

## APPLICATION FOR THE “ESO RECOMMENDED EVENT” LABEL

### Introduction and criteria

The organisers of an educational event may submit a request to obtain the “**ESO Recommended Event**” label if the following criteria are met:

- The event is of relevance to the oncology community and meets an educational need
- Attracts an international audience
- Is held in a geographical area that is related to ESO’s educational activities
- The programme is independent and unbiased
- The event is not mono-sponsored and is not a commercially focused event
- Is possibly CME accredited or the application for CME accreditation is planned

### ARTICLE I. THE LABEL ALLOWS ESO’S SUPPORT IN TERMS OF PROMOTION VIA THE FOLLOWING:

- The event details (title, dates, location and website) will be listed in the relative section on the ESO website [www.eso.net](http://www.eso.net)
- A banner for the event can be included in one of ESO’s monthly e-newsletters, if space is available (over 8000 contacts). If you would like to consider this option, please provide us with a jpeg image (format 1800x330 pixels)
- ESO agrees to repost social media promotion you may do for the event via its social media platforms (Twitter/Facebook/Instagram/LinkedIn). It is necessary that you tag @ESOncology (on FB/IG/Twitter) or @European School of Oncology on LinkedIn in order for us to do this

### ARTICLE II. IN RETURN FOR OBTAINING THE ESO RECOMMENDED EVENT LABEL, ESO REQUESTS THE FOLLOWING:

The “ESO Recommended logo” must be published in all electronic and printed announcements and any other communications relating to the event. When the communication is electronic, please link the logo to [www.eso.net](http://www.eso.net).

The logo must not be placed side by side with or within spaces dedicated to pharmaceutical companies. The logo may be placed side by side or stand in areas dedicated to other non-profit organisations or societies. ESO must not appear in any lists together with pharmaceutical companies. In any case, online or offline graphic material involving ESO or ESO Recommended logos must be shared with the ESO Communication Team for final review and approval.

#### In Person and Online event

- An agreed quantity of digital advertisements during the event (infographic video, slides, banner, virtual event’s delegate bags) or via the organisations website/newsletter



**ARTICLE III. PLEASE COMPLETE THE FORM AND RETURN IT, TOGETHER WITH THE PROGRAMME TO:**

Mr. Gabriele Maggini, [gmaggini@eso.net](mailto:gmaggini@eso.net)

The application process is free of charge and 4 weeks should be allowed for the result.