FAQ

1. What is the Accrued Point Ranking?

The Accrued Point Ranking was established to recognise long term investment in selected ESC Congresses (ESC Congress, EHRA Congress, Heart Failure Congress, EuroEcho Congress). Points are accumulated over a total of four congresses and products for the following edition are assigned on a priority basis in line with the ranking.

2. What is the Digital Health Accrued Point Ranking?

This new Ranking acknowledges investment in Digital Health products regardless of the event. As things stand, the ranking will only accrue points from the Digital Health Area at ESC Congress (Exhibition only) and ESC Digital Summit.

3. How will these two Rankings work in parallel? General principles:

- The Digital Health Accrued Point Ranking will run alongside the Accrued Point Ranking Rankings currently in place at ESC events: points earned from the Digital Health Area at ESC Congress will be recognized in both Rankings (Regular Accrued Point Ranking & Digital Health Accrued Point Ranking)
- The Digital Health Accrued Point Ranking differs in that it acknowledges investment in Digital Health products across multiple events whereas the Regular Accrued Point Ranking is congress specific (related to a specific event) i.e. one ranking for ESC Congress, another for Heart Failure Congress etc...

4. What benefits does the Digital Health Accrued Point Ranking offer?

- Points related to Digital Health products are accrued in a single Digital Health Ranking offering a significant advantage for specialist industries in the area
- Priority status is applicable across all ESC congresses with a Digital Health component (currently available for ESC Digital Summit and Digital Health Area at ESC Congress)
- Digital Health Products will be assigned in line with the Digital Health Accrued Point Ranking only (ESC Digital Summit and Digital Health Area at ESC Congress)
- Points for investment in our Digital Health Area at ESC Congress will be accrued in both Rankings.

5. How does the Digital Health Accrued Point Ranking impact the regular Accrued Point Ranking for ESC Congresses?

- Points from investments at selected ESC events (ESC Congress, EHRA Congress, Heart Failure Congress, EuroEcho Congress) will continue to be recognized in this Ranking.
- Investment in our Digital Health Area at ESC Congress will continue to be recognized in the regular Accrued Point Ranking at ESC Congresses (on top of the Digital Health Accrued Point Ranking).
- However, from ESC Congress 2020 onwards, Exhibition space within the Digital Health Area at ESC Congress will no longer be assigned in line with the regular Accrued Point Ranking. These will be managed based on the Digital Health Accrued Point Ranking.
Illustration:

**ESC Accrued Point Systems - How do they work?**

**Examples: What does this change for industry partners?**
Industry A orders a 9m² stand in our General Exhibition at ESC Congress 2020 & a 9m² stand in our Digital Health Area at ESC Congress 2020.

<table>
<thead>
<tr>
<th></th>
<th>Regular Accrued Point System</th>
<th>Digital Health Accrued Point System</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation points for 9m² in regular Exhibition</td>
<td>5</td>
<td>N/A</td>
</tr>
<tr>
<td>Additional points per 9m² in regular Exhibition</td>
<td>1</td>
<td>N/A</td>
</tr>
<tr>
<td>Participation points for 9m² in Digital Health Area</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Additional points per 9m² in Digital Health Area</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>TOTAL Points Accrued</strong></td>
<td><strong>12</strong></td>
<td><strong>6</strong></td>
</tr>
</tbody>
</table>

In the example above, points from Industry A’s exhibition stand within the Digital Health Area are accrued in both rankings.

However, if Industry A wishes to order a stand within the Digital Health Area at the next edition of ESC Congress, their stand will be assigned in line with the Digital Health Accrued Point Ranking (6 points). Industry A will also be able to order products at ESC Digital Summit based on their ranking in the Digital Health Accrued Point Ranking.