Exhibition Package Presentation
ESC Congresses 2022

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- Products 2022
- Dedicated Exhibitor Page (Incl. Tutorials option)
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- Specifications

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Main menu

1

‘Discover tabs’

- ‘Discover Tutorials’ : Link to the list of Tutorials
- ‘Discover Satellite Symposia’ : Link to the list of Satellite Symposia

2

Search for an exhibitor profile

- The search is based on ‘Exhibitor names, sub-titles & descriptions’
- Type in keywords
- Filter your search by topics (16) and/or products (6)

3

Exhibitor/Product

- Logo : 400x400px (png or jpg) – Transparent version + white background version
- Logo : Max weight 200KB
- Description : 150 characters max

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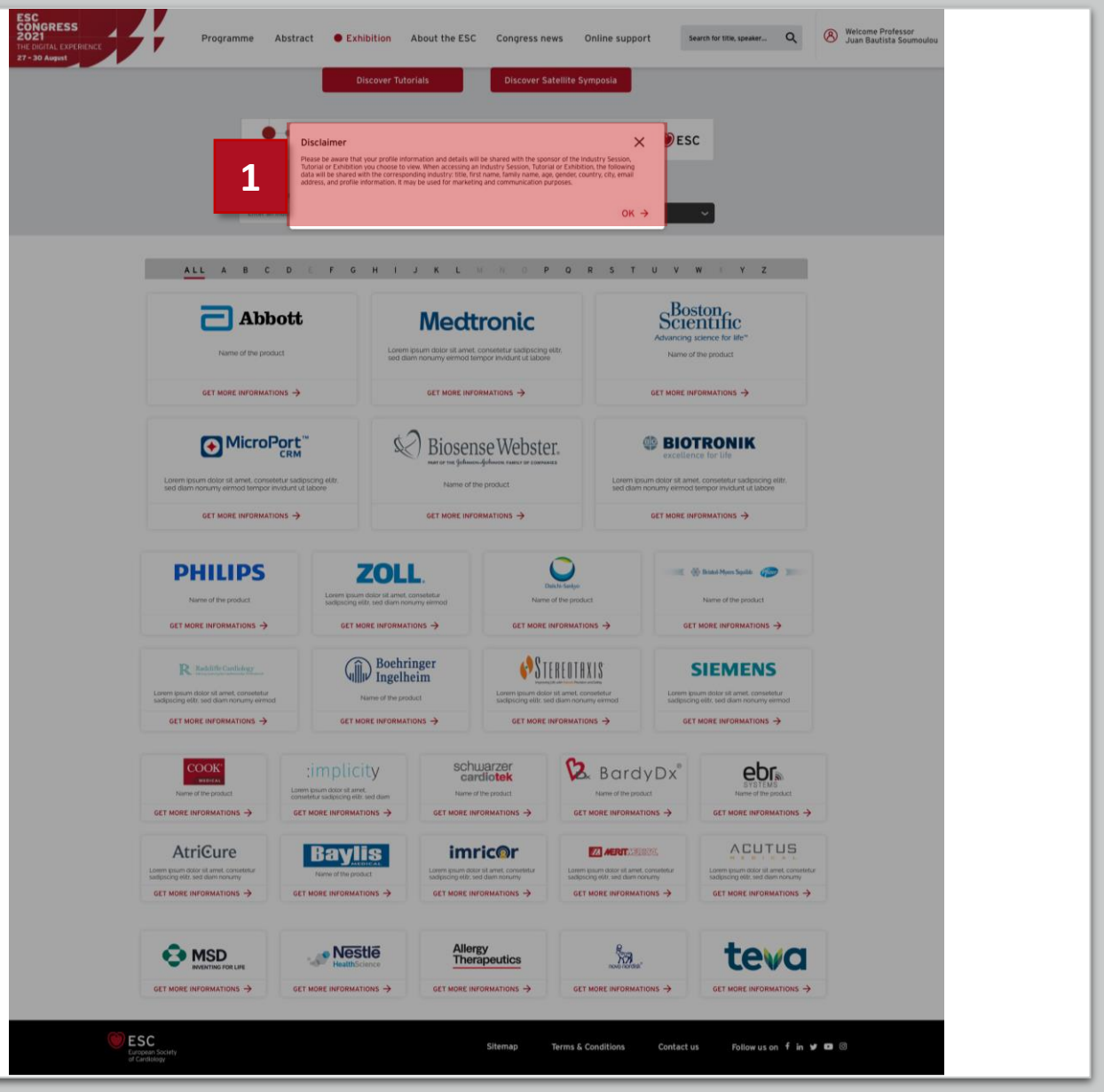
Exhibition Disclaimer

1

Disclaimer

- Pop-in message
- If participants don't accept the disclaimer, the data will become anonymous

Please be aware that your profile information and details will be shared with the sponsor of the Industry Session, Tutorial or Exhibition you choose to view. When accessing an Industry Session, Tutorial or Exhibition, the following data will be shared with the corresponding industry: title, first name, family name, age, gender, country, city, email address, and profile information. It may be used for marketing and communication purposes.



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Products 2022

1

Dedicated Exhibitor Page

- Boost your visibility & identity by adding your logo and a description which will increase the number of clicks to your dedicated page
- Attract your audience with your partner profile page, videos, documents, etc.
- Increase your visibility by creating a virtual experience
- Inform your audience on your products, sessions, etc.

2

Virtual Listing

- Add your logo to increase your visibility
- Redirect your audience to the website of your choice
- Visible at the bottom of the exhibition section page

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Dedicated Exhibitor Page

Optional Customisable Disclaimer

0

Exhibition Disclaimer vs Optional Customisable Disclaimer

- Please note that the first disclaimer (the one defined by the ESC to consent, or not, to provide data to industries) will appear to all attendees once they click on the 'Exhibition' tab. If attendees don't accept this disclaimer, their details will not appear in the dataviz for all exhibitors. However, delegates will still be able to access the exhibition.

1

Functionality Behavior

- It is possible for you to add a second optional customisable disclaimer that will appear once participants click on your logo. By default, if participants click on 'x' to close the disclaimer, they will not be able to access your exhibitor profile. In this situation, delegates will be redirected to the exhibition landing page.
- They will see your page only if they accept your disclaimer.

2

Recommended Specifications

- We recommend having a disclaimer that doesn't exceed 300 characters (including spaces). Please note that attendees may not have, nor take the time to read it. On another note, the visibility will be greater with these specifications.
- The maximum number of characters for your disclaimer is 500.
- As this disclaimer is optional, you can decide not to have it.

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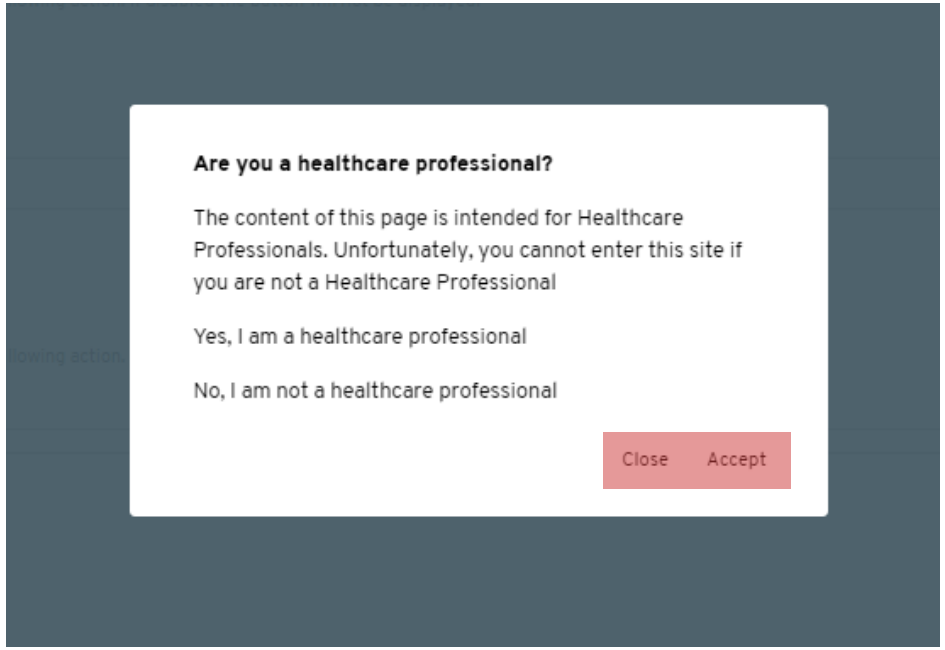
Example



Dedicated Exhibitor Page

Description

1

Exhibitor Profile

- Boost your visibility & identity
- Give your audience a description of your company as a short presentation

2

Chat with team

- Enable the chat for more interaction with the audience
- Show the audience you are available and ready to help out
- Create a new networking experience

3

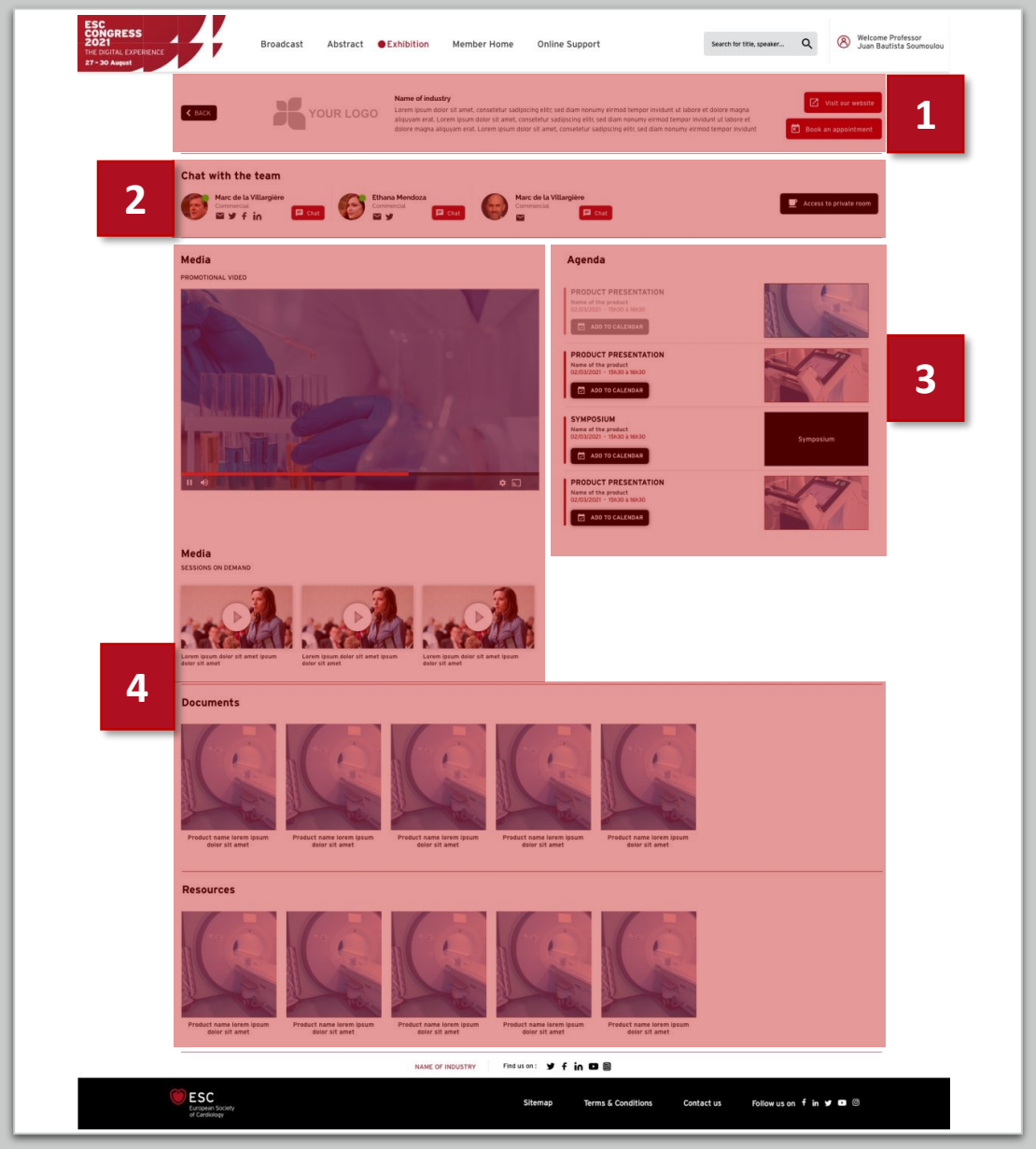
Agenda

- Inform your audience and simplify the access to your upcoming activities

4

Package

- Attract your audience with your partner profile page, videos, documents, etc.
- Increase your visibility by creating a virtual experience
- Inform your audience on your products, sessions, etc.
- Possibility to adapt the titles of the Documents & Resources sections (e.g. Marketing vs Medical)



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Dedicated Exhibitor Page - Specifications

1

Logo & Text

- 400x400px (png or jpg) - Transparent version + white background version
- Max weight 200KB
- 500 characters max spaces included

2

Header

- Not Customizable : Specific to the website

3

For 1 contact

- Picture (100x100px)
- Name, job title, mail address, social media links

4

Promotional video

- Max 3 minutes
- Max weight 512MB
- MP4 format, at least 720p

5

Agenda

- Administration of activities with customizable text (Title : 120 characters; Subtitle : 150 characters; Presentation : 300 characters)
- Thumbnails : 200x200px, 1Mo

6

Session(s) On Demand

- Satellite Symposium / Tutorials (Video On Demand added by CYIM)

7

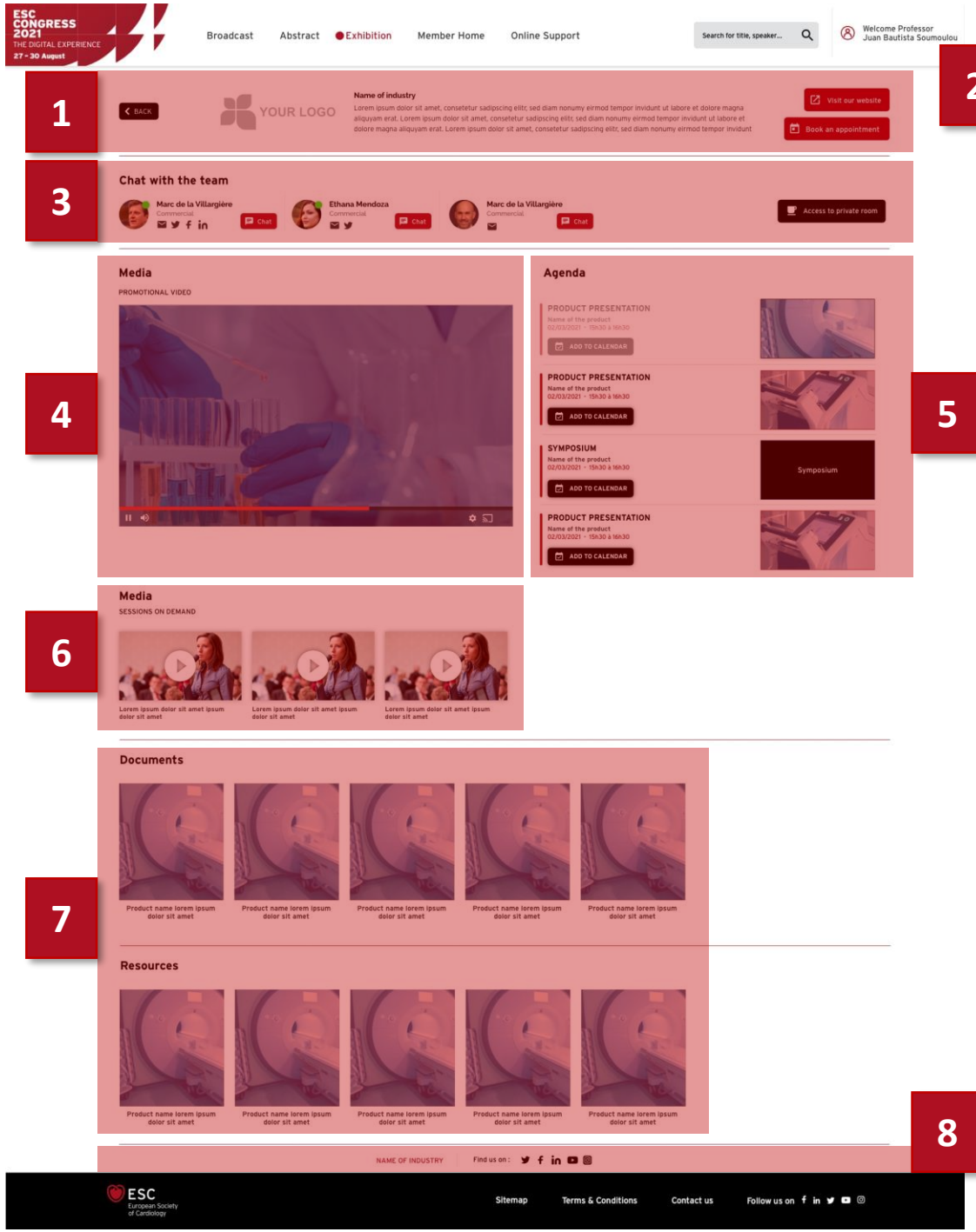
Documents & Leaflets - Resources

- Logo, image, link, adapt the title of the sections
- Image : 200 x 200px
- Weight : 1Mo
- Max 64MB
- Click option : Open pdf, open link, open Pop-up with text + link or pdf

8

Footer

- Social media links



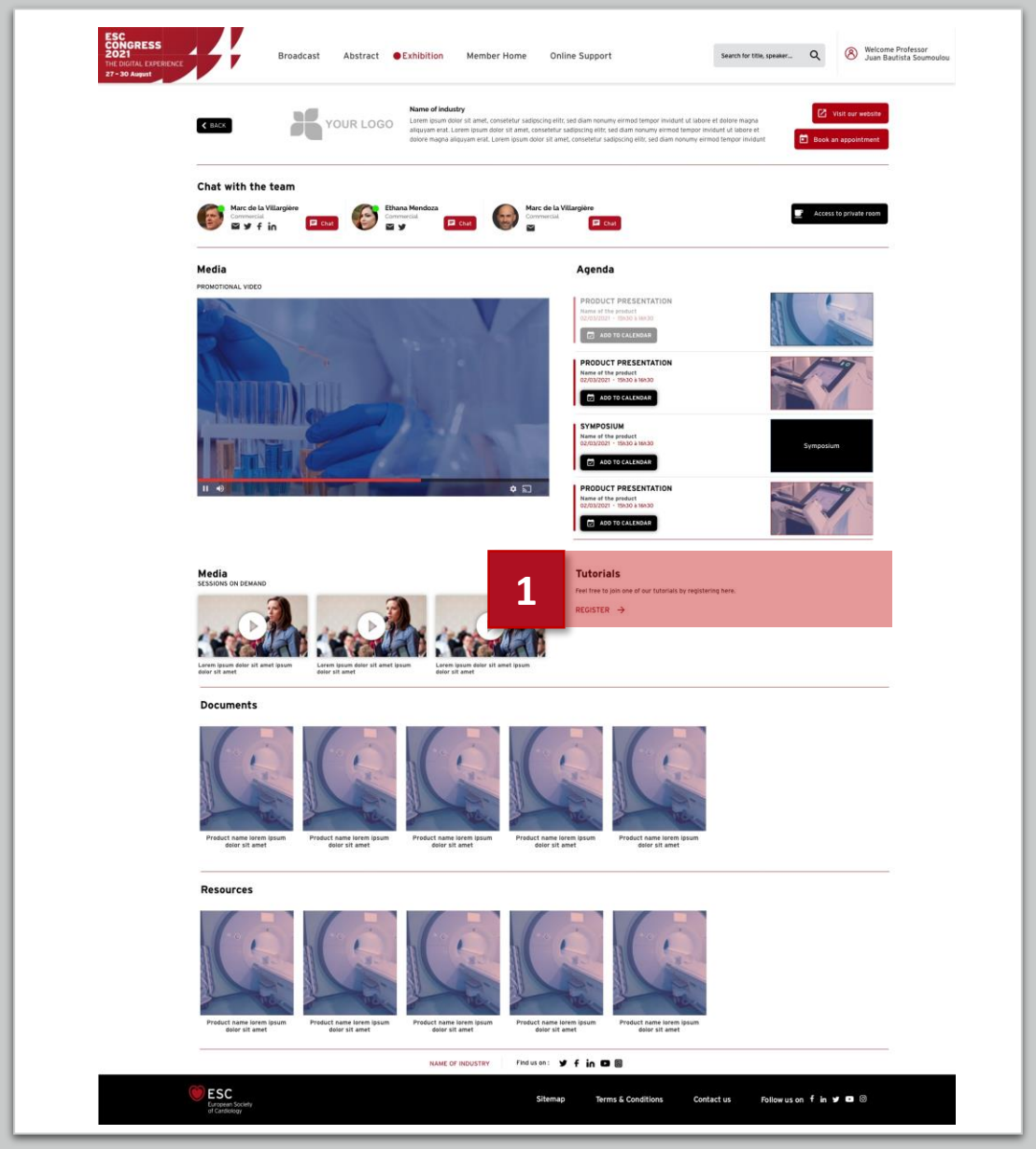
Dedicated Exhibitor Page

Tutorials Option

1

Tutorials

- Direct access to the registration of your Tutorials
- List of the Tutorials of your company



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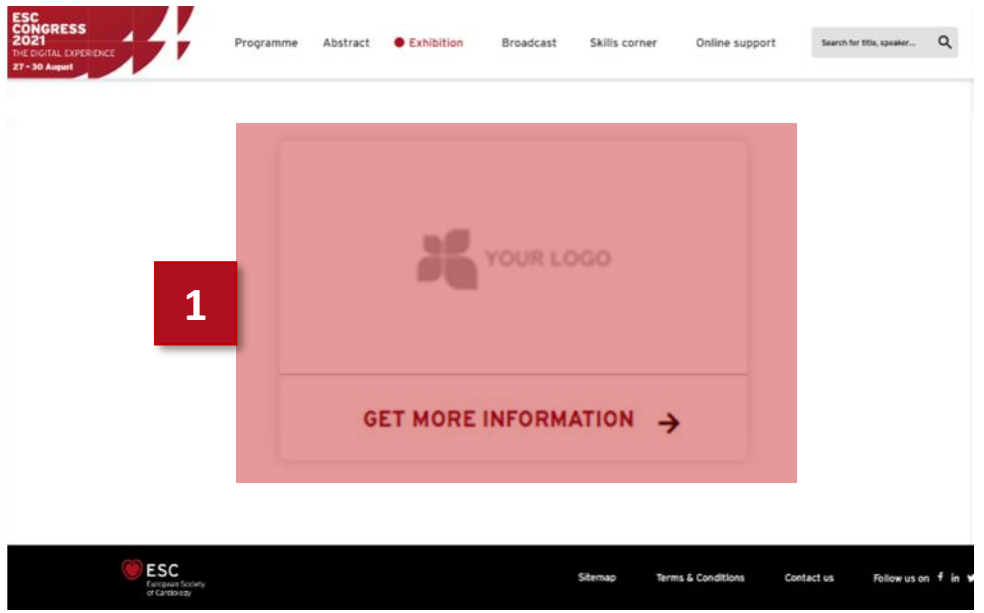
Virtual Listing

1

Virtual Listing

- Add your logo
- Add the website of your choice



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Virtual Listing

Specifications

1 **Logo**

- 400x400px (png or jpg) - Transparent version + white background version
- Max weight : 200KB

2 **Website of your choice**

- Website URL starting with « https://www » or « http://www»

3 **Process**

- Once you have booked your virtual listing, please send your logo in the right format, as well as the website of your choice to CYIM at this mail address: esc.congress-supplier@cyim.com

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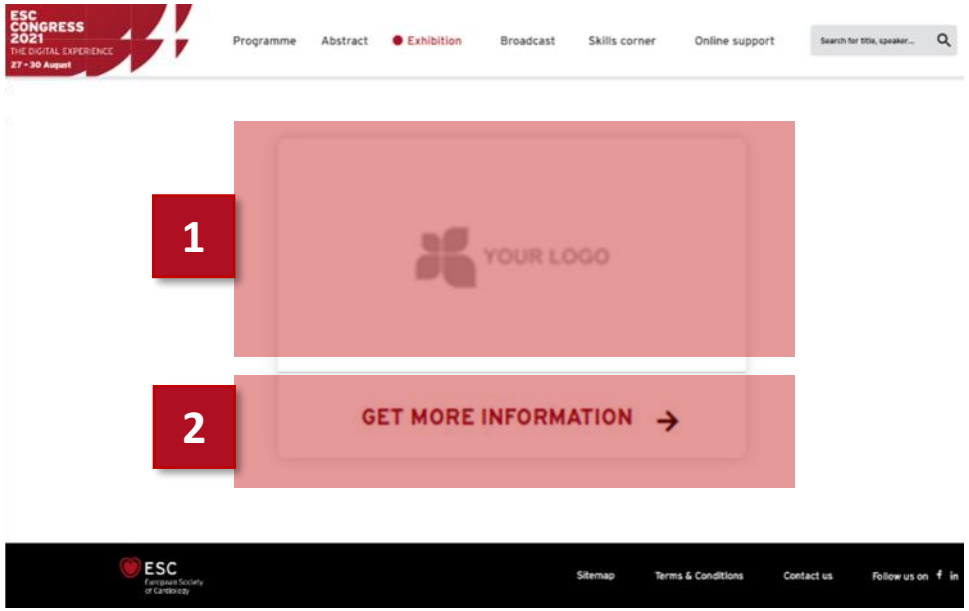

ESC Guidelines for Industries @ Congresses

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

Please note that a successful application for participation at ESC Congresses implies an acceptance of the requirements contained within these ESC Guidelines for Industry @ Congresses, the complementary ESC Guidelines as well as any updates posted on www.escexhibition.org.

The ESC Congresses Industry portal: www.escexhibition.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.

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Contact ESC Congresses 2022 Supplier

CYIM Company / Congress department

Maëlle

esc.congress-supplier@cyim.com

(French company – available on CET time)

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