



2018 ACUTE CARDIOVASCULAR CARE

6TH ANNUAL CONGRESS OF THE ACUTE CARDIOVASCULAR CARE ASSOCIATION

MILAN, ITALY **3-5 MARCH**



ACCA
Acute Cardiovascular
Care Association

www.escardio.org/acute



ESC
European Society
of Cardiology

ESC Guidelines for Industry @ Acute Cardiovascular Care 2018

Congratulations

You have decided to partner the Acute Cardiovascular Care 2018, the Annual Meeting of the Acute Cardiovascular Care Association of the ESC.

Acute Cardiovascular Care 2018 will take place in the city of Milano and gathers the core professionals in all acute cardiovascular care fields, into what will be one of the key meetings held within Europe for 2018.

We look forward to working closely with you over the coming months towards a rich and innovative Acute Cardiovascular Care 2018.

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 2018, within complementary ESC Guidelines for Industry @ Congresses and also in any updates posted on www.escehhibition.org/AcuteCardiovascularCare2018.

Please carefully note the key deadlines marked at the start of each chapter. To ensure we deliver a successful Acute Cardiovascular Care 2018, we will not be able to deviate from these deadlines.

The ESC Congresses Industry portal: www.escehhibition.org/AcuteCardiovascularCare2018

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 2018. Please contact the following people as necessary for your queries.

Exhibition, Industry Sponsored Sessions,
Sponsorship and Rooms at Acute CVD:
accaservices@escardio.org

Ms Julia Meunier

Exhibitor Registration:
accaregistration@escardio.org

Accommodation:
accahotels@escardio.org

Orders and Industry Relations:
industry@escardio.org

Any other queries:
fcalabrese@escardio.org
Mr Fabrice Calabrese

Booking procedure

Application forms available on the ESC Industry portal: www.escehhibition.org

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 CVD 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 CVD 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 Division. 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 @ Congresses 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.

Table of contents

1.	Exhibition	5	3.	Sponsorship	26
1.1	KEY DATES	6	3.1	KEY DATES	26
1.2	COSTS FOR STANDS SPACE ONLY	6	3.2	ASSIGNMENT OF SPONSORSHIP ITEMS	27
1.3	STAND ASSIGNMENT	6	3.3	PRODUCT ADVERTISING	27
1.4	EXHIBITION SCHEDULE	7	3.4	PRODUCT DESCRIPTIONS AND TECHNICAL SPECIFICATIONS	27
1.5	TECHNICAL GUIDELINES	8			
1.6	SAFETY AND TECHNICAL SPECIFICATIONS	15	4.	Partner Services	37
1.7	EXHIBITOR REGISTRATION	17	4.1	KEY DATES	37
1.8	STAND ACTIVITY AND PROMOTIONAL REGULATIONS	19	4.2	ROOMS AT ACUTE CVD	37
			4.3	GROUP REGISTRATION	39
			4.4	HOTEL SERVICES	39
2.	Industry Sponsored Sessions	21	5.	Finance and Invoicing	40
2.1	KEY DATES	21	5.1	EXHIBITION	40
2.2	SATELLITE SYMPOSIA	21	5.2	INDUSTRY SPONSORED SESSIONS	41
2.3	GENERAL RULES GOVERNING INDUSTRY SPONSORED SESSIONS	23	5.3	SPONSORSHIP	42
			5.4	ROOMS AT ACUTE CVD	42
			5.5	FRUSTRATION AND ADMINISTRATIVE FEES	42

1. Exhibition

Contents

1.1	KEY DATES	6
1.2	COST FOR STANDS SPACE ONLY	6
1.3	STAND ASSIGNMENT	6
1.4	EXHIBITION SCHEDULE	7
	Construction schedule	7
	Exhibitions access timetable	7
1.5	TECHNICAL GUIDELINES	8
	Exhibition location and building information	8
	Stand construction	8
	Suspension points	8
	Security	8
	Stand module - Shell scheme stand	9
	Custom stand design	10
	Health & Safety certification	10
	Stand types	11
	Stand design approval	11
	Stand height allowance	12
	Edge of the stands	12
	Line of sight	12
	Stand transparency	12
	Walls erected on stands	12
	Self standing elements	13
	Exhibition services	13
	Logistics	15
1.6	SAFETY AND TECHNICAL SPECIFICATIONS	15
	Access for people with reduced mobility	15
	Fire prevention and crowd safety	15
	Insurance	16
1.7	EXHIBITOR REGISTRATION	17
	Exhibitor badge categories	17
	Exhibitor badge allocation	18
	Exhibitor badge order	18
	Work passes	19
1.8	STAND ACTIVITY AND PROMOTIONAL REGULATIONS	19
	Stand activities	19
	Promotional regulations	20

1.1 KEY DATES

Until 31 September 2017	Cancellation fee: 10% of total amount due
From 1 October to 31 December 2017	Cancellation fee: 50% of total amount due
From 1 January 2018	Cancellation fee: 100% of total amount due
22 December 2017	Company and product description deadline
8 January 2018	Deadline for stand design submission. All exhibitors must submit their insurance certificates. For custom stands, risk assessments and method statements are requested.
3 February 2018	Free Exhibitor badge deadline
9 February 2018	Stand activity declaration deadline
19 February 2018	Stand services deadline - After this date orders will incur 15% surcharge and payment by credit card only
2 March 2018	Fiera Milano Congressi (FMC) Exhibitor Services closing date – from this date on-site orders only
3 – 5 March 2018	Acute Cardiovascular Care 2018

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 excl. VAT	€300/m ² excl. VAT
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 8 January 2018. To ensure a proper announcement of the stand spaces in the Acute Cardiovascular Care 2018 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.

Exhibition access timetable

Construction

The hall is open for construction:

- Friday 2 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/AcuteCardiovascularCare2018

Opening hours

Saturday 3 March

- 08:00 – 09:00 Stand decoration only, to be completed by 09:00
- 09:00 – 10:00 ESC inspection
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.
- 10:00 Exhibition opens (all stands must be staffed)

17:30 Exhibition closed

Sunday 4 March

08:00 Hall access for exhibitors

09:00 – 17:30 Exhibition opens

Monday 5 March

08:00 Hall access for exhibitors

09:00 – 12:30 Exhibition opens

12:30 – 14:30 Exhibition closed

14:30 – 19:30 Exhibition dismantling - Removal of stand and Meeting Rooms
valuables

IMPORTANT

From Sunday 4 until Monday 5 March, stand personnel may enter the building 1 hour before the opening of the exhibition. Outside of “Exhibition Open” periods, delegates will walk through the Exhibition, we therefore strongly urge you to secure your stand against theft or damage when the stand is not manned. (See Chapter 5 “General Terms and Conditions” of the ESC Guidelines for Industry @ Congresses).

1.5 TECHNICAL GUIDELINES

Exhibition location and building information

The exhibition accompanying Acute Cardiovascular Care 2018 will be held in the Foyer of Fiera Milano Congressi.

Zone information

- Exhibition hall is located on the second floor of South Wing
- Gross dedicated area to exhibits approx. 650 sqm
- Ceiling height ranges from 5m at the lowest point to 6m at the highest
- Floor weight loading: 500 kg/sqm
- Electricity and internet delivered from wall plugs or ceiling drops (N.B.: for more details on request of connections please refer to Mico Technical Manual)
- Loading door is 3,5m x h. 2,10m
- First Aid is on call
- Partial natural light in the hall
- No carpeting in the hall

Stand construction

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

Security

Due diligence

All entities involved in Acute Cardiovascular Care 2018 must have adequate insurance to cover claims arriving 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 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 8 January 2018:** 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 2 turn-key stand solutions is available at attractive package prices for stands namely:

Welcome Package

The stand includes:

- 6m² floor space and structure: wooden backwall dim. 200 x 50 x h. 250 cm white painted, roll carpet (color to be chosen from exhibitors), graphic background dim. 200 x h. 250 cm, assembly charges and daily basic stand cleaning (emptying of bins and floor vacuuming).
- Lighting: 2 LED spotlights, 1 switchboard for general lighting, electrical consumption.
- Furniture package: 1 multiple socket, 1 lockable counter with 2 stools, 1 display rack and 1 waste paper basket.

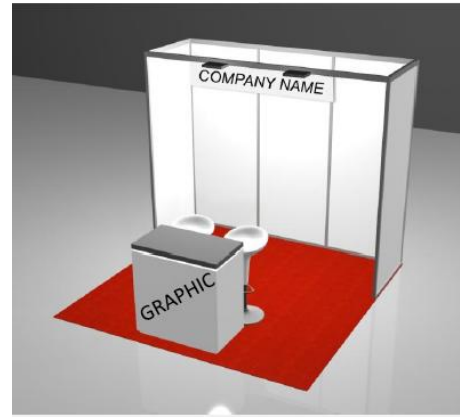
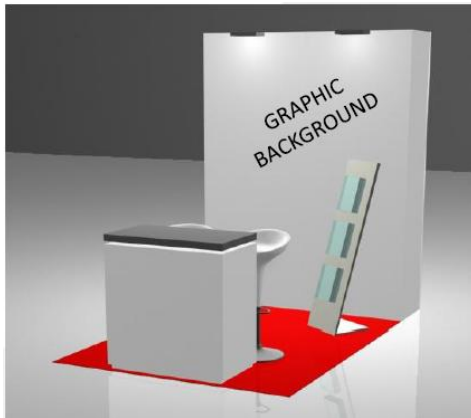
Solution B

The stand includes:

- 9m² structure: shell scheme walls dim. 300 x 100 x h. 250 cm, roll carpet (color to be chosen from exhibitors), fascia board with exhibitor name & stand number, assembly charges and daily basic stand cleaning (emptying of bins and floor vacuuming).
- Lighting: 2 LED spotlights, 1 switchboard for general lighting, electrical consumption.

- Furniture package: 1 multiple socket, 1 lockable counter with 2 stools (desk front graphic) and nr. 1 waste paper basket.

The stand module provided by the official stand service supplier and illustrated below will be uniform stands with uniform graphics, height and design. Partition walls will be 2.5m high.



Custom stand design

Stands drawing

By 8 January 2018 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 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 ESC Guidelines for Industry @ Congresses for further information.

Stand module

By 8 January 2018 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 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 ESC Guidelines for Industry @ Congresses and venue' Rules and Regulations available on www.escehibition.org/AcuteCardiovascularCare2018.

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 Services 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 Services 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 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:

6m2 - 25m2	2.5m
26m2 - 45m2	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 erect walls, glazing, other constructions, or to place stand elements on the open sides of island, peninsula, corner or in-line stands within this 30cm perimeter.

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 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 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

Peninsula, corner and in-line stands must be separated from neighbouring stands by means of separation wall(s). In principle this separation wall(s) should be 2.5m high. If two neighbouring exhibitors come to an agreement regarding the separation wall, the right to and the height of this wall must be approved by the ESC. These walls cannot be higher than 3m.

Please refer to 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.

Self standing structures with a banner on the top or arch structure

A banner on self standing items or top part of an arch should not exceed 2m.

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

Exhibition services

For all your stand service orders and the latest exhibition logistics information, please visit www.escexhibition.org/AcuteCardiovascularCare2018.

All stand services can be ordered via the FMC Exhibitor Service available on www.escexhibition.org/AcuteCardiovascularCare2018.

For further information on services available, please contact the FMC Technical Department

Email: acca2018@fieramilanocongressi.it

Direct line: +39 02 49976176

Service points (electricity, water, waste, compressed air)

All services (water, electricity, compressed air, etc.) will reach stands via the service ducts located within the wall. Connections to these service ducts must be made by the venues' Exhibitor Service Department only. Access points at any given location may be supplying services to other exhibitors; therefore some stand areas may have cables/pipes/electrical distribution boxes within their area feeding other locations. For aesthetic reasons it may be necessary to shield these pipes 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 venues' Rules and Regulations available on www.escehhibition.org/AcuteCardiovascularCare2018.

Please refer to 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 the venues for all connection needs. The FMC Exhibitor Service will provide internet connections (via cable) and will provide Wi-Fi capabilities for internet browsing and email reading. Going through the FMC Exhibitor Service will guarantee a consistency on Wi-Fi settings (channel and signal strength) throughout the exhibition halls. Any other wireless devices installed on the stands might interfere with the Wi-Fi network. The ESC and the FMC Exhibitor Service has 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. This can be ordered through the FMC Exhibitor Service on: www.escehhibition.org/AcuteCardiovascularCare2018
'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 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 2018 is Ad Arte – Compass Group. Catering can be ordered online from the FMC Exhibitor Service available on: www.escehhibition.org/AcuteCardiovascularCare2018.

Logistic

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 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/AcuteCardiovascularCare2018.

Delivery address

The address for all deliveries will be made available in the Fairexx freight forwarder manual available online on www.escehhibition.org/AcuteCardiovascularCare2018. Note that this will be the only delivery address to be used for consignments delivered direct to Fiera Milano Congressi. 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 2 March 2018. 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.

1.6 SAFETY AND TECHNICAL SPECIFICATIONS

Please refer to ESC Guidelines for Industry @ Congresses and venue' Rules and Regulations available on www.escehhibition.org/AcuteCardiovascularCare2018.

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' 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.

Stand security can be ordered via the FMC Exhibitor Service available on www.escehibition.org/AcuteCardiovascularCare2018.

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 the [MiCo Technical Regulations](#) – Chapter 9: Insurance

ALL EXHIBITORS must be insured according to the following points:

1. As per Fiera Milano Congressi Technical Regulations Book, it is COMPULSORY that before entering the Fiera Milano / Fiera Milano Congressi Gates, ALL Exhibitors have to be insured, by means of a property All Risks coverage, for all losses or damage that the assets in their availability during the event could suffer, according to the rules listed below.

"All risks" Policy of the Exhibitors (excluding terrorism and sabotage risks) - Fiera Milano Congressi requires that all goods, machinery, fixtures, fittings and equipment brought to and/or used at the Exhibition Centre by Exhibitors are covered by a property "All Risks" insurance, including a clause waiving the insurer's right of recourse against Third Parties,

including Fiera Milano Congressi S.p.A., Fondazione Fiera Milano, Fiera Milano S.p.A., their subsidiaries and/or affiliates, the Organization and all Third Parties in any way involved in the organization of the Exhibition. This insurance is made available through Fiera Milano Congressi for a capital of Euro 25.000,00 at a cost of Euro 95,00, that can be booked in the FMC Exhibitor Services under ("Insurance Coverage").

Exhibitors may increase the automatic coverage, by filling in, signing and returning the INS Application Form.

2. Exhibitors can use their own policies, submitting the statements they can find at Art. 6.c of the insurance application Form, for the approval of Fiera Milano Insurance Broker (MARSH). These policies will be considered valid, ONLY if, they are "Property All Risks Policies", and contain a clause waiving the right to claim compensation from third parties, including Fiera Milano Congressi SpA, Fondazione Fiera Milano, Fiera Milano SpA, their affiliates, the Organisers of the Event and any third-parties in any way involved in the Organisation of the Event. For policies that do not include the above-mentioned clause or that are considered inadequate, the Insurance Broker (MARSH) will ask Exhibitors to revise the clauses concerned. The statements as per Art. 6.c of the insurance application Form must be submitted to our Insurance Broker (MARSH) within and not later than 30 days before the beginning of the Event.

1.7 EXHIBITION REGISTRATION

Please refer to 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 halls
- No access to Acute Cardiovascular Care 2018 Scientific Sessions
- Access to Industry Sponsored Sessions of affiliated company
- No congress bag
- No journal subscription
- No accreditation
- Hard copy of the Final Programme on Mobile App and Website
- 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 halls
- Access to Acute Cardiovascular Care 2018 Scientific Sessions
- Access to Industry Sponsored Sessions
- No congress bag
- No journal subscription
- Hard copy of the Final Programme on Mobile App and Website
- 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 49 m ²	4	4
50 and 99 m ²	8	8
100m ² +	12	12

Exhibitor badge orders

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 badges 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.

Badges fees and order deadlines

Additional General Exhibitor badges may be pre-ordered at the early fee of €50 (excl. VAT) per badge before 3 February 2018.

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 issued through the FMC Exhibitor Service website. There will be a dedicated category where Exhibitor can register their staff and vehicles and their contractors' ones.

After the registration done online, exhibitors will receive a pass with a bar code to show at the entrance Gate 13 – via Gattamelata where they can print their badges.

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

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 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 and will cause the penalty of removal of half of the company's accrued points accumulated for the congress.

[Promotional regulations](#)

Items which may be advertised

It is prohibited to advertise goods and services which have not been admitted to Acute Cardiovascular Care 2018 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.

2. Industry Sponsored Sessions

Contents

2.1.	KEY DATES	21
2.2	SATELLITE SYMPOSIA	21
	Time slots and costs	22
	Lecture room set-up	22
	Promotional regulations	22
2.3	GENERAL RULES GOVERNING INDUSTRY SPONSORED SESSIONS	23
	Assignment of Industry Sponsored Sessions	23
	Preparing Industry Sponsored Sessions scientific programmes	23

2.1 KEY DATES

Until 31 September 2017	Cancellation fee: 10% of total amount due
From 1 October to 31 December 2017	Cancellation fee: 50% of total amount due
11 December 2017	Deadline for receiving complete scientific programmes
From 1 January 2018	Cancellation fee: 100% of total amount due
15 December 2017	Deadline for printing scientific programmes in the Final Programme
29 January 2018	Deadline for approval of promotional materials (invitations/flyers) by ESC
3 – 5 March 2018	Acute Cardiovascular Care 2018

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 slots and costs

Satellite Symposia	Exhibitor Prices	Non-exhibitor Prices
Saturday 3 March 2018 12:45 – 13:45 60 mins	€28 000	€34 000
Sunday 4 March 2018 12:45 – 13:45 60 mins	€28 000	€34 000
<i>All prices are exclusive of VAT</i>		

What is included in the cost?

- Room rental

- Standard lecture room set-up
- Dedicated listing in the Scientific Programme & Planner, Final Programme, 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.escehhibition.org/AcuteCardiovascularCare2018.

NOTE

Installation of extra materials or any alterations to Lecture rooms is not allowed. Further information will be communicated at a later stage on:

www.escehhibition.org/AcuteCardiovascularCare2018.

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 regular lecture rooms and in the direct vicinity of the assigned 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 and on the "Display tables".

Roll-ups

Two Roll-up (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 regular lecture room door(s) and in the direct vicinity of the assigned lecture room 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.

Preparing Industry Sponsored Sessions scientific programmes

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

Submitting your scientific programme

By 11 December 2017 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/AcuteCardiovascularCare2018.

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 45 and 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 Dec 2017/January 2018. 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 Faculty involved in their sponsored session(s) with regards to their Faculty contracts and congress participation.

Faculty engagement

Following the approval of the session scientific programmes by the Congress Programme Committee, ACCA encourages Industry Sponsored Session organisers to visit the Congress Scientific Programme & Planner (SPP) to identify Faculty participating in multiple sessions from Industry or ACCA Scientific Programme.

For Faculty only involved in Industry Sponsored Sessions programmes, ACCA will facilitate contact between Industry Sponsored Session organisers to discuss Faculty arrangements amongst themselves. Nevertheless, ACCA will not engage in communication on Faculty arrangements and expense management.

Please note that ACCA reserves all rights to modify the programme Faculty at any time without prior notification, the SP&P will reflect the changes made.

[Preparing 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.

¹ General 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.

² Scientific Exhibitor badges for Non-Exhibitors will give the holder access to the scientific sessions of the ESC Congress. 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 2 March 2018	15:00-18:00
Saturday 3 March 2018	08:00-18:00
Sunday 4 March 2018	08:00-18:00
Monday 5 March 2018	08:00-14:15

Catering

- Catering services can be organised with the ESC official caterer at the sponsor's cost. The Official Caterer of the Acute Cardiovascular Care 2018 is Ad Arte – Compass Group.
- Companies will have the right to serve alcoholic beverages during the receptions organised at the following dates and times only:

Date	Times
Saturday 3 March 2018	from 18:30
Sunday 4 March 2018	from 17:30
Monday 5 March 2018	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 suppliers whose details will be communicated in due time.

These details will be available on www.essexhibition.org/AcuteCardiovascularCare2018

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, in front of regular lecture rooms and on the “Display tables”.
- Invitations should not exceed the maximum size A4 (21 X 29.7cm).

Roll-ups

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 regular 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.

Industry Sponsored Session promotional materials must be approved by the ESC before 29 January 2018.

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 sent by the ESC Industry Team.

3. Sponsorship

Contents

3.1	KEY DATES	26
3.2	ASSIGNMENT OF SPONSORSHIP ITEMS	27
3.3	PRODUCT ADVERTISING	27
3.4	PRODUCT DESCRIPTIONS AND TECHNICAL SPECIFICATIONS	27

3.1 KEY DATES

Until 31 September 2017	Cancellation fee: 10% of total amount due
From 1 October to 31 December 2017	Cancellation fee: 50% of total amount due
15 November 2017	Deadline to submit logo for Congress Bag Deadline to submit logo for Delegate Badge Lace
6 December 2017	Deadline to submit first content for Mobile App

From 1 January 2018	Cancellation fee: 100% of total amount due
10 January 2018	Deadline to order Livebroadcast raw footage Deadline to confirm your Livebroadcast Session orders Deadline to confirm your Webcast or Screencast orders
22 January 2018	Deadline to send visuals for eBlasts emailing date 27 February 2018
29 Janvier 2018	Deadline to submit your flyer Deadline to submit your weblink advert (Industry Sponsored Session)
19 February 2018	Deadline to send visuals for eBlasts post-congress emailing date 27 March 2018
3 – 5 March 2018	Acute Cardiovascular Care 2018

3.2 ASSIGNMENT OF SPONSORSHIP ITEMS

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

3.3 PRODUCT ADVERTISING

Unless specifically noted in § 3.5 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 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/AcuteCardiovascularCare2018

Congress Bag
Exclusive sponsorship

Deadline 15/11/2017

This exclusive sponsorship will offer the sponsor extensive visibility throughout the congress venue via the official congress bag which contains the essential items of the Congress, such as Final Programme and Industry Programme booklets.

High resolution corporate logo for the Congress Bags in .ai and .eps formats

Delegate Badge Lace

Deadline 15/11/2017

Exclusive sponsorship

The popular and highly visible Badge Lace contains your logo. Worn by all delegates throughout the event, this product offers significant 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)

Mobile App

Deadline: 06/12/2017

ESC permits product advertising - in sponsor button only

Previous years have demonstrated the success of the App with about 1 600 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.

The colours to be used are the ones from the ESC Branding Guidelines:

- ESC Red: Pantone 187 - CMYK 7/100/82/26 - RGB 174/16/34 – Hex AE1022 – RAL 3002
- White: Pantone White - CMYK 0/0/0/0 - RGB 255/255/255 – Hex FFFFFFFF – RAL 9003
- Black: Pantone Black - CMYK 0/0/0/100 - RGB 0/0/0 – Hex 000000 – RAL 9005
- Dark Grey: Pantone Cool Grey 8 - 0/0/0/60 - RGB 135/135/135 – Hex 878787 – RAL 7042
- Light Grey: Pantone Cool Grey 3 - 0/0/0/25 - RGB 208/208/208 – Hex D0D0D0 – RAL 7047

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 2018.

- 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.
- Supply the following information for each sub-sections:
 - *About* [Mobile App Sponsor's name]
 - *Contact* [Mobile App Sponsor's name]
 - supply up to 4 pictures (each image must be in PNG or JPEG - whichever gives the best quality at small filesize - 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)

Weblink

Deadline: 29/01/2018

No product advertising permitted

Create an invitation in pdf or jpg format to invite delegates to your Industry Sponsored Sessions from the Acute CVD 2018 Scientific Programme & Planner (SP&P). This invitation will communicate your congress message to delegates online. No link permitted.

PDF or JPG PAGE:

- Size: screen quality, 600Kb max weight
- No crops
- Open size: ideally 100%
- Images: may be included

Live Broadcasting

Deadline: 10/01/2018

No product advertising permitted

Optimise your investment and extend the reach of your Satellite Symposia organised during the Acute Cardiovascular Care 2018, 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 with this service.

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

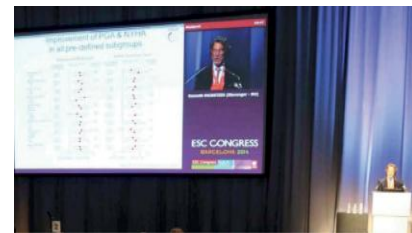
The applicant of this service confirms that it is their responsibility to obtain the copyrights from each speaker who will present during the session to be live-broadcasted, & the speakers fully agree to provide the session organiser with any potential conflicts of interest that may arise from their 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 Congress Programme Committee. The ESC reserves all rights to remove content from their web site at any time where deemed necessary.

Industry obligations

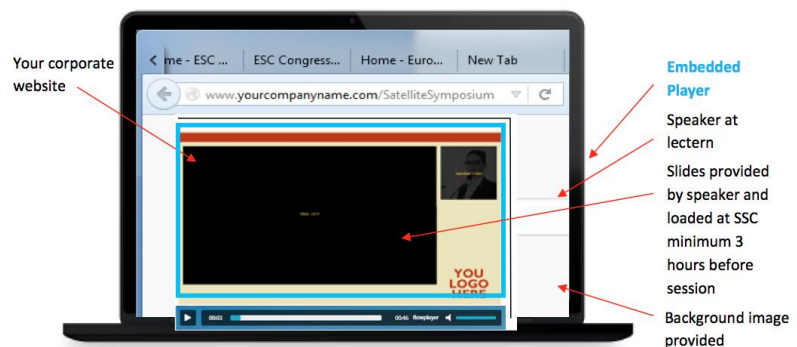
The industry partner or its appointed agency must set up an independent/stand alone webpage to host the live-broadcast dedicated to the session and not contain any product advertising. The industry partner/or its agency is entirely responsible and in charge of creating the webpage. If you or your agency 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



Example of screen in a Lecture room at the congress centre during the congress

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



Example of a webpage on your computer screen

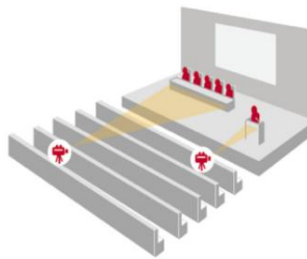
The streams will be sent to the player, by the ESC; the live-broadcasting services are exclusively provided by the ESC supplier: CYIM.

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

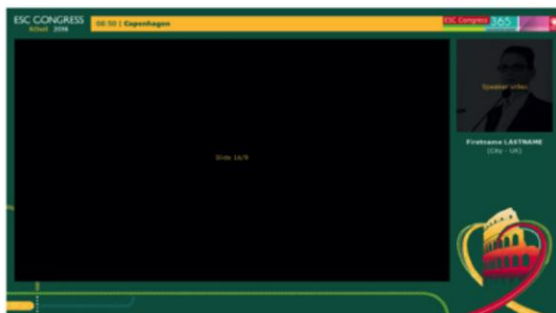
The ESC will not be held responsible for any technical issues if the industry and/or appointed agency did not test all the links provided, or omitted to provide the ESC with feedback after each test (on all devices).



*Simultaneous view:
Wide shot of chairpersons & speaker*

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.



Standard background

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 accaservices@escardio.org before the deadline: **10 January 2018**

If you wish to acquire 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 raw footage of the session: **10 January 2018**

WHAT DO YOU AND YOUR AGENCY NEED TO DO NOW?

TIMELINE 2017-2018

Before the Congress:

December

- Confirm the technical contact's details to accaservices@escardio.org
- Put into place all your tests for page views and data analytics if you plan to use these on your independent webpage.
- Send your webpage URL, where the live-broadcast will be hosted, to accaservices@escardio.org or contact congress@cyim.com to create your stand alone webpage with embedded video.
- Before 15 December: Confirm which of your session(s) will be live-broadcasted (if you have several Satellite Symposia sessions) to accaservices@escardio.org

January

- Inform CYIM at congress@cyim.com if you wish to acquire the raw footage (extra charge, invoiced directly by CYIM)

- Confirm your session(s) which have a panel discussion to accaservices@escardio.org
- Confirm, in writing, you & your agency will be using the Speaker Service Centre (SSC) to accaservices@escardio.org

February

- Be available for all the Live broadcasting tests
- Test all the links provided by the ESC, these links are to ensure visibility on webpages, smartphones and other devices. Please provide feedback to ESC during the allotted test period for all of the devices to ensure they are all working properly. This is mandatory.
- The test links you receive are to test bandwidth, synchronisation, data analytics (for example player statistics) etc... These links are not the final links; they will need to be replaced in your webpages by the final links supplied a day or two before the beginning of the congress.
NOTE: Load tests to diagnose performance levels cannot be made at this stage, if required please inform us, this will be charged as extra.
- You must book a rehearsal slot during the Acute Cardiovascular Care 2018 to make Live-broadcast tests with the final link by contacting accaservices@escardio.org

During the Congress:

March

- The final links will be provided onsite for your rehearsal and industry sponsored session, you are responsible for testing all links to ensure smooth running of the live-broadcast of your session(s).
- At the end of your session rehearsal you must confirm by email you have tested all links for all devices to accaservices@escardio.org
- Each speaker presenting at the session must go to the Speaker Service Centre (SSC) at least 3 hours prior to the commencement of the session to upload their slides. This requirement is mandatory.
- Before your session there is a 5 minute holding page with the congress visual.
- Speaker presentations must be played from the ESC computer located at the lectern (no personal computers allowed).
- A camera is adjusted on the lectern and the panel, and supervised throughout the session to ensure good framing. Just before the session starts, a person from your company or agency can inform the room technician about framing preferences for the session and framing preference for the panel discussion.

After the Congress:

The ESC will provide the sponsor with 2 mp4 files per presentation (1 HD and 1 SD). This footage will be sent via www.box.com during the week following the congress.

No raw footage will be available unless ordered before the deadline of **10 January 2018**.

Format H264 over mp4 with 2 frame size:

- 720p (HD) 3Mb/s (for computers and tablets with a good internet connection LAN / Wi-Fi)
- 360p (SD) 300 Kb/s (for Smartphone with a cellular internet connection 3G)

Reminders:

- These technical specifications must be communicated to your agencies (if applicable)
- The webpage for the live broadcast cannot be on a commercial or the corporate website
- Extra services requested to CYIM will be invoiced to you directly
- All links provide to you must be tested and feedback provided to the ESC
- Panel discussions must be confirmed to ensure proper filming
- Mandatory use of the SSC at all times
- Slides must be uploaded at least 3 hours before the session starts

Webcast

Deadline: 10/01/2018

No product advertising permitted

Optimise your investment and extend the reach of your Satellite Symposia by reaching out to a wider audience after the congress on the Scientific Programme & Planner (SP&P) online platform.

NOTE: industry webcasts are visible on the Scientific Programme & Planner (SP&P) online platform.

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: **10 January 2018**. 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.

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 Congress Programme Committee. The ESC reserves all rights to remove content from their web site at any time where deemed necessary.

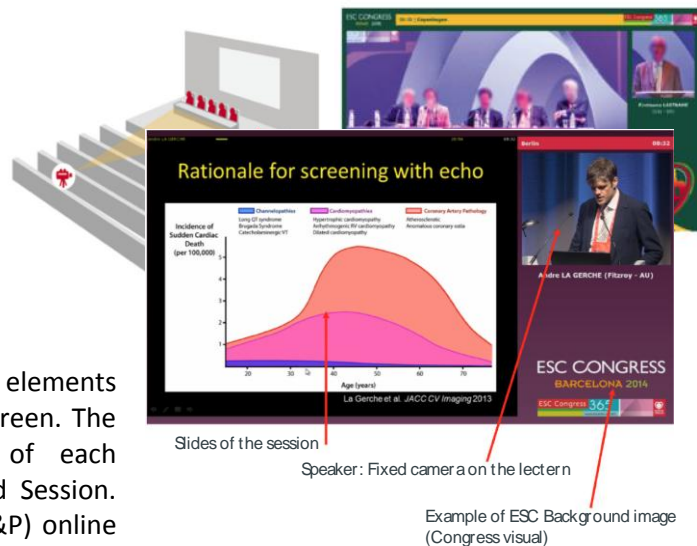
Layout of a Webcast

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 (SP&P) online platform for 5 years.

Deadline for application: **15 December 2017**

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 accaservices@escardio.org before the deadline **10 January 2018**



If you wish to acquire 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 raw footage of the session: **10 January 2018**

WHAT DO YOU AND YOUR AGENCY NEED TO DO NOW?

Timeline 2017-2018

Before the Congress:

December

- Before 15 December: Confirm which of your session(s) will be webcasted (if you have several Satellite Symposia sessions) to accaservices@escardio.org
- Before 15 December: Confirm your session(s) which have a panel discussion to accaservices@escardio.org

January

- Inform CYIM at congress@cyim.com if you wish to acquire the raw footage (extra charge, invoiced directly by CYIM)
- Confirm, in writing, you & your agency will be using the Speaker Service Centre (SSC) to accaservices@escardio.org

During the Congress:

March

- Each speaker presenting at the session must go to the Speaker Service Centre (SSC) at least 3 hours prior to the commencement of the session to upload their slides. This requirement is mandatory.
- Speaker presentations must be played from the ESC computer located at the lectern (no personal computers allowed).
- A camera is adjusted on the lectern and the panel, and supervised throughout the session to ensure good framing. Just before the session starts, a person from your company or agency can inform the room technician about framing preferences for the session and framing preference for the panel discussion.

After the Congress:

- The ESC will provide the sponsor with 2 mp4 files per presentation (1 HD and 1 SD). This footage will be sent via www.box.com during the week following the congress. No raw footage will be available unless ordered before the deadline of **10 January 2018**

Format H264 over mp4 with 2 frame size:

- 720p (HD) 3Mb/s (for computers and tablets with a good internet connection LAN / Wi-Fi)
- 360p (SD) 300 Kb/s (for Smartphone with a cellular internet connection 3G)

Reminders:

- These technical specifications must be communicated to your agencies (if applicable)
- Extra services requested to CYIM will be invoiced to you directly (this includes any altering of the specifications in this document)
- Panel discussions must be confirmed to ensure proper filming
- Mandatory use of the SSC at all times
- Slides must be uploaded at least 3 hours before the session starts

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 2018. The screencast is a turnkey solution for an efficient way to record your Satellite Symposium.

When applying for a Satellite Symposiums 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.

Real-world data shows warfarin has higher bleeding risk than reported in RCTs¹

Canadian registry: 125,195 AF patients (aged ≥66 years) that started warfarin for SPAF during treatment period*

- Overall rate of major bleeding: **3.8% / patient-years** (95% CI 3.8–3.9%)¹
- Major bleeding in first 30 days: **11.8% / patient-years** (95% CI 11.1–12.5%)¹
- Over 5-year follow-up, 10,840 patients (**8.7%**) visited the hospital for major bleeding¹
 - Of these, 1,963 (**18.1%**) died in hospital or within 7 days of discharge¹

*Definition of major bleeding = any visit to hospital for bleeding.
AF, atrial fibrillation; CI, confidence interval; RCTs, randomised clinical trials; SPAF, stroke prevention in atrial fibrillation.
1. Gomes T, et al. CMAJ 2013;185:E121-7.

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 – Pre-Congress

Deadline: 22/01/2018

ESC permits product advertising for exhibition advert only

Reach out to Acute CVD 2018 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 CVD 2018.

A customised mailing created exclusively will be mailed to pre-registered delegates from our database who have agreed to receive communications from the ESC (according to European data protection regulations) on 27 February 2018.

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 mailings 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: 185px x 92px - weight: 50 ko max (recommendation: include your logo)
- 1 Pdf format advert – weight: 1MB max

eBlast – Post-Congress

Deadline: 19/02/2018

ESC permits product advertising for exhibition advert only

Reach out to Acute CVD 2018 registered delegates and our healthcare professional database 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 the congress.

A customised mailing created exclusively will be mailed to the healthcare professionals from our database who have agreed to receive communications from the ESC (according to European data protection regulations) on 27 March 2018. 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. The focus of this page must 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: 185px x 92 px - weight: 50 ko max (recommendation: include your logo)
- 1 Pdf format advert – weight: 1MB max

4. Partner Services

Contents

4.1	KEY DATES	37
4.2	ROOMS AT ACUTE CVD	37
	Meeting Room	37
	Closed Industry Meeting	38
	Business Suite	38
	Catering	39
	Extra services	39
4.3	GROUP REGISTRATION	39
4.4	HOTEL SERVICES	39

4.1 KEY DATES

23 October 2017	Rooms at Acute CVD application deadline
3 – 5 March 2018	Acute Cardiovascular Care 2018

4.2 ROOMS AT ACUTE CVD

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

Embargo regulations

Industry meetings open to Acute Cardiovascular Care 2018 delegates are strictly forbidden outside the official Acute Cardiovascular Care 2018 offer (Industry Sponsored Sessions and Rooms at Acute CVD) from Saturday 3 March to Sunday 5 March 2018.

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 2 March to Monday 5 March 2018.

IMPORTANT

No press conference, 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 are located on the “mezzanine” above the exhibition hall and will include a basic electricity supply, air conditioning/heating and daily cleaning.

Companies are responsible for room set-up, AV equipment and catering arrangements with the official congress venue suppliers within these rooms.

Access schedule

Friday 2 March

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

Saturday 3 March

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

Sunday 4 March

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

Monday 5 March

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 200 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 19:00 from Saturday 3 August to Sunday 4 August 2018.
- Depending on request, the ESC will confirm the time slot and room reserved for the meeting to the closed industry meetings organisers.
- 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.

Room set-up

- Meeting Rooms: rooms will include a basic electricity supply, air conditioning/heating and daily cleaning.
Furniture, AV equipment and catering arrangements need to be ordered from the official congress venue 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 2018 is Ad Arte – Compass Group.
- Companies will have the right to serve alcoholic beverages during the receptions organised at the following dates and times only:

Date	Times
Saturday 3 March 2018	from 18:30
Sunday 4 March 2018	from 17:30
Monday 5 March 2018	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 CVD rental price.

Extra services within Rooms at Acute CVD 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

8 December 2017	Early Fee Registration Deadline
2 February 2018	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 2018 may wish to make group hotel reservations for employees and invited guests.

For information and requests, please contact by email accahotels@escardio.org or visit the hotel accommodation section on the Acute Cardiovascular Care 2018 web page www.escardio.org/Congresses-&-Events/Acute-Cardiovascular-Care/Travel,-hotel-and-city

5. Finance and Invoicing

Contents

5.1	EXHIBITION	40
	Invoicing	40
	Cancellation policy	40
5.2	INDUSTRY SPONSORED SESSIONS	41
	Invoicing	41
	Cancellation policy	41
5.3	SPONSORSHIP	42
	Invoicing	42
	Cancellation policy	42
5.4	ROOMS AT ACUTE CVD	42
	Invoicing	42
	Cancellation policy	42
5.5	FRUSTRATION AND ADMINISTRATIVE FEES	42

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 3 March 2018, should this date fall first.

Value added taxation

Italian VAT rules will apply for, exhibitor badges, registration fees and hotel accommodation sales. For such services, Italian company VAT registered in Italy will have to auto reverse the VAT in their home country (general EU services directive).

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 3 March 2018.

Cancellation policy

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

- 10% until 31 September 2017
- 50% from 1 October to 31 December 2017
- 100% from 1 January 2018

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 September 2017, 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 Badges).

5.2 INDUSTRY SPONSORED SESSIONS

Invoicing

- Industry Sponsored Sessions will be invoiced for the requested service following confirmation of your time slot.
- 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 3 March 2018.

Cancellation policy

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

- 10% until 31 September 2017
- 50% from 1 October to 31 December 2017
- 100% from 1 January 2018

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 Badges).

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 3 March 2018.

Cancellation policy

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

- 10% until 31 September 2017
- 50% from 1 October to 31 December 2017
- 100% from 1 January 2018

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 CVD

Invoicing

- Meeting Rooms, Daily Meeting Rooms, Closed Industry Meeting will be invoiced for the requested service following signature of the appropriate order form.
- Payment for Rooms at Acute CVD must be made within the payment deadline (30 days from date of invoice) and latest by 3 March 2018.

Cancellation policy

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

- 10% until 31 September 2017
- 50% from 1 October to 31 December 2017
- 100% from 1 January 2018

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 2018 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.