

# **ESC Guidelines for Industry @ Congresses**

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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 Partners Services Manual@Congress, as well as any updates posted on [www.essexhibition.org](http://www.essexhibition.org).

## **The ESC Congresses Industry portal: [www.essexhibition.org](http://www.essexhibition.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.

## **GENERAL RULES GOVERNING ESC ONSITE AND ONLINE CONGRESSES**

### **Anti-Gift law**

The French anti-gift regime, which governs benefits provided by health care companies ("HCC") to health care professionals ("HCP"), was modified by the Ordinance 2017-49 of January 19, 2017. The adoption of implementing decrees was completed by a Decree dated June 15, 2020, as well as two ministerial orders dated August 7, 2020. The application of the new regime is effective as of October 1, 2020. The definition of "HCC" under the anti-gift regime includes providers such as hospitals or biomedical laboratories, as well as manufacturers and marketers of health products such as pharmaceuticals or medical devices. The definition of HCPs includes a wide range of doctors or nurses, medical students, medical associations such as the ESC and civil servants participating to the development of public health policy.

In view of proposed agreement between the ESC (a French-based medical association) and healthcare companies, they are required to submit the details of the proposed agreement and project details to the ARS for authorisation, respecting the delay of two months or three weeks in urgent cases. In the instance of lack of response following the required two-month period, the proposed agreement is considered as approved.

As the amount of the benefits provided by this Agreement are above the thresholds referred to in article L. 1453-11 of the French Public Health Code, Sponsor undertakes to apply for the authorization from the French Regional Health Agency ("the Competent Authority"). Sponsor undertakes to file this application within fifteen (15) days after the signature of this Agreement. This Agreement shall enter into force on [X] (the "Effective Date") provided that the authorization has been granted by the Competent Authority by such Effective Date. Sponsor commits to provide ESC with (i) a copy of the application acknowledgement of receipt to the ESC upon filing with the Competent Authority and with (ii) either a copy of the authorization or refusal (as the case may be) issued by the Competent Authority upon receipt by the Sponsor or written confirmation by Sponsor of the absence of an express response from the Competent Authority as soon as the 2-month period for the Competent Authority to review the application is over.

### **Congress online platform server location**

The ESC Congress online platform is built on various components. The main website is located in the Netherlands. The videos and streamed are managed from a server based in Frankfurt and the redundancy is in Dublin. The abstract and clinical cases component and exhibition component are hosted in France. All components are served to the end user through a content delivery network (CDN) to ensure high availability of the content across the world.

### **CME and Accreditation**

ESC digital congresses are submitted to the European Accreditation Council for Continuing Medical Education (EACCME®) for accreditation. EACCME ® has recognition agreements with USA and Canada for ECMEC ® conversion. For further information please refer to section "About the Congress" of each Congress announced on the page [escardio.org/Congresses-&-Events/Congresses](http://escardio.org/Congresses-&-Events/Congresses) available [here](#).

### **Blackout times and parallel activities**

We kindly ask that all our Industry Partners refrain from holding parallel activities which are not linked to a dedicated ESC Congresses or do not reference it. It is in our best and common interest to retain the focus of the profession during the ESC Congresses.

During the congresses period, the ESC does not allow any corporate-organised Industry Partners official sessions or similar events to take place on other days and in other places except for the official Industry Partners dedicated sessions taking place during a dedicated ESC Congress.

We thank you in advance for following these recommendations which will help optimise the collective gathering of the global cardiology community throughout the ESC Congresses.

### **Security**

Special attention should be paid to theft within the Congress grounds. During build-up, public opening hours and breakdown, the ESC is responsible for the general security of the congress grounds and access control. This security does not under any circumstances cover exhibitors' goods or belongings. Therefore, the ESC and the congress' venues accept no liability for the theft of materials or objects left on the stands, lecture rooms, meeting rooms, practical tutorials rooms and industry welcome desks, etc... nor of belongings which are the private property of exhibitors, their employees or persons reporting to them.

### **URLs to external website**

Out of respect for our fellow sponsors, we request that all URLs direct visitors to pages which may be consulted by the ESC at any time. You may share the link to your corporate website or to your virtual booth for instance, however you must refrain from redirecting visitors towards external activities which are outside of the ESC scope such as external sessions or activities which could have been held on the online ESC Congresses. The ESC reserves the right to remove your URLs from the ESC platforms if such promotion of external activities were to be found, with immediate effect. Abiding by this rule will ensure most delegates remain on the sole online ESC Congresses for its educational content and resources, which will benefit all parties involved.

### **Online Congresses audience leads and analytics**

The ESC is committed to provide post-event analytics as well as lead extraction and consultation for specific products related to Exhibition, Sponsored Sessions, Sponsorship & Advertisement activities. Reports, analytics, and leads may be provided directly by the ESC or by its official suppliers. Unless specified otherwise, the data will be available 15 days after the event for the Live report, 45 days after the event for the platform VOD report and 1 month after upload on ESC 365 for the final report.

### **Delegate personal data**

In accordance with the chapter 3 of the European Regulation 2016/679 with regards to data protection, registered delegates who accept to share their personal data with ESC Healthcare industry partners, have the right to request from Healthcare Industry partners access to and rectification or erasure of their personal data. Personal data of delegates obtained by ESC Healthcare industry partners through participation to ESC digital events shall not be shared with third parties or transferred outside the European Economic Area without setting adequate legal safeguards for the safety and security of these personal data.

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## **1.1 BOOKING PROCEDURE**

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

Signature of the order form constitutes establishment of the contract between the exhibitor and the ESC.

### **1.1.2 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 Exhibitor profiles 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 Partners Services Manual@ Congresses 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 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.

### **1.1.3 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 exhibitor package is essential to secure Exhibitor profile assignment.
- It is the ESC's policy that all invoices must be paid by the date indicated on the invoice (30 days from date of invoice) or before the opening of the event, should this date fall first. Any late payment shall result in the application of an interest for late payment no lower than 3 times the legal interest rate, in

addition to a fixed compensation for recovery costs of forty (40) euros. This Order subjects the signatory to the full respect the Payment Terms of this order. Failure to respect the Payment Terms may result in the sponsor product being refused without refund.

- Exhibitor profiles are cancelled automatically if exhibition package has not been paid within the given payment period.
- 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 Event. 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 Event. If, for any reason, ESC Congresses has to be cancelled, a 15% administrative fee will remain due by the Sponsor.
- The sponsor is responsible to fulfil all the formalities required for the financial contribution to a French institution within the time frame imposed by the laws in force at the date of signature of this order form.
- The ESC acts in good faith and is not liable for refund of contracted services in the case of delays of response from regulatory or legislative bodies.

For all payment, invoicing, and cancellation information, please refer to the Order Form.

## **1.2 GENERAL RULES GOVERNING THE ESC CONGRESSES EXHIBITIONS**

### **1.2.1 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.

### **1.2.2 Conditions to hold an Exhibitor Space and/or an Exhibitor profile**

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 and the Partners Services Manual@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.

### **1.2.3 Subtenants and other represented companies**

Sharing the allocated Exhibitor Space and/ or Exhibitor profile 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 endeavor to offer additional Exhibitor profile, 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 Exhibitor profile to another company or any other third party is not allowed.

### **1.2.4 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 exhibiting 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.

### **1.2.5 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 stands 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.

## **1.2.6 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 because 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 always present at the site. 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 Partners Services Manual@ Congresses.

## **1.2.7 Pre-congress preparation**

### **Company & product description**

Send a description of your product and/or company profile using the e-form sent by the ESC Industry Team.

### **Exhibitor badges**

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

To comply with the French anti-gift law (article L. 1453-11 of the French Public Health Code) and to respect the timeline for declaration to the French Regional Health Agency, please refer to the information and deadlines available on the Congress registration page.

Please refer to Chapter 4.3 for full details.

### **Stand activity**

All sponsors are entitled to complete and return the stand activity form within the timeframe indicated on the Partner's Services manual of the congress should they have any activity to declare. As of this deadline + 1 day the ESC considers that not returning this form is a confirmation by the sponsor that all activities on the stand will be in line with the ESC Guidelines for industry.

Any non-compliant stand activities will result in the exhibitor being forced to stop immediately such activity at their own expense and may lead to penalties.

### **ESC industry portal**

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

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

### **1.2.8 Responsibility**

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

## **1.3 ONSITE EXHIBITOR SPACE REGULATIONS**

### **1.3.1 Exhibition schedule**

#### **Construction schedule**

Exhibitors and their agencies must study the timetable for construction, exhibition opening, and dismantling posted in the Partners Services Manual@ Congresses.

- 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 Partners Services Manual@ Congresses. 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 Partners Services Manual@ Congresses.

### **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.esceexhibition.org](http://www.esceexhibition.org)

## **1.3.2 Technical guidelines**

### **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@Congress and the Partners Services Manual@ Congresses 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 meter 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 meters 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 following 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 Partners Services Manual@ Congresses 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 Partners Services Manual@ Congresses, 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.esceexhibition.org](http://www.esceexhibition.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

### **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 neighboring 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 to minimize 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 arising 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 Partners Services Manual@ Congresses 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 considered (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 Partners Services Manual@ Congresses.

### 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 noncomplex structures)**

Venues' regulations require that all spaces even noncomplex 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 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 must supply a Certification of suspended structures carried out by a qualified technician with test of suspended masses.

Please refer to the complementary Partners Services Manual@Congresses.

### **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

#### In-line

Exposed to aisles on 1 side

#### **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.

### **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 this 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 Partners Services Manual@ Congresses, 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 Partners Services Manual@Congresses.

### **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.

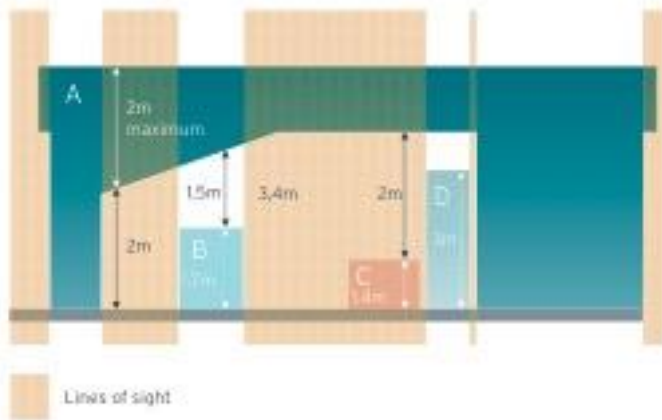
### **Line of sight**

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.

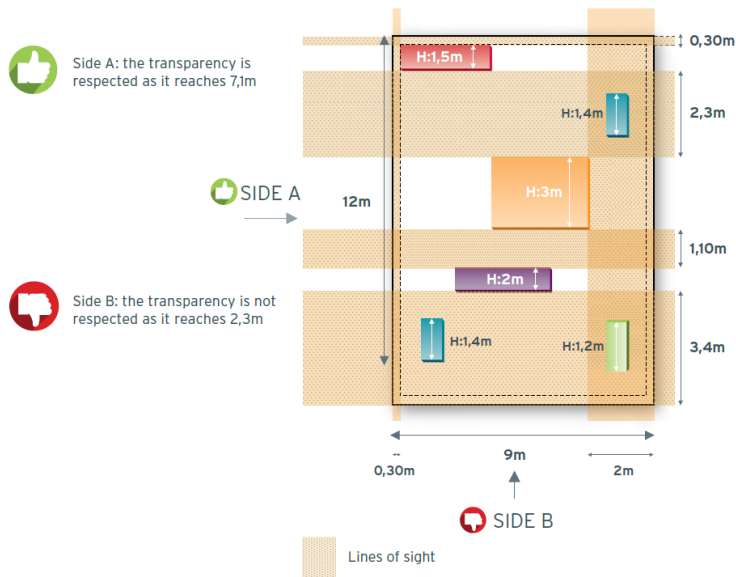
The sum of the lines of sight must reach a minimum of 33% of the stand's width.

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.

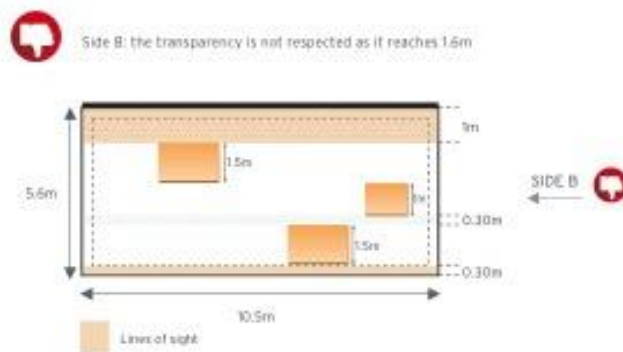
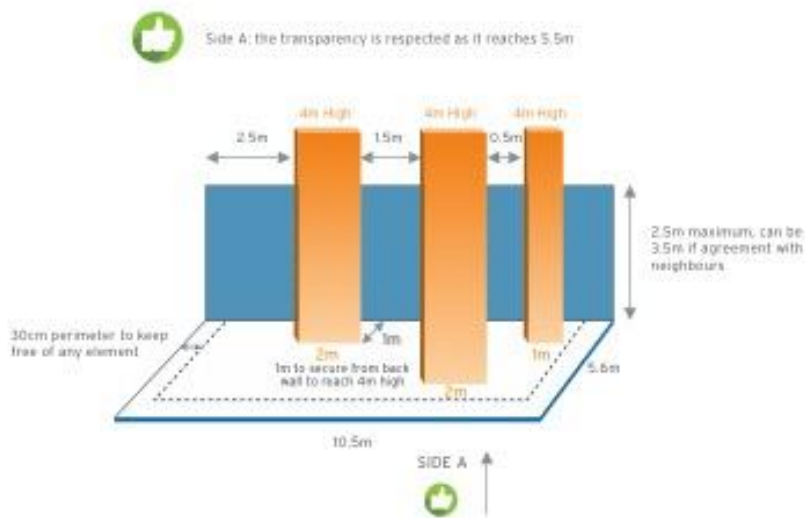
### How is it calculated?

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



### 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.

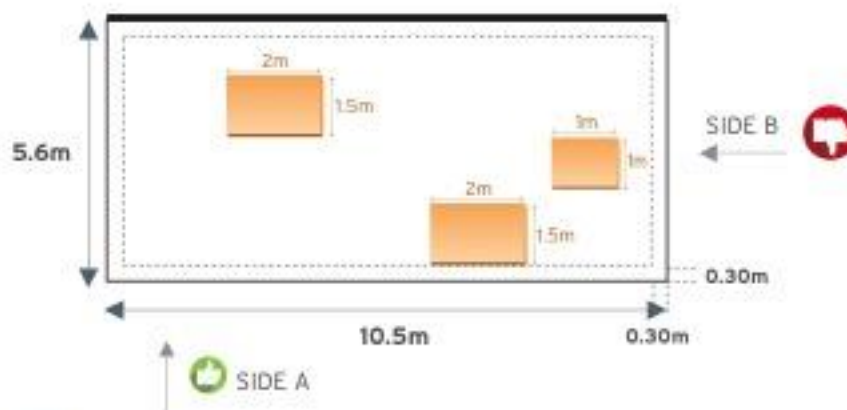
There is no limit on the number of walls erected inside the stand if it complies with the 30cm, 1/3 and stand transparency regulations.

### 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 considered 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 20.

### Note

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

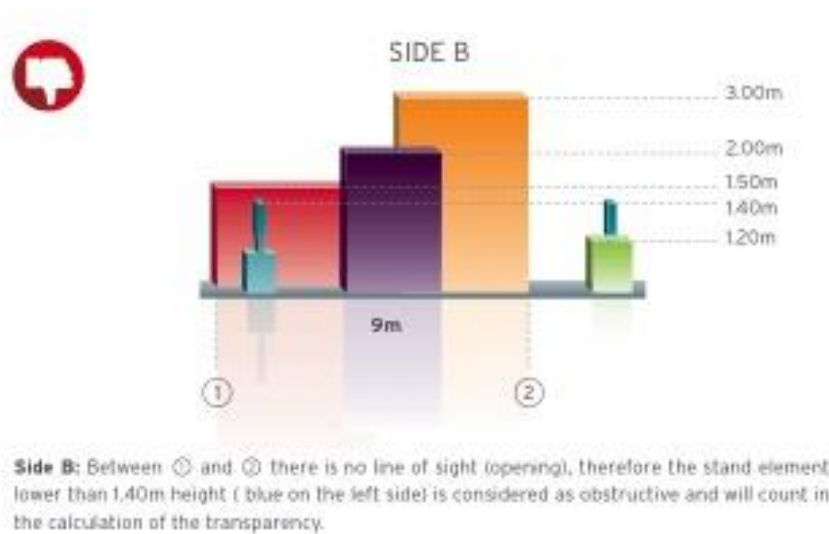
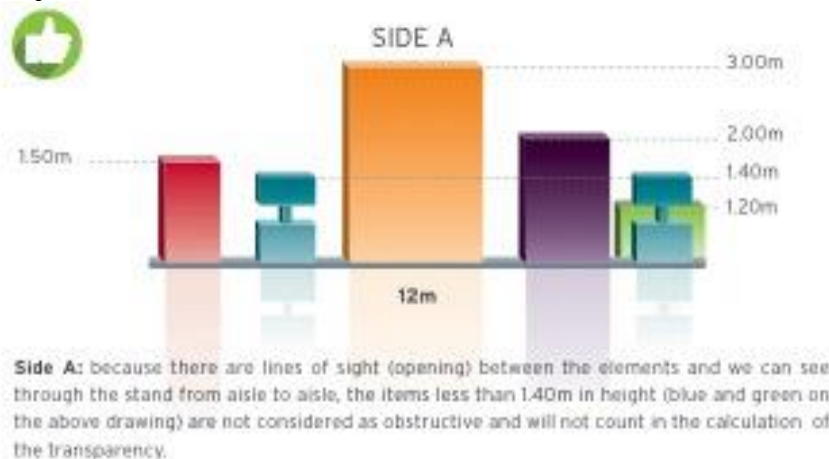
In cases where that the ESC considers that too many stand elements (lower than 1.4m) do not provide sufficient accessibility to the stand, the ESC reserves the right to request a modification. All costs for modifications must be borne in full by the exhibitor.

### 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).



### Exhibition services

Please refer to the complementary Partners Services Manual@ Congresses for further information and the latest exhibition logistics information posted on [www.esceexhibition.org](http://www.esceexhibition.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.escehibition.org](http://www.escehibition.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. 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 Partners Services Manual@ Congresses 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.esceexhibition.org](http://www.esceexhibition.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.esceexhibition.org](http://www.esceexhibition.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.

**1.3.3 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.

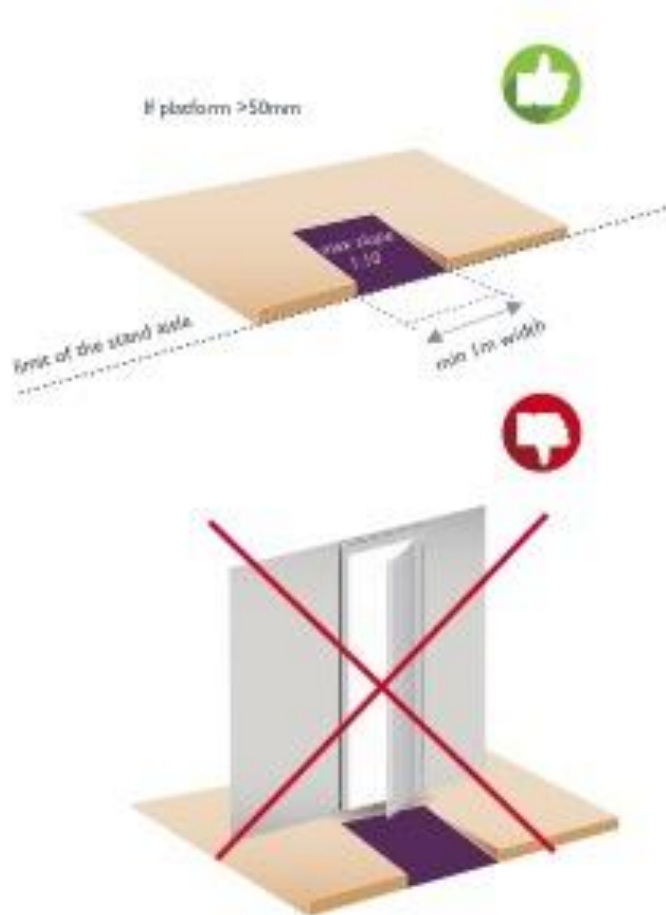
**Platforms and ramps**

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 must 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 Partners Services Manual@ Congresses, 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 6 “General terms and conditions” § 6.3 INSURANCE

### **1.3.4 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 Partners Services Manual@ Congresses. 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, Partner Services 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 CME accreditation nor certificate of attendance
- 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
- Access to Congress online platform
- No congress bag
- No journal subscription
- No CME accreditation nor certificate of attendance
- 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 and declared to the French authorities (8 days before the event for amounts below €2,000)
- 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.

### **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 Partners Services Manual@Congresses.

#### **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). 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.

## **1.4 ONLINE EXHIBITOR PROFILE REGULATIONS**

A dedicated Exhibition page on ESC Congresses online platform will acknowledge our congress partners through their logo. The logo will be clickable and will lead, depending on the opportunity ordered, to a Dedicated Exhibitor Page or to an Exhibitor corporate website (Virtual Listing).

Exhibitor profiles display a variety of corporate, commercial, and scientific information. Industry partners have the opportunity not only to showcase their latest developments in cardiovascular care but also to engage with their audience and prolong discussions via virtual networking tools.

### **1.4.1 Exhibition page overview**

On the Exhibition page, depending on the opportunity ordered, each Exhibitor profile will be allocated:

- A cell with their logo and a link to an external corporate website (Virtual Listing)
- A cell with their corporate or product logo, a subtitle, and a standard statement inviting viewers to get more information by opening the exhibitor profile hosted on the ESC Congresses online platform (Dedicated Exhibitor Page)

A message will act as disclaimer when opening the Dedicated Exhibitor page to inform the participants that profile information and details will be shared with the corresponding Industry when accessing an Industry Session, Tutorials or Exhibition. The participant should accept to continue as such. If the disclaimer is closed without acceptance, then the navigation will continue anonymously.

### **1.4.2 Exhibition page layout**

On the exhibition page, exhibitor logos will be placed in a defined order. Please refer to the specific congress guidelines for the specific modalities. Should two companies have the same right, the Exhibitor name alphabetical order will prevail.

The exhibition page features a search tool with different filters: Exhibitor, keywords, topic, product, A to Z.

### **1.4.3 Exhibitor profile cell**

Exhibitors must provide their corporate logos or the product logo of their choice and the subtitle to be shown on their Exhibitor profile cell (if applicable).

An exhibitor may choose to use a corporate logo or the product logo of his choice. If a product logo is used, the exhibitor's name must appear in the subtitle.

Corporate or product logo format:

- 400 x 400 px (png or jpg) –specification to be confirmed by ESC. Size may vary from an event to another
- Transparent version + white background version
- Max weight 200ko

Subtitle file format: 150 characters maximum, spaces included if applicable

#### **1.4.4 Exhibition profiles overview**

Two Exhibition profile packages are on offer to suit Exhibitor business needs. Industry partners will have the opportunity not only to showcase their latest developments in cardiovascular care but also to engage with their audience and prolong discussions via virtual networking tools.

##### **Dedicated Exhibitor Page**

By opting for this package, exhibitors will be able to create their dedicated exhibitor profile page on the online congress platform. Industry partners will be listed on the exhibition section page among other exhibitors. This option includes:

- Top position on exhibition section page <sup>(1)</sup>
- Exhibitor name and logo
- Exhibitor description and website of your choice <sup>(2)</sup>
- Exhibitor profile and agenda
- Exhibitor content <sup>(3)</sup> (media, on-demand resources, downloadable resources)
- Interaction features (book an appointment, chat, social media links)
- Exhibitor page statistics & leads
- 10 free individual registrations for industry staff to access the online event
- 10 exhibitor admin access to set-up the exhibitor page

Additional option (option available depending on event):

Accommodate the live stream of your onsite Tutorials on your Dedicated Exhibitor Page and extend the reach of your Tutorials session to the online audience.

##### **Virtual Listing**

Exhibitors will be listed on the exhibition section page of the online congress platform. This option includes:

- Bottom position on exhibition section page <sup>(1)</sup>
- Exhibitor logo
- Exhibitor website of your choice <sup>(2)</sup>

(1) Exhibitors will be placed on the online exhibition section page in the following order:

- Those with a Dedicated Exhibitor Page and present in the Onsite Exhibition as well, then sorted by level of investment in the congress.
- Those with a Dedicated Exhibitor Page and present in the Online Exhibition only, then sorted by level of investment in the congress.

- Those acknowledged in the Virtual Listing and present in the Onsite Exhibition as well, then sorted by level of investment in the congress.
  - Those acknowledged in the Virtual Listing only, then sorted by level of investment in the congress.
- (2) Exhibitor website can accommodate external virtual stand or other webpage dedicated to the sponsor activities during the event and designed especially for the congress.
- (3) Exhibitor content: 1 Promotional video, 3 Satellite Symposia or Tutorials videos, 5 Documents (pdf), 5 Resources (pdf, text or weblink).

The general structure of exhibitor profiles is the same for all exhibitor according to the exhibitor packages.

For the Dedicated Exhibitor Page, sections with no uploaded content will remain hidden. In case an exhibitor has two or more profiles or a commercial and medical profiles, a link redirecting to each of the profiles can be made available.

Links to the content of the platform or external URLs links are regarded as follows:

- Exhibitors' company description: hypertext link to the company's website included below the text in a dedicated button
- Agenda: links to exhibitors' activities hosted on the congress platform (i.e. Tutorials, Satellite Symposia). External links and links to announce participation in upcoming events could be considered
- Social media link
- Thumbnail product images, logo, image, link

Click option: Open pdf, open link, open Pop-up with text + link or pdf

The official provider for exhibition page and exhibitor profiles is the company CYIM. A project manager has been appointed to provide the necessary support for content integration.: [congress@cyim.com](mailto:congress@cyim.com)

### **Administrator access**

Exhibitors will receive a direct backend access to enter all information and upload corresponding content. Our official supplier CYIM will ask each exhibitor to confirm as soon as possible who will be granted administrator access.

During the congresses it is not allowed to replace the documents (Pdf and product thumbnails) or videos initially uploaded. The updating of exhibitor profiles during the congresses is limited to the agenda section.

### **Post Congress availability**

Depending on ESC Congresses, the availability of exhibitor profiles is limited to the duration of the Congresses or can be extended during the on-demand period.

## **1.4.5 Exhibitor profile identity**

### **Exhibitor corporate logo**

The exhibitor corporate logo will be displayed in the top left of the profile. Size and position are equivalent for all Dedicated Exhibitor Pages.

File format:

- 400 x 400 px (png or jpg)

- Transparent version + white background version
- Max weight 200ko

### **Exhibitor name and company description**

The exhibitor's name and general company description are placed next to the exhibitor's corporate logo. One company website link can be included below the text in a dedicated button. The text must not exceed 500 characters maximum, spaces included.

### **Exhibitor social media links**

Social media links are placed at the bottom of the exhibitor profile. The number of icons is limited to 6 links: Corporate Website, Mail, Twitter, Facebook, LinkedIn, Youtube, Instagram

During the on-demand period following the congress, this option will remain in use.

### **Promotional video**

Exhibitor's promotional video(s) are placed on the top of Exhibitor profiles.

This video(s) is aimed at creating brand awareness through a video in which you can introduce overall information about your company or on your products and activities. The recommended length of this video(s) is 3 minutes.

A promotional video is not a session including scientific presentations.

During the on-demand period following the congress, it is not allowed to update these videos.

As an alternative to Exhibitor's promotional video(s), banner(s) promoting Exhibitors' activities at the congress can also be allowed. Hyperlinks to other sections of the Congress are allowed but no hyperlinks to external websites are allowed.

File(s) format:

Video(s)

- Video Thumbnail: 480x270px
- mp4 format, at least 720p
- Max weight 512mo

Banner(s)

- Portrait format
- JPG / PNG / GIF, 210px \* 297px, 72 dpi

## **1.4.6 Exhibitor profile content**

### **Exhibitor agenda**

Exhibitor can display a schedule to communicate on upcoming activities held during the dedicated congress.

The edition of the content is configurable by each exhibitor and can be used to announce the broadcast of a hosted Satellite Symposium or Tutorial session, their



on-demand availability, or animation on a virtual booth or to announce participation in a future congress.

Links to the content of the platform or to external URLs are allowed but the broadcasting of VOD of sessions that took place in other congresses is not allowed.

Companies can refer to the scientific sessions of an ESC Congress but must systematically use 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”.*

### **Session video On-Demand**

Dedicated video player spaces available to access dedicated ESC Congress hosted Satellite Symposium or Tutorial session on-demand according to selected exhibitor package. Tutorials could also be uploaded (A limited number of tutorials per company will be available as on-demand).

### **Documents and resources**

Depending on selected exhibitor package a limited number of Pdf documents and thumbnail images can be integrated in each exhibitor profile to present further products or leaflets shared through link or download button.

During the on-demand period following the congresses, it is not allowed to update these Pdf documents and thumbnail product images.

The name of this section can be renamed if appropriate and other display options in listing or carousel format are available and will be suggested by our supplier CYIM.

File format:

- Pdf file format : Max 64Mo, pdf only
- Thumbnail product images format :  
Click option via open pdf, open link, open pop-up with text + link or pdf

### **1.4.7 Administrator access**

The management of beneficiaries of administrator access and beneficiaries of free Congress registration are treated separately.

Free registrations will be processed by the ESC's registration service and will give access to all the platform's functionalities.

### **Exhibitor administrator access**

10 Administrator accesses will be processed by our official supplier CYIM to exhibitors with a Dedicated Exhibitor page. Exhibitors are asked to confirm the primary “Exhibitor profile administrator” to CYIM as soon as possible.

These backend accesses also include a preview function through which the display of the various items and the overall profile can be checked directly, as viewed by the participants.

#### **1.4.9 Congress registration**

All exhibiting companies have a fixed allocation of free Congress registrations to the online Congresses. If the number of free Congress registrations is insufficient, individual or group Congress registrations (non-nominal vouchers) may be purchased.

#### **Free Congress registration allocation**

10 free Congress registration are provided to Exhibitors with a Dedicated Exhibitor page.

All faculty announced in an Industry Sponsored Session scientific programme approved by the Congress Programme Committee (CPC) must be registered to the Congresses. Free registrations included in the Exhibitor Profiles cannot be used for faculty registration.

#### **Free Congress registration order**

Should the person in charge of ordering the congress registrations 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 registrations not being taken into account.

#### **Note**

- Speakers invited for an Industry Sponsored Session must be provided with an individual or group Congress registrations purchased through the ESC website.
- Unused purchased registrations will not be refunded, regardless of circumstances.

For information, deadlines, fees and requests, please contact [groups@escardio.org](mailto:groups@escardio.org) or visit Congresses registration section on [escardio.org](http://escardio.org)

#### **Group registration**

Sponsors have the possibility to register Groups of delegates:

For information, deadlines, fees and requests, please contact [groups@escardio.org](mailto:groups@escardio.org) or visit the Congresses registration section on [escardio.org](http://escardio.org)

#### **Tutorials**

Dedicated exhibitor page can be complemented by a Tutorials option in a form of a live stream on Onsite tutorial. Tutorials accommodate interactive learning between technical and/or clinical experts in the field and delegates onsite during the event. Scheduling of Tutorials is only allowed during the official dates of the congress.

Tutorials will be visible on a dedicated page on the Exhibition page and on Exhibitor profiles.

Delegates will request to participate to a tutorial by clicking on the register button. Exhibitors have 2 ways to manage the delegates:

- First come – first registered
- Select the participants within the registered list by validate or refuse the registration

When the registration is validated, delegates will receive a confirmation by email with their personal link to access the meeting.

Delegates will be also able to see the status of their registration and access to the tutorial at the right timing from the tutorial page.

### **Important**

Out of respect for our fellow exhibitors, we ask that the links of the Tutorials rooms are not shared with non-registered attendees.

Please refer to the Industry Sponsored Session chapter for further information on the Tutorials announcement in the Congresses programmes Video-On-Demand and ESC 365.

#### **1.4.10 Collection of audience leads and analytics**

For Dedicated Exhibitor Page only, Exhibitor administrators can access and download all data via the backend in real-time. The following analytics will be available via the dedicated dashboards:

- Interactions (clicks/ downloads/ visits)
- Timelines
- Results (number of visitors/ unique visitors/ clicks/ downloads)
- Visits per day (number of unique visitors)
- Interaction details by element (number of downloaded by document, videos watched, products clicked)
- leads download

## **1.5 EXHIBITOR ACTIVITIES AND PROMOTIONAL REGULATIONS**

### **1.5.1 Exhibitor space and Exhibitor profile activities**

The main activity of any Exhibitor stand, or profile 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 activities or any activities judged to be non-compliant with the educational spirit of ESC Congresses will result in the exhibitor being forced to discontinue and cancel any such activity on site at their own expense, update the exhibitor profile and may result in 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 always inside booth boundaries. 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 cause, 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

### **1.5.2 Promotional regulations**

#### **Items which may be advertised**

It is prohibited to advertise goods and services which have not been admitted to ESC Congresses or to make publicity for organisations which do not occupy stand space or ordered an Exhibitor profile 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 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 Partners Services Manual@Congresses.

### **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 media (i.e: 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**

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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 – Expert on the Spot and Tutorials.

Industry Sponsored Sessions can be organised by exhibiting or non-exhibiting companies and must be open to all registered delegates.

Industry Sponsored Sessions can be CME accredited. The supporting company is free to choose their CME provider and accrediting body.

## **2.1 BOOKING PROCEDURE**

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

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

### **2.1.1 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 Partners Services Manual@Congresses 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 Partners Services Manual@Congresses so the companies may ensure smooth communication is re-established.

### **2.1.2 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.
- 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 assignment.
- It is the ESC's policy that all invoices must be paid by the date indicated on the invoice (30 days from date of invoice) or before the opening of the event, should this date fall first. Any late payment shall result in the application of an interest for late payment no lower than 3 times the legal interest rate, in addition to a fixed compensation for recovery costs of forty (40) euros. This Order subjects the signatory to the full respect the Payment Terms of this order. Failure to respect the Payment Terms may result in the sponsor product being refused without refund.
- Streaming of Satellite Symposia are cancelled automatically if the ESC or official supplier invoices has not been paid within the given payment period.
- 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 Event. 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 Event. If, for any reason, ESC Congresses has to be cancelled, a 15% administrative fee will remain due by the Sponsor.
- The sponsor is responsible to fulfil all the formalities required for the financial contribution to a French institution within the time frame imposed by the laws in force at the date of signature of this order form.

- The ESC acts in good faith and is not liable for refund of contracted services in the case of delays of response from regulatory or legislative bodies.

For all payment, invoicing, and cancellation information, please refer to the Order Form.

## **2.2 ONSITE INDUSTRY SPONSORED SESSIONS REGULATIONS**

### **2.2.1 Satellite Symposia**

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.

#### **Time-slots and durations**

Depending on ESC Congresses, Satellite Symposia should fit in the standard time unit. Please refer to the Industry Prospectus and the complementary Partners Services Manual@Congresses.

#### **Lecture rooms**

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

#### **Lecture room access**

Depending on the ESC congresses, and unless otherwise agreed, Satellite Symposia organisers have access to the conference rooms a pre-determined number of minutes before the scheduled time. Unless otherwise agreed, Satellite Symposia organisers must clear the lecture room a pre-determined number of minutes after the scheduled time.

Please refer to the Industry Prospectus and the complementary Partners Services Manual@Congresses.

#### **Lecture room set-up**

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 adequately 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.

Please refer to the Industry Prospectus and the complementary Partners Services Manual@Congresses.

### **Onsite presence for onsite satellite symposia**

We request that Satellite Symposia are organised live with all speakers and Chairs onsite

We will adapt upon request considering the evolution of the pandemic with a minimum requirement of 1 Speaker and 1 Chair animating Live the session onsite. The management of remote speakers will have to be organised in advance with the official audiovisual provider of ESC Congress 2022, (CYIM) and will be invoiced at extra costs to the industry.

Please refer to the Industry Prospectus and the complementary Partners Services Manual@Congresses.

### **2.2.2 Tutorials**

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.

#### **Tutorials rooms**

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

#### **Time slots and durations**

Tutorial opening hours may vary depending on the ESC congress.

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

#### **Room access and set up**

- 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 Tutorials organisers.
- 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.
- 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.

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

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

Please refer to the complementary Partners Services Manual@Congresses.

### **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.
- Tutorials' organisers may place signage on the facade wall 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 Tutorials Agenda. The titles of official ESC sessions such as "Meet the Expert", "Symposium", "Experts on the Spot", etc must not be used by Tutorials' organisers.
- Room signage must receive prior approval from the ESC.

Please refer to the Industry Prospectus and the complementary Partners Services Manual@Congresses.

## **2.3 ONLINE INDUSTRY SPONSORED SESSIONS REGULATIONS**

### **2.3.1 Non-exclusive Satellite Symposia**

Partners have the opportunity to present their latest data and innovations during non-exclusive timeslots. Non-exclusive Satellite Symposia will allow the broadcast of pre-recorded sessions with live Q&A interaction between panelists and audience.

### **Product specifications**

- Congress Programme Committee (CPC) programme validation required
- Interaction with audience through an integrated interactive tool (Official supplier Pigeonhole).
- Full AV and technical support provided by ESC official supplier
- Sessions On Demand available after broadcast to registered delegates and freely accessible on ESC 365 for 12 months
- Webcast video files
- Viewers leads and general metrics
- Mention of an email from the session organiser on Video-On-Demand to answer viewers' questions.
- 5 free registrations for non-exhibiting companies

### **What is not included in the cost?**

- Industry to produce video for integration in programme Lineup.
- Production costs not included.

The official provider for Industry Sessions is CYIM: [congress@cyim.com](mailto:congress@cyim.com)

### **2.3.2 Exclusive Satellite Symposia**

Depending on ESC Congresses, Partners have the opportunity to present their latest data and innovations to a wide global audience in our programme during

exclusive timeslots. Exclusive Satellite Symposia will be a unique opportunity to present your science from an ESC appointed studio.

### **Product specifications**

- Congress Programme Committee (CPC) programme validation required
- Maximum number of exclusive slots per sponsor may be limited please refer to specific congress guidelines for modalities
- Interaction with audience through an integrated interactive tool (Official supplier Pigeonhole).
- Full AV and technical support provided by ESC official supplier
- Sessions On Demand available after broadcast to registered delegates and freely accessible on ESC 365 for 12 months
- Webcast video files
- Viewers leads and general metrics
- Mention of an email from the session organiser on Video-On-Demand to answer viewers' questions
- 5 free registrations for non-exhibiting companies

### **What is not included in the cost?**

- Industry to produce video for integration in programme Lineup.
- Production costs not included.
- When faculties and sponsor representative's attendance in ESC appointed studio is confirmed, travel, accommodation, catering, transportation and extras costs remain the responsibility of the session sponsor.

### **Onsite presence for onsite satellite symposia**

We request that Satellite Symposia are organised live with all speakers and Chairs onsite

We will adapt upon request considering the evolution of the pandemic with a minimum requirement of 1 Chair animating Live the session onsite

Please refer to the Industry Prospectus and the complementary Partners Services Manual@Congresses.

### **Important**

Exclusive Satellite Symposia must comply with the standard set by our official supplier LiveLegend to ensure consistency of appearance and the same quality in terms of look and feel for all exclusive sessions. Additional production costs negotiated with LiveLegend must be covered by the session organiser.

Should the ESC consider that the rendering of the session does not meet the standard required by the ESC, the ESC reserves the right to ask for modifications. All costs for modifications must be borne in full by the session organiser.

### **2.3.3 Tutorials**

Partners have the opportunity to accommodate interactive learning between technical and/or clinical experts in the field and delegates in a virtual classroom environment broadcast on Exhibitor profiles. Tutorials will allow up to 30 pax per session to foster interactivity. The Tutorials virtual room is a Zoom channel with access via the link on the Exhibitor profiles.

### **Product specifications**

- Congress Programme Committee (CPC) programme validation required
- A virtual room is allocated per company for the duration of the event
- The number and duration of tutorial sessions is not restricted
- Tutorials' organisers are responsible for production of content, as well as AV requirements
- A limited number of tutorials per company will be available on-demand
- Sessions On Demand available after broadcast to registered delegates and freely accessible on ESC 365 for 12 months
- Viewers leads and general metrics

### **What is not included in the cost?**

- Options of pre-recording will be offered by our provider.
- Production costs not included.

The official provider for Industry Sessions is CYIM: [congress@cyim.com](mailto:congress@cyim.com)

### **Important**

Out of respect for our fellow exhibitors, we ask that the Zoom links of the virtual meeting rooms are not shared with non-registered attendees.

### **2.3.4 Video On Demand**

All program content will be made available to registered delegates as video on demand on the platform for a limited time.

Content will include:

- On-demand content and live discussions on hot topics in the field
- Satellite Symposia (latest resources from industry partners in the field)
- Tutorials (interactive learning between technical and/or clinical experts and delegates - A limited number of tutorials per company)
- Any other scientific content identified by the event scientific committee

### **ESC 365**

The event resources will be uploaded and archived on the renowned ESC 365 platform. Content will be available to ESC Professional members except for Industry Sponsored Sessions content which will be accessible to all for 1 year (MyESC account is required to access resources).

### **Industry Sponsored Sessions upload process**

After the broadcast, the full recording of Satellite Symposia and Tutorials will be automatically uploaded to the replay section of the event platform within 24 hours. On request, we can disable the publication of your entire video footage in the replay section.

If your internal compliance processes require you to obtain validation of live elements, we recommend that you record your footage in full before broadcast. Pre-publication of pre-recorded footage in the replay section is not permitted.

## **2.4 GENERAL RULES GOVERNING INDUSTRY SPONSORED SESSIONS**

### **2.4.1 Product alliance**

It is possible to share with another company the organisation of an Industry Sponsored Session where both entities have an official collaboration publicly announced to conduct research, develop, or commercialize a product.

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 an Exhibitor profile in their own right to avail of this fee for a distinct Industry Sponsored Session not covered by the alliance.

Sub-renting a virtual Tutorials or meeting room to another company or any other third party is not allowed.

### **2.4.2 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, for both the onsite and online format of the Congresses.

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

Industry Sponsored Sessions will be assigned according to the accrued point ranking, with priority being given to Onsite- Live streamed sessions. Orders made for either Onsite or Online products will be assigned in a second stage, albeit still following the accrued point ranking.

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

- The preferred choice of an Industry Sponsored Session timeslot upon application does not guarantee availability.
- Should the assignment of the Industry Sponsored Sessions differ from the order form, the details of the assignment prevail.
- Lack of availability of a preferred timeslot is not considered as a parameter for a customer refund.
- The ESC reserves the right to allocate/modify time-slot 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 Sessions 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.

At each Industry Sponsored Session assignment, every effort will be made to:

- Offer the time slot choice made on the Industry Sponsored Session application (subject to availability)
- Offer a real time overview of what is available at the time of assignment

To ensure every sponsoring industry receive the confirmation of their Industry Sponsored Sessions timeslots in the most timely manner, the ESC Industry Sponsored Sessions assignment proposal is valid for 48 hours only unless the offer states otherwise. For this reason, every sponsoring industry must provide the ESC with reliable contact details (telephone number and email address) of an appropriate decision maker within the sponsoring industry.

### **Important**

The ESC Industry Team will remind the sponsoring industry of this 48-hour deadline and will be available on request to facilitate the selection and confirmation of timeslots. After this period, the ESC Industry team will move on to the next sponsoring industry on the accrued points or waiting list with the risk of no longer being able to confirm the timeslots previously proposed.

## **2.4.3 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.

### **Important**

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 submission to Congress Programme Committee (CPC)
- Title of the session
- Session topic number chosen on the congress topic lists
- Confirmed name of the Satellite Symposia Chairperson(s)
- Confirmed name of Speaker(s) under the title of their related presentation
- Email, city, and country of all faculties.

### **Note**

- Please make sur to confirm the title of each presentation and its related topic if different from the session topic.
- The format of your submission should best reflect/ Focus on the scientific content of your session rather than the full script of the session (i.e Chairperson introduction, conclusion, discussions...).

- Session structure and scientific programme should encourage and allow adequate time for discussion.
- Industry Sponsored Sessions are announced in all communication as “Sponsored by company X”. Sessions’ sponsor can use a different wording to announce the session on promotional material. The ESC approval is mandatory.

### **Tutorials**

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

### **ESC Style Guide**

The ESC Style Guide has been developed to ensure that the ESC’s communication is clear, consistent, and professional.

To ensure the coherence of the Congresses’ scientific programmes, the titles of the Industry Sponsored Sessions must respect the ESC Style Guide. The necessary corrections will be made to these titles.

The outlines to be respected are as follows:

- Capitalisation: the general rule for text is not to use capital letters for common nouns. However, the full name of an ESC programme, activity or product requires capital letters. Example: “ESC Guidelines for the Management of Atrial Fibrillation”.
- Hyphenated words not involving proper nouns are lowercase. Example: “pre-diabetes”.
- Colons (:): when a phrase follows a colon, the first word is always lowercase.
- Semicolons (;): a capital letter is not required unless the first word is a proper name.
- Abbreviations: abbreviations are developed in lower case. As an alternative, the full names could be used in the titles and supplemented by their abbreviations in parentheses.
- Acronyms and initialisms: for acronyms (i.e NATO, AIDS...) and initialisms (ESC, BBC...) always spell out the full name of the organisation, activity or product in reference, followed by the abbreviation in parentheses. For the rest of the document, use only the abbreviation. Example “The European Society of Cardiology (ESC) was founded in 1950. The ESC’s headquarters is the European Heart House (EHH). The EHH is located in France.

### **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.

After obtaining approval of the scientific agenda the session organiser will receive the approved agenda with a confirmation of its approval. We ask to please inform on any formatting changes you might want to undertake within 48 hours from reception of this confirmation. Changes that alter the value of the content will require new approval. For the sake of organizational time line, after the given time

frame, the agenda will be marked ready for publication and will be visible on the Scientific Program Online.

The written validation of the scientific program can be withdrawn at any given moment if the scientific programme charter is not adhered to.

### **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 content**

- Session content should focus on the medical and scientific environment in which a drug, a device or a service is being developed. Not all lectures should focus on a specific drug, device or service. 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 Satellite Symposia and Tutorials. 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, device or service, 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 Satellite Symposia and Tutorials.

### **Chairpersons and Speakers**

We request that Satellite Symposia are organised live with all speakers and Chairs onsite

We will adapt upon request considering the evolution of the pandemic with a minimum requirement of 1 Chair animating Live the session onsite

- The ESC Presidential Trio (President, President-Elect and Past-President) cannot participate in any Industry Sponsored Sessions as Chairperson or Speaker held during any ESC Congress (ESC Congress and Subspecialty Congresses).
- Depending of associations, subspecialty Presidential Trio (President, President-Elect and Past-President) cannot participate in any Industry Sponsored Sessions as Chairperson or Speaker held during any of its own Subspecialty Congresses.
- Chairpersons and Speakers should have a quality stamp of recognised and competent speakers, and independent chairmanship.

### **Satellite Symposia**

- Satellite Symposia Chairpersons and Speakers must not be paid employees of the organising company.

- The role of Chairperson(s) 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.
- Chairpersons and Speakers should provide balanced and neutral scientific information.
- Chairpersons and Speakers may not participate in two parallel Satellite Symposia. In this case, the two companies concerned, and the respective Speakers will be informed and requested to resolve the situation.

### Tutorials

- Speakers and trainers could be paid employees of the organizing company.
- Speakers and trainers should provide balanced and neutral scientific information.
- Speakers and trainers may not participate in two parallel Sessions. In this case, the two companies concerned, and the respective Speakers will be informed and requested to resolve the situation.
- Speakers and trainers should receive the complete programme of the Satellite Symposia they are involved in at least one week before the session.

### **Important**

We suggest that Industry Sponsored Sessions speaker(s) update their speaker profile with their picture and consent. This information will then be available in connection with your presentation(s). For that Industry Sponsored Sessions speakers should access or re-access their speaker profile, as some mandatory consents have been added to allow us to display their information and image. The speaker can do this at any given time via this link: <https://escardio-community.force.com/ESCMYProfile#more-about-me>

### **Session identification**

- A session number is assigned to identify each Satellite Symposia and Tutorials 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.
- Satellite Symposia and Tutorials are announced as “sponsored by company X”. Session sponsor can use different wording to announce the session on promotional material.

### **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.

All faculty announced in an Industry Sponsored Session scientific programme approved by the Congress Programme Committee (CPC) must be registered to the Congress. General Exhibitor badges, scientific Exhibitor badges and Free registrations included in the Exhibitor Profiles cannot be used for faculty registration.

### **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 programme 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.

The ESC reserves all rights to modify the programme Faculty at any time without prior notification, the Congress programme 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.

### **Copyright**

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).
- Failure to adhere to the announced/approved programme content is considered a violation of the ESC Guidelines for Industry@Congresses and the complementary Partners Services Manual@Congresses. This is valid for both the Industry scientific activities and potential webcasts (VOD) of the sessions.

### **2.4.4 Preparing Industry Sponsored Sessions requirements**

#### **Badges, right of admission reserved**

- All persons involved in the organisation of onsite Congresses 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.

#### **Industry Sponsored Session Rehearsal**

Organizers of Satellite Symposia and Experts on the Spot sessions may request a time slot to undertake a technical rehearsal. With the term “technical rehearsal” is

meant that the assigned lecture room is let to the organizer for testing slides on the rooms stage with the technicians involved.

A technical rehearsal can be assigned upon request and is subject to the room's availability. While the ESC does not charge extra cost for a technical rehearsal, the suppliers will quote a price for this auxiliary service.

### **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.
- 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 Partners Services Manual@Congresses.

### **Transport regulations/handling**

Please refer to the complementary Partners Services Manual@Congresses.

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 costs for any extra orders (i.e. additional audio-visual equipment, furniture, decoration, hostesses, catering, video production, editing polling, rating, etc) are not included in the session price.

To order extra services and equipment we suggest you contact the official suppliers whose details will be communicated in due time on [www.escehhibition.org](http://www.escehhibition.org)

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.

### **Important**

Out of respect for our fellow partners, to ensure optimal delivery of Industry Sponsored Sessions and minimize the risk of technical failures, we request that the recommendations, deadlines, and production procedures put in place by our suppliers be respected (i.e technical information meetings, rehearsals, technical tests, connection times prior to a live session or live Q&A...).

In case of non-respect of these recommendations and procedures, the ESC and its official suppliers cannot be held responsible and all claims for compensation of any kind will not be taken into consideration.

### **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.

## **2.4 PROMOTIONAL REGULATIONS**

### **Invitations**



- Invitations should not exceed the maximum size A4 format (21 X 29.7cm).
- Depending on ESC Congresses Satellite Symposia invitations can be distributed at the entrance of the assigned room a standard number of minutes before the start of the session.
- Depending on ESC Congresses Satellite Symposia – Experts on the Spot invitations can be distributed in the direct vicinity of the assigned lecture room a standard number of minutes minutes before the beginning of the session. It is forbidden to distribute invitations in the vicinity of other rooms.
- 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.

#### **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 room 1 hour before the sessions start.
- 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.

#### **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, notebooks 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 Partners Services Manual@Congresses.

## **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 and media (i.e: 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.

**ESC scientific session references**

Companies can refer 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

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### 3.1 BOOKING PROCEDURE

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

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

Cancelling an Exhibitor package 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.

#### 3.1.1 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 complementary Partners Services Manual@Congresses 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 Partners Services Manual@Congresses so the companies may ensure smooth communication is re-established.

### **3.1.2 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.
- An order is considered final and subject to payment and cancellation fees once this form has been signed and returned.
- On-time payment of sponsorship item is essential to secure an item assignment.
- It is the ESC's policy that all invoices must be paid by the date indicated on the invoice (30 days from date of invoice). Any late payment shall result in the application of an interest for late payment no lower than 3 times the legal interest rate, in addition to a fixed compensation for recovery costs of forty (40) euros. This Order subjects the signatory to the full respect the Payment Terms of this order. Failure to respect the Payment Terms may result in the sponsor product being refused without refund.
- 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 Event. 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 Event. If, for any reason, ESC Congresses has to be cancelled, a 15% administrative fee will remain due by the Sponsor.

- The sponsor is responsible to fulfil all the formalities required for the financial contribution to a French institution within the time frame imposed by the laws in force at the date of signature of this order form.
- The ESC acts in good faith and is not liable for refund of contracted services in the case of delays of response from regulatory or legislative bodies.

For all payment, invoicing, and cancellation information, please refer to the Order Form.

### **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 GENERAL RULE APPLICABLE FOR PROMOTIONAL ITEMS**

#### **3.3.1 General rule applicable for promotional adverts**

- ESC promotional items are exclusively reserved for the promotion of activities held during ESC Congresses. Promotion of other events or activities is not allowed.
- 1 Advert promotes 1 event (i.e. Satellite Symposium, Satellite Symposium – Experts on the Spot, 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 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.

### **3.3.2 Branding**

The use of any ESC corporate branding and visuals (such as logos, images, graphics, and branding guidelines) is strictly forbidden in any advertising, publicity, 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)

### **3.3.3 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 media (i.e: Mobile App).

### **3.3.4 Official name of the event**

Each sponsor must ensure that all publications referring to ESC Congresses mention this official name only.

### **3.3.5 Mobile apps**

Creation of apps that relate to ESC Congresses are permitted, and subject to ESC approval. 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.

### **3.3.6 Product advertising**

Unless specifically noted in the complementary Partners Services Manual@Congresses, 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.

#### **3.3.7 URLs to external website**

URLs to company sites are not allowed on sponsorship items. You must refrain from redirecting visitors to external activities that are outside the scope of the ESC such as sessions or external activities that might have been held on the ESC online Congresses. Compliance with this rule will allow most delegates to remain on the ESC online Congresses alone for its content and educational resources, which will benefit all parties concerned. All sponsoring items will be approved in advance by the ESC.

#### **3.3.8 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) 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.

## **3.4 PRODUCT DESCRIPTIONS AND TECHNICAL SPECIFICATIONS**

Please refer to the Industry Prospectus and the complementary Partners Services Manual@Congresses and to the latest logistics information posted on [www.escehhibition.org](http://www.escehhibition.org)

## **4. PARTNER SERVICES**

### **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.

#### **4.1.1 Booking procedure**

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

Signature of the order form constitutes establishment of the contract between the exhibitor and the ESC.

#### **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 Partners Services Manual@Congresses 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.esceexhibition.org](http://www.esceexhibition.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 Partners Services Manual@Congresses so the companies may ensure smooth communication is re-established.

#### **Condition of sales**

- 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 an onsite 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.
- The onsite Rooms at ESC are primarily reserved for onsite sponsors. Requests from exclusively online sponsors will be considered according to the availability of Rooms at 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.
- 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 Partners Services Manual@Congresses available in due time.

#### **4.1.2 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).

#### **4.1.3 Industry Welcome Desk**

Depending on ESC Congresses, 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 onsite 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 Partners Services Manual@Congresses.

#### **4.1.4 Meeting room**

##### **Onsite Meeting room**

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 include 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 Partners Services Manual@Congresses.

#### **4.1.5 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 Partners Services Manual@Congresses.

#### **4.1.6 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 only.
- 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 Partners Services Manual@Congresses.

#### **4.1.7 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.

#### **4.1.8 Meetings on the Go**

Depending on ESC Congresses, to ensure that our Industry Partners and delegates have the best onsite experience possible, "Meetings on the Go" area(s), ideally located in Exhibition Hall(s) are perfect for short meetings in a relaxing setting and is fully equipped (tables, chairs, sockets for recharging your devices). These area(s) are open to all during Exhibition hours.

#### **4.1.9 General rules governing the Rooms at ESC**

##### **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 Partners Services Manual@Congresses.

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

Within the limits of the venues, the official logistics partner 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.

Please refer to the complementary Partners Services Manual@Congresses.

### **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 Partners Services Manual@Congresses.

## **4.3 GROUP REGISTRATION**

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

### **Anti-Gift law**

To comply with the French anti-gift law (article L. 1453-11 of the French Public Health Code) and to respect the timeline for declaration to the French Regional Health Agency, please refer to the information and deadlines available on the Congress registration page.

### **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.

Please refer to the complementary Partners Services Manual@Congresses and Congress registration page.

## **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.

### **4.5.1 Earning points**

#### **Exhibition**

- Only paying exhibitors can accrue points.
- Exhibitors will not accrue points for cancelled stand space.
- 1 point is accrued per €2,500 exhibit space

#### **Industry Sponsored Sessions**

- Both exhibiting companies and companies paying a non-exhibitors fee can accrue 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 accrue 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.
- Onsite Congresses:
  - For ESC subspecialty Congresses, 1 point is accrued per 10 full, paid registrations (group registrations only).
  - For ESC Congress, 1 point is accrued per 15 full, paid registrations (group registrations only).
- Online Congresses: 1 point is accrued per 9 full, paid registrations (group registrations only).

### **4.5.2 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 these seven days window.

Partial points are not allowed; figures are always rounded up.

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.

### **4.5.3 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.

## **5. INDUSTRY PRESS ACTIVITIES AND MEDIA POLICY**

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### **5.1 OVERALL REGULATIONS**

- Any session organiser or exhibitor taking part in an ESC Congress must adhere to the present ESC Media and Embargo Policy.
- An ESC Industry Press event is defined as an event organised by Industry in order to communicate with the media during ESC Congresses, including online Congresses.
- Anyone who infringes the present ESC Media and Embargo Policy will be subject to ESC penalty policy as outlined in this chapter section 5.9: “Termination - Breach”.
- Any ESC trademarks and logos are the full property of the ESC. They cannot be used, reproduced, or associated with any presentation or session without the ESC’s prior approval.
- Session organisers and exhibitors may not disseminate press materials during ESC Congresses, without prior written approval from the ESC Press Office. Any press materials that session organisers or exhibitors wish to release during an ESC Congress, and which refer to the ESC, must be sent electronically for review by the ESC Press Office at least two weeks before the Congress.
- Session organisers or exhibitors are expected to abide by the ESC Media and Embargo Policy and to make sure that any member of staff or any third party acting on their behalf and/or under their authority comply with the ESC Media and Embargo Policy.

- Industry and their PR/Communications agencies are responsible for meeting timelines defined by the ESC

#### **Note**

Session organiser or exhibitor press materials cannot include the ESC and/or affiliated trademarks or logos without the ESC approval.

### **5.2 EMBARGO POLICY**

- Press materials subject to this embargo comprise of any ESC related news releases or statements including press releases, summaries, abstracts, findings, etc.
- **Press materials may be released only once the embargo is lifted by the ESC.**
- Results and information related to sessions at any Congress organised by the ESC are strictly confidential and **cannot be presented or announced in any manner or for any purpose whatsoever prior to presentation in the session.**
- Should circumstances arise in which the trial organisers consider prior disclosure in total or in part, it is imperative that the ESC is consulted (see section 5.4 “Requests for early disclosure of information”).
- Breaking of an ESC embargo by any session organiser or exhibitor as well as any member of staff or any third party acting on the behalf of and/or under the authority of any session organiser or exhibitor is a contractual breach. The person/entity who released the information will be held accountable and will be subjected to the penalties listed in this chapter section 5.9 “Termination - Breach”.

### **5.3 PHOTO / VIDEO / AUDIO RULES**

The official ESC trademark and/or logo may not be added to any videos, recordings, photos, etc. from an ESC Congress without the ESC’s prior written approval.

### **5.4 REQUEST FOR EARLY DISCLOSURE OF INFORMATION**

Publicly traded companies may ask to disclose information submitted to one of the ESC Congresses, prior to embargo date. Public disclosure of certain abstract content prior to the ESC Congresses may be recommended by legal counsel to comply with requirements of a regulatory body in the country where the company’s stock is traded.

If this occurs, the ESC may grant an exception to its embargo rules and allow the company to release *limited* top-line results (i.e., general findings with no additional analysis, commentary, investigator quotes, etc.) from the abstract without jeopardizing its eligibility for presentation at ESC Congresses.

Companies in this situation should send the ESC Press Office a written request including reasons for requesting an exception to the ESC Media and Embargo Policy and detailed information about the release (the information that will be disclosed, who it will be sent to and the timing of the release).

If the ESC grants permission for the top-line results to be released, the press release should note that the abstract has been submitted (or accepted) for presentation at an ESC Congress.

The ESC will evaluate these requests on a **case-by-case basis** and **reserves the right to change the type of presentation** or remove the abstract from the scientific programme if the released information is judged to substantially detract from the novelty of the presentation at the ESC Congress.

Any additional information from the abstract (e.g., additional analysis, commentary, or updated information from those individuals and companies involved in the study) is embargoed until the time of the scientific presentation.

If you have any doubts or questions, please contact the ESC Press Office:  
**press-services@escardio.org +33(0)4 89 87 20 85**

## **5.5 REGISTRATION**

Press registration is not available to Industry or its PR/Communications agency representatives, event management, marketing or representatives, even if they carry a valid press card. The decision of the ESC Press Office is final regarding all press registration requests.

## **5.6 PRESS MATERIALS REVIEW**

Participating at ESC Congresses implies agreeing with these ESC Guidelines and the ESC Media and Embargo Policy available on: [www.escardio.org/The-ESC/Press-Office/ESC-Media-and-Embargo-Policy](http://www.escardio.org/The-ESC/Press-Office/ESC-Media-and-Embargo-Policy).

Any press materials that session organisers or exhibitors wish to release during an ESC Congress, and which refer to the ESC must be sent electronically for review by the ESC Press Office **at least two weeks before the Congress**.

Press materials may include:

- Press releases
- Slides for the Industry Press Conferences
- All materials to be displayed during the Industry Press Conferences
- In general, any materials to be provided to journalists

## **5.7 PRESS MATERIALS CHARTER**

- No reference to any product endorsement by ESC or any of its Associations will be accepted. Brand names are allowed but need to remain independent from any ESC endorsement or mention.
- 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 media (i.e: Mobile App).
- The official name of the Congress must be used when mentioning the Congress in Industry press materials. No synonym such as “annual meeting”, “annual Event”, “ESC 2022” etc. is authorised.
- The official name of the ESC Guidelines - ESC Clinical Practice Guidelines - must be used in Industry press materials. No synonym such as “ESC Guidelines” will be authorised.
- Any reference to ESC products or initiatives in the Industry Press Materials will be checked to ensure accuracy. When it is possible, a reference to the ESC Clinical Practice Guidelines will be requested.
- Any reference to ESC/ACC/AHA joint Guidelines should be verified.
- **Industry Press Material embargoes must follow the Scientific Programme to meet the ESC Media and Embargo Policy.**

### **Important**

- Industry (and their PR agencies) need to send all press materials before dissemination to the ESC Press Office.
- Industry must wait for written ESC Press Office validation before disseminating materials.
- If Industry has any amendments to make, the ESC Press Office must be informed as soon as possible and still within the two-week prior to the Congress deadline.

### **ESC Press contact**

If you have any doubts or questions, please contact the ESC Press Office:  
[press-services@escardio.org](mailto:press-services@escardio.org)

## **5.8 COMMUNICATIONS & PROMOTION**

The ESC does not disseminate Industry press materials to its media lists and does not share its media registration list.

## **5.9 TERMINATION – BREACH**

In the event of a breach of any provision of the present ESC Media and Embargo Policy by any Industry, Session presenter, Exhibitor or any third party acting on the behalf, the ESC reserves the right to terminate immediately, **without notice and without prejudice to any claim for damages**, the agreement given to any registered participant and/or their representatives to present at the ESC Congresses.

Furthermore, breaking of the ESC Media and Embargo Policy is a contractual breach that may also lead to:

- Immediate barring from the scientific programme
- Withdrawal of the abstract(s) from the scientific programme
- Restrictions on future scientific work submission for one full year starting from the time of the breach
- Non-acceptance of future abstracts and/or clinical trials to the scientific programme for one full year
- Loss of accrued points
- And any other measure deemed appropriate to preserve ESC rights (or its members rights)

**In the event of a breach of any provision of the present ESC Media and Embargo Policy and the enforcement of the above-mentioned sanctions, any financial obligations to the ESC must be honored.**

The absence of termination of the agreement and/or of any sanction from the ESC does not constitute an acknowledgment of the industry, session presenter or exhibitor misconduct and the ESC reserves the right to proceed to the said termination and/or sanction at any time.

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## **6.1 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.

### **6.1.1 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.

### **6.1.2 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.

### **6.1.3 Penalties**

Non respect of these ESC Guidelines for Industry may result in the loss of Accrued Points and/or the loss of eligibility to participate in future ESC Congresses for a period of two years. The procedure for policing and enforcing the violation system is as follows:

The ESC will report alleged violations to these ESC Guidelines for Industry to the Congress Programme 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.

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.

## **6.2 LIABILITY**

The Industry shall be fully liable for the content of its presentation, promotional messages and/or any other information presented 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.

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.

### **6.3 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 Congress.

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 Congress. At no time shall the ESC be held liable for any contracts the Industry may enter into with a third party Insurance.

#### **6.4 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.

#### **6.5 FRUSTRATION AND CANCELLATION**

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 a 15% administrative fee will remain due by the Sponsor.

#### **6.6 TERMINATION OF THE AGREEMENT**

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.

#### **6.7 JURISDICTION AND APPLICABLE LAW**

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.