

*European School of Oncology*  
**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;
- ACOE accredited or the application for CME accreditation is planned.

**This patronage initiative requires a no-cost reciprocal exchange of promotional opportunities.**

**Benefits for the applicant**

In addition to the patronage, 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 logo or an image of the event needs to be provided);
- A banner of the event will be included in one of ESO’s e-newsletters (including e-ESO and ESCO), if space is available. *If you would like to consider this option, please provide us with a .jpeg image (format 1800x330 pixels) at least two months before the date of the event;*
- ESO agrees to repost social media promotion you may do for the event via its social media platforms (Twitter/Facebook/Instagram). *It is necessary that you tag @ESONcology in order for us to do this;*
- ESO will include a slide of the event in the power point carousel presented to the audience before relevant e-ESO sessions on similar topics, if available. *The slide must be sent to us in due time.*

**Responsibilities of the applicant**

If your request is successful, ***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 addition to this, you must commit to provide **at least 3** of the following requests in return:

- A print or digital advert relating to an ESO activity within the event programme book or in an official journal of your company;
- Inclusion of an ESO initiative in your newsletter (text, infographic or banner);
- Inclusion of an ESO initiative on your website (text, infographic or banner);
- ESO promotional slides to be displayed during the event breaks;
- A complimentary virtual booth during the event;
- Share an ESO initiative across your social media platforms (Facebook/Instagram/Twitter/LinkedIn);
- Offering ESO an agreed quantity of complimentary registration badges to access the event;
- Promotional matters for inclusion in virtual event delegate bags;
- Other (please indicate any other promotional activity that you can offer to ESO):

## FORM

### a. Contact person

Name & Surname	
Email address	
Role in organisation of event	

### b. Organiser's contact details (If different to above, name & email address)

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### c. Event

Title			
Dates and location			
Chairs (name, affiliation)			
Is it the first edition?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
If no, how many editions were organised before?			
Main topics (max. 5 keywords)			
Language of the event:			
Website			
Link to register or details on how to register			
Registration fee (if applicable)			

**d. Please enclosed the detailed programme**  Draft  Provisional  Final  
(and English translation, if necessary)

**e. Participants**

Number of expected participants	
Number of participants at the previous edition (if applicable)	
Percentage of (expected) participants coming from the country where the event is held	

**f. Income scheme - Percentage of income according to the previous edition, or expected (tot. 100%):**

From own financial resources	
From registration fees	
From sponsorship provided by commercial entities	
From sponsorship by non-commercial entities	
No income is expected	

**g. Commercial sponsorship**

Number of sponsors that supported the previous edition	
Or that are expected to support the current edition	

**h. ACOE-CME accreditation**

Was the previous edition ACOE-CME accredited?  Yes  No  
Or is ACOE-CME accreditation foreseen for the current edition?  Yes  No

### Terms and conditions

In signing this request you agree to the full terms of the document as outlined. If any part of the agreement is not fulfilled, your patronage request will not be considered.

If your request is successful, ESO agrees to fulfil all aspects of the agreement as outlined and the applicant confirms that the ESO RECOMMENDED logo will be used only for the mentioned edition of the event. The acceptance of this request must be considered as an endorsement of this edition of the event. The organiser(s) are not authorised to use the ESO RECOMMENDED label for any other events or subsequent editions of this event. Requests for other events or editions of this event must be submitted separately.

The application process is free of charge and the results will be communicated within 4 weeks.

Please complete the above application form and return it, together with the programme to:

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

By submitting this application, you, on behalf of the organisers, affirm that the facts set forth in it are true and complete.

Signed on behalf of \_\_\_\_\_

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Name:

Job title:

Date:

ESO APPROVAL *(this part will be completed by ESO if your request is successful)*

Signed on behalf of ESO

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Name:

Job title:

Date: