PROSPECTUS

1–4 July 2020
Barcelona, Spain

worldgicancer.com
ESMO, European Society for Medical Oncology

ESMO is the leading European professional organisation for medical oncology. Comprising more than 20,000 oncology professionals from more than 150 countries, we are the society of reference for oncology education and information. We are committed to supporting our members to develop and advance in a fast evolving professional environment.

Founded in 1975, ESMO has European roots with a global reach: we welcome oncology professionals from around the world. We are a home for all oncology stakeholders, connecting professionals with diverse expertise and experience, and speaking with one voice for our discipline. Our education and information resources support an integrated multi-professional approach to cancer care, from a medical oncology perspective. We seek to erase boundaries in cancer care, whether between countries or specialties and pursue our mission across oncology, worldwide.

esmo.org

Imedex® is an industry leader in providing accredited, independent, continuing medical education to healthcare professionals. We develop high-quality, scientific programming that translates the latest research into clinically relevant information.

Our activities have exceptional organization and outstanding educational value, with a proven sustained impact on disease management.

Our established relationships with the leading investigators and researchers in medicine, and some of the world’s most prestigious societies, make our educational offerings the most effective in the industry. Our comprehensive programs are designed utilizing advanced adult educational principles in order to ensure that key learning objectives are identified, measured, and achieved.

At Imedex, we believe that education is the best medicine. And as such, we have two distinct educational areas where we focus on improving physicians’ education and patient care around the world:

- Live Meetings. Having successfully produced live meetings on five continents with more than 10,000 oncology HCPs in attendance, Imedex is a leading contributor that truly educates the global oncology community.

- With more than 60,000 registered oncology HCPs worldwide, Imedex’s online initiatives are dedicated to expanding your presence among HCPs 365 days a year. As a direct contributor to the Oncology Learning Network and ESMO OncologyPro, ESMO World Congress on Gastrointestinal Cancer is the premier platform for access to education, webcasts, abstracts, and journal articles relevant to GI cancer worldwide.
The ESMO World Congress on Gastrointestinal Cancer is the premier global event in the field, encompassing malignancies affecting every component of the gastrointestinal tract and aspects related to the care of patients with gastrointestinal cancer, including screening, diagnosis, and the latest management options for common and uncommon tumors. It has been endorsed by more than 10 leading professional societies and organizations.

With the focus on personalized therapy, multidisciplinary management, and unraveling molecular mechanisms, ESMO GI will educate and update the broad range of experts who participate in the treatment of gastrointestinal cancers, providing a clear overview for treatment. More than 80 expert specialists will lead the sessions and meet with participants in small targeted groups, making the scientific agenda the most comprehensive and effective in addressing the educational needs of physicians. Thousands of participants attend each year, and their comments indicate that the updates they receive are of immediate relevance to their practices.

Presentation of cutting-edge research has become one of the highlights of the ESMO GI Congress, offering opportunities for researchers worldwide to network with colleagues and share their endeavors with the healthcare community. In 2019, 452 abstracts were accepted for presentation and publication in a special supplement to the *Annals of Oncology*.

The ESMO World Congress on Gastrointestinal Cancer promises to continue the tradition of excellence and stimulate the interest of its participants. We look forward to seeing you in July 2020 in Barcelona for what will be a most important and memorable scientific meeting.

**SPONSORSHIP OPPORTUNITIES**

ESMO GI Sponsors strengthen relationships with 3,500+ oncologists and other allied health professionals who attend this Congress from across the globe. Build awareness at the premier forum for advancing research in the pathogenesis, prevention, and treatment of GI cancer.

Sponsors of ESMO GI will receive corporate logo acknowledgement on/in the following Congress materials:

- Signage located in high-traffic areas throughout the Congress Center
- Dedicated congress website: worldgicancer.com
- Congress program guide
- Audio visual background reel displayed in all session rooms during breaks
- ESMO GI Congress Meetings Site on the Oncology Learning Network
- ESMO GI Congress Mobile App

**By the Numbers**

- 3,300+ Attendees Gathered
- 120+ Sessions Covered
- 80+ Faculty Presented
- 450+ Abstracts Accepted
- 102+ Countries Attended

#WorldGI2019
# 2019 Attendee Demographics

<table>
<thead>
<tr>
<th>Country</th>
<th>Attendance</th>
<th>2019 Rank</th>
<th>2018 Rank</th>
<th>2017 Rank</th>
<th>2016 Rank</th>
<th>2015 Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>245</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Italy</td>
<td>213</td>
<td>2</td>
<td>4</td>
<td>5</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Spain</td>
<td>205</td>
<td>3</td>
<td>2</td>
<td>4</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>United States</td>
<td>173</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>5</td>
<td>8</td>
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<tr>
<td>Belgium</td>
<td>126</td>
<td>5</td>
<td>7</td>
<td>6</td>
<td>8</td>
<td>1</td>
</tr>
<tr>
<td>United Kingdom</td>
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<td>8</td>
<td>3</td>
<td>5</td>
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<tr>
<td>Switzerland</td>
<td>123</td>
<td>7</td>
<td>5</td>
<td>3</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>Germany</td>
<td>92</td>
<td>8</td>
<td>10</td>
<td>7</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Poland</td>
<td>89</td>
<td>9</td>
<td>10</td>
<td>12</td>
<td>17</td>
<td>12</td>
</tr>
<tr>
<td>Japan</td>
<td>83</td>
<td>10</td>
<td>11</td>
<td>15</td>
<td>16</td>
<td>14</td>
</tr>
<tr>
<td>Algeria</td>
<td>79</td>
<td>11</td>
<td>14</td>
<td>22</td>
<td>51</td>
<td>27</td>
</tr>
<tr>
<td>Austria</td>
<td>76</td>
<td>12</td>
<td>9</td>
<td>10</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>Argentina</td>
<td>71</td>
<td>13</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>9</td>
</tr>
</tbody>
</table>

## Primary Specialty of Participants

- Medical Oncology: 50%
- Gastroenterology: 18%
- Clinical Research: 16%
- Surgery/Surgical Oncology: 9%
- Radiation Oncology: 4%
- Pharmacology: 3%
- Nursing: 1%

## Regions of the World

- Western Europe: 52%
- Eastern Europe: 16%
- North America: 8%
- Middle East: 7%
- Asia: 7%
- South America: 5%
- Other: 5%
WHY SPONSOR

Visibility
Financial support of this Congress allows companies the opportunity to promote their endeavors while ensuring the ongoing success of this premier International Congress.

Priority Points
Accrue additional points toward your priority ranking as a valued partner. Sponsors participating in the ESMO World Congress on Gastrointestinal Cancer accumulate priority points each year based on their sponsorship of the Congress. For your reference, to the right is an example and graph with an explanation of the categories and their priority point allotments.

Exhibition
Securing a booth fosters essential networking and scientific interaction between oncology professionals and industry.

Exhibit Location
Exhibit location assignment is based on a priority point system.

Symposium Slot Assignment
Symposium slot assignments are based on the applicant’s preferences and priority point ranking.

### PRIORITY POINTS

<table>
<thead>
<tr>
<th>Points</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Founding Congress Sponsor</td>
</tr>
<tr>
<td>5</td>
<td>For each Symposium held</td>
</tr>
<tr>
<td>3</td>
<td>Annual Congress Sponsorship at the rate of 3 points per €20,000</td>
</tr>
<tr>
<td>2</td>
<td>For each Clinical Research Update (CRU)</td>
</tr>
<tr>
<td>1</td>
<td>Expanded Sessions at the rate of 1 point per €20,000</td>
</tr>
<tr>
<td>1</td>
<td>For each 9 sqm of Commercial Exhibit Space</td>
</tr>
<tr>
<td>1</td>
<td>Marketing/Advertising items supported at a rate of 1 point per €5,000 (eg, advertisements, bags, lounges)</td>
</tr>
<tr>
<td>1</td>
<td>For each Marketing/Advertising item again sponsored from previous year (eg, sponsored the escalator clings in 2019 and sponsored them again in 2020)</td>
</tr>
<tr>
<td>1</td>
<td>Digital Media Opportunities at the rate of 1 point per €5,000</td>
</tr>
<tr>
<td>1</td>
<td>For each year participated for 1999–2019</td>
</tr>
</tbody>
</table>
CORPORATE SPONSORSHIP LEVELS AND ENTITLEMENTS

The ESMO World Congress on Gastrointestinal Cancer offers many unique sponsorship opportunities designed to fit any budget or need.

Recognition: All companies that commit to support the ESMO World Congress on Gastrointestinal Cancer will be acknowledged in all Congress announcements (based on confirmation date), on the Congress website, Congress Meeting Site within the Oncology Learning Network, Congress Mobile App, and in on-site materials and signage. Companies will be acknowledged in order of sponsorship level.

| Platinum Level ................. €120,000 |
|-------------------------------|---------------------------------|
| Acknowledgement as a Platinum Sponsor on all Congress materials | Digital marketing campaign: conference app banner ad |
| Option to supply an insert in Congress delegate bags *(must be pre-approved)* | 12 complimentary FULL registrations |
| Option to host a satellite symposium for an additional fee (Can include symposium overflow space as needed) | Option to secure a Congress networking suite for an additional fee |
| 250-word company description in the Congress Program Guide | Feature of Choice (select from) • Clinical Research Update • Symposium Webcast Filming/Hosting • Travel Grants |
| Corporate logo acknowledgement during Welcome Reception | |
| Corporate logo acknowledgement during Faculty Reception including five invitations to reception. Does not include invitation to Faculty Dinner. | |

| GOLD LEVEL ................. €90,000 |
|-------------------------------|--------------------------------|
| Acknowledgement as a Gold Sponsor on all Congress materials | Digital marketing opportunity: Conference mobile app banner ad |
| Option to supply an insert in Congress delegate bags *(must be pre-approved)* | 250-word company description in the Congress Program Guide |
| Option to host a satellite symposium for an additional fee | 10 complimentary FULL registrations |
| Option to secure a Congress networking suite for an additional fee | |

| SILVER LEVEL ................. €70,000 |
|-------------------------------|--------------------------------|
| Acknowledgement as a Silver Sponsor on all Congress materials | 250-word company description in the Congress Program Guide |
| Option to supply an insert in Congress delegate bags *(must be pre-approved)* | 8 complimentary FULL registrations |
| Option to host a "mini" lunch symposium for an additional fee. Wednesday only. | |
| Option to secure a Congress networking suite for an additional fee | |

| CONTRIBUTOR LEVEL ................. €30,000 |
|-------------------------------|--------------------------------|
| Acknowledgement as a Contributor Sponsor on all Congress materials | 4 complimentary FULL registrations |
| 250-word company description in the Congress Program Guide | Digital marketing opportunity: Conference mobile app banner ad |
Commercial Exhibition

The Exhibition Hall will be accessible to prescribing healthcare professionals, industry/pharma, and exhibitors. Space will be assigned based on ranking within the Priority Points System. This space allows for product branding and pipeline information. Multiple booths per company are allowed (eg, medical vs promotional).

Each exhibitor will receive

- Logo acknowledgement on all print materials, the Congress website, media site, and mobile app
- 250-word company description
- Complimentary exhibitor registrations

<table>
<thead>
<tr>
<th>Exhibition Space Type</th>
<th>EUR/sqm</th>
<th>Early Rate</th>
<th>Standard Rate</th>
<th>Number of Complimentary Registrations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Island–Stand-Alone Booth (four sides open)</td>
<td>EUR/sqm</td>
<td>€720</td>
<td>€800</td>
<td>For every 9 sqm: Two Exhibitor-only badges</td>
</tr>
<tr>
<td>Peninsula Booth (three sides open)</td>
<td>EUR/sqm</td>
<td>€600</td>
<td>€720</td>
<td>Four Exhibitor-only badges</td>
</tr>
<tr>
<td>Corner Booth (two sides open)</td>
<td>EUR/sqm</td>
<td>€540</td>
<td>€600</td>
<td>Two Exhibitor-only badges</td>
</tr>
<tr>
<td>Façade Booth (one side open)</td>
<td>EUR/sqm</td>
<td>€500</td>
<td>€540</td>
<td>Two Exhibitor-only badges</td>
</tr>
<tr>
<td>New Exhibitor Rate (For-profit companies and non-exhibitors at past three WCGICs)</td>
<td>EUR/sqm</td>
<td>The new exhibitor rate is a 25% reduction of the applicable rate</td>
<td>The new exhibitor rate is a 25% reduction of the applicable rate</td>
<td>See above</td>
</tr>
</tbody>
</table>

Smallest booth size=9 sqm (booths only sold in 9 sqm increments). Prices include raw space only (no materials, shell scheme, carpet, lighting, or construction included).

Early Rate Deadline
17 January 2020
Groups interested in hosting a satellite symposium during the Congress should contact Stacy Brandau at s.brandau@imedex.com. Note: Only those companies supporting at the Silver Support Level or higher may host a satellite symposium. Multiple symposiums are allowed. Fees will apply.

**Regarding Symposia**

1. Symposium slots are assigned based on sponsor preference and Priority Point Ranking.
2. Symposium fees include basic audio/visual equipment as provided by the CCIB. This includes one projector, one screen, one microphone, and house lights. Auxiliary or custom AV specifications, extensive staging, custom lighting, etc must be arranged directly with the CCIB for additional fees.
3. Uniform box lunch options will be available to all lunch symposium sponsors and all lunches must be distributed inside the symposia rooms. This policy has been enacted to ensure that attendance to lunch symposia is driven by educational content instead of food selection and facilitate compliance with city safety codes for the CCIB. Please note that no food and beverage allowance is provided.
4. Stand-alone evening symposium will have a larger variety of food and beverage options.
5. Symposium sponsors must provide enough food and beverage for 80% of the seats that are set in the symposium room.
6. Sponsors are responsible for any and all expenses related to their symposia faculty who are not part of the official Congress agenda.
7. Complimentary satellite staff badges will be provided for each symposium. Instructions on how to register will be located in the satellite manual.

**Symposium Services**

For companies supporting ESMO GI, Imedex offers to:

- Post-symposia details on the Congress website and mobile Congress App
- Include symposia information in pre-registrant letter
- Include title, talks, and faculty of supported symposia in the Congress Program Guide
- Include option to rent lead retrievals to gather demographics of symposia attendance

**Symposium Marketing**

It is strongly recommended that companies supporting ESMO GI Congress symposia, plan to invest in key marketing opportunities designed to bring awareness to your program. This includes Pre-Congress eBlasts, Congress Mobile App Banner Ads, Mobile App Push Notifications, Contract Hostesses, Signage throughout the CCIB, etc. Ask the Imedex team about Best Practices for ensuring a successful program! We can help!

**Digital Webcast**

Digital Webcasts are the most effective method to capture and extend the life of your important symposia content. All filming and production are managed by a highly skilled team long experienced in the art of capturing science-based content. Various packages are available for production and hosting post-congress. Contact Stacy Brandau s.brandau@imedex.com for information.

**Satellite Symposia Room Capacity**

All symposia rooms are located on Level 1 of the CCIB in rooms 111–117. Each room varies in capacity. Base set is 350 pax unless otherwise noted. If you would like to sit for more attendees than your assigned rooms will hold, overflow space can be obtained for an additional fee.

Satellite symposium agendas require approval by the Scientific Committee. A draft program including the title of the satellite symposium, chairs, proposed faculty, and the titles of all presentations should be sent to Imedex no later than 16 March 2020. The program must be finalized and sent to Imedex for inclusion in on-site materials by 6 May 2020. Approved satellite symposium programs will be published in the format determined by Imedex if received by the advertised deadline. Abstracts related to satellite symposia are not published.

**Available Time Slots**

When communicating symposium interest, please indicate your top two preferences for symposium date/time slot. Unless otherwise noted, all satellite slots have a duration of 2 hours with a 90-minute presentation time.

<table>
<thead>
<tr>
<th>Symposium Day</th>
<th>Time</th>
<th>Room</th>
<th>Cost*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, 1 July</td>
<td>Concurrent <strong>mini</strong> lunch</td>
<td>115-116</td>
<td>€50,000</td>
</tr>
<tr>
<td></td>
<td>(60-minute presentation)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wednesday, 1 July</td>
<td>Concurrent <strong>mini</strong> lunch</td>
<td>117</td>
<td>€50,000</td>
</tr>
<tr>
<td></td>
<td>(60-minute presentation)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thursday, 2 July</td>
<td>Concurrent lunch</td>
<td>111-112</td>
<td>€70,000</td>
</tr>
<tr>
<td></td>
<td>(600 pax)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thursday, 2 July</td>
<td>Concurrent lunch</td>
<td>113-114</td>
<td>€60,000</td>
</tr>
<tr>
<td>Thursday, 2 July</td>
<td>Concurrent lunch</td>
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<td>€60,000</td>
</tr>
<tr>
<td>Thursday, 2 July</td>
<td>Concurrent lunch</td>
<td>117</td>
<td>€60,000</td>
</tr>
<tr>
<td>Friday, 3 July</td>
<td>Concurrent lunch</td>
<td>111</td>
<td>€35,000</td>
</tr>
<tr>
<td></td>
<td>(250 pax)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friday, 3 July</td>
<td>Concurrent lunch</td>
<td>112</td>
<td>€60,000</td>
</tr>
<tr>
<td>Friday, 3 July</td>
<td>Concurrent lunch</td>
<td>113-114</td>
<td>€60,000</td>
</tr>
<tr>
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<td>Concurrent lunch</td>
<td>115-116</td>
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</tr>
<tr>
<td>Friday, 3 July</td>
<td>Concurrent lunch</td>
<td>117</td>
<td>€60,000</td>
</tr>
<tr>
<td>Saturday, 4 July</td>
<td>Concurrent lunch</td>
<td>111</td>
<td>€35,000</td>
</tr>
<tr>
<td></td>
<td>(250 pax)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saturday, 4 July</td>
<td>Concurrent lunch</td>
<td>113-114</td>
<td>€60,000</td>
</tr>
<tr>
<td>Saturday, 4 July</td>
<td>Concurrent lunch</td>
<td>115-116</td>
<td>€60,000</td>
</tr>
</tbody>
</table>

*Cost does not include food and beverage or AV. All sponsors are required to provide food and beverage for 80% of seats in the symposium room. Sponsors will coordinate all catering needs through the CCIB.

**Competitive Satellite Symposia**

Please inform the congress secretariat via email about companies organizing satellite symposia programs that might compete with your satellite symposium. Imedex will do our utmost to prevent competing satellite symposia during the same time slot. Direct emails to s.brandau@imedex.com.

**Digital Webcast**

Digital Webcasts are the most effective method to capture and extend the life of your important symposia content. All filming and production are managed by a highly skilled team long experienced in the art of capturing science-based content. Various packages are available for production and hosting post-congress. Contact Stacy Brandau s.brandau@imedex.com for information.
Digital Media Advertising on the Oncology Learning Network

ECHO YOUR MESSAGE ACROSS MULTIPLE DIGITAL CHANNELS

At the ESMO World Congress on GI Cancer, we offer digital media campaigns to drive your digital marketing strategy.

Boost ROI by creating awareness around your symposium, exhibition, and marketing activities all on the Oncology Learning Network.

Unprecedented visibility across multiple channels with interactive digital banner ads on the Congress Mobile App, World GI Media site, and Imedex's 60,000 strong Oncology Network worldwide.

Available for iOS and Android.

[ 60,000 oncology HCP users ]
Congress Mobile App

A HOST OF KEY CONGRESS INFORMATION

» Push notifications to delegates with sponsor messages

» Promotion on social media and on the main World GI 2020 Congress website

» Promotion via supporter-branded panels at the venue

60% of delegates actively use the Congress app.

Available for iOS and Android.
Webcasting: Key Educational Sessions* and Symposia
There is a growing need to share knowledge and learning opportunities beyond the dates of the actual Congress. High-quality webcasting helps meet this substantial educational need. Materials are presented locally, but at the same time, can be distributed over the web to viewers around the world via a robust cloud server. Viewers can access the broadcasts using PCs, tablets, or smartphones live, as streamed video, or later, on-demand as a webcast.

Imedex offers two types of webcasts.

**Live Streaming**
€25,000K*

*Live Streaming* includes a cloud-based, high-definition, live webinar with a video screen of the speaker/presenter during the session, PowerPoint slides (in sync with the speaker), and audio during the live event.

*Price is per session/sympos broadcast. Polling and chat features for remote participants and videotaped reproduction (optional) at additional fees.

**Digital Webcast**
€15,000K*

*Digital Webcast video capture of your symposium or a specific session that will include full video coverage of all presentations and PowerPoint slides with audio overlay reproduction. Sponsor can be involved in final edit and approval prior to webcast launch.

*Price is per session/sympos broadcast. Videography services are available upon request.

Media Packages on OLN
(Oncology Learning Network)

ESMO GI Insights
On-Site Video Interviews in the ESMO GI Studio

Media Buy Overview
On-site video interviews with KOLs at ESMO GI (2020)
- Banner ad roadblock of conference insights video
- 100% SOV
- Timing: August 2020
- 3 months
- 100% SOV
Total budget: €40,000

*Price is per session/sympos broadcast. Polling and chat features for remote participants and videotaped reproduction (optional) at additional fees.
Engagement Opportunities

ESMO GI Offers Travel Awards

Show your commitment to conquering GI cancer by helping delegates attend ESMO GI, the most important gathering on GI cancer. This sponsorship will provide 5 awards to recipients who submit the required application and attend the congress. Supporting travel awards helps a pre-determined number of delegates to attend the Congress. To be considered for an award, a delegate must complete the required application. Following proof of attendance, each recipient will be awarded a bursary to be applied to travel expenses including air travel and hotel stay.

€10,000 per 5 awards
Engagement Opportunities

Congress Program Guide Advertisements
Product Branding Opportunity! The most comprehensive meeting information available at press time including Congress agenda, session locations, etc. Distributed to all attendees at Registration.

Available options

Outside back cover ........................................ €15,000
Inside front cover ........................................... €10,000
One-page inside back cover ............................... €7,500
Additional inside pages ................................. €2,500 ea. *(Final placement will be determined at time of layout)*

Congress Program Guide Advertisements:
Product Branding Opportunity!
Belly Band .................................................. €25,000
Premium placement of your product brand message. This highly visible band is secured around each Congress Program Guide. Distributed to all attendees in their delegate bag.

Meet the Faculty Reception
€15,000
Don’t miss out on this opportunity to interact with the leading GI cancer experts! A faculty reception will be held at the AC Barcelona next to the CCIB for 1 hour before the group departs for the faculty dinner. Last year’s reception was attended by 40 faculty members. Five invitations to attend the reception.

*Support of this item does not include an invitation to the faculty dinner.*

Congress Poster Viewing and Web Key
€50,000
Be the exclusive supporter of the virtual posters and web key distribution.

Support option includes the following:

» E-Poster Viewer on-site and post-congress
» (2) 47” touch screens totem-style, both with floor stand
» Corporate acknowledgement on all correspondence (or direct mount on booth wall) and all ancillaries, one and on-site signage
» A4 color printer, including set-up and de-rig, software, hard-wire internet, and on-site support
» (2) Meter Boards and bag insert brochure notifying attendees of the viewing opportunity at your booth
» Corporate-branded web key containing all accepted Congress posters – web key will be distributed from your booth

Congress Key Cards
€30,000
Branded key cards delivered to each attendee staying at the Hilton Diagonal Mar, AC Barcelona, Diagonal Zero, or Princess Hotels. Cards must be corporate branded.

Delegate Transportation Passes:
€25,000
Each attendee receives a transportation pass when checking in for the Congress. This option allows corporate branding on each side of the sleeve the transportation pass is placed in.

City Map
€20,000
Each attendee will receive a city map in their Congress bag. The map will be branded with the supporter’s corporate logo.

Congress Lanyards
€30,000
Exclusive supporter of the Congress lanyards. Opportunity to include your corporate logo and dye the lanyard a preferred PMS color. All attendees are required to wear this lanyard during the entire Congress. To comply with EFPIA, we will collect the lanyards from attendees as they leave the Congress Center.

Congress Notepads
€20,000
50-page legal pad included in each Congress bag for delegates to take notes. Corporate branding only.

Congress Bags
€30,000
Promote your company on the Congress bag distributed to all delegates. Each bag will be branded with the Congress logo and the supporting company’s corporate logo.

Escalator Clings
Product Branding Opportunity!
€15,000 – €25,000
High visibility as delegates move throughout the congress space. Full color with brand message. Five sponsorship locations available.

Printing Station
Product Branding Opportunity!
€15,000
A designated printing station for attendees to print out speaker’s presentations, fill-out evaluation forms, or print their certificate of attendance. Many attendees would like to print their certificate of attendance off and carry it home instead of waiting until they get home to fill it out. Support will be recognized with signage around the station. Opportunity to custom design this area is available — additional cost is the supporter’s responsibility.

Location of printer station is negotiable.

Registration Foyer Networking Area
€10,000 ea.
*(Six lounges available, limit two per company)*

Each space will be 8 x 8 m. This space offers attendees comfortable seating located in the registration foyer with access to complimentary WiFi in order to use their personal computer or mobile device. Each space comes with carpeting, electrical power strips, two tables with six chairs each, and four sofas with coffee tables. Any specialty furniture or custom design will be at your own expense. Custom designs must be approved by Imedex. Deadline to submit design will be published in the Exhibitor Manual. Corporate branding only.
Engagement Opportunities

**Wednesday Afternoon Congress Break**  
*Product Branding Opportunity!*

€12,000

Provide refreshment to the Congress attendees with a Wednesday afternoon coffee break held in the registration lobby to ensure high-traffic and high-visibility. Supporter will be acknowledged through corporate-branded napkins and signage during the break. Promotional Product Branding can be incorporated into the space for an additional fee, priced upon request.

**Mobile Device Charging Stations**  
*Product Branding Opportunity!*

€15,000 ea.

Stations will be placed in high-traffic areas for quick and complimentary re-charging of mobile devices. Charging devices are compatible with all wireless carriers, and will charge all smart phones, computers, and tablets. Full color wrap on each station to deliver your product message to all attendees. *(Three packages available, two stations per package)*

**Corporate Billboards**  
*Product Branded Opportunity!*

Full-color, high-profile build-out banners used to promote your company through a promotional message to all attendees. Located in highly visible areas featuring a design of your choice.

*Available options*

- **Single-sided** *(290 x 600 cm)* .......... €7,500
- **Single-sided with backlight** *(290 x 600 cm)* €12,000
- **Double-sided** *(290 x 600 cm each side)* ...... €16,000
- **Double-sided w/ backlight** *(290x600 cm ea side)* €18,500

**Window Clings**  
*Product Branding Opportunity!*

Full-color window clings to promote your company through a corporate and/or product message to all attendees. Located in highly visible areas featuring a design of your choice.

*Additional areas available, please inquire.*

*Available options*

- **Windows over Exhibit Hall.** ................. €25,000
  - *(030)* – Eight panels facing into exhibit hall; total area 800 x 1,200 cm
- **Windows over Poster Hall.** .................. €18,000
  - *(021)* – Five panels facing into poster hall; total area 300 x 1,500 cm each side
- **Windows over Poster Hall and Foyer Doors.** €30,000
  - *(021)* – Five panels double sided; total area 300 x 1,500 cm each side

**Corporate Networking Suite (standard)**

€35,000

Private room made up of 64 sqm of shelling, ceiling draped with white cloth, standard exhibition hall carpeting, and holds up to 40 participants in banquet rounds. Fee includes: build, standard furniture, electrical outlets, double coffee machine and two packs, water station, and meter board placed outside of room. Set-up changes and any additional food/beverage or AV will be at the cost of the supporter. Rooms are conveniently located on Level 0 next to the Exhibit Hall and Poster Area. Rooms will be available Wednesday afternoon through Saturday. Option to increase room size available. Additional pricing will apply.

*Educational activities in the congress suites must follow the Congress blackout policy.*

**Corporate Networking Suite (custom)**

€50,000

Private room made up of 100 sqm of shelling, ceiling draped with white cloth, preferred color carpeting, custom lounge furniture, and two private offices *(4 x 4 m)* specifically for meetings. Fee includes: build, custom furniture, electrical outlets, double coffee machine and two packs, water station, and custom banner sign on outside wall. Set-up changes and any additional food/beverage or AV will be at the cost of the supporter. Rooms are conveniently located on Level 0 next to the Exhibit Hall and Poster Area. Rooms will be available Wednesday afternoon through Saturday.

*Educational activities in the congress suites must follow the Congress blackout policy.*

**Flat Screen Video Loop Display**  
*Product Branding Opportunity!*

€7,500 ea.

Exclusive use of a flat screen video monitor that can be used to run an all-day continuous loop video display message. These flat screen video monitors will be placed in the high-traffic areas of the Convention Center. Video can be product branded. *(Three monitors available)*

**Congress Bag Inserts**  
*Product Branding Opportunity!*

€5,000 ea.

Option to place a brochure in each Congress bag advertising your product, booth, or satellite symposium. Clinical Trial brochures will also be considered. Design and content must be pre-approved by Imaged. Deadlines to submit artwork will be published in the Exhibitor Manual.

**Pre-Congress eBlast**

The Congress Organizer will send out one eBlast to all pre-registrants. Promote your booth and/or symposium prior to the Congress. Two eBlasts will be sent each week starting 6 weeks out from the Congress. Failure to send in your content by the deadlines provided will result in your scheduled eBlast being moved to a spot determined by the Congress Organizer.

*Available options*

- **HTML provided by supporter** ................. €5,000
- **No HTML development needed**
- **HTML development** ............................ €7,500
  - *Content only provided to Imaged*  

**Congress Welcome Reception**  
*Product Branding Opportunity!*

€15,000

Exclusive support of the Congress Welcome Reception. Corporate and/or product logo acknowledgment on decorative napkins, on-site signage, brochure invitation, and acknowledgment in the program guide.
Regulatory Compliance

- Sponsors and Exhibitors of this Congress must comply with all Local, European, and International policies governing the advertisement and promotion of pharmaceuticals and distribution of food or goods from exhibition stands.
- Exhibitors of this Congress must comply with the policies of the Convention Center of Barcelona (CCIB) regarding provision of food and beverage and rental of related equipment or goods.
- Neither Imedex nor the Congress will be responsible for posting or enforcing the above regulations or any others, or for the consequences of any related infractions.

Initial Sponsorship Agreement

Sponsors that show interest in supporting the ESMO World Congress on Gastrointestinal Cancer must commit to this support in writing via email to Stacy Brandau at s.brandau@imedex.com. Upon receipt of the communication, the desired items will be reserved for 30 days from the date of the application and a Letter of Agreement (LOA) will be issued by Imedex.

Executed LOA Guidelines

A fully executed LOA must be signed and received by Imedex within 30 days upon receipt or the item will be made available to other interested sponsors. All signed agreements are final. All commitments are non-cancelable, non-transferable, and non-refundable.

Payment Guidelines

Invoices are generated upon receipt of the fully executed LOA with payment due 30 days from the date of the signed agreement or prior to the start of the Congress. Payments not received by this deadline are subject to late fees.

Companies with an unpaid invoice at the start of the Congress will not have clearance to set up your booth and/or hold your symposium.

Make check payable to Imedex, LLC and mail to: Imedex, LLC, c/o 2020 WCGIC, 11675 Rainwater Dr., Suite 600, Alpharetta, GA 30009 USA

For more information on Sponsorship Opportunities, please contact:

Stacy Brandau
Global Business Development
Congress Secretariat, ESMO World Congress on Gastrointestinal Cancer
Imedex, LLC Alpharetta, GA USA
Direct: +1.404.384.8416
Email: s.brandau@imedex.com

<table>
<thead>
<tr>
<th>IMPORTANT DEADLINES</th>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td>17 January 2020</td>
<td>Deadline to submit fully executed LOA and payment for inclusion in the initial round of booth and symposium assignments</td>
</tr>
<tr>
<td>17 January 2020</td>
<td>“Right of First Refusal” deadline on marketing items</td>
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<tr>
<td>16 March 2020</td>
<td>Satellite symposia program drafts due for review by the Scientific Committee</td>
</tr>
<tr>
<td>6 May 2020</td>
<td>Final satellite symposia programs due for inclusion in the Congress Program Guide</td>
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The Symposia and Exhibition manuals will be posted on the Congress website by close of February 2020.
SPONSORSHIP APPLICATION FORM

COMPANY NAME (please type or print)

CONTACT NAME  TITLE

ADDRESS

CITY  COUNTRY  ZIP

EMAIL  PHONE

AUTHORIZED SIGNATURE  DATE

CORPORATE SUPPORT

- Platinum Level ........................................... €120,000
- Gold Level ....................................................... €90,000
- Silver Level ..................................................... €70,000
- Contributor Level ........................................... €30,000

SATTELITE SYMPOSIA

- Concurrent “Mini-Lunch” .............................. €50,000
- Concurrent Lunch (Thurs, Fri, Sat)
  - €35,000  - €60,000  - €70,000

Choice 1

Choice 2

Preferred Room Location

COMMERCIAL EXHIBITION

- Facade
- Corner

- Peninsula
- Island

Total Square Meters: __________________________
(Must be purchased in 9 sqm increments)

Remit payment to:

IMDEX
11675 Rainwater Drive, Suite 600
Alpharetta, GA 30009 USA

Please include a copy of the invoice/purchase order with payment.

OPPORTUNITIES

Congress Program Guide Advertisements

- Outside back cover ........................................ €15,000
- Inside front cover .......................................... €10,000
- 1-page Inside back cover ............................... €7,500
- Additional Inside pages ................................. €2,50

- Congress Program Guide Belly Band .............. €25,000
- Meet the Faculty Reception ........................... €15,000
- Congress Poster Viewing & Web Key ............... €50,000
- Digital Media Buy .......................................... €40,000
- Congress Hotel Key Cards ............................. €30,000
- Delegate Transportation Passes ....................... €25,000
- City Map ...................................................... €20,000
- Travel Grants ............................................... €10,000
- Congress Welcome Reception ....................... €15,000
- Registration Foyer Networking Suite .............. €10,000
- Wed Afternoon Congress Break ..................... €12,000
- Mobile Charging Stations (pkg of 2) ................ €15,000
- Billboard Banners (single-sided) ................... €7,500
- With back-light ............................................ €2,50

- Corporate Banners (double sided) ................ €18,000
- With back-light ............................................ €18,50

- Window Cling – Exhibit Hall 031 ................... €25,000
- Window Cling – Poster Hall 021 (single-sided) €18,000
- Window Cling – Poster Hall 021 (double-sided) €30,000
- Corporate Networking Suite (standard) .......... €35,000
- Corporate Networking Suite (custom) ............. €50,000
- Flat Screen Video Loop Display ................... €7,500
- Congress Lanyards ....................................... €30,000
- Delegate Bag Inserts .................................... €5,000
- Advert Congress Notepads ............................ €20,000
- Congress Bag ............................................... €30,000
- Pre-Congress e-Blast (w/HTML Dev) ............ €7,500
- Pre-Congress e-Blast (HTML provided) ......... €5,000

Webcasts

- Session  - Symposium
- Live Stream: €25,000  - Digital Webcast: €15,000