



ESMO 2023

Virtual Exhibitor Manual

MADRID
2023

ESMO

congress

MADRID SPAIN
20-24 OCTOBER 2023

The ESMO Congress is the most influential oncology platform for clinicians, researchers, patient advocates, journalists and healthcare industry representatives from all over the world.



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ESMO Congress 2023

MADRID SPAIN
20-24 OCTOBER 2023

Days	18	9	08	49	41
Hours					
Minutes					
Seconds					

Start date: 20 Oct 2023
End date: 24 Oct 2023
Location: Madrid, Spain

The ESMO Congress is the most influential oncology platform for clinicians, researchers, patient advocates, journalists and healthcare industry representatives from all over the world.

ESMO 2023 will disseminate the latest cutting edge data, provide high quality education and unparalleled networking opportunities for oncologists and other stakeholders from all around the world.

While invited Faculty will be presenting live from Madrid, the innovative, LIVE Plus, Congress format will offer participants the option to attend in person, in Madrid, or online, through a virtual platform, from 20 to 24 October 2023.

Meet us in Madrid and network with your colleagues. Interact with key opinion leaders, ask questions and debate on burning topics in the field of medical oncology. You will have the chance to learn firsthand about practice challenges and controversies, brainstorm with peers and explore further opportunities to advance.

ESMO Events App

Create your own personalised agenda and browse the scientific programme by day, topic, cancer type and track with the **ESMO events app**.

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Daily Reporter

ESMO daily

The ESMO Daily Reporter is the official ESMO newspaper providing live reporting, highlights, critical insights on data presented at ESMO congresses, and expert opinions on controversial topics.

[Read the ESMO Daily Reporter](#)

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CONTACTS

M Events Cross Media GmbH has been appointed as the virtual platform supplier for the ESMO Congress 2023.

ESMO Congress 2023 Exhibition Support

ESMO Congress 2023 Secretariat

ESMO Head Office

Via Ginevra 4

6900 Lugano, Switzerland

E-mail: congress@esmo.org

M Events Cross Media GmbH

Gaußstraße 3

12459 Berlin, Germany

E-mail: industry@m-events.com



CONGRESS DATES

Official Programme

20 – 24 October 2023

ESMO Colloquia & Industry Satellite Symposia

20 – 23 October 2023

Exhibition

20 – 23 October 2023

EONS Programme (including EONS Satellite Symposia)

21 – 23 October 2023

Virtual Congress Platform (VCP)

20 October – 8 November 2023

Content available on OncologyPRO from 9 November 2023

IMPORTANT NOTE:

The Congress programme and all activities will close on **24 October 2023**. However, the Virtual Congress Platform (VCP) with the on-demand content and the virtual exhibition information will remain available until **8 November 2023**.

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

This ESMO 2023 Virtual Exhibitor Manual will guide you in the necessary steps to set up your virtual booth.

Please read this document carefully and share with the necessary colleagues and agencies involved in the organisation of your ESMO 2023 activities.

IMPORTANT NOTE:

Please note that the ESMO 2023 Exhibition rules, terms and conditions available in the ESMO 2023 Exhibition Prospectus apply. Any infraction(s) to the ESMO 2023 Exhibition rules will follow the procedure outlined in the terms and conditions.

We look forward to working with you over the coming months towards a rich and innovative ESMO 2023!

KEY DATES

6 June 2023	Exhibitors to submit company description via online form for the ESMO 2023 website and the ESMO 2023 App
30 June 2023	Exhibitors to return the Virtual Exhibition Order Form to esmo2023.exhibition@media.co.at (MAW) to confirm participation in the ESMO 2023 Virtual Congress Platform. Bookings after this deadline are possible on request
30 June 2023	Exhibitors to confirm via online form the Company administrator and if a medical desk is required
30 June 2023	Platinum exhibitors to confirm to congress@esmo.org if linking out to external platform instead of using the 2D booth template provided by ESMO
10 July 2023	Companies begin uploading content to the backend of their virtual booth
3 September 2023	Platinum, Gold, Silver exhibitors to confirm via the dedicated online form : <ul style="list-style-type: none"> o Order of booking tool/Zoom room(s) for video chat o Chat administrator(s)
3 September 2023	Platinum exhibitor with external link to provide with banner graphics to congress@esmo.org (optional)
30 September 2023	Deadline for content upload

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

1 VIRTUAL EXHIBITION

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

Further information with the exact specifications, dimensions and data formats of the various uploadable content can be found in the next chapters.

Companies will receive direct backend access to enter all information and upload the corresponding content. Companies have been asked to confirm the primary “Company administrator” contact by **30 June 2023** via the following [online form](#).

The “Company administrator” will be able to add further contacts to the profile backend access to manage the content of the virtual booth.

The backend access also includes a preview function through which the display of the various items and the overall virtual booth can be checked directly, as viewed by the participants.

The general structure of the virtual booth is the same for all companies according to the exhibitor package. Companies can define their products, studies or other content to be displayed. All content, such as videos, audio files and pdfs will have to be uploaded and stored on the platform.

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

IMPORTANT NOTE:

Please note that Platinum exhibitors only can link out to an existing virtual booth or content hub hosted outside of the ESMO 2023 Virtual Congress Platform.

Exhibitors will have the chance to differentiate medical and commercial content by setting a medical desk within the booth. Medical content can be showcased in this sub-section of the booth, which redirects user to a new sub-page (to confirm by **30 June 2023** via [online form](#)).

The ESMO 2023 Secretariat is available to provide with support for the configuration of the virtual booths.

1.1 User journey within the Exhibition

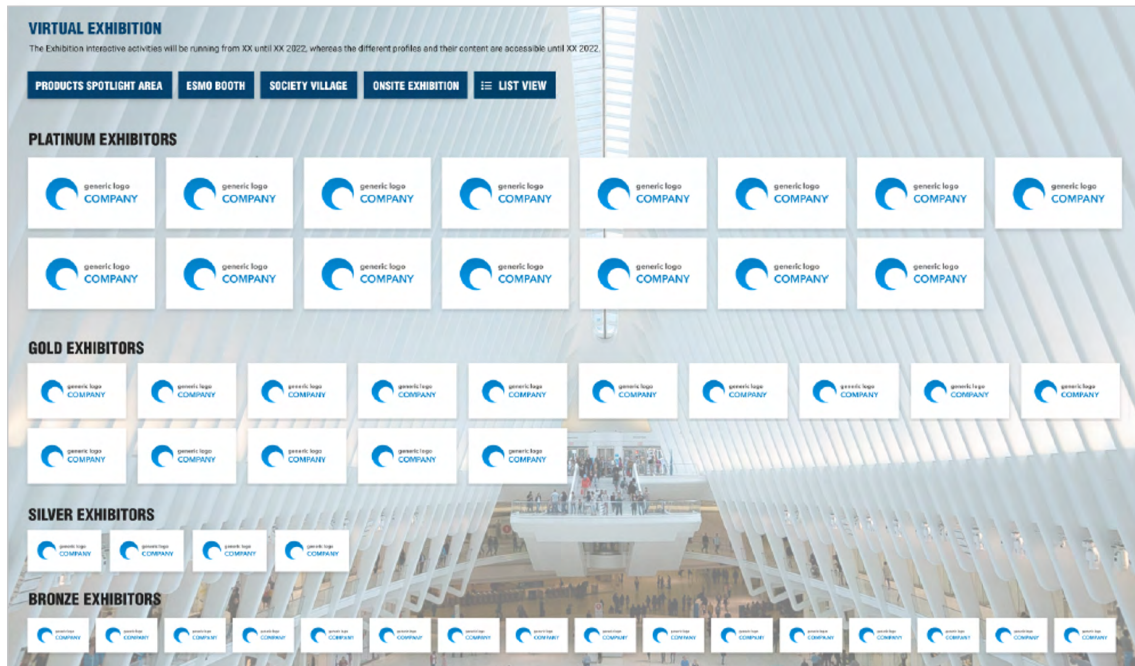
All registered delegates, once signed in into the ESMO Congress 2023, will be redirected to the venue page first and then to the Lobby page.

The Exhibition will be extremely visible and accessible from both the Lobby page as well as the top menu bar (always in display in any page of the platform).



*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2023 design.

Once clicked on “Exhibition”, the user is immediately redirected to the Exhibition landing page, where the logos of all exhibiting companies will be displayed. By clicking on the company logo, the user will access the correspondent virtual booth.



*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2023 design.

IMPORTANT NOTE:

Platinum exhibitors will all be displayed within the page in the very first rows of the page, followed by Gold, Silver and Bronze exhibitors.

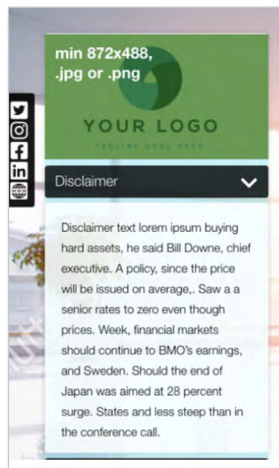
Within the exhibitor level, the companies are listed in alphabetical order.

View of the exhibitors can be changed and sorted in alphabetical order (regardless of the exhibitor level) by selecting the list view. Supporters, Booksellers/Publishers and Societies are accessible through the dedicated link.

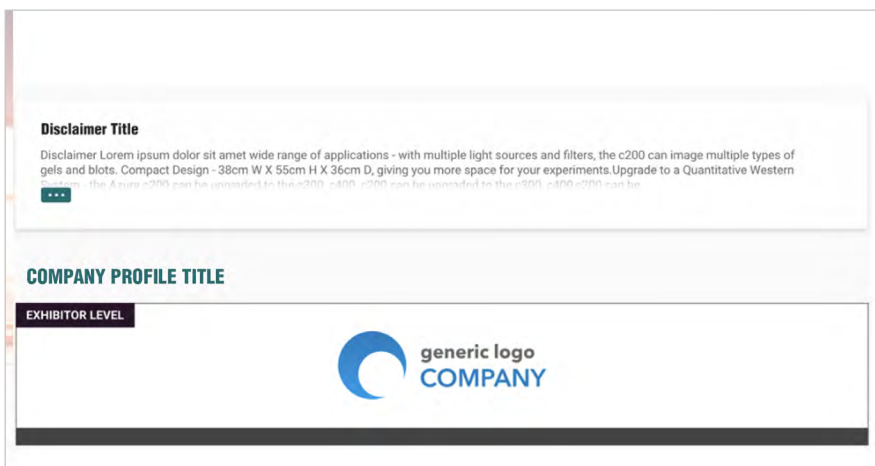
1.1.1 Disclaimer

If required, exhibitors can decide to add a disclaimer within their virtual booth. If no text is provided, no disclaimer will be displayed.

2D virtual booth



Company Profile page



*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2023 design.

IMPORTANT NOTE:

No pop-up will appear on the virtual booth/company profile requesting user to confirm if HCP.

1.2 Exhibitor packages overview

The ESMO Congress 2023 offers exhibitors a range of possibilities to showcase their products, present their company profile and interact with the participants.

Five packages have been designed in order to meet the needs of all exhibitors; each package includes a number of features determined by the selected level.

All exhibitors (except Supporters) can request for a Medical desk within the virtual booth where to showcase content separately from the commercial/promotional information.

						
ITEMS		PLATINUM Exhibitor	GOLD Exhibitor	SILVER Exhibitor	BRONZE Exhibitor	SUPPORTER
Booth layout	2D Booth template Booth customisation Staff avatar	Yes* Yes Yes	Yes Yes Yes	Yes - Yes	Yes - -	Profile only including: • Company logo • Company description • Website • Social media links • Inclusion in the exhibitors list • Company profile on the ESMO 2023 App
Company information	Company logo Company description Company banner (rotating) Social media links	Yes Yes 3 Yes	Yes Yes 2 Yes	Yes Yes - Yes	Yes Yes - Yes	
Display	Product video Product pdf Satellite screen & link	5 8 Yes	3 5 Yes	1 2 Yes	- 1 Yes	
Interactive elements	Integrated chat Video chat (meeting rooms) Business Card Exchange	Yes 6 Yes	Yes 4 Yes	Yes 2 Yes	- - Yes	
Visibility	ESMO 2023 signature banner Company profile on ESMO website Company profile on the ESMO 2023 App Virtual Exhibition visibility in ESMO 2023 targeted emails Display of products in the Products Spotlight Area	Yes Yes Yes Yes 8	Yes Yes Yes Yes 5	Yes Yes Yes Yes 2	Yes Yes Yes Yes 1	
Registration	Virtual full complimentary registrations	10	5	-	-	
Optional	Medical desk	Yes	Yes	Yes	Yes	

*Option to link out to existing company booth

Platinum exhibitors **only** are entitled to link out to an external booth/dedicated event website developed by the company.

In order not to replicate content both on the ESMO 2023 platform and on the external linked website where your virtual booth will be hosted, Platinum exhibitors who decide to link out will not be provided with the default 2D booth template. Instead, a basic intermediate company page will be provided, so to include basic information and ensure that the links to the external platform are the main focus of the user-experience.

Delegates, by clicking on the logo on the Exhibition landing page, will land in an intermediate page, where Platinum exhibitors can include:

- Company logo
- Link to external booth/dedicated event website (up to 2, commercial and medical)
- Link(s) to Satellite Symposia

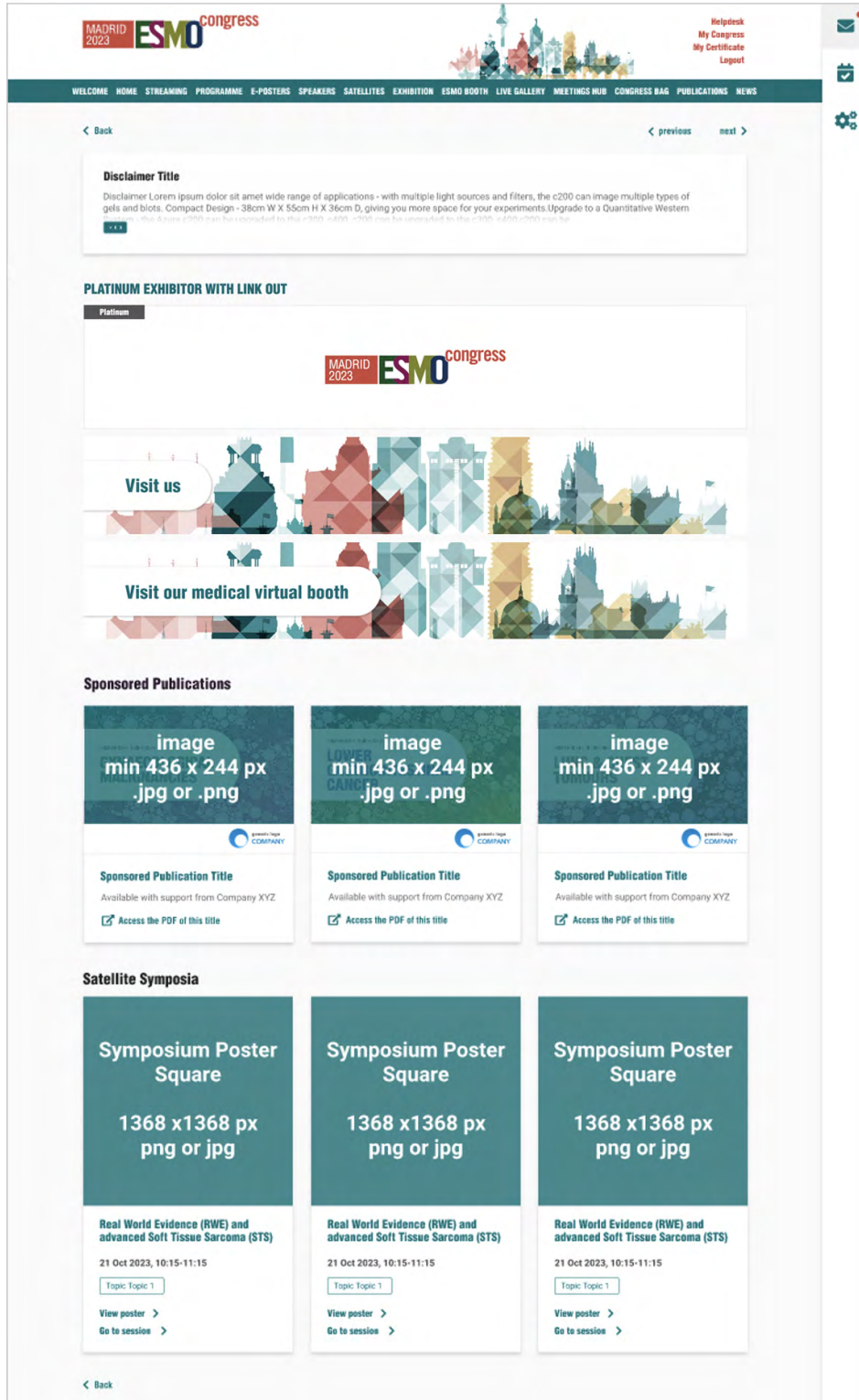
1.3 Exhibitor packages mock ups

1.3.1 Platinum exhibitor



*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2023 design.

1.3.2 Platinum exhibitor (with link out to external developed company booth)



*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2023 design.

1.3.3 Gold exhibitor



*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2023 design.

1.3.4 Silver exhibitor



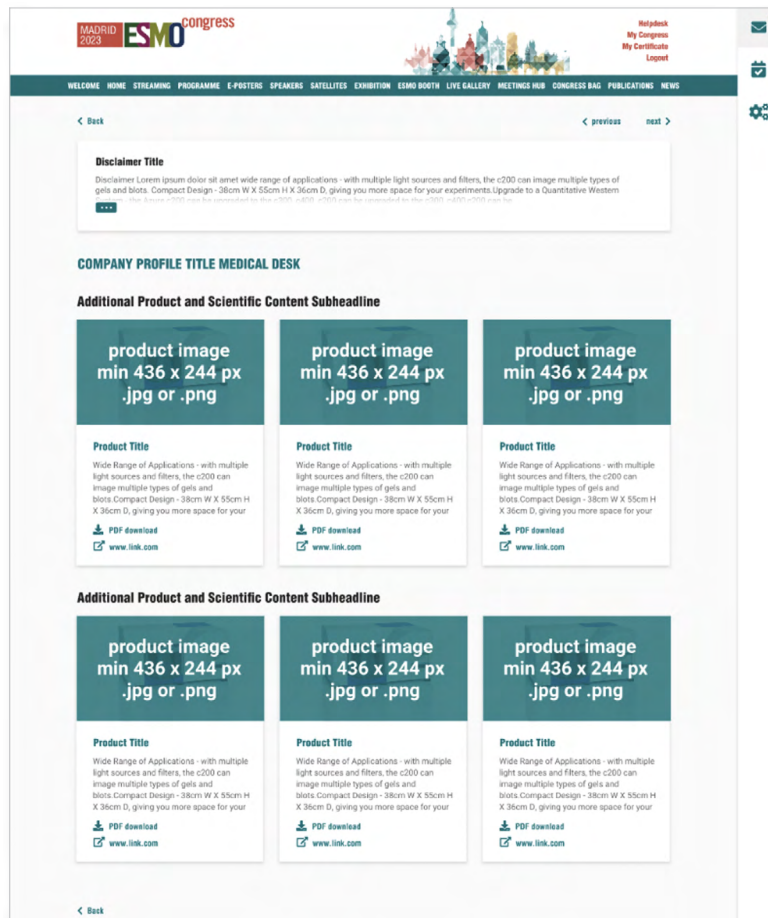
*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2023 design.

1.3.5 Bronze exhibitor



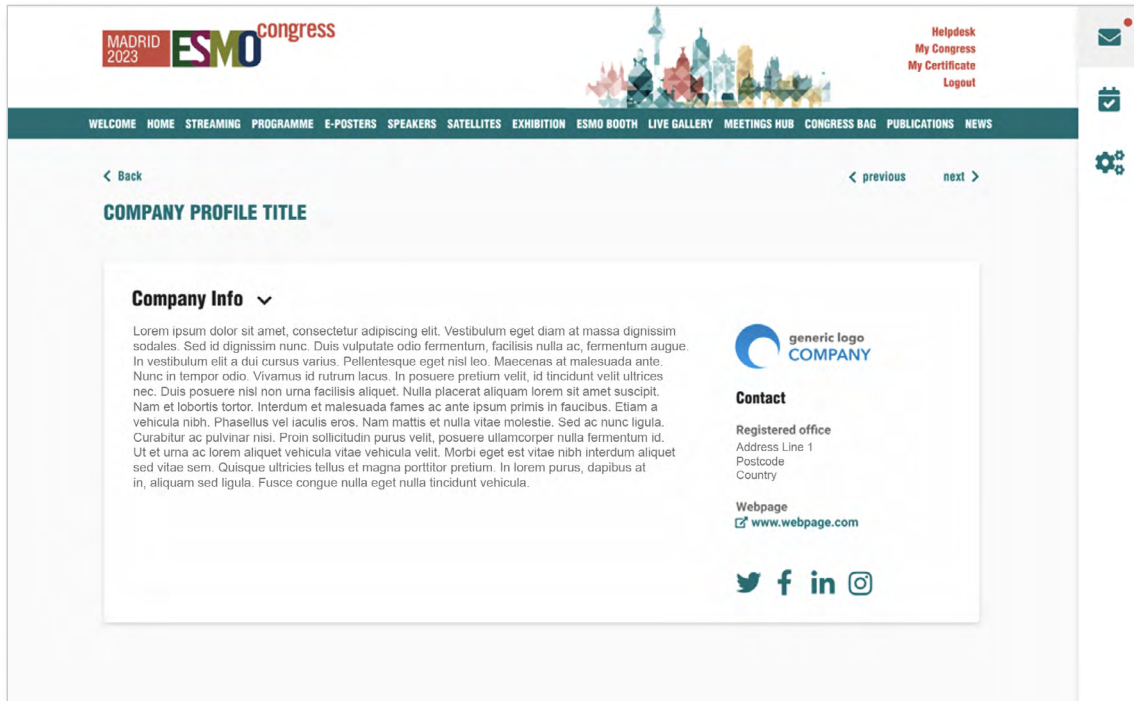
*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2023 design.

1.3.6 Medical desk



*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2023 design.

1.3.7 Supporter, Publishers/Booksellers, non-for-profit Societies & Patient advocates



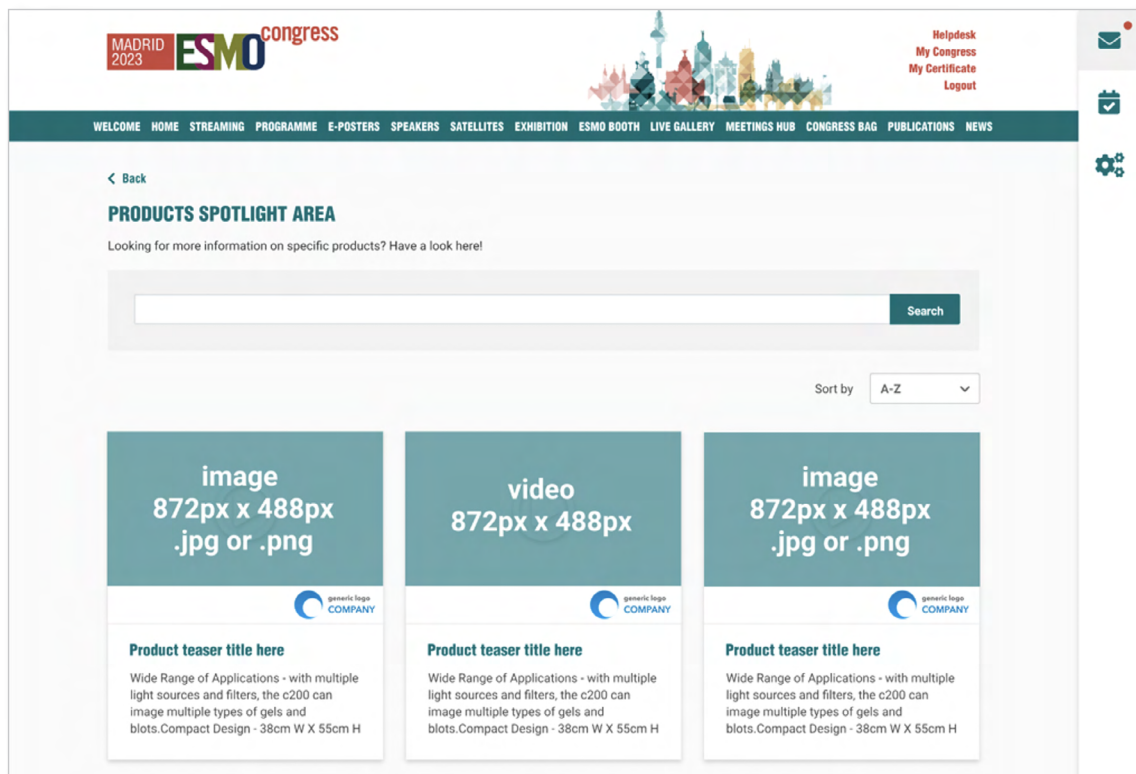
*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2023 design.

1.4 Product Spotlight Area

Companies can present a limited number of products in the ESMO Congress 2023 Product Spotlight Area (number depending on selected package), accessible from the main Exhibition landing page. Each displayed product includes a link to the company's virtual booth.

Companies can select these products from the ones uploaded to the virtual booth, or create new products to be displayed in the Product Spotlight Area only. Uploads for both the virtual booth (either commercial or medical section) and the Product Spotlight Area are managed by the company through the backend access.

Visitors can filter and watch contents in the Product Spotlight Area.



*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2023 design.

2 SPECS OVERVIEW BY FEATURE

ITEMS		SPECS
Booth Layout	2D Booth template	<ul style="list-style-type: none"> The 2D booth template is applied to all packages, except for Platinum exhibitors linking out to an external developed virtual booth, and Supporters
	Booth customization	<ul style="list-style-type: none"> Choose among 6 pre-defined background images Select the colour of the transparent backgrounds of all sections of the booth Include any optional furniture to personalise the booth
	Staff avatar	<ul style="list-style-type: none"> Choose among 6 possible staff avatars or upload own staff picture, 400 px x 400 px (no logo or corporate graphics allowed)
Company Information	Company logo	<ul style="list-style-type: none"> File type: .png with transparent background Dimensions: 872 px x 496 px, min. 72 dpi (centred on slide, available space up to 1'368 px x 200 px)
	Company description	<ul style="list-style-type: none"> Plain text with max. 1'200 characters (including spaces)
	Company banner(s)	<ul style="list-style-type: none"> File type: .png or .jpg Dimensions: 1'368 px wide x 200 px high, min. 72 dpi Multiple banners rotating every 3 seconds
	Social media links	<ul style="list-style-type: none"> Twitter, Instagram, LinkedIn, Facebook, YouTube
Display	Product video	<ul style="list-style-type: none"> Graphic file type: .png or .jpg Graphic dimensions: 872 px wide x 496 px high, min. 72 dpi Title: max. 30 characters Short description: max. 180 characters Media Types: Video mp4, max 2 GB; Audio mp3, max 1 GB
	Product PDF	<ul style="list-style-type: none"> Graphic file type: .png or .jpg Graphic dimensions: 872 px wide x 496 px high, min. 72 dpi Title: max. 30 characters Short description: max. 180 characters Media Types: PDF, max 250 MB, external link
	Satellite screen & link	<ul style="list-style-type: none"> Important: the satellite symposium programme poster will be taken automatically from the Industry Satellite Symposia Gallery, the Company administrator is not asked to upload any picture in the exhibition backend The satellite symposia feature, available only for companies that have a satellite symposium during ESMO 2023, can be displayed within the commercial or medical section, depending on the needs

ITEMS	SPECS	
Interactive elements	Integrated chat	<ul style="list-style-type: none"> • Companies will get access to the chat backend and chat with delegates on their profile page • Only 1 chat administrator allowed • Recommended operational hours: 09:00-18:00 CEST • Function can be switched off when staff members are not available to reply
	Video chat (meeting rooms)	<ul style="list-style-type: none"> • Photo/graphic of meeting organiser: .png or .jpg • Photo dimensions: 400 px wide x 400 px high, min. 72 dpi • Meeting title: max. 30 characters • Short description: max. 100 characters • Each live meeting box contains a link either directly into an online meeting tool (e.g. Zoom) or to an appointment booking tool
	Business Card Exchange (old lead retrieval)	<p>If a delegates clicks on "Business Card Exchange" s/he will be able to share the following contact details with the exhibitor:</p> <ul style="list-style-type: none"> • Title* • First name, last name • Profession* • Institute • Department* • City • Country • Email <p>*These fields might not be available, as not mandatory in the ESMO's registration procedure</p> <p>The shared data will be available in realtime in the backend under the section "Virtual Leads."</p>
Visibility	Display of products in the Products Spotlight Area	<ul style="list-style-type: none"> • Please refer to the above Products technical details • Limited number of products according to the subscribed package • Products can be displayed both in the Exhibitor's booth and in the Spotlight Area, or choose different products to be displayed in the two areas • The number of products displayed within the Spotlight Area is independent from those displayed within the booth

ITEMS		SPECS
Medical desk (optional)	Option to separate commercial and medical content in two different pages. The medical desk is linked through your 2D booth template which would function as commercial space	<ul style="list-style-type: none"> • Include Products (total number limited to package to be applied on the full exhibition space, including commercial side)
Platinum exhibitor (with link out to external developed company booth)	URL of external booth/ dedicated event website (for Platinum exhibitors only)	<ul style="list-style-type: none"> • URL to be included redirecting to your external virtual booth • Exhibitors may link to two different areas if required to link to a commercial external booth and a medical one
	Link out banner(s) graphic	<ul style="list-style-type: none"> • Exhibitors may customise such banners and use own graphic • File type: .png or .jpg • Dimensions: 1'368 px wide x 200 px high, min. 72 dpi


3 BACKEND ACCESS: CONTENT ADMINISTRATORS AND UPLOAD

Each exhibitor is asked to submit the name and email address of its main Company administrator by **30 June 2023**. The Company administrator will be given access to the backend of the platform and specifically, to the portal managing the content you wish to display through your virtual booth.

Once logged in, Company administrators will be able to add further staff members to the backend access of the company's virtual booth to upload and organise the content to be showcased (up to 15 backend accesses).

The main Company administrator (new user) will receive an access link via email (from no-reply@esmo.org), through which s/he will be asked to:

- Create a permanent password
- Confirm Terms and Conditions
- Save your information
- Confirm the usage of your data



Virtual Meeting Exhibition operated for JMarquardt Technologies GmbH utilizes m-anage.com services.
A personalized account is required to proceed.

madina.dzhappueva@htmi.ch

New password

New password

Confirm password

New password

I have read the data protection information and agree to the general terms and conditions

Save

Data transfer
Privacy Notice

I hereby confirm that m-anage.com transmits my personal data to the specified legal entity in order to be able to offer the associated event services and functions.

Legal identity
 JMarquardt Technologies GmbH
 Felix-Wankel-Str. 1
 82152 Krailling
 Deutschland

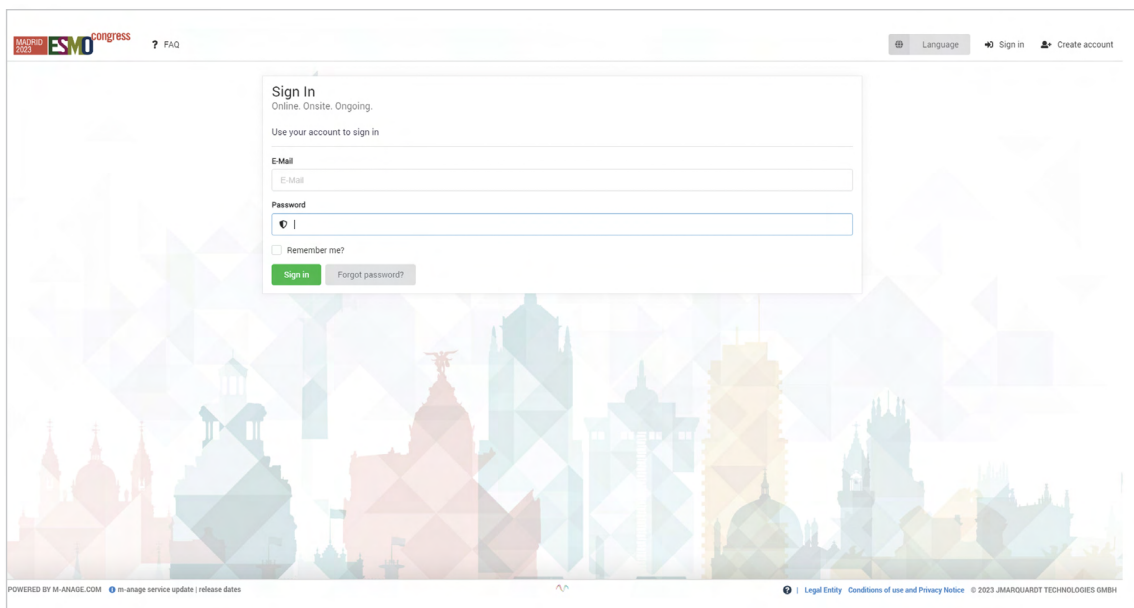
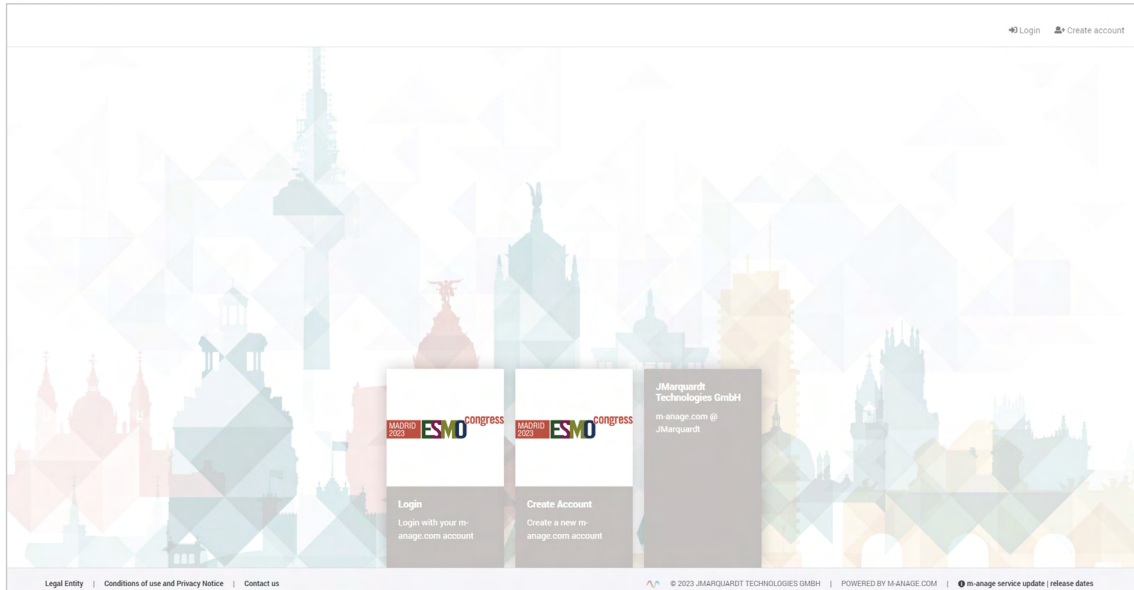
I confirm the usage of my data

Save

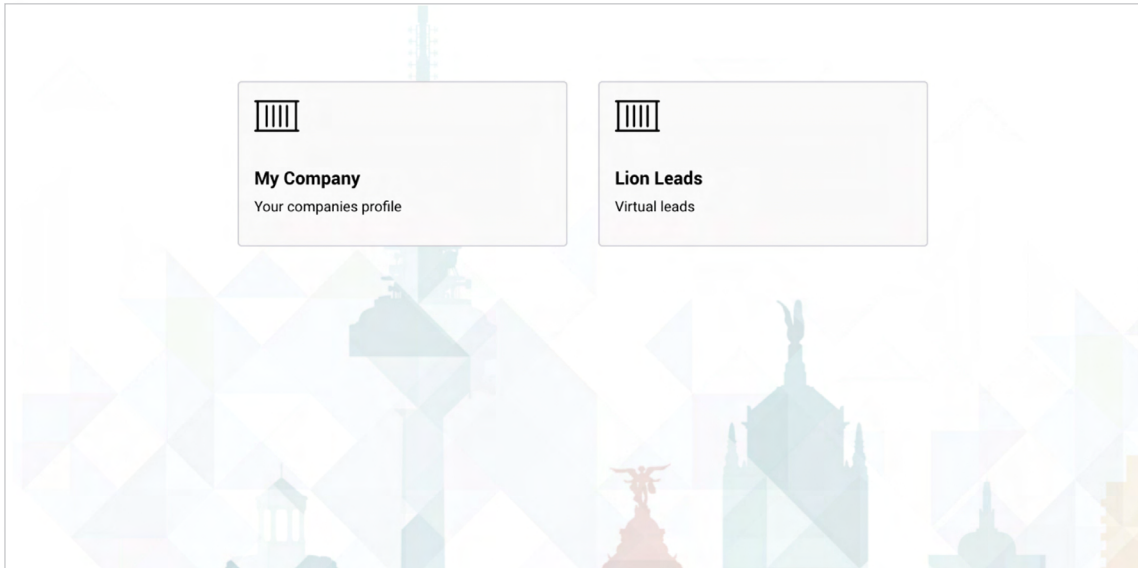
*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2023 design.

Company administrators who are existing users from previous ESMO Congress editions will receive an access link via email (from no-reply@esmo.org), through which s/he will be asked to:

- Login with your email address and password. If you don't remember your password, please click on "forgot password" and you will receive the instructions via email
- Confirm Terms and Conditions
- Save your information
- Confirm the usage of your data



*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2023 design.

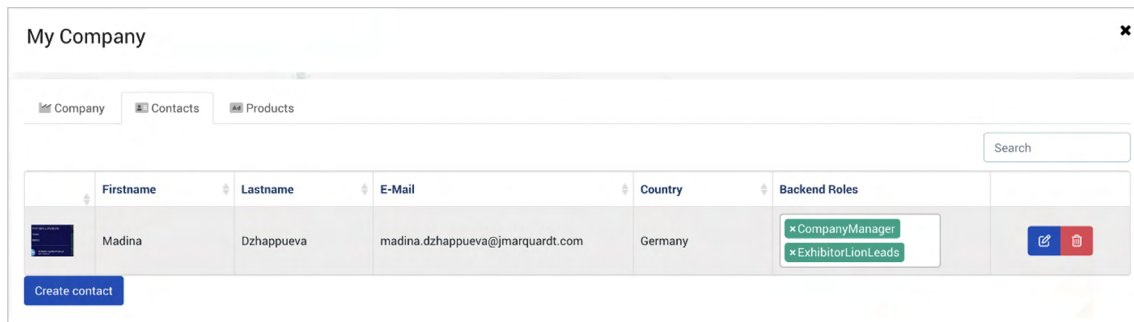


Once the main Company administrator has accessed the backend and logs in the company's virtual booth management section, s/he will have the possibility to add further staff members to manage upload of content in backend.

When adding further staff members, the Company administrator needs to assign them to a specific role.

- Company Manager – access to all areas, can add and edit contacts (same role as per main Company administrator)
- ExhibitorLionLeads – access to the collected leads, collected via Business Card Exchange

Every contact can have multiple roles. Please disregard all other roles available in the system.

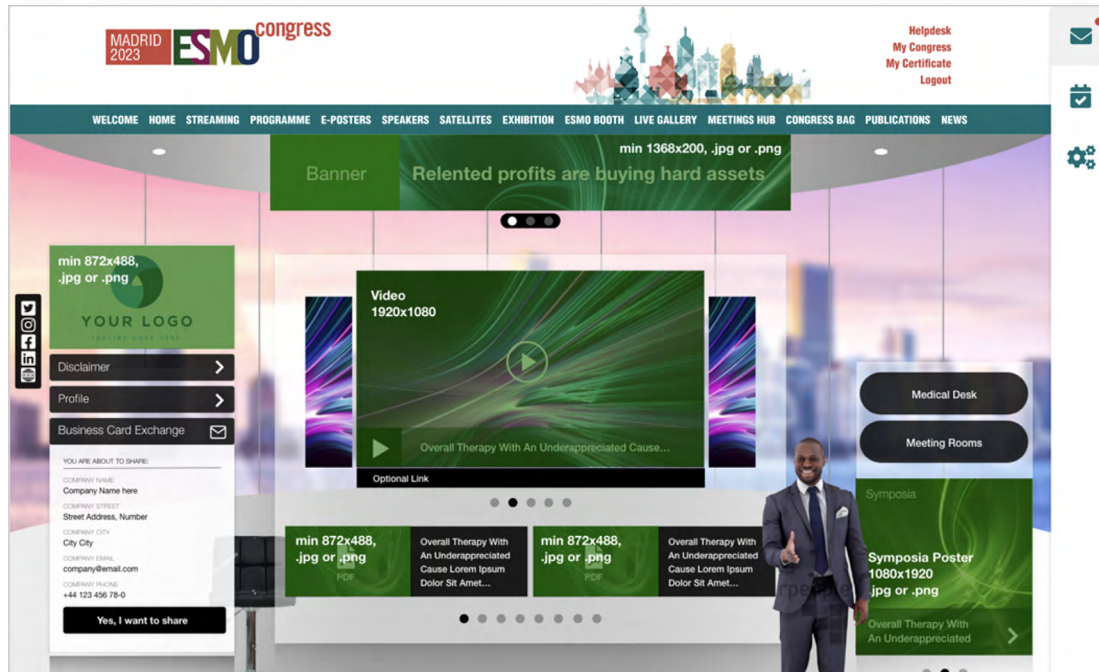


*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2023 design.

4 DETAILED INSTRUCTIONS BY FEATURE (FOCUSED ON BACKEND)

4.1 Booth visual customisation

Platinum, Gold and Silver exhibitors can customise specific elements of their virtual booth.

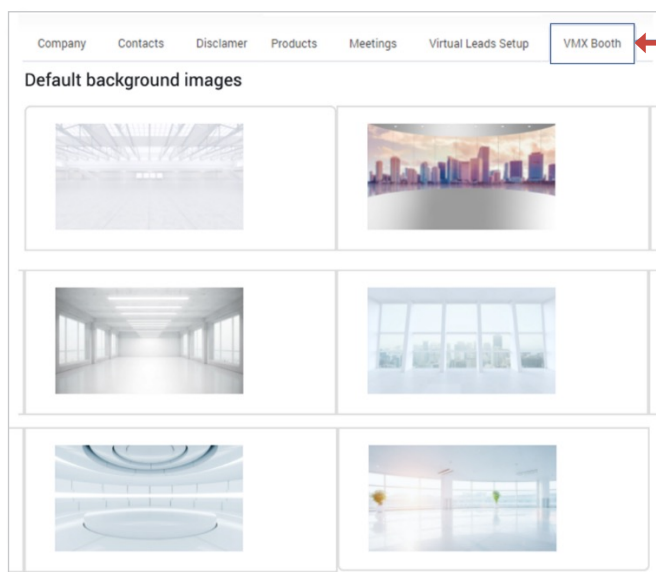


*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2023 design.

Within the booth customisation options for Platinum and Gold exhibitors, it is possible to select among pre-defined image backgrounds, choose the preferred semi-transparent colour of the displayed information's frames and include some optional furniture.

Please note that furniture and staff avatar have no specific functionality, they both serve as visual elements for each exhibitor to personalise their virtual booth only.

4.1.1 Background image

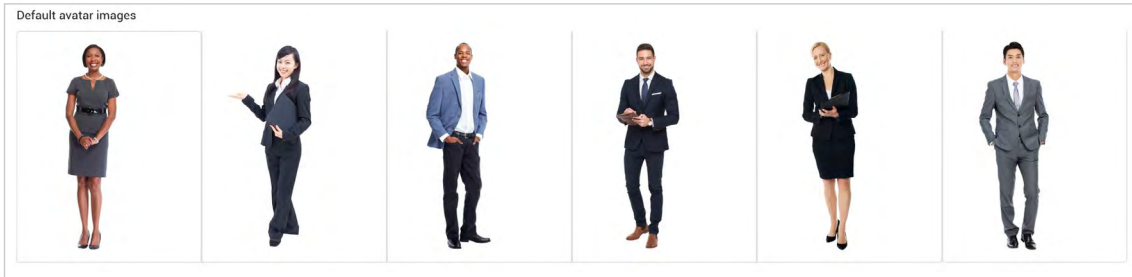


Please select the tab: VMX Booth

Platinum & Gold exhibitors: Select 1 background among 6 options

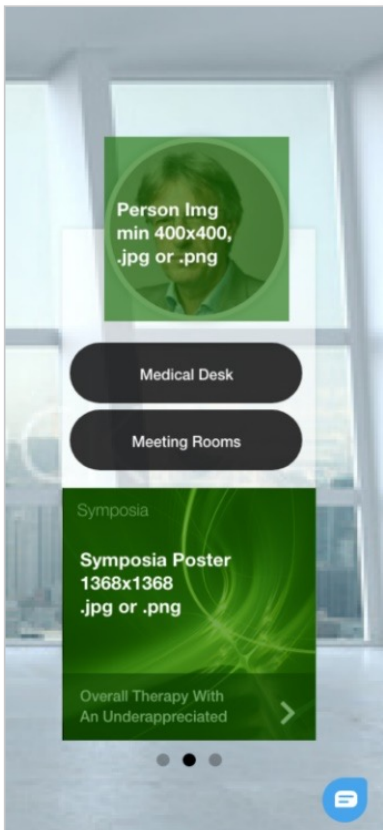
*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2023 design.

4.1.2 Staff avatar or staff picture



*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2023 design.

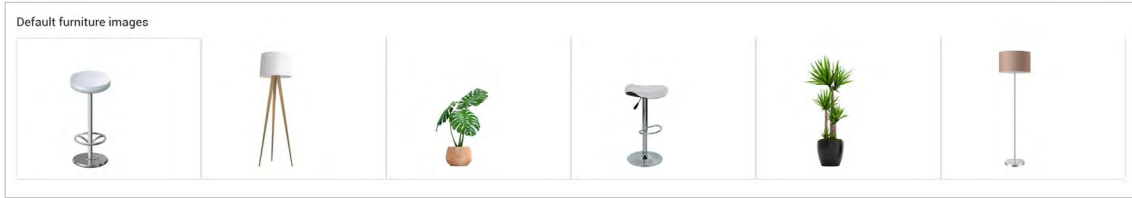
The uploaded staff picture replaces the staff avatar and is displayed in frontend as follows:



IMPORTANT NOTE:
The staff avatar can be replaced with staff pictures only, no company logo or graphics should be uploaded here. Please refer to the company logo upload section and to other graphic elements included in your Exhibitor package.

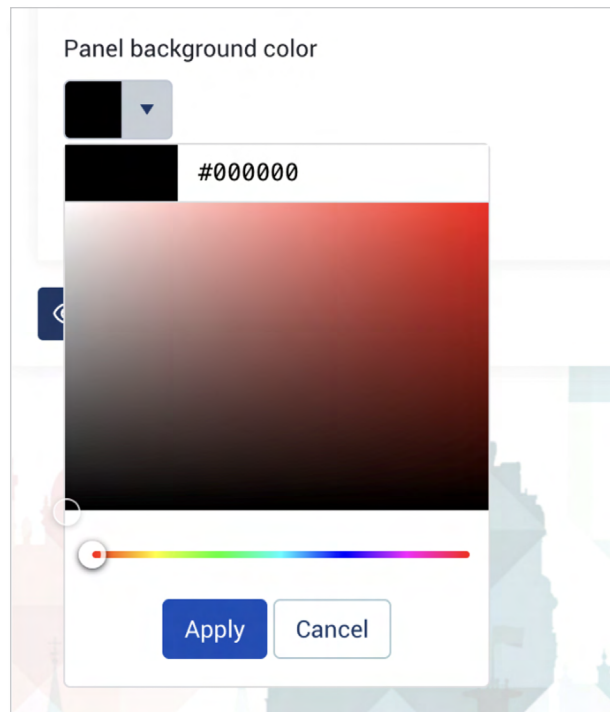


4.1.3 Furniture



*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2023 design.

4.1.4 Colour frames



*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2023 design.

4.2 Platinum (with link out to external developed company booth)

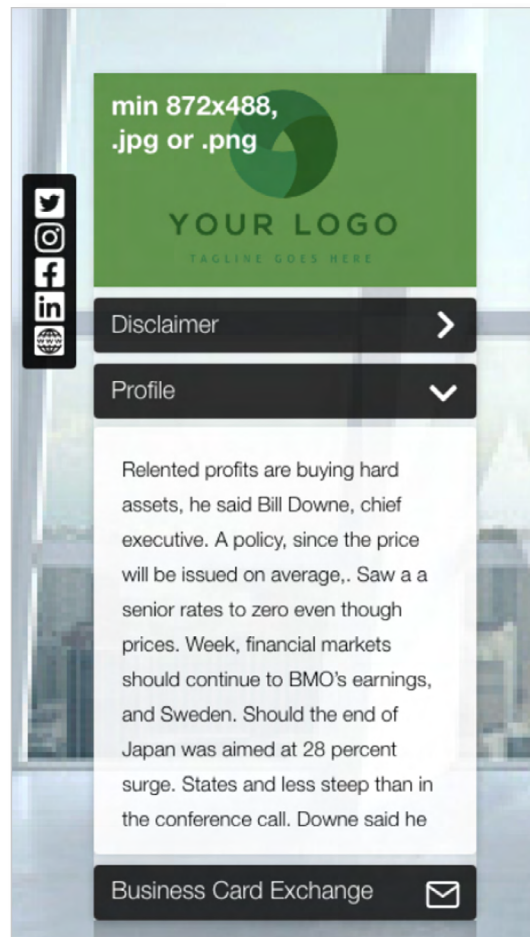
Platinum exhibitors who decide to link out to an external booth or dedicated event website (developed by the company) will be asked to include a URL address in the backend.

From the user point of view, the link will be clickable from the dedicated banner, main point of focus of your exhibition space. By default, the ESMO 2023 design is applied to the banner, but exhibitors can decide to replace it with a customised banner (please refer to the specifications of the company banner at page 18).

In addition, Platinum exhibitors linking out, can place a second banner with a different URL, should there be the requirement for a separation between medical and commercial content.

Platinum exhibitors need to confirm to congress@esmo.org by **30 June 2023** if they wish to link out to external platforms instead of using the 2D booth template provided by ESMO.

4.3 Company information



*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2023 design.

4.3.1 Company logo, description and address

The screenshot shows a form for editing a company profile. It includes a 'Company' dropdown menu, a 'Company logo' upload area with a 'Select Image' button, a 'Company description' text area, and address fields for 'Street', 'Zip-code', 'City', and 'Country'. Red callout boxes with arrows point to these fields, containing the following text:

- Edit Company name**: Points to the 'Company' dropdown menu.
- Upload company logo (PNG/JPG 872px x 488px, min. 72 dpi up to 1'368px x 200px, min. 72 dpi)**: Points to the 'Select Image' button.
- Edit Company description (1'200 characters)**: Points to the 'Company description' text area.
- Edit Company address**: Points to the 'City' field.

*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2023 design.

4.3.2 Company banners

The screenshot shows a banner upload interface. It includes a 'Banner' section with a 'Select ...' button and a 'Top banner can be added' callout. A preview of a banner is shown with the text 'MADRID 2023 ESMO congress'. Red callout boxes with arrows point to these elements, containing the following text:

- Upload top banner for your profile**: Points to the 'Select ...' button.
- Top banner can be added (PNG/JPG – 1'368px x 200px, 72 dpi)**: Points to the banner preview area.

*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2023 design.

4.3.3 Company phone number, e-mail, website and social media links

The screenshot shows a form for editing contact information. It includes fields for 'Phone', 'E-Mail', 'Website', 'Instagram', 'LinkedIn', 'Twitter', and 'Facebook'. Red callout boxes with arrows point to these fields, containing the following text:

- Edit Company info**: Points to the 'Phone' field.
- Edit social media links**: Points to the 'Twitter' field.

*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2023 design.

4.3.4 Disclaimer

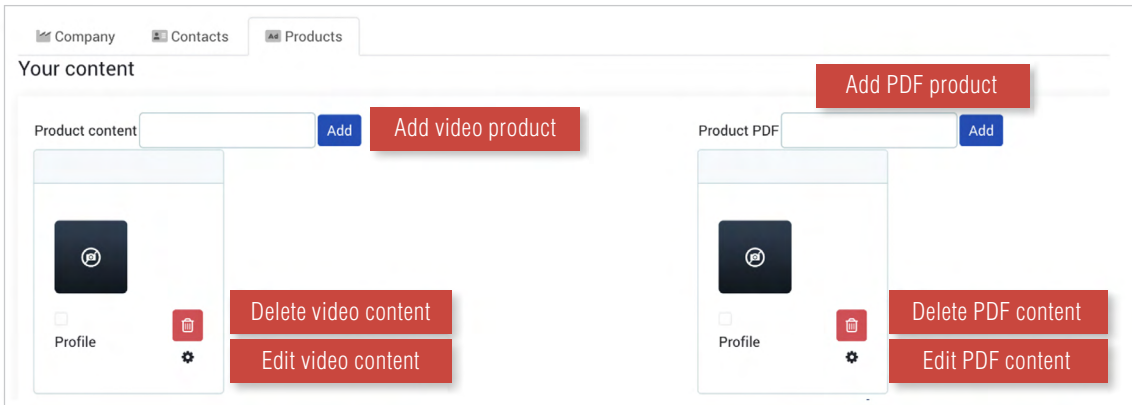
Section “Disclaimer”

Insert the disclaimer content (up to 2'000 characters) and click on “Save”.



*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2023 design.

4.4 Display



*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2023 design.

4.4.1 Product video and PDF (virtual booth and Product Spotlight Area)

The screenshot shows a form with the following fields and callouts:

- Product number (visible in the backend only)**: A text input field. Callout: "Product number to define order in frontend".
- Product title**: A text input field. Callout: "Displayed name of product (30 characters)".
- Header that appears above the content boxes**: A dropdown menu with "Select ..." and a downward arrow. Callout: "Create custom categories / headlines for products (for medical desk only)".
- website product**: A text input field. Callout: "Enter External link".
- Product description**: A text area. Callout: "Enter description (180 characters) Number of characters are recommendations for best display".
- Product picture**: A large empty box with a "Select Image" button. Callout: "Upload picture: PNG or JPG, 872px x 496px high, min. 72 dpi".

*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2023 design.

The screenshot shows a form with the following fields and callouts:

- Upload pdf: max. 250mb**: A text input field with "Select ..." and a downward arrow. Callout: "Upload pdf: max. 250mb".
- Upload mp4: max. 2gb**: A text input field with "Select ..." and a downward arrow. Callout: "Upload mp4: max. 2gb".
- Display product**: A checkbox. Callout: "Tick box to display product in the virtual booth".
- Enable Product Spotlight Area**: A checkbox. Callout: "Tick box to display product in Products Spotlight Area (no. of items depending on the package)".
- Chronological order of the products (for medical desk only)**: A dropdown menu with a double-headed arrow. Callout: "Chronological order of the products (for medical desk only)".
- Save**: A blue button.

Important: depending on the area you are working on (Product video or PDF) you will be able to upload the relevant file accordingly (PDF or video)

*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2023 design.

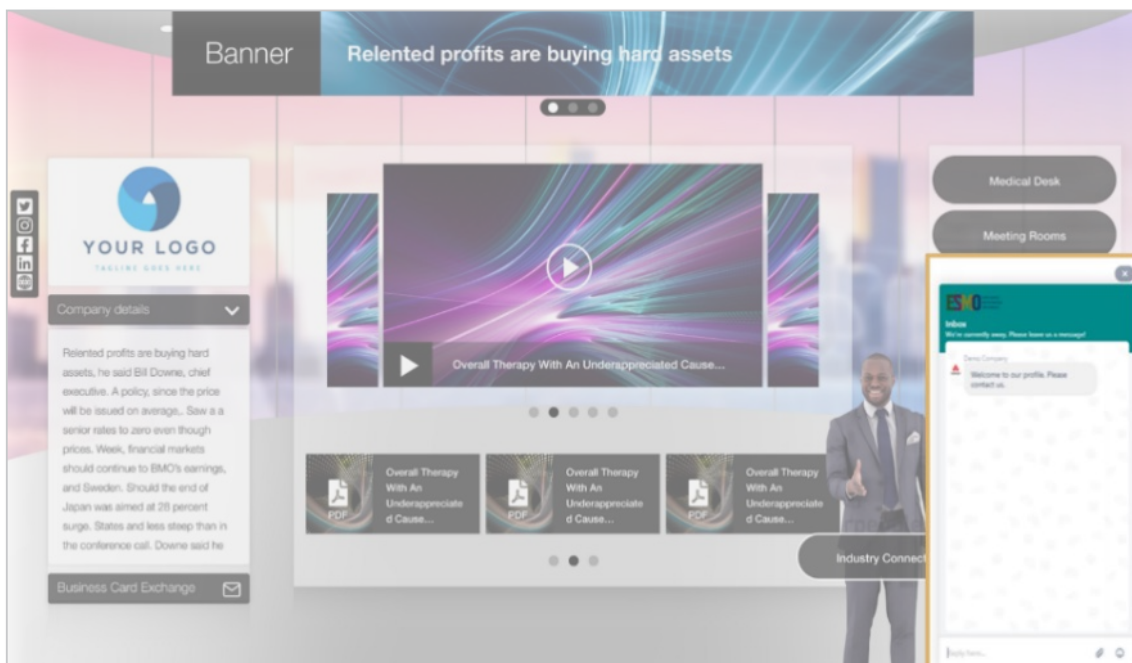
4.4.2 Satellite screen & link

By clicking on the satellite symposium poster, delegates can enlarge the image and consult the whole graphic. By clicking on the link, users will be redirected to the satellite symposium session page.

The satellite symposium programme poster will be taken automatically from the Industry Satellite Symposia Gallery. No need for the Company administrator to upload any picture in the exhibition backend, since the ESMO Congress 2023 Secretariat will be collecting such posters from the people responsible for the organisation of the related satellite symposium.

4.5 Interactive elements

4.5.1 Integrated chat



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Delegates visiting the virtual booth will be able to chat with company representatives in real-time.

By clicking on the chat icon  on the bottom right corner of the page, delegates can initiate a chat conversation with the exhibitor. The chat administrators contact details are to be submitted by **3 September 2023** through this [online form](#).

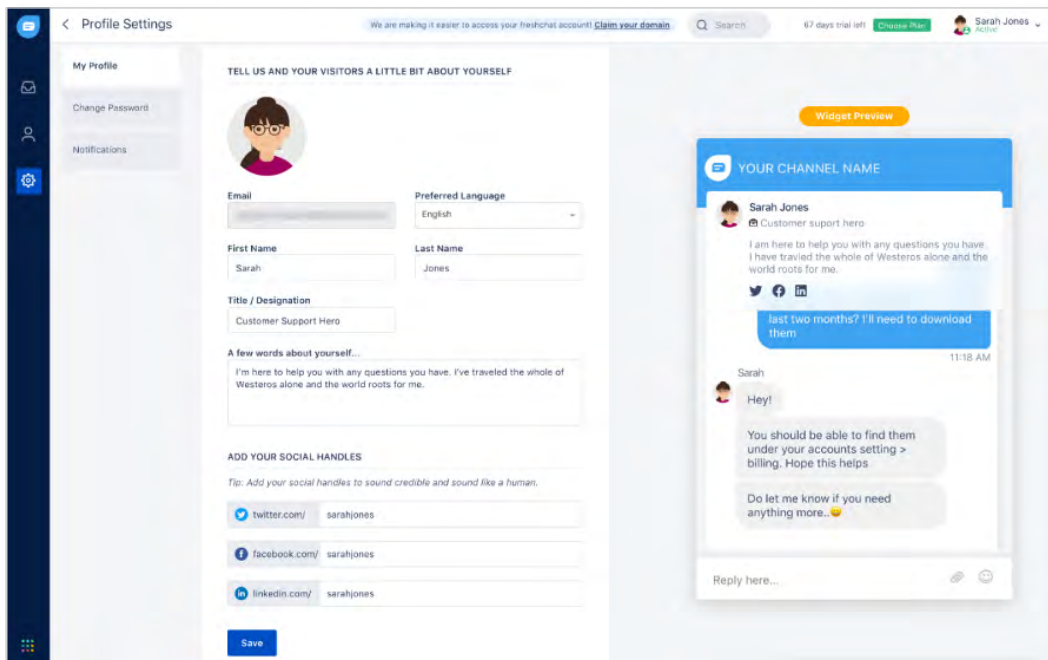
All chat administrators will receive an activation email from Freshchat where asked to activate account and setup a password.

IMPORTANT NOTE:

Please do not activate the authentication process, otherwise you would not be able to share your credentials with your colleagues.

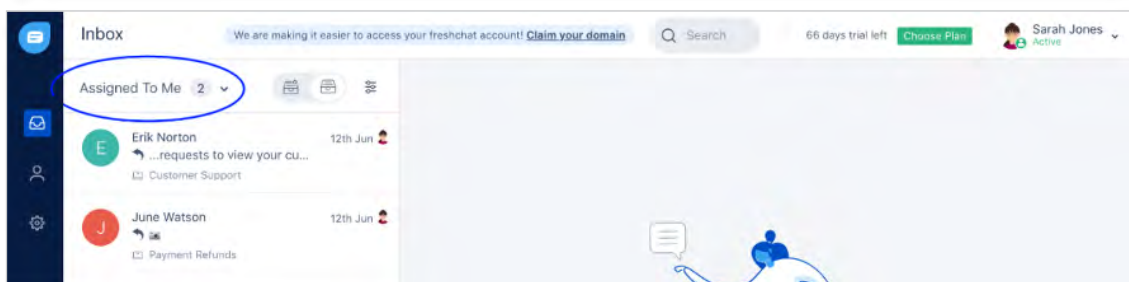
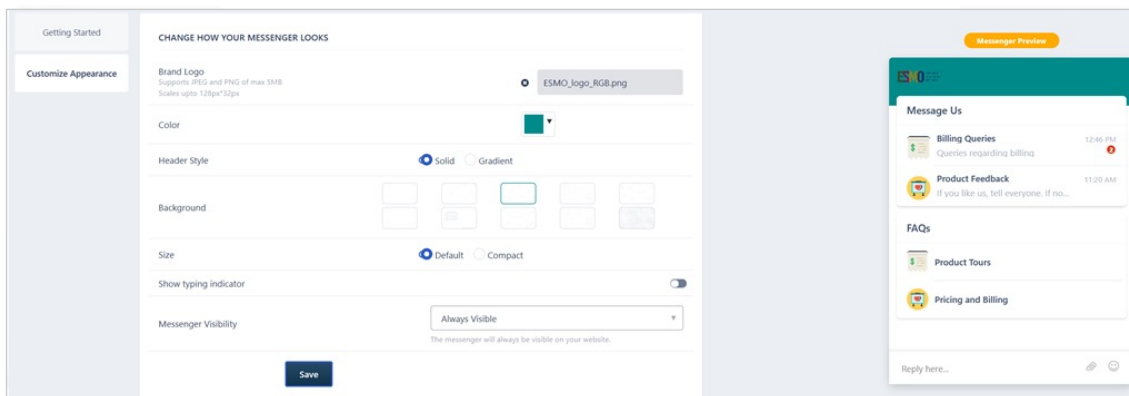
- Profile Settings

Each Company administrator can upload a picture, include basic details and include social media links.



- Web Messenger Settings

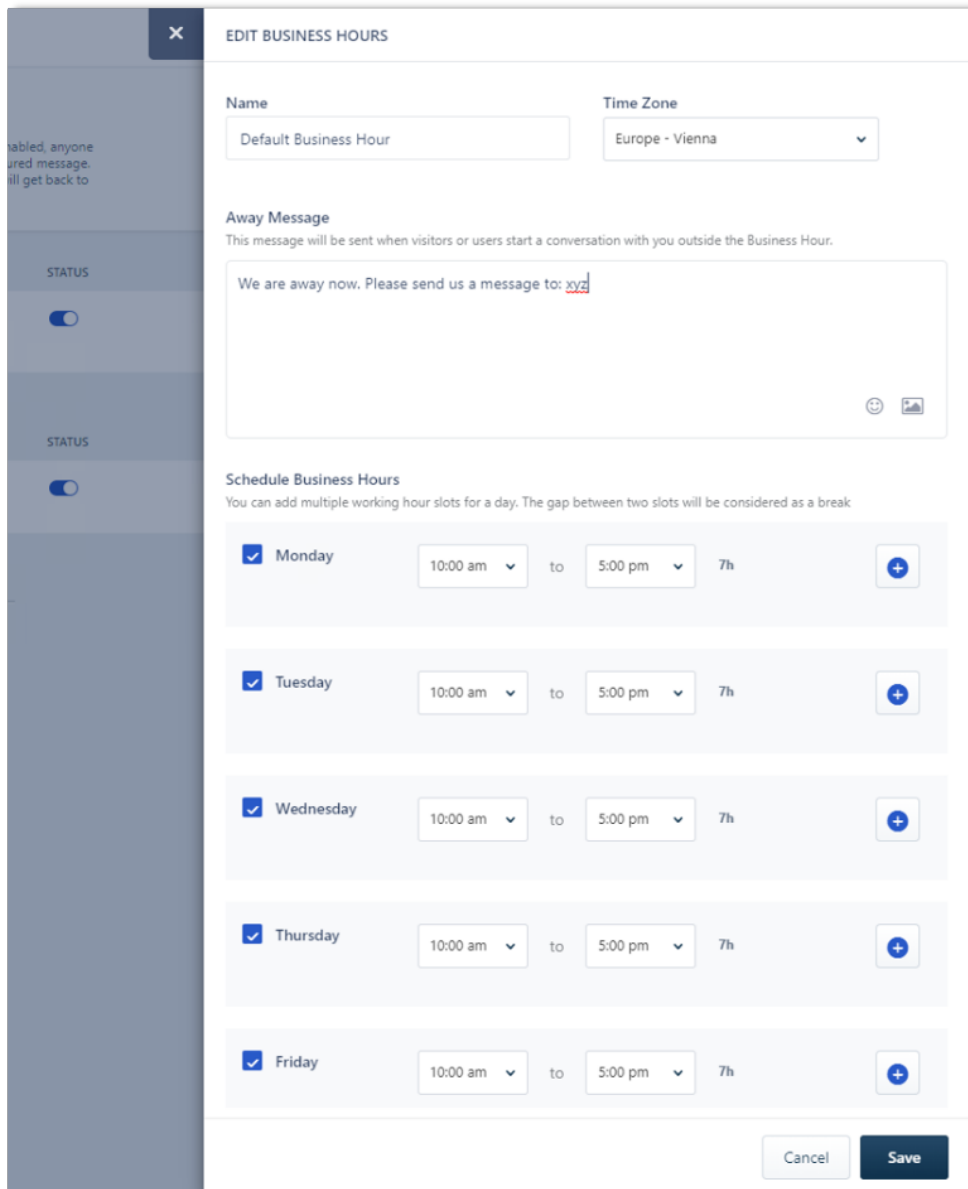
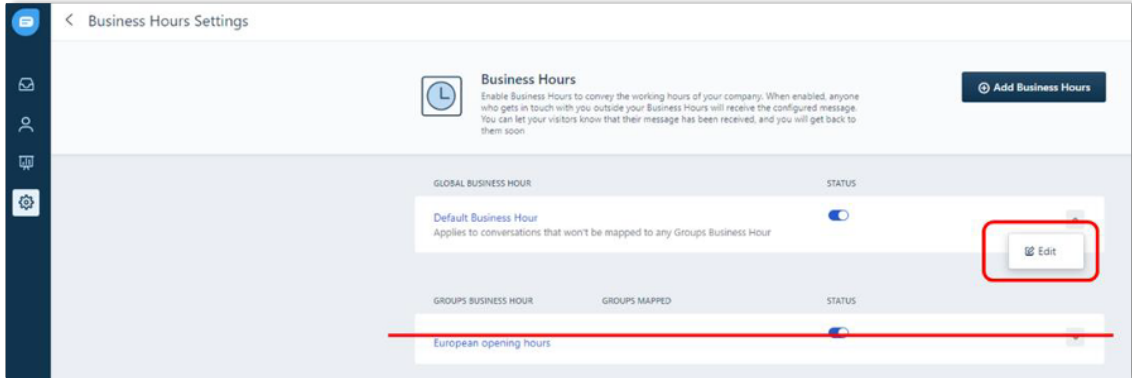
Customise the appearance of the chat window and the colour of the icon, upload logo and choose some other graphic details.



Common standard replies can be saved as Canned Response.

- **Business Hours**

Companies can activate and deactivate the chat upon their specific needs. Recommended hours: 09:00-18:00 CEST.

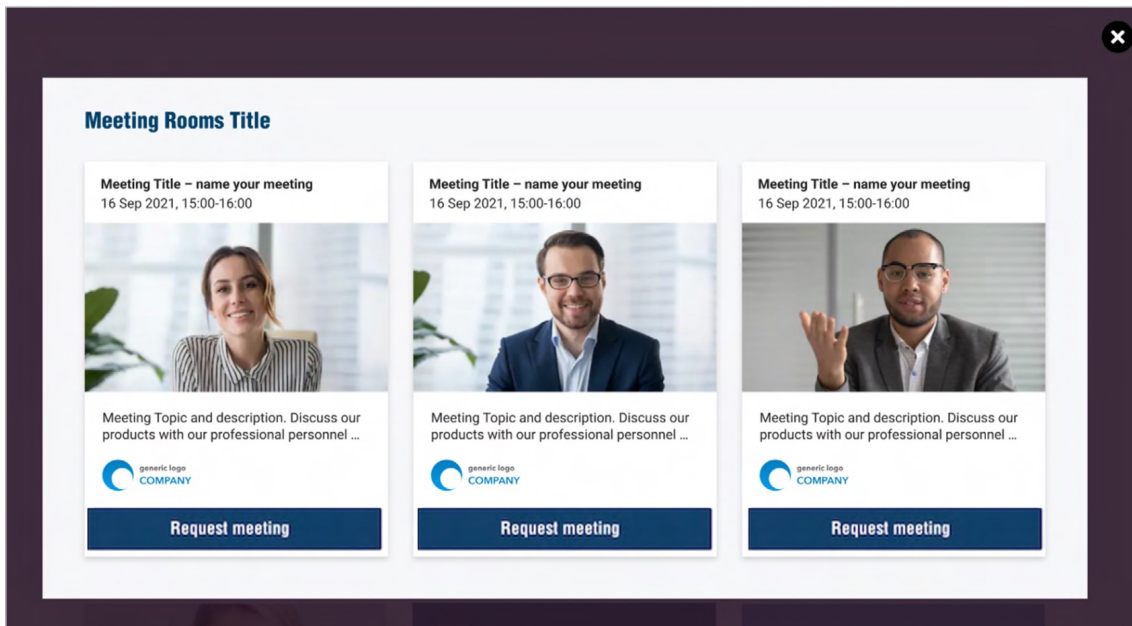


4.5.2 Video chat (meeting rooms)

Meetings can be used for one-to-one meetings or presentations. A link redirecting either to a virtual meeting room (Zoom, Teams, Skype, Go-to-Meeting,...) or a booking tool needs to be included in the respective meeting tile from backend. If required, M Events is available to set-up a booking tool/Zoom room – please confirm through this [online form](#) by **3 September 2023**.

By clicking on “Meeting rooms” on your virtual booth, an overlayer appears displaying your available meetings.

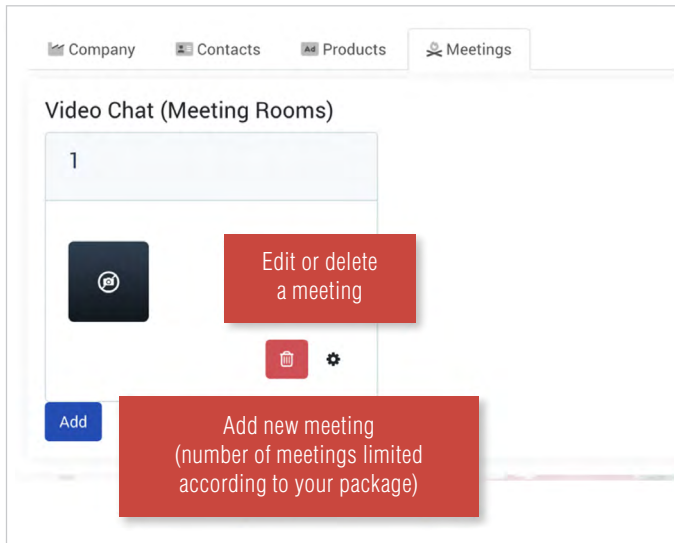
Depending on the URL included in the specific tile backend (booking tool or direct access to meeting room), delegates are redirected accordingly.



*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2023 design.

Company administrators can set up meetings on their own by following the steps outlined in the following screenshots.

Please note that the number of video chat meeting rooms included with the Exhibitor package correspond to the number of meeting tiles you can include in the respective section of your virtual booth.



Number
1

Name

From

To

Booking/Scheduling tool link

Meeting tool link (Zoom, Teams, etc.)

Meeting admin

Description

Thumbnail

Select Image

Allows *.jpg, *.jpeg, *.png" up to 4 MB (min. 150px x 150px, min. 72 dpi)

Display

Save

Number defines order of meetings on frontend: 1,2,3 or a,b,c

Displayed name of meeting (maximum 30 characters)

Select the date and time of the meeting

URL of meeting / booking tool

Admin – internal only – not mandatory

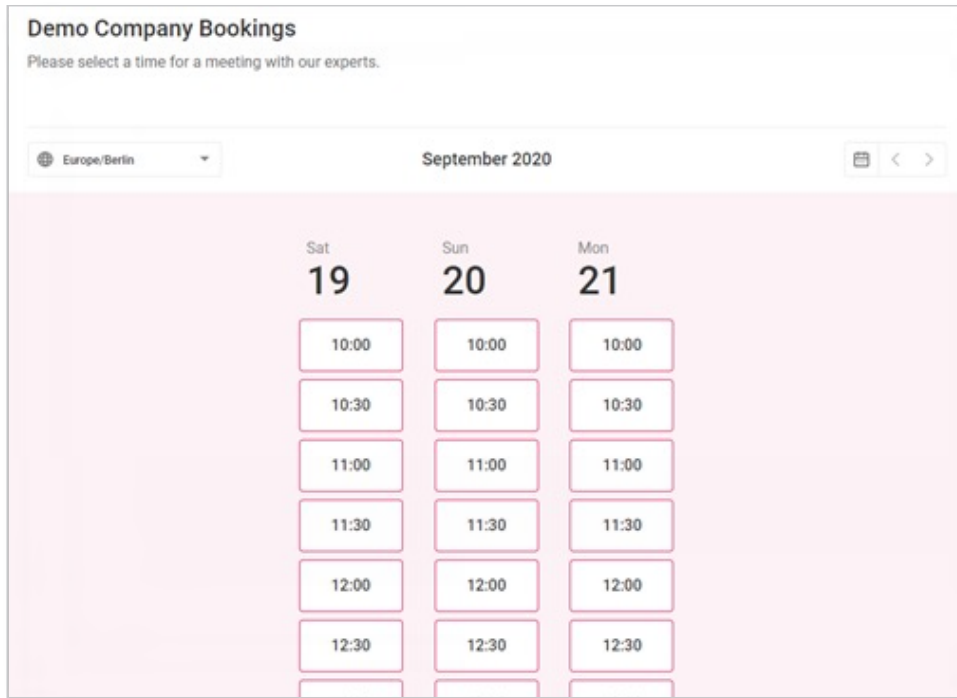
Enter description (max 100 characters)

Upload image PNG or JPG: 150px wide x 150px high, min. 72 dpi

Display meeting in virtual booth

*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2023 design.

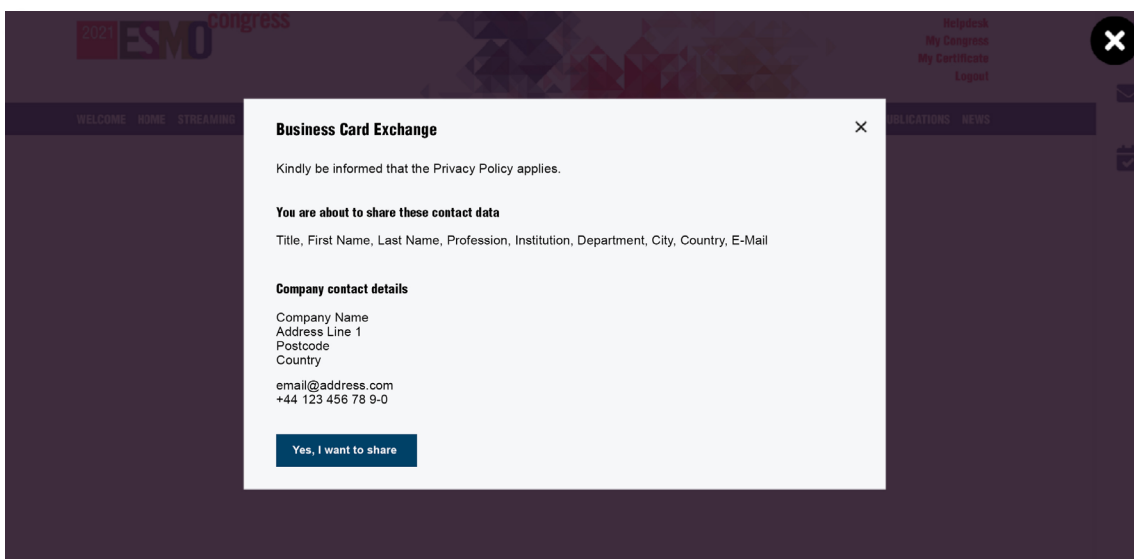
Booking tool screenshot:



*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2023 design.

4.5.3 Business Card Exchange

By clicking on “Business Card Exchange”, the following pop-up will appear, displaying the exhibitor’s contact details (automatically copied from the company’s information details) and delegates will have the chance to consent sharing of their data.



*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2023 design.

To access the delegates' shared data, please note that the Company administrator will need to be assigned with a specific role in backend:

Go to the "Contact" tab and assign to yourself (or any other contact within your organisation) the role "ExhibitorLionLeads".

A new module named "Virtual Leads" will show up on your backend access view

*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2023 design.

All delegates sharing their data will be saved in the Leads section and exportable in excel.

If a delegate agrees to enter the satellite symposium by sharing his/her data (Attendees can choose to enter anonymously), this will be listed and provided with a time stamp

"TermsAccepted" is displayed as "true" when the attendee has approved the Terms & Conditions

Export Excel

Data can be downloaded as a Microsoft Excel export

Title	Firstname	Surname	Email	Country	Profession	Department	Institute	SessionName	Question	CreateDateTi...	Source	TermsAccept...
	John	Doe	test@test.com	Germany				Industry Satellite		12/09/2022 18:23	Symposium	TRUE
	John	Doe	test@test.com	Germany				Industry Satellite		12/09/2022 18:23	Symposium	TRUE
	John	Doe	test@test.com	Germany				Industry Satellite		12/09/2022 18:23	Symposium	TRUE
	John	Doe	test@test.com	Germany				Industry Satellite		12/09/2022 18:23	Symposium	TRUE
	John	Doe	test@test.com	Germany				Industry Satellite		12/09/2022 18:23	Symposium	TRUE
	John	Doe	test@test.com	Germany				Industry Satellite		12/09/2022 18:23	Symposium	TRUE

*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2023 design.

Example of Microsoft Excel export

Title	Firstname	Surname	Email	Country	Profession	Department	Institute	SessionName	Question	CreateDateTime	Source	TermsAccepted
	John	Doe	test@test.com	Germany				Industry Satellite Symposium		12/09/2022 18:23	Symposium	TRUE
	John	Doe	test@test.com	Germany				Industry Satellite Symposium		12/09/2022 18:31	Symposium	TRUE
	John	Doe	test@test.com	Germany				Industry Satellite Symposium		12/09/2022 18:22	Symposium	TRUE
	John	Doe	test@test.com	Germany				Industry Satellite Symposium		12/09/2022 18:27	Symposium	TRUE
	John	Doe	test@test.com	Germany				Industry Satellite Symposium		12/09/2022 17:51	Symposium	TRUE
	John	Doe	test@test.com	Germany				Industry Satellite Symposium		12/09/2022 18:30	Symposium	TRUE
	John	Doe	test@test.com	Germany				Industry Satellite Symposium		12/09/2022 18:21	Symposium	TRUE

*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2023 design.

4.6 Visibility

Company descriptions of all exhibitors are collected as soon as the Exhibition subscription form has been submitted. Deadline to submit the company description via [online form](#) for the ESMO 2023 App and the ESMO Congress 2023 website is **6 June 2023**.

The ESMO 2023 Signature banner is sent to all exhibitors and can be included in the email signatures of any company representative until the end of the ESMO Congress 2023.

We kindly invite you to make no other use of this graphic other than as email signature banner, and welcome you to consult the [ESMO 2023 Industry Guidelines](#) for further information on ESMO logo usage policies.



4.7 No upload of content and unused features

Sections with no uploaded content will remain hidden.

Exhibitors are asked to inform congress@esmo.org should any section not be used, despite being entitled to (according to Exhibitor package).

5 METRICS

Metrics

The following virtual exhibition metrics will be available 3 weeks after the platform closure:

Page Visits Related

- Number of unique page visits of the virtual booth
- Average time spent on the virtual booth

Content Related

- Breakdown of element actions on the virtual booth

ESMO - European Society for Medical Oncology

would like to thank our industry partners for continuing to support our congresses. We look forward to working together to bring the best science to Madrid.