

A to Z

Accrued points

All exhibition, satellite, hotel and sponsorship requests will be dealt with according to the list of accrued points. The Accrued Point System has been established in order to ensure that participation in ESC Congress will earn companies priority according to the level of their involvement in the past 4 years.

- Satellite Symposium
45-minute session: 6 or 9 points awarded
90-minute session: 9 points awarded
180-minute session: 18 points awarded
- Lunch Time Workshop
45-minute session: 4 points awarded
- EBAC Accredited Educational Programme
45-minute session: 6 or 9 points awarded
90-minute session: 9 points awarded
180-minute session: 18 points awarded
- Closed Industry Meeting
€ 3 000 spent = 1 point awarded
- Pre-Congress Mailing
4 points awarded
- Delegate Bag Insert
2 points awarded
- Weblink
1 point awarded

Agenda

- 12 September 2008
 - Invitation letters & Preliminary Application Forms sent out.
- 30 October 2008
 - ESC Congress 2009 Industry Site Visit, Munich. Germany
- 14 November 2008
 - Deadline for receiving Preliminary Application Forms with priority status.
- 12 December 2008
 - Documents for the preparation of the scientific programme sent out.
 - 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(s) of the session(s).
 - ESC Congress 2009 Branding Guidelines sent out.
 - Guidelines for Requirements and official suppliers' references sent out.
- 27 April 2009
 - Scientific programme(s) approval notification letters
- 4 May 2009
 - Deadline for printing late scientific programmes and/or content of programmes in the Final Programme.
- 30 June 2009
 - Last deadline for payments.
- July 2009
 - All information concerning the Scientific Sessions, the Satellite Symposia and Lunch Time Workshops will be available on the ESC Web Site: www.escardio.org
- 29 August - 2 September 2009
 - ESC Congress 2009

Cancellation fees

Satellite Symposia and Lunch Time Workshops

- 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.

Promotional Tools and Function Spaces

- Once the invoice has been issued, cancellation will incur a 100% cancellation fee.

Closed Industry Meeting

During specific time slots, full furnished and AV equipped ESC lecture rooms (150 pax maximum) can be used to organise 60 minutes closed meeting on invitation only and not promoted neither in the Congress Centre nor in any ESC Congress 2008 publications.

[Annex 1: Industry Sponsored Sessions Application Form](#)

CME credits

Continuing Medical Education. 1 CME credit = 1 hour of educational activity.

Cost

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).

Lunch Time Workshop basic price

- € 12 000 - for one 45-minute session (room included).

Closed Industry Meeting

- € 3 000 - for one 60-minute session / Additional cost per increment of 30-minute € 1 500.

Pre-Congress Mailing

- € 11 000

Delegate Bag Insert

- € 6 500

Weblink

- € 3 500

Delegate Bag Insert

The Delegate Bag Insert is a tool through which an invite created by Industry, in the form of a flyer, is placed in the official ESC Congress 2009 Delegate Bags (26,000). Utilise this opportunity to advertise your company satellite, exhibition or lunch time workshop activity at ESC Congress 2009 reaching the hands of every delegate on-site at the congress. Under no conditions may product name, logo or image be included. All content must gain prior approval by the ESC.

[Annex 14: Promotional Opportunities application form.](#)

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

EBAC

The European Board for Accreditation in Cardiology (EBAC) provides accreditation to educational programmes such as events and distance learning courses. The European Board for Accreditation in Cardiology provides accreditation to educational programmes such as events and distance learning courses. EBAC is an independent body constituted by European specialists in cardiology and medical education. EBAC accreditation confirms the scientific & educational quality of a programme, and allows the participants to receive CME credits for the time spent in the educational activity.

EBAC works in cooperation with the EACCME (European Accreditation Council for CME) and EBAC CME credits are recognised in most European countries which have a running CME system. EBAC CME credits can also be reported to the American Medical Association.

EBAC Accredited Educational Programme

A Satellite Symposium or Lunch Time Workshop with EBAC accreditation will be officially announced as "EBAC Accredited Educational Programme supported by an unrestricted educational grant from ..."

[Annex 12: EBAC information package.](#)

Erratum Policy

Change in the scientific programme

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.

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.

ESC approval

Satellite Symposia, Lunch Time Workshops, EBAC Accredited Educational Programmes and Nonprofit Organisation Symposia promotional materials created by these sessions' organisers (flyer, insert, poster, specific drop banner, weblink) must respect the ESC Branding Guidelines and receive ESC approval before printing or linking.

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

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

[Annex 13: EBAC branding guidelines.](#)

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

Event Visual

An Event Visual has been developed for the use at the ESC Congress 2009.

Exhibitors Badges

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

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

Exhibitors Stand

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

Function Spaces

Only a limited number of function spaces are located within the Congress centre and can be used as Hospitality Suite or Meeting Room:

- Hospitality Suites are room(s) reserved for the Congress Duration.
- Meeting rooms are room(s) reserved for occasional meetings.

[Annex 1: Industry Sponsored Session Application Form](#)

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.

Invoicing

Satellite Symposia and Lunch Time Workshops are invoiced in 12 December 2008.

Lecture rooms are invoiced on 30 January 2009.

Promotional tools are invoiced when the application form(s) is received.

Deadline payment 30 days.

Invitations

Satellite Symposia, Lunch Time Workshops and EBAC Accredited Educational Programmes organizers can promote their sessions with flyers/invitations.

The Satellite Symposia and Lunch Time Workshops invitations must be A4 portrait format (21 cm X 29.7 cm) maximum.

The EBAC Accredited Educational Programmes invitations must be C5 portrait format (15 cm X 21 cm) only.

Invitation flyers must have the specific written approval of the ESC. The content of the invitation must not include any product names, brand names or specific quality or virtues of a sponsoring Industry and/or any of the Industry's product(s) either via text or visuals.

- Any and all unauthorized material will be immediately removed by the ESC.

- Posters and hostesses handing out invitations are not permitted in the Building other than on the booth, at the "Industry Welcome Desk" and in front of the assigned lecture room (no EBAC Accredited Educational Programmes invitations allowed on booths).

ESC discourages promotional material, stands or door drops in hotels.

Official display racks

Display of invitations in the official display racks located near the standard promotional drop banners.

The organising company is responsible for storing the invitations and keeping the racks supplied at the times given below.

Display times

Standard promotional drop banners and invitations will only be displayed during the following times:

— For sessions scheduled on Saturday 29 August 2009: Friday 28 August and Saturday 29 August 2009, all day.

— For sessions scheduled on Sunday 30 August 2009: Sunday 30 August and Monday 31 August 2009, all day.

— For sessions scheduled on Monday 31 August 2009: Sunday 30 August and Monday 31 August 2009, all day.

— For sessions scheduled on Tuesday 1 September 2009: Tuesday 1 September 2009, all day.

Lecture Room Invitations

Handing out of invitations at the entrance of the assigned room 30 minutes before the beginning of the session, material should not be distributed anywhere else in the Building other than on the booth and at the "Industry Welcome Desk".

Industry Welcome Desk

Display of one poster and invitations at the "Industry Welcome Desk" reserved by the industry.

Booth

Display of posters and invitations (not allowed for EBAC Accredited Educational Programmes).

Lecture room

Lecture rooms assigned to Satellite Symposia, Lunch Time Workshops and EBAC Accredited Educational Programmes are located within the Congress centre only.

The points awarded for participation in the four previous ESC Congresses will determine the assignment of the lecture rooms.

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 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](#)

Lecture room rental

Lecture room rental cost applies for Satellite Symposia and EBAC Accredited Educational Programme only.

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

Lunch Time Workshop

Participating companies may organise Lunch Time Workshops during specific 45 minute time slots. These 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.

Objectives for the participants are:

- Update his/her knowledge in the techniques, advancements, and new developments concerning the topic.
- Have the opportunity to interact with experts in question and answer sessions related to daily practice.
- To understand applications of the latest technical developments in the field.
- To participate actively in the session.

In order to hold a Lunch Time Workshop, an exhibition stand of minimum 9 m² is required.

(1 m² = € 407 early fee / € 447 late fee).

Lunch Time Workshops will be held within the Congress centre in lecture rooms ranging in capacity from 120 to 500 seats.

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

Overflow

• Once the lecture room assignment is complete, if any suitable lecture rooms are remaining, companies are cordially invited to request an additional lecture room to create their own overflow area. However please note that this facility must be paid no later than one month prior to the congress, by the organising company. The ESC has the right to modify demands as it sees fit to best accommodate as many requests as possible.

Onsite requests, made at the time of the session, will not be taken into consideration.

• Overflow on the information screens in front of the lecture rooms will be made available upon requests by the lecture room technician.

Official supplier

ESC Congress 2009 official suppliers have been selected for their expertise.

The ESC Satellite Supervisor has an expert knowledge of customer management and requests and will work "hand in hand" with each ESC official suppliers.

The ESC count on each supplier's expertise to support our customers on their choice, requests and orders.

Our customer must receive the level of service they deserve.

The ESC wants to keep an excellent reputation and improve the quality of any services offer to our customers
The ESC and any official suppliers chosen by the ESC must work as a team to improve this overall quality of the ESC Congress 2009.

Poster

Satellite Symposia, Lunch Time Workshops and EBAC Accredited Educational Programmes, can promote their sessions with posters.

The advised size is A0 (83 cm X 118 cm) portrait format and rigid posters.

Instead of usual posters, two portable display units of maximum height of 2.5m and maximum width of 1m (no electrical connection, no light, and no sound) are also allowed.

Posters must have the specific written approval of the ESC. The content of the poster must not include any product names, brand names or specific quality or virtues of a sponsoring Industry and/or any of the Industry's product(s) either via text or visuals.

- Any and all unauthorized poster will be immediately removed by the ESC.

- Posters and hostesses handing out invitations are not permitted in the Building other than on the booth, at the "Industry Welcome Desk" and in front of the assigned lecture room (no EBAC Accredited Educational Programmes posters allowed on booths).

ESC discourages promotional material, stands or door drops in hotels.

Lecture Room Posters & Invitations

Display of two posters in front of the lecture rooms 1 hour before the beginning of the sessions on the 2 easels provided by ESC,

Industry Welcome Desk

Display of one poster at the "Industry Welcome Desk" reserved by the industry.

Booth

Display of posters and invitations (not allowed for EBAC Accredited Educational Programmes).

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

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

Pre-Congress Mailing

A special Envelope has been created exclusively to be mailed to approximately 25,000 addresses.

After the first Registration deadline (31 May 2009) the promotional inserts/invitations, contained in a custom made "Envelope".

Please note that the maximum weight for the insert is 20g, (extra weight to be charged). Under no conditions may product name, logo or image be included. All content must gain prior approval by the ESC.

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

Reception

When suitable space is available, Satellite organizers may organise receptions before or after Satellite Symposia. The ESC does not guarantee that such space is available. Lunch boxes should preferably be distributed before or after the Satellite Symposia (not during the sessions).

Receptions can only be organise with the ESC official caterer.

For Lunch Time Workshops only lunch boxes will be considered.

Companies will have the right to serve alcoholic beverages during the receptions organised on:

- Saturday 29 August 2009: after 16:00
- Sunday 30 August 2009: after 20.00
- Monday 31 August 2009: after 20:00
- Tuesday 1 September 2009: after 18:00

Reception space must not be used for entertainment, poster displays, presentations or any other promotional purposes.

Reception space must be opened to all registered Congress participants.

Satellite Symposium

Participating companies may organise special scientific sessions called Satellite Symposia.

These industry organised sessions are the perfect forum through which companies may reach their target audience with their latest scientific information and developments.

- In order to hold a Satellite Symposium, an exhibition stand of minimum 50 m2 is required.

(1 m2 = € 407 early fee / € 447 late fee).

Satellite Symposia, will be held within the Congress centre in lecture rooms ranging in capacity from 120 to 300 seats.

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

Scientific Programme

The Satellite Symposia and Lunch Time Workshops programmes 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.

Faculties' conflict of Obligation: As in the other parts of the scientific programme, speakers and chairpersons cannot participate in two parallel sessions within the same time slot. If it is found that this is the case in Satellite Symposia and Workshop Sessions programmes, both the companies and the speakers involved will be informed simultaneously and requested to resolve this conflict of obligation.

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](#)

Speakers Assistance (Speakers Service Centre – SSC)

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

The SSC will be open:

- On Saturday 29 August 2009, from 08:00 to 18:30
- On Sunday 30 August 2009, from 7:30 to 18:30
- On Monday 31 August 2009, from 7:30 to 19:00
- On Tuesday 1 September 2009, from 7:30 to 18:30

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

Standard promotional drop banner

Companies organising sponsored sessions are offered 1 specific drop banner location per session to promote their events. Drop banners in this specific area will be available free of charge to Satellite Symposia, Lunch Time Workshops, and EBAC Accredited Educational Programmes only.

For the sake of uniformity, production of the banners will be handled by the venue's graphic department. Production costs are to be borne by the session organiser.

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

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

Weblink

The weblink/hyperlink through which an invite created by Industry, in the form of a Page, is linked to the ESC Congress 2008 Satellite, Workshop and EBAC Accredited Educational Programmes or Exhibitor Listing. Available on ESC Congress 2009 website for Final, Preliminary and Advance Programme on-line this link has a life-span of up to 6 months.

[Annex 14: Promotional Opportunities application form.](#)