

ESC Digital Summit 2021

Exhibition

02 August 2021

Objectives

The purpose of this presentation is to provide:

- A brief overview of the congress platform
- Details on exhibitor profile and a look at each feature
- Give the important steps and milestones

Congress Platform

Register and save by 15 September

Bookmark [the congress platform](#) and access it using your My ESC Account login. The [online scientific programme](#) of ESC Digital Summit 2021 is available to all.

ESC
Digital Summit 2021
22-24 October

Welcome Julia


ESC Digital Summit 2021 coming in

81 Days 0 Hours 2 Minutes 33 Seconds

What's new this year?

From artificial intelligence and robotics, to big data, apps and wearables - this year's summit will provide a unique platform for exchange and debate on these topics and more. Interact with experts and attendees from across the globe via our live chat.

Register and save by 15 September



Programme Search

Browse the scientific programme and see what you don't want to miss.

Start now →



Speakers

Discover the leading experts presenting at this event.

Start now →



Latest science

Access abstracts and clinical cases.

Start now →



Schedule Overview

See what's planned by day in each channel.

Start now →



ESC

European Society
of Cardiology

Congress Platform

- 1 Day before the congress starts, i.e from 21 October 2021 09:00 AM CET, the event platform opens and content is accessible to those who have already registered.

ESC
Digital Summit 2021
22-24 October

[Broadcast](#) [Abstracts](#) **[Exhibition](#)** [Stand ESC](#) [Online Support](#)

Welcome Julia

[Schedule overview](#) **[Search in the programme](#)** [My Programme](#)

Programme

Search through all the scientific sessions and bookmark your favourites.

Author, Speaker, Title, Keyword...

Search

Sessions (27)

Faculty & Presenters (38)

Days

Types and tracks

Topics

CLEAR x

22 October - 14:00

Inaugural Session: the ESC and Digital

SFF DETAILS →

22 October - 14:50

COVID-19 & digital health: techcelleration here to stay

SFF DETAILS →

22 October - 16:00

The digital patient is here

SFF DETAILS →

22 October - 16:35




The evolution of electrocardiography: from paper printouts to artificial intelligence analysis
Joint Session of the ESC WG on e-Cardiology with the International Society of Electrocardiology (ISE), the International Society for Computerized Electrocardiology (ISCE) and the Computing in Cardiology Society (CinC)

SFF DETAILS →

What is the digital Exhibition?

3 Exhibition packages to choose from:

- Starter
 - Booster
 - Expert
- Interactivity features in all packages
 - Administrator accesses & Free Registration
 - Real time analytics
- Virtual meeting rooms in Booster and Expert
 - Tutorials in all packages (option)
 - Virtual booth visual in Expert (option)

Package elements		STARTER 	BOOSTER 	EXPERT 
Exhibitor placement	Listing on exhibition section page*	Position 3	Position 2	Position 1
Exhibitor profile	Exhibitor name	Yes	Yes	Yes
	Exhibitor logo	Yes	Yes	Yes
	Exhibitor description (introduction text)	Yes	Yes	Yes
Exhibitor content**	Exhibitor agenda	Yes	Yes	Yes
	Corporate video	1	2	3
	Satellite Symposium or Tutorials video on demand	1	3	6
	Pdf document	2	5	10
Interaction	Leaflet on resources (products, disease awareness)	2	5	10
	Ask for an appointment	Yes	Yes	Yes
Analytics	Face to Face chat with industry representatives (written and video chat)	Yes	Yes	Yes
	Virtual meeting room (up to 12 pax maximum)	No	Yes	Yes
Badges	Exhibitor page statistics & leads	Yes	Yes	Yes
	Exhibitor admin access (to set up the exhibition space)	5	10	15
Virtual booth insert	Free individual registration for industry staff (to access the event)	5	10	15
	Clickable image for external virtual stand	No	No	Add-on
Tutorials	Virtual room for Tutorials sessions (up to 30 pax per session)	Add-on	Add-on	Add-on

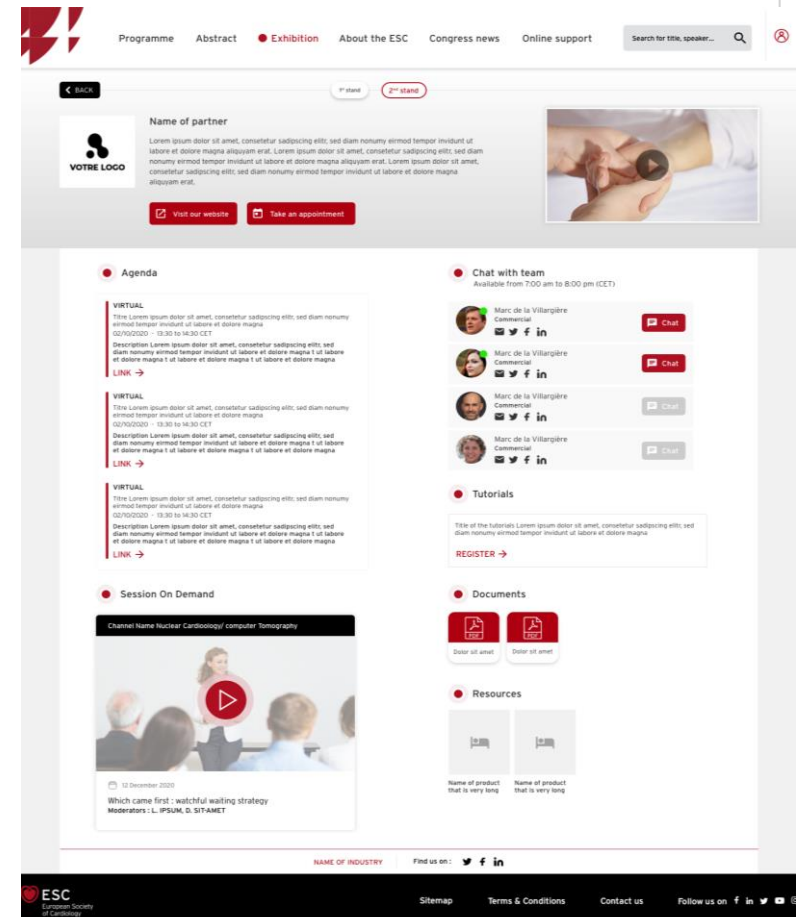
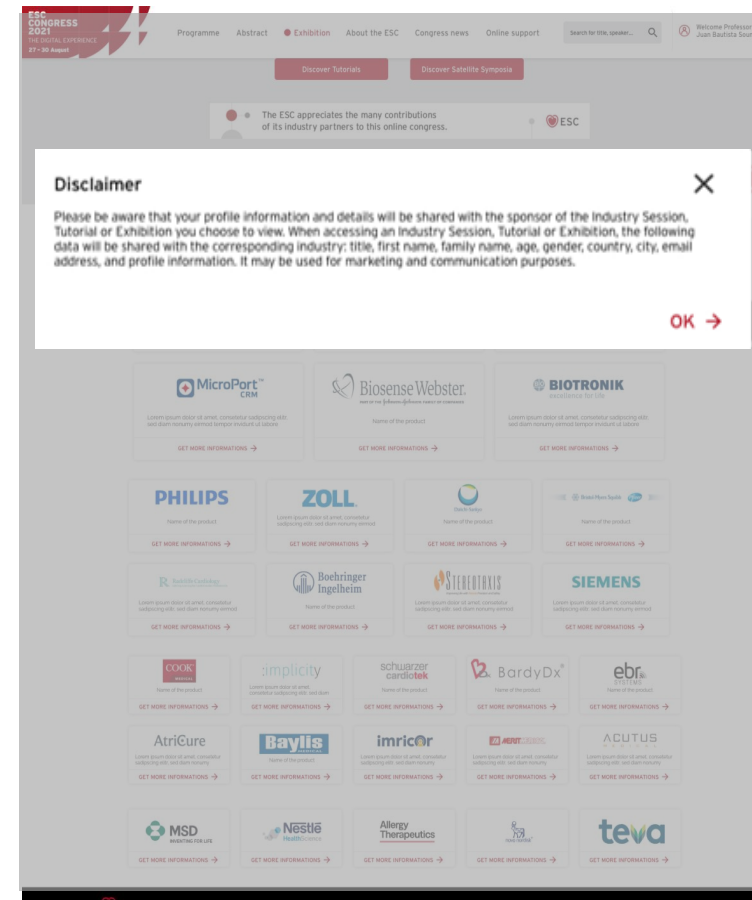
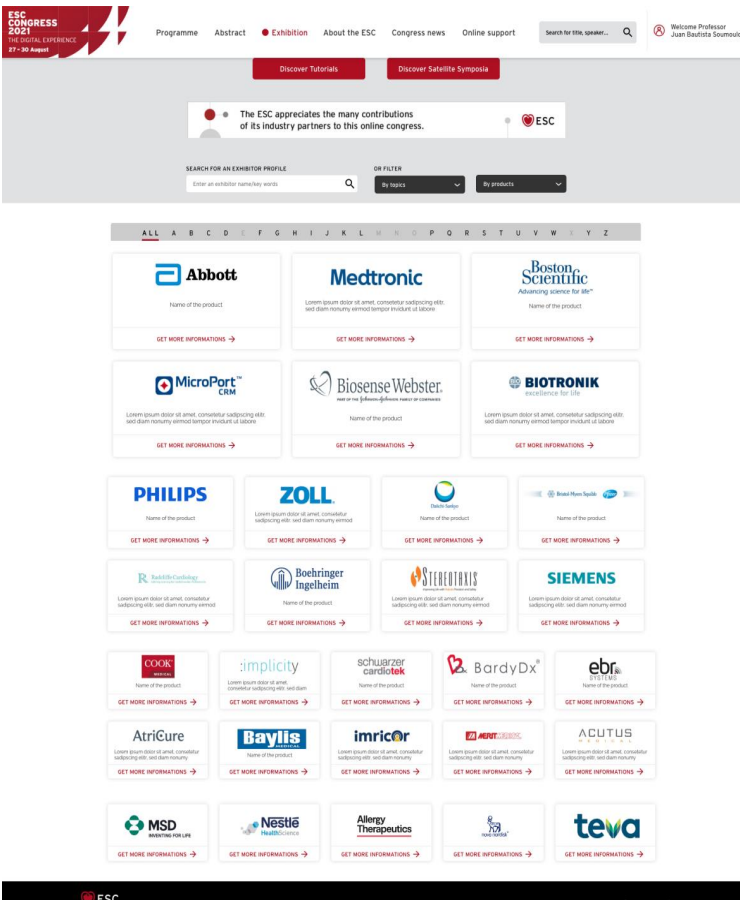
*Exhibitors will first be placed based on their Exhibition package level and then by level of investment on the ESC Digital Summit 2021 platform.
**Update of documents or videos uploaded will not be allowed during the event. Maximum number of items allowed per element.

What is the digital Exhibition?

Exhibition landing page

Customisable disclaimer

Exhibitor profile

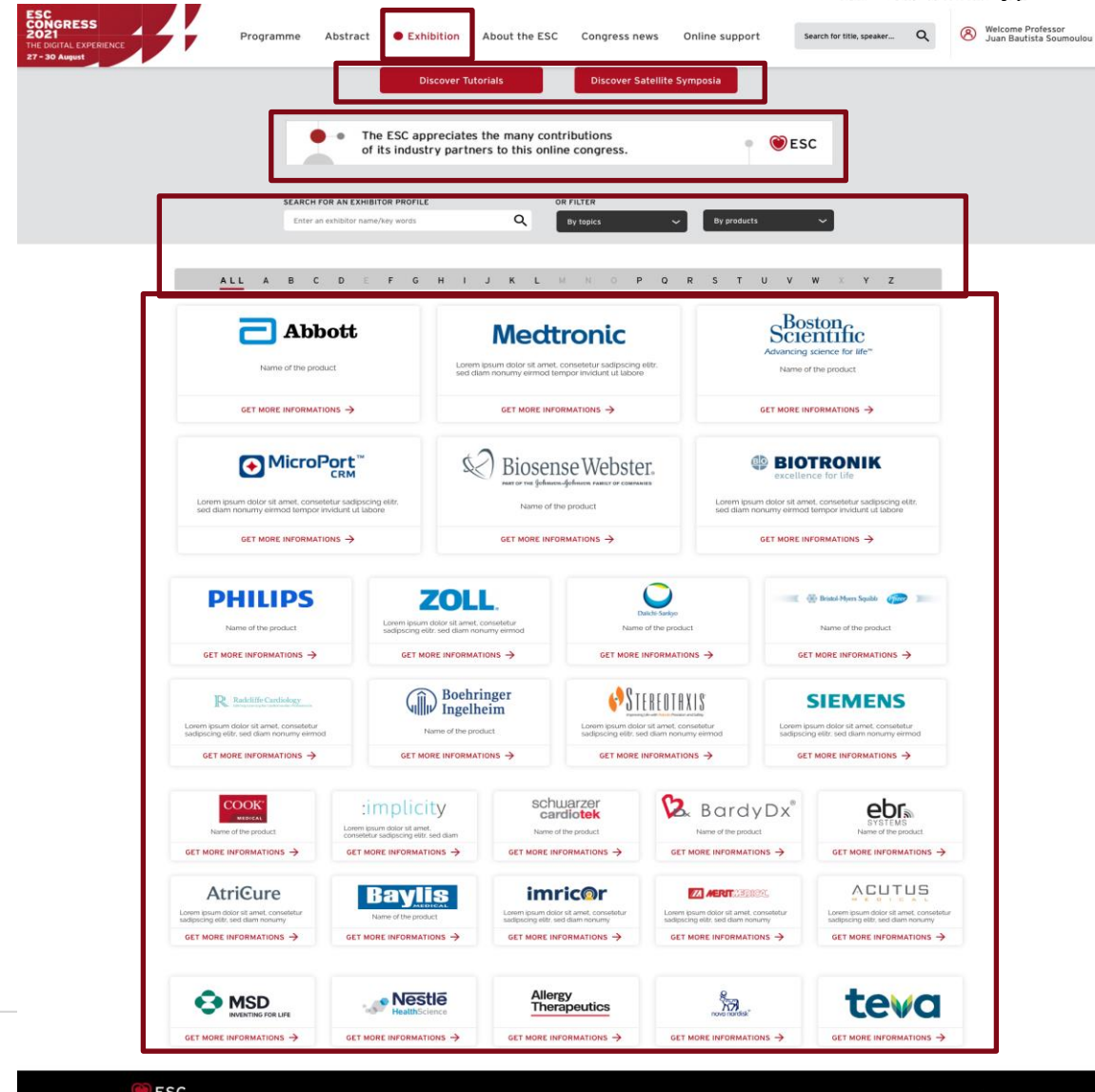


What is the digital Exhibition?

Exhibition landing page

- Access from top menu with dedicated “Exhibition” tab
- Access to online programme sorted by Tutorials and Satellite Symposia
- Exhibition promotional dynamic banner
- Search tools (key words, by topic, by product or A-Z)
- Sponsor's logos (corporate or product + subtitle)

On the Exhibition page, Exhibitor profiles will first be placed based on their Exhibition package level and then by level of investment. Each Exhibition package level has a corresponding Exhibitor profile cell size.



ESC CONGRESS 2021
THE DIGITAL EXPERIENCE
27 - 30 August

Programme Abstract **Exhibition** About the ESC Congress news Online support

Search for title, speaker... Welcome Professor Juan Bautista Soumouou

Discover Tutorials Discover Satellite Symposia

The ESC appreciates the many contributions of its industry partners to this online congress.

SEARCH FOR AN EXHIBITOR PROFILE
Enter an exhibitor name/key words OR FILTER
By topics By products

ALL A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Abbott
Name of the product
GET MORE INFORMATION →

Medtronic
Lorem ipsum dolor sit amet, consectetur adipiscing elit. sed diam nonummy eirmod tempor invidunt ut labore.
GET MORE INFORMATION →

Boston Scientific
Advancing science for life™
Name of the product
GET MORE INFORMATION →

MicroPort CRM
Lorem ipsum dolor sit amet, consectetur adipiscing elit. sed diam nonummy eirmod tempor invidunt ut labore.
GET MORE INFORMATION →

Biosense Webster
Name of the product
GET MORE INFORMATION →

BIOTRONIK
excellence for life
Lorem ipsum dolor sit amet, consectetur adipiscing elit. sed diam nonummy eirmod tempor invidunt ut labore.
GET MORE INFORMATION →

PHILIPS
Name of the product
GET MORE INFORMATION →

ZOLL
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GET MORE INFORMATION →

Danke-Surgis
Name of the product
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Braid Plans Spine
Name of the product
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Rankile Cardiology
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GET MORE INFORMATION →

Boehringer Ingelheim
Name of the product
GET MORE INFORMATION →

STEREO TAXIS
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GET MORE INFORMATION →

SIEMENS
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GET MORE INFORMATION →

COOK MEDICAL
Name of the product
GET MORE INFORMATION →

:implicity
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GET MORE INFORMATION →

schwarzer cardiotek
Name of the product
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BardyDx
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ebr
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AtriCure
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GET MORE INFORMATION →

Baylis
Name of the product
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GET MORE INFORMATION →

MERIT
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ACUTUS
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GET MORE INFORMATION →

MSD
INVENTING FOR LIFE
GET MORE INFORMATION →

Nestlé HealthScience
GET MORE INFORMATION →

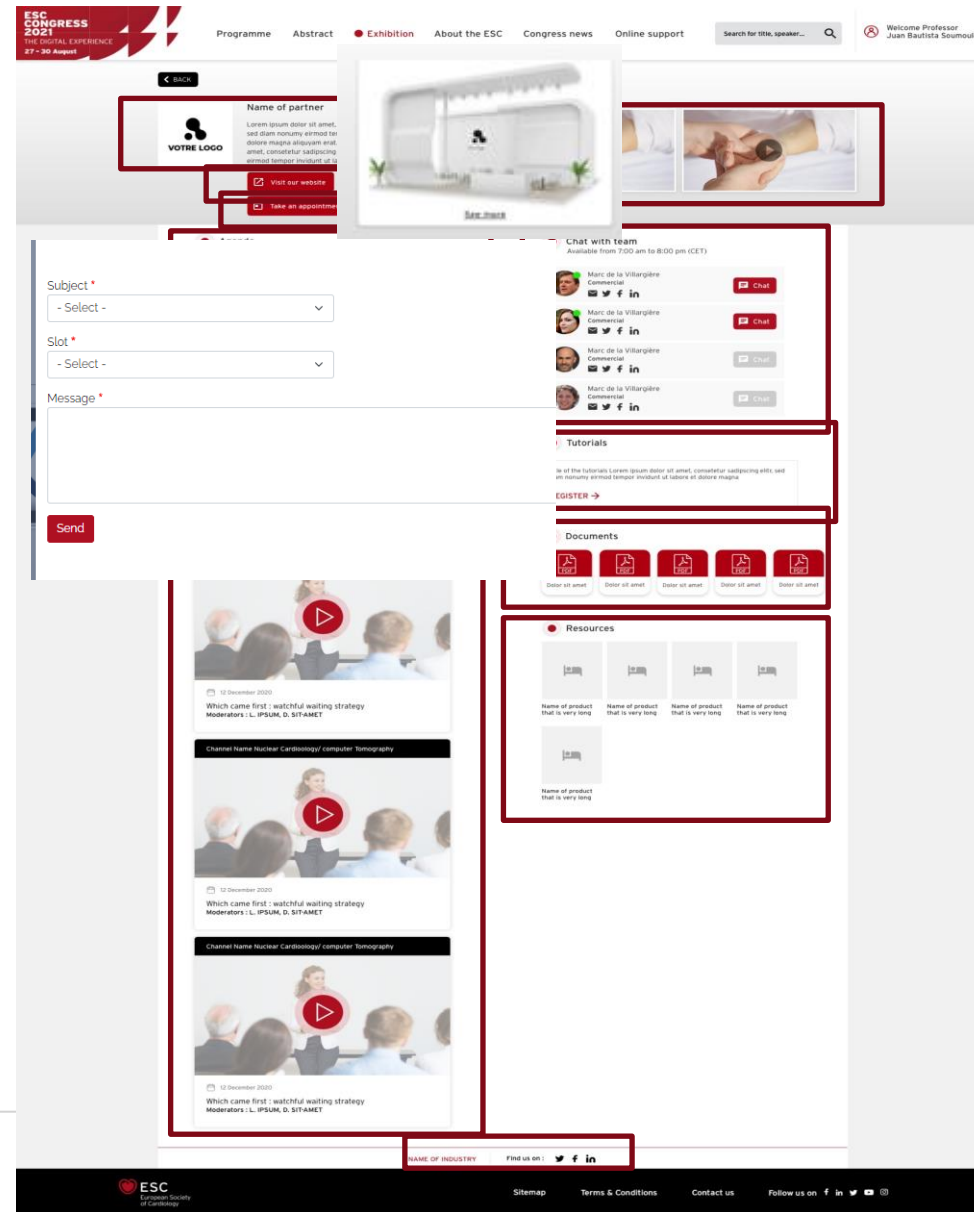
Allergy Therapeutics
GET MORE INFORMATION →

teva
GET MORE INFORMATION →

What is the exhibition?

Exhibitor profile

- Company Information (logo, name, description)
- Tab to access corporate website
- Tab to ask for an appointment
- Corporate Video(s)
- Agenda (free text)
- Chat with team (audio & video)
- Documents (pdf)
- Resources (jpg, weblink)
- VOD (Satellite Symposia and or Tutorials)
- Social media links
- Access to Tutorials (If ordered)
- Virtual Booth (Expert)
- Virtual room (Booster & Expert)



Next steps & Key dates

NOW

20 SEPTEMBER 2021

14 OCTOBER 2021

21 OCTOBER 2021

8 NOVEMBER 2021

Before the opening
of the Admin

Admin period

22 - 24 OCTOBER
During and after the congress

Now

- Industry should prepare beforehand
 - ✓ Details of those who will handle the Chat
 - ✓ documents, videos, links, description to be uploaded when the admin platform will open
- Industry should send to esc.congress-supplier@cyim.com by **13 September 2021**
 - ✓ Details of Admin staff
 - ✓ Logo and short description for the Exhibition landing page
 - ✓ Selected topic and products in the filters
 - ✓ Logo for meeting room (when applicable)
 - ✓ Visual for Virtual booth insert (when ordered)

From 20 September:

- Industry can upload directly in their profile:
 - ✓ Description, Corporate videos, Links, Pdf documents, Resources
 - ✓ List and details of the staff who will handle the Chat feature
- Industry will be able to add and change any items upon needs

From 14 October:

- Industry should not make any changes.
- List of person in the chat cannot be changed anymore

Thursday 21 October:

- Opening of the congress platform (at 09:00 am CET)
- Exhibition profile will be visible for all registered participants
- Industry can start using the chat function

Friday 22 until Sunday 24 October

- Congress dates

Monday 25 October until Tuesday 8 November

- Exhibition profile remain available to all registered participants.
- Industry can access to their data on real time (dataviz)

Contacts and useful links

- **Industry Services team**
 - ✓ Exhibition – Julia Meunier and Abir Ghorab – digitalhealthservices@escardio.org
 - ✓ Sponsored Sessions – Julia Meunier - digitalhealthservices@escardio.org
 - ✓ Sponsorship - Lisa Merolli - sponsorship@escardio.org
- **Stand Supplier CYIM** – Maëlle Guyot – esc.congress-supplier@cyim.com
- **Registration team** – registration@escardio.org or groups@escardio.org
 - ✓ the group registration closing date is 16 August 2021
- **Industry Prospectus, Guidelines, documents & specs available on [Industry Portal](#)**
- **Congress information are available [here](#)**

Exhibitor Profiles

Starter

The 'Starter' exhibitor profile page features a clean, professional layout. At the top, there is a navigation bar with 'Programme', 'Abstract', 'Exhibition', 'About the ESC', 'Congress news', and 'Online support'. A search bar is located on the right. Below the navigation, the exhibitor's name and logo are displayed on the left, with a 'Visit our website' and 'Take an appointment' button. The main content area is divided into several sections: 'Agenda' with a list of virtual sessions, 'Chat with team' with contact information for Marc de la Villegère, 'Sessions On Demand' with a video player, 'Documents' with download icons, and 'Resources' with product information. The footer includes the ESC logo and social media links.

Booster

The 'Booster' exhibitor profile page is more feature-rich than the 'Starter' version. It includes a 'Name of partner' section with a 'Visit our website' and 'Take an appointment' button. The 'Agenda' section is expanded to include three virtual sessions. The 'Chat with team' section is more prominent, showing a list of team members and a 'Chat' button. The 'Sessions On Demand' section features a video player and a 'REGISTER' button. The 'Documents' section has five download icons, and the 'Resources' section has four product cards. The footer is consistent with the 'Starter' page.

Expert

The 'Expert' exhibitor profile page is the most comprehensive, offering a wide range of content. It features a 'Name of partner' section with a 'Visit our website' and 'Take an appointment' button. The 'Agenda' section is highly detailed, listing multiple virtual sessions. The 'Chat with team' section is extensive, showing a large list of team members and a 'Chat' button. The 'Sessions On Demand' section is a vertical list of video players, each with a 'REGISTER' button. The 'Documents' section has ten download icons, and the 'Resources' section has eight product cards. The footer includes the ESC logo and social media links.