country outside of the EU are encouraged to seek advice on reclaiming VAT payments.

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

- If the item cannot be reallocated to another company:
  - 50% of the total rate if the cancellation request is received in writing by 28 February 2011;
  - 100% of the total rate if the cancellation request is received after 28 February 2011.

- If the item can be reallocated to another company, the company will receive a full refund of deposits paid, less administrative fees of 10% of the total rental rate, with a minimum of 250 EUR.

Administration Fees/Invoicing Changes
Invoices will be addressed according to the invoicing Data provided by the Company. Please note, if a billing change is requested (i.e. company name change, or address change), an Administration fee of 100 EUR (excl. VAT) will be charged to the company.

Refunds
Any refunds of deposits paid will be made after the conference but not later than 31 December 2011. The exhibitor will not be entitled to any interest that the organiser may have derived from deposits made by the exhibitor. All bank charges, including sender's and receiver's charges, resulting from a refund related to cancellation or reduction of exhibition space will be at the charge of the exhibitor.

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Neither the organiser nor its contractors shall be responsible for the safety of any exhibit or other property of the exhibitor or any person. Neither the organiser nor its contractors shall be responsible for the loss, 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 exhibitor shall indemnify the organiser and its contractors to third persons, as a result of any act or omission of the exhibitor, his staff, agent or personnel hired on a temporary basis to staff the exhibition stand. As the organiser and its contractors will accept no responsibility for any of the foregoing matters, the exhibitor should affect his or her own insurance against any risk of loss due to theft or negligence, damage, injury or liability.

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

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

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Claims procedures, place of performance and jurisdiction
All claims by the exhibitor against ECCO must be in writing. The maximum time lapse is 15 months from the closure of the Congress. Agreements which deviate from these conditions or from the supplementary regulations must be in writing; facsimile signature suffice. The contract is governed exclusively by Belgian law; the English text is authoritative.

Final Clause
In cases not covered by the regulations in this Invitation to Industry, ECCO interpretation shall be final.