



**ESC**

European Society  
of Cardiology

# **ESC Guidelines for Industry @ Congresses**

# ESC Guidelines for Industry @ Congresses

These Guidelines will guide you through the necessary steps that will confirm your participation at ESC Congresses. The document is organised by activity to allow you to concentrate on specific areas of interest to your organisation. Please read this document carefully and share it with the relevant colleagues and agencies involved in the organisation of your Congresses activities.

Please note that a successful application for participation at ESC Congresses implies an acceptance of the requirements contained within these **ESC Guidelines for Industry @ Congresses**, the complementary ESC Guidelines as well as any updates posted on [www.esccongress.org](http://www.esccongress.org).

The ESC Congresses Industry portal: [www.esccongress.org](http://www.esccongress.org)

This web address should be a key reference source to help you with your preparations. The website is also organised by activity to allow you to address your company's key areas of concern. The website will provide you with updates, application forms, key dates, unmissable information, technical specifications and much more... Bookmark it now!

Each exhibitor is responsible for sharing the link to the ESC Industry portal with their agencies or contractors and providing them with the necessary information for exhibition preparations.

## The Exhibition

The technical and scientific display of current and future healthcare practices, goods and services relevant to the field of cardiology. The exhibitor refers to any person, firm, company or corporation and its employees and agents to whom space(s) have been allocated for the purpose of exhibiting at the Exhibition.

## Industry Sponsored Sessions

Scientific Sessions organised by ESC Industry Partners (Satellite Symposia, Satellite Symposia - Experts on the Spot, Practical Tutorial)

## Sponsorship

Additional marketing strategies, including onsite advertising, purchased by ESC Industry Partners to highlight their congresses activities.

## Partner Services

Rooms rented to exhibitors in order to welcome delegates and organise different meeting formats (Industry Welcome Desk, Meeting Rooms, Daily Meeting Rooms, Closed Industry Meetings and Business Suites).

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## 1.1 General Rules Governing the ESC Congresses Exhibitions

### ESC congresses exhibitions

The exhibitions are technical and scientific displays of current and future healthcare practices, goods and services relevant to the field of cardiology. Industries which are active in the research, production, approval, marketing and distribution of such goods and services are invited to participate. In addition, certain other types of business are invited as exhibitors, notably publishers, booksellers, food and nutrition specialists, companies advertising sporting and healthy lifestyle goods as well as non-profit healthcare organisations and academic institutions.

The ESC requires all exhibitors to respect the educational spirit of the congress and will welcome companies with products, services and innovations with demonstrable interest related to the prevention and management of cardiovascular disease.

### Regulation on participation at medical congresses exhibitions

Exhibitors are advised to consult the Codes of Practice issued by their governing bodies and National Ministry of Health for information and guidance on regulations & legislation surrounding attendance at medical congress exhibitions. In all cases, exhibitors are responsible for ensuring that their promotion during the congress is legally and ethically acceptable in Europe and, in particular, in hosting countries. The ESC does not accept any liability in case of non-compliance from exhibitors to Industry regulation or legislative healthcare requirements. The Industry shall hold the ESC harmless from any third Party's claim, damages or loss arising out including but not limited to infringement of Industry legislation or regulation requirements.

### Congresses and exhibition layouts

The ESC reserves the right to deviate from the stand confirmation and to allocate a stand in a different location at any time, to alter the size of the stand, to re-locate or close entrances and exits on the exhibition grounds and/or in the congress centre and to carry out any other structural alterations providing it has a substantial interest in such measures.

Alterations to the agreement will only be made after mutual consultation. If in such cases the interests of the exhibitor are unreasonably impaired, he/she may withdraw from the contract in writing within one week after receipt of notification of the type of alteration. The ESC accepts no responsibility for any damage which may result from such changes.

The ESC will contact the company in writing to inform them of any change to their assignment. Modifications to a stand assignment do not entitle a company to a refund.

### Conditions to hold an exhibition space

Organisations renting an exhibition space are in effect purchasing a license to exhibit their products and services within a controlled environment and the constraints detailed in these ESC Guidelines for Industry @ Congresses. In the event where the products and services exhibited differ from those declared on exhibit applications, or where a breach of these Guidelines has taken place, a company's license to exhibit may be withdrawn. In such cases, no financial compensation will be offered, and ESC's decision will be considered final.

The ESC reserves the right to refuse admittance of inappropriate or non-cardiology related products or services to the exhibitions unless they are deemed to add value to the congress experience for delegates by the ESC.

## Subtenants and other represented companies

Sharing the allocated stand area with another company, regardless of whether this company is represented by its own staff (subtenant) or only by its own exhibits (represented company), is not allowed.

This also applies to companies with products or services aligned to a registered exhibitor. In such an instance, where a registered exhibitor wishes to exhibit in association with another organisation, the ESC will endeavour to offer additional exhibit space, where available, under normal conditions of sale.

Where an exhibiting organisation has multiple corporate identities but shared ownership, the organisational relationship must be made clear to delegates (e.g. a corporate ownership statement must be displayed on the stand). Transfer - even in part - of the rights and obligations arising from the order to third parties is not permitted.

Sub-renting the space to another company or any other third party is not allowed.

## Retail Sales

Retail sales of exhibitor goods must be requested and approved in writing by the ESC at the time of contract. Any exhibitor not providing the ESC with advance written notice of the intent to conduct Retail Sales at ESC Congresses may have their booth closed by ESC at any time.

Retail sales must be limited to individual professional use and only for items of medical profession intention. These items must not be intended for resale or distribution to customers or patients.

Exhibitors must purchase booth space of sufficient size to accommodate their visitor volume. The ESC reserves the right to require retail Exhibitors to maintain a minimum booth size to ensure that all attendee interactions and commercial transactions occur within the perimeter boundaries of the exhibit booth.



### Note

- To maintain a professional atmosphere, cash sales should be handled discreetly and appropriately.
- The ESC reserves the right to close retail booths if surrounding booths are disrupted by cash sales activity or at the discretion of ESC.
- If a retail product cannot be hand carried by the purchaser, then shipping arrangements must be made.
- Retail sales exhibitors are responsible for all pertinent business licenses, certificates, sales permits and taxes required by the hosting country.
- All sales, dispensing and/or delivery of pharmaceutical products of any kind are strictly prohibited. Violation of this rule will result in the immediate termination and closing of the offending exhibit. The exhibitor will also forego any and all monies paid to the ESC and all accrued priority points. It is at the sole discretion of the ESC to prohibit participation to future ESC Congresses by offending Exhibitors.

## Booking procedure

Application form available on the ESC Industry portal: [www.esccongress.org](http://www.esccongress.org)



### Note

- Cost is for stand space only. All prices are excluding VAT.
- The invoice will be issued by ESC - European Society of Cardiology, 2035 route des Colles CS 80179 BIOT, 06903 Sophia Antipolis, Cedex FRANCE

Signature of the order form constitutes establishment of the contract between the exhibitor and the ESC. A stand assignment confirmation and an invoice will be sent to the exhibitor by email only. Should the stand assignment confirmation differ from the order form, the details of the stand assignment prevail unless the exhibitor protests in writing within two weeks of the date indicated on the stand assignment.

### Appointed agency

- Exhibitors should inform the ESC, in writing, of the agency which is appointed to conduct its affairs. Requests from unknown agencies will not be taken into account.
- Applications for stand spaces must be submitted by the sponsoring Industry. Correspondence should be made exclusively between this company and the ESC.
- It is not the role of any agency to make initial enquiries or reservations with the ESC independently of the sponsoring Industry.
- The named agency cannot fully act as if it were the company itself and the company will continue to be held entirely responsible and accountable for activities organised in its name by its agency.
- The ESC has created ESC Guidelines for Industry @ Congresses and the complementary ESC Guidelines as an essential tool on how to host Industry activities. All appointed agencies are required to read these mandatory Guidelines and all other documents posted on [www.escehhibition.org](http://www.escehhibition.org) website in order to have a proper working relationship with the ESC Industry Division. Sponsors are responsible for communicating these guidelines to staff and appointed agencies.
- The ESC reserves the right to inform the sponsor if the appointed agencies have not read or understood the ESC Guidelines for Industry @ Congresses so that companies may ensure smooth communication is re-established.

### Conditions of sale

- Order forms need to be signed by an authorised company representative, only signed order forms will be taken into consideration. Failure to return a signed order form will result in loss of product and priority position.
- An order is considered final and subject to payment and cancellation fees once this form has been signed and returned.
- Companies are invoiced for the requested service upon signature of the order form. Precise and definitive accounting information must be provided on the initial e-application form. The ESC cannot reissue invoices for missing or incorrect data (addition of Purchase Order, changes of billing address).
- On time payment of an exhibition space is essential to secure stand assignment.
- Stand assignments are cancelled automatically if stand rental has not been paid within the given payment period.
- The ESC acts in good faith and is not liable for refund of contracted services in the case of regulatory or legislative bodies refusing the content of same.



For all payment, invoicing and cancellation information, please refer to the complementary **ESC Guidelines** available in due time.

### Stand assignment

Depending on ESC Congresses, the accrued point ranking and the date of receipt of the signed order form at the ESC offices (before the application deadline with priority status), determine the assignment of stand spaces.

Applications received after the application deadline with priority status are treated on a first-come, first-served basis with no guarantee of availability.

In the absence of an accrued points system, stand spaces are assigned on a first-come, first-served basis.

The preferred choice of stand location can be discussed with the ESC Industry Team.

At each stand assignment, every effort will be made to:

- Offer the first, second or third choice made on the stand application (subject to availability)
- Offer a real time selection of what is available at the time of assignment, in addition to the three choices on the stand application

To ensure every exhibitor has a chance to choose an appropriate location, the ESC stand assignment proposal is valid for 48 hours only unless the offer states otherwise. For this reason, every exhibitor must supply the ESC with a reliable contact telephone number of an appropriate decision maker within the exhibiting company.

Allocation of exhibition space by the ESC to organisations exhibiting at ESC Congresses remains valid insofar as the contractual partners do not reach contrary agreements in writing.



### **Important**

The selection of the stand space is crucial. When an exhibitor selects a stand space, they must keep in mind the international and/or national legislation in place with regards to promotion of medicines, Industry regulation relative to same, ESC stand building requirements and the amount and type of material they wish to display. The ESC Industry Team is available to assist every exhibitor in making the right choice.

After confirmation of stand assignment, alterations to stand type may only be requested to ESC before communicated deadlines. To ensure optimal announcement of stand spaces in ESC Congresses' digital publication tools and printed materials, any request for change after this date will be subject to prior approval by the ESC. ESC cannot guarantee a positive response.

## **Access to halls**

### **Right of admission reserved**

ESC congresses exhibitions are accessible to certified healthcare professionals, associated press, Industry representatives and other stakeholders in the science, management and prevention of cardiovascular disease. Animals are not allowed in the exhibitions and should not be used on exhibits. Trained guide dogs for those with visual impairments are permitted but please advise a member of ESC staff on entry to the congress centre.

### **Congress badges**

Individuals without badges are not allowed into the halls. It is the responsibility of the exhibitor contact person to ensure that all staff, visitors, stand personnel, etc. are aware of this restriction. Exceptions will not be made and the ESC will not be held responsible for any loss suffered by the exhibitor as a result of such an oversight.

### **Temporary staff**

All temporary staff (hostesses, stand security guards) must hold a valid ESC Congresses badge. Exhibitors using the ESC Congresses official temporary staff supplier do not need to provide ESC Exhibitor badges. Exhibitors using their own temporary staff must provide valid ESC Congresses Exhibitor badges.

### **Access to stands**

Exhibitors are obliged to grant access to their stands to official supervisory staff and accredited representatives of the ESC and venues. Exhibitors, their staff and all visitors to the congress must obey the instructions of the above officers. In the event of a fire or other hazard all those present must leave the endangered area at once when directed to do so by a member of the safety and security staff.

## **Staffing on stands**

Spaces assigned to exhibitors shall be staffed at the beginning of the exhibitions, during the opening hours of the exhibitions as well as during the construction and the dismantling and removal of the stand. The exhibitor shall make sure that either they or a person authorised by them is present at the site at all times. Unattended stands are a security risk to the exhibitor and, during open hours, are discourteous to delegates, fellow exhibitors and the ESC. Such cases will be considered as a violation of the ESC Guidelines for Industry @ Congresses and the complementary ESC Guidelines.



## Pre-congress preparation

### Exhibitor Profile

Send a description of your company profile and stand activities using the e-form sent by the ESC Industry Team.

Depending on ESC Congresses, this information will be published within various printed and digital publications.

### Exhibitor badges

By communicated deadlines, exhibitors are requested to provide the ESC with their free Exhibitor badges order using the e-form sent by the ESC Registration Team. For more information please contact [groups@escardio.org](mailto:groups@escardio.org).

Please refer to Chapter 1.5 for full details.

### Stand activity

Exhibitors are requested to submit the details of the activities to be organised on their stand and declare the items to be distributed to delegates by completing the stand activity e-form sent by the ESC Industry Team.

Please refer to Chapter 1.6 for full details.

### ESC industry portal

For all exhibition preparations, every exhibitor should visit the ESC Industry portal: [www.escexhibition.org](http://www.escexhibition.org).

These pages will be updated regularly with information and forms essential to exhibition planning. Exhibitors and their agencies should consult these pages at least on a monthly basis to ensure the correct planning of the exhibit.

## Responsibility

Exhibitors are fully and solely responsible for information they display, presentations they hold and items they distribute to delegates.

## 1.2 Exhibition Schedule

### Construction schedule

Exhibitors and their agencies must study the timetable for construction, exhibition opening and dismantling posted in the complementary ESC Guidelines.

- During the construction phase, working passes or Exhibitor badges must be worn by all personnel and a photo-id (passport or driving license) should be carried.
- Vehicles are granted access to the exhibition grounds with official time-slots depending on the exhibit size (a deposit might be required).
- Vehicles are not allowed inside exhibit halls (only forklift trucks operated by the official logistics partner, Fairexx GmbH, are permitted within the loading bay and halls).

### Set-up - access time slot & deadlines

Access to the unloading area and exhibition grounds for construction shall be granted according to the Access Schedule published in the complementary ESC Guidelines. Priority will be decided based on the size of stand area under construction and other considerations such as availability of halls. Agencies responsible for construction of more than one stand may apply for a time slot based on the combined area for which they are responsible.

Exhibitors and their agencies must strictly adhere to the timelines provided and ensure set-up is completed and the necessary packing material removed from the stand by the end of the timeslot provided. If it appears to the

ESC that the equipment and furnishing and/or the set-up and installation of the rented stand site will not be completed by the deadline, the ESC shall be entitled to take all measures they may deem necessary. All costs arising from the ESC's decision shall be paid by the exhibitor in full with no right to refund.

### Exhibition access timetable



Please refer to the Access Schedule published in the complementary **ESC Guidelines** available in due time

#### Vehicle access for unloading

Vehicles will not be allowed access to the loading bays before the date and time indicated on the Access Schedule. Access is allowed in direct relation to the size of the exhibit, with the earliest slots allocated to companies building the largest stand area(s). Slots should be booked in advance from Fairexx. Time slot request form is available on [www.esccexhibition.org](http://www.esccexhibition.org)

## 1.3 Technical Guidelines

### Stand construction

#### Building integrity

The ceilings, walls, columns and technical installations of the venues in general must not be subject to loads from the decoration or objects exhibited, or to affix stand parts, posters or other promotional material to columns, walls, girders, etc. of the venues within or outside the stand space assigned.

The floor, columns and installations (distribution boxes, piping, rented shell stands, etc.) of the venues must be left in the same state in which they were found. Any damage shall be repaired by the venues at the exhibitor's expense.

It is forbidden to make holes, insert screws or nails in the walls, ceilings, floors or columns of the venues.

#### Responsibility to neighbouring stands

ESC Congresses are long standing events with a reputation of equity in its dealings with all participants. The responsibility of ensuring a fair and balanced experience for all is shared by all participants.

Each exhibitor is asked to consider, therefore, the impact of their stand construction on neighbouring exhibits and ensure transparency. If there is a risk of unfairly blocking another stand from view, even when the ESC Guidelines for Industry @ Congresses and the complementary ESC Guidelines are respected, the ESC will retain all rights of approval of the final stand design. In order to respect the fair nature of the exhibitions, exhibitors are requested to indicate any possible problems of transparency or impediments to neighbouring stands. Failure to do so would breach the spirit of the exhibitor's contract with ESC and in such cases the exhibitor responsible will be expected to make such changes as are necessary at his own cost. In such cases, the ESC's decision will be considered final.



### Important

Two-storey structures are not permitted. Arches, bridges or similar constructions connecting two or more stands are also forbidden. L & U shape island stands are not encouraged.

### Stand dimensions

Immediately after allocation of the stand, the exhibitor is urged to personally check the location and measurements of installations which might be found on the stand space assignment. The ESC does not accept responsibility for complete accuracy of the floor plans provided for exhibitors' reference.

### Stand selection: areas under 100m<sup>2</sup>

When selecting a stand area, exhibitors should consider the impact of large stand areas (100m<sup>2</sup> or more) on the local area. Constructions are proportionate to the stand area rented and this will have a clear impact on the visibility of adjacent exhibits.

### Positioning of stand

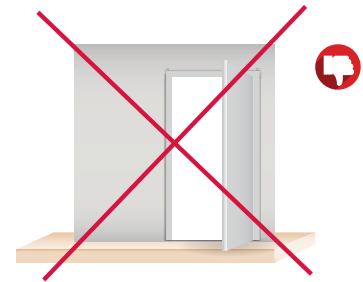
Access to the doors, windows, fire alarms, hydrants, portable fire extinguishers, fuse boxes, line poles and circulation routes must be kept free from obstruction at all times.

### Positioning of exhibits

The exhibitor is not allowed to place articles to be exhibited in a manner which, in the opinion of the ESC, affects or hinders neighbouring stands, e.g. with regards to the visibility of the neighbouring stands. Articles to be exhibited must be kept within the stand perimeter. The exhibit should pose no danger to participants. Any structural or display element which does not satisfy the organisers and/or venues' officials in terms of safety must be made safe or removed.

### Aisles

All stands are separated from other neighbouring exhibits by aisle(s). Stand activities may not take place in the aisles and exhibitors must ensure space is available on their stand to absorb attendees for all planned activities. Should a stand activity interfere with the normal traffic flow in the aisle or overflow into neighbouring exhibits, the activity must be modified or stopped immediately. No objects, including signs or advertisements, may impede onto the aisles. The doors of meeting rooms or storage areas located on the stand should not open onto the aisles.



### Aisle carpeting

Depending on ESC Congresses, exhibitors will be able to benefit from the possibility of connecting two or more stands hired by the same company via a corridor linking both stands. Such space is rented at 25% of the standard square metre price. This area remains an aisle and is subject to aisles conditions outlined in the above §.

### Numbering

Each stand will be numbered by the ESC.

### Stand flooring

The stand floor must be adequately covered, for instance with carpeting or carpet tiles. The floor area of the stand must not be covered with paint or glue. Carpeting must only be held in place by its own weight on the floor or by adhesive tape. These items must be removed by the exhibitor at the end of the exhibition. It is forbidden to place mortar directly on to the floor, to nail with percussion tools or to paint with spray guns.

### Platform floors

The use of wooden platforms is recommended for stands with water piping and/or important electrical wiring; a stand construction agency will be able to advise on this matter. Since mains supplies (water points, drainage,

electricity, phone and data lines, compressed air ...) are supplied over the floor from the service duct to the exact location where the exhibitor needs them, it is strongly recommended to use platforms for most stands.

- The maximum height allowed, measured from floor level to the top of the platform is 0.14m without protection by a balustrade of at least 1.1m
- For platforms in excess of 0.5m, a construction safety certificate signed by a qualified technician, must be submitted
- The platform sides must be closed and neatly finished
- The platform edges must be safe (secured shape & easily visible)
- Platforms should be placed within the stand perimeter
- The platform must allow easy access to service points in case venues' technicians require access

Exhibitors who use such platforms should bear in mind:

- For platforms less than 0.03m, sloped edges or ramps are recommended but not mandatory.
- Platforms higher than 0.03m must allow easy access to those in wheelchairs; part or all of the edges must be sloped for this purpose on each open side of the stand or a ramp should be included in the flooring of the stand. An alternative could be a portable ramp which can be deployed when required.

### **Separation walls**

All peninsula, corner and in-line stands must be separated from neighbouring stand(s) by means of a separation wall. The stand supplier can supply this if required. The separation wall should be 2.5 metres high, and finished on all sides. The separation wall is considered as part of the stand design and should be indicated on the stand drawings. If two neighbouring exhibitors come to an agreement regarding the separation wall, the right to and the height of this wall must be approved by the ESC. These walls cannot be higher than 3.5m.

Separation walls must be built at the edge of the stands. Walls built inside the perimeter of the stand are not considered as separation walls.

In cases where an exhibitor fails to supply & install necessary separation walls by the eve of the exhibition opening hours, ESC will arrange for walls to be erected (and floor covering to be laid, if necessary) at the exhibitor's expense.

### **Back walls**

The rear side of each stand shall be designed and decorated by the relevant exhibitor, provided that the interests of the neighbours are not thereby affected. The ESC's decision of the effect of a rear side design on a neighbouring stand will be final. Walls constructed on an open side should be visually appealing to adjacent exhibits (e.g. may include screens with moving displays, scientific posters and colourful design and lighting).

### **Stand roofing**

Stands may be covered by a roof insofar as such roofs are in compliance with the fire protection regulations of the venues. All horizontal decorations, ceiling areas and roofs require prior approval by the ESC and must be coordinated with the venues. For safety reasons, all ceilings must respect the standard norms (National or European).

### **Stand lighting**

No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space. Lighting should be directed to the inner confines of the stand space and not projected onto other exhibits or aisles. Lighting which is potentially harmful, such as lasers or ultraviolet lighting is not permitted. Lighting that spins, rotates, pulsates and other specialised lighting effects that could interfere with neighbouring exhibitors or detract from the general atmosphere of the congress are strictly forbidden.

### Auditoria & presentations

Exhibit space is intended to display scientific information on products and/or services and favour exchange; positioning auditoria or presentation areas on stands is subject to specific conditions:

The space dedicated to presentations must be of reasonable size compared to the size of the stand. The area should not be covered and all sound and lighting limitations for stands apply within these areas. The area should be designed within the stand to avoid a spillover of participants onto the aisles; the area should be able to contain all interested parties without affecting the exhibitions' traffic flow. The design and seating should be informal so as not to resemble a lecture room.



#### Important

Out of respect for our fellow exhibitors, it is requested that demonstrations/presentations, which may generate noise within the exhibition area, are kept to a minimum. All loudspeakers are to be positioned within the boundaries of the stand and angled so that they face inwards towards the centre point of the stand. The maximum permitted volume on stands is 3db above background noise, measured from 3m distance to the stand. The ESC is authorised to restrict any demonstrations/presentations which do not comply with the regulations.

We call on all exhibitors to kindly self-regulate the level of noise they are producing - the exhibition is an open area so it is crucial that all parties act in good faith to ensure harmony throughout the area.



#### Note

Each exhibitor is asked to seriously consider these recommendations and self-regulate. Refusal to lower the sound level or halt an activity will be considered a violation of these Guidelines and will cause the penalty of removal of half of the company's accrued points accumulated for the congress.

### Suspension points

Depending on ESC Congresses, exhibitors will be able to benefit from the possibility of having a portion of their stand design suspended. The suspended height allowance will be in direct proportion to the m2 floor area of each stand and the slings around the truss will be adjusted accordingly.



Please refer to the complementary **ESC Guidelines** available in due time.



#### Important

Exhibitors taking advantage of having a portion of their stand design suspended should ensure that the stand design clearly indicates the truss structure or rigging point used to hang components. The suspended heights allowance indicated in the complementary ESC Guidelines, are from the hall floor to the bottom of the truss or from the rigging point if no truss is used (see drawing on the next page in the Hanging components section).

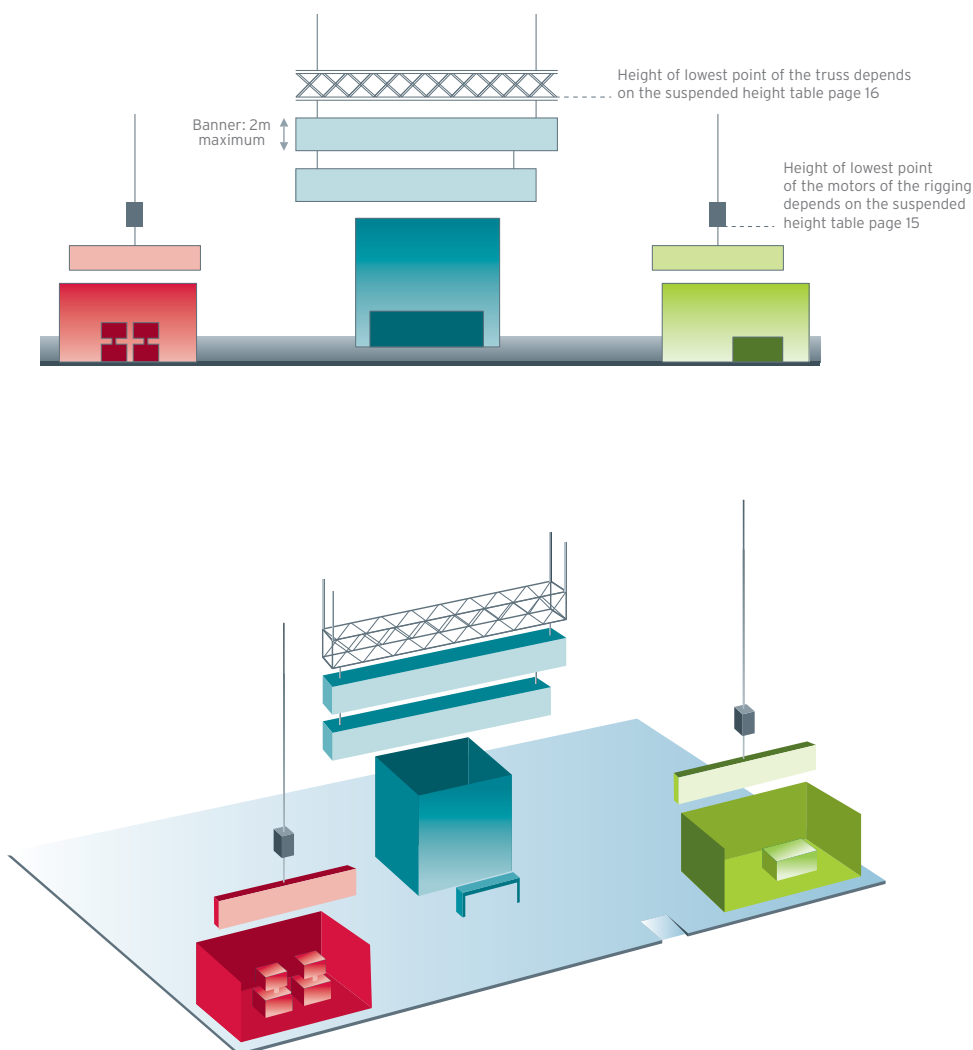
To the extent that it is structurally feasible, the venues' exhibitors' services will provide the exhibitor with a fixing point at the desired position above the stand floor area and within the stand perimeter. Hanging of items from the hall ceilings will be carried out exclusively through the venues' accredited contractor companies.

Permitted overhead suspended items (from a truss) include:

- Company or brand identity signs/banners
- Theatrical/audiovisual lighting
- Photographic imagery, with or without text or logos
- Inflatable balloons: Note that according to venues, the use of balloons within the venues is strictly regulated. Applications for permission to use them must be submitted to the venues and the appointed Health & Safety external company in writing, together with a risk assessment. For more details, refer to the venues' Rules and Regulations available on [www.essexhibition.org](http://www.essexhibition.org)

### Trusses

- All suspensions must be attached to a truss within the stand perimeter.
- Trusses may never be hung outside the perimeter of the stand
- Trusses may not be placed in a way that unfairly impedes visibility of neighbouring stands
- The number of trusses is not limited
- Nothing should protrude above the trusses
- All rigging and electrics should be hidden as much as possible



**Example of a stand with single and multiple banners attached to a truss or to hanging points**

### **Hanging components**

- All hanging components (i.e. banners, lights, loud speakers, balloons...) must be attached to a truss within the stand perimeter
- Hanging components may never be hung or protrude outside the perimeter of the stand
- Hanging components may not be placed in a way that unfairly impedes visibility of neighbouring stands
- Nothing should protrude above hanging components and items
- All rigging and electrics should be hidden as much as possible
- Brightness of hanging components (i.e backlit banners, monitors, display screens...) should be moderate
- The size and number of hanging components must be limited in order to minimise the stress to the facility ceiling structure on the part of any one exhibitor
- Exhibitors must use lightweight materials in the construction of a hanging component to eliminate excessive stress to the facility ceiling structure
- The width of the hanging components should not exceed 2m
- All hanging signs must be finished on all exposed sides

### **Suspension above the aisles**

Under no circumstances should stand constructions or trusses be suspended over the aisles. If two or more stands belong to a single exhibitor, only the aisle space between the stands can be purchased and the exhibitor is welcome to then provide his/her carpet to join the stands.

All overhead signs and features, including inflatable element(s), must be sent to the ESC Industry Team by communicated deadlines. Unapproved items cannot be hung. Only the official venues' Rigging Companies can install rigging/suspension points. All costs and risks associated with overhead hanging features are the sole responsibility of the exhibitor, including the risk that sightlines to the exhibitor's own signs may be blocked by other exhibitors' signs and displays, or ESC official signage.

The ESC does not accept any share of liability for any damages, losses, expenses or other impacts arising from the exhibitors' decision to use overhead signs and rigging.

## **Security**

### **Due diligence**

All entities involved in ESC Congresses must have adequate insurance to cover claims arriving from industrial accidents and public safety, whatever the cause. Exhibitors and their contractors must abide by current legislation in the host country with regards to the prevention of occupational hazards which apply to the work being carried out. Particular care should be taken during construction and dismantling periods; un-safe working practices will be stopped by the organiser in the interests of public safety. Exhibitors using materials not conforming to any safety component of the complementary ESC Guidelines will replace them with safe alternatives at their own cost.

### **Safety requirements**

All stands, materials, installations, advertising supports, etc., must conform to public safety requirements in the host country and the E.U. Where these differ, the most stringent standard must be met.

To ensure a safe build up and break down, the following precautions need to be taken into account (this list is illustrative and not exhaustive):

For safety reasons, all stand builders must wear the correct equipment:

- Venues are accessible only to persons in possession of a valid working pass/ Exhibitor badge.
- Protection helmet, when working underneath hazards
- Safety lines, when working at height
- Protective clothing and footwear at all times during build-up and break down
- Reinforced and closed shoes at all times during the exhibitions' set-up and dismantling (this is even more important whilst using power tools)
- All persons working in the event halls during the build-up and break down of the event at a minimum should be wearing a high visibility jacket

- Smoking and the consumption of drugs or alcohol are prohibited
- The emergency exits should always be kept free of obstructions. The emergency exits should be used only for emergencies
- Fire extinguishers should always be kept accessible
- One must conduct hot work (e.g. welding) in a safe area with fire extinguishers close by and should be submitted for approval by the venues' Health & Safety Department.
- Persons working at heights in excess of 2.5m must be attached by a safety line. It is not allowed to work on a ladder at heights above 2.5m for more than 2 consecutive hours
- Only approved (e.g. CE certified) machines and tools may be used
- One must stack goods properly
- One must use qualified staff when performing electrical work

Please refer to the venues' Rules and Regulations for further information.

For any questions regarding safety and security in the venues, exhibitors are encouraged to contact the ESC Industry Team who will liaise with the venues.



### Important

The ESC reserves the right to refuse access to the exhibition halls if the correct protection equipment is not worn.

### Stand module - Shell scheme stand

Exhibitors who need to rent a standard exhibit stand module are urged to use the services of the official stand service supplier. Shell scheme stands will be signed off by the official stand supplier separately.



Please refer to the complementary **ESC Guidelines** available in due time.



### Note

It is forbidden to make holes, insert screws or nails in the stand modules provided by the official stand service supplier.

## Custom stand design

### Stand drawing

By communicated deadlines, every exhibitor must submit to the ESC Industry Team, an exact statement of the stand's dimensions as well as plans and descriptions of this stand. A public liability insurance document must be submitted as well as all additional certification documentation required for complex structures. All documents for construction certification are required.

The drawings must clearly indicate, in English, the planned layout, equipment and furnishing of the stand, including the signage and visuals. The location of power outlets, electricity cables, moving parts, details of raised floors, water as well as telephone and ventilation installations must also be clearly indicated. Please supply:

- A scaled top view drawing
- A scaled side view drawing
- A three-dimensional drawing (or photograph)

Indicating the various heights and the open/transparent spaces will, in principle, be sufficient. If special construction is planned (information towers, moving parts, etc.), additional information will have to be submitted.





### Note

Ideally exhibitors should submit all documents together with the plan to facilitate Health & Safety stand construction certification.

## Health & Safety certification

### Complex structures

- **Definition**

A complex structure is any form of construction of any height, which may require input from a structural engineer.

If a stand is not constructed from "shell scheme", it is the responsibility of the stand designer to determine whether the construction is complex or not.

- **Examples of complex structures**

- Stands with surfaces exceeding 48m<sup>2</sup> (shell scheme excepted)
- Any structure, over 4m, which requires structural calculations
- Any part of a stand or exhibit which exceeds 4m
- Suspended items, e.g. lighting rigs
- Sound/lighting towers
- Temporary tiered seating
- Platforms and stages over 0.6m and all platforms and stages for public use (not including stand floor flats and platforms) need to be signed off by a structural engineer.

- **Submission procedures**

Exhibitors are responsible for submitting full details of all complex structures by communicated deadlines to the ESC Industry Team.

Permission to build any complex structure will not be given until the ESC confirms that the stand design complies with ESC rules & regulations for stand design and until the venues have received an electronic copy of the following (written in English):

1. Detailed, scaled structural drawings showing:
  - Plan and section views of the stand
  - Perspective or axonometry
  - Elevations including full steelwork and staircase details
  - Width and position of gangways within the stand
  - Floor and/or roof loading
  - Specifications of materials used with fire reaction class of used materials
  - Brief description of the electric installation
2. Structural calculations
3. Risk assessment (to include fire hazards) and method statement
4. Public liability Insurance document

Each item of information should state the event name and stand number. Complete sets of information only should be submitted, together with a plan showing the location of the stand within the exhibitions.

If any complex structure is modified after the submission of the above information, plans must be re-submitted with details and all modifications and a structural engineer's confirmation that the final overall design is safe for its purpose.

### Custom made stands (complex or non complex structures)

Venues' regulations require that all spaces even non complex-structures are inspected by a competent person and are suitably certified. For this purpose, ESC will send every custom made stand drawing and public liability insurance documents to the venues' Health & Safety Team for check and will revert to the exhibitor and/or stand builder if there are any relevant comments and/or concerns.

### Stand module

Exhibitors renting a stand module from the official stand supplier should submit the package type, dimensions & non-standard items such as display screens and catering areas. Note that these stand constructions will be signed off by the official stand supplier separately. There is no need to provide any specific documentation for a stand construction certification other than the public liability insurance document.

This information must be sent to the ESC Industry Team by communicated deadlines.

### Onsite checking

All stands will be checked onsite by the ESC Industry Team and by the venues' Health & Safety Team to ensure that the structures are safe and that they are compliant with the approved technical drawing upstream. In case of difference between the approved drawing and the stand, the ESC Industry Team reserves the right to ask for any change needed in order to make the stand compliant.

Upon request from the technical representatives entrusted by the venues, it is mandatory to show the following documents for all space only stands:

- certificates of the tests made on materials used for fitting, in compliance with the laws on fire prevention, as well as with a declaration of use;
- Exclusively, for all suspended items the exhibitor has to supply a Certification of suspended structures carried out by a qualified technician with test of suspended masses.



Please refer to the complementary **ESC Guidelines** available in due time.

### Stand types

Two-storey structures are not allowed. Arches, bridges or similar constructions connecting two or more stands are not allowed. L & U shape island stands are not encouraged.

#### Island

Exposed to aisles on 4 sides

#### Peninsula

Exposed to aisles on 3 sides

#### Corner

Exposed to aisles on 2 sides



#### Note

In order to create a physical separation within a stand (e.g. to provide a distinction between commercial and scientific functions) an exhibitor can choose to have 2 peninsula (or 2 corner stands) side by side, instead of one island stand (or peninsula stand).

Please mention this requirement on your stand application form and the ESC Industry Team will advise you accordingly.



### Important

An exhibitor choosing to have 2 peninsula or 2 corner stands should be aware that both stands will be considered as 2 separate stands:

- Each stand design will be evaluated individually
- Each stand will have its own stand height allowance depending on the size of each ordered space
- Both stands can be separated by means of a separation wall or by means of a common storage area
- The back wall or the combination of common storage area and back wall must extend throughout the full width of the stand, from one side to the other
- The separation wall between both stands must be at a minimum of 2.5m and a maximum of 3.5m
- A service door between both stands is possible. This service door must be exclusively reserved for the exhibitor's stand staff. An open passageway will not be approved.
- Line(s) of sight on the back wall of both stands are possible (i.e glazing...)
- Depending on ESC Congresses' regulations, for stands of 60m<sup>2</sup> or more, if suspended items are allowed and envisaged, each stand should comply with its own suspended height allowance and install a truss or hanging points on each space accordingly
- If the two stands are equal in size and as such have the same suspended height allowance, a common truss can be planned but prior approval by the ESC is required. However, hanging components and items such as banners should be confined to each stand perimeter.

### In-line

Exposed to aisles on 1 side



### Note

Peninsula, corner and in-line stands must be separated from neighbouring stands by means of separation wall(s). The separation wall(s) should be 2.5m high. If two neighbouring exhibitors come to an agreement regarding the separation wall, the right to and the height of this wall must be approved by the ESC. These walls cannot be higher than 3.5m.

### Stand design approval

Each stand design is evaluated individually.

For confidentiality matters, the exhibitors' stand designs which are submitted to the ESC will not be communicated to third parties.

The ESC will send an approval of the stand design to the exhibitor and/or the exhibitor's agency. Only with this approval shall the stand be deemed eligible for construction. Stand design approval will be sent by the ESC Industry Team only once the venues have approved and signed off the stand plan and the required documentation for construction certification.

No approval means no permission to construct the stand - resulting costs are entirely at the exhibitor's expense.

Exhibitors are strongly encouraged to consider potential stand activities such as demonstrations, presentations, storage and hospitality when planning stand usage and design. Approval of the stand design does not mean approval of stand activity.



### Important

Any set-up or installation, which does not comply with the standard specifications or with the designs approved by the ESC, must be corrected by the exhibitor before the opening of the exhibitions. Failure to do so will result in the correction being made by the ESC or removal of the stand. All expenses for these corrections/removal will be payable by the exhibitor. The ESC accepts no responsibility for damage caused by these changes.

### Enforcement of the rules

As there may be some instances where there is a misinterpretation of the ESC Guidelines for Industry @ Congresses and the complementary ESC Guidelines, we remind exhibitors that the overall principle for guidelines relating to stand design is to ensure a well designed and open overall exhibition for delegates and fairness for all exhibitors. The ESC therefore reserves the right to refuse or require a modification on a stand design in favour of this principle.

### Stand height allowance

The maximum height allowance is in direct proportion to the m<sup>2</sup> floor area of each stand.



Please refer to the complementary **ESC Guidelines** available in due time.

### Edge of the stands

A 30cm inset from the edge of the stand is the minimum vacant margin required by the ESC.

It is forbidden to place stand elements (i.e desks, monitor, kiosk...) on the open sides of island, peninsula, corner or in-line stands within this 30cm perimeter.

Erect walls or glazing not including any equipment or facilities likely to attract visitors and cause crowds in the aisles along the edges of the stands is permitted within the 30 cm perimeter or at the edge of the stand.



### Important

- It is forbidden to place stand elements (i.e desks, monitor, kiosk...) likely to attract visitors and cause a crowd onto the aisles on the edge of the stands. The stand should be designed to contain all interested parties without affecting the exhibition' traffic flow.
- All Exhibitors should have plans to prevent congesting the aisles and disrupting neighboring exhibits. All attendees visiting booths should be inside booth boundaries at all times. Attendee congestion in the aisles outside a booth is an indicator of the need for a larger booth, which may be required by the ESC for the exhibitor to participate in future ESC exhibitions.

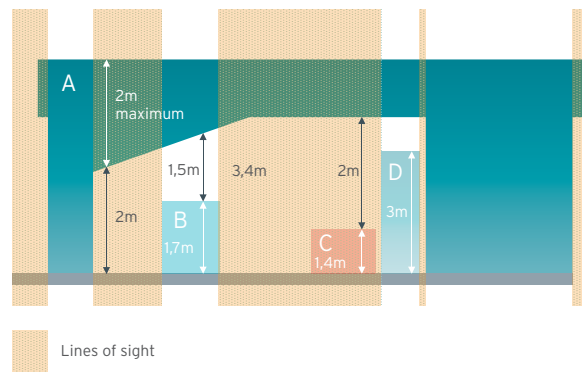
### Line of sight

The primary objective of creating a line of sight through the open sides of the stands is to keep the view throughout the exhibitions as free as possible. The line of sight minimum height must be 2m.

Criteria for line of sight are as follows:

- Free space from floor to ceiling of the exhibition hall (full and open line of sight)
- Free space from the floor to the ceiling of the stand or other constructed structures (free standing element). Minimum required height 2m
- Free space from the top of a stand element of 1.4m maximum (i.e. decorative elements, counter, kiosk, etc...) and the ceiling of the exhibition hall
- Free space from the top of a stand element of 1.4m maximum and the ceiling of the stand or other constructed structures (free standing element). Minimum required height 2m

### Example of a stand with a self standing arch structure



### Note

In cases where that the ESC considers that the proposed line(s) of sight do not provide sufficient visibility for neighbouring stands, the ESC reserves the right to request a modification. All costs for modifications must be borne in full by the exhibitor.

### Stand transparency

33% of the overall stand width is the minimum transparency rate required by the ESC.

Each open side of island and peninsula stand types must provide lines of sight from aisle to aisle.

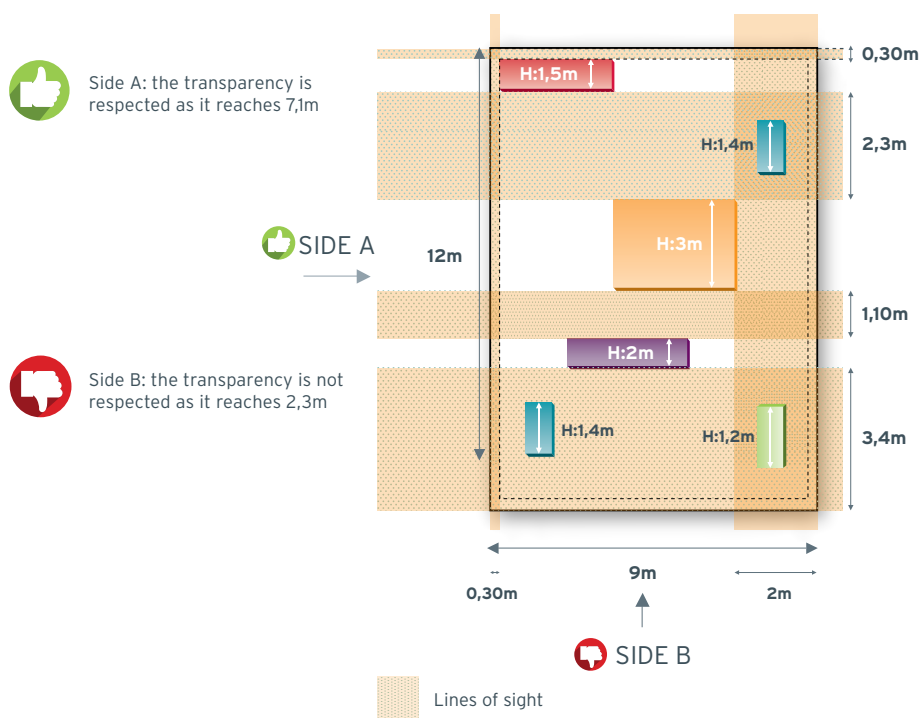
The sum of the lines of sight must reach a minimum of 33% of the stand's width.

On the closed side of peninsula, corner and in-line stands, the ESC requires a line of sight when the height of the construction exceeds the height of the back wall. The sum of the lines of sight must reach a minimum of 33% of the stand's width.

### How is it calculated?

Example 1: Island stand of 108m<sup>2</sup> - 12m x 9m

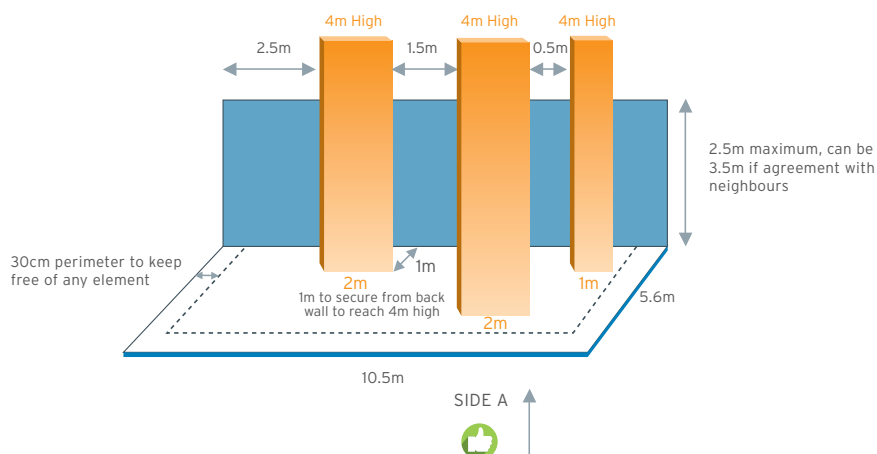
The minimum transparency requested is: 3.96m on Side A and 2.97m on Side B



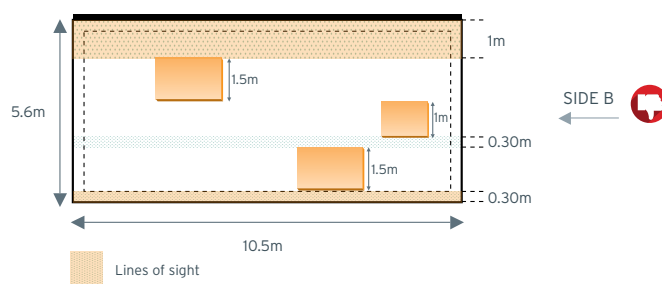
**Example 2:** Peninsula stand of 58.8m<sup>2</sup> - 10.5m x 5.6m with walls erected inside the booth at 4m high  
The minimum transparency requested is: 3.46m on Side A and 1.84m on Side B



Side A: the transparency is respected as it reaches 5.5m



Side B: the transparency is not respected as it reaches 1.6m



### Walls erected on stands

1/3 of the length of the stand is the maximum size for walls erected at the edge or inside island, peninsula, corner or in-line stands.

There is no limit on the number of walls erected inside the stand if it complies with the 30cm, 1/3 and stand transparency regulations.

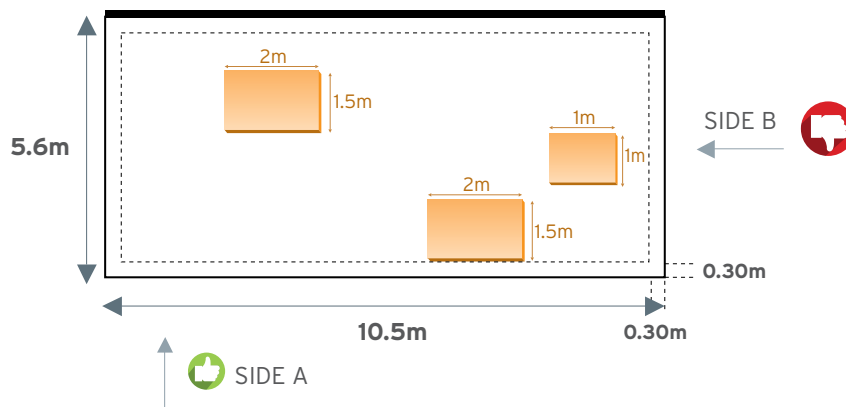


#### Note

- Erect walls or glazing not including any equipment or facilities likely to attract visitors and cause crowds in the aisles along the edges of the stands is permitted within the 30 cm perimeter or at the edge of the stand.
- Peninsula, corner and in-line stands must be separated from neighbouring stands by means of separation wall(s). In principle this/these separation wall(s) should be 2.5m high. If two neighbouring exhibitors come to an agreement regarding the separation wall, the right to and the height of this wall must be approved by the ESC. These walls cannot be higher than 3.5m.
- According to the stand element height allowance, walls higher than 2.5m or 3.5m erected on stands must be 1m inset from the separation wall(s).

### How is it evaluated?

**Example 3:** Side A and Side B of the Peninsula stand mentioned in Example 2 (page 22).



**Side A** is approved because:

1. The transparency is respected on this side
2. Each erected wall is lower than 1/3 of 10.5m in length
3. All elements are placed to at least 30cm from the edge of the stand.



**Side B** is not approved because the transparency is not respected.

### Self standing elements

Stand elements of 1.4m and higher will be taken into account in the calculation of the transparency and the total width of these elements must not exceed 1/3 of the side of the construction.

Stand elements lower than 1.4m will not be taken into account in the calculation of the transparency and therefore will not be considered as obstructive.

### Self standing structures with a banner on the top or arch structure

A banner on self standing items or top part of an arch should not exceed 2m - see example page 21.



#### Note

ESC recommends to exhibitors to keep the open sides of their stands as accessible to exhibition traffic as possible.

In cases where that the ESC considers that too many stand elements (lower than 1.4m) do not provide sufficient accessibility to the stand, the ESC reserves the right to request a modification. All costs for modifications must be borne in full by the exhibitor.

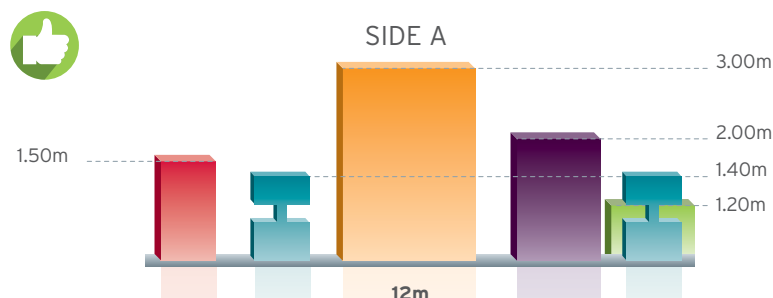


#### Important

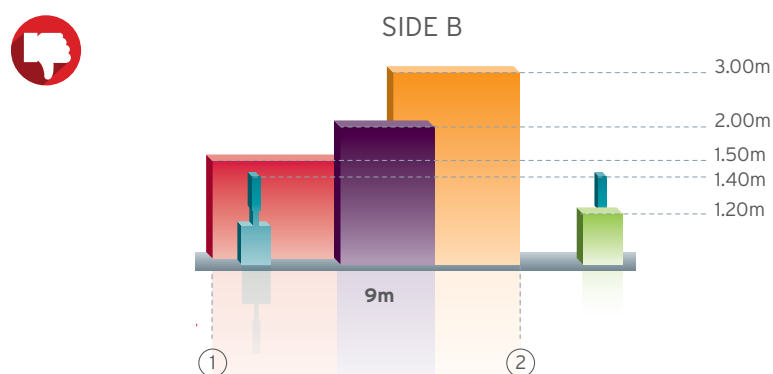
Should the ESC consider that a stand component will obstruct the visibility of neighbouring stands, the ESC reserves the right to request a modification. All costs for modifications must be borne in full by the exhibitor.

## How is it evaluated?

**Example 4:** Side A and Side B of the Island stand mentioned in example 1 (page 21).



**Side A:** because there are lines of sight (opening) between the elements and we can see through the stand from aisle to aisle, the items less than 1.40m in height (blue and green on the above drawing) are not considered as obstructive and will not count in the calculation of the transparency.



**Side B:** Between ① and ② there is no line of sight (opening), therefore the stand element lower than 1.40m height (blue on the left side) is considered as obstructive and will count in the calculation of the transparency.

## Exhibition services



Please refer to the complementary **ESC Guidelines** available in due time for further information and the latest exhibition logistics information posted on [www.escexhibition.org](http://www.escexhibition.org)

### Service points (electricity, water, waste, compressed air)

All services (water, electricity, compressed air, etc.) will reach stands via the service ducts located within the floor, columns or ceiling. Connections to these service ducts must be made by the venues' Exhibitor Services Department only. Access points at any given location may be supplying services to other exhibitors; therefore some stand areas may have cables/pipes/electrical distribution boxes within their area feeding other locations. For aesthetic reasons it may be necessary to shield these pipes or in extreme cases install a platform floor, in such cases ESC will advise exhibitors at the earliest opportunity. Any additional costs arising will remain the responsibility of each exhibitor.





### Important

Service ducts should remain accessible at all times. A hatch is not necessary at all times, depending on the venue above each duct in order to ensure safe services' connections.

### Electricity

Exhibitors must inform the venues of the electric power they need. Electric installations cannot be connected to the venues until they comply with the venues' Rules & Regulations.

- **Connecting to mains**

All the switchboards should be supplied by the venues' Exhibitors' Services. Should an unauthorised connection damage the power distribution system or connected plants, the venues will demand compensation from the company responsible for the connection.

- **Electrical supply**

When machineries are exhibited it is important to consider if they operate on a single phase (230 Volts) or on three-phase (400 Volts).

- **Fault reporting**

In the event of damage or fault arising from the electrical installation on the stand, the Exhibitor Services Desk should be contacted immediately.

- **Installation**

- High-voltage equipment such as fluorescent tubes, X-ray or large high-frequency apparatus requires special permits, which exhibitors must announce to the venues' Technical Departments in good time, by providing a technical description and sketch drawn up by themselves or their electrical contractors.
- Distribution boards, controllers, resistors, motors, switchgear, heating elements, etc., must be so installed and protected as to be inaccessible by visitors, and to be at a sufficient distance from inflammable materials, if necessary, by placing them on fireproof bases; they must be so installed that fire hazards and accidental contact live parts are excluded.

Please note that all conductive material and items should be protectively earthed.

For complete details on electrical rules and regulations for stand installation, refer to the venues' Rules and Regulations available on [www.escexhibition.org](http://www.escexhibition.org)

### Water supply and drainage

Depending on venues, exhibitors will be able to benefit from water supply. Venues cannot accept responsibility for interruption or pressure irregularities in the water supply. Where water is used as part of a display, the construction agency responsible must ensure electrical installations in the vicinity are safe and protection has been put in place against risk of leakage/flooding.

### Reliable supply

Neither the ESC nor the venues can accept any liability for loss or damage to exhibitors' equipment caused by voltage fluctuations or breaks in electrical supply.

### Internet connection

With the explosion of wireless-enabled devices (smartphones and tablets), the Wi-Fi network availability during ESC Congresses has become a challenge. In order to avoid interferences between Wi-Fi devices on stands (routers, access points, controllers ...) the ESC strongly recommends getting in touch with the venues for all connection needs. The venues' Exhibitors' Services will provide internet connections (via cable) and will provide Wi-Fi capabilities for internet browsing and email reading. Going through the venues' Exhibitors' Services will

guarantee consistency on Wi-Fi settings (channel and signal strength) throughout the exhibition halls. Any other wireless devices installed on the stands might interfere with the Wi-Fi network. The ESC and the venues' Exhibitors' Services reserve the right to require exhibitors to modify the settings and/or remove these devices if deemed necessary.

Failure to report Wi-Fi equipment could lead to an immediate requirement to suspend equipment onsite.

### **Waste and Cleaning management**

- **Waste management**

Exhibitors should manage (contract and pay for) their waste removal through the official cleaning supplier. 'Wild tipping' or disposing of bulk waste within the fairground without payment will be considered a serious violation.

- **Cleaning and waste collection**

During exhibitions opening times, the ESC shall see to the regular general cleaning of the venues and aisles - that is, daily waste left by delegates. Exhibitors are responsible for cleaning their own exhibit and disposal of waste generated before, during and after the event.



### **Important**

Unattended waste left by exhibitors in aisles when the exhibitions are open will be removed at the exhibitor's expense.

### **Catering**

Exhibitors may not bring their own catering into the venues. All perishable goods (coffee, tea, milk, sugar, fresh fruits...) necessary for the service of hospitality on stands should be ordered from the official caterer. Exhibitors may not sell food or drink for consumption on the premises. Serving alcoholic beverages on stands is strictly forbidden.

When offering catering to delegates through the official caterer, exhibitors are encouraged to guarantee a healthy and balanced catering offer for delegates.

## **Logistics**

### **Transport regulations/handling**

The official forwarder for ESC Congresses is:

Fairexx Logistics for Exhibitions GmbH

Email: [contact@fairexx.com](mailto:contact@fairexx.com)

Within the limits of the venues, Fairexx and its agents act with the authority of ESC on its behalf in matters concerning vehicle logistics & security, freight forwarding, freight lifting and storage of goods.

### **Loading/unloading**

Only authorised vehicles contracted from the official ESC logistics provider, Fairexx, may work within the loading bay or exhibit hall. Using non-authorised vehicles within halls is considered a serious breach of the ESC Guidelines for Industry @ Congresses and the complementary ESC Guidelines and will result in an ESC violation procedure. Motorised vehicles, pallet trucks or any form of trolley are strictly forbidden within the exhibition areas during the congress opening times.

### **Mobile Elevating Work Platforms (MEWP)**

Mobile Elevating Work Platforms such as mobile vertical scissor lifts and mobile booms/cherry pickers can be hired with or without a driver.

When hiring without a driver the operator must have attended a recognised operator training course and provide a certificate, card or licence, i.e. IPAF's Powered Access Licence or equivalent (ISO 18878:2013), clearly stating the categories of MEWP the bearer is trained to operate. Anyone working within a MEWP must be competent and trained in working at height.

Appropriate PPE (Personal Protective Equipment) must be worn while operating and working within a MEWP, subject to a risk assessment carried out prior to the commencement of work.



### **Important**

Each exhibitor who needs to access the loading zone must request an unloading and reloading time slot through Fairexx for build-up and dismantling using the form on [www.esccongress.org](http://www.esccongress.org)

### **Customs, taxes and duties**

Exhibitors must pay the various taxes and duties due from taking part in the ESC Congresses exhibitions.

### **Goods reception**

ESC Congresses are secure meeting areas. Fairexx offers a free managed goods reception service for packages sent by courier up to 5 kgs when collected from the Fairexx office on site. Deliveries heavier than 5 kgs will be stored by Fairexx for collection and charged according to size. Deliveries to exhibition stands will also be charged. To ensure that your consignment is tracked please inform Fairexx before dispatching it.

### **Mechanised unloading**

Note as the official logistics provider to ESC Congresses, all mechanised unloading within the fairground must be performed by Fairexx. In the case of goods requiring specialised handling/customised vehicles for carriage, this should be co-ordinated by Fairexx.

### **Delivery address**

The address for all deliveries will be made available in the Fairexx freight forwarder manual available online on [www.esccongress.org](http://www.esccongress.org). Note that this will be the only delivery address to be used for consignments delivered direct to venues. Venue representatives are not entitled to receive goods on behalf of exhibitors.

### **Goods collection**

Where goods are to be collected or stored awaiting collection by a third party, such as Fairexx, it is important that a trackable order is obtained for the service in advance. It is also vital that the goods are attended until they are taken into custody of the third party. Unattended goods often go missing.

### **Storage**

Empty packing cases must be removed from the exhibition halls by communicated deadlines. Exhibitors should therefore make prior arrangements for the safekeeping of such items with the appointed official forwarder and lifter, Fairexx, or with their own shipping agent. Storing materials in the spaces behind or close to stands not rented by the exhibitor is strictly forbidden.

Storage on stand is limited to daily basis used. Depending on ESC Congresses extra storage could be considered but must be approved by ESC and venues' Health & Safety Dept.



### Note

Depending on availability, ESC may not be able to provide storage areas for hire near the exhibit area (at same rate as stand space). To check availability, please contact the ESC Industry Team. Otherwise, the request will be forwarded to Fairexx.

All packages should be stored in rented areas. Any packing found outside of rented areas by communicated deadlines will be removed by Fairexx at the exhibitor's expense.

## 1.4 Safety and Technical Specifications

### Access for people with reduced mobility

The exhibitor must comply with European regulations and with the accessibility order. These regulations specify that all premises and facilities open to the public must allow access to the disabled and to people with reduced mobility. For ESC Congresses, all disabled persons must be able to access and exit all facilities without assistance.

Stands should be designed to ensure that it is not unreasonably difficult for a disabled person to access their stand. Stand designers should be vigilant on the width of the doors to access meeting rooms inside the stand or on the ramp when the stand's floor is raised.

### Doors

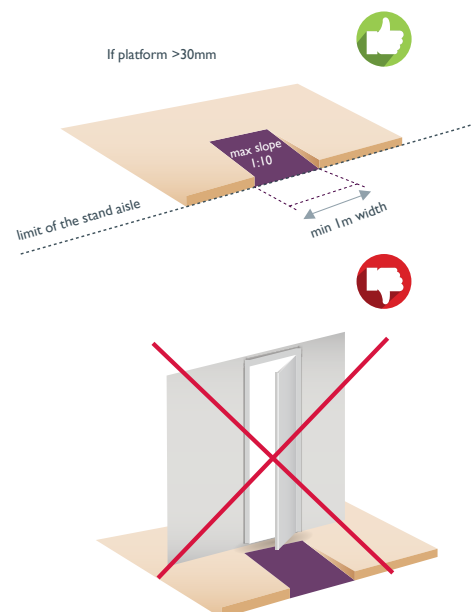
Door accessibility to mobility impaired visitors should be at least 800mm wide.

### Platforms and ramps

The use of wooden platforms is recommended for stands with water piping and/or significant electrical wiring; a stand construction agency will be able to advise on this matter. Since most of the time, mains supplies (water points, drainage, electricity, phone and data lines, compressed air ...) are supplied over the floor from the service duct to the exact location where the exhibitor needs them, it is strongly recommended to use platforms for most stands.

Exhibitors who use such platforms should bear in mind:

- For platforms less than 0.03m, sloped edges or ramps are recommended but not mandatory.
- Platforms higher than 0.03m must allow easy access to those in wheelchairs; part or all of the edges must be sloped for this purpose on each open side of the stand or a ramp should be included in the flooring of the stand. An alternative could be a portable ramp which can be deployed when required.
- The minimum width of the ramp should be 1m. The slope has to be uniform, up to 1:10 and completely within the stand. Level landings must be provided at the top and the bottom of the ramp and at every intermediate level where an exit door can be opened.
- The maximum height allowed, measured from floor level to the top of the platform is 0.14m without protection by a balustrade of at least 1.1m in height
- For platforms in excess of 0.5m, a construction safety certificate signed by a qualified technician must be submitted
- The platform sides must be closed and neatly finished
- The platform edges must be safe (secured shape & easily visible)
- Platforms should be placed within the stand perimeter
- The platform must allow easy access to service points in case the venues' technicians require access



## Fire prevention and crowd safety

### Exhibitor obligations

Exhibitors must have all official reports on the fire resistance classification of all materials used on their stands.

If official reports are not available, exhibitors must have all fireproofing certificates available on site at each of their stands. Any goods on stands will be subject to these regulations.

### General stand construction materials and the permitted manner of application

Stand construction, installation of materials and poster supporting structures should be sufficiently stable to ensure public safety. Exhibit cases & displays should be sanded down / finished to ensure that they will not inflict cuts. Clear glass elements should display warning signs at eye level. The exhibition or use for exhibition purposes of flammable, explosive, bio-hazardous, radioactive, burning or red-hot materials is strictly prohibited.

### Fire inspection

Before the congress, the ESC and venues' representatives carry out a fire inspection of the venues. They inspect, among other things, your choice of building and decor material.

Illuminated signage, fire extinguishers, fire hydrants or other protective equipment or material may not be covered or obstructed.

### Fire equipment

Unless otherwise agreed, fire equipment must remain visible and accessible at all time.

### Stand walls

All materials to be used for stand fitting up (partition walls, backdrops, platforms, coverings, fabrics, false ceilings, curtains, carpets, various structures and so on) must be incombustible, originally fireproof or fireproofed, in compliance with the European standards.

Stand walls shall be made of classified fire-retardant materials, e.g., as good as or better than wood. Particle board, non-porous fibreboard and plywood are acceptable.

### Decorative materials

Approval or certificates must be on hand at the display, if it is not clear in any other way that the material in question is safe.

The ESC encourages stand constructions using materials meeting the European safety norm EN 13501/1 to class BI standard.

These should be at least flame-retardant (BI in accordance with DIN 4102 od DIN EN 13501-1). Materials that drip or give off toxic gases when burning, such as polystyrene rigid foam (Styropor) or similar materials may not be used. Fire-retardant materials must be approved.

### Wall-covering materials

Wall-covering materials must have the properties of fire propagation class 1 or 2 (NEN standard 6065). Even if the material does not meet the requirements of fire propagation classes 1 or 2, there are no strong objections to the use of unapproved materials (depending on the thickness of the material) provided they are glued to a base consisting of a material of fire propagation class 1 or 2 and non-flammable (water-based) adhesive is used.

However, if unapproved material is used and not glued (e.g. other than as indicated above) consent will be given for its use only if the unapproved material covers a relatively small surface area of the wall. Unapproved material should be applied as an uninterrupted covering. Whether consent is obtained for the application of unapproved

material depends on the assessment of the situation by the local fire brigade. Wall-covering materials, curtains and so forth that belong to fire propagation classes 1 or 2 may be draped in folds. Wall-coverings, decor and requisites must be kept free of possible ignition sources (spotlights, heat-producing equipment and so forth).

#### **Smoking ban**

Smoking is prohibited in all public indoor areas, including privatised areas of exhibit spaces.

#### **Flammable products**

The storage and use of compressed gas and/or liquid gas in the exhibition zones or on the exhibition grounds is not allowed. Balloons filled with flammable gas or Helium balloons are not allowed.

#### **Open Fire**

The use of open fire or unprotected flames is prohibited.

#### **Pyrotechnics**

Explosive or pyrotechnical articles must neither be used nor taken onto the venue's area, either indoors or outdoors, without written permission from the ESC and the venues.

#### **Hot work**

Hot work such as welding, soldering, cutting, and circular-motion grinding, drying, heating or work over naked flame is not allowed within venues without the special permission of venues' Exhibitor Services Department.

#### **Emergency exits**

Escape routes and emergency exits (indoors and out) should be kept free of any obstruction and be kept in full view at all times. Similarly, for firefighting equipment; fire safety signs and emergency wall phones; no product/company signs, decorations or stand roofs should be placed above an emergency exit or any other existing signs.

#### **Heating/cooking**

Stoves, heaters & open fires may not be used for any purpose, including cooking, frying or baking. This also applies to demonstrations.

#### **Prohibited goods**

The following goods are not admitted in the venues: goods causing nuisance by their smell or otherwise, appliances emitting objectionable noises or radiating disturbing light; any hazardous objects that have not been mentioned in the stand construction design but have been introduced by the exhibitor. Exhibitors wishing to use these devices should notify the brand name, frequencies and range when submitting a stand design for approval.

#### **Combustion engines**

Any machine (generating sets, compressors, etc.) with an internal combustion engine, whatever the use, is forbidden inside the venues.

#### **Moving machinery**

All exhibits with mechanically moving parts, which may be hazardous to public health in case of mechanical failure or incorrect assembly, require a safety certificate from a competent person (qualified & authorised to make such an evaluation). Such equipment must not present any risks to public safety.

Stationary equipment or machinery (whether or not operational):

- Any dangerous parts must be more than 1m from the public thoroughfare or protected by a rigid screen
- Dangerous parts: moving parts, hot surfaces, blades and sharp objects

Moving equipment or machinery must be presented in a protected area where members of the public are kept at a distance of at least 1m from the equipment itself.

Hydraulic jacks presented in a raised static position; the equipment's hydraulic safety mechanisms must be supplemented by a mechanical safety device preventing any untimely activation.

All equipment must be properly stabilised.

#### **Covered stands (ceiling, canopy, raised level)**

Exhibitors may cover their stands. If the stand is completely covered, the technical requirements for fire protection must be followed, according to the venues' Rules and Regulations and also to the host countries' Regulations.

#### **Storage of flammable goods**

Empty packaging, rubbish, trash, wood, paper, straw, cardboard and other flammable material must not be stored in the halls.

#### **Air conditioning**

Devices with hot air condensation are prohibited inside the halls.

#### **Liquids on stand**

Atomised liquids and liquids that can flow or be sprayed are strictly prohibited during the exhibitions. These include individual air conditioning units, fountains, high-pressure cleaners, humidifiers, shower equipment, saunas and whirlpools.

Exhibitors wishing to use "open liquids" on their stand, need to send material specifications on liquids, fountains, etc, to venues' Exhibitors' Services for approval.



#### **Important**

All materials to be used for stand fitting up (partition walls, backdrops, platforms, coverings, fabrics, false ceilings, curtains, carpets, various structures and so on) must be incombustible, originally fireproof or fireproofed, in compliance with the European standards.

Exhibitor's using materials not conforming to any safety component of the ESC Guidelines for Industry @ Congresses and the complementary ESC Guidelines, will replace them with safe alternatives at their own cost.

Where stands have structural elements that are neither fire resistant nor fire retardant, these must be given a coat of paint containing a fire retardant material. Wooden elements with paper coverings must, wherever possible, be pasted to walls. Inflammable artificial silk may not be used for decorations. Stand or aisle ceilings (e.g. Vela) must be rendered fire resistant by treatment with a protective material. Wall or ceiling elements endangered by heat sources must be protected by asbestos without obstructing ventilation. Packing materials may not be stored at stands.

#### **Organiser's security**

The ESC undertakes the general surveillance service of the venues, both day and night.

#### **Extra security**

The ESC will provide general surveillance of the hall, however, the ESC reminds exhibitors of their responsibility for their own stand surveillance.

Exhibitors requiring stand security are invited to order via venues' Exhibitors' Services.

### Valuable goods

The exhibitors shall be responsible for the surveillance of their own stand and exhibit during the exhibition opening hours. Exhibitors are recommended to pay closer attention to the exhibits during the stand construction and dismantling periods. Valuable objects, which may easily be removed, should be locked away overnight. The ESC accepts no responsibility for goods stolen from exhibits at any time.



### Important

Exhibitors should not leave removable/valuable goods unattended on the stand at any time; particular attention should be given to goods awaiting collection from the freight forwarder/lifter.

### Admission rights

The ESC may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of the congresses, who refuses to comply with the local safety rules or with the content of these Guidelines.

### Insurance

Please refer to Chapter 5 "General terms and conditions" § 5.3 INSURANCE

## 1.5 Exhibitor Registration

Exhibitors are obliged to wear their official congress badges clearly visible at all times when in the exhibition areas or any other part of the venues. Bearing any other badge, including company ID badges is not sufficient and will be considered as a violation of the ESC Guidelines for Industry @ Congresses and the complementary ESC Guidelines. Exhibitor badges are intended for exhibiting company employees and agents of such companies only.

All exhibiting companies have a fixed allocation of free General Exhibitor and Scientific Exhibitor badges. If the number of free General Exhibitor badges is insufficient, extra General Exhibitor badges may be purchased.

When companies apply for badges they undertake to provide them to company employees only. Proof of affiliation will be requested.



### Important

- Non-exhibitor individuals wishing to visit the exhibitions should purchase a delegate registration (full or day access).
- The practice of selling or promoting a product or service outside of a registered exhibit area is strictly forbidden. Persons not respecting this rule will be escorted from the congress centres and any right to participate held by such persons will be directly withdrawn.

### Exhibitor badge categories

Exhibitor registration types are reserved only for staff working directly in the organisation and management of exhibits, Industry Sponsored Sessions and sponsored activities. Bearers are subject to the restrictions contained within these Guidelines.

#### General Exhibitor badge

- Access to exhibition halls
- No access to ESC or ESC Associations' Scientific Sessions
- Access to Industry Sponsored Sessions of affiliated company
- No congress bag
- No journal subscription
- No accreditation
- Electronic version of the Final Programme on Mobile App and Website
- Opportunity to purchase additional General Exhibitor badges
- Onsite name changes are not accepted, a new badge must be purchased
- Lost General Exhibitor badges will not be replaced, a new badge must be purchased



### Scientific Exhibitor badge

- Access to exhibition halls
- Access to ESC or ESC Associations' Scientific Sessions
- Access to Industry Sponsored Sessions
- No congress bag
- No journal subscription
- Electronic version of the Final Programme on Mobile App and Website
- No additional paying Scientific Exhibitor badges can be ordered (beyond the defined number allocated per stand). If any additional one is required, a usual delegate badge should be purchased through the ESC website.
- Onsite name changes are accepted upon surrender of the original badge (administration fee to be charged)
- Lost Scientific Exhibitor badges will not be replaced, a new badge must be purchased

### Exhibitor badge allocation

The number of free allocated badges is determined according to acquired stand space. An exhibitor choosing to order several stands should be aware that each stand will be considered as a separate stand.

Each exhibiting company is entitled to receive one official congress bag.



Please refer to the complementary **ESC Guidelines** available in due time.

### Exhibitor badge order

#### Free badge order

A link to an online form will be sent to the Industry's main contact a few weeks before the Congress. This online form will already have the correct number of badges to be completed with the onsite staff's names (or be left with the company name only).

Should the person in charge of ordering the badges not be from the Industry, an official letter of appointment must be provided to the ESC to prove they have indeed been mandated to order them. Failure to do so will result in the request for badges not being taken into account.

#### Exhibitor badges with company name and/or individual name

Exhibitors may choose how their free badges are inscribed: either company name only or individual name & company name.

It is mandatory that the company name be the same as that provided for the exhibition listing.

#### Badge fees and order deadlines



Please refer to the complementary **ESC Guidelines** available in due time.



#### Note

- When companies apply for badges they undertake to provide them to company employees only. Proof of affiliation will be requested.
- Speakers invited for an Industry Sponsored Session must be provided with a delegate badge purchased through the ESC website.
- Registered exhibitors may gain access to the exhibition halls during build-up and dismantling times by showing their Exhibitor badge at the entrance.
- Exhibitor badges ordered on-site must be paid for directly on collection at the Exhibitor Registration desk by credit card (VISA, Amex, MasterCard) or cash in €.
- Lost badges will not be replaced. In this case, a new General or Scientific Exhibitor badge may be purchased at the on-site fee when credentials from the exhibiting company are presented.
- Unused badges will not be refunded, regardless of circumstances.

### **Exhibitor badge collection**

All Exhibitor badges should be collected at the Exhibitor Registration desk by the official contact person (whose name is given to the ESC as the main organising contact, when initially reserving exhibit space). Badges are NOT sent in advance of the congress. If the contact person details should change it is necessary that the new contact person provides written proof of this change from the exhibiting company to show when picking up the badges.

To ensure that all staff receive their badges before accessing the exhibitions, we recommend that badges with individual names be picked up individually. Please note that badges without an individual name must be picked up by the main contact person.

### **Work passes**

In the interest of safety, only those individuals directly responsible for the construction and dismantling of exhibits will be permitted in the exhibit areas during the construction and dismantling periods. To this end, work passes will be given out from the Fairexx office during construction and dismantling phases.

Work passes are only valid during the stands' build-up time.

Registered exhibitors may gain access to the exhibition halls during build-up and dismantling times by showing their Exhibitor badge at the entrance.

Under no circumstances guests without work passes, Exhibitor badges or Delegate badges with green stickers will be allowed in the exhibition halls until exhibition opening hours.

Working passes are issued on-site when an identity card bearing a recent photograph of the holder is shown. Photo ID should be carried at all times on site. Work passes may not be ordered in advance.

### **Delegate passes to exhibitions outside of opening hours**

For security reasons, access to the exhibitions outside of opening hours is limited to persons holding an Exhibitor badge.

Full fee paying delegates affiliated with an exhibiting company can also receive a green sticker for access to the exhibitions outside of exhibition hours. Companies must provide the ESC with a complete list of relevant names prior to the congress.

Named delegates will be provided with the necessary stickers at the Exhibitor Registration desk and will be given access to the exhibitions without needing to be accompanied.

## **1.6 Stand Activity and Promotional Regulations**

### **Stand activities**

The main activity of any exhibition stand should be the presentation of the exhibiting company and/or its products or services.

Companies may organise stand activities in line with the information they have to communicate to delegates. Stand activities should be focused on the product and scientific information. Companies should ensure that the perception of the activity is above all one of transfer of knowledge. All stand activities must be submitted to the ESC for approval. Interactive technology based activities may be accepted provided their focus remains product, scientific knowledge transfer and they have no negative impact on the exhibitions or other rules within this publication.

Stand activities include all presentations, documents, interactive knowledge tests, hospitality and other activities which will be available to delegates from the stand during the event.

Non-approved stand activities will result in the exhibitor being forced to discontinue any such activity at their own expense on-site and may lead to penalties.

When planning stand activities exhibitors shall refrain from:

- Holding lotteries
- Organising games of chance
- Using “market stall” techniques
- Distributing items with no scientific value
- Using performance artists of any kind
- Entertaining delegates with sport or cultural events or any other unrelated/non-scientific activity
- Providing hospitality as a main focus point of the stand



### Note

- The official language of ESC Congresses is English.
- All flyers, items for distribution, promotional materials, presentations and information on stand displays must be in English.
- Distribution of translated printed documents is permitted. English version has to be provided to delegates if requested.
- Distribution or display of materials by an exhibitor or its agents is limited to the company's exhibition space.
- There is to be no distribution of flyers in the general and/or public areas (e.g. at the arrival entry of the venues, Catering Areas of the venues or within the walkway).
- The use of photographers, portrait artists or other performers is not allowed without the written permission of the ESC.

### Presentations on stands

The focus of presentations should be product-related information and not on the presenters themselves. Celebrated or costumed presenters may be employed as long as they are not central to the presentation or its publicity. Where Key Opinion Leaders (KOLs) are employed as presenters, their presence should be discrete and not publicly advertised.



### Note

- The nature of the presentation should be informal and not resemble to ESC or ESC Associations official scientific sessions. The titles of official ESC sessions such as “Meet the Expert”, “Satellite Symposium”, “Symposium”, “Experts on the Spot”, “Practical Tutorials”, etc must not be used by companies to describe their presentation.
- The use of presentation titles is subject to prior approval by the ESC.
- All flyers, promotional brochures which refer to the presentation and are to be distributed to delegates during the Congress are subject to prior ESC approval. The activity or distribution of flyers pertaining to the presentation may be stopped onsite should approval not have been secured in advance.

### Crowd control

It is forbidden to place stand elements (i.e desks, monitor, kiosk...) likely to attract visitors and cause a crowd onto the aisles on the edge of the stands. The stand should be designed to contain all interested parties without affecting the exhibition' traffic flow.

All Exhibitors should have plans to prevent congesting the aisles and disrupting neighboring exhibits. All attendees visiting booths should be inside booth boundaries at all times. Attendee congestion in the aisles outside a booth is an indicator of the need for a larger booth, which may be required by the ESC for the exhibitor to participate in future ESC exhibitions.

### Hospitality

The main activity of the stand should focus on the imparting of knowledge and while reasonable hospitality is accepted, this should not form the main focus of the stand. The ESC advises that hospitality be limited to non-alcoholic beverages, tea, coffee, juice, etc and available on request and not as a general attraction.

### Badge scanning and market research

- All stand activities must be confined within the stand perimeter. Badge scanning by hostesses or staff members as well as market research/questionnaire polling must be held on the stand space only. It is forbidden to conduct such activities in the aisles of the exhibitions or in any other area of the congress centre.
- Exhibitors are allowed to scan the badges of congress participants with their approval. A registered congress participant cannot be refused entry to a booth if they do not wish their badge to be scanned.

### Audio & visual activities

The projection of films and slides; any amplification with the aid of loudspeakers; the production of music and/or sound; as well as the use of lighting, computer monitors and television screens is acceptable within the stand space as long as no disturbance is caused. Sound and lighting effects should be contained within each stand area. If the ESC judges that a disturbance is being caused, the exhibitor is to halt the activity immediately. If this is not done, the ESC reserves the right to make the necessary arrangements at the expense of the exhibitor. A refusal to lower the sound level or halt an activity will be considered a violation of these Guidelines. Licensing for copyrighted work is the sole responsibility of the exhibitor.



### Important

Out of respect for our fellow exhibitors, it is requested that demonstrations/presentations, which may generate noise within the exhibition area, are kept to a minimum. All loudspeakers are to be positioned within the boundaries of the stand and angled so that they face inwards towards the centre point of the stand. The maximum permitted volume on stands is 3db above background noise, measured from 3m distance to the stand. The ESC is authorised to restrict any demonstrations/presentations which do not comply with the regulations.

We call on all exhibitors to kindly self-regulate the level of noise they are producing - the exhibition is an open area so it is crucial that all parties act in good faith to ensure harmony throughout the area.



### Note

Each exhibitor is asked to seriously consider these recommendations and self-regulate. Refusal to lower the sound level or halt an activity will be considered a violation of these Guidelines and will cause the penalty of removal of half of the company's accrued points accumulated for the congress.

### Special effects

"Special effect" lights, laser, sound & video projection/recording on the stand will only be allowed:

- When the effect is limited to the rented stand area
- If it is proven that there is no health or safety risk
- And when written permission from the ESC has been achieved

## Promotional regulations

### Items which may be advertised

It is prohibited to advertise goods and services which have not been admitted (see stand space application form) to ESC Congresses or to make publicity for organisations which do not occupy stand space at ESC Congresses. Exhibitors should be aware that they are held responsible for any material on which their logo and/or name appears. This applies especially to any brochures produced and distributed by a third party.

### Items for distribution

Exhibitors can distribute approved items to delegates on their stands and/or to those delegates participating in approved stand activities.

- The ESC recommends that items for distribution are of scientific or educational value with a maximum purchase value of €60.
- For items which have no scientific or educational value, the maximum purchase value must not exceed €10.
- Items should be equally available to all delegates or participants of stand activities; drawing winners is not allowed.
- Certain items such as digital cameras, MP3 players, tablet computers or other hi-tech, high value goods are not considered appropriate.
- Approval of all items for distribution is at the discretion of the ESC.
- In the case of printed or electronic material for distribution, the intellectual ownership of content should not be a cause for dispute and images should not cause offence. Additionally, any quoted references should be clear and follow internationally accepted principles; scientific claims should be based on accepted evidence. ESC's decision in such matters will be considered final.

Each exhibitor should declare all items for distribution in advance with a description/picture and unit price by using the e-form sent by the ESC Industry Team.



### Important

- Items for distribution should be legal in the hosting country, in terms of the item itself and any product advertised.
- Items for distribution must be safe for the user & not endanger health or reputation of congress participants or ESC.
- Items for distribution should be reasonable and to the value stated above, the item should in no way overshadow the main activity of the sponsor.
- The distribution must not disturb neighbouring stands or cause queues outside the stand area.
- Each exhibitor is expected to show proof of purchase value either before or during the congress.
- Non-compliance will be considered a violation of the ESC Guidelines for Industry @ Congresses and the complementary ESC Guidelines.

### Photography & filming

No part of the venues or of the exhibitions may be photographed or filmed without permission of the ESC or of the relevant exhibitor. The ESC is entitled to photograph, draw or film installations, stands, as well as exhibits to use these reproductions in its publications and in the press.



### Note

The exhibitor is entitled to photograph or film his own exhibition stand only during exhibition hours or build-up and dismantling periods for professional use only. ESC request exhibitors to not invite independent media representatives into the exhibition.

### Prohibited activities

Exhibitors are not allowed:

- To display or use names or trademarks which may be misleading or cause hindrance to the exhibitors at other stands or to visitors to ESC Congresses
- Barring exemption applied for and granted, to sell goods against surrender of the purchased items or to receive money in any way for goods sold or offered for sale or for services rendered
- To affix sold-tags to goods on display
- To remove exhibits from the stand, to add exhibits to the stand or to cover (parts of) exhibits on the stand

## **Branding**

The use of any ESC or ESC Associations corporate branding and visuals (such as logos, images, graphics, and branding guidelines) is strictly forbidden in any advertising, publicity, signage, product, printed matter, film, video, other media etc. without prior request and subsequent written approval from the ESC.

A copy of the ESC Branding Guidelines may be obtained at the following web address: [www.escardio.org/The-ESC/About/Policies/ESC-corporate-identity](http://www.escardio.org/The-ESC/About/Policies/ESC-corporate-identity)

For further information please contact: [communications@escardio.org](mailto:communications@escardio.org)

## **ESC Congresses event visual**

A specific version of the ESC Congresses event visual (picto) is provided for facultative use by our Industry Partners to promote their congress activities. This picto is the only ESC Congresses visual that may be used and it must not be distorted or altered in any way. The picto size should be used in a manner which gives the reader the impression of a stamp of participation. Therefore, the visual size should not be larger than 10% the size of the page upon which it appears.

Industry Partners may not create letterheads, invitations, or other materials that give the impression of being official ESC Congresses materials. The materials must clearly and primarily carry the branding of the Industry Partner.

The use of the ESC or ESC Association logos is not allowed.

Exhibitors or their agencies are not allowed to reproduce texts that have been specially produced by ESC or ESC Associations for use in publications or any material posted on the ESC Website or Mobile App.

## **Intellectual property and copyright**

Intellectual property law protects the legal rights of creators and owners in relation to intellectual creativity. These works can be in the industrial, scientific, literary or artistic domains. The four main types of intellectual property rights are patents, trademarks, designs and copyright. Copyright protects original literary, artistic, dramatic and musical works, sound recordings, films or broadcasts.

Participating companies are solely responsible for paying all usage rights and royalties for the use of intellectual property and copyright (music, photos, movies, artwork, etc) used on the company's exhibition stand; before, during and after an Industry Sponsored Session as well as during any company-organised event at the venue or in the city of the congress. The ESC reserves the right to request a copy of the authorisation or proof of payment of the said rights that should cover the duration of the congress as well as the 2 days before and after the event. More information can be found on the World Intellectual Property Organisation website: [www.wipo.int](http://www.wipo.int) and [www.wipo.int/treaties](http://www.wipo.int/treaties).

## 2

# Industry Sponsored Sessions

The term “Industry Sponsored Sessions” indicates all sessions sponsored by ESC Industry Partners. During the ESC Congresses these types of sessions can be in the form of Satellite Symposia, Satellite Symposia - Experts on the Spot and Practical Tutorials.

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## 2.1 Satellite Symposia

### What is a Satellite Symposium?

Satellite Symposia allow for the review and discussion of recent trials and ongoing studies with the objective of providing the latest information on new therapies and techniques in cardiovascular medicine. Satellite Symposia can be organised by exhibiting or non-exhibiting companies and must be open to all registered delegates.

Satellite Symposia can be CME accredited. The supporting company is free to choose their CME provider and accrediting body.

### Where do they take place?

Satellite Symposia are organised within the congress centre in fully furnished and AV equipped lecture rooms.

### When do they take place?

Depending on ESC Congresses, Satellite Symposia should fit in the standard time unit of a 45-minute, 60-minute, 75-minute or 90-minute session.



Please refer to the Industry Prospectus and the complementary **ESC Guidelines** available in due time.

### What are the costs?

Please refer to the Industry Prospectus and the complementary ESC Guidelines available in due time.

### Lecture room access

Depending on the ESC Congresses, and unless arranged otherwise, Satellite Symposia organisers have access to the lecture rooms, 15 or 30 minutes before their scheduled timeslot. Unless otherwise arranged, Satellite Symposia organisers must clear the lecture room, 15 or 30 minutes after their scheduled timeslot.



Please refer to the complementary **ESC Guidelines** available in due time.

### Lecture room set-up



Please refer to the complementary **ESC Guidelines** available in due time.

Any installations or alterations to lecture rooms may only be made with explicit approval of the ESC.

It is the session organisers' responsibility to select an adequate sized room to accommodate all attendees in their session. The session organiser must plan appropriate staffing and/or security to avoid any problems. If this is not the case, for security reasons, the venues have complete authority to block entrance into the rooms.

## 2.2 Satellite Symposia - Experts on the Spot

Depending on ESC Congresses, ESC Industry Partners have the opportunity to sponsor Satellite Symposia' complementary sessions with limited audience.

### What is a Satellite Symposium - Experts on the Spot?

30-minute Satellite Symposia - Experts on the Spot complementary sessions provide delegates attending or interested in Satellite Symposia with a further opportunity to question and exchange with topic experts in a concise and interactive format on the session content.



The condition to hold a Satellite Symposium - Experts on the Spot session is to already hold a Satellite Symposium. Satellite Symposia - Experts on the Spot can be scheduled prior to or post the related Satellite Symposia at the sponsors discretion.

The session organiser is permitted to invite Speakers different from those participating in the Satellite Symposium.

Satellite Symposia - Experts on the Spot can be organised by exhibiting or non-exhibiting companies and must be open to all registered delegates.



### Note

Specific assignment rules for ESC Congress:

- 45-minute Satellite Symposium: 1 Experts on the Spot session permitted
- 60-minute, 75-minute or 90-minute Satellite Symposium: 2 Experts on the Spot sessions permitted

### Where do they take place?

Satellite Symposia - Experts on the Spot are organised within the congress centre in fully furnished and AV equipped open lecture rooms designed to ensure experts interact with delegates.

For ESC Congress, Satellite Symposia - Experts on the Spot are arranged in the state-of-the-art Hub rooms located in "The Hub" area.

For ESC Association Congresses which provide the opportunity to organise Satellite Symposia - Experts on the Spot sessions, slots are arranged in the "The Hub" or AGORA rooms located in strategic locations.

### When do they take place?

Depending on the ESC Congresses, and unless arranged otherwise, Satellite Symposia - Experts on the Spot should fit in the standard 30-minute slot which is scheduled during coffee breaks.



Please refer to the **Industry Prospectus** and the complementary **ESC Guidelines** available in due time.

### What are the costs?

Please refer to the Industry Prospectus and the complementary ESC Guidelines available in due time.

### Lecture room access

Depending on the ESC Congresses, and unless arranged otherwise, Satellite Symposia - Experts on the Spot organisers will have access to the lecture rooms 10 minutes before their scheduled timeslot and must clear the lecture room 10 minutes after their scheduled timeslot.

### Lecture room set-up



Please refer to the **Industry Prospectus** and the complementary **ESC Guidelines** available in due time.

Any Installation of extra materials or any alterations to The Hub or AGORA rooms are not allowed.

## 2.3 Practical Tutorials

Depending on ESC Congresses, ESC Industry Partners have the opportunity to sponsor sessions with limited audience. The name of these Practical Tutorial sessions may differ from a congress to another.

### What are Practical Tutorials?

Practical Tutorials offer companies a means of associating with the educational requirements of delegates in an exclusive and intimate environment. These Industry Sponsored Tutorials provide participants with an opportunity for one-on-one learning from clinical and/or technical experts on specific areas of expertise. The number and duration of Practical Tutorials sessions is not restricted. It is left to the appreciation of the organisers. Practical Tutorials can be organised by exhibiting or non-exhibiting companies and must be open to all registered delegates.

### Where do they take place?

Practical Tutorials are organised in permanent or state-of-the-art temporary rooms. Signage will clearly direct delegates to this learning destination.



Please refer to the **Industry Prospectus** and the complementary **ESC Guidelines** available in due time.

### When do they take place? What is the cost?



Please refer to the **Industry Prospectus** and the complementary **ESC Guidelines** available in due time.

### Room access and set up

- Practical Tutorials organisers must bring their own consoles, projectors and other necessary equipment.
- All furniture, audiovisual equipment and electricity supply over and above the standard set-up will be at the cost of the Practical Tutorials organisers.
- Practical Tutorials organisers must plan appropriate staffing and/or security to avoid any problems. If this is not the case, for security reasons, the venues have complete authority to block entrance into the rooms.
- Practical Tutorials organisers must ensure set-up is completed and the necessary packing material removed from the room by the end of the timeslot provided. If it appears to the ESC, that the equipment and furnishing and/or the set-up and installation of the room will not be completed by the deadline, the organisers shall be entitled to take all measures they may deem necessary. All arising costs shall be paid by the session organisers in full with no right to refund.



Please refer to the complementary **ESC Guidelines** available in due time.

### Transport regulations/handling & vehicle access for unloading



Please refer to the complementary **ESC Guidelines** available in due time.

### Room signage

- The ESC takes care of the generic signage within the congress centre.
- No other signage or promotion can be made within the building.
- Practical Tutorials organisers may set-up a roll-up in front of the assigned room; this signage cannot carry product names, logos or references and should be limited to the company name, corporate logo, congress image and Practical Tutorial Agenda. The titles of official ESC sessions such as "Meet the Expert", "Satellite Symposium", "Satellite Symposium - Experts on the Spot", etc must not be used by Practical Tutorial organisers.
- Room signage and/ or roll-ups must receive prior approval from the ESC.

## 2.4 General Rules Governing Industry Sponsored Sessions

### Booking procedure

Application form available on the ESC Industry portal: [www.escehhibition.org](http://www.escehhibition.org).



#### Note

- All prices are excluding VAT.
- The invoice will be issued by ESC - European Society of Cardiology 2035 route des Colles CS 80179 BIOT 06903 Sophia Antipolis, Cedex FRANCE

An application for an Industry Sponsored Session by a company forming a product alliance and exhibiting at ESC Congresses, does not entitle each sponsor to an exhibitor fee for a session with another topic/product focus. Each sponsor must hold a stand in their own right to avail of this fee for a distinct Industry Sponsored Session not covered by the alliance.

Sub-renting a lecture room or any space allocated to Industry Sponsored Sessions to another company or any other third party is not allowed.

It is possible to co-organise an Industry Sponsored Session and share the acknowledgment with another company in the event that both entities have an official collaboration to conduct researches, develop healthcare practices, goods and service or commercialise products relevant to the field of cardiology. This collaboration must be publicly announced on both partners' websites or through press releases, which can be verified by the ESC.

Signature of the order form constitutes establishment of contract between the sessions' sponsors and the ESC. An Industry Sponsored Sessions assignment confirmation and an invoice will be sent to the sponsor by email only. Should the Industry Sponsored Session assignment confirmation differ from the order form, the details of the Industry Sponsored Session assignment confirmation prevails unless the sponsor protests in writing within two weeks of the date indicated on the Industry Sponsored Session assignment confirmation.

### Appointed agency

- Sponsoring industries should inform the ESC, in writing, which agency is appointed for which session, with the corresponding session number. Requests from unknown agencies will not be taken into account.
- Applications for Industry Sponsored Sessions must be submitted by the sponsoring Industry. Correspondence should be made exclusively between this company and the ESC.
- It is not the role of any agency to make initial enquiries or reservations with the ESC independently on behalf of the sponsoring Industry.
- The named agency cannot fully act as if it were the company itself and the company will continue to be held entirely responsible and accountable for activities organised in its name by its agency.
- The ESC has created the ESC Guidelines for Industry @ Congresses and the complementary ESC Guidelines as an essential tool on how to host Industry activities. Each appointed agency must read these Guidelines and all other documents posted on [www.escehhibition.org](http://www.escehhibition.org) website in order to have a proper working relationship with the ESC Industry Division. Sponsors are responsible for communicating these guidelines to staff and appointed agencies.
- The ESC reserves the right to inform the sponsor if the appointed agencies have not read or understood the ESC Guidelines for Industry @ Congresses and the complementary ESC Guidelines so the companies may ensure smooth communication is re-established.

### Condition of sales

- Order forms need to be signed by an authorised company representative, only signed order forms will be taken into consideration. Failure to return a signed order form will result in loss of product and priority position.
- Precise and definitive accounting information must be provided on the initial e-application form. The ESC

cannot reissue invoices for missing or incorrect data (addition of Purchase Order, changes of billing address). Companies are invoiced for the requested service upon signature of the order form. For the ESC Congress, Satellite Symposia lecture rooms are invoiced after confirmation of the assignment.

- An order is considered final and subject to payment and cancellation fees once this form has been signed and returned.
- On-time payment of an Industry Sponsored Session time slot is essential to secure a time slot and lecture room assignment.
- Industry Sponsored Sessions assignments are cancelled automatically if the Industry Sponsored Session fee has not been paid within the given payment period.
- The ESC acts in good faith and is not liable for refund of contracted services in the case of regulatory or legislative bodies refusing the content of same.



For all payment, invoicing and cancellation information, please refer to the complementary **ESC Guidelines** available in due time.

### Assignment of Industry Sponsored Sessions

Depending on ESC Congresses, the accrued points ranking and the date of receipt of the signed order form at the ESC offices (before the application deadline with priority status), determine the assignment of Industry Sponsored Sessions timeslots and/ or lecture rooms.

Applications received after the application deadline with priority status are treated on a first-come, first-served basis with no guarantee of availability.

In the absence of an accrued points system, Industry Sponsored Sessions are assigned on a first-come first-served basis.

- A limited number of lecture rooms are available in the venues.
- Lecture rooms can only be reserved through the ESC.
- The preferred choice of an Industry Sponsored Session timeslot and/ or lecture room upon application does not guarantee availability.
- Should the assignment of the sponsored session differ from the order form, the details of the assignment prevail.
- Lack of availability of a preferred time-slot and/ or lecture room is not considered as a parameter for a customer refund.
- The ESC reserves the right to allocate/modify time-slot and/ or lecture room assignments at any time in line with the overall congress requirements or in case of unforeseen matters.
- Due to the limited number of Industry Sponsored Session timeslots, please note the ESC cannot assure that you will be the only session organiser dealing with the same subject topics during your timeslot or during the same day. A competitive subject topic is not considered as a parameter for a customer refund.

### Preparing Industry Sponsored Sessions scientific programmes

#### Submitting your scientific programme

The complete scientific programme of Industry Sponsored Sessions must be typed on the appropriate form provided by the ESC and available on [www.essexhibition.org](http://www.essexhibition.org)



#### Important

In order to be approved by the Congress Programme Committee (CPC), the Industry Sponsored Sessions scientific programmes must be submitted by communicated deadlines.

A complete programme includes the following:

- Learning objectives (for publication on the Scientific Programme & Planner, and Mobile App only)
- Title of the session
- Session topic number chosen on the ESC Congresses topic lists
- Duration of the session
- Proposed name of the Satellite Symposia Chairperson(s):
  - 2 mandatory for 75-minute and 90-minute Satellite Symposia
  - 1 mandatory for 45 and 60-minute Satellite Symposia and for Satellite Symposia - Experts on the Spot
- Title of each presentation with their duration and topic number chosen on the ESC Congresses topic lists
- Complete addresses of Chairpersons and Speakers

### **Satellite Symposia - Experts on the Spot**

- When submitting the scientific programmes for the Satellite Symposia - Experts on the Spot sessions, the organisers must inform the ESC of the related Satellite Symposium.
- The scientific programme of the complementary Satellite Symposia - Experts on the Spot sessions should be in line with the Satellite Symposium.
- The intention is to provide a 30-minute concise and interactive session for more in depth discussions on the content presented during the Satellite Symposium.
- The session organiser is permitted to invite Speakers different from those participating in the Satellite Symposium.

### **Practical Tutorials**

The number and duration of Practical Tutorials sessions is not restricted. It is left to the appreciation of the organisers.

### **Approval of scientific programmes**

The content and scientific programme of Industry Sponsored Sessions must be reviewed and approved by the Chairperson of the Congress Programme Committee (CPC) who will confirm/ascertain the scientific value of Industry Sponsored Sessions. Approval or suggestions for changes by the CPC Chairperson will be communicated to the Industry Sponsored Sessions sponsors. These recommendations must be taken into consideration.

### **Scientific programme charter**

The Congress Programme Committee (CPC) expects sponsors of Industry Sponsored Sessions to maintain high overall quality of their sessions with regards to programme objectivity, balance in content and scientific rigor.

### **Session structure**

- Session structure should respect the general organisation of academic sessions i.e. for a 90-minute session, a maximum of five presentations followed by five minutes of discussion are to be planned. As a general rule, no more than four presentations per session are encouraged in order to foster discussions.
- The scientific programme structure should allow adequate time both for presentation and discussion.

### **Session content**

- Session content should focus on the medical and scientific environment in which a drug or a device is being developed. Not all lectures should focus on a specific drug or device. The scientific programme should rather provide a balanced view of the entire scientific field.
- No drug, device, product names, brand names or trademarks are allowed in the session or presentation titles of Industry Sponsored Sessions. Session or presentation titles may contain a generic name. Marketing or journalistic connotations must be avoided. The scientific programme will not be accepted if it is thought to be promotional rather than educational.
- Following a presentation highlighting a potential added value of a drug or device, an open, nonbiased discussion should be organised in order to put the presented facts and results in perspective.
- No abstracts need to be submitted for Industry Sponsored Sessions.
- Sponsors are not allowed to display poster presentations during, before or after Industry Sponsored Sessions.

### Chairpersons and Speakers

- Depending on the ESC Congresses, and unless arranged otherwise, the ESC or ESC Associations President, President-Elect and Past-President cannot participate in any Industry Sponsored Sessions as Chairperson or Speaker organised during ESC Congresses. ESC and Congress Programme Committee (CPC) approval are mandatory.
- The role of Chairpersons is to ensure that scientifically balanced information is presented during the scientific programme and that discussions are unbiased.
- Chairpersons should give an introduction at the beginning of the session and summarise the content of the scientific programme at the end.
- Chairpersons and Speakers are expected to be present during the entire duration of the scientific programme and must not be engaged in more than one activity per time slot.
- Chairpersons and Speakers should provide balanced and neutral scientific information.
- Chairpersons and Speakers may not participate in two parallel Industry Sponsored Sessions. In this case, the two companies concerned and the respective Speakers will be informed and requested to resolve the situation. It is the responsibility of the session sponsor to ensure that there is no scheduling conflict for Speakers. The ESC cannot be held responsible for any scheduling conflict.
- Chairpersons and Speakers should receive the complete programme of the Industry Sponsored Session they are involved in at least one week before the session.



### Important

All “Generic” titles such as Introduction / Conclusion / Discussion will not be accepted solely as presentation title. These presentation titles will be completed by the main session title. This is to ensure the proper display of a session on ESC online publications and Mobile App.

### Session identification number

- A session number is assigned to identify each Industry Sponsored Session. This session number must be included in all communications with the ESC. Communications that do not contain this session number will not be treated with the same efficiency.
- Industry Sponsored Sessions are announced in all publications as “sponsored by company X”. Session sponsor can use different wording to announce the session on promotional material. ESC approval is mandatory.

### ESC Faculty management policy

Faculty involved in ESC scientific sessions benefit from free registration.

Hotel accommodation, travel expenses and extras remains the responsibility of the Faculty member.

### Industry Sponsored Session Faculty management policy

#### Faculty management

The ESC Faculty management policy does not apply for Faculty participating only in Industry Sponsored Sessions. The sponsor must contact the Faculty involved in their sponsored session(s) with regards to their Faculty contracts and congress participation.

#### Faculty engagement

Following the approval of your session programmes by the Congress Programme Committee, the ESC encourages Industry Sponsored Session organisers to visit the Congress Scientific Programme & Planner (SP&P) to identify Faculty participating in multiple sessions from Industry or ESC Scientific Programme.

For Faculty only involved in Industry Programmes, the ESC will facilitate contact between Industry Sponsored Session organisers to discuss Faculty arrangements amongst themselves. Nevertheless, the ESC will not engage in communication on Faculty arrangements and expense management.

Please note that the ESC reserves all rights to modify the programme Faculty at any time without prior notification, the SP&P will reflect the changes made.

### Disclosure of conflict of interest

Declaration of interest will allow the audience to take potential conflicts of interest into account when assessing the objectivity of the presentation.

- The Congress Programme Committee requests Faculty to declare all possible interest.
- The session organiser confirms that all Chairpersons/Speakers participating in their programme have fully agreed to provide the session organiser with all 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 our ethical obligation to inform organisers and participants so that they are made aware of any relationship that might cause unintentional bias. The disclosure of interest should detail existing relationship with the sponsor of the Satellite Symposium or related organisations or companies.
- 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.
- Chairpersons/Speakers are requested to declare interest regarding their current presentation/topics on their first slide and provide the audience with necessary time to read this slide.



### Important

Copyright material can be copied for educational purposes if the copying is not done through reprographic means (e.g. by means of photocopying, facsimile, scanning or other mechanical device) and the source is acknowledged. The copied material cannot be used for commercial purposes.

Licensing for copyrighted work is the sole responsibility of the Industry Sponsored Sessions organisers.

### Changes in the scientific programme content

- Changes cannot be made without the specific approval of the Congress Programme Committee (CPC).
- Programme content received after communicated deadlines are not printed in various ESC Congresses publications. Changes will be included in the Mobile App and the Scientific Programme & Planner.
- Failure to adhere to the announced/approved programme content is considered a violation of the ESC Guidelines for Industry @ Congresses and the complementary ESC Guidelines. This is valid for both the Industry scientific activities and/or any potential webcasts of the sessions.

## Preparing Industry Sponsored Sessions requirements

### Badges, right of admission reserved

- All persons involved in the organisation of Industry Sponsored Sessions (filming crew, technicians, participants...) must have a valid badge: General Exhibitor<sup>1</sup>, Scientific Exhibitor<sup>2</sup>, active participant.
- All persons attending Industry Sponsored Sessions must be registered either as active participants, exhibitors or journalists; persons without a badge will not be allowed to enter the room.
- Industry Sponsored Sessions organisers are allowed to scan the badges of congress participants with their approval. A registered congress participant cannot be refused entry to a session if they do not wish their badge to be scanned.

<sup>1</sup>General Exhibitor badges for non-exhibitors will give the holder access to the Industry Sponsored Sessions of the organising company during the congress opening hours. These badges do not give the holder any exhibitor rights.

<sup>2</sup>Scientific Exhibitor badges for non-exhibitors will give the holder access to the scientific sessions of the ESC Congress. These badges do not give the holder access to an official congress bag and/or accreditation.

### Speaker Service Centre (SSC)

ESC Congresses offers computerised presentation facilities for all lectures. The use of the Speaker Service Centre is mandatory, free, and offers audio-visual assistance to all Speakers.

To avoid last minute technical problems, session organisers are strongly encouraged to make sure their Speakers use the Speaker Service Centre to preload all presentations at least 3 hours prior to the session. If Speakers choose to use their own laptop, responsibility for the technical outcome is completely assumed by the session organisers.



### Important

The format of the Speaker slides must respect the ESC Standard format: Landscape 16:9.



Please refer to the complementary **ESC Guidelines** available in due time.

### Overflow

- Depending on ESC Congresses and availability, overflow monitor in front of the Satellite Symposia and Satellite Symposia - Experts on the Spot lecture rooms will be made available upon request.
- Depending on ESC Congresses, once the lecture room assignment is complete, if suitable lecture rooms remain, companies are cordially invited to request an additional lecture room to create their own overflow area. Please note that this facility must be paid for no later than one month prior 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. The use of the Speaker Service Centre is mandatory.
- When a suitable lecture room is available, onsite requests for an overflow room could be purchased.

### Catering

- All catering offered should be ordered from ESC Congresses official caterer.
- When suitable space is available, Industry Sponsored Session organisers may organise receptions before or after their scheduled sessions. The ESC does not guarantee that suitable space will be available
- Receptions can only be organised with the ESC official caterer.
- Depending on ESC congresses, lunch boxes will imperatively need to be placed within the lecture room to serve the delegates attending the Industry Sponsored Sessions rather than passers-by. Exceptions are made for lecture rooms with insufficient space within the room, logistical challenges encountered or contrary convention centre regulations.
- Reception space cannot be used for entertainment, poster displays, presentations or any other promotional purposes.
- Reception space must be open to all registered congress participants.
- Sessions organisers are encouraged to guarantee a healthy and balanced catering service to their delegates.
- Companies will have the right to serve alcoholic beverages during the receptions organised at specific times.



Please refer to the complementary **ESC Guidelines** available in due time.

### Transport regulations/handling



Please refer to the complementary **ESC Guidelines** available in due time.

The official forwarder for ESC Congresses is:  
Fairexx Logistics for Exhibitions GmbH  
Email: [contact@fairexx.com](mailto:contact@fairexx.com)

Within the limits of the venues, Fairexx and its agents act with the authority of ESC on its behalf in matters concerning vehicle logistics & security, freight forwarding, freight lifting and storage of goods.

Only Fairexx motorised vehicles, pallet trucks or any form of trolley are allowed within the venues during the congress opening times.



### Extra services

The ESC has established a co-ordination system to ensure that the various suppliers duly execute the numerous orders for Industry Sponsored Sessions. The ESC cannot however be held fully responsible for the services delivered by sub-contractors or venue.

The costs for any extra orders (additional audio-visual equipment, furniture, decoration, hostesses, etc) are not included in the session price. To order extra equipment we suggest you contact the official suppliers whose details will be communicated in due time.

These details will be provided on [www.esccongress.org](http://www.esccongress.org)

### Temporary staff

All temporary staff (hostesses, stand security guards) must hold a valid ESC Congresses Exhibitor badge. Exhibitors using the ESC Congresses official temporary staff supplier do not need to provide ESC Congresses Exhibitor badges. Exhibitors using their own temporary staff must provide valid ESC Congresses Exhibitor badges.

### Noise and disturbance

Industry Sponsored Sessions are official scientific programmes as validated by the Congress Programme Committee (CPC); their focus should remain scientific and any entertainment factors around the presentation (e.g.music, graphics, artists...) is highly disapproved by the ESC. The ESC reserves the right to stop any activity which it considers inappropriate to the presentation of an Industry Sponsored Session or which is causing disturbance to any other activity (sponsored session or otherwise) in the vicinity.

## Promoting and filming

### Invitations

- Invitations should not exceed the maximum size A4 format (21 X 29.7cm).
- Satellite Symposia invitations can be distributed at the entrance of the assigned room 30 minutes before the start of the session.
- Satellite Symposia - Experts on the Spot invitations can be distributed in the direct vicinity of the assigned lecture room 30 minutes before the beginning of the session. It is forbidden to distribute invitations in the vicinity of other Hub rooms.
- Practical Tutorials' invitations can be distributed at the entrance of the assigned room.
- It is forbidden to distribute invitations anywhere else in the building other than on the organising company's booth.

Depending on ESC Congresses, invitations can also be distributed at the "Industry Welcome Desk" and left on display on the "Industry Sponsored Sessions display racks".



### Note

The ESC room hostess is in charge of welcoming and briefing the Chairpersons and the Speakers on technical facilities and ensuring that sessions run on time.

The ESC room hostess may not be used by the session organisers to distribute promotional materials or scan delegate badges.

### Invitations must be approved by communicated deadlines

- Following approval by the ESC, session organisers can adapt approved invitations/flyers to their requirements whilst respecting the approved content.
- To facilitate the approval process, it is advised to adapt approved invitations/flyers for other promotional or sponsored materials.

### Roll-ups and information screen

Technical specifications: maximum height of 2.5m and maximum width of 1m, no electrical connections, no lights, and no sound

- Satellite Symposia: 2 roll-ups may be displayed in front or in direct vicinity of the lecture room 1 hour before the sessions start.
- Satellite Symposia – Experts on the Spot: 2 roll-ups may be displayed in the direct vicinity of the assigned “The Hub” or AGORA room 1 hour before the sessions start.
- Practical Tutorials: 1 roll-up and/or an information screen (no sound) can be placed at the entrance of the assigned room.



#### Note

- It is forbidden to place roll-ups and invitations anywhere else in the building other than on the organising company's booth, or, when available, in the assigned Industry Welcome Desk perimeter.
- Room signage, invitations, roll-ups and information screens cannot carry product names, logos or references and should be limited to the company name, corporate logo, congress image and sessions' agendas.

These promotional items content need to be approved by the ESC.

### Industry Sponsored Session display racks

Depending on ESC Congresses, display racks to promote Industry Sponsored Sessions only are located in strategic location(s) within the venues to promoting these sessions.

- One A4 size slot is allocated per session day, time-slot and lecture room order.
- Sessions organisers are responsible for storing the invitations and ensuring the racks are filled.
- Each company is responsible for printing sufficient invitations.



#### Note

- The official language of ESC Congresses is English.
- All flyers, items for distribution, promotional materials and presentations during Industry Sponsored Sessions must be in English.
- Distribution of translated printed documents is permitted.



#### Important

- ESC approval is mandatory for all promotional material except abstracts books, slides, names signs, stage banners, table panels, lectern panels, question cards, note books and social events invitations.
- The ESC's decision is final and does not require justification.
- The content of promotional material must not include any product names, or names that might be perceived as misleading 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.
- All unauthorised material will be immediately removed.
- ESC discourages promotional material, stands or door drops in hotels.
- The use of performance artists to attract delegates is forbidden within the building and strongly discouraged outside.
- Promotional material left in lecture rooms when the Industry Sponsored Session is over will be removed by official cleaning supplier.

### Items for distribution

Industry Sponsored Sessions organisers can distribute approved items to delegates participating in their sessions. The ESC recommends that items for distribution are of scientific or educational value with a maximum purchase value of €60. For items which have no scientific or educational value, the maximum purchase value must not exceed €10. Items should be equally available to all participants of a session; selecting or drawing winners is not allowed.

Each session organiser should declare all items for distribution at their sessions in advance with a description/ picture and unit price using the e-form sent by the ESC Industry Team.



### **Important**

- Items for distribution should be legal in the congress hosting country, in terms of the item itself and any product sponsored.
- Items for distribution must be safe for the user and not endanger health or reputation of congress participants or ESC.
- Items for distribution should be reasonable and to the value stated here, the item should in no way overshadow the main activity of the sponsor.
- The distribution must not disturb neighbouring sessions or cause queues outside the lecture room.
- Each session organiser is expected to show proof of purchase value either before or during the congress.
- Non-compliance will be considered a violation of the ESC Guidelines for Industry @ Congresses and the complementary ESC Guidelines.

### **Branding**

The use of any ESC or ESC Associations corporate branding and visuals (such as logos, images, graphics, and branding guidelines) is strictly forbidden in any advertising, publicity, signage, product, printed matter, film, video, other media etc. without prior request and subsequent written approval from the ESC.

A copy of the ESC Branding Guidelines may be obtained at following web address: [www.escardio.org/The-ESC/About/Policies/ESC-corporate-identity](http://www.escardio.org/The-ESC/About/Policies/ESC-corporate-identity)

For further information please contact: [communications@escardio.org](mailto:communications@escardio.org)

### **ESC Congresses event visual**

A specific version of the ESC Congresses event visual (picto) is provided for facultative use by our Industry Partners to promote their congress activities. This picto is the only ESC Congresses visual that may be used and it must not be distorted or altered in any way. The picto size should be used in a manner which gives the reader the impression of a stamp of participation. Therefore, the visual size should not be larger than 10% the size of the page upon which it appears.

Industry Partners may not create letterheads, invitations, or other materials that give the impression of being official ESC Congresses materials. The materials must clearly and primarily carry the branding of the Industry Partner.

The use of the ESC or ESC Association logos is not allowed.

Exhibitors or their agencies are not allowed to reproduce texts that have been specially produced by ESC or ESC Associations for use in publications or any material posted on the ESC Website or Mobile App.

### **Intellectual property and copyright**

Intellectual property law protects the legal rights of creators and owners in relation to intellectual creativity. These works can be in the industrial, scientific, literary or artistic domains. The four main types of intellectual property rights are patents, trademarks, designs and copyright. Copyright protects original literary, artistic, dramatic and musical works, sound recordings, films or broadcasts.

Participating companies are solely responsible for paying all usage rights and royalties for the use of intellectual property and copyright (music, photos, movies, artwork, etc) used on the company's exhibition stand; before, during and after an Industry Sponsored Session as well as during any company-organised event at the venue or in the city of the congress. The ESC reserves the right to request a copy of the authorisation or proof of payment of the said rights that should cover the duration of the congress as well as the 2 days before and after the event. More information can be found on the World Intellectual Property Organisation website: [www.wipo.int](http://www.wipo.int) and [www.wipo.int/treaties](http://www.wipo.int/treaties).

### Filming

The ESC retains the right to record the sound and images of Industry Sponsored Sessions. Companies can film and webcast their own Industry Sponsored Sessions; each company is fully responsible for filming access to their sponsored sessions and have the right to refuse all other filming requests other than those of the ESC.

### Webcasts and Live Broadcastings

Industry Sponsored Sessions organisers may order to ESC, webcasts and/or live broadcastings of their sessions which can be hosted on ESC 365 platform.

To ensure production of the webcasts and live broadcastings, the ESC will provide a clear timeline and technical specifications. Failure to follow this timeline and technical specifications may result in failure with no possible reimbursement.

The webcast should be a true portrayal of the session scientific programmes approved by the ESC Congresses Programme Committee (CPC). The ESC reserves all rights to remove content from their website at any time where deemed necessary.



Please refer to the **Industry Prospectus** and the complementary **ESC Guidelines** available in due time.

### ESC scientific session references

Companies can make reference to the scientific sessions of the ESC Congresses but must systematically print the following text:

*"This session is an official scientific session of the (Congress name), (Company name) has, in no way been involved in, contributed to, or affected the outcome of this/these scientific session(s), wholly devised and organised by the (Congress name) Programme Committee".*

## 3

## SPONSORSHIP

Independent research shows that companies who integrate additional marketing strategies into their congress plans are far more successful in attracting attendees to their booth.

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## 3.1 Booking Procedure

Application form available on the ESC Industry portal: [www.escehhibition.org](http://www.escehhibition.org).



### Note

- All prices are excluding VAT.
- The invoice will be issued by ESC - European Society of Cardiology, 2035 route des Colles, CS 80179 BIOT, 06903 Sophia Antipolis, Cedex FRANCE

Sponsorship options can only be ordered by exhibiting companies in priority or non-exhibitor Industry Sponsored Session organisers.

Cancelling a stand or a non-exhibitor Industry Sponsored Session at a later stage also means cancelling the sponsorship options.

Signature of the order form constitutes establishment of contract between the sponsorship' items sponsors and the ESC. A sponsorship item assignment confirmation and an invoice will be sent to the sponsor by email only. Should the sponsorship item assignment confirmation differ from the order form, the details of the sponsorship item assignment confirmation prevails unless the sponsor protests in writing within two weeks of the date indicated on the sponsorship item assignment confirmation.

### Appointed agency

- Sponsors should inform the ESC, in writing, which agency is appointed for which item. Requests from unknown agencies will not be taken into account.
- Applications for sponsorship items must be submitted by the sponsor. Correspondence should be made exclusively between this company and the ESC.
- It is not the role of any agency to make initial enquiries or reservations with the ESC independently of the sponsoring Industry.
- The named agency cannot fully act as if it were the company itself and the company will continue to be held entirely responsible and accountable for activities organised in its name by its agency.
- The ESC has created the ESC Guidelines for Industry @ Congresses and the ESC Guidelines as an essential tool on how to host Industry activities. It is obligatory that every appointed agency read these Guidelines and all other documents posted on [www.escehhibition.org](http://www.escehhibition.org) website in order to have a proper working relationship with the ESC Industry Division. Sponsors are responsible for communicating these guidelines to staff and appointed agencies.
- The ESC reserves the right to inform the sponsor if the appointed agencies have not read or understood the ESC Guidelines for Industry @ Congresses and the complementary ESC Guidelines so the companies may ensure smooth communication is re-established.

### Condition of sales

- Order forms need to be signed by an authorised company representative; only signed order forms will be taken into consideration. Failure to return a signed order form will result in loss of product and priority position.
- An order is considered final and subject to payment and cancellation fees once this form has been signed and returned.
- Precise and definitive accounting information must be provided on the initial e-application form. The ESC cannot reissue invoices for missing or incorrect data (addition of Purchase Order, changes of billing address). Companies are invoiced for the requested service upon signature of the order form.
- On time payment of sponsorship item is essential to secure an item assignment.
- Sponsorship item assignments are cancelled automatically if the sponsorship item price has not been paid within the given payment period.
- The ESC acts in good faith and is not liable for refund of contracted services in the case of regulatory or legislative bodies refusing the content of said sponsorship item.



For all payment, invoicing and cancellation information, please refer to the complementary **ESC Guidelines** available in due time.

## 3.2 Assignment of Sponsorship Items

Depending on ESC Congresses, the accrued points ranking and the date of receipt of the signed order form at the ESC offices (before the application deadline with priority status), determine the assignment of sponsorship items.

Applications received after the application deadline with priority status are dealt with on a first-come, first-served basis with no guarantee of availability.

In the absence of an accrued points system, sponsorship items are assigned on a first-come first-served basis.

- The preferred choice of a sponsorship item upon application does not guarantee availability.
- Should the sponsorship item assignment confirmation differ from the order form, the details of the assignment prevail.
- Lack of availability of a preferred sponsorship item is not considered as a parameter for a customer refund.
- The ESC reserves the right to allocate/modify sponsorship item assignments at any time according to the overall congress requirements or in case of unforeseen matters.

## 3.3 Product Advertising

Unless specifically noted in the complementary ESC Guidelines, the use of product names/brand names, misleading names that might be perceived as product/brand names and registered trademarks are not permitted for sponsorship products.

In the event where product prescription information is specifically required by local healthcare authorities, the ESC will align with local regulations.



### Important

For certain sponsorship products ESC permits product advertising. Local regulatory approval is incumbent on the company selecting the product. The ESC acts in good faith and is not liable for refund of contracted services in the case of regulatory or legislative bodies refusing the content of said products.

## 3.4 Onsite Advertising

Onsite advertising allows sponsors to stamp their presence at ESC Congresses and state their commitment in the cardiovascular arena. Sponsors have the possibility to communicate on their therapeutic areas of research & innovations, promoting their Industry Sponsored Sessions Programmes and encouraging delegates to visit their stand. Onsite advertising is the way to leave a lasting impression on delegates at the congress.

Onsite advertising items files must be sent to ESC Offices ([sponsorship@escardio.org](mailto:sponsorship@escardio.org)) for approval and production by communicated deadlines.



### Important

- Approved files should not be modified, otherwise this will incur extra production costs at the expense of the sponsor.
- Congress messages within Onsite Advertising items purchased/designed are valid for the duration of the congress. For specific requests regarding your congress communications strategy, please contact us at [sponsorship@escardio.org](mailto:sponsorship@escardio.org).

## 3.5 Product Descriptions and Technical Specifications



Please refer to the complementary **ESC Guidelines** available in due time for further information and to the latest logistics information posted on [www.esceexhibition.org](http://www.esceexhibition.org)

## General rule applicable for promotional adverts

- 1 Advert promotes 1 event (i.e. Satellite Symposium, Satellite Symposium - Experts on the Spot, Practical Tutorials or Exhibition full details or activities).
- 1 Advert promoting 1 Satellite Symposium, and complementary Satellite Symposium - Experts on the Spot, will be considered as 1 advert.
- 1 Advert promoting 1 Industry Sponsored Session with reference to the booth will be considered as 1 Advert.
- 1 Advert promoting 2 events (i.e. Satellite Symposium and Practical Tutorials or Exhibition details) will be considered as 2 Adverts.
- 1 Advert promoting 1 Industry Sponsored Session and Exhibition full details or activities will be considered as 2 Adverts.

## Branding

The use of any ESC or ESC Associations corporate branding and visuals (such as logos, images, graphics, and branding guidelines) is strictly forbidden in any advertising, publicity, signage, product, printed matter, film, video, other media etc. without prior request and subsequent written approval from the ESC.

A copy of the ESC Branding Guidelines may be obtained at following web address: [www.escardio.org/The-ESC/About/Policies/ESC-corporate-identity](http://www.escardio.org/The-ESC/About/Policies/ESC-corporate-identity)

For further information please contact: [communications@escardio.org](mailto:communications@escardio.org)

## ESC Congresses event visuals

A specific version of the ESC Congresses event visual (picto) is provided for facultative use by our Industry Partners to promote their congress activities. This picto is the only ESC Congresses visual that may be used and it must not be distorted or altered in any way. The picto size should be used in a manner which gives the reader the impression of a stamp of participation. Therefore, the visual size should not be larger than 10% the size of the page upon which it appears.

Industry Partners may not create letterheads, invitations, or other materials that give the impression of being official ESC Congress materials. The materials must clearly and primarily carry the branding of the Industry Partner.

The use of the ESC or ESC Association logos is not allowed.

Exhibitors or their agencies are not allowed to reproduce texts that have been specially produced by ESC or ESC Associations for use in publications or any material posted on the ESC Website or Mobile App.

## Official names of our congresses

### When referring to a congress in a specific year:

- Acute Cardiovascular Care 20XX
- EHRA 20XX
- EuroPrevent 20XX
- EuroHeartCare 20XX
- EuroCMR 20XX
- ICNC 20XX
- Heart Failure 20XX
- Frontiers in Cardiovascular Biology 20XX
- ESC Congress 20XX
- ESC Digital Summit 2019
- ESC Asia with APSC & AFC
- EuroEcho 20XX

### When referring to the congress in general:

- Acute Cardiovascular Care congress
- EHRA congress
- EuroPrevent congress
- EuroHeartCare
- EuroCMR congress
- ICNC meeting
- Heart Failure congress
- Frontiers in Cardiovascular Biology meeting
- ESC Congress
- ESC Digital Summit
- ESC Asia with APSC & AFC congress
- EuroEcho congress

## Mobile Apps

Creation of apps that relate to ESC Congresses are permitted, and subject to ESC approval. Sponsors' apps are to be downloaded ahead of the congress as the congress Wi-Fi network is not used for this purpose. The use of any ESC corporate branding and visuals (such as logos, images, graphics, and branding guidelines) is strictly forbidden without prior request and subsequent written approval from the ESC.



## 4

## Partner Services

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## 4.1 Rooms at ESC

The ESC has created four product categories to allow exhibiting companies or non-exhibitor Industry Sponsored Session organisers to welcome and arrange different meeting formats within the congress centre during the congress hours.

### Embargo regulations

Industry meetings open to ESC Congresses delegates are strictly forbidden outside the official ESC Congresses offer (Industry Sponsored Sessions and Rooms at ESC) for the duration of the Congresses (start to end date included).



Please refer to the complementary **ESC Guidelines** available in due time.

### Industry Welcome Desk

During ESC Congress, the ESC allows exhibiting companies to rent Industry Welcome Desks located within the Registration area.

These desks enable exhibiting companies to distribute their delegate registrations directly to recipients, manage delegates on their arrival in the congress centre and provide an important information point for guests during the congress.

Submit company exact name (Upper or lower case according to your corporate company name) by communicated deadlines.

- Industry Welcome Desks are only available for exhibiting companies. Non-exhibitor Industry Sponsored Session organisers are not entitled to purchase an Industry Welcome Desk.
- Only one Industry Welcome Desk is permitted per exhibiting company.
- Industry Sponsored Sessions could be promoted from the Industry Welcome Desk via invitations or a roll-up placed in the assigned Industry Welcome Desk perimeter.
- Unless specified otherwise, Industry Welcome Desk includes desk and chairs for 2 people, 1 storage cabinet with 2 keys, a rubbish bin, and electricity connection for 2 computers at a desk.



Please refer to the Industry Prospectus and the complementary **ESC Guidelines** available in due time.

### Meeting Rooms

The ESC allows companies to host a limited number of guests and organise small and informal meetings (up to approximately 20 pax) in a range of rooms available within the congress centre.

- Meeting Rooms in the congress centre can be reserved only through the ESC.
- The ESC allows companies to host a limited number of guests and organise small informal meetings (approx 20 pax).
- No Hands-on training of products/therapies, showcasing of products/therapies, or announcement of scientific results may take place in the Meeting Rooms. Non respect of this rule will be considered a violation of these Guidelines and will cause the penalty of removal of half of the company's accrued points accumulated for the congress.
- Depending on ESC Congresses, Meeting Rooms includes standard set-up, standard electricity supply, air-conditioning and daily cleaning.
- Additional furniture, change or room set-up, AV electricity supply over and above the standard, and catering services need be ordered to ESC official suppliers, and are billable as extras.
- A Meeting Room can be partitioned in accordance with the regulations of the venue's Health & Safety Department, however it cannot be fully split into several independent Meeting Rooms with distinct main entrances.



Please refer to the Industry Prospectus and the complementary **ESC Guidelines** available in due time.

### Daily Meeting Room

Depending on ESC Congresses and availability, a limited number of Daily Meeting Rooms might be available for one-shot occasional meetings.

- Daily Meeting Rooms in the congress centre can be reserved only through the ESC.
- Due to limited availability ESC will seek to ensure assignment to a maximum number of companies.
- A same company will not be allowed to monopolise the availability of the Daily Meeting Room(s).
- The ESC allows companies to host a limited number of guests and organise small informal meetings (approx 20 pax).
- No Hands-on training of products/therapies, showcasing of products/therapies, or announcement of scientific results may take place in the Daily Meeting Rooms. Non respect of this rule will be considered a violation of these Guidelines and will cause the penalty of removal of half of the company's accrued points accumulated for the congress.
- Daily Meeting Rooms includes standard set-up (furniture and AV equipment), standard electricity supply, air-conditioning and daily cleaning.
- Change or room set-up, additional furniture, additional AV electricity supply over and above the standard, and catering services need be ordered to ESC official suppliers, and are billable as extras.



Please refer to the Industry Prospectus and the complementary **ESC Guidelines** available in due time.

### Closed Industry Meeting

The ESC allows companies to organise staff meetings, briefings, investigator or other type of closed meetings in and around the congress centre with the following requirements:

- Closed Industry Meetings are "closed" and on invitation.
- Maximum attendance is 200 guests. Any requirements for meetings exceeding this number should be addressed to the ESC for review and approval.
- Entry to the meetings must be controlled by the organiser at the door(s).
- Meetings must be approved by the ESC.
- Changes in the meetings details must be submitted to ESC for approval.
- Failure to adhere to approved meetings details will be considered a violation of the ESC Guidelines for Industry @ Congresses.

Closed Industry Meetings organised within the congress centre:

- Closed Industry Meetings can be reserved only through the ESC.
- Rental period: the ESC deals with requests on an individual basis.
- By communicated deadlines, the ESC will confirm the time slot and room reserved for the meeting to the meetings organisers.
- Unless agreed otherwise, meetings organisers have access to their assigned lecture room 15 to 30 minutes before their scheduled time slot.
- Meetings are held in lecture rooms up to 200 seats, fully furnished and AV equipped.
- Any installation of extra materials or any alterations to the lecture rooms is not allowed.



### Important

Presentations for Closed Industry Meetings cannot be downloaded at the Speaker Service Centre. Closed Industry Meetings organisers have to bring their own laptop to the lecture room and connect it to the lectern. An HDMI cable is available at the lectern for this purpose.

Closed Industry Meetings organised around the congress centre:

- The ESC cannot handle any meeting requests for Industry meetings outside the congress centre.
- Meetings' organisers must inform the ESC, in writing by mentioning the date, time, location and number of guests.
- Unless otherwise agreed, meetings are strictly forbidden during ESC Congresses sessions.



Please refer to the Industry Prospectus and the complementary **ESC Guidelines** available in due time.

## Business Suite

When suitable space is available, the ESC allows industries to reserve spaces or unused restaurants within the congress centre to organise Industry Business Suites. In case of unavailability, the construction of outdoor suites might be envisaged. The ESC deals with requests on an individual basis.

## Booking procedure

Application form available on the ESC Industry portal: [www.escehhibition.org](http://www.escehhibition.org)



### Note

- All prices are excluding VAT.
- The invoice will be issued by ESC - European Society of Cardiology, 2035 route des Colles, CS 80179 BIOT 06903 Sophia Antipolis, Cedex FRANCE

Rooms at ESC can only be ordered by an exhibiting company or a non-exhibitor Industry Sponsored Session organiser. When available, Industry Welcome Desks are only available for exhibiting companies.

Cancelling a stand or a non-exhibitor Industry Sponsored Session at a later stage will also mean cancelling the rental of Industry Welcome Desk, Meeting Rooms, Daily Meeting Rooms, Closed Industry Meetings or Business Suites.

Signature of the order form constitutes establishment of contract between the Rooms at ESC sponsors and the ESC. A Room at ESC assignment confirmation and an invoice will be sent to the sponsor by email only. Should the Rooms at ESC assignment confirmation differ from the order form, the details of the Rooms at ESC assignment confirmation prevails unless the sponsor protests in writing within two weeks of the date indicated on the Rooms at ESC assignment confirmation.

## Appointed agency

- Sponsoring industries should inform the ESC, in writing, which agency is appointed for which item. Requests from unknown agencies will not be taken into account.
- Applications for Rooms at ESC must be submitted by the sponsoring Industry. Correspondence should be made exclusively between this company and the ESC.
- It is not the role of any agency to make initial enquiries or reservations with the ESC independently of the sponsoring Industry.
- The named agency cannot fully act as if it were the company itself and the company will continue to be held entirely responsible and accountable for activities organised in its name by its agency.
- The ESC has created the ESC Guidelines for Industry @ Congresses and the complementary ESC Guidelines as an essential tool on how to host Industry activities. It is obligatory that every appointed agency read these Guidelines and all other documents posted on [www.escehhibition.org](http://www.escehhibition.org) website in order to have a proper working relationship with the ESC Industry Division. Sponsors are responsible for communicating these Guidelines to staff and appointed agencies.
- The ESC reserves the right to inform the sponsor if the appointed agencies have not read or understood the ESC Guidelines for Industry @ Congresses and the complementary ESC Guidelines so the companies may ensure smooth communication is re-established.

## Condition of sales

- Order forms need to be signed by an authorised company representative, only signed order forms will be taken into consideration. Failure to return a signed order form will result in loss of product and priority position
- An order is considered final and subject to payment and cancellation fees once this form has been signed and returned.
- Precise and definitive accounting information must be provided on the initial e-application form. The ESC cannot reissue invoices for missing or incorrect data (addition of Purchase Order, changes of billing address). Companies are invoiced for the requested service upon signature of the order form.
- On time payment of Rooms at ESC is essential to secure an item assignment.
- Rooms at ESC assignments are cancelled automatically if the Rooms at ESC rental cost has not been paid within the given payment period.
- The ESC acts in good faith and is not liable for refund of contracted services in the case of regulatory or legislative bodies refusing the content of same.



For all payment, invoicing and cancellation information, please refer to the order form and to the complementary **ESC Guidelines** available in due time.

## Assignment of Rooms at ESC

Depending on ESC Congresses, the accrued points ranking and the date of receipt of the signed order form at the ESC offices (before the application deadline with priority status), determine the assignment of Rooms at ESC.

Applications received after the application deadline with priority status are treated on a first-come, first-served basis with no guarantee of availability.

In the absence of an accrued points system, Rooms at ESC are assigned on a first-come first-served basis.

- A limited number of Rooms at ESC are available in the venues.
- Rooms at ESC can only be reserved through the ESC within the limits of the Congress area. No room within the congress centre can be booked independently.
- The ESC cannot handle any meeting or facility requests for Industry needs outside the congress centre, nor outside the Congress area.
- The preferred choice of Rooms at ESC upon application does not guarantee availability.
- Should the assignment of the Room at ESC differ from the Order Form, the details of the assignment prevail.
- Lack of availability of a preferred Room at ESC is not considered as a parameter for a customer refund.
- The ESC reserves the right to allocate/modify Rooms at ESC assignment at any time according to the overall congress requirements or in case of unforeseen matters.

## Badges, right of admission reserved

- All persons involved in the organisation of Rooms at ESC (sponsor' representatives, filming crew, technicians, participants...) must have a valid badge: General Exhibitor, Scientific Exhibitor, active participant.
- All persons visiting Rooms at ESC must be registered either as active participants, exhibitors or journalists; persons without a badge will not be allowed to enter the room.

## Signage

- The ESC takes care of the generic signage within the congress centre (except for Business Suites).
- No other signage or promotion can be made within the building.
- Meeting Rooms' branding must receive prior approval from the ESC (company name, corporate logo & visual only).

## Catering

- Catering services within Rooms at ESC can be organised with the ESC official caterer at the sponsor's expense.
- Organisers are encouraged to guarantee a healthy and balanced catering service to their delegates.
- Companies have the right to serve alcoholic beverages during the receptions organised at specific times.



Please refer to the complementary **ESC Guidelines** available in due time.

## Extra services

The costs for any extra orders (i.e. catering service, audio-visual equipment, furniture, extra decoration, hostesses, etc) are not included in the Rooms at ESC rental price.

Extra services within Rooms at ESC can be organised with the ESC official suppliers at the sponsor's cost.

The ESC cannot however be held fully responsible for the services delivered by sub-contractors or the venue.

## 4.2 Industry Coach Parking



Please refer to the complementary **ESC Guidelines** available in due time.

## 4.3 Group Registration

Group online services are available on [www.escardio.org](http://www.escardio.org) through your "My ESC" account.

### Address data quality

Exhibitors must provide the ESC with valid and complete delegate information (postal addresses and emails).

This is of great concern not only to the ESC but to:

- Delegates - To receive Industry Partners activity eBlasts
- Exhibiting companies - To retrieve valid and exploitable data from badge readers during the congress and to guarantee the delivery of Industry promotional eBlast



### Note

Only registrations from industries or their agents providing valid addresses for each attendee will be processed. Without this information; registrations will not be accepted. If the valid address is submitted at a later stage, the fee corresponding to the period when the ESC receives this information will apply.

### Deadlines



Please refer to the complementary **ESC Guidelines** available in due time.

## 4.4 Hotel Services

Companies participating in the ESC Congresses may wish to make group hotel reservations for employees and invited guests.

For information and requests, please visit the hotel accommodation section on [www.escardio.org/Congresses-&-Events](http://www.escardio.org/Congresses-&-Events)

## 4.5 Accrued Points

Depending on ESC Congresses, an Accrued Point System has been established to ensure participation at ESC Congresses will earn companies priority according to the level of their involvement over the past 4 years.



Please refer to the **Industry Prospectus** and the complementary **ESC Guidelines** available in due time.

### Earning points

#### Exhibition

- Only paying exhibitors can accrue points.
- Exhibitors will not accrue points for cancelled stand space.
- 5 participation points are awarded for exhibiting at the ESC Congresses using an accrued points system. The 5 participation points are not accrued by non-exhibiting Industry Sponsored Sessions organisers
- 1 point is accrued per full 9m<sup>2</sup> of exhibit space

#### Industry Sponsored Sessions

- Both exhibiting companies and companies paying a non-exhibitors fee can accrued points.
- Only full paying sponsors can accrue points.
- In case of reduced fee, 1 point will be accrued per €2,500 spent.
- Sponsors will not accrue points for cancelled Industry Sponsored Sessions.

#### Sponsorship

1 point is accrued per €2,500 spent per sponsorship item as listed on the Industry Prospectus and application form. Bonus points can be accrued for certain sponsorship items if indicated on the Industry Prospectus.

#### Rooms at ESC

Companies are entitled to 1 point per €2,500 invested in Industry Welcome Desk, Meeting Rooms, Daily Meeting Rooms, Closed Industry Meetings, Business Suites and Lecture Room rentals.

#### Group registrations

- Both exhibiting companies and companies paying a non-exhibitors fee can accrued points.
- Individual registrations cannot be counted for accrued point claims.
- Only group registrations can be counted for accrued points claims.
- No points allocate to groups where the company name does not feature. Please ensure your group registrations feature the exhibiting company name in order to ensure points are calculated.
- 1 point is accrued per 9 full, paid registrations (group registrations only).

### Accrued points calculation

The ESC calculates all exhibiting company's points and forwards them a notice of their point status for the upcoming year. Companies have seven days to contest the point status as communicated by the ESC should they have reason to question the calculation. No alteration or modification is possible to the accrued point listing beyond this seven days window.

Partial points are not allowed; figures are always rounded up. Points for orders made prior to and during the congress dates are applied to the current accrued point calculation, while points ensuing of orders made after the congress dates will be applied to the following year's point calculation.

For companies sharing Exhibition stand space, Industry Sponsored Sessions, Sponsorship activities or registration groups, the ESC split the points equitably between the two companies unless the ESC has been informed otherwise by both parties involved. This information should reach the ESC by communicated deadlines to be taken into account for calculation; submissions beyond this date will defer for a year. In the case of uneven points, one company will have 1 point more than the other. For shared group registrations, please inform your agencies that both company names must be indicated as the Group name.

## Company mergers & acquisitions

Companies who have experienced a recent merger or acquisition and who wish to merge their points with another company in the Accrued Point Listing must ensure an official letter confirming the commercial transaction signed by a senior executive body is received by the ESC by communicated deadlines.

## Benefits of point's status

### **Exhibition stand assignment**

When an equal number of points are held by two or more companies, the stands are assigned according to:

- Order of receipt of the application forms
- Size of space requested
- Additional sponsorship activities
- Nature of goods

### **Industry Sponsored Sessions time slots and lecture room assignments**

Signed order forms received before the application deadlines with priority status benefit from priority assignment in line with the accrued points ranking. After that, Industry Sponsored Session time slots and lecture rooms are available on a first-come first-served basis.

### **Sponsorship**

Signed order forms received before application deadlines with priority status benefit from priority assignment in line with the accrued points ranking. After that time sponsorship items are available on a first-come first-served basis.

### **Rooms at ESC**

Signed order forms received before application deadlines with priority status benefit from priority assignment in line with the accrued points ranking. After that time Rooms at ESC are available on a first-come first-served basis.



### **Note**

The ESC reserves the right to make special promotional offers, or, within reason to amend the points weight per item, to the benefit of the congress and its delegate attendance. These changes may occur at any stage and may pertain to any congress item.

## Penalties

Non respect of these ESC Guidelines for Industry @ Congresses and the complementary ESC Guidelines may result in the loss of Accrued Points. The procedure for policing and enforcing the violation system is as follows: The ESC will report alleged violations to the ESC Guidelines for Industry @ Congresses Committee. After considering the available evidence, a representative of the relevant company having been invited to present the company's view, the Committee will give its opinion. This will be confirmed in writing after the Congress. Appeals may be made to the Board of the ESC or ESC Associations.

### **First serious violation:**

No accrual of points for the year

### **Second serious violation:**

Loss of eligibility to participate in future ESC Congresses for a period of two years.



## 5

# General Terms and Conditions

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## 5.1 General

Returning an application form and signature of the order form constitutes an Agreement and implies accordance with the ESC Guidelines for Industry @ Congresses and any provisions contained herein for Industry Participation for the ESC Congresses.

These conditions supersede any others written agreements the ESC may have with Industries except otherwise mutually agreed upon between the Parties.

### Indebtedness

If the Industry fails to meet its financial obligations, additional expenses or other claims arising from the contract, the ESC is entitled to prevent the Industry from accessing the service (incl. rental space) as long as a joint solution is not identified.

### Counterclaims rights renounced

The Industry renounces the right to offset counterclaims against any fees for service payable in time unless the counterclaims are undisputed or have been confirmed by a court of law.

### Penalties

Non respect of these Guidelines may result in the loss of Accrued Points. The procedure for policing and enforcing the violation system is as follows:

The ESC will report alleged violations to the ESC Guidelines for Industry @ Congresses Committee. After considering the available evidence, a representative of the relevant company having been invited to present the company's view, the Committee will give its opinion. This will be confirmed in writing after the Congress. Appeals may be made to the Board of the ESC or ESC Associations.

#### **First serious violation:**

No accrual of points for the year

#### **Second serious violation:**

Loss of eligibility to participate in future ESC Congresses for a period of two years.

## 5.2 Liability

The Industry shall ensure it is compliant with all national, international regulations but also any technical and safety regulations required by the Building owner where the ESC Congresses are held.

The Industry shall be fully liable for the content of its presentation, promotional materials and/or any other information presented, displayed or distributed during ESC Congresses. The Industry shall hold the ESC harmless from any third Party's claim, damages or loss arising out including but not limited to infringement, breach of copyright protected content or material.

Each Industry warrants accepts that all its activities in relation to ESC Congresses (Exhibition, Sponsored Sessions, Sponsorship, Hospitality, etc) are in full respect of applicable laws, regulations, guidelines and relevant trade association codes of practice.



### Important

For certain Sponsorship products ESC permits product advertising. Local regulatory approval is incumbent on the company selecting the product. The ESC acts in good faith and is not liable for refund of contracted services in the case of regulatory or legislative bodies refusing the content of said products.

### Damages

Any defects within rental areas found at the end of the Congress shall be deemed to have occurred during this period, unless the Industry reported the aforesaid defects to the ESC in writing at the start of the rental or can irrefutably prove that the defects concerned already existed before the rental.

The Industry shall use the rental areas and its equipment carefully and for its intended purpose and shall return it at the end of the rental period in the same condition in which it was at the start of the period.

All damages caused by any factor whatsoever during the rental to the rented premises or to any spaces that are made available to the Industry must be repaired by the Industry, in so far as such damage was not caused by the ESC and/or its personnel or other Industries.

### Exclusion from liability

The ESC shall not be liable to support any financial charge, unless the damage is a consequence of intent or deliberate recklessness on the part of the ESC.

Neither the ESC nor the Building owner can accept any liability for loss or damage to Industry equipment.

The ESC shall not be responsible for any damages of the Industry, its participants or for damages suffered as a consequence of the activities of others Industries or of obstacles to the use of the Premises which are caused by third party unless there has been intent or deliberate recklessness on the part of the ESC.

The ESC does not undertake to safeguard the rental areas and excludes, for its staff as well, all liability for damage to these, for theft of these, or loss, except in cases of intent or gross negligence. This exclusion from liability also applies if Industry equipments are seized and stored by the ESC due to infringement of the present conditions of participation. This exclusion of liability is in no way impaired by the special security measures taken by the ESC.

Furthermore the ESC explicitly excludes all liability for any disadvantages or damage incurred to Industry due to erroneous details on space allocation, stand construction, catalogue entries or other errors in ancillary services.

Property of the Industry and of third parties shall remain on the premises at their own risk. The ESC will not be responsible for the insurance of such items. The ESC shall not be liable for any injury or damage howsoever caused to goods and/or persons in the Building and/or on the adjacent sites.

In no event shall the ESC be responsible for a loss of profits, indirect, consequential or incidental damages of the Industry.

## 5.3 Insurance

All industries must send a copy of their insurance certificate to the ESC Industry Team with their stand design submission by communicated deadlines. In the event that, the ESC Industry Team does not receive the certificate in due time or does not receive the certificate at all, please be informed that the ESC will not automatically send a reminder and only the Industries would be held responsible for this lack of information which can be, at the discretion of ESC, considered as a breach of contract.

The civil liability and professional insurances shall cover all damages to persons and property that may be caused by its employees, agents or subcontractors as well as damages caused by guests, visitors or those participating in the event.

While on the rented premises, exhibition goods and packaging materials shall be insured at the expense and risk of the Industry. Industry should therefore contact its own insurance company.

The Industry shall take out as well adequate insurance for third-Party Liability. The Industry will be liable for the safety of participants on and around their stand area. In accepting the ESC terms of sale, the Industry undertakes to indemnify the ESC against any and all losses resulting from an unsafe construction, unsafe exhibits or the actions/inactions of its staff. The Industry, personnel engaged by or on behalf of the Industry, and third parties such as other participants, subcontractors, guests, visitors are in the rental area at the risk of the Industry, or, as the case may be, these third parties. The ESC is not required to insure these risks.

The Industry shall indemnify the ESC against all claims which third party may be able to enforce against the ESC in connection with acts and omissions of the Industry or of persons for whom the Industry is liable or who are present on account of the Industry.

In the Event that the Industry does not have adequate insurance, or in the event local regulations or requirements are not covered in the standard policy to which the Industry has subscribed to, the ESC can provide a web link to a third party's platform insurer covering the event. At no time shall the ESC be held liable for any contracts the Industry may enter into with a third party Insurance.



Please refer to the complementary **ESC Guidelines** available in due time.

## 5.4 Copyright

The Industry acknowledges and agrees that: (a) the ESC owns all right, title and interest in the ESC Trademarks and ESC Content; (b) nothing in this Agreement shall confer in the Industry any right of ownership in the ESC Content or the ESC Trademarks and that all uses of the ESC Trademarks shall inure to the benefit of ESC; and (c) the Industry shall not now or in the future contest the validity of the ESC Trademarks or use or authorise the use of any trademarks, service marks or logos that are confusingly similar to the ESC Trademarks.

ESC acknowledges and agrees that: (a) the Industry owns all right, title and interest in the Industry Materials and the Industry Trademarks; (b) nothing in this Agreement shall confer in ESC any right of ownership in the Industry Materials or the Industry Trademarks and that all uses of the Industry Trademarks shall inure to the benefit of Industry; and (c) ESC shall not now or in the future contest the validity of the Industry Trademarks or use or authorize the use of any trademarks, service marks or logos that are confusingly similar to the Industry Trademarks.

## 5.5 Frustration and Cancellation

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Given serious cause the ESC is entitled to postpone, to curtail the duration, to close the Industry activities completely or in part for any period, or to cancel the congress. In the event of complete or part postponement or curtailment, the order form is regarded as valid for a possible new date and new duration for the said congress. If, for any reason, the congress has to be cancelled, the ESC will retain 25% on confirmed orders as administrative fees.

## 5.6 Termination of the Agreement

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If after binding application and conclusion of the contract the ESC should accept that an Industry may withdraw from their contract, the Industry is liable for the full amount of the rental fee including all surcharges and associated costs.

## 5.7 Jurisdiction and Applicable Law

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In the event of any disputes, controversies or claims arising in connection with the Agreement or arising out of, or relating to, any provision of the Agreement or the breach thereof, the Parties shall try to settle the problem amicably between themselves. Should the Parties fail to come to an agreement within sixty (60) days from the first notice of such dispute, controversy or claim; the same shall be finally settled by the competent Court of Grasse, France.

The Agreement shall be construed in accordance with the laws of France.

