26th EORTC-NCI-AACR Symposium on
‘Molecular Targets & Cancer Therapeutics’

Invitation to Industry

18-21 November 2014
Barcelona, Spain

Organised by
ECCO
# Save the Dates

**26th EORTC-NCI-AACR Symposium on ‘Molecular Targets and Cancer Therapeutics’**

## Symposium Dates

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>26th EORTC-NCI-AACR Symposium on ‘Molecular Targets and Cancer Therapeutics’</td>
<td>18 – 21 November 2014</td>
</tr>
<tr>
<td>Advance Programme Available</td>
<td>April 2014</td>
</tr>
<tr>
<td>Abstract Submission Opens</td>
<td>18 April 2014</td>
</tr>
<tr>
<td>Abstract Submission Closes</td>
<td>18 June 2014</td>
</tr>
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## Group Registration Deadlines

<table>
<thead>
<tr>
<th>Rate Type</th>
<th>Deadline</th>
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<tbody>
<tr>
<td>Early Rate Group Registration</td>
<td>14 May 2014</td>
</tr>
<tr>
<td>Regular Rate Group Registration</td>
<td>15 October 2014</td>
</tr>
<tr>
<td>Late Rate Group Registration</td>
<td>14 November 2014</td>
</tr>
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## Exhibition Deadlines

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor Service Manual</td>
<td>6 August 2014</td>
</tr>
<tr>
<td>Receipt of Stand Drawings</td>
<td>8 October 2014</td>
</tr>
<tr>
<td>Receipt of Exhibitor Badge Order</td>
<td>29 October 2014</td>
</tr>
</tbody>
</table>

## Symposium Venue

**Centre de Convencions Internacional Barcelona (CCIB)**
Rambla Prim 1-17
ES-08019 Barcelona
Spain
Tel: +34 (0)93 230 10 00
Website: [www.ccib.es](http://www.ccib.es)

## Symposium Secretariat

c/o ECCO - the European CanCer Organisation
Avenue E. Mounier 83
BE-1200 Brussels
Belgium
Tel: +32 2 775 02 01
Fax: +32 2 775 02 00
Email: [ena2014@ecco-org.eu](mailto:ena2014@ecco-org.eu)
Website: [www.ecco-org.eu/ENA2014](http://www.ecco-org.eu/ENA2014)

## Sales Queries

Bruno De Man
Tel: +32 2 775 02 04
Email: [bruno.deman@ecco-org.eu](mailto:bruno.deman@ecco-org.eu)
Dear Colleagues,

It is our great pleasure to announce that the 26th EORTC-NCI-AACR Symposium on Molecular Targets and Cancer Therapeutics will take place in Barcelona, Spain from 18-21 November, 2014.

Hosted by the European Organisation for Research and Treatment of Cancer (EORTC), the National Cancer Institute (NCI) and the American Association for Cancer Research (AACR), the 2014 Symposium will bring together around 2,000 academics, scientists and pharmaceutical industry representatives from across the globe to discuss innovations in drug development, target selection and the impact of new discoveries in molecular biology.

The Symposium presents a unique opportunity to meet with academics and scientists in the field of drug discovery and targets in cancer all under one roof. A presence at this event also helps to raise the profile of your organisation and brand as well as generate new opportunities with suppliers and other organisations also exhibiting at the Symposium.

Benefits for Exhibitors and Sponsors can include:

- Networking opportunities with around 2,000 experts in drug discovery and targets in cancer
- New sales leads and contacts
- Extensive partnership opportunities
- Listing in the Exhibitor Directory on the dedicated symposium website and in the Proceedings Book
- Sponsorship acknowledgement on the dedicated symposium website and in the Proceedings Book

EORTC-NCI-AACR 2014 will build on the success of the previous symposium widely praised for the quality of its programme and inspirational contributions. This Symposium will allow participants to have intensive scientific discussions on the latest developments in targets and drugs. Information on the up and coming new data will be revealed. A number of opportunities for networking will also be available.

Please note that this year’s meeting provides more opportunities for investigators to present original phase I data during an increased number of oral slots during plenary sessions.

This Invitation to Industry (ITI) offers you a wide range of opportunities and tools to achieve the highest level of exposure to experts in various disciplines within Europe and beyond. A number of exciting sponsorship opportunities are available to help raise your profile amongst our members and participants alike. We also invite you to select from the many ‘winning formula’ packages and elements associated with the Symposium including: Educational Grants and Exhibition opportunities.

Last but not least, the EORTC-NCI-AACR Secretariat has submitted an application for accreditation to the European Accreditation Council for CME (EACCME) of the European Union of Medical Specialists (UEMS). The Accreditation Council of Oncology in Europe (ACOE), in partnership with the UEMS-EACCME, will review and evaluate the event on the basis of the UEMS-EACCME quality criteria.

We look forward to receiving your support at this unique platform in Barcelona and we remain confident that you will make the most of this opportunity to strengthen your links in the world of drug development, target selection and the impact of new discoveries in molecular biology.

Jean-Charles Soria  
Scientific Chair

Roger Stupp  
EORTC President
OPPORTUNITIES AT A GLANCE

1. GRANTS
   1a. Unrestricted Educational Grants
   1b. Travel Grants

2. SPONSORSHIP
   2a. Educational Opportunities
   2b. Partner Support
   2c. Materials
   2d. Networking

3. EXHIBITION
   3a. Exhibition Space
   3b. Exhibition Floorplan

4. MEETING ROOMS
   4a. Onsite Company Meetings
1. GRANTS

1A. UNRESTRICTED EDUCATIONAL GRANTS

The provision of Education Grants help to provide the most appropriate setting for participants to learn about the latest developments in drug development, target selection and the impact of new discoveries in molecular biology by supporting the symposium programme. The grants support the meeting facilities and operational activities, helping to provide the most appropriate setting for participants to acquire the latest knowledge and data, as well as networking and holding discussions with their peers, etc. This is a major aid and advancement to the quality and impact of the scientific programme.

Your support will be acknowledged in the proceedings book and on the symposium website.

Made-to-measure agreements can be discussed to ensure your company’s objectives are achieved.

We value our relationships with sponsors and are constantly striving to provide you with the service and benefits that will give your company maximum satisfaction according to your sponsorship.

Your ideas and suggestions on how the EORTC-NCI-AACR Symposium can best meet your needs as a sponsor or exhibitor are always appreciated.

1B. TRAVEL GRANTS

Bringing together around 2 000 academics, scientists and pharmaceutical industry representatives demonstrates the unique identity of this Symposium, and provides participants with high standard educational opportunities as well as an excellent platform for networking.

However, participation can be prohibitive for some due to budget limitations. That is why we are offering companies the opportunity to support the registration, travel and accommodation costs of these most essential stakeholders by contributing to our travel grant programme.

| Travel Grants – package of 5 travel grants | € 2 500 |
| Travel Grants – package of 10 travel grants | € 5 000 |
| Travel Grants – package of 20 travel grants | € 10 000 |

In order to discuss and develop made-to-measure proposals better suited to your organisation’s needs, please contact:

**Bruno De Man**  
Tel: +32 (0) 775 02 04  
bruno.deman@ecco-org.eu

2. SPONSORSHIP

2A. EDUCATIONAL OPPORTUNITIES

SCIENTIFIC PROGRAMME WEBCASTS  € 35 000

Webcasts enable participants to view and even revisit sessions in their own time. They are also extremely popular after the symposium with people who could not attend and prove invaluable to delegates having to present the most interesting data to their colleagues in the workplace who were unable to be there but will benefit from this new knowledge.

ELECTRONIC VOTING SYSTEM  € 30 000

NEW AND EXCLUSIVE!
Selected sessions will be using electronic voting with wireless keypads, to create more interaction with the audience and a deeper understanding of the topic.
- Exclusive access to voting session reports
- Acknowledgement on symposium website and in the proceedings book*

POSTER WEBKEYS AND POSTER VIEWING STATION  € 25 000

We are using the latest technologies to make posters prominent and easily accessible to all.
- Web keys distributed from your stand exclusively
- Acknowledgement at poster viewing station and on symposium website
- Exclusive: limited to 1 sponsor only

* Pending commitment by the print deadline.

Booking Form: www.ecco-org.eu/ENA2014_Sponsorship
2. SPONSORSHIP

2B. PARTNER SUPPORT

PLATINUM PARTNER € 27 000

- Complimentary exhibit floor space for the first 9 sqm reserved:
  - Standard applicable rental rates apply for additional space booked
- 12 complimentary Symposium (Key Opinion Leaders or staff) registrations
- Symposium App:
  - Showcase your brand to our high-tech users by sponsoring the official App
  - A cost effective, quick and easy way to mobilise your efforts to reach your target audiences
  - Enriches the Symposium experience for participants and speakers alike, enabling users with everything they need to know and more at the touch of a button on their iPhone-iPad-Android Smartphone
  - Details available on request
- Acknowledgement on the symposium website
- Acknowledgement in the proceedings book*
- **EXCLUSIVE** – limited to 1 sponsor only

GOLD PARTNER € 17 500

- 50% complimentary off cost of the first 9sqm reserved:
  - Standard applicable rental rates apply for additional space booked
- 8 complimentary symposium (Key Opinion Leaders or staff) registrations
- Internet Zone:
  - Place your company logo/name in the EORTC-NCI-AACR internet zone
  - Each screen’s landing page will feature your company logo/name
- Acknowledgement on the symposium website
- Acknowledgement in the proceedings book*
- Available to multiple sponsors

SILVER PARTNER € 9 500

- 5 complimentary symposium (Key Opinion Leaders or staff) registrations
- Free Wi-Fi access
  - Connecting participants to peers and colleagues both in and outside the symposium
  - Logo acknowledgment on landing page
  - Available in all public areas (except exhibition area)
  - Enabling delegates to participate in social media such as Twitter & Facebook
- Acknowledgement on the symposium website
- Acknowledgement in the proceedings book*
- Available to multiple sponsors

* Pending commitment by the print deadline.

Booking Form: [www.ecco-org.eu/ENA2014_Sponsorship](http://www.ecco-org.eu/ENA2014_Sponsorship)
2. SPONSORSHIP

2C. MATERIALS

PENS & NOTEPADS € 2 500

- **EXCLUSIVE** – limited to 1 sponsor only
  - Pens and notepads with corporate name and logo
  - Production costs not included
- Acknowledgement on the symposium website and in the proceedings book*

2D. NETWORKING

INTERNET ZONE € 5 500

- Place your company logo/name in the EORTC-NCI-AACR internet zone
- Each screen’s landing page will feature your company logo/name
- Acknowledgement on the symposium website and in the proceedings book*

PROVIDE FREE WI-FI ACCESS € 3 500

Help us connect participants to peers and colleagues both in and outside the symposium.

- Logo acknowledgment on landing page
- Available in all public areas (except exhibition area)
  - Enabling delegates to participate in social media such as Twitter & Facebook
- Acknowledgement on the symposium website and in the proceedings book*

* Pending commitment before the print deadline.

For other made-to-measure sponsorship items, please contact:
Bruno De Man
Tel: +32 2 775 02 04
Email: bruno.deman@ecco-org.eu

Booking Form: [www.ecco-org.eu/ENA2014_Sponsorship](http://www.ecco-org.eu/ENA2014_Sponsorship)
3. EXHIBITION

3A. EXHIBITION SPACE

Companies are invited to participate in the 26th EORTC-NCI-AACR exhibition to showcase their pipeline and research activities, connect, communicate and network with delegates.

Double deck stands are not permitted. The minimum booth size is 9 sqm, with a minimum depth of 3 metres.

| Industry rate for space of 9 sqm | € 380 per sqm |
| Industry rate for space over 9 sqm | € 490 per sqm |
| Publisher rate | € 300 per sqm |
| Not-for-profit organisations rate | € 120 per sqm |

The rental for exhibition space covers floor space only and not the construction of a modular stand or any other facilities or services. All rates are exclusive of local Spanish VAT.

3B. EXHIBITION FLOORPLAN

Booking Form: www.ecco-org.eu/ENA2014_Exhibit
4. MEETING ROOMS

4A. ONSITE COMPANY MEETINGS

A clear trend is the need for companies to book onsite meeting space to hold investigator and internal meetings to offer a private environment for company stakeholders.

A number of small meeting rooms are available onsite at the CCIB conference centre and available for rent. No services or AV equipment is included in the rental.

- Room capacity: 16 pax
- Boardroom setup

<table>
<thead>
<tr>
<th>Capacity (boardroom set-up)</th>
<th>16 pax</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rental rate Half Day (5 hours)</td>
<td>€ 700</td>
</tr>
<tr>
<td>Rental rate Full Day</td>
<td>€ 1 300</td>
</tr>
<tr>
<td>Rental rate 4 days</td>
<td>€ 4 500</td>
</tr>
</tbody>
</table>

Special requests for other meeting facilities should be addressed to the symposium secretariat.

Booking Form: [www.ecco-org.eu/ENA2014_Meeting](http://www.ecco-org.eu/ENA2014_Meeting)
## SCIENTIFIC PROGRAMME AT A GLANCE
### PROVISIONAL SCHEDULE

### Tuesday 18 November
- **Auditorium**
  - **12:00** Lunch 12:00-13:00
  - **13:10** Opening Ceremony
  - **13:15** Michel Clavel Lecture
  - **14:00** Keynote Lecture
  - **14:45** Coffee Break
  - **15:15** Plenary Session 1 Including Proffered Papers
  - **17:15** Welcome Reception (Exhibition Hall)

### Wednesday 19 November
- **Auditorium Room 117**
  - **8:00** Workshop 1
  - **9:45** Coffee Break
  - **10:15** Workshop 3
  - **12:00** Lunch 12:00-13:00
  - **15:15** Coffee Break
  - **15:45** Plenary Session 2 Including Proffered Papers

### Thursday 20 November
- **Auditorium**
  - **8:00** Plenary Session 4 Including Proffered Papers
  - **9:45** Coffee Break
  - **10:15** Plenary Session 5 Including Proffered Papers
  - **12:00** Lunch 12:15-13:30
  - **15:30** Coffee Break
  - **16:00** Plenary Session 7 Including Proffered Papers

### Friday 21 November
- **Auditorium**
  - **9:00** Poster Viewing Session (Exhibition Hall)
  - **10:30** Coffee Break
  - **11:00** Plenary Session 8 Including Proffered Papers
  - **18:00** Poster Viewing (Exhibition Hall)
STATISTICS REPORT

EORTC-NCI-AACR 2012

EORTC-NCI-AACR 2014 will build on the success of previous symposiums which was widely praised for the quality of its programme, inspirational contributions and for connecting academics and scientists from across the globe to discuss the latest in drug development, target selection and the impact of new discoveries in molecular biology.

EORTC-NCI-AACR 2012: TYPE OF DELEGATES

<table>
<thead>
<tr>
<th>Type of Delegate</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participants</td>
<td>1642</td>
</tr>
<tr>
<td>Exhibitors</td>
<td>100</td>
</tr>
<tr>
<td>Invited Speakers</td>
<td>48</td>
</tr>
<tr>
<td>Media</td>
<td>12</td>
</tr>
<tr>
<td>Complimentary</td>
<td>50</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1852</strong></td>
</tr>
</tbody>
</table>

EORTC-NCI-AACR 2012: TOP 10 COUNTRIES DEMOGRAPHICS*

- USA: 36%
- United Kingdom: 12%
- Japan: 8%
- France: 5%
- Germany: 5%
- China: 3%
- The Netherlands: 3%
- Italy: 3%
- Switzerland: 3%
- Ireland: 3%

*Percentage of the total number of delegates

EORTC-NCI-AACR 2012: TOP 5 SPECIALITIES*

- Breast: 9.3%
- Lung: 7.5%
- Colorectal: 4.7%
- Blood: 3.0%
- Ovarian: 2.8%

*Percentage of the total number of delegates
EORTC-NCI-AACR 2012: TOP 5 PROFESSIONS*

*Percentage of the total number of delegates

EORTC-NCI-AACR 2012: SOCIAL MEDIA STATISTICS

Top 5 visitors from social media platforms visiting the ECCO website and EORTC-NCI-AACR Symposium section

<table>
<thead>
<tr>
<th>Social Network</th>
<th>% Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>62,56%</td>
</tr>
<tr>
<td>Facebook</td>
<td>12,81%</td>
</tr>
<tr>
<td>Linkedin</td>
<td>7,88%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>6,40%</td>
</tr>
<tr>
<td>LiveJournal</td>
<td>3,45%</td>
</tr>
</tbody>
</table>
CODES OF PRACTICE / COMPLIANCE

All companies and associations exhibiting at EORTC-NCI-AACR 2014 are advised to consult the guidelines and codes of practice applicable in Spain.

By signing the relevant application form to participate at EORTC-NCI-AACR 2014 Symposium, each company or organisation agrees to and confirms that it has reviewed the advice and guidelines which determine the applicable codes of practice in Spain and that it will be adhering to all relevant codes and accepts all liability in all cases of non-compliance with these codes.

- FARMAINDUSTRIA - Spanish Code of Good Practices for the Promotion of Medicines and Interaction with Healthcare Professionals
  www.farmaindustria.es
- EFPIA – European Federation of Pharmaceutical Industries and Associations
  www.efpia-e4ethics.eu/Farma_EFPIA/FARMA_107628?idDoc=FARMA_107628
- IFPMA – International Federation of Pharmaceutical Manufacturers and Associations
- EucoMed – Represents the European Medical Technology Industry
  www.eucomed.be/key-themes/ethics

BOOKING FORMS

IMPORTANT – This Invitation to Industry has been compiled by ECCO – the European CanCer Organisation. A successful application made by a company wishing to participate to EORTC-NCI-AACR 2014 implies full acceptance of the requirements and policies contained within this document as well as the technical specifications in the forthcoming Exhibitor Service Manual – to be published online on the website as of August 2014.

This ITI outlines the structure of the product offering. Please read it carefully and circulate it as appropriate within your company and/or related agencies. Further technical specifications will be published in the Exhibitor Service Manual.

- Sponsorship: www.ecco-org.eu/ENA2014_Sponsorship
- Exhibition: www.ecco-org.eu/ENA2014_Exhibit
- Meeting Rooms: www.ecco-org.eu/ENA2014_Meeting