

PARTNERS SERVICES MANUAL@EUROECHO 2021

TECHNICAL SPECIFICATIONS & DEADLINES

Thank you for reading this Manual

Please note that a successful application for participation at EuroEcho 2021 implies an acceptance of the requirements contained within:

- **ESC Guidelines for Industry@Congresses** with common rules applicable to our congresses
- **ESC portal** www.escexhibition.org providing updates, key dates, not-to-be-missed information, technical specifications and much more
- **Partners' Services Manual@EuroEcho 2021** which contains the technical specifications and deadlines

Each ESC partner is responsible for communicating these documents and materials to its agencies or contractors and for providing them with the necessary information to prepare their activities in relation with the ESC Congresses.

Blackout times and parallel activities

We kindly ask that all our Industry Partners refrain from holding parallel activities which are not linked to the EuroEcho 2021 or do not reference it. It is in our best and common interest to retain the focus of the profession during the ESC Congresses, especially on online platforms.

During the period beginning Thursday 9 December 2021 through Saturday 11 December 2021, the ESC does not allow any corporate-organised Industry Partners official sessions or similar events to take place on other days and in other places except for the official Industry Partners dedicated sessions taking place at the EuroEcho 2021.

Industry meetings open to EuroEcho 2021 delegates are strictly forbidden outside the official Congress offer (Industry Sponsored Sessions and Rooms at ESC).

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

Your contacts

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

Exhibition & Rooms at EuroEcho

Ms. Julia Meunier

euroechoservices@escardio.org

Sponsored Sessions

Mrs. Gisela Valky-Pons

euroechoservices@escardio.org

Sponsorship

Ms. Lisa Merolli

sponsorship@escardio.org

Orders and Industry Relations

industry@escardio.org

Registration

eeregistration@escardio.org

ESC Press contact

ESC Press Office

press-services@escardio.org

TABLE OF CONTENTS

1. EXHIBITION

- 1.1 Onsite Exhibitor Space Regulations
 - 1.1.1 Key dates
 - 1.1.2 Construction schedule and Exhibition access timetable
 - 1.1.3 Vehicle access for unloading
 - 1.1.4 Opening hours
 - 1.1.5 Exhibition location and building information
 - 1.1.6 Suspension points
 - 1.1.7 Stand module - Shell scheme stand - Submission deadlines
 - 1.1.8 Custom stand design - Stands drawing
 - 1.1.9 Health & Safety certification - Stand module
 - 1.1.10 Stand height allowance
 - 1.1.11 Exhibition services
 - 1.1.12 Service points (electricity, water, compressed air)
 - 1.1.13 Waste and cleaning management
 - 1.1.14 Stand Assignment
 - 1.1.15 Catering
 - 1.1.16 Transport regulations/handling
 - 1.1.17 Safety and Technical Specifications
 - 1.1.18 Extra security
 - 1.1.19 Exhibitor badge allocation
 - 1.1.20 Badge fees and order deadlines
 - 1.1.21 Digital health area
- 1.2 Online Exhibitor Profile Regulations
 - 1.2.1 Key dates
 - 1.2.2 Exhibition page schedule
 - 1.2.3 Exhibitor profile cell
 - 1.2.4 Exhibitor corporate logo
 - 1.2.5 Exhibitor name and company description
 - 1.2.6 Exhibitor social media links
 - 1.2.7 Promotional video
 - 1.2.8 Documents and resources
 - 1.2.9 Face to Face chat
 - 1.2.10 Complementary link to virtual booth
 - 1.2.11 Post Congress availability
 - 1.2.12 Exhibitor administrator access
 - 1.2.13 Congress registration

2. INDUSTRY SPONSORED SESSIONS

- 2.1 Onsite Industry Sponsored Sessions Regulations
 - 2.1.1 Key dates
 - 2.1.2 Satellite Symposia
 - 2.1.3 Satellite Symposia - Experts on the Spot
 - 2.1.4 Tutorials
 - 2.1.5 Submitting your scientific programme

- 2.1.6 Speaker Service Centre (SSC)
- 2.1.7 Catering
- 2.1.8 Transport regulations/handling
- 2.1.9 Industry Sponsored Session display racks

- 2.2 Online Industry Sponsored Sessions Regulations
 - 2.2.1 Key dates
 - 2.2.2 Non-exclusive Satellite Symposia
 - 2.2.3 Exclusive Satellite Symposia
 - 2.2.4 Tutorials
 - 2.2.5 Submitting your scientific programme
 - 2.2.6 Collection of audience leads and analytics
 - 2.2.7 Sessions On Demand

3. SPONSORSHIP

- 3.1 Key dates
- 3.2 Homepage Dynamic Banner
- 3.3 Exhibition Dynamic Banner
- 3.4 Session Page Static Banner
- 3.5 eDaily Bulletin Static Banner
- 3.6 eCongress News Dynamic Banner
- 3.7 Advert Broadcast
- 3.8 EBlasts
- 3.9 Badge Lead Management System
- 3.10 Onsite Advertising
- 3.11 Collection of audience leads and analytics

4. PARTNER SERVICES

- 4.1 Key dates
- 4.2 Industry Welcome Desk
- 4.3 Meeting Room
- 4.4 Access Schedule
- 4.5 Daily Meeting Room
- 4.6 Closed Industry Meeting
- 4.7 Industry Coach Parking
- 4.8 Group Registration
- 4.9 Hotel Services
- 4.10 Accrued Points

1. EXHIBITION

1.1 Onsite Exhibitor Space Regulations

1.1.1 Key dates

30 September 2021	Application deadline with priority status
From 6 July 2021 until 8 October 2021	Stand rental (€400/m ² and €280/m ² for the reduced rate)
22 October 2021	Deadline for stand design submission. All exhibitors must submit their insurance certificates. For custom stands, risk assessments and method statements are requested for all structures.
12 November 2021	Stand services deadline - After this date orders will incur an extra cost and the service cannot be guaranteed.
19 November 2021	Free Exhibitor badge deadline
22 November 2021	Stand activity declaration deadline
17 November 2021	Additional General Exhibitor badge order deadline
9 - 11 December 2021	EuroEcho 2021

1.1.2 Construction schedule and Exhibition access timetable

The hall is open for construction:

- From Tuesday 7 December 2021 to Wednesday 8 December 2021: 08:00 to 20:00.

1.1.3 Vehicle access for unloading

Slots should be booked in advance from Schenker. Time slot request form is available via the Berlin ExpoCenter Online (BECO) Webshop available on www.esceexhibition.org/EE2021

1.1.4 Opening hours

Thursday 9 December

08:30	Inaugural Session in the Studio
09:30	Exhibition halls open (all stands must be staffed)
19:15	Exhibition closed
19:35 – 20:35	Networking Cocktail in the Exhibition (near EACVI stand)

Friday 10 December

08:30	Hall access for exhibitors
-------	----------------------------

09:30 – 19:15 Exhibition opens

Saturday 11 December

08:00 Hall access for exhibitors

09:00 – 13:30 Exhibition opens

14:30 – 16:30 Removal of stand valuables + delivery of empties packaging cases by Schenker (if booked)

16:30 – 18:30 Full dismantling - no extra hours can be ordered; all dismantling must be finished by 20:30 and the exhibition halls must be vacated

18:30 – 20:30 Full vehicle access to loading bay

From Thursday 9 December 2021, until Saturday 11 December 2021, stand personnel may enter the building 1 hour before the opening of the exhibition.

1.1.5 Exhibition location and building information

The exhibition accompanying EuroEcho 2021 will be held in the Hall Alpha of the Hub 27 venue in Berlin, Germany.

- Gross area dedicated to exhibits approx. 1000m²
- Ceiling height: hall Alpha: 9.80m
- Exhibition Hall floor weights loading vary depending on the hall:
 - Hall Alpha: 10,000 kg/m² floor weight - 3,5t forklift. Please see [technical details](#)
- Electricity, water & telecoms delivered by service ducts at floor level
- Dimensions of the loading doors: 5,00m (w) x 4,40m (h). Please see [technical details](#)
- First Aid will be next to the Registration Area
- The hall will be fully darkened
- No carpet within the Hall, except on stand spaces

1.1.6 Suspension points

Exhibitors will not benefit from the possibility of having a portion of their stand design suspended.

1.1.7 Stand module - Shell scheme stand - Submission deadlines

By 22 October 2021: 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 stand solutions is available at attractive package prices for stands up to 25m², which include:

- Structure: walls, 1 sqm digital print on welcome desk (logo print), dark grey carpet, daily basic stand cleaning.
- Lighting: spots on extended arms (1 spot per 4 sqm), 1 electrical basic installation 3,3 kW distribution box with 3 sockets and ground connection, 1 floor socket

- Furniture package: counter with stools, waste bin, 1 acrylic spit protection on the welcome desk.

Additional Graphic Optional: full graphic on backwall

The stand module (6m² – 25m²) provided by the official stand service supplier will be uniform stands with uniform graphics, height, and design. Partition walls will be 2,5m high, 0,5m graphics & signage can be added if needed.

1.1.8 Custom stand design - Stands drawing

By 22 October 2021, 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.

1.1.9 Health & Safety certification - Stand module

By 22 October 2021, 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. There is no need to provide any specific documentation for a stand construction certification apart from the public liability insurance document.

1.1.10 Stand height allowance

The maximum height allowance is in direct proportion to the m² floor area of each stand and is as follows:

	Hall Alpha
6m ² - 25m ²	2,5m
26m ² - 45m ²	3,5m
46m ² - 60m ²	4m

1.1.11 Exhibition services

For all your stand service orders and the latest exhibition logistics information, please visit www.esceexhibition.org/EE2021

All stand services can be ordered via the Berlin ExpoCenter Online (BECO) Webshop available on www.esceexhibition.org/EE2021

For further information on services available, please contact:
Webshop Team Messe Berlin: beco-support@messe-berlin.de

1.1.12 Service points (electricity, water, compressed air)

For complete details on electrical rules and regulations for stand installation, refer to the venues' Rules and Regulations available on www.esceexhibition.org/EE2021

1.1.13 Waste and cleaning management

Exhibitors should manage (contract and pay for) their waste removal through the official cleaning supplier. This can be ordered through the Berlin ExpoCenter Online (BECO) Webshop on: www.esceexhibition.org/EE2021

'Wild tipping' or disposing of bulk waste within the fairground without payment will be considered a serious violation.

1.1.14 Stand Assignment

Stands will be assigned in accordance with the accrued point ranking if received by 30 September 2021.

After confirmation of stand assignment, any alteration of the stand type may be requested to ESC before 15 October 2021.

1.1.15 Catering

The Official Caterer of the Congress is Capital Catering GmbH. Catering can be ordered online from the Berlin ExpoCenter Online (BECO) Webshop available on: www.escehhibition.org/EE2021.

Capital Catering GmbH:

Phone: +49 (0)30 3038 2993

E-mail: cateringservice@capital-catering.de

1.1.16 Transport regulations/handling

The official forwarder for EuroEcho is Schenker:

Services can be ordered online from the Berlin ExpoCenter Online (BECO) Webshop available on: www.escehhibition.org/EE2021.

1.1.17 Safety and Technical Specifications

Please refer to the ESC Guidelines for Industry @ Congresses 2021 and [venue' Rules and Regulations](#) available on www.escehhibition.org/EE2021.

Covid restrictions and measures to take into consideration

Please note that eating is only allowed while seated. Should exhibitors wish to offer food & Beverage (including coffee, tea), they have to provide the according spaces on their booth.

During build-up, event, and dismantling period, all persons entering the building should provide personal information. This information will only be used if a positive Corona case is detected within the Venue.

1.1.18 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 via the Berlin ExpoCenter Online (BECO) Webshop available on www.escehhibition.org/EE2021

1.1.19 Exhibitor badge allocation

Stand size between:	General Exhibitor badges	Scientific Exhibitor badges
up to 8 m ²	3	1
9 and 49 m ²	10	3

50 and 99 m ²	15	5
100+m ²	25	10

1.1.20 Badge fees and order deadlines

Additional General Exhibitor badges may be pre-ordered at the early fee of €125 (excl. 19% VAT) per badge before 19 November 2021

Badge fees (All fees excl 19% VAT)

Early fee	19 November 2021	€125
-----------	------------------	------

Important notice

To comply with the French anti-gift law (article L. 1453-11 of the French Public Health Code) and to respect the timeline for declaration or application to the French Regional Health Agency please note the purchase of extra exhibitor badges is limited to a maximum of 12.

It is the responsibility of the agency/industry to process a declaration to the French Regional Health Agency at least 8 days before the congress starting date.

No extra orders can be made onsite.

1.1.21 Digital health are

Digital health area will not be available.

1.2 Online Exhibitor Profile Regulations

1.2.1 Key dates

30 September 2021	Application deadline with priority status
-------------------	---

19 November 2021	Free Exhibitor registration deadline
------------------	--------------------------------------

30 November 2021	Finalisation of the Exhibition page layout and positioning of exhibitors' logos Finalisation of Exhibitor profiles
------------------	---

1.2.2 Exhibition page schedule

Delegates have access to the Exhibition page and Exhibitor profiles from 08 December 2021 until 3 January 2022.

Exhibitors' administrator accesses are valid from 1 November 2021 until 30 November 2021.

Traffic on the platform is high following the live Congress, so exhibitors are encouraged to keep their profiles alive and maintain interaction with delegates. Post-Congress, only the Agenda and Ask and appointment feature can be updated.

30 November 2021	Finalisation of the Exhibition page layout and positioning of exhibitors' logos
------------------	---

	Finalisation of Exhibitor profiles deadline
8 December 2021	Exhibition page open
9 – 11 December 2021	EuroEcho 2021
3 January 2022	Exhibition page closed

1.2.3 Exhibitor profile cell

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

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

Corporate or product logo format:

- 400 x 400 px (png or jpg)
- Transparent version + white background version
- Max weight 200ko

Subtitle file format: 150 characters maximum, spaces included

1.2.4 Exhibitor corporate logo

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

File format:

- 400 x 400 px (png or jpg)
- Transparent version + white background version
- Max weight 200ko

1.2.5 Exhibitor name and company description

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

1.2.6 Exhibitor social media links

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

1.2.7 Promotional video

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

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

A promotional video is not a session including scientific presentations.

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

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

File(s) format:

Video(s)

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

Banner(s)

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

1.2.8 Documents and resources

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

Other display options in listing or carousel format are available and will be suggested by our supplier CYIM.

File format:

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

1.2.9 Face to Face chat

An integrated chat is available on each selected package. Delegates can contact exhibitor representatives via this written and video feature.

File format:

- Sponsor's representative picture (100 x 100px)
- Name, position, email, social media links

1.2.10 Complementary link to virtual booth

Exhibitors who have ordered an expert package have the possibility to promote their 2D or 3D virtual booth by adding a clickable visual of their virtual booth.

Other display alternatives are possible and will be suggested by our supplier CYIM.

As an alternative to a 2D or 3D stand visual, a link to an external website illustrated by a 2D clickable visual can also be allowed on demand.

Other display options will be suggested by our supplier CYIM.

File format:

- Vectorial file preferably, or png/Jpeg image in high quality
- Landscape format required (avoid square or portrait visual)
- No limited size

1.2.11 Post Congress availability

Delegates have access to the Exhibition page and Exhibitor profiles from 08 December 2021 until 3 January 2022.

Exhibitors' administrator accesses are valid from 1 November 2021 until 30 November 2021.

Updates of documents or video uploaded will not be allowed. The virtual meeting room will no longer be operational.

1.2.12 Exhibitor administrator access

Administrator accesses will be processed by our official supplier CYIM. Exhibitors are asked to confirm the primary "Exhibitor profile administrator" to CYIM as soon as possible.

- Starter : 5 administrator accesses
- Booster : 10 administrator accesses
- Expert : 15 administrator accesses

Exhibitors' administrator accesses are valid from 1 November 2021 until 30 November 2021.

1.2.13 Congress registration

Each exhibitor package includes a limited number of individual Congress registrations to have full access to the Congress. These free registrations are only intended for use by industry representatives:

- Starter : 5 Free Congress registrations
- Booster : 10 Free Congress registrations
- Expert : 15 Free Congress registrations

Sponsors also have the possibility to register Groups of delegates:

Group Online services are available on www.escardio.org through your "My ESC" account:

<https://www.escardio.org/Congresses-&-Events/EuroEcho/Registration>

For information, deadlines, fees and requests, please contact groups@escardio.org or visit the Congress registration page.

2. INDUSTRY SPONSORED SESSIONS

2.1 Onsite Industry Sponsored Sessions Regulations

2.1.1 Key dates

30 September 2021 Application deadline with priority status

From 1st October 2021 Notification of assignments of time slots and rooms

29 October 2021 Scientific programme submission due

During November 2021	Notification of scientific programmes approval
Until 30 November 2021	Minor changes in scientific programme allowed.
9 - 11 December 2021	EuroEcho 2021

2.1.2 Satellite Symposia

Satellite Symposia should fit in the standard time unit of a 30-minute or 45 - minute session.

Included:

- Standard lecture room set-up
- Dedicated listing in the online programme
- Promotion allowed in front of the session room (roll-up)
- Due to sanitary regulation the distribution of printed promotion is not advised

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

- 10 General Exhibitor Badges
- 3 Scientific Exhibitor Badges

Lecture room set-up

- Studio capacity: 300 pax

Capacities of rooms onsite may be subject to change depending on sanitary situation and regulations.

- Studio standard set-up:
 - Chairs arranged in theater-style
 - Stage set-up:
 - 2 tables with 4 seats + large monitor in front of Chairperson's table + 4 microphones
 - 1 Screen and projector for PinP projections:
 - 1 x technician
 - 1 x ESC room hostess

Lecture room access

Satellite Symposia organisers can access their assigned lecture rooms 5 minutes before the start of their sessions. This will allow ESC to finalize the ESC sessions, allow for over-run or continuing discussions.

2.1.3 Satellite Symposia - Experts on the Spot

Satellite Symposia – Experts on the Spot sessions will not be available.

2.1.4 Tutorials

Sessions can be organised from 09 December 2021 to 11 December 2021.

- 9 December 2021 between 08:30 and 19:30.
- 10 December 2021 between 08:00 and 19:30.
- 11 December 2021 between 08:00 and 14:00.

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

- 10 General Exhibitor Badges
- 3 Scientific Exhibitor Badges

Room access and set-up

- Unless agreed otherwise, onsite Tutorials organisers will have access to their assigned room on Wednesday 8 December 2021 at 08:00. Goods and empty cases must be removed, by 20:00 on Wednesday 8 December 2021.
- Dismantling (Removal of Tutorials rooms' valuables) can start on Saturday 11 December 2021 at 14:30 and must be completed on Saturday 11 December 2021 by 16:30.
- Tutorials organisers must bring their own consoles, projectors and other necessary equipment.

Transport regulations/handling

The official forwarder for EuroEcho is Schenker:

Services can be ordered online from the Berlin ExpoCenter Online (BECO) Webshop available on: www.escehhibition.org/EE2021.

Access Schedule

Wednesday 8 December

08:00–20:00	Access to the Tutorials rooms for set-up
08:00–18:00	Vehicle access (time slot to book with Schenker)
From 18:00	Empty packing cases must be removed from the Tutorials rooms

Thursday 9 December

08:30–19:30	Access for exhibitors
08:30–19:30	Access for delegates

Friday 10 December

08:00–19:30	Access for exhibitors
08:00–19:30	Access for delegates

Saturday 11 December

08:00 – 14:00	Access for exhibitors
08:00 – 14:00	Access for delegates
14:30 – 16:30	Delivery of empty packaging cases by Schenker (if booked). Removal of Tutorials rooms valuables. Access to the Tutorials rooms for dismantling - Vehicle access from 18:30 to 20:30 (time slot to book with Schenker)
16:30 – 18:30	Full dismantling
From 20:30	Any materials left in the rooms will be cleared by the ESC and destroyed at the sponsor expenses. The ESC accepts no liability for packing materials not removed in due time.

2.1.5 Submitting your scientific programme

By 29 October 2021 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 www.escehhibition.org/EE2021 made available to you on confirmation email.

Note

- Industry Sponsored Sessions are announced as “sponsored by company X”. Sessions’ sponsor can use a different wording to announce the session on promotional material. The ESC approval is mandatory.
- The number and duration of Tutorials sessions is not restricted. It is left to the appreciation of the organisers.

2.1.6 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:

Date	Times
- Thursday 9 December 2021	07:30 - 18:30
- Friday 10 December 2021	07:30 - 18:30
- Saturday 11 December 2021	07:30 - 13:30

2.1.7 Catering

Catering services can be organised with the ESC official caterer at the sponsor’s cost. The Official Caterer of EuroEcho 2021 is Capital Catering GmbH. Companies will have the right to serve alcoholic beverages during the receptions organised at the following dates and times only:

Date	Times
- Thursday 9 December 2021	from 19:30
- Friday 10 December 2021	from 19:30
- Saturday 11 December 2021	from 14:00

2.1.8 Transport regulations/handling

The official forwarder for EuroEcho is Schenker:

Services can be ordered online from the Berlin ExpoCenter Online (BECO) Webshop available on: www.escehhibition.org/EE2021.

2.1.9 Industry Sponsored Session display racks

Industry Sponsored Session display racks will not be available.

2.2 Online Industry Sponsored Sessions Regulations

2.2.1 Key dates

29 October 2021

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

24 November 2021

Satellite Symposia/ Tutorials video pre-recorded files submission deadline.

2.2.2 Non-exclusive Satellite Symposia

Non-exclusive Satellite Symposia should fit in the standard time unit of a 30-minute session.

The official provider for Industry Sessions is CYIM:

esc.congress-supplier@cyim.com

Emilien Matte - 00 33 (0) 665 37 55 48

Satellite Symposia organisers without an Online Exhibition profile will benefit of 5 free individual registrations for industry staff (to access the online congress).

2.2.3 Exclusive Satellite Symposia

Exclusive Satellite Symposia should fit in the standard time unit of a 30-minute or 45-minute session.

Satellite Symposia organisers without an Online Exhibition profile will benefit of 5 free individual registrations for industry staff (to access the online congress).

2.2.4 Tutorials

Sessions can be organised from 09 December 2021 to 11 December 2021.

- 9 December 2021 between 08:30 and 19:30.
- 10 December 2021 between 08:00 and 19:30.
- 11 December 2021 between 08:00 and 14:00.

A limited number of 3 tutorials per company will be available on-demand.

The official provider for Industry Sessions is CYIM:

esc.congress-supplier@cyim.com

Emilien Matte - 00 33 (0) 665 37 55 48

2.2.5 Submitting your scientific programme

By 29 October 2021, the complete scientific programme of Satellite Symposia and Tutorials must be submitted via the appropriate service provided by the ESC.

2.2.6 Collection of audience leads and analytics

All registered profile information and details will be shared with Satellite Symposia and Tutorials organisers. We will provide you with the following data for all individuals who view your session: title, first name, family name, age, gender, country, state/province, email address, and profile information. This information will be available 15 days after the Congress for the Live report, 45 days after the Congress for the on-demand report and 1 month after upload on ESC 365.

2.2.7 Sessions On Demand

All content from the programme will be made available to registered delegates as video on demand on the platform until Monday 3 January 2022.

The Congress resources will be uploaded and archived on the renowned ESC 365 platform on Thursday 23 December 2021. Content will be available to ESC Professional members except for Industry Sponsored Sessions content which will be accessible to all for 1 year (MyESC account is required to access resources).

Industry Sponsored Sessions upload process

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

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

3. SPONSORSHIP

3.1 Key dates

30 September 2021 Sponsorship application deadline with priority status

3.2 Homepage Dynamic Banner

No product advertising permitted

Deadline: 22 November 2021

Promote your message, session programmes or exhibitor profile on the Homepage Dynamic Banner. This sliding banner will rotate every 7 seconds and will include 4 banners, who may use a different banner for each day.

Note: the carousel does not start on a random banner but rather is dependent on the position that was chosen by the sponsor, meaning that “Position 1” will always be shown during the first 7 seconds of the 28 seconds carousel, while “Position 3” will always appear during the last 7 seconds.

Homepage Dynamic Banner sponsors must provide:

- 1 banner visual for desktop: JPG / PNG / GIF, 970px * 90px, 72 dpi
- 1 banner visual for mobile: JPG / PNG / GIF, 600px * 100px, 72 dpi
- Confirmation of the choice of hyperlink (N.B.: Exhibitor profile or Sponsored Satellite Symposium page)

3.3 Exhibition Dynamic Banner

Product advertising permitted

Deadline: 22 November 2021

Promote your message, session programmes or exhibitor profile on the Exhibition Dynamic Banner. This sliding banner will rotate every 7 seconds and will include 4 banners, who may use a different banner for each day.

Note: the carousel does not start on a random banner but rather is dependent on the position that was chosen by the sponsor, meaning that “Position 1” will always

be shown during the first 7 seconds of the 28 seconds carousel, while “Position 3” will always appear during the last 7 seconds.

Exhibition Dynamic Banner sponsors must provide:

- 1 banner visual for desktop: JPG / PNG / GIF, 970px * 90px, 72 dpi
- 1 banner visual for mobile: JPG / PNG / GIF, 600px * 100px, 72 dpi
- Confirmation of the choice of hyperlink (N.B.: Exhibitor profile or Sponsored Satellite Symposium page)

3.4 Online Programme Dynamic Banner

No product advertising permitted

Deadline: 22 November 2021

Promote your message, session programmes or exhibitor profile on the Online Programme Dynamic Banner. This sliding banner promoting 2 ESC messages and 2 sponsored messages. Sponsors may use a different banner for each day. The Online Programme page will be a public webpage and sponsors will be invited to include a disclaimer provided by the ESC in the visual of their banners. A hyperlink to your exhibitor profile or the Online Programme is permitted.

Online Programme Dynamic Banner sponsors must provide:

- 1 banner visual for desktop: JPG / PNG / GIF, 970px * 90px, 72 dpi
- 1 banner visual for mobile: JPG / PNG / GIF, 600px * 100px, 72 dpi
- Confirmation of the choice of hyperlink (N.B.: Exhibitor profile or Sponsored Satellite Symposium page)

3.4 Session Page Static Banner

No product advertising permitted

Deadline: 22 November 2021

Promote your message, session programmes or exhibitor profile on your dedicated session programme page. The banner will be visible on the page of the session during the broadcast as well as on the on-demand page.

Session Page Static Banner sponsors must provide:

- 1 banner visual for desktop: JPG / PNG / GIF, 970px * 90px, 72 dpi
- 1 banner visual for mobile: JPG / PNG / GIF, 600px * 100px, 72 dpi
- Confirmation of the choice of hyperlink (N.B.: Exhibitor profile or Sponsored Satellite Symposium page)

3.5 eDaily Bulletin Static Banner

No product advertising permitted

Deadline: 22 November 2021

Our dedicated congress bulletins feature the programme's highlights, what not miss, latest information of the association and community behind this congress.

Day 1: 1 bulletin will be emailed to all registered delegates, and those in the database interested in the congress main topic to drive further registration.

- 1 bulletin to all registered delegates

- 1 bulletin to non-registered – Database interested in the congress main topic.

Day 2 and 3 bulletins will be emailed to registered delegates only, who have agreed to receive ESC communications.

eDaily Bulletin Static Banner sponsors must provide:

- 1 banner visual: JPG / PNG, 600px * 150px, 72 dpi
- Confirmation of the choice of hyperlink for the eDaily bulletin mailed to registered audience (N.B.: Exhibitor profile or Sponsored Satellite Symposium page)

3.6 eCongress News Dynamic Banner

The eCongress News will not be available.

3.7 Advert Broadcast

Product advertising permitted

Deadline: 17 November 2021

Partners have the opportunity to promote their activities with two 20-second video spots per day during our intersession slots as follows:

- Packages of 2 videos per day:
 - 1 in the Morning or Afternoon Coffee Break
 - 1 in the Room/Channel Programme
- Limited to 2 packages per sponsor and per day

Product specifications

- Orders are limited to 2 packages per sponsor and per day
- Maximum 2 industry advert broadcasts per interlude
- No mono-sponsorship with same sponsor in the same interlude
- Possibility to provide different video spots in each package
- The key message of your video should be simple and easy to remember
- The video itself should be eye-catching and can contain some light music to help it stand out between scientific presentations
- The ESC will be managing the distribution and programming of each Advert Broadcast at specific times in both the Channels and the Live Programmes. There will be no test version available and the exact schedule will not be known in advance, therefore the unveiling of your advert will be made at the launch of the Congress. You can trust the ESC will do its utmost to ensure your adverts are broadcast at the best possible times and are efficiently delivered throughout the day.

Advert Broadcast sponsors must provide:

- High definition mp4 format videos, between 15 and 20 seconds each
- Indicate the topic of choice in the channel programme

Video format:

- Format: .mp4
- Resolution: Full HD (1920 x 1080 pixels, format 16/9)
- Codec: H264

- Frame Rate: 25P

3.8 eBlasts

No product advertising permitted

The eBlast is an ideal way to highlight your Congress activities. Delegates will be able to open an enlarged pdf version of each of the sponsor's adverts by clicking on the advert visual or the session title. Hyperlinks to an external website or virtual booth are not permitted. As an alternative to the enlarged pdf version of an advert, a direct link to the Sponsors Exhibitor Profile or Online Programme page can also be allowed on demand. This option is only suitable for Congress and Post-Congress eBlasts.

As mentioned below eBlasts can be mailed to all My ESC Account owners (audience with specific interest in EuroEcho 2021 and registered delegates who have agreed to receive communications from the ESC according to European data protection regulations) for the Pre-Congress eBlasts and to registered delegates only for Congress and Post-Congress eBlasts. eBlasts will be sent out in the morning of each date.

eBlast sponsors must provide:

- 1 advert visual for mailing content - size: 600px x 300px - weight: 50 ko max (recommendation: include your logo)
- 1 Pdf format advert if needed – weight: 1MB max

Pre-Congress

Reach out to My ESC Account owners who have expressed an interest in EuroEcho 2021 and pre-registered delegates via an electronic invitation sent out prior the event.

- | | |
|---------------------------|---------------------------|
| - 25 November 2021 eBlast | Deadline 11 November 2021 |
| - 02 December 2021 eBlast | Deadline 15 November 2021 |

During Congress

Reach out to registered delegates and place your event activities at the forefront of all delegates minds by reaching out to them via a dedicated email invitation sent out during the event.

- | | |
|---------------------------|---------------------------|
| - 9 December 2021 eBlast | Deadline 25 November 2021 |
| - 10 December 2021 eBlast | Deadline 25 November 2021 |
| - 11 December 2021 eBlast | Deadline 25 November 2021 |

Post-Congress

Place your Congress activities posted on the on-demand platform and ESC 365 at the forefront of all registered delegates' minds by reaching out to them via a dedicated email invitation sent out post-Congress.

- | | |
|---------------------------|--------------------------|
| - 16 December 2021 eBlast | Deadline 2 December 2021 |
| - 22 December 2021 eBlast | Deadline 8 December 2021 |

3.9 Badge Lead Management System

Deadline: 22 November 2021

Access information from EuroEcho 2021 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.

3.10 Onsite Advertising

Onsite advertising items files must be sent to ESC Offices (sponsorship@escardio.org) for approval and production by Monday 25 October 2021.

Important

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

3.11 Collection of audience leads and analytics

All registered profile information and details will be shared with Sponsorship and Advertisement items' sponsors. We will provide you with the following data for all individuals who consult these items: title, first name, family name, age, gender, country, state/province, email address, and profile information. This information will be available 15 days after the Congress for the Live report, 45 days after the Congress for the on-demand report and 1 month after upload on ESC 365.

4. PARTNER SERVICES

4.1 Key dates

30 September 2021 Rooms at EuroEcho application deadline with priority status

4.2 Industry Welcome Desk

Industry Welcome Desk will not be available.

4.3 Meeting Room

Standard existing rooms. Rooms will include standard set-up (Ushape), standard electricity supply, reversible air-conditioning, and daily cleaning.

Meeting Rooms are rented for 2,5 days, from Wednesday 08 December 2021 to 11 December 2021.

Access Schedule

Wednesday 8 December 2021

08:00 – 20:00 Access for exhibitors - Room set-up and decoration allowed

Thursday 9 December 2021

08:00 - 19:15 Access for exhibitors
08:30 - 19:15 Access for delegates

Friday 10 December 2021

08:00 - 19:15 Access for exhibitors
08:30 - 19:15 Access for delegates

Saturday 11 December 2021

08:00 - 13:30 Access for exhibitors
08:30 - 13:30 Access for delegates

4.4 Daily Meeting Room

Daily Meeting Rooms will not be available.

4.5 Closed Industry Meeting

Rental period: the ESC deals with requests on an individual basis.

4.6 Industry Coach Parking

EuroEcho 2021 will have a strict traffic plan to allow congestion free access to all delegates. Buses and coaches will not be allowed to drop off or pick up in the streets adjacent to the venue. All companies organising ground transport to and from the venue are urged to reserve parking space from the Berlin ExpoCenter Online (BECO) Webshop available on: www.esceexhibition.org/EE2021.

4.7 Group Registration

Group Online services are available on www.escardio.org through your "My ESC" account:

<https://www.escardio.org/Congresses-&-Events/EuroEcho/Registration>

There is one unique fee for group registration.

The registration fee for one access code is €120 (Online offer) and € 535 (Onsite Berlin offer) (including 19% VAT) - This fee is valid until the group registration closing date 30 September 2021. Limited orders are accepted until 29 November at the Standard Late Fee.

For information, deadlines, fees and requests, please contact groups@escardio.org or visit the Congress registration page.

4.8 Hotel Services

Companies participating in the ESC Congresses may wish to make group hotel reservations for employees and invited guests.

For information and requests, please visit the hotel accommodation section on www.escardio.org/Congresses-&-Events

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

4.9 Accrued Points

The EuroEcho 2021 accrued points ranking 2021 is available in the Industry Prospectus.