Save the Dates

CONGRESS DATES

ESSO 36 in partnership with PSSO  
14-16 September 2016
Advance Programme Available  
December 2015
Abstract Submission Opens  
1 February 2016
Abstract Submission Closes  
1 April 2016

EXHIBITION DEADLINES

Early Rate Deadline  
18 April 2016
Receipt of 50-word company description for the Programme Book  
18 July 2016*
Receipt of Stand Drawings  
11 July 2016*
Receipt of Exhibitor Badge Order  
3 August 2016*

SATELLITE SYMPOSIUM DEADLINES

Receipt of Satellite Symposium Draft Programmes  
18 April 2016*
Receipt of Final Programmes for Insertion in the Programme Book  
18 July 2016*
Receipt of Satellite Badge Order  
3 August 2016*

Dates to be confirmed in the Exhibitor Manual www.essoweb.org/ESSOexhibitor

GROUP REGISTRATION DEADLINES

Early Rate Group Registration  
9 May 2016
Regular Rate Group Registration  
1 August 2016
Late Rate Group Registration As of  
2 August 2016
Receipt of Complete Group Participant Details  
1 August 2016
Desk Rate Group Registration Opens  
14 September 2016

CONGRESS VENUE

ICE (International Conferences and Entertainment)  
ul. Marii Konopnickiej 17,  
Kraków 30-302  
Poland  
Tel. +48 12 354 23 00  
www.icekrakow.com

SALES QUERIES

Richard Evans  
Tel: +44 7768 271130  
email: richard.evans@essoweb.org

CONGRESS SECRETARIAT

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: esso36@ecco-org.eu  
Website: www.essoweb.org/ESSO36
Introduction

Dear Colleagues,

It is an honour to announce the 36th ESSO Congress in partnership with the Polish Society of Surgical Oncology will be held in Krakow from 14-16 September 2016. Focusing on bridging the disparity between minimum standards of care across Europe, the overarching theme of the Congress is 'Optimising European Cancer Surgery'.

Communication with patients and knowledge amongst our patients is rapidly changing. They are better informed, want to take ownership of their disease and our role at the forefront of care is critical to the eventual patient outcome.

ESSO 36 will embrace this by building on the success of previous congresses, lauded for top-quality scientific programmes and exceptional speakers, by providing delegates with unique educational opportunities and a platform to interact and establish new collaborations. The latest developments and key issues in surgical oncology will be discussed through an array of interactive sessions to highlight the significance of a multidisciplinary approach for management of cancer patient care.

We invite you to become a part of that exciting and dynamic process by availing of our exceptional exhibition and sponsorship opportunities.

As always, the Exhibition forms an integral part of the Congress. ESSO 36 industry partners will have the opportunity to directly interact with Congress participants seeking new approaches and solutions to aid them in their daily practice.

This Invitation to Industry (ITI) offers a broad and exciting 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 Congress including: Satellite Symposia and Exhibition opportunities. All of our Booking Forms can be found online at www.essoweb.org/ESSO36

Attracting delegates from across the globe, and invited worldwide leading cancer experts, ESSO 36 is providing all the ingredients for an outstanding scientific, educational and networking event.

We look forward to working with you again to advance the role of surgical care in the management of cancer patients. United by a common vision, ESSO 36 participants, industry and organisers will join together to mark another highly successful milestone in the fight against cancer in Krakow on 14-16 September 2016.

Professor Riccardo Audisio
ESSO President & Scientific Chair

Professor Krzysztof Herman
Congress Co-Chair

Professor Piotr Rutkowski
PSSO President & Congress Co-Chair

This Congress takes place under the honorary patronage of the Mayor of Krakow, Prof. Jacek Majchrowski.
Opportunities at a Glance

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PLEASE NOTE: WHERE APPLICABLE, ALL RATES ARE EXCLUSIVE OF 23% POLISH VAT
Educational Opportunities

SATELLITE SYMPOSIA

This can be an unique opportunity to directly liaise with our participants to educate them about your products and showcase your latest developments.

Time Slots and Rates

<table>
<thead>
<tr>
<th>Date</th>
<th>Hall</th>
<th>Capacity</th>
<th>Time</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wednesday 14 September 2016</strong></td>
<td>Chamber Hall A</td>
<td>150 seats</td>
<td>12:45 – 14:00</td>
<td>EUR 13 500</td>
</tr>
<tr>
<td></td>
<td>Chamber Hall A (25% member discount*)</td>
<td>150 seats</td>
<td>12:45 – 14:00</td>
<td>EUR 10 125</td>
</tr>
<tr>
<td></td>
<td>Chamber Hall B</td>
<td>150 seats</td>
<td>12:45 – 14:00</td>
<td>EUR 13 500</td>
</tr>
<tr>
<td></td>
<td>Chamber Hall B (25% member discount*)</td>
<td>150 seats</td>
<td>12:45 – 14:00</td>
<td>EUR 10 125</td>
</tr>
<tr>
<td></td>
<td>Theatre Hall</td>
<td>600 seats</td>
<td>12:45 – 14:00</td>
<td>EUR 20 000</td>
</tr>
<tr>
<td></td>
<td>Theatre Hall (25% member discount*)</td>
<td>600 seats</td>
<td>12:45 – 14:00</td>
<td>EUR 15 000</td>
</tr>
</tbody>
</table>

| **Thursday 15 September 2016** | Chamber Hall A | 150 seats | 12:45 – 14:00 | EUR 13 500 |
|                              | Chamber Hall A (25% member discount*) | 150 seats | 12:45 – 14:00 | EUR 10 125 |
|                              | Chamber Hall B | 150 seats | 12:45 – 14:00 | EUR 13 500 |
|                              | Chamber Hall B (25% member discount*) | 150 seats | 12:45 – 14:00 | EUR 10 125 |
|                              | Theatre Hall  | 600 seats | 12:45 – 14:00 | EUR 20 000 |
|                              | Theatre Hall (25% member discount*) | 600 seats | 12:45 – 14:00 | EUR 15 000 |

| **Friday 16 September 2016** | Chamber Hall A | 150 seats | 12:45 – 14:00 | EUR 13 500 |
|                            | Chamber Hall A (25% member discount*) | 150 seats | 12:45 – 14:00 | EUR 10 125 |
|                            | Chamber Hall B | 150 seats | 12:45 – 14:00 | EUR 13 500 |
|                            | Chamber Hall B (25% member discount*) | 150 seats | 12:45 – 14:00 | EUR 10 125 |
|                            | Theatre Hall  | 600 seats | 12:45 – 14:00 | EUR 20 000 |
|                            | Theatre Hall (25% member discount*) | 600 seats | 12:45 – 14:00 | EUR 15 000 |

*This rate is only applicable for companies that are Corporate Members of ESSO at the time of signing up for a slot.

Rates

Rental rates are determined according to the seating capacity in theatre style as well as the timing and duration of the slots. The rates include:

- Room rental
- Standard setup (theatre style with stage, lectern and speaker table)
- AV equipment and services: amplification, data projection, AV technician
- Use of the Speaker Preview Room for Satellite Symposium faculty
- Publication of the Satellite Symposium Programme on the Congress website and in the Congress Programme Book
- Use of the Congress logo on invitations and promotional documentation
- One-time promotion of the Satellite Symposium in a special e-blast sent by the ESSO 36 Conference Secretariat to all registered delegates.

In order to be included in the printed Programme Book, please note the final Satellite Symposium Programme must be sent to the Congress Secretariat on or before the deadline of 11 July, 2016.

NB: A minimum booking of 9 sqm exhibition space is mandatory if you wish to hold a Satellite Symposium. Cancelling your exhibition space will result in the immediate cancellation of your Satellite Symposium.

To book visit: www.essoweb.org/ESSObooking
**Exhibition**

**EXHIBITION SPACE**

The opportunity to exhibit is an integral part of the Congress and the exhibition area is renowned as a major hub of activities. Exhibiting gives you an edge – the passing trade of potential and qualified customers that walk past your stand will be highly significant. Extra care has been taken in the design of the exhibition to ensure the highest level of exposure to delegates at ESSO 36.

<table>
<thead>
<tr>
<th>Rate Type (booking dates)</th>
<th>Rate (EUR/sqm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early rate (booking by 18 April 2016)</td>
<td>330</td>
</tr>
<tr>
<td>Early rate ESSO Corporate Members (booking by 18 April 2016)*</td>
<td>297</td>
</tr>
<tr>
<td>Late rate (booking as of 19 April 2016)</td>
<td>410</td>
</tr>
<tr>
<td>Late rate ESSO Corporate Members (booking as of 19 April 2016)*</td>
<td>369</td>
</tr>
</tbody>
</table>

*This rate is only applicable for companies that are Corporate Members of ESSO at the time of signing up for a slot.

All rates are for space only – no materials or construction are included.

The minimum exhibition space is 9 square metres and must be minimum 3 metres deep.

Exhibition Space Booking Form: [www.essoweb.org/ESSObooking](http://www.essoweb.org/ESSObooking)
Floorplan

INVITATION TO INDUSTRY

STANDS
SEATING AREA
CATERING AREA
COFFEE STATIONS

1st FLOOR
AUDITORIUM
THEATRE

2nd FLOOR
AUDITORIUM
THEATRE

For the live Exhibition Floorplan visit www.essoweb.org/ESSOFloorplan
Sponsorship Opportunities

**PRINCIPAL SPONSORSHIP**

**EUR 22 500**

*includes*

- Free exhibit floor space for the first 9 sqm reserved
- 10 complimentary Congress registrations
- 6 complimentary seats at the Networking Event
- 1 invitation to attend the Presidential Dinner
- 1 free insert in the Congress bag (A4, max 2 pages)
- Acknowledgement on the Congress, and ESSO website and in the official ESSO 36 publications
- *Exclusive* to 1 sponsor.

**MAJOR SPONSORSHIP**

**EUR 11 500**

*includes*

- 5 complimentary Congress registrations
- 1 free insert in the Congress bag (A4, max 2 pages)
- 4 complimentary seats at the Networking Event
- Acknowledgement on the Congress and ESSO website and in the official ESSO 36 publications
- Available to multiple sponsors

**CONTRIBUTOR**

**EUR 5 000**

*includes*

- 1 free insert in the Congress bag (A4, max 2 pages)
- 2 complimentary seats at the Networking Event
- Acknowledgement on the Congress and ESSO website and in the official ESSO 36 publications
- Multiple sponsors possible

**ESSO CORPORATE MEMBERS ADVANTAGES**

*includes*

- 30 day priority on right of choice prior to the launch of the Invitation to Industry
- 10% discount on sponsorship package
## CONGRESS MATERIALS

### CONGRESS LANYARDS  
**EUR 1,750**

- Lanyards receive maximum visibility as delegates have to wear the lanyards throughout the Congress.
- Exclusive sponsorship of the official ESSO 36 lanyards with corporate name or logo (co-branded with ESSO 36 branding)
- The popular and highly visible lanyards hold delegate badges and are worn by delegates throughout the Congress
- Distributed to every Congress participants
- Non inclusive of production costs
- **Exclusive** to 1 sponsor

### CONGRESS PENS & NOTEPADS  
**EUR 1,100**

- Exclusive sponsorship of the official ESSO 36 pens and notepads with corporate name and logo
- Placed in every Congress bag
- Distribution to all Congress participants
- Non inclusive of production costs
- **Exclusive** to 1 sponsor

### CONGRESS SERVICES

#### CONGRESS APP  
**EUR 5,500**

- Exclusive Sponsor  
  **EUR 14,000**
- Exclusive Sponsor (ESSO corporate member 10% discount)  
  **EUR 12,600**

Showcase your brand to our high-tech users by sponsoring the official, world-class Congress App. A cost effective, quick and easy way to mobilise your efforts to reach the target audiences. To enrich the Congress experience for participants and speakers alike, the ESSO 36 ‘App’ will enable users with everything they need to know and more at the touch of a button on their iPhone-iPad-Android Smartphone.

- Limited to 3 sponsors.
- Searchable Congress Programme with everything participants need to know about the sessions, the abstracts, speakers, classified by day and by hour including personal planner and notes capacity
- Exhibition Guide listing exhibitors and profiles and logos
- Exhibition floorplan to get the most out of the exhibition
- Sponsor’s logo on start-up page (maximum 3 sponsors)
- Standard sponsorship acknowledgement (also in the Programme Book, website and onsite at the Congress Centre)

### WATER DISPENSERS  
**EUR 1,700**

- Company logo displayed on 5 water dispensers strategically placed throughout the Congress venue.

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For Sponsorship Opportunities visit [www.essoweb.org/ESSObooking](http://www.essoweb.org/ESSObooking)
Advertising

**ESSO 36 ADVANCE PROGRAMME**
Published online in December 2016.

| Outside Back Cover* | EUR 1 700 |

*Only corporate adverts are allowed on the outside back covers of official ESSO publications.*

**ESSO 36 PROGRAMME BOOK**
Distributed onsite to all Congress participants. Placed in the Congress bag.

| Outside Back Cover* | EUR 1 200 |
| Inside Back Cover | EUR 975 |
| Inside page | EUR 750 |

*Only corporate adverts are allowed on the outside back covers of official Congress publications.*

**ESSO 38 FIRST ANNOUNCEMENT**
Print run: 3 000 copies and distributed onsite to all Congress participants.

| Outside Back Cover* | EUR 1 700 |

*Only corporate adverts are allowed on the outside back covers of official Congress publications.*

**ESSO 36 ABSTRACT BOOK**
The ESSO 36 abstracts will be published in the official journal of ESSO, the European Journal of Surgical Oncology. The EJSO issue is also sold in both bulk and individual format to libraries, institutes and agencies, and individuals. To purchase advertising space in the EJSO issue containing the ESSO 36 Abstract Book, please contact:

**Sarah Ellis**  
Senior Display Account Manager  
Elsevier  
125 London Wall  
London, EC2Y 5AS  
UK  
Tel: +44 (0) 20 7424 4538  
Email: s.ellis@elsevier.com

**MISCELLANEOUS – CONGRESS BAG INSERT**
Inserted in all Congress bags, distributed to all Congress participants

| Bag Insert | EUR 700 |

To advertise at #ESSO36 visit  
www.essoweb.org/ESSObooking
Grants

TRAVEL GRANTS

We know that surgical oncologists strive to ensure that their patients receive the best possible treatment and high-quality care and we share the same commitment. ESSO is working hard to ensure that patients get the right treatment at the right time, providing a blend of expertise, passion and dedication for patient care that has been shown to improve outcomes for the individual as well as overall cancer research, treatment and care.

ESSO 36 will provide a solid platform for them to connect and collaborate with surgical oncologists. However, congress 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 | EUR 2,500 |
| Travel Grants – package of 10 travel grants | EUR 5,000 |
| Travel Grants – package of 20 travel grants | EUR 9,500 |

Made-to-measure agreements can also be tailored to ensure your company’s objectives are achieved. Please contact Richard Evans to discuss and develop bespoke proposals suited to your organisation’s needs.

Richard Evans
Tel: +44 7768 271130
email: richard.evans@essoweb.org
**Statistics report**

ESSO REGISTRATION OVER THE YEARS 2004-2014

TOP 10 COUNTRIES FOR ESSO 34-BASO 2014 IN LIVERPOOL (2014)

- United Kingdom 25%
- Netherlands 14%
- Indonesia 6%
- Italy 5%
- Poland 3%
- Germany 3%
- Greece 2%
- Japan 2%
- Portugal 2%
- China 2%
ESSO 34-BASO 2014 PLACE OF WORK (2014)

- General Hospital 39%
- Cancer Centre 21%
- Hospital/Clinic 16%
- Cancer Research Centre 6%
- Industry 6%
- University 6%
- Non for Profit Organisation 3%
- Private Practice 2%
- Government <1%
- Contract Research Organisation <1%

ESSO 34-BASO 2014 PARTICIPANTS: SPECIALISATION IN MAIN TUMOURS

- Breast 28%
- Colorectal 24%
- Stomach 8%
- Liver 7%
- Pancreatic 5%
- Melanoma and Skin 4%
- Soft tissue Sarcoma 4%
- Thyroid 3%
- Lung 2%
- Ovarian 2%
- Cervix 2%
- Bladder 1%
- Head and Neck 1%
- Kidney 1%
- Prostate 1%
- Bone <1%
- Blood <1%
- Brain <1%
- Other <1%

ESSO 34 SCIENCE/PAPERS PRESENTED

<table>
<thead>
<tr>
<th>Description</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abstracts selected for Oral Presentations within the Proffered Paper Sessions</td>
<td>115</td>
</tr>
<tr>
<td>Abstracts selected for Poster Presentation</td>
<td>350</td>
</tr>
<tr>
<td>Total Abstracts Submitted</td>
<td>487</td>
</tr>
</tbody>
</table>
**Programme at a Glance**

**WEDNESDAY 14 SEPTEMBER 2016**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00-10:00</td>
<td>Opening Ceremony</td>
</tr>
<tr>
<td>10:00-11:00</td>
<td>Debate BreastCancer</td>
</tr>
<tr>
<td>11:00-12:45</td>
<td>Proffered Paper Session</td>
</tr>
<tr>
<td>12:45-14:00</td>
<td>Lunch / Sponsored Satellite Symposia</td>
</tr>
<tr>
<td>14:00-15:30</td>
<td>Multidisciplinary Session</td>
</tr>
<tr>
<td>15:30-16:00</td>
<td>EJSO Award Lecture</td>
</tr>
<tr>
<td>16:00-18:30</td>
<td>Scientific Symposium</td>
</tr>
<tr>
<td>18:15-20:00</td>
<td>Welcome Reception</td>
</tr>
</tbody>
</table>

**THURSDAY 15 SEPTEMBER 2016**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00-9:00</td>
<td>Meet the Expert Oncoplastic Breast</td>
</tr>
<tr>
<td>9:00-10:30</td>
<td>Scientific Symposium Colorectal Cancer Treatment</td>
</tr>
<tr>
<td>10:30-11:00</td>
<td>Proffered Paper Session</td>
</tr>
<tr>
<td>11:00-12:45</td>
<td>Lunch / Sponsored Satellite Symposia</td>
</tr>
<tr>
<td>12:45-14:00</td>
<td>Expert Video Session</td>
</tr>
<tr>
<td>14:00-15:30</td>
<td>Scientific Symposium</td>
</tr>
<tr>
<td>15:30-16:00</td>
<td>Coffee Break</td>
</tr>
<tr>
<td>16:00-18:30</td>
<td>Scientific Symposium</td>
</tr>
<tr>
<td>20:00-23:00</td>
<td>Networking Event</td>
</tr>
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**FRIDAY 16 SEPTEMBER 2016**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00-9:00</td>
<td>Meet the Expert Oncoplastic Breast</td>
</tr>
<tr>
<td>9:00-10:30</td>
<td>Multidisciplinary Session</td>
</tr>
<tr>
<td>10:30-11:00</td>
<td>Coffee Break</td>
</tr>
<tr>
<td>11:00-12:45</td>
<td>Niall O'Higgins Award Session</td>
</tr>
<tr>
<td>12:45-14:00</td>
<td>Lunch / Sponsored Satellite Symposia</td>
</tr>
<tr>
<td>14:00-15:30</td>
<td>Proffered Paper Session</td>
</tr>
<tr>
<td>15:30-16:30</td>
<td>EJSO Medal Plenary Lecture &amp; Closing Ceremony</td>
</tr>
</tbody>
</table>

Please note this programme is provisional and therefore subject to change. For all programme updates visit [www.essoweb.org/ESSO36](http://www.essoweb.org/ESSO36) or download the App [www.essoweb.org/App](http://www.essoweb.org/App).
**Codes of Practice**

All companies and associations exhibiting at ESSO 36 are advised to consult the guidelines and codes of practice applicable in Poland. By signing the relevant application form to participate at the ESSO 36 Congress, each company or organisation agrees to and confirms that it has reviewed the advice and guidelines which determine the applicable codes of practice in Poland and that it will be adhering to all relevant codes and accepts all liability in all cases of non-compliance with these codes.

- Informa (Poland) Code of Ethics and Good Practice  

- EFPIA – European Federation of Pharmaceutical Industries and Associations  

- IFPMA – International Federation of Pharmaceutical Manufacturers and Associations  

- EucoMed – Represents the European Medical Technology Industry  
  [www.eucomed.be/key-themes/ethics](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 ESSO 36 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 Congress website as of May 2016.

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.

To book online please visit  
[www.essoweb.org/ESSObooking](www.essoweb.org/ESSObooking)