



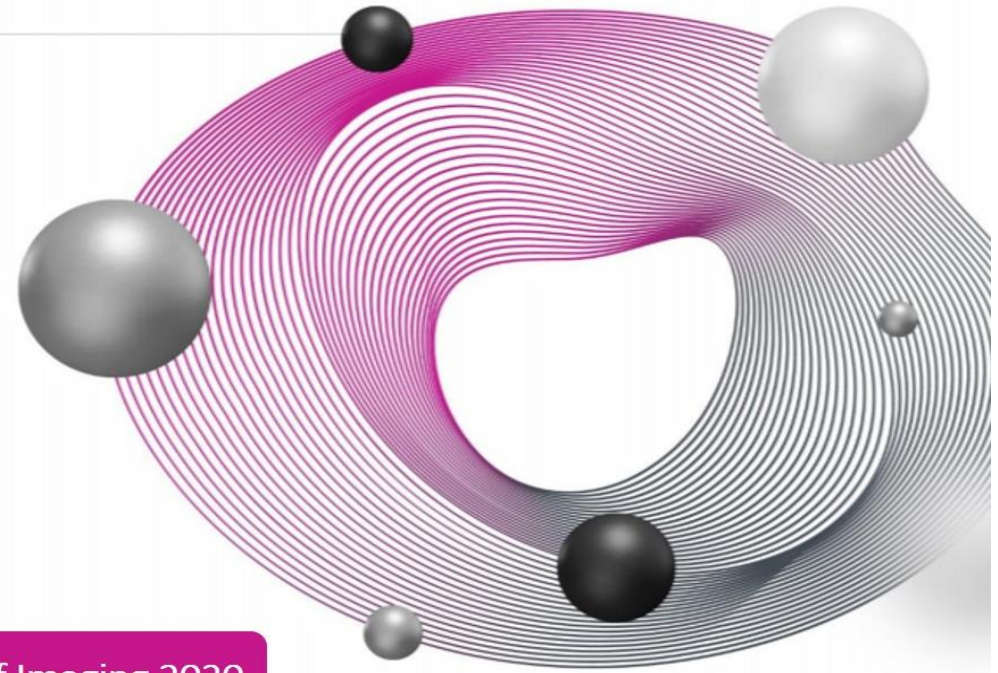
EACVI

Best of Imaging 2020

11-12 December

ESC Guidelines for Industry@ EACVI – Best of Imaging 2020

#EACVIBestOf2020



ESC Guidelines for Industry@ EACVI – Best of Imaging 2020

Congratulations

You have decided to partner with EACVI – Best of Imaging 2020.

Over 11 to 12 December 2020, you will have a unique opportunity to exchange with leading cardiologists from across the globe.

We look forward to working closely with you over the coming weeks towards a rich and innovative EACVI – Best of Imaging 2020.

Thank you for reading these Guidelines

Please note that a successful application for participation at ESC Congresses & Events implies an acceptance of the requirements contained within these ESC Guidelines and any updates posted on www.escexhibition.org.

This web address should be a main reference source in your preparations. The website will provide you with updates, application forms, key dates, don't miss information, technical specifications and much more... Bookmark it now!

Each Industry Partner is responsible for sharing the address of the ESC Industry portal with their agencies or contractors and providing them with the necessary information for exhibition preparations.

Blackout times and Parallel activities

We kindly ask that all our Industry Partners refrain from holding parallel activities which are not linked to EACVI – Best of Imaging 2020 or do not reference it. It is in our best and common interest to retain the focus of the profession on this single platform during the duration of the event which is from 11 December 2020 to 12 December 2020.

During the period beginning 11 December 2020 through to 12 December 2020, 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 at EACVI – Best of Imaging 2020.

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

Your contacts

A dedicated team is happy to assist you in your preparations for EACVI Best of Imaging. Please contact the following people as necessary for your queries.

Satellite Symposia & Sponsorship:
Gisela Valky Pons
eacvicongressservices@escardio.org

Orders and Industry Relations:
industry@escardio.org

Booking procedure

Application forms available on the ESC Industry portal:
http://www.escexhibition.org/EACVI_BOI2020/default.aspx

Application deadlines

19 October 2020 Registration official opening
16 November 2020 Deadline to place your orders

Appointed agency

- Industry Partners should inform the ESC, in writing, which agency is appointed to conduct its affairs. Requests from unknown agencies will not be considered.
- Applications 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@EACVI – Best of Imaging 2020 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.escexhibition.org website to have a proper working relationship with the ESC Industry Team. Sponsoring industry are responsible for communicating these Guidelines to staff and appointed agencies.
- The ESC reserves the right to inform the sponsoring industry if the appointed agencies have not read or understood the ESC Guidelines for Industry so the companies may ensure smooth communication is re-established.

Condition of sales

Order Forms need to be signed by an authorised company representative, only signed order forms will be taken into consideration. Transfer - even in part - of the rights and obligations arising from the order to third parties is not permitted.

An invoice will be sent to the company by email. 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, EACVI-Best of Imaging 2020 has to be cancelled, the ESC will refund the sponsoring industry the sum paid at the time of the cancellation.

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.

Note

The invoice will be issued by:
ESC – European Society of Cardiology
2035 route des Colles
CS 80179 BIOT
06903 Sophia Antipolis, Cedex FRANCE

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

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1. SATELLITE SYMPOSIA

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Key Dates

13 November 2020

By this date, your agenda must be provided to the ESC for submission to the Congress Programme Committee (CPC).

26 November 2020

Satellite Symposia video pre-recorded files submission deadline

Collection of audience leads

Registered profile information and details will be shared with Satellite Symposia organisers. We will provide you with the following data for all individuals who view your session on the ESC Congress platform: title, first name, family name, age, gender, country, state/province, email address, and profile information. This information will be available as follows:

20 days after the event for the Live report, 45 days after the event for the VOD report, however it will not be included in the ESC 365 report due to GDPR regulations.

1.1 Preliminary Programme

Friday 11 December (Day 1)

| START TIME | FINISH TIME | CHANNEL ECHOCARDIOGRAPHY | CHANNEL CMR | CHANNEL NC/CT |
|------------|-------------|---------------------------------|-----------------------------|--------------------------------|
| 08:30 | 12:20 | Abstract on Demand | | |
| 12:20 | 12:40 | Inaugural Session | | |
| 12:40 | 12:45 | Interlude + Continuity Chat Box | | |
| 12:45 | 13:15 | Industry Session | | |
| 13:15 | 17:40 | Session ADVANCED ECHO & YIA* | Session ADVANCED CMR & YIA* | Session ADVANCED NC/ CT & YIA* |
| 17:40 | 17:45 | Interlude + Continuity Chat Box | | |
| 17:45 | 18:30 | Industry Session | | |
| 18:35 | 19:35 | Abstracts Session | | |

*Young Investigators award

Saturday 12 December (Day 2)

| START TIME | FINISH TIME | TYPE |
|------------|-------------|---|
| 08:00 | 09:00 | Abstract Sessions |
| 09:00 | 09:30 | Industry Session |
| 09:30 | 09:35 | Interlude + Continuity Chat Box |
| 09:35 | 12:30 | Online session - pre-recorded on Multi Modality Imaging |
| 12:30 | 12:35 | Interlude + Continuity Chat Box |
| 12:35 | 13:05 | Industry Session |
| 13:05 | 13:10 | Interlude + Continuity Chat Box |
| 13:10 | 13:55 | Industry Session |
| 13:55 | 14:00 | Interlude + Continuity Chat Box |
| 14:00 | 17:55 | Live Session - Best of |
| 17:55 | 18:00 | Interlude + Continuity Chat Box |
| 18:00 | 18:45 | Industry Session |
| 18:45 | 18:50 | Interlude + Continuity Chat Box |
| 18:50 | 19:05 | Closing Session |

1.2 Satellite Symposia

Our prime-time channel will host the latest breakthroughs in imaging modalities from renowned experts and will ensure maximum visibility for your findings. For a more engaging experience the audience will have the possibility to interact directly with the speakers through a live chat (Pigeonhole).

6 slots available in our Programme

Limited to 2 slots per company allocated via first come first served system for EACVI – Best of Imaging 2020.

Slots

Satellite Symposia 30'

Friday 11 December: 12:45 - 13:15
 Saturday 12 December: 09:00 - 09:30
 Saturday 12 December: 12:35 - 13:05

Satellite Symposia 45'

Friday 11 December: 17:45 - 18:30
 Saturday 12 December: 13:10 - 13:55
 Saturday 12 December: 18:00 - 18:45

Satellite Symposia include the following:

- Dedicated listing in the Scientific Programme & Planner (SPP) and Event Platform
- Full AV and technical support provided by ESC official supplier
- Live interaction with audience & panelists via the live chat (Pigeonhole)
- Video on Demand available for 1 month on the EACVI-Best of Imaging 2020 platform and from 13 Jan on ESC 365 platform for 12 months
- General metrics
- Webcast video files

Product Specifications

- Production costs not included
- CPC programme validation required
- Options of pre-recording will be offered by ESC official provider to sponsoring industry at extra-cost
- Interaction with audience will be possible through an integrated interactive tool (Pigeonhole)

The official provider for your Satellite Symposium is: Charlotte Renne, Project Manager at CYIM reachable via email c.renne@cyim.com

1.3 Preparing Satellite Symposia Scientific Programme

Submitting your scientific programme

By 13 November 2020, the complete scientific programme of Satellite Symposia must be submitted via the appropriate service provided by the ESC.

A complete programme includes the following:

- Title of the session
- Duration of the session
- _ Format of presentations: Live or Pre recorded
- _ Each live Q&A or Panel Discussion must be specified indicating the duration in minutes
- Learning objectives (for publication on the Scientific Programme & Planner)
- Session topic number chosen on the topic lists
- Proposed name of the Satellite Symposia Chairperson(s) and Speaker(s)
 - 1 Chairperson/Moderator mandatory
 - 2 Speakers minimum
- Title of each presentation with their duration and topic number chosen on the topic lists
- Complete addresses of Chairpersons and Speakers

Approval of scientific programmes

The content and scientific programme of Satellite Symposia will be reviewed and approved in the most timely manner by the Chairperson of the Congress Programme Committee (CPC) who will confirm/ascertain the scientific value of Satellite Symposia and scope of these sessions with the framework of the Event. Approval or suggestions for changes by the CPC Chairperson will be communicated to sponsoring industry. These recommendations must be taken into consideration.

Scientific programme charter

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

Session structure

- Session structure should respect the general organisation of academic sessions. As a rule, no more than four presentations per session are encouraged to foster discussions.
- The scientific programme structure should allow adequate time both for presentation and discussion.

Session content

- Session content should focus on the medical and scientific environment in which a drug, 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. 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 to put the presented facts and results in perspective.
- No abstracts need to be submitted for Satellite Symposia.

Chairpersons and Speakers

- The ESC or ESC Associations President, President-Elect and Past-President cannot participate in any Satellite Symposia as Chairperson or Speaker.
- Chairpersons and Speakers should have a quality stamp of recognised and competent speakers, and independent chairmanship.
- Chairpersons and Speakers should not be paid employees of the organizing 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.
- Chairpersons and Speakers should receive the complete programme of the Satellite Symposia they are involved in at least one week before the session.

Session identification number

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

Satellite Symposia Faculty management policy

The sponsoring industry must contact the Faculty involved in their session(s) with regards to their Faculty contracts and congress participation.

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 Symposia 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 Satellite Symposia 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@EACVI – Best of Imaging 2020.

Extra services

The costs for any extra orders are not included in the session price. To order extra services, such as an evaluation form, we suggest you contact the ESC official

provider or consult the catalogue of available auxiliary services. available on http://www.escexhibition.org/EACVI_BOI2020/Sessions/EACVI2020-IndustryCatalogue.pdf

1.4 Technical Specifications

Please refer to the industry portal: http://www.escexhibition.org/EACVI_BOI2020/default.aspx

2. ON DEMAND PLATFORM

All content from the programme will be made available to registered delegates as video on demand on the platform until 12 January 2020.

Content will include:

- VOD content and live discussions on hot topics in the field
- Satellite Symposia (latest resources from industry partners in the field)
- Exhibition
- Any other scientific content identified by the event scientific committee
- Social media wall



On 13 January 2021, the event resources will be uploaded and archived on the renowned ESC 365 platform (over 3.73 million resources consulted by 95,000 unique users of the ESC 365 platform since launch). Content will be available to ESC Professional members except for Satellite Symposia content which will be accessible to all for 1 year (MyESC account is required to access resources).

3. SPONSORSHIP

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Sponsorship options can only be ordered by companies participating to the Exhibition section of the platform or non-exhibitor Satellite Symposia organisers.

Cancelling participation in the Exhibition section of the platform or non-exhibitor Satellite Symposia at a later stage also means cancelling the sponsorship options.

3.1 Assignment of sponsorship items

Sponsorship items will be 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.
- The ESC reserves the right to allocate/modify sponsorship item assignments at any time according to the overall event requirements or in case of unforeseen matters.

3.2 Product Advertising

Unless specifically noted in these Guidelines, the use of product names/brand names, misleading names that might be perceived as product/brand names and registered trademarks are not permitted for sponsorship products. In the event where product prescription information is specifically required by local healthcare authorities, the ESC will align with local regulations.

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 General rule applicable for promotional adverts

- 1 Advert promotes 1 event
- 1 Advert promoting 2 Satellite Symposia will be considered as 2 Adverts.

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

For further information please contact: communications@escardio.org

Event visual

A specific version of EACVI – Best of Imaging 2020 event visual (picto) is provided for facultative use by our Industry Partners to promote their activities. This picto is the only ESC 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 visuals 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 logos is not allowed.

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

Official name of the event

Each sponsor must ensure that all publications referring to EACVI – Best of Imaging 2020 mention this official name only.

URLs to external website

Out of respect for our fellow sponsors, we request that all URLs placed on specific platform items 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 ESC activities 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 ESC platform. The ESC reserves the right to remove your URLs from the ESC platform 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 ESC platform for its educational content and resources, which will benefit all parties involved.

Promotional material approval

- ESC approval is mandatory for all promotional material.
- 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.

3.4 Product descriptions and Technical Specifications

Banner advertising

Industry Partners can promote their activities thanks to our wide range of banner advertisements across the EACVI – Best of Imaging 2020 online platform:

Homepage Dynamic Banner

Deadline: 20 November 2020

No product advertising permitted

Promote your session programmes or external website on our EACVI – Best of Imaging 2020 Homepage Dynamic Banner. This sliding banner will rotate every 5 seconds and will include 3 sponsors, who may use a different banner for each day.

Note: the carousel does not start on a random banner but rather is dependent on the position that was chosen by the sponsor, meaning that “Position 1” will always be shown during the first 5 seconds of the 15 second carousel, while “Position 3” will always appear during the last 5 seconds.

Homepage Dynamic Banner sponsors must provide:

- 1 banner visual: JPG or PNG, 970px * 90px, 72 dpi
- 1 hyperlink url address

Exhibition section Dynamic Banner
Product advertising permitted

Deadline: 20 November 2020

Promote your session programmes or external website on our Exhibition page which will acknowledge our Industry Partners. This sliding banner will rotate every 5 seconds and will include 3 sponsors, who may use a different banner for each day.

Note: the carousel does not start on a random banner but rather is dependent on the position that was chosen by the sponsor, meaning that "Position 1" will always be shown during the first 5 seconds of the 15 second carousel, while "Position 3" will always appear during the last 5 seconds.

Exhibition Page Dynamic Banner sponsors must provide:

- 1 banner visual: JPG or PNG, 970px * 90px, 72 dpi
- 1 hyperlink url address

Session Page Static Banner

Deadline: 20 November 2020

No product advertising permitted

Promote your session programmes or external website on your dedicated session programme page.

Session Page Static Banner sponsors must provide:

- 1 banner visual JPG or PNG, 970px * 90px, 72 dpi
- 1 hyperlink url address

eBlasts

No product advertising permitted

The eBlast is an ideal way to highlight your event activities and your association with EACVI – Best of Imaging 2020. Delegates will be able to open an enlarged pdf version of each of the sponsor's adverts by clicking on the advert visual or the session title. Hyperlinks to an external website are permitted. As mentioned below the eBlasts can be mailed to all My ESC Account owners and registered delegates who have agreed to receive communications from the ESC (according to European data protection regulations). eBlasts will be sent out early morning of each date. Slots will be assigned on a first-come first-served basis.

eBlast sponsors must provide:

- 1 advert visual for mailing content - size: 284px x 142px - weight: 50 kb max (recommendation: include your logo)
- 1 Pdf format advert – weight: 1MB max

Please refer to specification document on

http://www.essexhibition.org/EACVI_BOI2020/default.aspx

Pre-event

Reach out to My ESC Account owners (audience with specific interest in EACVI – Best of Imaging 2020) and pre-registered delegates via an electronic invitation sent out prior the event on 27 November 2020.

23 November 2020

Deadline for 27 November 2020 eBlast

During event

Reach out to My ESC Account owners and place your event activities at the forefront of all registered delegates minds by reaching out to them via a dedicated email invitation sent out during the event on 11 December 2020 and 12 December 2020.

4 December 2020

Deadline for 11 Dec 2020 eBlast

4 December 2020

Deadline for 12 Dec 2020 eBlast

Post-event

Place your event activities posted on the platform VOD at the forefront of all registered delegates' minds by reaching out to them via a dedicated email invitation sent out post-event on 17 December 2020.

4 December 2020

Deadline for 17 December 2020 eBlast

e-Daily News Bulletin Adverts

Deadline: 30 November 2020

No product advertising permitted

Our dedicated congress newsletter highlighting the most up-to-date scientific information from EACVI – Best of Imaging 2020 will be emailed to approximately 30,000 healthcare professionals with a My ESC Account. The audience targeted is past participant of EACVI events, registered participants of EACVI – Best of Imaging 2020 and professionals having indicated 'imagery' in the field of interest of their account from 11 December 2020 to 12 December 2020. This is an ideal opportunity to extend your visibility and promote your digital sessions or your external website via hyperlink, with your advertisement as a banner in the e-Daily News.

Note: the e-Daily News is sent out the evening preceding the newsletter's date, for instance the Friday 11 Dec Newsletter will be sent out on Thursday 10 Dec in the evening. e-Daily News Adverts sponsors must provide:

- 1 advert visual for mailing content: size 600px x 150px (LxH)

- 1 hyperlink url address

4. EXHIBITION

A dedicated Exhibition section on the EACVI – Best of Imaging 2020 platform will acknowledge our event partners through their logo. The logo will be clickable and will lead to a sponsor page displaying the sponsor name, corporate logo, company description and a space holder to display a promotional video of your company. For industry having booked a Satellite Symposium, a player to host the VOD of Satellite Symposium will also be included. Additionally, you may invite delegates to discover our partner's solutions through hyperlink to either your company webpage or a customized webpage of your choice.

To thank our Industry Partners for their continued support and trust in the ESC, the Exhibition Page will list all sponsors of EACVI – Best of Imaging 2020, according to the level of investment.

Three categories of investments will be used, which will determine the size of your logo on that page and the order in which it will be displayed:

- Level 1 : over €38k
- Level 2 : under €38k
- Level 3 : Sister Societies

Should two companies have the same level of investment, the alphabetical order will prevail.

Industry Partners listed in the Exhibition section must provide:

- Your company logo in psd format
- Your company description of 500-550 characters
- The link you wish to promote
- The embed code from YouTube or other video service of your promotional video of 60-90 sec max

Deadline for submission: 20 November 2020

5. GENERAL TERMS & CONDITIONS

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5.1 General

Returning an application form and signature of the order form constitutes an Agreement and implies accordance with the ESC Guidelines for Industry@EACVI – Best of Imaging 2020.

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

Indebtedness

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

Counterclaims rights renounced

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

Penalties

Non respect of these ESC Guidelines for Industry@EACVI – Best of Imaging 2020 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 of the ESC Guidelines for Industry@EACVI – Best of Imaging 2020 to the 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.

5.2 Liability

The Industry shall be fully liable for the content of its presentation, promotional messages and/or any other information presented, displayed during EACVI-Best of Imaging 2020. 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 EACVI – Best of Imaging 2020 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.

5.3 Copyright

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

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

5.4 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 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, the Congress must be cancelled, a 15% administrative fee will remain due by the Sponsor.

5.5 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.

5.6 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.

6. Frequently Asked Questions

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6.1 Digital format

How long will EACVI – Best of Imaging 2020 be live?

The event will be live over 1,5 days, from 11 Dec 2020 in the afternoon to 12 Dec 2020 in the evening. The event platform will remain open for 1 month after.

How can I get the latest news on EVENT NAME?

We invite you to bookmark the following webpage to gather all the latest news on EACVI – Best of Imaging 2020:

http://www.escehhibition.org/EACVI_BOI2020/default.aspx

What are the registration fees to attend EACVI – Best of Imaging 2020?

To further support healthcare professionals around the world, the ESC has decided, exceptionally for 2020, to offer complimentary registration to this unique online event. The registration opened on 19 October 2020 and can be

done via the following link: <https://www.escardio.org/Congresses-&-Events/EACVI-Congress/Registration>

How many visitors does ESC expect overall?

This is a first experience for EACVI in this digital transformation. During ESC Congress 2020 – The Digital Experience - EACVI was the largest community represented with a total of 6,000 participants. For EACVI – Best of Imaging 2020, ESC will reach a worldwide audience of 46,000 people from all HCPs interested in Cardiac Imaging to Sister Societies, National Cardiac Societies and Affiliated Cardiac.

How will EACVI-Best of Imaging 2020 be presented on Social Media?

We kindly ask you to use the official hashtag #EACVI - Best of Imaging 2020

Where are the platform's servers located?

The EACVI - Best of Imaging 2020 will be on the Escardio website which is hosted on cloud servers, based-in Amsterdam.

What are the rules of compliances applicable to digital events?

MedTech Europe:

What is a Virtual Third Party Organised Educational Event (“Virtual Event”)

A [stand-alone] Virtual Third Party Organised Educational Event (“Virtual Event”) consists of the filming of presentations, panel discussions or live clinical procedures (e.g. hands-on sessions, surgery simulations, live surgeries, etc.) and their broadcasting (whether immediate or deferred) to an audience which is not physically in attendance. A Virtual Event is delineated by the lack of Healthcare Professional (“HCP”) attendees, as the only HCPs physically present at a Virtual Event are those involved in its creation, i.e. presentation. As a result, a Virtual Event will not be connected in any way with a physical Third Party Organised Educational Event. Conversely, the filming of presentations, discussions, etc. made during a Third Party Organised Educational Event (“Broadcasted Event”), and its broadcasting to audiences not present at the physically attended Event—whether contemporaneously or after the Event—do not qualify as a Virtual Event. For avoidance of doubt, Companies may provide financial and/or in-kind support (e.g. Company products) to Virtual Events in accordance with the rules of the Chapter 2 of the MedTech Europe Code.

Are Virtual Events subject to the MedTech Europe Conference Vetting System (CVS)?

Virtual Events are not subject to CVS. Third Party Organised Educational Events as well as their broadcasting, falling in the scope the MedTech Europe CVS, are subject to CVS. Both Virtual and Broadcasted Third Party Organised Educational Events are subject to the rules of the MedTech Europe Code of Ethical Business Practice.

EFPIA, PhRMA & IFPMA:

EFPIA has established a Joint Guidance Document with the International and American pharmaceutical representative bodies to provide a framework for their

members supporting international medical congresses which have transformed to a virtual format. The Guidance Document is available for your review [here](#).

6.2 Orders

Will my previous orders confirmed for the in-person EACVI-Best of Imaging 2020 be automatically cancelled?

Yes – Each company is welcome to contact us at industry@escardio.org for discussing with their ESC Account Manager on how their order(s) can be best replaced within the digital format. The ESC has decided to waive its usual cancellation policy for Industry partners maintaining their investment to the digital format.

How do I apply for EACVI-Best of Imaging 2020?

Items will be assigned on a first-come first-served basis.

I'm having technical difficulties with "My ESC" Login (ESCid) or would like to update my ESC profile information. Who can help?

You will be asked to sign-in to your My ESC Account. If you do not have a My ESC Account you will need to create one during the registration process, this will take you two minutes to fill in. If you have need help you can find out more about the MY ESC Account in our [question answered page](https://www.escardio.org/The-ESC/Membership/MyESC-FAQ) - <https://www.escardio.org/The-ESC/Membership/MyESC-FAQ>

6.3 Sessions

When will the Scientific Programme be available?

The programme is available on the following page:
<https://www.escardio.org/Congresses-&-Events/EACVI-Congress/Scientific-Programme>

Will the session slots availability follow the same company ranking ?

Items will be assigned on a first-come first-served basis.

Will all Industry resources be available on ESC 365 once EACVI-Best of Imaging 2020 ends?

Yes – The Satellite Symposia will be available on ESC 365 from 13 Feb 2021.

Will translations of my session be possible?

Once you have ordered your Satellite Symposia you will be put in contact with the ESC Official provider with whom you will be able to discuss the feasibility of your request. You can also contact an agency of your own and add subtitles in the video files to be upload in the VOD section and ESC 365.

Will I be able to collect the leads of my audience?

During the event, all registered profile information and details will be shared with Satellite Symposia organisers. We will provide you with the following data for all individuals who view your session on the ESC Congress platform: title, first name, family, name, age, gender, country, state/province, email address, and profile information. This information will be available 20 days after the event for the Live report, 45 days after the event for the VOD report, however it will not be included in the ESC 365 report due to GDPR regulations.

How will you ensure compliance is met and only Healthcare Professional attend virtual sessions?

The following disclaimer is at the point of registration to ensure compliance with industry codes. "I understand that EACVI – Best of Imaging 2020, and all content therein, is designed exclusively for qualified medical professionals. In line with current European legislation and healthcare industry regulations., I hereby confirm my qualifications to access this platform and its contents." – *mandatory tick box*

6.4 Sponsorship

How will the Dynamic Banners work?

The Homepage and Insight Page carousels will contain up to 3 non-random banners of 5 seconds each. The carousel will not start on a random banner but rather will be dependent on the position that was chosen by the sponsor, meaning that “Position 1” will always be shown during the first 5 seconds of the 15 second carousel, while “Position 3” will always appear during the last 5 seconds.

Will product advertising be allowed among sponsorship items?

Product advertising will only be allowed on the Exhibition Page Dynamic Banner.

Will it be possible to include an external hyperlink with my advertisement as a banner in the e-Daily News?

You can include 1 url linked to your sponsor programme or corporate website.

6.5 CME and Accreditation

Will EACVI-Best of Imaging 2020 be accredited?

EACVI-Best of Imaging 2020 is currently under review process for accreditation with the European Accreditation Council for Continuing Medical Education (EACCME®). EACCME ® has recognition agreements with USA and Canada for ECMEC ® conversion. More information [here](#).

If you have read the above and your question is not answered within this FAQ, please [contact the Industry Team](#).