



Acute Cardiovascular
Care Association

ACUTE CARDIOVASCULAR CARE2020



7-9 March 2020
Athens, Greece

www.escardio.org/acuteCVD
#AcuteCVD20

 **ESC**
European Society
of Cardiology

ESC Guidelines for Industry @ ACUTE CARDIOVASCULAR CARE 2020

CONGRATULATIONS

You have decided to partner the Acute Cardiovascular Care 2020, the Annual Meeting of the Acute Cardiovascular Care Association of the ESC.

Acute Cardiovascular Care 2020 will take place in the city of Athens and gathers the core professionals in all acute cardiovascular care fields, into what will be one of the key meetings held within Europe for 2020.

We look forward to working closely with you over the coming months towards a rich and innovative Acute Cardiovascular Care 2020.

THANK YOU FOR READING THESE GUIDELINES

Please note that a successful application for participation at ESC Congresses implies an acceptance of the requirements contained within these ESC Guidelines for Industry @ Acute Cardiovascular Care 2020, within complementary ESC Guidelines for Industry @ Congresses and also in any updates posted on www.escehhibition.org/Acute2020

Please carefully note the key deadlines marked at the start of each chapter. To ensure we deliver a successful Acute Cardiovascular Care 2020, we will not be able to deviate from these deadlines.

THE ESC CONGRESSES INDUSTRY PORTAL: www.escehhibition.org/Acute2020

This web address should be a main reference source in your preparations. The website is also organised by activity to allow you to focus on your company's participation concerns. The website will provide you with updates, application forms, key dates, don't miss information, technical specifications and much more... Bookmark it now!

Each exhibitor is responsible for sharing the address of the ESC Industry portal with their agencies or contractors and providing them with the necessary information for exhibition preparations.

YOUR CONTACTS

A dedicated team is happy to assist you in your preparations for the Acute Cardiovascular Care 2020. Please contact the following people as necessary for your queries.

Exhibition, Industry Sponsored Sessions, Sponsorship and Rooms at Acute Cardiovascular Care:

escacuteservices@escardio.org

Ms Julia Meunier

Exhibitor Registration:

escacuteregistration@escardio.org

Accommodation:

escacutehotels@escardio.org

Orders and Industry Relations:

industry@escardio.org

Mr Malek Lebsir

Any other queries:

fcalabrese@escardio.org

Mr Fabrice Calabrese

BOOKING PROCEDURE

Application forms available on the ESC Industry portal:

www.escehhibition.org/Acute2020

APPLICATION DEADLINES

25 October 2019 Stand, Industry Sponsored Session, Sponsorship and Rooms Application Deadline

NOTE

The invoice will be issued by

**ESC – European Society of Cardiology 2035 route des Colles CS 80179 BIOT
06903 Sophia Antipolis, Cedex FRANCE**

Signature of the order form constitutes establishment of the contract between the sponsor and the ESC. A stand assignment, sponsored sessions, sponsorship or rooms at Acute Cardiovascular Care confirmation and an invoice will be sent to the sponsor by email only. Should the confirmation differ from the order form, the details of the confirmation prevail unless the sponsor protests in writing within two weeks of the date indicated on the confirmation email.

APPOINTED AGENCY

- Sponsors should inform the ESC, in writing, which agency is appointed to conduct its affairs. Requests from unknown agencies will not be taken into account
- Applications for stand spaces, session' time slots, sponsorship items or rooms at Acute Cardiovascular Care must be submitted by the sponsoring industry. Correspondence should be made exclusively between this company and the ESC
- It is not the role of any agency to make initial enquiries or reservations with the ESC independently of the sponsoring industry
- The named agency cannot fully act as if it were the company itself and the company will continue to be held entirely responsible and accountable for activities organised in its name by its agency
- The ESC has created ESC Guidelines for Industry @ Congresses as an essential tool on how to host Industry activities. It is obligatory that every appointed agency read these Guidelines and all other documents posted on www.escehhibition.org website in order to have a proper working relationship with the ESC Industry Team. Sponsors are responsible for communicating these guidelines to staff and appointed agencies
- The ESC reserves the right to inform the Sponsor if the appointed agencies have not read or understood the ESC Guidelines for Industry so the companies may ensure smooth communication is re-established

CONDITION OF SALES

- Order forms need to be signed by an authorised company representative; only signed order forms will be taken into consideration. Failure to return a signed order form will result in loss of product and priority position

- An order is considered final and subject to payment and cancellation fees once this form has been signed and returned.
- Companies are invoiced for the requested service upon signature of the order form. Precise and definitive accounting information must be provided on the initial e-application form. The ESC cannot reissue invoices for missing or incorrect data (addition of Purchase Order, changes of billing address).
- On time payment is essential to secure a stand space, session' time slot, sponsorship item or rooms assignment.
- Stand space, session' time slot, sponsorship item or rooms assignments are cancelled automatically if the invoice has not been paid within the given payment period.
- The ESC acts in good faith and is not liable for refund of contracted services in the case of regulatory or legislative bodies refusing the content of same.

For all payment, invoicing and cancellation information, please refer to the Order Form and Chapter 5 "Finance and invoicing" of these Guidelines.

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1. EXHIBITION

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1.1 KEY DATES

25 October 2019	Application deadline
From 21 July 2018 to 30 September 2018	Cancellation fee: 10% of total amount due
From 1 October 2018 to 31 December 2018	Cancellation fee: 50% of total amount due
From 1 January 2020	Cancellation fee: 100% of total amount due
20 December 2019	Exhibitor Profile deadline
6 January 2020	Deadline for stand design submission. All exhibitors must submit their insurance certificates. For custom stands, risk assessments and method statements are requested.
7 February 2020	Deadline for booth order (from the 14 February, 30% of surcharge will occur on the service)
10 February 2020	Stand activity declaration deadline
11 February 2020	Free Exhibitor badge deadline
14 February 2020	Deadline for stand graphics (from the 21 February, 30% of surcharge will occur on the service)
22 February 2020	Additional General Exhibitor badge order deadline (€50) – from this date on-site orders only
7 - 9 March 2020	Acute Cardiovascular Care 2020

1.2 COSTS FOR STAND SPACE ONLY

“Stand Space” refers to the physical floor area occupied by an exhibit and excludes all construction materials and services such as electricity and communications.

	Industry	Publishers, Booksellers
Price	€400/m ²	€300/m ²
Minimum exhibition space	9m ²	6m ²

1.3 STAND ASSIGNMENT

Stands will be assigned on a first come, first served basis.

To ensure every exhibitor has a chance to choose an appropriate location, the ESC stand assignment proposal is valid for 48 hours only unless the offer states otherwise.

After confirmation of stand assignment, any alteration of the stand type may be requested to ESC before 6 January 2020. To ensure a proper announcement of the stand spaces in the Acute Cardiovascular Care 2020 publications digital tools and printed material, any request of change post this date will be subject to prior approval by the ESC. ESC cannot guarantee a positive response.

1.4 EXHIBITION SCHEDULE

CONSTRUCTION SCHEDULE

Exhibitors and their agencies must study the timetable for construction, exhibition opening and dismantling.

Access to the unloading area and exhibition grounds for construction shall be according to the access schedule.

Priority will be decided based on the size of stand area under construction and other considerations such as availability of halls. Agencies responsible for construction of more than one stand may apply for a time slot based on the combined area for which they are responsible.

Exhibitors and their agencies must strictly adhere to the timelines provided and ensure set-up is completed and the necessary packing material removed from the stand by the end of the time slot provided. If it appears to the ESC that the equipment and furnishing and/or the set-up and installation of the rented stand site will not be completed by the deadline, the ESC shall be entitled to take all measures they may deem necessary. All costs arising from the ESC decision shall be paid by the exhibitor in full with no right to refund.

EXHIBITIONS ACCESS TIMETABLE

Construction

The hall is open for construction:

- **Friday 6 March** 08:00 – 18:00 Exhibition build-up (all stands)

VEHICLE ACCESS FOR UNLOADING

Vehicles will not be allowed access to the loading bays before the date and time indicated on the Access Schedule. Access is allowed in direct relation to the size of the

exhibit, with the earliest slots allocated to companies building the largest stand area(s). Slots should be booked in advance from Fairexx. Time slot request form is available on www.esceexhibition.org/Acute2020

Opening hours

Saturday 7 March

08:00 – 10:00 Stand decoration only, to be completed by 09:00
Noisy activities and cleaning (vacuum) are strictly forbidden
Incomplete stands and no-shows by 09:00 will be walled off and goods removed into storage at the exhibitors' cost
Staff meetings may be held on stands

IMPORTANT

Special attention must be paid to noise disturbance caused by rehearsal of music and/or sound, broadcasting of images and vacuum cleaning of the stands during Acute Cardiovascular Care sessions held in lecture rooms. If the ESC judges that a disturbance is being cause, the exhibitor will be asked to cease the activity immediately. A refusal to lower the sound level or cease an activity will be considered as a violation of these Guidelines.

10:00 – 17:30 EXHIBITION HALLS OPEN (all stands must be staffed)

Sunday 8 March

08:00 Hall access for exhibitors
09:00 – 17:30 Exhibition opens

Monday 9 March

08:00 Hall access for exhibitors
09:00 – 12:30 Exhibition opens
12:30 – 14:30 Exhibition closed – **no dismantling allowed**
14:30 – 19:30 Exhibition dismantling – Removal of stand and Meeting Rooms valuables followed by full dismantling

IMPORTANT

From Sunday 8 until Monday 9 March, stand personnel may enter the building 1 hour before the opening of the exhibition.

Outside of "Exhibition opens" periods, delegates will walk through the exhibition to access lecture rooms. Please note that exhibitors will therefore be responsible for securing they own stands outside these hours; ESC will not seek to manage this traffic and full liability is with the exhibitors regarding any measures related to their stand.

1.5 TECHNICAL GUIDELINES

EXHIBITION LOCATION AND BUILDING INFORMATION

The exhibition accompanying Acute Cardiovascular Care 2020 will be held at the Megaron – Athens International Conference Centre.

ZONE INFORMATION

- Exhibition hall is located on the Level -1 (Skalkotas Foyer)
- Gross area dedicated to exhibits approx. 900 m²
- Ceiling height ranges from 2.20m at the lowest point to 4.00m at the highest.
- Exhibition Halls floor weight loading: 400kg/m²
- Electricity, Internet lines delivered from the walls in different zones of the exhibition
- Loading doors: 1.90m wide X 1.90m high
1.30m wide X 2.05m high
1.60m wide X 2.35m high
- First Aid location on level 0 (Muses Foyer, Kokkali section)
- There is no natural light in the Exhibition Hall
- Carpeting is mandatory under all exhibition booths and posters

STAND CONSTRUCTION

Please refer to the ESC Guidelines for Industry @ Congresses for full technical specifications and illustrations.

SECURITY

DUE DILIGENCE

All entities involved in Acute Cardiovascular Care 2020 must have adequate insurance to cover claims arising from industrial accidents and public safety, whatever the cause. Exhibitors and their contractors must abide by current legislation in the host country with regards to the prevention of occupational hazards which apply to the work being carried out. Particular care should be taken during construction and dismantling periods; un-safe working practices will be stopped by the organiser in the interests of public safety. Exhibitors using materials not conforming to any safety component of these Guidelines will replace them with safe alternatives at their own cost.

SAFETY REQUIREMENTS

All stands, materials, installations, advertising supports, etc., must conform to public safety requirements in the host country and the E.U. Where these differ, the most stringent standard must be met.

Please refer to the ESC Guidelines for Industry @ Congresses and venue rules and regulations for further information.

For any questions regarding safety and security in the venues, exhibitors could contact the ESC Industry Team who will liaise with the venues.

STAND MODULE - SHELL SCHEME STAND

Exhibitors who need to rent a standard exhibit stand module are urged to use the services of the official stand service supplier. Shell scheme stands will be signed off by the official stand supplier separately.

SUBMISSION DEADLINES

- By 6 January 2020: Exhibitors renting a shell scheme stand should inform ESC Industry Team accordingly

A public liability insurance document should be sent by exhibitor to the ESC Industry Team.

A choice of two turn-key stand solutions is available at attractive package prices for stands up to 25m², namely:

Exchange Forum Welcome Package

The stand includes:

- Construction of booth from portable panels covered with loop nylon and printed entirely with seamless graphics on forex 2mm.
- Fascia board vertically placed on sides 29,5×250cm- 3 spotlights & one twin socket for 1Kw / stand package
- 1 round table, 3 black chairs & 1 black stool
- 1 A4 brochure holder
- 1 lockable counter with wooden top & logo printing (counter dim.: 80x35x100H)
- 1 waste paper basket- Carpet (standard color: light grey / dark grey / red / light blue)
- Daily cleaning

The above package is available for 9m² stand space. Price on request.

CUSTOM STAND DESIGN

STANDS DRAWING

By 6 January 2020 every exhibitor must submit to the ESC Industry Team, an exact statement of the dimensions of their stand as well as plans and descriptions of this stand.

A public liability insurance document must be submitted as well as all additional certification documentation required for complex structures. All documents for construction certification are required.

[Please refer to the ESC Guidelines for Industry @ Congresses for further information.](#)

HEALTH & SAFETY CERTIFICATION

COMPLEX STRUCTURES

A complex structure is any form of construction of any height, which may require input from a structural engineer.

If a stand is not constructed from “shell scheme”, it is the responsibility of the stand designer to determine whether the construction is complex or not.

[Please refer to the ESC Guidelines for Industry @ Congresses for further information.](#)

STAND MODULE

By 6 January 2020 exhibitors renting a stand module from the official stand supplier should submit the package type, dimensions & non-standard items such as display screens and catering areas. Note that these stand constructions will be signed off by the official stand supplier separately. There is no need to provide any specific documentation for a stand construction certification apart from the public liability insurance document.

ONSITE CHECKING

All stands will be checked onsite by the ESC Industry Team and by the venues' Health & Safety Team to ensure that the structures are safe and that they are compliant with the approved technical drawing upstream. In case of difference between the approved drawing and the stand, the ESC Industry Team reserves the right to ask for any change needed in order to make the stand compliant.

Please refer to the [ESC Guidelines for Industry @ Congresses and venue rules and regulations for further information.](#)

STAND TYPES

Two-storey structures are not allowed. Arches, bridges or similar constructions connecting two or more stands are not allowed. L & U shape island stands are not encouraged.

Please refer to the [ESC Guidelines for Industry @ Congresses and venue' Rules and Regulations available on \[www.essexhibition.org/Acute2020\]\(http://www.essexhibition.org/Acute2020\).](#)

SPECIFIC REQUIREMENTS

In order to create a physical separation within a stand (e.g. to provide a distinction between commercial and scientific functions) an Exhibitor can choose to have 2 peninsula (or 2 corner stands) side by side, instead of one island stand (or peninsula stand).

Please mention this requirement on your stand application form and the ESC Industry Team will advise you accordingly.

An Exhibitor choosing to have 2 peninsula, or 2 corner stands should be aware that both stands will be considered as 2 separate stands:

- Each stand design will be evaluated individually
- Each stand will have its own stand height allowance depending on the size of each ordered space
- Both stands can be separated by means of a separation wall or by means of a common storage area
- The back wall or the combination of common storage area and back wall must extend throughout the full width of the stand, from one side to the other
- The separation wall between both stands must be at a minimum of 2.5m and a maximum of 3m

- A service door between both stands is possible. This service door must be exclusively reserved for the exhibitor's stand staff. An open passageway will not be approved.
- Line(s) of sight on the back wall of both stands is possible (i.e glazing...)

STAND DESIGN APPROVAL

Each stand design is evaluated individually.

For confidentiality matters, the exhibitors' stand designs submitted to the ESC will not be communicated to third parties.

The ESC will send an approval of the stand design to the exhibitor and/or the exhibitors' agent. Only with this approval shall the stand be deemed eligible for construction. The stand design approval will be sent by the ESC Industry Team only when the venues have approved and signed off the stand plan and the required documentation for construction certification.

No approval means no permission to construct the stand – resulting costs are entirely at the exhibitor's expense.

Please refer to the [ESC Guidelines for Industry @ Congresses and venue rules and regulations for further information.](#)

STAND HEIGHT ALLOWANCE

The maximum height allowance is in direct proportion to the m2 floor area of each stand and is as follows:

6m ² - 25m ²	2.5m
26m ² - 45m ²	3m

EDGE OF THE STANDS

A 30cm inset from the edge of the stand is the minimum vacant margin required by the ESC.

It is forbidden to place stand elements on the open sides of island, peninsula, corner or in-line stands within this 30cm perimeter.

Erecting walls or glazed surfaces is permitted within the 30cm perimeter or at the edge of the stand, as long as there is no equipment or material integrated or placed on these surfaces, aiming to attract visitors and thus creating a crowd on the aisles bordering the stand.

IMPORTANT

- It is forbidden to place stand elements (i.e desks, monitor, kiosk...) likely to attract visitors and cause a crowd onto the aisles on the edge of the stands. The stand should be designed to contain all interested parties without affecting the exhibition' traffic flow.
- All Exhibitors should have plans to prevent congesting the aisles and disrupting neighboring exhibits. All attendees visiting booths should be inside booth boundaries at all times. Attendee congestion in the aisles outside a booth is an indicator of the need for a larger booth, which may be required by the ESC for the exhibitor to participate in future ESC exhibitions.

LINE OF SIGHT

The primary objective of creating a line of sight through the open sides of the stands is to keep the view throughout the Exhibitions as free as possible. The line of sight minimum height must be 2m.

Please refer to the ESC Guidelines for Industry @ Congresses for full technical specifications and illustrations.

STAND TRANSPARENCY

33% of the overall stand width is the minimum transparency rate required by the ESC. Each open side of island and peninsula stand types must provide lines of sight from aisle to aisle.

The total of the lines of sight must reach a minimum of 33% of the stand width.

On the closed side of peninsula, corner and in-line stands, the ESC requires a line of sight when the height of the construction exceeds the height of the back wall. The total of the lines of sight must reach a minimum of 33% of the stand width.

Please refer to the ESC Guidelines for Industry @ Congresses for full technical specifications and illustrations.

WALLS ERECTED ON STANDS

1/3 of the length of the stand is the maximum size for walls erected at the edge or inside island, peninsula, corner or in-line stands.

There is no limit on the number of walls erected inside the stand if it complies with the 30cm, 1/3 and stand transparency regulations.

NOTE

- Erecting walls or glazed surfaces is permitted within the 30cm perimeter or at the edge of the stand, as long as there is no equipment or material integrated or placed on these surfaces, aiming to attract visitors and thus creating a crowd on the aisles bordering the stand.
- Peninsula, corner and in-line stands must be separated from neighboring stands by means of separation wall(s). In principle this separation wall(s) should be 2.5m high. If two neighboring exhibitors come to an agreement regarding the separation wall, the height of this wall must be approved by the ESC. These walls cannot be higher than 3m.
- According to the stand element height allowance, walls higher than 2.5m or 3m erected on stands must be 1m inset from the separation wall(s).

Please refer to the ESC Guidelines for Industry @ Congresses for full technical specifications and illustrations.

SELF STANDING ELEMENTS

Stand elements of 1.4m and higher will be taken into account in the calculation of the transparency and the total width of these elements must not exceed 1/3 of the side of the construction.

Stand elements lower than 1.4m will not be taken into account in the calculation of the transparency and therefore will not be considered as obstructive.

EXHIBITION SERVICES

For all your stand service orders and the latest exhibition logistics information, please visit www.escexhibition.org/Acute2020.

For further information on services available, please contact our official stand services supplier - Vision:

Ms Tonia Mitropoulou

Email: tmitropoulou@vision.gr

Tel: +30 210 66 40 645

SERVICE POINTS (ELECTRICITY, WATER, WASTE, COMPRESSED AIR)

All services (electricity, compressed air, etc.) will reach stands via the service ducts located within the electricity area. Connections to these service ducts must be made by our official stand services supplier Vision. Access points at any given location may be supplying services to other exhibitors; therefore, some stand areas may have cables/electrical distribution boxes within their area feeding other locations. For aesthetic reasons it may be necessary to shield these cables or in extreme cases install a platform floor, in such cases ESC will advise exhibitors at the earliest opportunity. Any additional costs arising will remain the responsibility of each exhibitor.

For complete details on electrical rules and regulations for stand installation, refer to the venue's Rules and Regulations available on www.escexhibition.org/Acute2020.

[Please refer to the ESC Guidelines for Industry @ Congresses for further information.](#)

INTERNET CONNECTION

With the explosion of wireless-enabled devices (smartphones and tablets), the Wi-Fi network availability during ESC Congresses has become a challenge. In order to avoid interferences between Wi-Fi devices on stands (routers, access points, controllers ...) the ESC strongly recommends getting in touch with our official stand services supplier Vision for all connection needs. The ESC and our official stand services supplier Vision and the Venue's Telecommunications Support have the right to require exhibitors to modify the settings and/or remove these devices if judged necessary.

Failure to report Wi-Fi equipment could lead to an immediate requirement to suspend equipment onsite.

WASTE AND CLEANING MANAGEMENT

Exhibitors should manage (contract and pay for) their waste removal through the official cleaning supplier – Vision:

Ms Tonia Mitropoulou

Email: tmitropoulou@vision.gr

Tel: +30 210 66 40 645

'Wild tipping' or disposing of bulk waste within the fairground without payment will be considered a serious violation.

IMPORTANT

Unattended rubbish left by exhibitors in aisles when the exhibitions are open will be removed at the Exhibitor's expense.

Please refer to the [ESC Guidelines for Industry @ Congresses](#) for further information.

CATERING

Exhibitors may not bring their own catering into the venues. All perishable goods (coffee, tea, milk, sugar, fresh fruits...) necessary for the service of hospitality on stands should be ordered from the official caterer. Exhibitors may not sell food or drink for consumption on the premises. Serving alcoholic beverages on stands is strictly forbidden.

The Official Caterer of the Acute Cardiovascular Care 2020 is Aria.

Catering offer is available on: www.escehhibition.org/Acute2020.

LOGISTICS

Transport regulations/handling

The official forwarder for ESC Congresses is:

Fairexx Logistics for Exhibitions GmbH

Email: contact@fairexx.com

Within the limits of the venues, Fairexx and its agents act with the authority of ESC on its behalf in matters concerning vehicle logistics & security, freight forwarding, freight lifting and storage of goods.

Please refer to the [ESC Guidelines for Industry @ Congresses](#) for further information.

IMPORTANT: Each exhibitor who needs to access the loading zone must request an unloading and reloading time slot through Fairexx for build-up and dismantling using the form available on www.escehhibition.org/Acute2020.

DELIVERY ADDRESS

The address for all deliveries will be made available in the Fairexx freight forwarder manual available online on www.escehhibition.org/Acute2020. Note that this will be the only delivery address to be used for consignments delivered directly to Megaron – Athens International Conference Centre. Venues representatives are not entitled to receive goods on behalf of exhibitors.

STORAGE

Empty packing cases must be removed from the exhibition halls by 18:00 on Friday 6 March 2020. Exhibitors should therefore make prior arrangements for the safekeeping of such items with the appointed official forwarder and lifter, Fairexx, or with their own shipping agent. Storing materials in the spaces behind or close to stands not rented by the exhibitor is strictly forbidden.

Storage on stand is limited to daily basis used. No extra storage will be allowed in Exhibition halls.

1.6 SAFETY AND TECHNICAL SPECIFICATIONS

Please refer to the ESC Guidelines for Industry @ Congresses and venue' Rules and Regulations available on www.essexhibition.org/Acute2020.

ACCESS FOR PEOPLE WITH REDUCED MOBILITY

The exhibitor must comply with European regulations and with the accessibility order. These regulations specify that all premises and facilities open to the public must allow access to the disabled and to people with reduced mobility. For ESC Congresses, all disabled persons must be able to access and exit all facilities without assistance.

FIRE PREVENTION AND CROWD SAFETY

EXHIBITOR OBLIGATIONS

Exhibitors must have available on site all official reports on the fire resistance classification of all materials used on their stands. If official reports are not available, exhibitors must have all fireproofing certificates available on site at each of their stands. Any goods on stand will be subject to these regulations.

IMPORTANT

All materials to be used for stand fitting up (partition walls, backdrops, platforms, coverings, fabrics, false ceilings, curtains, carpets, various structures and so on) must be incombustible, originally fireproof or fireproofed, in compliance with the European standards.

Exhibitor's using materials not conforming to any safety component of the ESC Guidelines for Industry @ Congresses and venue's Rules and Regulations will replace them with safe alternatives at their own cost.

ORGANISER'S SECURITY

The ESC undertakes the general surveillance service of the venues, both day and night.

EXTRA SECURITY

The ESC will provide general surveillance of the hall; however, the ESC reminds exhibitor of their responsibility for their stand surveillance.

For further information on services available, please contact our official stand services supplier – Vision should you be interested by such service.

Ms Tonia Mitropoulou

Email: tmitropoulou@vision.gr

Tel: +30 210 66 40 645

VALUABLE GOODS

The Exhibitor shall be responsible for the surveillance of his/her stand and exhibit during the exhibition opening hours. Exhibitors are recommended to pay closer attention to the exhibits during the stand construction and dismantling periods.

Valuable objects, which may easily be removed, should be locked away overnight. The ESC accepts no responsibility for goods stolen from exhibits at any time.

IMPORTANT

Exhibitors should not leave removable/valuable goods unattended on the stand at any time; particular attention should be given to goods awaiting collection from the freight forwarder/lifter.

INSURANCE

Please refer to Chapter 6 “General Terms and Conditions” of this Guidelines and to Chapter 5 “General terms and conditions” § 5.3 INSURANCE of the ESC Guidelines for Industry @ Congresses.

1.7 EXHIBITOR REGISTRATION

[Please refer to the ESC Guidelines for Industry @ Congresses for further information.](#)

All exhibiting companies have a fixed allocation of free General Exhibitor, and Scientific Exhibitor badges. If the number of free General Exhibitor badges is insufficient, extra General Exhibitor badges may be purchased.

EXHIBITOR BADGE CATEGORIES

Exhibitor registration types are reserved only for staff working directly in the organisation and management of exhibits, Industry Sponsored Sessions and sponsored activities. Bearers are subject to the restrictions contained within these Guidelines.

GENERAL EXHIBITOR BADGE

- Access to Exhibition hall
- No access to Acute Cardiovascular Care 2020 Scientific Sessions
- Access to Industry Sponsored Sessions of affiliated company
- No congress bag
- No journal subscription
- No accreditation
- Hard copy of the Programme At A Glance
- Opportunity to purchase additional General Exhibitor badges
- Onsite name changes are not accepted, a new badge must be purchased
- Lost General Exhibitor badges will not be replaced; a new badge must be purchased

SCIENTIFIC EXHIBITOR BADGE

- Access to Exhibition hall
- Access to Acute Cardiovascular Care 2020 Scientific Sessions
- Access to Industry Sponsored Sessions
- No congress bag
- No journal subscription
- No accreditation
- Hard copy of the Programme At A Glance

- No additional paying Scientific Exhibitor badges can be ordered (beyond the defined number allocated per stand). If any additional one is required, a usual delegate badge should be purchased through the ESC website.
- Onsite name changes are accepted upon surrender of the original badge (administration fee to be charged)
- Lost Scientific Exhibitor badges will not be replaced, a new badge must be purchased

EXHIBITOR BADGE ALLOCATION

The number of free allocated badges is determined according to each stand space. An Exhibitor choosing to order several stands, should be aware that each stand will be considered as separate stand.

Stand size between:	General Exhibitor badges	Scientific Exhibitor badges
Welcome Package	4	4
9 and 49m2	4	4
50 and 99m2	8	8
100m2 +	12	12

EXHIBITOR BADGE ORDER

FREE BADGE ORDERS

A link to an online form will be sent to the Industry's main contact a few weeks before the Congress. This online form will already have the correct number of badges to be completed with the onsite staff's names (or be left with the company name only).

Should the person in charge of ordering the badges not be from the Industry, an official letter of appointment must be provided to the ESC to prove they have indeed been mandated to order them. Failure to do so will result in the request for badges not being taken into account.

EXHIBITOR BADGE WITH COMPANY NAME AND/OR INDIVIDUAL NAME

Exhibitors may choose how their free badges are inscribed: either company name only or individual name & company name.

It is mandatory that the company name is the same as that provided for the exhibition listing.

BADGE FEES AND ORDER DEADLINES

Additional General Exhibitor badges may be pre-ordered at the early fee of €50 (excl. VAT) per badge before 11 February 2020.

WORK PASSES

In the interest of safety, only those individuals directly responsible for the construction and dismantling of exhibits will be permitted in the exhibit areas during the construction and dismantling periods. To this end, work passes will be given out from the Fairexx office during construction and dismantling phases.

Work passes are only valid during the stands' build-up time.

DELEGATE PASSES TO EXHIBITIONS OUTSIDE OF OPENING HOURS

For security reasons, access to the exhibitions outside of opening hours is limited to persons holding an exhibitors' badge and to the official opening time of the congress. Full fee paying delegates affiliated with an exhibiting company can also receive a green sticker for access to the exhibitions outside of exhibition hours. Companies must provide the ESC with a complete list of relevant names prior the congress. Named delegates will be provided with the necessary stickers at the Exhibitor Registration desk and will be given access to the exhibition without the need to be accompanied.

1.8 STAND ACTIVITY AND PROMOTIONAL REGULATIONS

Please refer to the ESC Guidelines for Industry @ Congresses for further information.

STAND ACTIVITIES

The main activity of any exhibition' stands should be the presentation of the exhibiting company and/or its products or services.

Companies may organise stand activities in line with the information they have to communicate with the delegates. Stand activities should be focused on the product and scientific information to be communicated; companies should ensure that the perception of the activity is above all one of transfer of knowledge. All stand activities must be submitted to the ESC for approval. Interactive technology based activities may be accepted provided their focus remains product, scientific knowledge transfer and they have no negative impact on the exhibitions or other rules within this publication.

AUDIO & VISUAL ACTIVITIES

The projection of films and slides; any amplification with the aid of loudspeakers; the production of music and/or sound; as well as the use of lighting, computer monitors and television screens is acceptable within the stand space as long as no disturbance is caused. Sound and lighting effects should be contained within each stand area. If the ESC judges that a disturbance is being cause, the exhibitor is to halt the activity immediately. If this is not done, the ESC reserves the right to make the necessary arrangements at the expense of the exhibitor. A refusal to lower the sound level or halt an activity will be considered a violation of these Guidelines. Licensing for copyrighted work is the sole responsibility of the exhibitor.

IMPORTANT

Out of respect for our fellow exhibitors, it is requested that demonstrations/presentations, which may generate noise within the exhibition area, are kept to a minimum. All loudspeakers are to be positioned within the boundaries of the stand and angled so that they face inwards towards the centre point of the stand. The maximum permitted volume on stands is 3db above background noise, measured from 3m distance to the stand. The ESC is authorised to restrict any demonstrations/presentations which do not comply with the regulations.

We call on all exhibitors to kindly self-regulate the level of noise they are producing – the exhibition is an open area so it is crucial that all parties act in good faith to ensure harmony throughout the area.

NOTE

Each exhibitor is asked to seriously consider these recommendations and self-regulate. Refusal to lower the sound level or halt an activity will be considered a violation of these Guidelines.

PROMOTIONAL REGULATIONS

ITEMS WHICH MAY BE ADVERTISED

It is prohibited to advertise goods and services which have not been admitted to Acute Cardiovascular Care 2020 or to make publicity for organisations which do not occupy stand space at ESC Congresses. Exhibitors should be aware that they are held responsible for any material on which their logo and/or name appears. This applies especially to any brochures produced and distributed by a third party.

ITEMS FOR DISTRIBUTION

Exhibitors can distribute approved items to delegates on their stands and/or to those delegates participating in approved stand activities.

Each exhibitor should declare all items for distribution in advance with a description/picture and unit price by using the e-form sent by the ESC Industry Team.

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2.1 KEY DATES

25 October 2019	Deadline for application
Until 30 September 2019	Cancellation fee 10% of total amount due
From 1 October 2019 to 31 December 2019	Cancellation fee: 50% of total amount due
2 December 2019	Deadline for receiving complete scientific programmes
From 1 January 2020	Cancellation fee: 100% of total amount due
2 January 2020	Deadline for printing scientific programmes in the Programme At A Glance
25 January 2020	Deadline for approval of promotional materials (invitations/flyers) by ESC
7-9 March 2020	Acute Cardiovascular Care 2020

2.2 SATELLITE SYMPOSIA

Please refer to the Industry Prospectus and ESC Guidelines for Industry @ Congresses for further information.

Satellite Symposia can be organised by exhibiting or non-exhibiting companies and must be open to all registered delegates.

Satellite Symposia are organised within the congress centre in fully furnished and AV equipped lecture rooms.

Satellite Symposia should fit in the standard time unit of a 60-minute session.

TIME SLOT AND COSTS

Satellite Symposia		Exhibitor Prices	Non-exhibitor Prices
Saturday 7 March 2020			
12:45 – 13:45	60 mins	€28,000	€34,000
Sunday 8 March 2020			
12:45 – 13:45	60 mins	€28,000	€34,000
<i>All prices exclusive of VAT</i>			

WHAT IS INCLUDED IN THE COST?

- Lecture room rental
- Standard lecture room set-up
- Promotional package
 - 1 Flyer
 - 1 Weblink
- Dedicated listing in the Scientific Programme & Planner, Programme At A Glance and Mobile App
- Promotion allowed in front of the session room (roll-up and/or invitations)

For Non-Exhibiting companies the cost includes all the above as well as:

- 4 General Exhibitor Badges
- 4 Scientific Exhibitor Badges

LECTURE ROOM SET-UP

Lecture room standard set-up will be communicated at a later stage and available on www.esceexhibition.org/Acute2020.

NOTE

Any installations or alterations to lecture rooms may only be made with explicit approval of the ESC.

PROMOTIONAL REGULATIONS

INVITATIONS

Invitations can be distributed at the entrance of the assigned lecture rooms 30 minutes before the beginning of the session. It is forbidden to distribute invitations anywhere else in the building other than on the booth.

ROLL-UPS

Two roll-ups (maximum height of 2.5m and maximum width of 1m, no electrical connections, no lights, and no sound) may be displayed in front of the lecture room door(s) 1 hour before the sessions start.

2.3 GENERAL RULES GOVERNING INDUSTRY SPONSORED SESSIONS

ASSIGNMENT OF INDUSTRY SPONSORED SESSIONS

Please refer to the ESC Guidelines for Industry @ Congresses for further information.

Industry Sponsored Sessions are assigned on a first-come first-served basis.

INDUSTRY SPONSORED SESSIONS REQUIREMENTS

Please refer to the ESC Guidelines for Industry @ Congresses for further information.

BADGES, RIGHT OF ADMISSION RESERVED

All persons involved in the organisation of Industry Sponsored Sessions (film crew, technicians, participants...) must have a valid badge:

General Exhibitor¹, Scientific Exhibitor², active participant or day ticket.

¹General Exhibitor Badges for Non-Exhibitors will give the holder access to the Industry Sponsored Sessions of the organising company during the congress opening hours. These badges do not give the holder any exhibitor rights.

²Scientific Exhibitor Badges for Non-Exhibitors will give the holder access to the scientific sessions of the ESC Congresses. These badges do not give the holder access to an official congress bag and/or accreditation.

SPEAKER SERVICE CENTRE (SSC)

ESC Congresses offers computerised presentation facilities for all lectures. The use of the Speaker Service Centre is mandatory, free, and offers audio-visual assistance to all speakers.

The Speaker Service Centre will be open as follows:

Date	Times
Friday 6 March 2020	15:00- 18:00
Saturday 7 March 2020	08:00- 17:30
Sunday 8 March 2020	08:00- 17:30
Monday 9 March 2020	08:00- 13:45

CATERING

- Catering services can be organised with the ESC official caterer at the sponsor's cost. The Official Caterer of Acute Cardiovascular Care 2020 is Aria. Catering offer is available on: www.essexhibition.org/Acute2020.
- Companies will have the right to serve alcoholic beverages during the receptions organised at the following dates and times only:

Date	Times
Saturday 7 March 2020	from 18:30
Sunday 8 March 2020	from 17:30
Monday 9 March 2020	from 12:30

EXTRA SERVICES

The costs for any extra orders (i.e. catering service, extra audio-visual equipment, extra furniture, extra decoration, extra hostesses, etc) are not included in the session price. To order extra equipment we suggest you contact the official supplier - Vision:

Ms Tonia Mitropoulou

Email: tmitropoulou@vision.gr

Tel: +30 210 66 40 645

PROMOTIONAL REGULATIONS

Please refer to ESC Guidelines for Industry @ Congresses for further information.

INVITATIONS

- Invitations should not be distributed anywhere else in the building other than on the booth and in front of lecture rooms.
- Invitations should not exceed the maximum size A4 (21 X 29.7cm).

ROLL-UPS AND INFORMATION SCREEN

Technical specifications: maximum height of 2.5m and maximum width of 1m, no electrical connections, no lights, and no sound.

- Satellite Symposia: 2 roll-ups may be displayed in front of lecture rooms 1 hour before the sessions start.
- It is forbidden to place roll-ups anywhere else in the building other than on the booth.

ITEMS FOR DISTRIBUTION

Industry Sponsored Sessions organisers can distribute approved items to delegates participating in their sessions.

Each session organiser should declare all items for distribution at their sessions in advance with a description/picture and unit price using the e-form available on www.escehhibition.org/Acute2020.

2.4 PREPARING INDUSTRY SPONSORED SESSIONS SCIENTIFIC PROGRAMMES

Please refer to the ESC Guidelines for Industry @ Congresses for further information.

SUBMITTING YOUR SCIENTIFIC PROGRAMME

By 2 December 2019 the complete scientific programme of Industry Sponsored Sessions must be sent to the ESC. The scientific programme must be typed on the appropriate form available on www.escehhibition.org/Acute2020.

NOTE

- Industry Sponsored Sessions are announced in all publications as “sponsored by company X”. Sessions’ sponsor can use a different wording to announce the session on promotional material. The ESC approval is mandatory.
- **Sponsored sessions’ chairperson(s):**
1 mandatory for 60-minute Satellite Symposia

APPROVAL OF SCIENTIFIC PROGRAMMES

The content and scientific programme of Industry Sponsored Sessions must be reviewed and approved by the Chairperson of the Congress Programme Committee (CPC) who will confirm/ascertain the scientific value of Industry Sponsored Sessions. This review will take place in December 2019 /January 2020. Approval or suggestions for changes by the CPC Chairperson will be communicated to the Industry Sponsored Sessions sponsors. **These recommendations must be taken into consideration.** Changes in the scientific programmes content cannot be made without the specific approval of the Congress Programme Committee (CPC).

ACCA FACULTY MANAGEMENT POLICY

Faculty (with minimum 1 speaker role or 2 chairperson roles) involved in ACCA scientific sessions will benefit from:

- Free registration
- Hotel accommodation in Faculty hotel up to 2 nights
- Travel expenses according to country of origin

All extras remain the responsibility of the Faculty member.

INDUSTRY SPONSORED SESSION FACULTY MANAGEMENT POLICY

Faculty Management

The ESC Faculty management policy does not apply for Faculty participating only in Industry Sponsored Sessions. The sponsor must contact the Faculties involved in their sponsored session(s) with regards to their Faculty contracts and congress participation.

3. SPONSORSHIP

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3.1 KEY DATES

25 October 2019	Deadline for application
Until 30 September 2019	Cancellation fee 10% of total amount due
From 1 October 2019 to 31 December 2019	Cancellation fee: 50% of total amount due
From 1 January 2020	Cancellation fee 100% of total amount due
13 December 2019	Deadline to submit first content for Mobile App sponsor (Logo and an “about sponsor”) Deadline to confirm your Live-Broadcast Session orders Deadline to confirm your Webcast Session orders
24 January 2020	Deadline to submit promotional items: weblink and flyer (to promote your Industry Sponsored Session) Deadline to order Live broadcast raw footage Deadline to send mobile app visual for splash advert
20 January 2020	Deadline to send visuals for eBlast emailing date 26 February
17 February 2020	Deadline to send visuals for eBlast emailing date 26 March
7-9 March 2020	Acute Cardiovascular Care 2020

3.2 ASSIGNMENT OF SPONSORSHIP ITEMS

[Please refer to the ESC Guidelines for Industry @ Congresses for further information.](#)

Sponsorship items are assigned on a first-come first-served basis.

3.3 PRODUCT ADVERTISING

Unless specifically noted in § 3.6 Product Descriptions and Technical Specifications, the use of product names/brand names, misleading names that might be perceived as product/brand names and registered trademarks are not permitted for sponsorship products.

In the event where product prescription information is specifically required by local healthcare authorities, the ESC will align with local regulations.

IMPORTANT

For given Sponsorship products ESC permits product advertising. Local regulatory approval is incumbent on the company selecting the product. The ESC acts in good faith and is not liable for refund of contracted services in the case of regulatory or legislative bodies refusing the content of same.

3.4 ACUTE CARDIOVASCULAR CARE EVENT VISUAL

A specific version of the Acute Cardiovascular Care 2020 event visual (picto) is provided for facultative use by our Industry Partners to promote their congress activities. This picto is the only Acute Cardiovascular Care 2020 visual that may be used and it must not be distorted or altered in any way. The picto size should be used in a manner which gives the reader the impression of a stamp of participation. Therefore, the visual size should not be larger than 10% the size of the page upon which it appears.

Industry Partners may not create letterheads, invitations, or other materials that give the impression of being official Acute Cardiovascular Care materials. The materials must clearly and primarily carry the branding of the Industry Partner.

The use of the ESC or ESC Association logos is not allowed.

Exhibitors or their agencies are not allowed to reproduce texts that have been specially produced by ESC or ESC Associations for use in publications or any material posted on the ESC Website or Mobile App.

3.5 OFFICIAL NAMES OF OUR CONGRESSES

When referring to a congress in a specific year:	When referring to the congress in general:
Acute Cardiovascular Care 20XX	Acute Cardiovascular Care Congress
EHRA 20XX	EHRA Congress
ESC Preventive Cardiology 20XX	ESC Preventive Cardiology
EuroHeartCare 20XX	EuroHeartCare
EuroCMR 20XX	EuroCMR Congress
ICNC 20XX	ICNC Meeting
Heart Failure 20XX	Heart Failure Congress
Frontiers in Cardiovascular Biomedicine 20XX	Frontiers in Cardiovascular Biomedicine
ESC Congress 20XX	ESC Congress
ESC Digital Summit 20XX	ESC Digital Summit

ESC Asia with APSC and AFC EuroEcho 20XX	ESC Asia with APSC and AFC Congress EuroEcho
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3.6 PRODUCT DESCRIPTIONS AND TECHNICAL SPECIFICATIONS

For further information, please refer to the Industry Prospectus, the ESC Guidelines for Industry @ Congresses and to the latest logistics information posted on www.escehhibition.org/Acute2020

MOBILE APP

Deadline: 13/12/2019

Product advertising permitted in sponsor button only - Exclusive sponsorship

Previous years have demonstrated the success of the App with over 549 downloads. The App offers the exclusive sponsor a dedicated sponsor button where they can promote their own congress activities. Co-promotion of the App is offered to the sponsor as well as sponsor acknowledgement on the opening page. Furthermore, delegates without the necessary equipment will be able to consult the Mobile App helpdesk. Sponsors activities are highlighted within the App.

For event tiles, the colours used will be the ones defined in the Association/congress guidelines:

- Colours (up to 2 – main colours) will only be used for paragraph titles and clickable links
- The top banner colour (home screen) is the primary colour of the congress/association
- Association button colour will be the primary colour of the association

For each event, the welcome screen is based on the congress poster. The sponsor's name is added (if applicable) with the mention "Mobile App supported by". **The sponsor logo and Association/ESC logo have to be in separate locations, and sponsor's logo has to be smaller than Association/ESC logo.**

Depending on the version of the mobile app (Advance Programme or Final Programme), the content is different (if applicable).

Available to delegates as of January 2020.

24 September:

- Send logo and visual for sponsor button; size: 200 x 200 pixels to be sent in .png. On the Mobile app sponsor's button, the logo of the sponsor appears with the title "Mobile App Sponsor". The logo will be displayed with the same colour as for every other homepage buttons.

Advance Programme: supply the following information for each sub-sections:

- About [Mobile App Sponsor's name]
- Contact [Mobile App Sponsor's name]

Final Programme: supply up to 4 pictures (each image must be in PNG or JPEG - whichever gives the best quality at small file size - with a resolution of 1200w x 600h pixels)

Updates are allowed for the following sub-sections are:

- [Mobile App Sponsor's name] Stand (on the congress map, automatically displayed via web service),
- [Mobile App Sponsor's name] Activities (provided by Mobile App Sponsor),
- [Mobile App Sponsor's name] Sessions (automatically displayed via web service),
- [Mobile App Sponsor's name] Company Description (provided by Mobile App Sponsor),
- About [Mobile App Sponsor's name] (provided by Mobile App Sponsor),
- Contact [Mobile App Sponsor's name] (provided by Mobile App Sponsor)

DELEGATE BADGE HOLDER

Deadline: 2/01/2020

Exclusive sponsorship

Print your logo on the highly visible Delegate Badge Holder which will be worn by all delegates throughout the event, ensuring extensive exposure. There will be 1 000 badge laces produced.

High resolution corporate logo for the Delegate Badge Laces in .pdf .ai and .eps formats (1 white file and 1 colour file)

e-CONGRESS NEWS ADVERT

Deadline: 20/01/2020

No product advertising permitted – Exclusive Sponsorship

Our digital Acute Cardiovascular Care Congress News presenting key congress messages will be emailed daily to defined target audiences. One version will be sent to Acute Cardiovascular Care Association members including scientific articles, congress highlights, links to congress resources as well as news from the Association. Registered delegates will receive a separate emailing with an additional focus on daily onsite activities. Take this opportunity to get your messages across to healthcare professionals worldwide (2 adverts maximum per sponsor).

EBLAST – PRE-CONGRESS

Deadline: 20/01/2020

No product advertising permitted

Reach out to Acute Cardiovascular Care 2020 pre-registered delegates prior the congress via an electronic invitation to your exhibition space, or Industry Sponsored Sessions. The eBlast is an ideal way to highlight your congress activities and your association with Acute Cardiovascular Care 2020.

A customised mailing created exclusively will be mailed to pre-registered delegates from our database, and who have agreed to receive communications from the ESC (according to European data protection regulations) on 26 February 2020.

Due to the limited number of electronic invitations, be sure to reserve early.

In order to offer a prime position to each advert, 10 different versions of the eBlast mailing will be produced and a randomised version of each sent to the mailing list of pre-registered delegates.

Delegates will be able to open an enlarged pdf version of each of the sponsor's adverts by clicking on the advert visual or the session title.

Hyperlinks permitted only to a standalone webpage. The focus of this page should be the activity mentioned in the advert.

eBlast sponsors must provide:

- 1 advert visual for mailing content - size: 284px x 142px - weight: 50 ko max (recommendation: include your logo)
- 1 Pdf format advert – weight: 1MB max

Please refer to specification document on <http://www.escehhibition.org/Acute2020>

LIVE BROADCASTING

Deadline: 24/01/2020

No product advertising permitted

Optimise your investment and extend the reach of your Satellite Symposia organised during the Acute Cardiovascular Care 2020, by reaching out to a live audience with a live stream of their session from the congress centre. Industry Live broadcast will not be visible or hosted on www.escardio.org or ESC 365 Platform with this service. No Live Broadcasting permitted outside this product.

The ESC and the official supplier CYIM are not responsible for any issues if you do not comply with this technical document.

Companies and their agencies are obliged to:

- use the ACCA Live-Broadcasting service as provided
- are not permitted to provide/create connexions of their own under any circumstances
- mandatory use the Speaker Service Centre
- provide slides in 16:9 format

What is included in the Live broadcasting?

- Lecture room with relevant supplies (listed in these guidelines page 23)
- Streaming of the session on lectern camera and panel camera in 1 language (English)
- Supply of live-stream of the session (this must be to be integrated in a webpage)
- Supply files of each presentation after the congress
- Supply of a “congress holding page” before the session starts

Not included:

- The webpage to integrate the stream

The applicant of this service, the applicant confirms that it is their responsibility to obtain the copyrights from each speaker who will present during the session to be

live-broadcasted, and the speakers fully agree to provide the session organiser with any potential conflicts of interest that may arise from their presentations.

Under no circumstances the ESC can be held liable for Speakers' copyright absence or conflict of interests.

Industry Sponsored Sessions content should be a true portrayal of the Industry Sponsored Sessions approved by the Acute Cardiovascular Care Programme Committee. The ESC reserves all rights to remove content from their web site at any time where deemed necessary.

INDUSTRY OBLIGATIONS

The industry partner or its appointed agency must set up an independent/stand-alone webpage to host the live broadcast dedicated to the session and not contain any product advertising. The industry partner/or its agency is entirely responsible and in charge of creating the webpage. If you or your agency cannot create an independent webpage you may contact our supplier CYIM (for a cost quotation) to create the webpage and embed the video files for you. CYIM will invoice you directly for these services: congress@cyim.com

The stand-alone webpage should:

- be dedicated to the live broadcasting,
- must not contain any product advertising
- cannot be hosted on your corporate website (must be independent page/website)
- must be set up with an embedded player

The streams will be sent to the player, by the ESC; the live-broadcasting services are exclusively provided by the ESC supplier: CYIM.

REQUIREMENTS FOR THE TECHNICAL TEST

The industry and/or appointed agency is responsible for testing all the links provided by the ESC during the tests dates prior to the congress, and should inform the ESC of any issues which may occur during the test dates.

IMPORTANT

The ESC will not be held responsible for any technical issues if the industry and/or appointed agency did not test all the links provided or omitted to provide the ESC with feedback after each test (on all devices).

The ESC does not provide analytical data regarding the connections: to analyse the quantity of viewers the industry should plan their own statistical analysis in the player and/or on the website.

Requests for extra test days will be charged as extra.

Your page may have a corporate background. If you do not supply a background, the congress background will be visible by default. In the player you will see the same elements as in the room: Slides and speaker

PANEL DISCUSSION

The Live Broadcasting will capture your speaker and slides. To ensure a second camera is available to film the panel discussion you need to confirm its session number(s) provided by your satellite symposia contact at the ESC. Please confirm session numbers to sponsorship@escardio.org before the deadline: **24 January 2020**.

After the congress you will receive the files of each individual presentation. If you wish to acquire the unedited footage or the raw footage, this needs to be requested, prior to the congress, by contacting CYIM and set up before the congress commences. This will be invoiced by CYIM accordingly.

Deadline to order: **24 January 2020**

WEBCAST

Deadline: 24/01/2020

No product advertising permitted

Extend the reach of your Satellite Symposia by posting the webcast of your session on ESC 365.

NOTE: Unless specified otherwise, all the webcasted sessions presentations (videos and slides), are visible on ESC 365

A recording in the form of a webcast means that the speaker's voice is recorded with the PowerPoint slides (including videos) and video of your speaker(s)

The webcast is recorded as 1 video per presentation, not as 1 video for the entire session. To acquire raw footage, you must order this to our supplier CYIM before the deadline: **24 January 2020**. The company CYIM will invoice extra accordingly

ADVANTAGES

- Enables a perfect integration of your brand and communication elements.
- Provides an overall more dynamic performance
- Ensures more comfortable display for everyone in the room, including those seated at the back

WHAT IS INCLUDED IN THE WEBCAST?

- Lecture room with relevant supplies (listed in these guidelines page 23)
- Filming of the session in the language of the congress (English)
- Supply files of each presentation after the congress

The applicant (industry partner or agency) confirms that it is their sponsor's responsibility to obtain the copyrights from each speaker who will present during the session to be webcast, & speakers fully agree to provide the session organiser with any potential conflicts of interest that may arise from their presentations.

Under no circumstances the ESC can be held liable for Speakers' copyright absence or conflict of interests. Industry Sponsored Sessions webcast content should be a true portrayal of the Industry Sponsored Sessions approved by the Acute Cardiovascular Care Programme Committee. The ESC reserves all rights to remove content from their web site at any time where deemed necessary.

LAYOUT OF A WEBCAST

The Webcast identically reproduces the elements visible on the lecture room projection screen. The recording lasts the entire duration of each presentation of your Industry Sponsored Session. The presentation is available on the ESC 365 platform for 5 years.

Deadline for application: **13 December 2019**

PANEL DISCUSSION

The Webcast will capture your speaker and slides. To ensure a second camera is available to film the panel discussion you need to confirm its session number(s) provided by your satellite symposia contact at the ESC. Please confirm session numbers to sponsorship@escardio.org before the deadline: **24 January 2020**.

If you wish to acquire the complete unedited session or the raw footage, this needs to be requested, prior to the congress, by contacting CYIM and set up before the congress commences. This will be invoiced by CYIM accordingly: Deadline to order: **24 January 2020**.

SCREENCAST

Deadline: 24/01/2020

The ESC offers our industry partners the possibility to optimize their investment and extend the reach of their **Satellite Symposia** organised during Acute Cardiovascular Care 2020. The screencast is a turnkey solution for an efficient way to record your Satellite Symposium.

When applying for a Satellite Symposia Screencast service, the applicant confirms that it is the sponsor's responsibility to obtain the copyrights from each speaker who will present during the session to be Screencast.

The Screencast service applicant confirms that all Speakers/Chairpersons participating in the Satellite Symposium have fully agreed to provide the session organizer with any potential conflicts of interest that may arise from their presentations.

Under no circumstances the ESC can be held liable for Speakers' copyright absence or conflict of interests.

Layout of a regular screencast

The screencast identically reproduces the elements visible on the lecture room slides. The recording lasts the entire duration of each presentation of your Satellite Symposium. The screencast will show only the slides of your Speaker.

Slides of the session

The ESC screencast official supplier, the company CYIM, will capture automatically the Satellite Symposium and produce the screencast.

- **Procedure**
 - Each individual presentation must be uploaded to the Speakers Service Center (SSC). Min 3hours before.

- In order to include a “Panel Discussion” in the Screencast, 1 PowerPoint slide must be uploaded to the SSC to start the recording of the “Panel Discussion”. (e.g. The slide can list the names of the Panelists).
- Speaker presentation must be played from the ESC computer located at the lectern (no personal computers allowed).
- **Important**
 - The complete ESC presentation system is in use, as for any ESC sessions.
 - If the presentations are **not uploaded to the SSC**, the screencast **cannot be produced**.
- **Screencast files**
 - 1 mp4 files per presentation en 16.9

EBLAST – POST-CONGRESS

Deadline: 17/02/2020

No product advertising permitted

Reach out to Acute Cardiovascular Care 2020 registered delegates and our healthcare professional database who have agreed to receive communications from the ESC (according to European data protection regulations) after the congress via an electronic message regarding your products or your Industry Sponsored Sessions.

The post-congress eBlast is an ideal way to highlight your congress activities and your association with Acute Cardiovascular Care 2020.

A customised mailing created exclusively will be mailed to approximately 3,000 healthcare professionals on 26 March 2020. Due to the limited number of electronic invitations, be sure to reserve early.

In order to offer a prime position to each advert, 10 different versions of the eBlast mailing will be produced and a randomised version of each sent to the mailing list of pre-registered delegates.

Hyperlinks permitted only to a standalone webpage or to your session on ESC 365. The focus of this page should be the activity mentioned in the advert.

Delegates will be able to open an enlarged pdf version of each of the sponsor’s adverts by clicking on the advert visual or the session title.

- 1 advert visual for mailing content - size: 284px x 142px - weight: 50 ko max (recommendation: include your logo)
- 1 Pdf format advert – weight: 1MB max

Please refer to specification document on <http://www.essexhibition.org/Acute2020>

4. PARTNER SERVICES

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4.1 KEY DATES

Until 30 September 2019	Cancellation fee 10% of total amount due
From 1 October 2019 to 31 December 2019	Cancellation fee: 50% of total amount due
25 October 2019	Rooms at Acute Cardiovascular Care application deadline
From 1 January 2020	Cancellation fee 100% of total amount due
7-9 March 2020	Acute Cardiovascular Care 2020

4.2 ROOMS AT ACUTE CARDIOVASCULAR CARE

[Please refer to the ESC Guidelines for Industry @ Congresses for further information.](#)

EMBARGO REGULATIONS

Industry meetings open to Acute Cardiovascular Care 2020 delegates are strictly forbidden outside the official Acute Cardiovascular Care 2020 offer (Industry Sponsored Sessions and Rooms at Acute Cardiovascular Care 2020) from Saturday 7 March to Monday 9 March 2020.

MEETING ROOM

The ESC allows companies to host a limited number of guests and organise small and informal meetings (up to approximately 20 pax) in a range of rooms available within the congress centre.

Unless agreed otherwise, Meeting Rooms are rented for 3.5 days, from Friday 6 March to Monday 9 March 2020.

IMPORTANT

No Hands-on training of products/therapies, showcasing of products/therapies, or announcement of scientific results may take place in the Meeting Rooms. Non respect of this rule will be considered a violation of these Guidelines and will cause the penalty of removal of half of the company's accrued points accumulated for the congress.

Rooms will include a basic electricity supply, air conditioning/heating and daily cleaning.

Sponsors are responsible for additional furniture, AV equipment and catering arrangements.

ACCESS SCHEDULE

Friday 6 March 2020

08:00–18:00 Access for exhibitors - Room set-up and decoration allowed
No access for delegates

Saturday 7 March 2020

08:00–18:00 Access for exhibitors
08:00–18:00 Access for delegates

Sunday 8 March 2020

08:00–18:00 Access for exhibitors
08:00–18:00 Access for delegates

Monday 9 March 2020

08:00–14:00 Access for exhibitors
08:00–14:00 Access for delegates

CLOSED INDUSTRY MEETING

The ESC allows companies to organise staff meetings, briefings, investigator or other type of closed meetings in and around the congress centre.

- Closed Industry Meetings within the congress centre will be held in fully furnished and AV equipped lecture rooms up to 150 seats (theatre style only – No alteration of the room set-up allowed).
- Rental period: the ESC deals with requests on an individual basis. Closed Industry Meetings are permitted within the congress centre from 08:00 to 18:00 from Saturday 7 March to Sunday 8 March 2020 and from 08:00 to 14:00 on Monday 9 March 2020.

- Rental costs (excl. VAT): €3,000 per 60-minute meeting – Additional €1,500 charged per increment of 30 minutes. The organiser must include the 30-minute set-up in their rental cost.

Please refer to the [Industry Prospectus and ESC Guidelines for Industry @ Congresses](#) for further information.

BUSINESS SUITE

When suitable space is available, the ESC allows industries to reserve spaces or unused restaurants within the congress centre to organise industry Business Suites. In case of unavailability, the construction of outdoor lounges might be envisaged. The ESC deals with requests on an individual basis.

Rental costs: prices communicated at a later date depending on availability.

ASSIGNMENT OF ROOMS AT ACUTE CARDIOVASCULAR CARE

Rooms at Acute Cardiovascular Care are assigned on a first-come first-served basis.

ROOM SET-UP

- Meeting Rooms: will include standard boardroom set-up, standard electricity supply, air-conditioning and daily cleaning. Extra furniture, AV and electricity supply over and above the standard need to be ordered from ESC official suppliers and are billable as extras. Storing materials in the spaces behind or close to Meeting Rooms is strictly forbidden.
- Daily Meeting Rooms: will include standard boardroom set-up, standard electricity supply, air-conditioning, AV and daily cleaning. Additional furniture, additional AV and change of set-up need to be ordered from ESC official suppliers and are billable as extras.
- Closed Industry Meetings (within the congress centre): Closed Industry Meetings will be held in fully furnished and AV equipped lecture rooms up to 200 seats (theatre style only – no alteration of the room set-up allowed).
- Business Suites: the ESC deals with requests on an individual basis.

CATERING

- Catering services can be organised with the ESC official caterer at the sponsor's cost. The Official Caterer of the Acute Cardiovascular Care 2020 is Aria.
- Companies will have the right to serve alcoholic beverages during the receptions organised at the following dates and times only:

Date	Times
Saturday 7 March 2020	from 18:30
Sunday 8 March 2020	from 17:30
Monday 9 March 2020	from 12:30

EXTRA SERVICES

The costs for any extra orders (i.e. catering service, audio-visual equipment, furniture, extra decoration, hostesses, etc.) are not included in the Rooms at Acute Cardiovascular Care rental price.

Extra services within Rooms at Acute Cardiovascular Care can be organised with the ESC official suppliers at the sponsor's cost.

4.3 GROUP REGISTRATION

Group Online services are available on www.escardio.org through your "My ESC" account.

Deadlines

20 December 2019 Early Fee Registration Deadline

4 February 2020 Late Fee Registration Deadline

Please refer to the [ESC Guidelines for Industry @ Congresses](#) for further information.

4.4 HOTEL SERVICES

Companies participating to Acute Cardiovascular Care 2020 may wish to make group hotel reservations for employees and invited guests.

For information and requests, please contact by email escacutehotels@escardio.org or visit the hotel accommodation section on the Acute Cardiovascular Care 2020 web page: <https://www.escardio.org/Congresses-&-Events/Acute-Cardiovascular-Care/Hotels-and-Transport>

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It is the ESC's policy that all invoices be paid by the date indicated on the invoice or before the opening of the congress on 6 March 2020, should this date fall first.

VALUE ADDED TAXATION

Greek VAT rules will apply for, exhibitor badges, registration fees and hotel accommodation sales.

All other services are subject to French VAT according to general EU services directive and reverse charge procedure may apply. In this case the customer must auto reverse the VAT in their home country; companies registered in a country outside of the European Union are encouraged to seek advice on reclaiming VAT payment.

5.1 EXHIBITION

INVOICING

- Exhibition space will be invoiced for the requested service following assignment of your stand.
- Payment for exhibition space must be made within the payment deadline (30 days from date of invoice) and latest by 6 March 2020.

CANCELLATION POLICY

If the sponsor cancels its participation, cancellation fees will apply as of receipt of the signed order form as follows:

- 10% until to 30 September 2019
- 50% from 1 October 2019 to 31 December 2019
- 100% from 1 January 2020

Cancellation fees will be charged despite unprocessed payments.

Requested stand size may be revised downwards by the client with no cancellation fees up until 30 November 2019, any down-sizing post this date will be subject to cancellation fees as outlined above.

Cancelling your exhibition space will mean:

- Pay the non-exhibitor fee for your Industry Sponsored Sessions.
- Cancelling your Sponsorship items if no Industry Sponsored Sessions has been ordered
- Cancelling your, Meeting Rooms, Industry Daily Room, Closed Industry Meeting and Business Suites if no Industry Sponsored Sessions has been ordered
- Loose your Exhibitor rights, which includes Exhibitor badge allocation (General Exhibitor and Scientific Exhibitor).

5.2 INDUSTRY SPONSORED SESSIONS

INVOICING

- Industry Sponsored Sessions will be invoiced for the requested service following confirmation of your time slot.
- Lecture rooms will be invoiced upon assignment of the rooms.
- Once these deadlines have passed, Industry Sponsored Sessions will be invoiced on submission of their application.
- Payment for Industry Sponsored Sessions must be made within the payment deadline (30 days from date of invoice) and latest by 6 March 2020.

CANCELLATION POLICY

If the sponsor cancels its participation, cancellation fees will apply as of receipt of the signed order form as follows:

- 10% until to 30 September 2019
- 50% from 1 October 2019 to 31 December 2019
- 100% from 1 January 2020

Cancellation fees will be charged despite unprocessed payments.

Cancelling your non-exhibitor Industry Sponsored Session will mean:

- Cancelling your Meeting Rooms, Daily Meeting Room, Closed Industry Meeting and Business Suites if no Industry Sponsored Sessions has been ordered
- Loose your Industry Sponsored Session sponsor rights, which include Exhibitor badge allocation (General Exhibitor and Scientific Exhibitor).

5.3 SPONSORSHIP

INVOICING

- Sponsorship items will be invoiced for the requested service following signature of the appropriate order form.
- Payment for Sponsorship items must be made within the payment deadline (30 days from date of invoice) and latest by 6 March 2020.

CANCELLATION POLICY

If the Industry cancels its participation, cancellation fees will apply as of receipt of the signed order form as follows:

- 10% until to 30 September 2019
- 50% from 1 October 2019 to 31 December 2019
- 100% from 1 January 2020

Cancellation fees will be charged despite unprocessed payments.

IMPORTANT

For given Sponsorship & Advertising products ESC permits product advertising. Local regulatory approval is incumbent on the company selecting the product. The ESC acts in good faith and is not liable for refund of contracted services in the case of regulatory or legislative bodies refusing the content of same.

5.4 ROOMS AT ACUTE CARDIOVASCULAR CARE

INVOICING

- Meeting Rooms, Daily Meeting Rooms, Closed Industry Meeting and Business Suites will be invoiced for the requested service following signature of the appropriate order form.
- Payment for Rooms at Acute Cardiovascular Care must be made within the payment deadline (30 days from date of invoice) and latest by 6 March 2020.

CANCELLATION POLICY

If the Industry cancels its participation, cancellation fees will apply as of receipt of the signed order form as follows:

- 10% until to 30 September 2019
- 50% from 1 October 2019 to 31 December 2019
- 100% from 1 January 2020

Cancellation fees will be charged despite unprocessed payments.

5.5 FRUSTRATION AND ADMINISTRATIVE FEES

All invoices will be raised using the Invoicing Data provided by the company on the various application forms. Please ensure the information provided is correct for invoicing. Please provide a PO number when submitting an application form.

An administrative fee of €70 + VAT will be charged for any requested changes to an invoice once it has been issued.

IMPORTANT

Given serious or unforeseen causes the ESC is entitled to postpone, to curtail the duration, to close the Congress completely or in part for any period, or to cancel the Congress.

In the event of complete or part postponement or curtailment, the order form is regarded as valid for a possible new date and new duration for the said congress and location only. If, for any reason, Acute Cardiovascular Care 2020 has to be cancelled, the ESC will refund to the Industry the sum paid to the ESC for contractual

commitments less 10% expenses incurred in preparation of these contracts as administrative fees.

6. GENERAL TERMS AND CONDITIONS

INSURANCE

All industries must send a copy of their insurance certificate to the ESC Industry Team with their stand design submission by communicated deadlines. In the event that, the ESC Industry Team does not receive the certificate in due time or does not receive the certificate at all, please be informed that the ESC will not automatically send a reminder and only the Industries would be held responsible for this lack of information which can be, at the discretion of ESC, considered as a breach of contract. The civil liability and professional insurances shall cover all damages to persons and property that may be caused by its employees, agents or subcontractors as well as damages caused by guests, visitors or those participating in the event.

While on the rented premises, exhibition goods and packaging materials shall be insured at the expense and risk of the Industry. Industry should therefore contact its own insurance company.

The Industry shall take out as well adequate insurance for third-Party Liability. The Industry will be liable for the safety of participants on and around their stand area. In accepting the ESC terms of sale, the Industry undertakes to indemnify the ESC against any and all losses resulting from an unsafe construction, unsafe exhibits or the actions/inactions of its staff. The Industry, personnel engaged by or on behalf of the Industry, and third parties such as other participants, subcontractors, guests, visitors are in the rental area at the risk of the Industry, or, as the case may be, these third parties. The ESC is not required to insure these risks.

The Industry shall indemnify the ESC against all claims which third party may be able to enforce against the ESC in connection with acts and omissions of the Industry or of persons for whom the Industry is liable or who are present on account of the Industry.

In the Event that the Industry does not have adequate insurance, or in the event local regulations or requirements are not covered in the standard policy to which the Industry has subscribed to, the ESC can provide a web link to a third party's platform insurer covering the event. At no time shall the ESC be held liable for any contracts the Industry may enter with a third-party Insurance.