

3 HANDS-ON TUTORIALS

During the ESC Congress 2009, the ESC will offer companies a means of associating with the educational requirements of delegates in an exclusive and intimate environment through the organisation of Hands-On Tutorials. These tutorials will provide participants with user-training and an opportunity for hands-on learning from clinical and/or technical experts on specific areas of expertise. The Hands-On Tutorial rooms will be located in the Exhibition Area offering multiple branding opportunities and the possibility to direct delegates from your stand.

3.1 No. of tutorial sessions per day

Supporting companies can run tutorial sessions between 10 am and 5pm from Saturday through Tuesday. Tutorial schedules need to be sent to the ESC for prior approval.

3.2 Duration

Hands-On Tutorials are available for the full duration of the congress; they are not available on an individual or daily basis.

3.3 Number of participants

15 – 20 pax per session maximum.

3.4 Topic

Each company must provide their tutorial topic/s for prior approval by the ESC.

3.5 Registration

The ESC will create a hyperlink from the ESC Congress web pages to a registration page to be created by the supporting company. Registrations via this link will be fully managed by the supporting company.

3.6 Promotion

Tutorials will be advertised in the Advance Programme and in the Final Programme online & hardcopy. Supporting companies can promote this initiative internally, manage registrations prior to the congress and conduct recruitment on their stand during the congress. There are also a number of sponsorship products that can be used to promote your tutorial, please contact sponsorship@escardio.org for further details.

3.7 Room set-up

Companies will be provided with purpose-built modules of approx. 50m² to include electricity, air-conditioning, carpet, tables, chairs & daily cleaning. Each company must bring their own consoles, projectors and other necessary equipment.

3.8 Signage

Supporting companies may place signage outside their allocated room to identify the Hands-On Tutorial for delegates. Signage and promotion within the room is permitted.

Conditions:

- In order to organise a Hands-On Tutorial, an exhibition stand of minimum 9m² is required.
- One room is allocated per company for the duration of the congress.
- All content to be presented to delegates during the Hands-On Tutorials requires prior approval by the ESC.
- The number of Hands-On Tutorials is limited to 6 supporting companies only.
- The ESC reserves the right to amend, cancel or suspend the Hands-On Tutorials at their discretion at any time in the future.

3.9 Cost

€25,000 excl. VAT