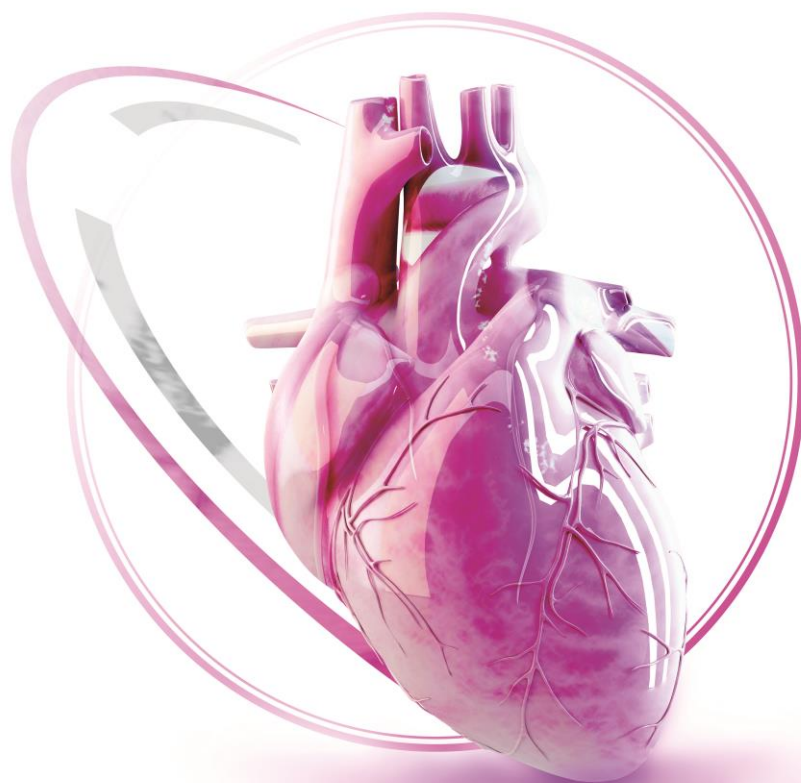




**EACVI**  
European Association of  
Cardiovascular Imaging

# EuroEcho 2019

THE LEADING ECHOCARDIOGRAPHY CONGRESS



**4-7** | **Vienna**  
**December** | AUSTRIA

**23<sup>rd</sup> Annual Congress**  
of the EACVI  
[www.escardio.org/EACVI](http://www.escardio.org/EACVI)



**ESC**  
European Society  
of Cardiology

# Guidelines for Industry @ EuroEcho 2019

## Congratulations

You have decided to partner EuroEcho 2019, the Annual Meeting of the European Association of Cardiovascular Imaging (EACVI).

EuroEcho 2019 will take place in Vienna and gather the core professionals in the field of cardiac imagery, into what will be the key meeting held within Europe for 2019.

We look forward to working closely with you over the coming months towards a rich and innovative EuroEcho 2019.

## Thank you for reading these Guidelines

Please note that a successful application for participation at ESC Congresses implies an acceptance of the requirements contained within these ESC Guidelines for Industry @ EuroEcho 2019, within complementary ESC Guidelines for Industry @ Congresses and also in any updates posted on <http://www.essexhibition.org/EE19/>

Please carefully note the key deadlines marked at the start of each chapter. To ensure we deliver a successful EuroEcho 2019, we will not be able to deviate from these deadlines.

**The ESC Congresses Industry portal:** <http://www.essexhibition.org/EE19/>

This web address should be a main reference source in your preparations. The website is also organised by activity to allow you to focus on your company's participation concerns. The website will provide you with updates, application forms, key dates, don't miss information, technical specifications and much more... Bookmark it now!

Each exhibitor 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.

## Your contacts

A dedicated team is happy to assist you in your preparations for EuroEcho 2019. Please contact the following people as necessary for your queries.

**Exhibition, Industry Sponsored Sessions,  
Sponsorship, Meeting Rooms:**  
[euroechoservices@escardio.org](mailto:euroechoservices@escardio.org)  
Mrs Gisela Valky-Pons

**Exhibitor Registration:**  
[eeregistration@escardio.org](mailto:eeregistration@escardio.org)

**Accommodation:**  
[euroechohotels@escardio.org](mailto:euroechohotels@escardio.org)

**Orders and Industry Relations:**  
[industry@escardio.org](mailto:industry@escardio.org)

**Any other queries:**  
[fcalabrese@escardio.org](mailto:fcalabrese@escardio.org)  
Mr Fabrice Calabrese

## Booking procedure

Application forms available on the ESC Industry portal:

<http://www.escexhibition.org/EE19>

### Application deadline with priority status 16 July 2019

Exhibition, Industry Sponsored Sessions, Meeting Rooms and Sponsorship application deadline.

### 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 sponsor and the ESC. A stand assignment, sponsored sessions, sponsorship or meeting rooms confirmation and an invoice will be sent to the sponsor 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.

### Appointed agency

- Sponsors should inform the ESC, in writing, which agency is appointed to conduct its affairs. Requests from unknown agencies will not be taken into account.
- Applications for stand spaces, session' time slots, sponsorship items or meeting rooms 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 as an essential tool on how to host Industry activities. It is obligatory that every appointed agency reads these Guidelines and all other documents posted on [www.escexhibition.org](http://www.escexhibition.org) website in order to have a proper working relationship with the ESC Industry Team. 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 so the companies may representative;ommunication is re-established.

### Condition of sales

- Order forms need to be signed by an authorised company representative, only signed order forms will be taken into consideration. Failure to return a signed order form will result in loss of product and priority position
- An order is considered final and subject to payment and cancellation fees once this form has been signed and returned.
- 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 is essential to secure a stand space, session' time slot, sponsorship item or rooms assignment.
- Stand space, session' time slot, sponsorship item or rooms assignments are cancelled automatically if the invoice 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 Chapter 5 "Finance and invoicing" of these Guidelines.

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## 1. Exhibition

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## 1.1 Key Dates

<b>16 July 2019</b>	Application deadline with priority status
<b>Until 29 June 2019</b>	Cancellation fee: 30% of total amount due
<b>21 September 2019</b>	Exhibitor Profile deadline
<b>Until 28 September 2019</b>	Cancellation fee: 50% of total amount due
<b>From 1 October 2019</b>	Cancellation fee: 100% of total amount due
<b>31 October 2019</b>	Deadline for stand design submission. All exhibitors must submit their insurance certificates. For custom stands, risk assessments and method statements are requested.
<b>5 November 2019</b>	Stand activity declaration deadline
<b>6 November 2019</b>	Stand services deadline - After this date orders will incur an extra cost and the service cannot be guaranteed.
<b>4-7 December 2019</b>	<b>EuroEcho 2019</b>

## 1.2 Costs for Stand Space Only

“Stand Space” refers to the physical floor area occupied by an exhibit and excludes all construction materials and services such as electricity and communications.

	Industry	Publishers, Booksellers
Price	€400/m <sup>2</sup>	€280/m <sup>2</sup>
Minimum exhibition space	9m <sup>2</sup>	6m <sup>2</sup>
Accrued points	5 points for participation + 1 point per 9m <sup>2</sup>	

## 1.3 Stand Assignment

Stands will be assigned in accordance with the accrued point ranking if received by 16 July 2019. Points will be rewarded in line with participation in the past two EuroEcho Congresses.

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.

After confirmation of stand assignment, any alteration of the stand type may be requested to ESC before 22 October 2019. To ensure a proper announcement of the stand spaces in the EuroEcho 2019 publications digital tools and printed material, any request of change post this date will be subject to prior approval by the ESC. ESC cannot guarantee a positive response.

## 1.4 Exhibition Schedule

### Construction schedule

Exhibitors and their agencies must study the timetable for construction, exhibition opening and dismantling. Access to the unloading area and exhibition grounds for construction shall be according to the access schedule. Priority will be decided based on the size of stand area under construction and other considerations such as availability of the 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 time slot 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 decision shall be paid by the exhibitor in full, with no right to refund.

### Exhibitions access timetable

#### Construction

The hall is open for construction:

- On Monday 2 and Tuesday 3 December: 08:00 to 20:00
- Hall will be carpeted from 18:00 on 3 Dec, hence hallways must be clean and empties removed by that time
- On Wednesday 4 December: 08:00 to 09:00 for stand decoration only

During build-up and dismantling period the Exhibition Halls don't have any air-conditioning.

#### Vehicle access for unloading

For deliveries during build-up and pick-ups during dismantling please use Gate 1 at Trabrennststraße 5, 1020 Vienna. Vehicles will not be allowed access to the loading bays before the date and time indicated on the access schedule. Please refer to Fairexx for a slot assignment. 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). Time slot request form is available on <http://www.escexhibition.org/EE19>

Daily deliveries should be sent to the Fairexx office, where transport to the exhibition area may be arranged.



Vehicles are granted access to the exhibition grounds with official time-slots depending on the exhibit size. Every truck driver gets a ticket to open the gate when entering the fairground. The ticket is valid for 3 hours. If the truck driver stays more than 3 hours in the premises, a 100€ fine will be charged. Therefore, as soon as loading/unloading is finalised, vehicles must leave the loading bay.

## **Opening hours**

### **Wednesday 4 December**

08:00 – 09:00 Stand decoration only, to be completed by 09:00

#### **Important**

**Note that from 08:30 delegates will be invited to attend the scientific sessions and visit the Posters Area close to the Exhibition Area, which means that the congress doors will open to delegates from 08:00. No dedicated security will be put in place for this occasion - we therefore recommend you secure your stand space in order to avoid having delegates inside.**

**Special attention must be paid to noise disturbance caused by rehearsal of music and/or sound, broadcasting of images and vacuum cleaning of the stands during ESC sessions held in lecture rooms. If the ESC judges that a disturbance is being caused, the exhibitor will be asked to cease the activity immediately. A refusal to lower the sound level or cease an activity will be considered as a violation of these Guidelines.**

09:00 EXHIBITION HALLS OPEN (all stands must be staffed)

17:30 Exhibition closed

17:30 – 19:00 Networking Reception at ESC/EACVI Stand

### **Thursday 5 December**

07:30 Hall access for exhibitors

08:30 – 17:30 Exhibition opens

### **Friday 6 December**

07:30 Hall access for exhibitors

08:30 – 17:30 Exhibition opens

19:00 – 21:00 Removal of stand valuables (screens, machines, computers, books, light furniture...) The structure of the stand and the furniture must remain in place until Saturday 13:00. Vehicle access from 18:30-20:00 (time slot to be booked with Fairexx)

### **Saturday 7 December**

07:30 – 13:00 Exhibition closed (delegates will still come through the Exhibition area to go to their sessions, so all stands must be clean and the aisles remain clear)

13:00 – 24:00 Dismantling

## **IMPORTANT**

On Thursday 05 December and Friday 06 December, stand personnel may enter the building 1 hour before the opening of the exhibition. Outside of “exhibition open” periods, delegates will walk through the Exhibition, we therefore strongly urge you to secure your stand against theft or damage when the stand is not manned. (See Chapter 5 “General terms and conditions” of the ESC Guidelines for Industry @ Congresses.).

## 1.5 Technical Guidelines

### Exhibition location and building information

The exhibition accompanying EuroEcho 2019 will be held in Hall B of Messe Wien in Vienna, Austria.

### Zone information

- Exhibition Hall B
- Height ceiling: 8.5m (4m under Galerie ceiling)
- Floor loading: 1.600 kg/m<sup>2</sup>
- Electricity, water, waste & telecoms delivered by service ducts at floor level
- Loading doors 5.7m wide and 4.4m high, pedestrian doors 2.25m high
- First Aid is located in the Foyer of the Congress Center

### Stand construction

Please refer to the ESC Guidelines for Industry @ Congresses for full technical specifications and illustrations.

### Security

#### Due diligence

All entities involved in EuroEcho 2019 must have adequate insurance to cover claims arriving from industrial accidents and public safety, whatever the cause. Exhibitors and their contractors must abide by current legislation in the host country with regards to the prevention of occupational hazards which apply to the work being carried out. Particular care should be taken during construction and dismantling periods; un-safe working practices will be stopped by the organiser in the interests of public safety. Exhibitors using materials not conforming to any safety component of these Guidelines will replace them with safe alternatives at their own cost.

#### Safety requirements

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

Please refer to the ESC Guidelines for Industry @ Congresses and venue rules and regulations for further information.

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

### 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.

### Submission deadlines

By 31st October 2019: Exhibitors renting a shell scheme stand should inform ESC Industry Team accordingly. A public liability insurance document should be sent by exhibitor to the ESC Industry Team.

A choice of two stand solutions is available at attractive package prices for stands up to 25m<sup>2</sup>, namely: Complete Booth 'First' and Complete Booth 'Easy'.

More information can be found on the service catalogue of the official supplier StandOut located [here](#).

### Custom stand design

#### Stands drawing

By 31st October 2019 every exhibitor must submit to the ESC Industry Team, an exact statement of the dimensions of their stand 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.

Please refer to the ESC Guidelines for Industry @ Congresses for further information.

### Health & Safety certification

#### Complex structures

A complex structure is any form of construction of any height, which may require input from a structural engineer. For safety purposes, all structures which could endanger life and limb if improperly assembled will be inspected by a civil engineer during exhibition set-up.

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. Please see <http://www.escehibition.org/EE19/default.aspx> for the Civil Engineer Stand rules at Messe Wien.

All constructions that do not fall into those categories still have to be built in a stable manner and must be state of the art. During the inspection construction plans, certification of the structural elements, truss spreadsheets etc, as well as static calculations for free standing elements and multi-storey stands must be presented to the civil engineer upon request.

The constructions and their calculations have to align with the European Norm EN13814 - Fairground and amusement park machinery and structures – Safety (in their currently valid version). Please make sure to have the documentation ready at the booth during set-up to be sure of a favorable report.

Please refer to the ESC Guidelines for Industry @ Congresses for further information.

### **Stand module**

By 31st October 2019 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 apart from the public liability insurance document.

### **Onsite checking**

All stands will be checked onsite by the ESC Industry Team and by an independent structural engineer mandated for the event to ensure that the structures are safe and that they are compliant with the approved technical drawing upstream. In case of difference between the approved drawing and the stand, the ESC Industry Team reserves the right to ask for any change needed in order to make the stand compliant.

Please refer to the ESC Guidelines for Industry @ Congresses and venue rules and regulations for further information.

### **Stand types**

Two-storey structures and rigging are not allowed at EuroEcho 2019. Arches, bridges or similar constructions connecting two or more stands are not allowed. L & U shape island stands are not encouraged.

Please refer to the ESC Guidelines for Industry @ Congresses and venue' Rules and Regulations available on <http://www.essexhibition.org/EE19>.

### **Specific requirements**

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 peninsulas (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.

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 is possible (i.e glazing...)

### Stand design approval

Each stand design is evaluated individually. For confidentiality matters, the exhibitors' stand designs 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 exhibitors' agent. Only with this approval shall the stand be deemed eligible for construction. The stand design approval will be sent by the ESC Industry Team only when 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.

Please refer to the [ESC Guidelines for Industry @ Congresses and venue rules and regulations](#) for further information.

### Stand height allowance

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

6m <sup>2</sup> - 25m <sup>2</sup>	2.5m
26m <sup>2</sup> - 45m <sup>2</sup>	3.5m
Over 45m <sup>2</sup>	4m

### 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 erect walls, glazing, other constructions, or to place stand elements on the open sides of island, peninsula, corner or in-line stands within this 30cm perimeter.

### 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.

Please refer to the ESC Guidelines for Industry @ Congresses for full technical specifications and illustrations.

### 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 total of the lines of sight must reach a minimum of 33% of the stand 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 total of the lines of sight must reach a minimum of 33% of the stand width.

Please refer to the ESC Guidelines for Industry @ Congresses for full technical specifications and illustrations.

### 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

**Peninsula, corner and in-line stands must be separated from neighbouring stands by means of separation wall(s). In principle this 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.**

Please refer to the ESC Guidelines for Industry @ Congresses for full technical specifications and illustrations.

### Self standing elements

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

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

### Exhibition services

For all your stand service orders and the latest exhibition logistics information, please visit <http://www.escexhibition.org/EE19>.

All stand services can be ordered via the official event supplier StandOut, whose service form is available on <http://www.escexhibition.org/EE19>.

**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. Connections to these service ducts must be made by the venues' Technical Exhibition Service 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.

For complete details on electrical rules and regulations for stand installation, refer to the venues' Rules and Regulations available on <http://www.escexhibition.org/EE19>.

Please refer to the ESC Guidelines for Industry @ Congresses for further information.

**Internet connection WiFi at Messe Wien**

With the explosion of wireless-enabled devices (smartphones and tablets), the Wi-Fi network availability during ESC Congresses has become a challenge.

To ensure the provision of a safe and effective Wi-Fi service for all exhibitors and delegates visiting the Exhibition Hall, we have deployed in collaboration with our official supplier specific technical resources to ensure a quality service. Our official supplier team is able to provide tailor-made solutions to Exhibitors wishing to order a Wi-Fi efficient service, please contact them for your specific order and requirements. Should you decide to deploy your own Wi-Fi service, our official supplier will check the conformity of your equipment and ensure no interference with the overall Wi-Fi service to delegates and other exhibitors. As such all Wi-Fi equipment for use on your stand must be declared to our official supplier. Please complete the appropriate order form available on the exhibitor services catalogue posted on <http://www.escexhibition.org/EE19/Exhibition/Exhibitor%20Services%20Catalogue.pdf>

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

**Waste and cleaning management**

Exhibitors should manage (contract and pay for) their waste removal through the official cleaning supplier. This can be ordered through StandOut whose service form is here: <http://www.escexhibition.org/EE19>. 'Wild tipping' or disposing of bulk waste within the fairground without payment will be considered a serious violation.

**Important**

**Unattended rubbish left by exhibitors in aisles when the exhibitions are open will be removed at the Exhibitor's expense.**

Please refer to the ESC Guidelines for Industry @ Congresses for further information.

## **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.

The Official Caterer of the EuroEcho 2019 is Gerstner. Catering can be ordered online on: <http://www.escexhibition.org/EE19>.

## **Logistics**

Transport regulations/handling

The official forwarder for ESC Congresses is:

Fairexx Logistics for Exhibitions GmbH

Contact: Anja Homann-Petrou / phone +49-179-24 77 818

Email: [anja.homann-petrou@fairexx.com](mailto:anja.homann-petrou@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.

Vehicles are not allowed inside exhibit hall. Please note that only forklift trucks and other special lifting equipment operated by the official logistics partner, Fairexx, are permitted within the loading bay and halls.

[Please refer to the ESC Guidelines for Industry @ Congresses for further information.](#)

## **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 available on <http://www.escexhibition.org/EE19>.**

## **Delivery address**

The address for all deliveries will be made available in the Fairexx freight forwarder manual available online on <http://www.escexhibition.org/EE19>. Note that deliveries direct to venue can be accepted during the official build-up days only. Venues representatives are not entitled to receive goods on behalf of exhibitors. To send shipments in advance, please use the possibility via our Fairexx advance warehouse, Bedburg.

## **Storage**

Empty packing cases must be removed from the exhibition halls by 20:00 on Tuesday 3<sup>rd</sup> December 2019. 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.



### **Important**

There are no truck parking spots available on the premises of Messe Wien. To find the closest parking spots, you can use the Asfinag App: <https://www.asfinag.at/traffic/hgv-bus/parking-information/>.

In addition, please note the general driving bans in Austria during night time and weekend which can be found on the following website: <https://www.asfinag.at/traffic/hgv-bus/lorry-driving-bans/>.

The Messe Wien operates with a deposit system to enter the fairground. At the entrance gate each truck driver gets an electronic ticket which is valid for 3 hours. If the driver leaves the premises within the 3 hours, no charges will apply. If he stays longer than the 3 hours, he has to pay EUR 100. All vehicles have to leave the unloading/loading area after finalizing their activities.

## **1.6 Safety and Technical Specifications**

Please refer to the ESC Guidelines for Industry @ Congresses and venue' Rules and Regulations available on <http://www.escehhibition.org/EE19>.

### **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.

### **Fire prevention and crowd safety**

#### **Exhibitor obligations**

Exhibitors must have available on site 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 stand will be subject to these regulations.

Exhibitors must abide to Messe Wien technical regulations published on <http://www.escehhibition.org/EE19>.

### **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 venue' Rules and Regulations will replace them with safe alternatives at their own cost.

### **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 exhibitor of their responsibility for their stand surveillance.

Stand security can be ordered with the onsite supplier CAM. The order form is available on the exhibitor platform: <http://www.escehhibition.org/EE19/default.aspx>

### **Valuable goods**

The Exhibitor shall be responsible for the surveillance of his/her 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.**

### **Insurance**

Please refer to Chapter 5 "General Terms and Conditions" § 5.3 INSURANCE of the ESC Guidelines for Industry @ Congresses.

## **1.7 Exhibitor Registration**

[Please refer to the ESC Guidelines for Industry @ Congresses for further information.](#)

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.

### **Exhibitor badge categories**

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

### **General Exhibitor badge**

- Access to Exhibition halls
- No access to EuroEcho 2019 Scientific Sessions
- Access to Industry Sponsored Sessions of affiliated company
- No congress bag
- No journal subscription
- No accreditation
- Electronic version of the Final Programme on Mobile App and Website
- Opportunity to purchase additional General Exhibitor badges
- Onsite name changes are not accepted, a new badge must be purchased
- Lost General Exhibitor badges will not be replaced, a new badge must be purchased

### **Scientific Exhibitor badge**

- Access to Exhibition halls
- Access to EuroEcho 2019 Scientific Sessions
- Access to Industry Sponsored Sessions
- No congress bag
- No journal subscription
- Electronic version of the Final Programme on Mobile App and Website
- No additional paying Scientific Exhibitor badges can be ordered (beyond the defined number allocated per stand). If any additional one is required, a usual delegate badge should be purchased through the ESC website.
- Onsite name changes are accepted upon surrender of the original badge (administration fee to be charged)
- Lost Scientific Exhibitor badges will not be replaced, a new badge must be purchased

### **Exhibitor badge allocation**

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

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

<b>Stand size between:</b>	<b>General Exhibitor badges</b>	<b>Scientific Exhibitor badges</b>
9 and 49 m <sup>2</sup>	4	4
50 and 99 m <sup>2</sup>	8	8

## Exhibitor badge order

### Free badge orders

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 is the same as that provided for the exhibition listing.

### Badge fees and order deadlines

Additional General Exhibitor badges may be pre-ordered at the early fee of €50 (excl. VAT) per badge before 05 November 2019.

### 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.

### 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 exhibitors' badge and to the official opening time of the congress. 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 the congress. Named delegates will be provided with the necessary stickers at the Exhibitor Registration desk and will be given access to the exhibition without the need to be accompanied.

## 1.8 Stand Activity and Promotional Regulations

Please refer to the [ESC Guidelines for Industry @ Congresses](#) for further information.

### Stand activities

The main activity of any exhibition' stands 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 with the delegates.

Stand activities should be focused on the product and scientific information to be communicated; 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.

### **Audio & visual activities**

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

### **Important**

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

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

### **Note**

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

### **Promotional regulations**

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

It is prohibited to advertise goods and services which have not been admitted to EuroEcho 2019 or to make publicity for organisations which do not occupy stand space at EuroEcho 2019. 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.

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.

## **2. Industry Sponsored Sessions**

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## 2.1 Key Dates

<b>16 July 2019</b>	Application deadline with priority status
<b>From 16 July 2019</b>	Notification of assignments of time slots and rooms
<b>Until 29 June 2019</b>	Cancellation fee: 30% of total amount due
<b>21 September 2019</b>	Deadline for receiving complete scientific programmes
<b>Until 28 September 2019</b>	Cancellation fee: 50% of total amount due
<b>From 01 October 2019</b>	Cancellation fee: 100% of total amount due
<b>From October 2019</b>	Notification of scientific programmes approval
<b>05 November 2019</b>	Free Exhibitor badge deadline
<b>07 November 2019</b>	Deadline for approval of promotional materials (invitations/flyers) by ESC
<b>04-07 December 2019</b>	<b>EuroEcho 2019</b>

## 2.2 Satellite Symposia

Please refer to the [Industry Prospectus and ESC Guidelines for Industry @ Congresses](#) for further information.

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

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

Satellite Symposia should fit in the standard time unit of 60-minutes.

## Time slot and costs

	Time slot	Exhibitor	Non-exhibitor	Accrued points
<b>Wednesday 04 December</b>	12:45 – 13:45 (60 mins)	€28,000	€33,000	14
<b>Thursday 05 December</b>	12:45 – 13:45 (60 mins)	€30,000	€35,000	15
<b>Friday 06 December</b>	12:45 – 13:45 (60 mins)	€28,000	€33,000	14

*All prices are exclusive of VAT*

*The accrued points ranking will determine the assignment of time slots and lecture rooms.*

### What is included in the cost?

- Lecture room rental
- Standard lecture room set-up
- Promotional package:
  - o 1 Congress News insert: the day of your session, an advert will be published in the Congress News to promote your Satellite Symposium
  - o 1 Weblink
  - o 1 Information Screen Advert
- Dedicated listing in the Scientific Programme & Planner, Programme at a Glance, Final Programme, and Mobile App
- Promotion allowed in front of the session room (roll-up and/or invitations)

For Non-Exhibiting companies the cost includes all the above as well as:

- 5 General Exhibitor Badges
- 5 Scientific Exhibitor Badges

### Lecture room set-up

- Chairs arranged in theater-style
- Stage set-up:  
Lecture room with 1 table for 2 Chairpersons or 2 tables for 4 Chairpersons, depending on the size of the room with video monitor in front of chairperson's table and 2 or 4 microphones
- 1 lectern + 2 microphones + computer networked with Speaker Service Center
- 1 Screen for projections
- 1 x technician
- 1 video projector
- 1 x 47" information screen intergraded in entrance gate
- 1 x ESC room hostess
- 2 x tables per number of entrances of the assigned room

### Note

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



### Lecture room access

Satellite Symposia organisers will have access to the lecture rooms 10 minutes before their scheduled timeslot under the condition that the previous session has cleared the room and approval to enter has been given by the ESC staff. Satellite Symposia organisers must clear the lecture room 10 minutes after their scheduled timeslot.

### Promotional regulations

#### Invitations

Invitations can be distributed at the entrance of the assigned lecture rooms 30 minutes before the beginning of the session. It is forbidden to distribute invitations anywhere else in the building other than on the booth.

#### Roll-ups

Two roll-ups (maximum height of 2.5m and maximum width of 1m, no electrical connections, no lights, and no sound) may be displayed in front of the lecture room door(s) 1 hour before the sessions start.

## 2.3 Practical Tutorials

Please refer to the Industry Prospectus and ESC Guidelines for Industry @ Congresses for further information.

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. Practical Tutorials can be organised by exhibiting or non-exhibiting companies and must be open to all registered delegates.

Practical Tutorials are organised in existing rooms of 94m<sup>2</sup>. One room is allocated per company for the duration of the congress. Sessions can be organised on **Wednesday 4 December from 09:0 to 17:30 and from Thursday 5 to Friday 6 December 2019, between 08:30 and 17:30.**

<b>Practical Tutorials (Room rental included)</b>	<b>Prices</b>	<b>Accrued Points</b>
Exhibitors	€21,000	8
Non-Exhibitors	€26,000	10

*All prices are exclusive of VAT*

### What is included in the cost?

- Standard ~94m<sup>2</sup> sound-reduced room
- Rooms will include standard set-up, standard electricity supply, air-conditioning and daily cleaning
- Promotional package:
  - o 1 Congress News Insert: each day, an advert will be published in the Congress News to promote your Practical Tutorials
  - o 1 Weblink
- Dedicated listing in the Scientific Programme & Planner, Programme at a Glance, Final Programme (digital) and Mobile App
- Promotion allowed in front of the session room (roll-up, invitations and/or information screen)

For Non-Exhibiting organising companies the cost includes all of the above and:

- 4 General Exhibitor Badges
- 4 Scientific Exhibitor Badges

### Room access and set-up

- Unless agreed otherwise, Practical Tutorials organisers will have access to their assigned room on Tuesday 3rd December 2019 at 08:00. Goods and empty cases must be removed from aisles, by 18:00 on Tuesday 3rd December 2019.
- Removal of Practical Tutorials rooms' valuables can start on Friday 06 December 2019 at 18:00 and must be completed on Friday 06 December 2019 by 20:00.
- Practical Tutorials organisers must bring their own consoles, projectors and other necessary equipment.
- All furniture, audiovisual equipment and electricity supply over and above the standard set-up will be at the cost of the Practical Tutorials organisers.
- Session organisers must plan appropriate staffing and/or security to avoid any problems. If this is not the case, for security reasons, the venue has complete authority to block entrance into the rooms.
- The dimensions of the payload lift are: 2,38 m wide x 2,40 m high. Please ensure the material you wish to bring into the room fit into the lift.

### Important

**Companies must ensure set-up is completed and the necessary packing material removed from the room by the end of the time slot 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**

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.

For all delivery and access logistics matters, please see Chapter 1. Exhibition and refer to 1.5 Technical Guidelines.

[Please refer to ESC Guidelines for Industry @ Congresses for further information.](#)

## **Access Schedule**

### **Tuesday 03 December 2019**

08:00–18:00 Access to the Practical Tutorials rooms for set-up

08:00–18:00 Vehicle access (time slot to book with Fairexx)

### **Wednesday 04 December 2019**

08:00–17:30 Access for exhibitors to Practical Tutorials rooms

09:00–17:30 Access for delegates to Practical Tutorials rooms

### **Thursday 05 December 2019**

07:30–18:00 Access for exhibitors to Practical Tutorials rooms

08:30–17:30 Access for delegates to Practical Tutorials rooms

### **Friday 06 December 2019**

07:30–20:00 Access for exhibitors to Practical Tutorials rooms

08:30–17:30 Access for delegates to Practical Tutorials rooms

18:00 - 20:00 Removal of Practical Tutorials rooms valuables.

18:00 - Vehicle access (time slot to book with Fairexx)

### **Saturday 07 December 2019**

07:30–13:30 Practical Tutorials rooms closed

## **Room signage**

- The ESC will take care of the generic signage within the congress centre.
- No other signage or promotion can be made within the building.
- Standard room signage is included in the Practical Tutorials room rental.

## **Promotional regulations**

### **Invitations**

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 booth.

### **Room roll-ups and Information Screen**

One roll-up (maximum height of 2.5m and maximum width of 1m, no sound) and/or an information screen (no sound) may be displayed in front of the assigned room. These promotional supports cannot carry product names, logos or references and should be limited to the company name, corporate logo, congress image and Practical Tutorials Agenda.

## **2.4 General Rules Governing Industry Sponsored Sessions**

### **Assignment of Industry Sponsored Sessions**

Please refer to the ESC Guidelines for Industry @ Congresses for further information.

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 time slots and/ or lecture rooms.

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

### **Preparing Industry Sponsored Sessions Scientific Programmes**

Please refer to the ESC Guidelines for Industry @ Congresses for further information.

### **Submitting your scientific programme**

By 21 September 2019 the complete scientific programme of Industry Sponsored Sessions must be sent to the ESC. The scientific programme must be typed on the appropriate form available on <http://www.escehhibition.org/EE19>.

#### **Note**

**Industry Sponsored Sessions are announced in all publications as “sponsored by company X”. Sessions’ sponsor can use a different wording to announce the session on promotional material. The ESC approval is mandatory.**

**Sponsored sessions’ chairperson(s): 1 mandatory for 60-minute Satellite Symposia. The number and duration of Practical Tutorials sessions is not restricted. It is left to the appreciation of the organisers.**

### **Approval of scientific programmes**

The content and scientific programme of Industry Sponsored Sessions must be reviewed and approved by the Chairperson of the Congress Programme Committee (CPC) who will confirm/ascertain the scientific value of Industry Sponsored Sessions. This review will take place in October 2019. 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.

Changes in the scientific programmes content cannot be made without the specific approval of the Congress Programme Committee (CPC).

### **EACVI Faculty management Policy**

Faculties involved in EACVI scientific sessions benefit from free registration. Hotel accommodation, travel expenses and extras remains the responsibility of the faculty member.

### **Industry Sponsored Session Faculty Management Policy**

#### **Faculty management**

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

#### **Faculty engagement**

Following the approval of the session scientific programmes by the Congress Programme Committee, EACVI encourages Industry Sponsored Session organisers to visit the Congress Scientific Programme & Planner (SPP) to identify faculty participating in multiple sessions. EACVI will facilitate contact between Industry Sponsored Session organisers to discuss faculty arrangements amongst themselves. Nevertheless, EACVI will not engage in communication on faculty arrangements and expense management. Please note that EACVI reserves all rights to modify the programme faculty at any time without prior notification, the SP&P will reflect the change as made.

### **Preparing Industry Sponsored Sessions Requirements**

Please refer to the [ESC Guidelines for Industry @ Congresses](#) for further information.

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

All persons involved in the organisation of Industry Sponsored Sessions (film crew, technicians, participants...) must have a valid badge: General Exhibitor<sup>1</sup> and Scientific Exhibitor<sup>2</sup>, active participant or day ticket.

*<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 Congresses. 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.

The Speaker Service Centre will be open as follows:

<b>Date</b>	<b>Times</b>
Tuesday 03 December 2019	15:00 - 18:00
Wednesday 04 December 2019	08:00 - 18:00
Thursday 05 December 2019	07:30 - 18:00
Friday 06 December 2019	07:30 - 18:00
Saturday 07 December 2019	07:30 - 12:30

### **Catering**

Catering services can be organised with the ESC official caterer at the sponsor's cost. The Official Caterer of EuroEcho 2019 is Gerstner. Companies will have the right to serve alcoholic beverages during the receptions organised at the following dates and times only:

<b>Date</b>	<b>Times</b>
Wednesday 04 December 2019	from 17:30
Thursday 05 December 2019	from 18:00
Friday 06 Decemberr 2019	from 18:00

### **Extra services**

The costs for any extra orders (i.e. catering service, extra audio-visual equipment, extra furniture, extra decoration, extra hostesses, etc) are not included in the session price. To order extra equipment we suggest you contact the official suppliers whose details are available on <http://www.escexhibition.org/EE19>.

### **Promotional regulations**

Please refer to ESC Guidelines for Industry @ Congresses for further information.

### **Invitations**

- Invitations should not be distributed anywhere else in the building other than on the booth, in front of lecture rooms and in front of Practical Tutorials rooms.
- Invitations should not exceed the maximum size A4 (21 X 29.7cm).

### **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 of lecture rooms 1 hour before the sessions start.
- Practical Tutorials: 1 roll-up and/ or an information screen (no sound) invitations can be distributed at the entrance of the assigned room.
- It is forbidden to place roll-ups anywhere else in the building other than on the booth.

### **Items for distribution**

Industry Sponsored Sessions organisers can distribute approved items to delegates participating in their sessions.

Each session organiser should declare all items for distribution at their sessions in advance with a description/picture and unit price via email to [euroechoservices@escardio.org](mailto:euroechoservices@escardio.org).

Industry Sponsored Session promotional materials must be approved by the ESC before 06 November.

### 3. Sponsorship

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### 3.1 Key Dates

<b>04 June 2019</b>	Deadline to submit first content for Mobile App sponsor (Logo and an “about sponsor”)
<b>16 July 2019</b>	Application deadline with priority status
<b>Until 29 June 2019</b>	Cancellation fee: 30% of total amount due
<b>Until 28 September 2019</b>	Cancellation fee: 50% of total amount due
<b>From 1 October 2019</b>	Cancellation fee: 100% of total amount due
<b>13 October 2019</b>	Deadline to submit advert for Programme at a Glance Back cover artwork
<b>24 October 2019</b>	Deadline to submit sponsorship items included in Satellite Symposium Package and order Live Broadcasting
<b>28 October 2019</b>	Deadline for EuroEcho Congress News Back Cover Advert
<b>30 October 2019</b>	Deadline to submit visuals for onsite advertising
<b>4 November 2019</b>	Deadline to submit Mobile App Splash advert & Push notifications
<b>14 November 2019</b>	Deadline to send visual for eBlast pre-congress
<b>18 November 2019</b>	Deadline to send visual for eBlast during congress
<b>1<sup>st</sup> December 2019</b>	Deadline to send visuals for eBlast post congress
<b>4-7 December 2019</b>	<b>EuroEcho 2019</b>

### 3.2 Assignment of Sponsorship Items

Please refer to the [ESC Guidelines for Industry @ Congresses](#) for further information.

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 treated on a first-come, first-served basis with no guarantee of availability.



### 3.3 Product Advertising

Unless specifically noted in § 3.7 Product Descriptions and Technical Specifications, 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 given 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 same.**

### 3.4 Onsite Advertising

Please refer to the latest logistics information and technical specifications posted on <http://www.esccexhibition.org/EE19>.

By 30 October 2019 onsite advertising items files must be sent to ESC Offices ([euroechoservices@escardio.org](mailto:euroechoservices@escardio.org)) for approval and production.

#### **Important**

**Approved files should not be modified, or will incur extra production costs at the expense of the sponsor.**

### 3.5 EuroEcho Event Visual

A specific version of the EuroEcho 2019 event visual (picto) is provided for facultative use by our Industry Partners to promote their congress activities. This picto is the only EuroEcho 2019 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 EuroEcho 2019 materials. The materials must clearly and primarily carry the branding of the Industry Partner.

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

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

### 3.6 Official name of the Congress

When referring to the congress in general:

- EuroEcho 2019

### 3.7 Product Descriptions and Technical Specifications

For further information, please refer to the Industry Prospectus, the ESC Guidelines for Industry @ Congresses and to the latest logistics information posted on <http://www.escehhibition.org/EE19>

#### **Programme at a Glance Back Cover**

**Deadline: 13<sup>th</sup> October**

*ESC permits product advertising – Exclusive sponsorship*

Place your message on this popular quick guide to the scientific sessions. The EuroEcho 2019 Programme at a Glance is a practical pocket guide to the congress providing delegates with a quick day-to-day view of the programme. The Programme at a Glance is designed in a practical pocket format and placed in the official congress badge holder distributed to each delegate onsite. There will be 4000 printed copies.

#### **EuroEcho Daily Congress News Back Cover (Printed version)**

**Deadline: 18 October**

*No product advertising permitted – Exclusive Sponsorship*

The EuroEcho 2019 Daily Congress News is the official congress newspaper distributed onsite. It contains the latest news & science on echocardiography, including congress highlights.

Detailed specifications are either available on request or posted on

<http://www.escehhibition.org/EE19/default.aspx>

#### **Information Screen (included in your Satellite Symposium) Deadline: 25 October 2019**

*No product advertising permitted (is included in the Industry Sponsored Sessions package only)*

Display details of your Satellite Symposium on screen located at the entrance of your lecture room. The slides are visible when no sessions are running, for instance during coffee breaks, until the session is passed.

- PowerPoint, 16:9, HD resolution (1920 x 1080) -The powerpoint maximum timing is 30 seconds
- If there are multiple slides, the total viewing must make 30 sec for the whole presentation (eg: 1st slide 12 sec, 2nd slide 10 sec, final slide 8 sec)
- Please name the file with your company name when sending it to [euroechoregistration@escardio.org](mailto:euroechoregistration@escardio.org)

#### **Weblink**

**Deadline: 25 October 2019**

*No product advertising permitted*

Create an invitation in pdf or jpg format to invite delegates to your Industry Sponsored Sessions from the EuroEcho-2019 Scientific Programme & Planner (SP&P). This invitation will communicate your congress message to delegates online. Detailed specifications are posted on <http://www.escehhibition.org/EE19/default.aspx>

## **EuroEcho 2019 Congress News inside page advertisement**

**Deadline to submit your adverts: 18 October 2019**

**Deadline to send finalised and approved advert: 25 October 2019**

*No product advertising permitted (is included in the Industry Sponsored Sessions package only)*

- EuroEcho Congress News is distributed every day of the congress. The ESC reserves the right to amend the final advertisement sizes if required.
- Your advert will be on the centre pages which are a different size from the main document.
- Your advert is a one sided page.
- The inside pages will contain your advert on the day the session takes place. (You could therefore mention: "Today at 12:45 in room...." rather than stating the actual date)
- For each visual you supply, please make sure to specify on which day it is meant to be published

### **Onsite Advertising**

**Deadline: 30 October 2019**

*ESC permits product advertising for exhibition adverts only*

Please see the complete offer on <http://www.esccongress.org/EE19>

### **Mobile App**

**Deadline: 04/11/2019**

*Product advertising permitted in sponsor button only - Exclusive sponsorship*

Previous years have demonstrated the success of the App with over 3 600 downloads. The App offers the exclusive sponsor a dedicated sponsor button where they can promote their own congress activities. Co-promotion of the App is offered to the sponsor as well as sponsor acknowledgement on the opening page. Sponsors activities are highlighted within the App.

To be supplied by the sponsor:

### **About 'Company Name '**

Please supply text about your company for delegates to read

### **Contact**

Please supply your contact address for delegates, this can include a website or an email but they will not be accessible from the mobile app

### **Visual**

Please supply up to 4 images, to be displayed in a slideshow. The delay between each image will be of 10 seconds. Each image must be in PNG or JPEG (whichever enables the best quality at small file size) with a resolution of 1200 x 600 pixels (width x height).

### **Logo**

The welcome page will have your logo, please supply a HD file in jpeg or png with a resolution of 200 x 200 pixels.

The colours to be used are the ones from the ESC Branding Guidelines:

- ESC Red: Pantone 187 - CMYK 7/100/82/26 - RGB 174/16/34 – Hex AE1022 – RAL 3002
- White: Pantone White - CMYK 0/0/0/0 - RGB 255/255/255 – Hex FFFFFFFF – RAL 9003
- Black: Pantone Black - CMYK 0/0/0/100 - RGB 0/0/0 – Hex 000000 – RAL 9005
- Dark Grey: Pantone Cool Grey 8 - 0/0/0/60 - RGB 135/135/135 – Hex 878787 – RAL 7042
- Light Grey: Pantone Cool Grey 3 - 0/0/0/25 - RGB 208/208/208 – Hex D0D0D0 – RAL 7047

For event tiles, the colours used will be the ones defined in the association/congress guidelines:

- Colours (up to 2 – main colours) will only be used for paragraph titles and clickable links
- The top banner colour (home screen) is the primary colour of the congress or association
- Association button colour will be the primary colour of the association

For each event, the welcome screen is based on the congress poster. The sponsor's name is added (if applicable) with the mention "Mobile App supported by". The sponsor logo and Association/ESC logo have to be in separate locations, and sponsor's logo has to be smaller than Association/ESC logo.

Depending on the version of the mobile app (Advance Programme or Final Programme), the content is different.

Available to delegates as of October 2019.

04 June:

- Send logo and visual for sponsor button; size: 200 x 200 pixels to be sent in .png. On the Mobile app sponsor's button the logo of the sponsor appears with the title "Mobile App Sponsor". The logo will be displayed with the same colour as for every other homepage buttons.
- Advance Programme: supply the following information for each sub-section:
  - About [Mobile App Sponsor's name]
  - Contact [Mobile App Sponsor's name]
- Final Programme: supply up to 4 pictures (each image must be in PNG or JPEG - whichever gives the best quality at small filesize - with a resolution of 1200w x 600h pixels)

Updates allowed for the following sub-sections are:

- [Mobile App Sponsor's name] Stand (on the congress map, automatically displayed via web service),
- [Mobile App Sponsor's name] Activities (provided by Mobile App Sponsor),
- [Mobile App Sponsor's name] Sessions (automatically displayed via web service),
- [Mobile App Sponsor's name] Company Description (provided by Mobile App Sponsor),
- About [Mobile App Sponsor's name] (provided by Mobile App Sponsor),
- Contact [Mobile App Sponsor's name] (provided by Mobile App Sponsor)

## **Live Broadcasting**

**Deadline:14 November 2019**

### *No product advertising permitted*

Optimise your investment and extend the reach of your Satellite Symposia organised during the EuroEcho 2019, by reaching out to a live audience with a live stream of their session from the congress centre. Industry Live broadcast will not be visible or hosted on [www.escardio.org](http://www.escardio.org) or ESC 365 Platform with this service. No Live Broadcasting permitted outside this product.

The ESC and the official supplier CYIM are not responsible for any issues if you do not comply with this technical document.

Companies and their agencies are obliged to:

- use the ESC Live-Broadcasting service as provided
- are not permitted to provide/create connexions of their own under any circumstances
- mandatory use the Speaker Service Centre
- provide slides in 16:9 format

What is included in the Live broadcasting?

- Lecture room with relevant supplies
- Streaming of the session on lectern camera and panel camera in 1 language (English)
- Supply of live-stream of the session (this must be to be integrated in a webpage)
- Supply files of each presentation after the congress
- Supply of a “congress holding page” before the session starts

Not included:

- The web page to integrate the stream

The applicant of this service, the applicant confirms that it is their responsibility to obtain the copyrights from each speaker who will present during the session to be live-broadcasted, and the speakers fully agree to provide the session organiser with any potential conflicts of interest that may arise from their presentations.

Under no circumstances the ESC can be held liable for Speakers’ copyright absence or conflict of interests. Industry Sponsored Sessions content should be a true portrayal of the Industry Sponsored Sessions approved by the EuroEcho 2019 Programme Committee. The ESC reserves all rights to remove content from their web site at any time where deemed necessary.

### **Industry obligations**

The industry partner or its appointed agency must set up an independent/stand alone webpage to host the live-broadcast dedicated to the session and not contain any product advertising. The industry partner/or its agency is entirely responsible and in charge of creating the webpage. If you or your agency cannot create an independent webpage you may contact our supplier CYIM (for a cost quotation) to create the webpage and embed the video files for you. CYIM will invoice you directly for these services: [congress@cyim.com](mailto:congress@cyim.com)

The stand alone webpage should:

- be dedicated to the live broadcasting,
- must not contain any product advertising
- cannot be hosted on your corporate website (must be independent page/website)
- must be set up with an embedded player

The streams will be sent to the player, by the ESC; the live-broadcasting services are exclusively provided by the ESC supplier: CYIM.

### **Requirements for the technical test**

The industry and/or appointed agency is responsible for testing all the links provided by the ESC during the tests dates prior to the congress, and should inform the ESC of any issues which may occur during the test dates.

#### **Important**

**The ESC will not be held responsible for any technical issues if the industry and/or appointed agency did not test all the links provided, or omitted to provide the ESC with feedback after each test (on all devices).**

The ESC does not provide analytical data regarding the connections: to analyse the quantity of viewers the industry should plan their own statistical analysis in the player and/or on the website.

Requests for extra test days will be charged as extra.

Your page may have a corporate background. If you do not supply a background, the congress background will be visible by default. In the player you will see the same elements as in the room: Slides and speaker.

### **Panel discussion**

The Live Broadcasting will capture your speaker and slides. To ensure a second camera is available to film the panel discussion you need to confirm its session number(s) provided by your satellite symposia contact at the ESC. Please confirm session numbers to [sponsorship@escardio.org](mailto:sponsorship@escardio.org) before the deadline: 14 November 2019.

After the congress you will receive the files of each individual presentation. If you wish to acquire the unedited footage or the raw footage, this needs to be requested, prior to the congress, by contacting CYIM and set up before the congress commences. This will be invoiced by CYIM accordingly.

**Note**

**We recommend that the url to this standalone webpage be easily identifiable by visitors as an Industry Sponsored Session held at EuroEcho 2019, such as "yourcompany-at- EuroEcho 2019.com". Note that should the name of the congress and the type of session appear in the url, should be as "EuroEcho 2019" and "Satellite Symposium" respectively.**

**Webcast**

**Deadline: 14 November 2019**

*No product advertising permitted*

Optimise your investment and extend the reach of your Satellite Symposia by reaching out to a wider audience after the congress on the congress 365 platform.

**Note**

**Unless specified otherwise, all the webcasted sessions presentations (videos and slides), are visible on ESC 365.**

A recording in the form of a webcast means that the speaker's voice is recorded with the PowerPoint slides (including videos) and video of your speaker(s). The webcast is recorded as 1 video per presentation, not as 1 video for the entire session. To acquire raw footage you must order this to our supplier CYIM before the deadline: 20 November 2019. The company CYIM will invoice extra accordingly.

**Advantages**

- Enables a perfect integration of your brand and communication elements
- Provides an overall more dynamic performance
- Ensures more comfortable display for everyone in the room, including those seated at the back

**What is included in the Webcast?**

- Lecture room with relevant supplies
- Filming of the session in the language of the congress (English)
- Supply files of each presentation after the congress

The applicant (industry partner or agency) confirms that it is their sponsor's responsibility to obtain the copyrights from each speaker who will present during the session to be webcast, & speakers fully agree to provide the session organiser with any potential conflicts of interest that may arise from their presentations.

Under no circumstances the ESC can be held liable for Speakers' copyright absence or conflict of interests. Industry Sponsored Sessions webcast content should be a true portrayal of the Industry Sponsored Sessions approved by the EuroEcho Programme Committee. The ESC reserves all rights to remove content from their web site at any time where deemed necessary.

### **Panel discussion**

The Webcast will capture your speaker and slides. To ensure a second camera is available to film the panel discussion you need to confirm its session number(s) provided by your satellite symposia contact at the ESC. Please confirm session numbers to [sponsorship@escardio.org](mailto:sponsorship@escardio.org) before the deadline: 14 November 2019.

If you wish to acquire the complete unedited session or the raw footage, this needs to be requested, prior to the congress, by contacting CYIM and set up before the congress commences. This will be invoiced by CYIM accordingly: Deadline to order: 20 November 2019.

### **Screencast (voice and slides)**

**Deadline: 14 November 2019**

The ESC offers our industry partners the possibility to optimize their investment and extend the reach of their Satellite Symposia organised during EuroEcho 2019. The screencast is a turnkey solution for an efficient way to record your Satellite Symposium.

When applying for a Satellite Symposium Screencast service, the applicant confirms that it is the sponsor's responsibility to obtain the copyrights from each speaker who will present during the session to be Screencast. The Screencast service applicant confirms that all Speakers/Chairpersons participating in the Satellite Symposium have fully agreed to provide the session organiser with any potential conflicts of interest that may arise from their presentations.

Under no circumstances the ESC can be held liable for Speakers' copyright absence or conflict of interests.

### **Layout of a regular screencast**

The screencast identically reproduces the elements visible on the lecture room slides. The recording lasts the entire duration of each presentation of your Satellite Symposium. The screencast will show only the slides of your Speaker.

### **Slides of the session**

The ESC screencast official supplier, the company CYIM, will capture automatically the Satellite Symposium and produce the screencast.



### **Procedure**

- Each individual presentation must be uploaded to the Speakers Service Center (SSC). Min 3hours before.
- In order to include a "Panel Discussion" in the Screencast, 1 PowerPoint slide must be uploaded to the SSC to start the recording of the "Panel Discussion". (e.g. The slide can list the names of the Panelists).
- Speaker presentation must be played from the ESC computer located at the lectern (no personal computers allowed).

### **Important**

- The complete ESC presentation system is in use, as for any ESC sessions. If the presentations are not uploaded to the SSC, the screencast cannot be produced.

### **Screencast files**

- 1 mp4 files per presentation en 16.9

### **Mobile App Splash Screen & Push Notifications**

**14 November 2019**

#### **Deadline: Visuals need to be ready for**

#### *No product advertising permitted*

A virtual way for session organisers to reach out to delegates by offering electronic and catchy versions of their Adverts (Splash Advert) in the Mobile App. These Splash Adverts/Push notifications are to promote to delegates your sessions as "Not to be missed"!

Due to the limited number of Mobile App Splash Adverts, be sure to reserve early. The Splash Adverts have been scheduled according to the Satellite Symposia time slots. On the day of your sessions, the Mobile App (updated) will display your catchy Splash Adverts 30' before your scheduled sessions, and Push Notifications containing a link redirecting delegates to your scientific programmes.

A splash advert is an image which will "splash" on the mobile app screen for 4 seconds; for EuroEcho 2019 Mobile App the splash screen will appear once the app is launched during a specific time period. There is no hyperlink on this image. The Push notification, text with no image repeats the message from the visual. If the Mobile app is closed or if the device is on standby (screen locked) the push notification will come up to remind the delegate of the session "splash advert". It will include the hyperlink to the Satellite Symposia Session in the mobile app.

The push will remain in chronological order in the news feed. Sales based on accrued points ranking.

Send 8 versions of their advert in various sizes, listed below, to accommodate all platforms of the app (such as: portrait and landscape formats for iPhones, iPads, Android devices...)



### **Badge Lead Management System**

**20 November 2019**

*No product advertising*

Does your company have its own lead tracking solution for events? Are you looking for a way to use your company's own lead management system(s) in conjunction with EuroEcho 2019 registration protocol?

Access information from EuroEcho 2019 delegate badges in real time, enabling your exhibit or symposium staff to store, edit and amend delegate data using your own hardware and software by scanning this information from the delegate badges to your database.

The sponsor will implement a programme to use this interface in order to retrieve the delegate information during the congress period. The industry partner must conform to the technical details that will be provided by the ESC. Please refer to detailed specification document on <http://www.esccexhibition.org/EE19> or request via email to [euroechoservices@escardio.org](mailto:euroechoservices@escardio.org).

### **EuroEcho e-Congress News**

**Deadline: 27<sup>th</sup> November 2019**

*No product advertising permitted - Exclusive Sponsorship*

The digital version of the Congress News will be emailed to delegates, who have agreed to receive communications from the ESC (according to European data protection regulations) daily during the congress, with the most up to date scientific information regarding EuroEcho 2019. Take this opportunity to extend your visibility to delegates and with your advertisement as a banner.

Technical Specs upon request or on <http://www.esccexhibition.org/EE19>

**eBlast – Pre-congress****27 November Eblast #1****03 December Eblast #2***No product advertising permitted*

Reach out to EuroEcho 2019 pre-registered delegates prior the congress via an electronic invitation to your exhibition space, or Industry Sponsored Sessions. The eBlast is an ideal way to highlight your congress activities and your association with EuroEcho 2019.

A customised mailing created exclusively will be mailed to pre-registered delegates from our database, and who have agreed to receive communications from the ESC (according to European data protection regulations) on 27 November and 03 December 2019.

Available eblast slots are:

- Eblast #1: 27/11/2019 (Deadline to provide visuals 18 November)
- Eblast #2: 03/12/2019 (Deadline to provide visuals 22 November)

In order to offer a prime position to each advert, 10 different versions of the two eBlast mailings will be produced and a randomised version of each sent to the mailing list of pre-registered delegates.

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 permitted only to a standalone webpage. The focus of this page should be the activity mentioned in the advert.

eBlast sponsors must provide:

- 1 advert visual for mailing content - size: 284px x 142px - weight: 50 ko max (recommendation: include your logo)
- 1 Pdf format advert – weight: 1MB max
- Please refer to specification document on <http://www.esccexhibition.org/EE19>

**eBlast – Post-congress****9 December 2019***ESC permits product advertising for exhibition advert only*

Reach out to EuroEcho 2019 registered delegates and our healthcare professional database who have agreed to receive communications from the ESC (according to European data protection regulations) after the congress via an electronic message regarding your products or your Industry Sponsored Sessions.

The post-congress eBlast is an ideal way to highlight your congress activities and your association with EuroEcho 2019. A customised mailing created exclusively will be mailed to approximately 3200 healthcare professionals on 17 December 2019.

In order to offer a prime position to each advert, 10 different versions of the eBlast mailing will be produced and a randomised version of each sent to the mailing list of pre-registered delegates.

Hyperlinks permitted only to a standalone webpage or to your session on ESC 365. The focus of this page should be the activity mentioned in the advert.

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.

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

Please refer to specification document on <http://www.esccexhibition.org/EE19>

- Eblast #3: 17/12/2019 (Deadline to provide visuals 9 December)

## 4. Partner Services

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## 4.1 Key Dates

<b>16 July 2019</b>	Application deadline with priority status
<b>Until 29 June 2019</b>	Cancellation fee: 30% of total amount due
<b>Until 28 September 2019</b>	Cancellation fee: 50% of total amount due
<b>From 01 October 2019</b>	Cancellation fee: 100% of total amount due

<b>04-07 December 2019</b>	<b>EuroEcho 2019</b>
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## 4.2 Rooms at EuroEcho 2019

[Please refer to the ESC Guidelines for Industry @ Congresses for further information.](#)

### Embargo regulations

Industry meetings open to EuroEcho 2019 delegates are strictly forbidden outside the official EuroEcho 2019 offer (Industry Sponsored Sessions and Rooms at EuroEcho 2019 from Wednesday 04 December to Saturday 07 December 2019).

### Meeting Rooms

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

Unless agreed otherwise, Meeting Rooms are rented for 3.5 days, from Tuesday 03 December (afternoon) to Friday 06 December 2019.

### Important

**No press conference, 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.**

Standard set-up is included in rental price. Sponsors are responsible for additional furniture, AV equipment and catering arrangements.

<b>Room sizes</b>	<b>Prices</b>	<b>Accrued Points</b>
Room of 32m2	€3,500	1
Room of 48m2	€5,000	2
Room of 64m2	€6,500	2

## Access schedule

### Tuesday 03 December 2019

08:00–18:00 Access for exhibitors – Meeting Room set-up. Access for delegates not allowed.

08:00–18:00 Vehicle access to book with Fairexx

### Wednesday 04 and Thursday 05 Decemeber 2019

07:30–18:00 Access for exhibitors

07:30–17:30 Access for delegates

### Friday 06 December 2019

07:30–18:00 Access for exhibitors

07:30–18:00 Access for delegates

From 18:00 Vehicle access

### Saturday 07 December 2019

Meeting Rooms closed

### Daily Meeting Room

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

Daily Meeting Rooms include standard set-up, standard electricity supply, air-conditioning and daily cleaning. Change of room set-up, additional furniture, additional AV and catering services need be ordered to ESC official suppliers, and are billable as extras.

### Important

**No press conference, 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.**

### 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.

Closed Industry Meetings within the congress centre will be held in fully furnished and AV equipped lecture rooms up to 200 seats (theatre style only – No alteration of the room set-up allowed). Rental period: the ESC deals with requests on an individual basis. Closed Industry Meetings are permitted within the congress centre from 08:00 to 20:00 from Wednesday 4<sup>th</sup> December to Friday 6<sup>th</sup> December.

Rental costs (excl. VAT): €3,000 per 60-minute meeting – Additional €1,500 charged per increment of 30 minutes. The organiser must include the 30-minute set-up in their rental cost.

Please refer to the [Industry Prospectus](#) and [ESC Guidelines for Industry @ Congresses](#) for further information.

### 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 lounges might be envisaged. The ESC deals with requests on an individual basis.

Rental costs: prices communicated at a later date depending on availability.

### Assignment of Rooms at EuroEcho 2019

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 EuroEcho.

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

### Room set-up

- Meeting Rooms will include standard set-up, standard electricity supply, air conditioning. Extra furniture, AV and electricity supply over and above the standard need to be ordered from ESC official suppliers and are billable as extras. Storing materials in the spaces behind or close to Meeting Rooms is strictly forbidden.
- Daily Meeting Rooms will include standard boardroom set-up, standard electricity supply, air-conditioning, AV and daily cleaning. Additional furniture, additional AV and change of set-up need to be ordered from ESC official suppliers and are billable as extras.
- Closed Industry Meetings: within the congress centre Closed Industry Meetings will be held in fully furnished and AV equipped lecture rooms up to 200 seats (theatre style only – no alteration of the room set-up allowed).

Business Suites: the ESC deals with requests on an individual basis.

### Catering

Catering services can be organised with the ESC official caterer at the sponsor's cost. The Official Caterer of the EuroEcho 2019 is Gerstner.

Companies will have the right to serve alcoholic beverages during the receptions organised at the following dates and times only:

Wednesday 04 December 2019 from 17:30  
Thursday 05 December 2018 from 18:00  
Friday 06 December 2018 from 19:00



### 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 EuroEcho 2019 rental price.

Extra services within Rooms at EuroEcho 2019 can be organised with the ESC official suppliers at the sponsor's expense.

### 4.3 Group Registration

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

#### Deadlines

30 September 2019 Early Fee Registration Deadline

31 October 2019 Late Fee Registration Deadline

Please refer to the ESC Guidelines for Industry @ Congresses for further information.

### 4.4 Hotel Services

Companies participating to EuroEcho 2019 may wish to make group hotel reservations for employees and invited guests.

For information and requests, please contact by email [eehotels@escardio.org](mailto:eehotels@escardio.org) or visit the hotel accommodation section on the EuroEcho 2019 web page <https://www.escardio.org/Congresses-&-Events/EuroEcho/Hotels-and-transport>.

Requests received will be dealt with according to the Accrued Points System until and then on a first come first served basis.

### 4.5 Accrued Points

An Accrued Point System has been established to ensure participation at EuroEcho-2019 will earn companies priority according to the level of their involvement over the past 4 years.

Please refer to the Industry Prospectus and ESC Guidelines for Industry @ Congresses for further information.

## 5. Finance and Invoicing

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It is the ESC's policy that all invoices be paid by the date indicated on the invoice or before the opening of the congress on 03 December 2019, should this date fall first.

### Value added taxation

Austrian VAT rules will apply for, exhibitor badges, registration fees and hotel accommodation sales.

All other services are subject to French VAT according to general EU services directive and reverse charge procedure may apply. In this case the customer must auto reverse the VAT in their home country; companies registered in a country outside of the European Union are encouraged to seek advice on reclaiming VAT payment.

### 5.1 Exhibition

#### Invoicing

- Exhibition space will be invoiced for the requested service following assignment of your stand.
- Payment for exhibition space must be made within the payment deadline (30 days from date of invoice) and latest by 03 December 2019.

### Cancellation Policy

If the sponsor cancels its participation, cancellation fees will apply as of receipt of the signed order form as follows:

- 30% until 29 June 2019
- 50% from 30 June to 28 September 2019
- 100% from 1 October 2019

Cancellation fees will be charged despite unprocessed payments.

Requested stand size may be revised downwards by the client with no cancellation fees up until 03 December 2019, any down-sizing post this date will be subject to cancellation fees as outlined above.

Cancelling your exhibition space will mean:

Pay the non-exhibitor fee for your Industry Sponsored Sessions.

Cancelling your Sponsorship items if no Industry Sponsored Sessions has been ordered

Cancelling your, Meeting Rooms, Industry Daily Room, Closed Industry Meeting and Business Suites if no Industry Sponsored Sessions has been ordered

Loose your Exhibitor rights, which includes Exhibitor badge allocation (General Exhibitor and Scientific Exhibitor).

## 5.2 Industry Sponsored Sessions

### Invoicing

- Industry Sponsored Sessions will be invoiced for the requested service following confirmation of your time slot.
- Lecture rooms will be invoiced upon assignment of the rooms.
- Once these deadlines have passed, Industry Sponsored Sessions & lecture rooms will be invoiced on submission of their application.
- Change of lecture room capacity once the invoice has been issued will occur a 100% cancellation fee.
- Payment for Industry Sponsored Sessions and lecture rooms must be made within the payment deadline (30 days from date of invoice) and latest by 03 December 2019.

### Cancellation Policy

If the sponsor cancels its participation, cancellation fees will apply as of receipt of the signed order form as follows:

- 30% until 29 June 2019
- 50% from 30 June to 28 September 2019
- 100% from 1 October 2019

Cancellation fees will be charged despite unprocessed payments.

Cancelling your non-exhibitor Industry Sponsored Session will mean:

- Cancelling your Meeting Rooms, Daily Meeting Room, Closed Industry Meeting and Business Suites if no Industry Sponsored Sessions has been ordered
- Loose your Industry Sponsored Session sponsor rights, which includes Exhibitor badge allocation (General Exhibitor and Scientific Exhibitor).

## 5.3 Sponsorship

### Invoicing

- Sponsorship items will be invoiced for the requested service following signature of the appropriate order form.
- Payment for Sponsorship items must be made within the payment deadline (30 days from date of invoice) and latest by 03 December 2019.

### Cancellation Policy

If the Industry cancels its participation, cancellation fees will apply as of receipt of the signed order form as follows:

- 30% until 29 June 2019
- 50% from 30 June to 28 September 2019
- 100% from 1 October 2019

Cancellation fees will be charged despite unprocessed payments.

### Important

**For given Sponsorship & Advertising 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 same.**

## 5.4 Rooms at EuroEcho 2019

### Invoicing

- Meeting Rooms, Daily Meeting Rooms, Closed Industry Meeting and Business Suites will be invoiced for the requested service following signature of the appropriate order form.
- Payment for Rooms at EuroEcho-2019 must be made within the payment deadline (30 days from date of invoice) and latest by 03 December 2019.

### Cancellation Policy

If the Industry cancels its participation, cancellation fees will apply as of receipt of the signed order form as follows:

- 30% until 29 June 2019
- 50% from 30 June to 28 September 2019
- 100% from 1 October 2019

Cancellation fees will be charged despite unprocessed payments.

### 5.5 Frustration and Administrative Fees

All invoices will be raised using the Invoicing Data provided by the company on the various application forms. Please ensure the information provided is correct for invoicing. Please provide a PO number when submitting an application form.

An administrative fee of €70 + VAT will be charged for any requested changes to an invoice once it has been issued.

#### **Important**

**Given serious or unforeseen causes the ESC is entitled to postpone, to curtail the duration, to close the Congress 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 and location only. If, for any reason, EuroEcho 2019 has to be cancelled, the ESC will refund to the Industry the sum paid to the ESC for contractual commitments less 25% expenses incurred in preparation of these contracts as administrative fees.**

## 6. General Terms and Conditions

### Insurance

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

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

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

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

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

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