

# Exhibition Package Presentation ESC Congresses 2022

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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



# 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.

The screenshot displays the ESC Congress 2021 website interface. At the top, the navigation bar includes 'Programme', 'Abstract', 'Exhibition', 'About the ESC', 'Congress news', and 'Online support'. A search bar and a user greeting 'Welcome Professor Juan Bautista Soumouloou' are also visible. A prominent red 'Disclaimer' pop-up window is overlaid on the page, containing the text: '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.' Below the pop-up, the website features a grid of product cards for various companies, including Abbott, Medtronic, Boston Scientific, MicroPort CRM, Biosense Webster, BIOTRONIK, PHILIPS, ZOLL, and others. Each card includes the company logo, a placeholder for the product name, and a 'GET MORE INFORMATIONS' link. The footer contains the ESC logo and links for 'Sitemap', 'Terms & Conditions', 'Contact us', and social media icons.

# Products 2022

1

## Dedicated Exhibitor Page

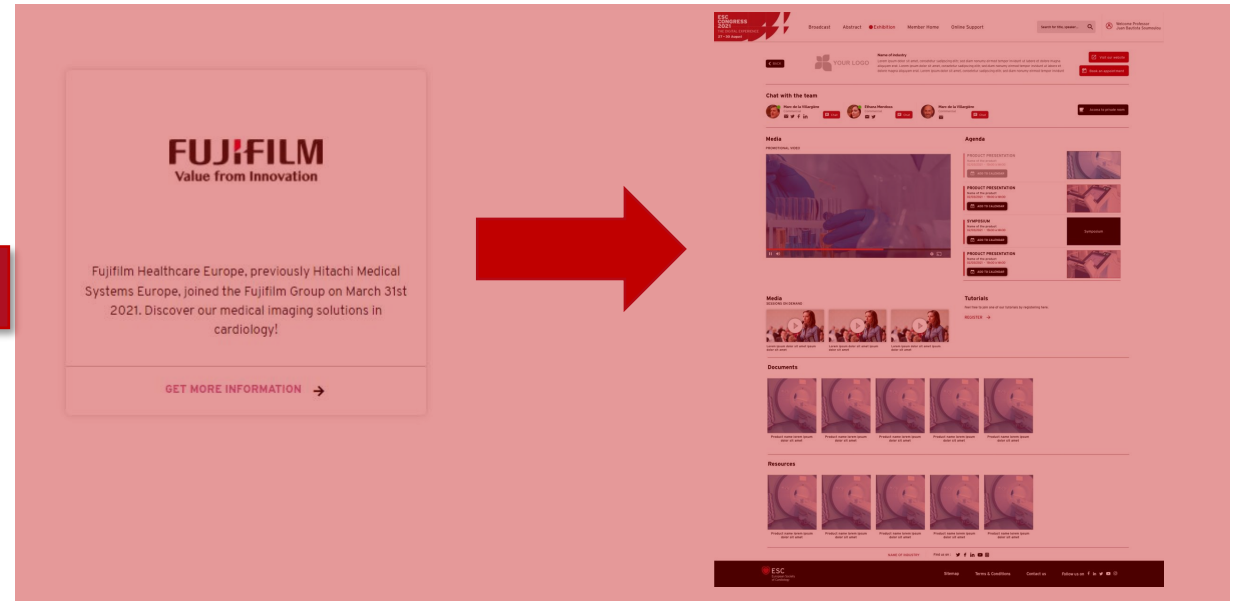
- Boost your visibility & identity by adding your logo and a description which will increase the number of clicks to your dedicated page
- Attract your audience with your partner profile page, videos, documents, etc.
- Increase your visibility by creating a virtual experience
- Inform your audience on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

2

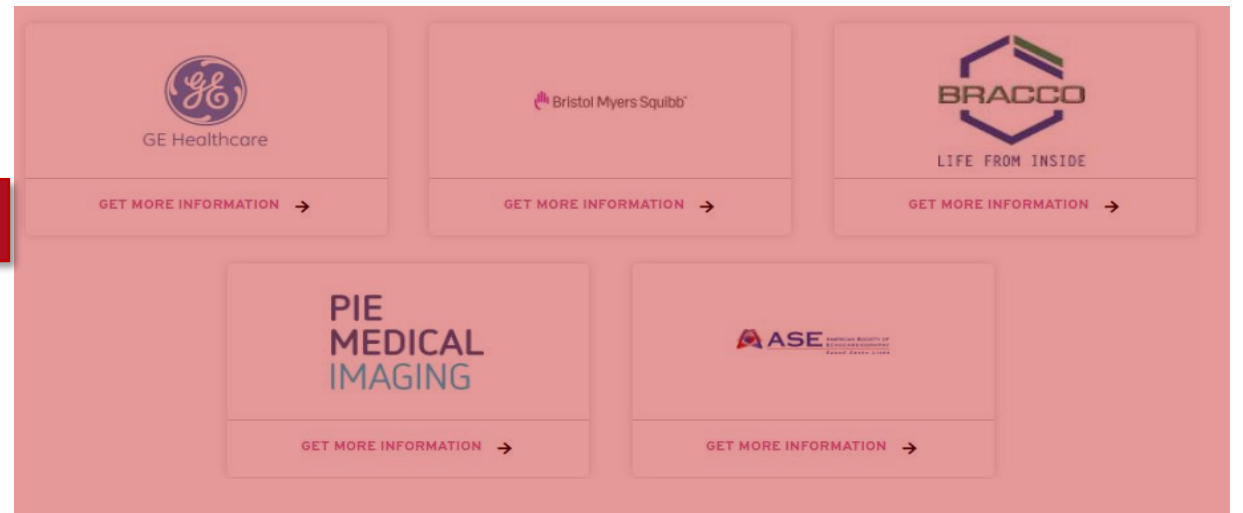
## Virtual Listing

- 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

1



2



# 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.

## Example

The screenshot shows a white dialog box with a dark grey background. The dialog box contains the following text:

**Are you a healthcare professional?**

The content of this page is intended for Healthcare Professionals. Unfortunately, you cannot enter this site if you are not a Healthcare Professional

Yes, I am a healthcare professional

No, I am not a healthcare professional

Close Accept

# 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)

ESC CONGRESS 2021 THE DIGITAL EXPERIENCE 27 - 30 August

Broadcast Abstract Exhibition Member Home Online Support

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

1

2

3

4

NAME OF INDUSTRY Find us on: [social icons]

ESC European Society of Cardiology

Sitemap Terms & Conditions Contact us Follow us on [social icons]

# 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

1

← BACK



### Name of industry

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Visit our website

Book an appointment

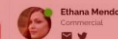
2

3

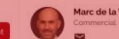
### Chat with the team



Chat



Chat



Chat

Access to private room

4

### Media

#### PROMOTIONAL VIDEO



### Agenda

#### PRODUCT PRESENTATION

Name of the product  
02/20/2021 - 19:30 à 19:30

ADD TO CALENDAR

#### PRODUCT PRESENTATION

Name of the product  
02/20/2021 - 19:30 à 19:30

ADD TO CALENDAR

#### SYMPOSIUM

Name of the product  
02/20/2021 - 19:30 à 19:30

ADD TO CALENDAR

#### PRODUCT PRESENTATION

Name of the product  
02/20/2021 - 19:30 à 19:30

ADD TO CALENDAR

6

### Media

#### SESSIONS ON DEMAND



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7

### Documents



Product name lorem ipsum dolor sit amet

Product name lorem ipsum dolor sit amet

Product name lorem ipsum dolor sit amet

Product name lorem ipsum dolor sit amet

Product name lorem ipsum dolor sit amet

### Resources



Product name lorem ipsum dolor sit amet

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Product name lorem ipsum dolor sit amet

8



# Dedicated Exhibitor Page

## Tutorials Option

1

### Tutorials

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

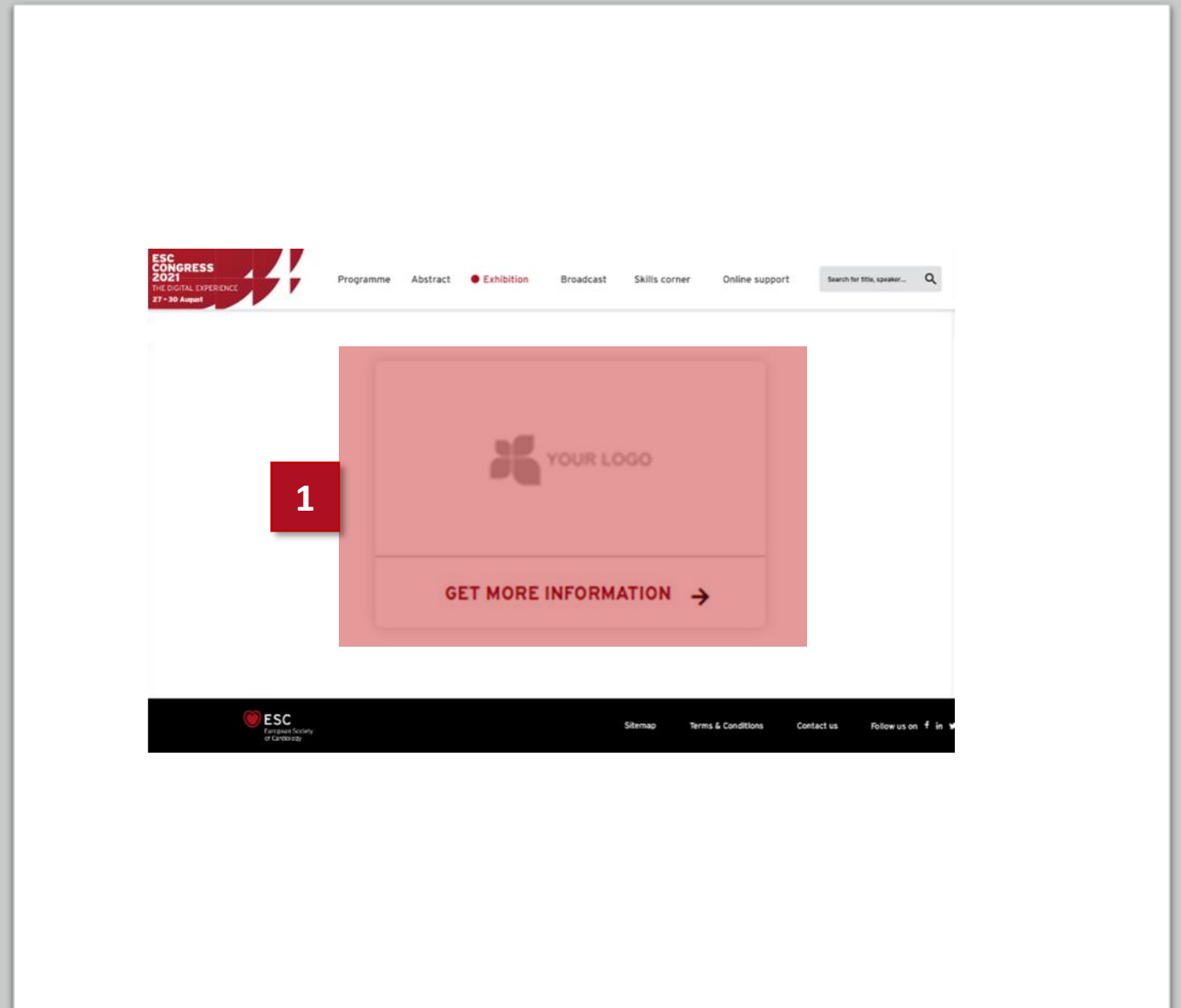
The screenshot displays the ESC Congress 2021 Exhibitor Page. At the top, the header includes the ESC Congress 2021 logo, navigation links for Broadcast, Abstract, Exhibition (selected), Member Home, and Online Support, a search bar, and a welcome message for Professor Juan Baurista Soumoulo. The main content area features a 'Name of industry' section with a 'YOUR LOGO' placeholder, a 'Visit our website' button, and a 'Book an appointment' button. Below this is a 'Chat with the team' section showing three team members: Marc de la Villargiere, Ethana Mendosa, and Marc de la Villargiere, each with a 'Chat' button and an 'Access to private room' button. The 'Media' section contains a 'PROMOTIONAL VIDEO' player and an 'Agenda' section with three items: 'PRODUCT PRESENTATION', 'SYMPOSIUM', and another 'PRODUCT PRESENTATION', each with an 'ADD TO CALENDAR' button. A 'Tutorials' section is highlighted with a red box and a '1' icon, containing the text 'Feel free to join one of our tutorials by registering here.' and a 'REGISTER ->' button. The 'Documents' and 'Resources' sections each display five placeholder images for documents and resources, respectively. The footer includes the ESC logo, 'Find us on' social media icons, and links for Sitemap, Terms & Conditions, Contact us, and Follow us on social media.

# Virtual Listing

1

## Virtual Listing

- Add your logo
- Add the website of your choice



# Virtual Listing

## Specifications

1

### Logo

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

2

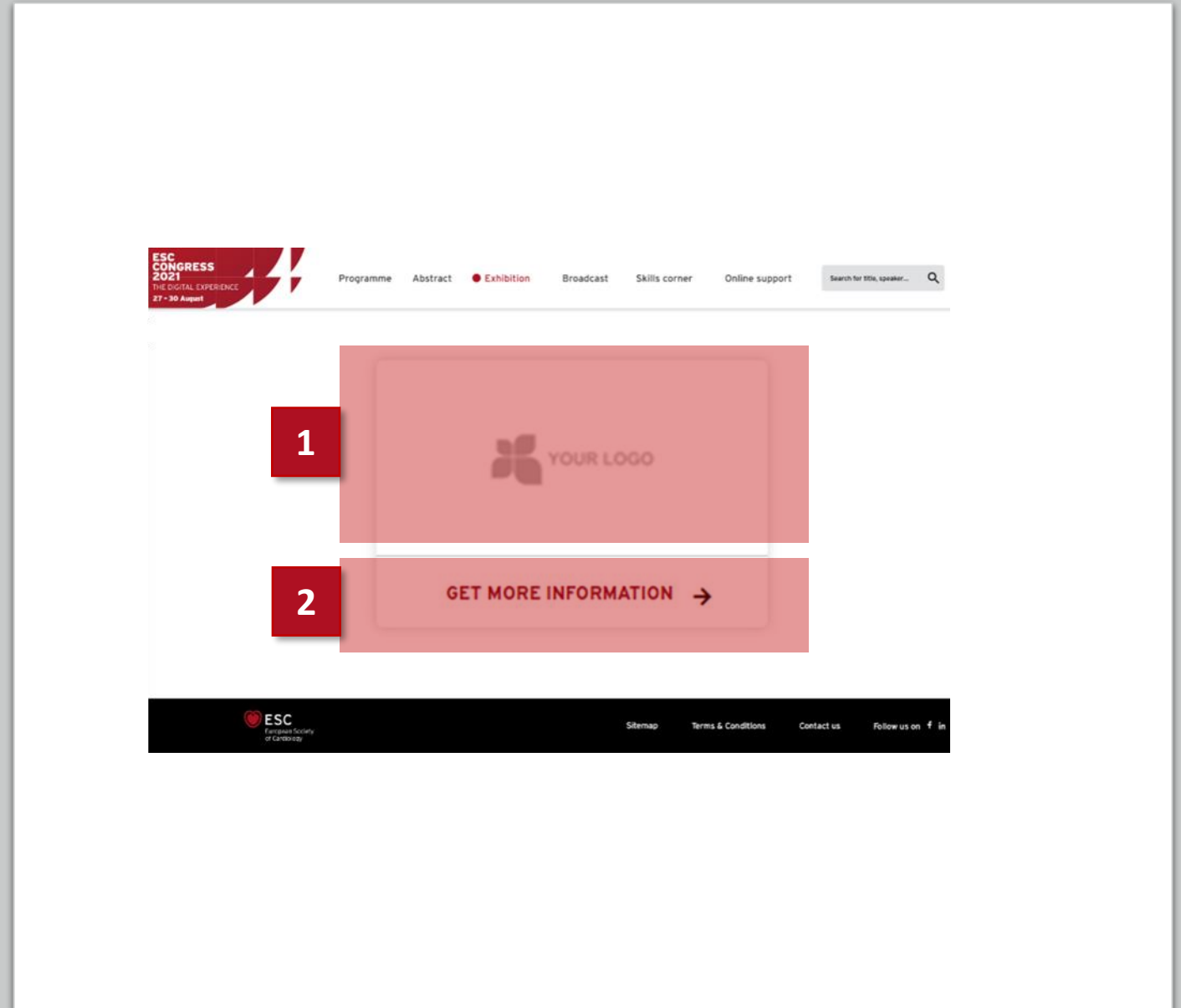
### Website of your choice

- 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](mailto:esc.congress-supplier@cyim.com)



# 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.escehhibition.org](http://www.escehhibition.org).

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



Intelligence  
Innovation  
People  
Trust

# Contact ESC Congresses 2022 Supplier

CYIM Company / Congress department

Maëlle

[esc.congress-supplier@cyim.com](mailto:esc.congress-supplier@cyim.com)

(French company – available on CET time)