

1 SATELLITE SYMPOSIUM & LUNCH TIME WORKSHOP

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1 - SATELLITE SYMPOSIUM AND LUNCH TIME WORKSHOP

90 or 180 minutes **Satellite Symposia** allow review or update results from recent trials, ongoing studies and late breaking trial results, in order to update knowledge of available pharmaceuticals and devices.

These sessions are organized by exhibiting companies within the Congress Centre lecture rooms ranging from 120 to 3200 seats.

45 minutes **Lunch Time Workshops** shorter than Satellite Symposia and limited to 500 seats lecture rooms maximum, allow interactive discussion and, if desired, demonstration. Each speaker will give a presentation with the remainder of the session devoted to questions and discussion. Audience participation is an integral part of these sessions.

These sessions are organized by exhibiting companies within the Congress Centre lecture rooms ranging from 120 to 500 seats.

Satellite Symposia and Lunch Time Workshops must be open to all registered delegates.

1.1 Procedure

To reserve a Satellite Symposium or a Lunch Time Workshop, the company must send an application form dully filled in. After confirmation and invoicing, the lecture room will be confirmed and invoiced. The company must provide, by deadline date, the Satellite Symposium or Lunch Time Workshop complete scientific programme in order to be submitted to the ESC Congress Programme Committee for approval. ESC will then provide the list of official suppliers in order to organise your session (Catering, additional AV equipment, additional furniture, hostesses...).

Contact the ESC Satellite team at satellite@escardio.org

[Annex 1: Industry Sponsored Sessions application form](#)

IMPORTANT

- Your Satellite Symposium Session or/and Lunch Time Workshop Number must be included in all communications by the Satellite organisers and their appointed agencies in order to have a concise working relationship.
- In order to eliminate confusion and miscommunication, mails that do not contain this Session Number will not be immediately treated.
- Companies should inform the ESC, in writing, which agency is appointed for which symposium, with the corresponding Session Number. Otherwise no requests from agencies will be taken into account.
- The ESC has created the "Guidelines For Industry Participation" as an essential tool for how to host an Industry Sponsored Session. It is obligatory that every appointed agency read these Guidelines in order to have a proper working relationship with the ESC Congress Division.
- The company is responsible for communicating these guidelines to its staff and its appointed agencies.
- The ESC reserves the right to inform the Industry Sponsored Session organisers if the appointed agencies have not examined or understood the reasoning behind the Guidelines and the companies will ensure smooth communication is re-established.

1.2 Agenda

- 14 November 2008: Application deadline with priority status.
- 12 December 2008: Satellite Symposia and Lunch Time Workshops invoices sent out.
- 30 January 2009: Notification of assignments of time slots and rooms.
Lecture rooms invoices sent out.
- 31 March 2009: Deadline for receiving the complete scientific programme of the session.
Official supplier's details and other logistical information sent out.
- 27 April 2009: Scientific programme of the session approval notification letters.

1.3 Exhibition Stand and Exhibitors badges

In order to obtain permission to hold a Satellite Symposium, an exhibition stand of minimum 50m² is required; 9 m² for Lunch Time Workshops Lunch Time Workshop. 1m² = basic price € 407 plus VAT.

Contact the ESC Exhibition team at exhibition@escardio.org

Exhibitors badges will give access to exhibition halls, to your own Satellite Symposium and/or Lunch Time Workshop, other Satellites and ESC lectures when space is available.

All Exhibitor badges should be collected at the Exhibitor Registration Desk.

1.4 Timeslots

Satellite Symposia

- Saturday 29 August 2009:

— 12:00 - 13:30

— 14:00 - 15:30 or 14:30 -16:00

- Companies organising a 180-minute session have a coffee break of 30 minutes or one hour.
- A single 90-minute session would be scheduled to start at 14:30 not 14:00.
- The same lecture room will be assigned for both 90-minute sections of a 180-minute session.
- The 14:00 – 15:30 timeslot is only open to the second half of a 180-minute session OR to a single 90-minute session if and only if the 12:00 – 13:30 timeslot is already reserved by that same company in the same lecture room for a first 90-minute session.

- Sunday 30 August 2009, 12:45-13:30

This time slot is open to companies who have booked all existing Saturday, Monday and Tuesday Satellite Symposia time slots offered above. In this case the price of this 45-minute time slot is € 16 000. The company will receive 6 accrued points.

This time slot could also be open to companies who have not booked all existing Satellite Symposia time slots offered above. In this case the price of this 45-minute time slot is € 24 000, basic price of a 90-minute session. The company will receive 9 accrued points.

- Monday 31 August 2009: — 18:30 - 20:00

- Tuesday 1 September 2009:

— 14:00 - 15:30

— 16:00 - 17:30 or 16:30 - 18:00

- Companies organising a 180-minute session must have a coffee break of either 30 minutes or one hour.
- A single 90-minute session would be scheduled to start at 16:30 not 16:00.
- The same lecture room will be assigned for both 90-minute sections of a 180-minute session.
- The 16:00 – 17:30 timeslot is only open to the second half of a 180-minute session OR to a single 90-minute session if and only if the 14:00 – 15:30 timeslot is already reserved by that same company in the same lecture room for a first 90-minute session.

Lunch Time Workshops

- Monday 31 August 2009:

- 12:45 - 13:30

- Tuesday 1 September 2009:

- 12:45 - 13:30

1.5 Costs

Basic prices do not include the cost for any extras (i.e., catering service, extra audio-visual equipment, extra furniture, extra decoration, extra hostesses, etc).

Satellite Symposia basic price

Satellite Symposium basic price

- € 16 000 or € 24 000 - for one 45-minute session (plus room rental).

This time slot is open to companies who have booked all existing Saturday, Monday and Tuesday Satellite Symposia time slots offered above. In this case the price of this 45-minute time slot is € 16 000. The company will receive 6 accrued points.

This time slot could also be open to companies who have not booked all existing Satellite Symposia time slots offered above. In this case the price of this 45-minute time slot is € 24 000, basic price of a 90-minute session. The company will receive 9 accrued points.

- € 24 000 - for one 90-minute session (plus room rental).
- € 48 000 - for one 180-minute session (plus room rental).
- Reduction of 10%, 15% and 20% for the 2, 3 and 4th symposium respectively (90 or 180-minute sessions).

Plus room rental (from 120 to 3200 seats).

[Annex 2: Lecture Rooms' rental costs](#)

Lunch Time Workshops basic price

€ 12 000 - for one 45-minute session

Room rental included (500 seats maximum)

1.6 Invoicing

Satellite Symposia and Lunch Time Workshops are invoiced in 12 December 2008 (deadline payment 30 days).

Lecture rooms are invoiced in 30 January 2009 (deadline payment 30 days).

Extras are invoiced directly by ESC official suppliers.

Accounting data must be provided on the application form.

Precise and definitive accounting information must be provided on the initial application form.

Any and all changes post invoicing (addition of Purchase Order, changes of billing address, etc...) will not be taken into account, meaning invoices will not be reissued.

1.7 Cancellation fees

Cancellation must be sent in writing.

- Before 30 January 2009: no cancellation fees.
- Between 30 January and 27 February 2009: 25% of the total amount due.
- Between 27 February and 4 May 2009: 50% of the total amount due.
- After 4 May 2009: 100% of the total amount due.

1.8 Lecture Room

Lecture rooms assigned to Satellite Symposia and Lunch Time Workshops are located within the Congress centre only.

For Satellite Symposia, the points awarded for participation in the four previous ESC Congresses will determine the assignment of the lecture rooms.

For Lunch Time Workshops, the lecture rooms will be assigned in a first-come first-served basis.

The basic equipment of a lecture room is:

- 2 tables at the entrance of the assigned room
- Easels (1 at each entrance)
- Chairs arranged theatre-style
- A table and chairs for the 2 chairpersons on the stage
- 2 table microphones
- 1 monitor for the Chairpersons
- 1 lectern for the speakers with 2 fixed microphones
- 1 screen for projections
- 1 technician

- 1 video data projector
- 1 - 2 information screens in front of the lecture room.
- 1 room hostess

[Annex 3: ESC Congress 2009 Overview](#)

[Annex 4: Lecture Rooms' floor plans](#)

1.9 Reception

Receptions can be organised before or after the sessions by our official caterer only. Each lecture rooms have a dedicated reception area located in front or on the side of the room. Reception areas cannot be privatize and must be open to all registered Congress participants.

For Workshop Sessions only lunchboxes will be considered.

1.10 Speakers Assistance

ESC offers computerized presentation facilities called "Speakers' Service Centre" for all Satellite symposia and Lunch Time Workshops. The use of the SSC is mandatory on a free basis and offer audio-visual assistance to all speakers.

[Annex 5: Speakers' Service Centre information](#)

1.11 Scientific programme

The Satellite Symposium and Lunch Time Workshop programme must be provided on the appropriate session form.

A complete programme must include the following:

- Title of the Satellite Symposium or Lunch Time Workshop
- Names of the two chairpersons
- Title and duration of each presentation
- Complete addresses of the chairpersons and speakers

No product names or brand names are allowed in the title or in the scientific programme of the session.

The session or presentation titles can contain a generic name.

No abstract forms need to be submitted for Satellite Symposia and Lunch Time Workshops.

Change in the scientific programme / Erratum Policy

Once the title, programme and detailed content are approved, changes must not be made without the specific approval of the Congress Programme Committee.

The ESC kindly asks the Company to inform them of any modifications to the Scientific Programme before **4 May 2009** in order to be printed in the Final Programme.

Any changes must be approved by the Congress Programme Committee.

IMPORTANT

Late applications and/or content of programmes received after 4 May 2009 cannot be printed in the Final Programme.

Details received between 4 May 2009 and 31 July 2009 will appear in the ERRATUM with the title of the session, the name of the session organiser, the day, room and time only.

Changes in the scientific programme of Satellite Symposia and Lunch Time Workshops are not mentioned in the ERRATUM.

Failure to adhere to announced/approved programme content will be considered a violation of Guidelines for Industry Participation.

[Annex 6: Industry Sponsored Sessions Scientific Session form](#)

IMPORTANT

Disclosure of Conflict of Interest

The session organiser confirms that All Speakers/Chairpersons participating in this programme have fully agreed to provide the session organiser with any potential conflicts of interest that may arise from their presentations.

The existence of potential conflicts of interest does not necessarily indicate a bias. However it is the session organiser's obligation to inform the ESC and participants so that they are made aware of any relationship that might cause unintentional bias.

A potential conflict of interest may arise from various relationships, past or present, such as employment, consultancy, investments and stock ownership, funding for research, family relationship, etc...

A potential bias relevant to the topic of the accredited programme/text must be disclosed:

- at the beginning of the presentation for events
- on the introductory page of the CD ROM or Web module
- at the beginning or at the end of the CME article/text

1.12 Logistical coordination

In order to assure the best levels of service, ESC coordinates all industries requirements with official suppliers.

ESC will provide Satellite Symposia and Lunch Time Workshops organisers with the "Requirements Form", the list of official suppliers selected for their professionalism and expertise.

- **Audiovisual**

In addition to lecture room basic equipment, Satellite Symposia and Lunch Time Workshops organisers can order additional AV or specific AV equipment.

- **Furniture**

In addition to lecture room basic equipment, Satellite Symposia and Lunch Time Workshops organisers can order additional easels, chairs & tables on the stage only;

Adding chairs for the audience in the room is not allowed inside or outside the room.

- **Catering**

To organise a reception, before or after a session within the congress centre in the reception area created for each lecture room. NO reception during any session to avoid noise.

- **Hostesses**

To hand out brochures, scan badges, seat guests...

- **Badge readers**

To scan participants badges, in order to create mailing list.

[Annex 7: ESC Congress 2009 Official Suppliers' Details](#)

[Annex 8: Badge readers' brochure.](#)

1.13 Promotion

- **Pre-Event**

Pre-Congress Mailing

PDA Advert

Weblink

- **On site**

Delegate Bags Insert

Industry Welcome Desk

Invitations

Posters

Standard Promotional Drop Banners

[Annex 14: Promotional Opportunities Application Form](#)

[Annex 17: Standard Promotional Drop Banner](#)

Contact the ESC Sponsorship team at sponsorhip@escardio.org

1.14 Promotional material approval

Flyers, posters, standard promotional drop banners, inserts and weblink must received ESC approval before being printed.

Please refer to the ESC Congress 2009 Branding Guidelines for precise graphic.

[Annex 9: ESC Congress 2009 branding guidelines.](#)

[Annex 10: Printed materials instructions.](#)

[Annex 11: On-Site Promotional material rules.](#)

[Annex 15: ESC Congress 2009 event visual and EBAC Logo](#)