

ESC Asia 2022
with APSC & AFC

Singapore
1-3 December
#ESCardioASIA



Stand Activity Declaration

Any activities on the exhibition stand must comply with the [ESC Guidelines for Industry Partners @ Congresses](#).

The purpose of this form is:

- To ensure the exhibitor agrees to have read and understood the rules concerning the organization of activities on his stand, available in the [ESC Guidelines for Industry Partners @ Congresses](#).
- To allow exhibitors to declare any activities organized on their booth when necessary.

Please complete and return this form by 1 November 2022 should you have any activity to declare. As of 2 November, the ESC considers that not returning this form is a confirmation by the sponsor that all activities on the stand will be in line with the guidelines.

Any non-compliant stand activities will result in the exhibitor being forced to stop immediately such activity at their own expense and may lead to penalties.

Stand activities include all presentations, documents, interactive knowledge tests, hospitality and other activities which will be available to delegates from the stand during the event.

Here is a non-exhaustive summary of the stand activity regulations.

Should your stand activity need an ESC approval please declare it using the form on the dedicated section below.

- When planning stand activities exhibitors shall refrain from
 - Holding lotteries
 - Organising games of chance
 - Using “market stall” techniques
 - Distributing items with no scientific value
 - Using performance artists of any kind
 - Entertaining delegates with any unrelated/non-scientific activity
 - The use of photographers, portrait artists or other performers
 - Providing hospitality as a main focus point of the stand
- Prohibited activities Exhibitors are not allowed:
 - To display or use names or trademarks which may be misleading or cause hindrance to the exhibitors at other stands or to visitors to ESC Congresses
 - Barring exemption applied for and granted, to sell goods against surrender of the purchased items or to receive money in any way for goods sold or offered for sale or for services rendered

- To affix sold-tags to goods on display
- To remove exhibits from the stand, to add exhibits to the stand or to cover (parts of) exhibits on the stand
- Presentations on stand
 - Should be informal and not resemble to ESC or ESC Associations official scientific sessions
 - Should focus on the exhibitor product and/or on scientific information
 - Should not focus on the presenters themselves
 - Should be place in a way to avoid crowds in the aisles
 - Should not disturb neighbors by noise or light effects - The maximum permitted volume on stands is 3db above background noise, measured from 3m distance to the stand.
- Materials displayed on stand or for distribution
 - Must be in English. - Distribution of translated printed documents is permitted but English version must also be provided to delegates
 - Should be placed inside the company's exhibition space
 - Cannot be distributed in public areas
 - If one of the ESC logos is to be used, it must be the Event Logo
- Items for distribution
 - With a scientific or educational value should not exceed a maximum purchase value of €60
 - With no scientific or educational value, the maximum purchase value must not exceed €10
 - Items should be equally available to all delegates or participants of stand activities; drawing winners is not allowed
 - Certain items such as digital cameras, MP3 players, tablet computers or other hi-tech, high value goods are not considered appropriate
- Branding
 - The use of any ESC or ESC Associations corporate branding and visuals is strictly forbidden in any advertising, publicity, signage, product, printed matter, film, video, other media etc. without prior request and subsequent written approval from the ESC
 - ESC Congresses event visual: A specific version of the ESC Congresses event visual (picto) is provided for facultative use by our Industry Partners to promote their congress activities
 - The use of the ESC or ESC Association logos is not allowed

The ESC is authorized to halt any stand activity which does not comply with the regulations. Note Each exhibitor is asked to seriously consider these recommendations and self-regulate. Refusal

