EuroEcho 2021

Exhibition

14 October 2021

ESC
European Society
of Cardiology

Objectives

The purpose of this presentation is to provide:

- A brief overview of the congress platform

- Details on exhibitor profile and a look at each feature

- Give the important steps and milestones

ESC
European Society
of Cardiology

Congress Platform

Bookmark the congress platform and access it using your My ESC Account login. The online scientific programme of EuroEcho 2021 is available to all.

Congress Platform

- 1 Day before the congress starts, i.e from 8 December 2021 09:00 AM CEST, the event platform opens and content is accessible to those who have already registered.

What is the digital Exhibition?

ESC European Society of Cardiology

3 Exhibition packages to choose from:

- Starter
- Booster
- Expert

- Interactivity features in all packages
- Administrator accesses & Free Registration
- Real time analytics

- Virtual meeting rooms in Booster and Expert
- Tutorials in all packages (option)
- Virtual booth visual in Expert (option)

| Package elements		STARTER	BOOSTER	EXPERT
Exhibitor placement	Listing on exhibition section page*	Position 3	Position 2	Position 1
Exhibitor profile	Exhibitor name	Yes	Yes	Yes
	Exhibitor logo	Yes	Yes	Yes
	Exhibitor description (introduction text)	Yes	Yes	Yes
Exhibitor content**	Exhibitor agenda	Yes	Yes	Yes
	Corporate video	1	2	3
	Satellite Symposium or Tutorials video on demand	1	3	6
	Pdf document	2	5	10
	Leaflet on resources (products, disease awareness)	2	5	10
Interaction	Ask for an appointment	Yes	Yes	Yes
	Face to Face chat with industry representatives (written and video chat)	Yes	Yes	Yes
	Virtual meeting room (up to 12 pax maximum)	No	Yes	Yes
Analytics	Exhibitor page statistics & leads	Yes	Yes	Yes
Badges	Exhibitor admin access (to set up the exhibition space)	5	10	15
	Free individual registration for industry staff (to access the event)	5	10	15
Virtual booth insert	Clickable image for external virtual stand	No	No	Add-on
Tutorials	Virtual room for Tutorials sessions (up to 30 pax per session)	Add-on	Add-on	Add-on

*Exhibitors will first be placed based on their Exhibition package level and then by level of investment on the ESC Digital Summit 2021 platform.
**Update of documents or videos uploaded will not be allowed during the event. Maximum number of items allowed per element.

What is the digital Exhibition?

Exhibition landing page

Customisable disclaimer

Exhibitor profile

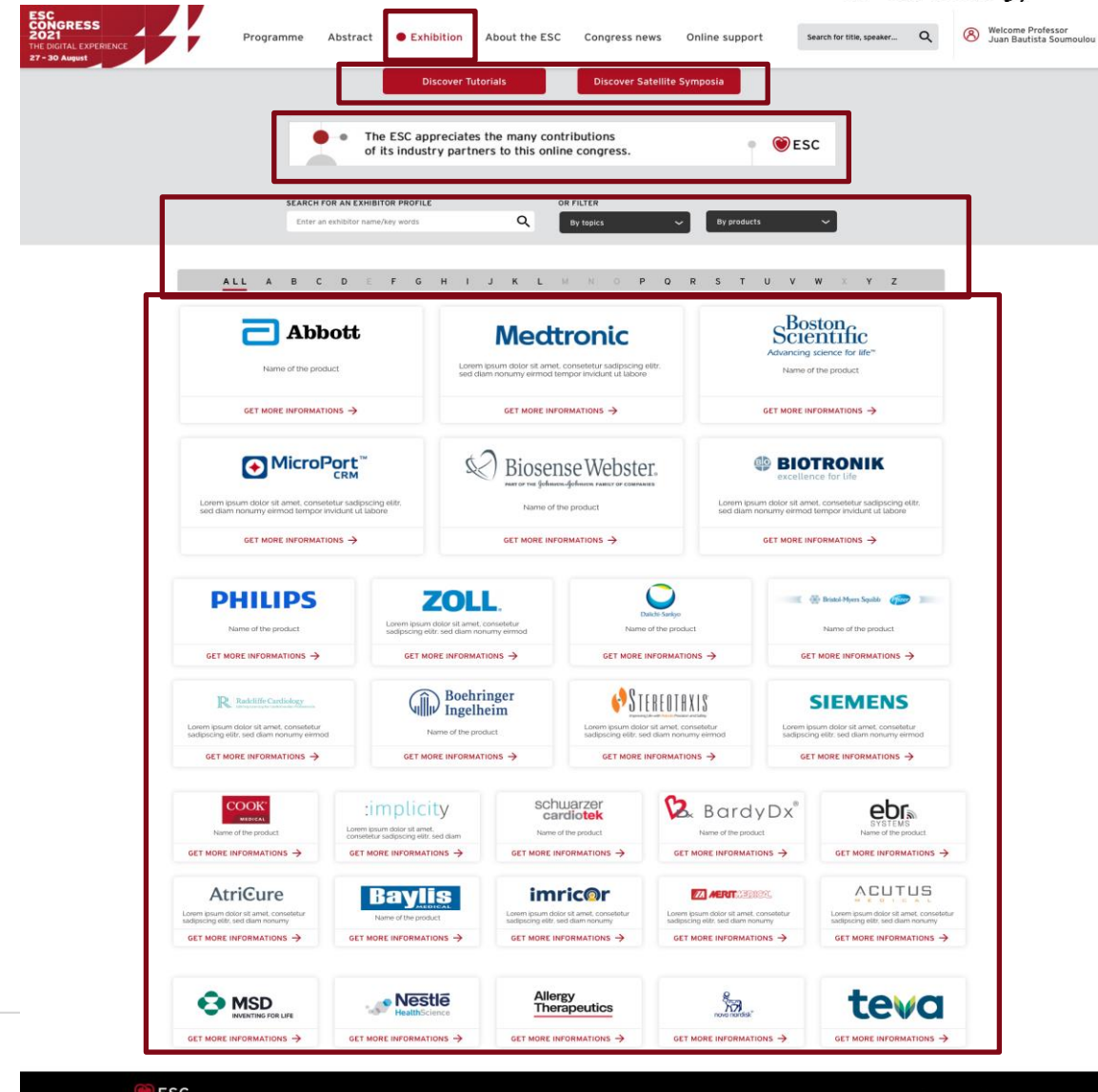*Non-contractual mock-up*
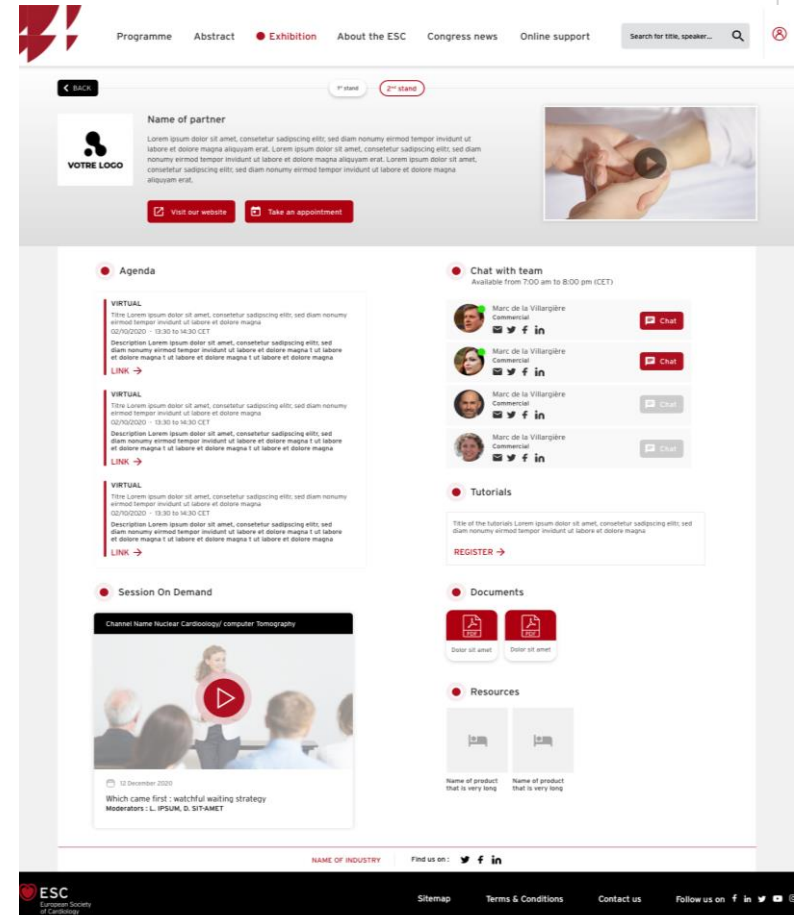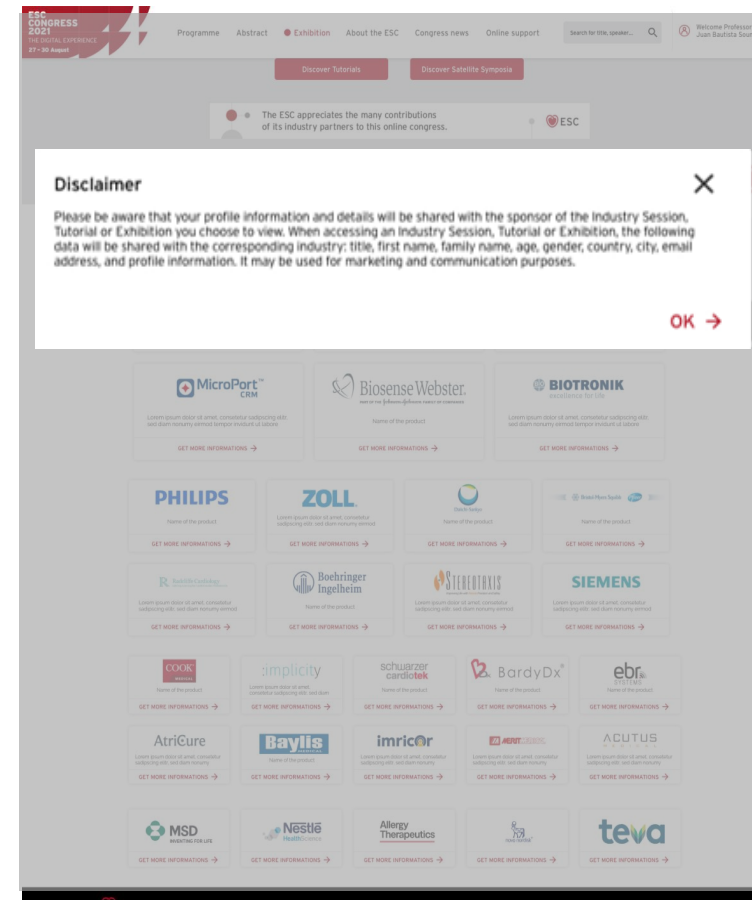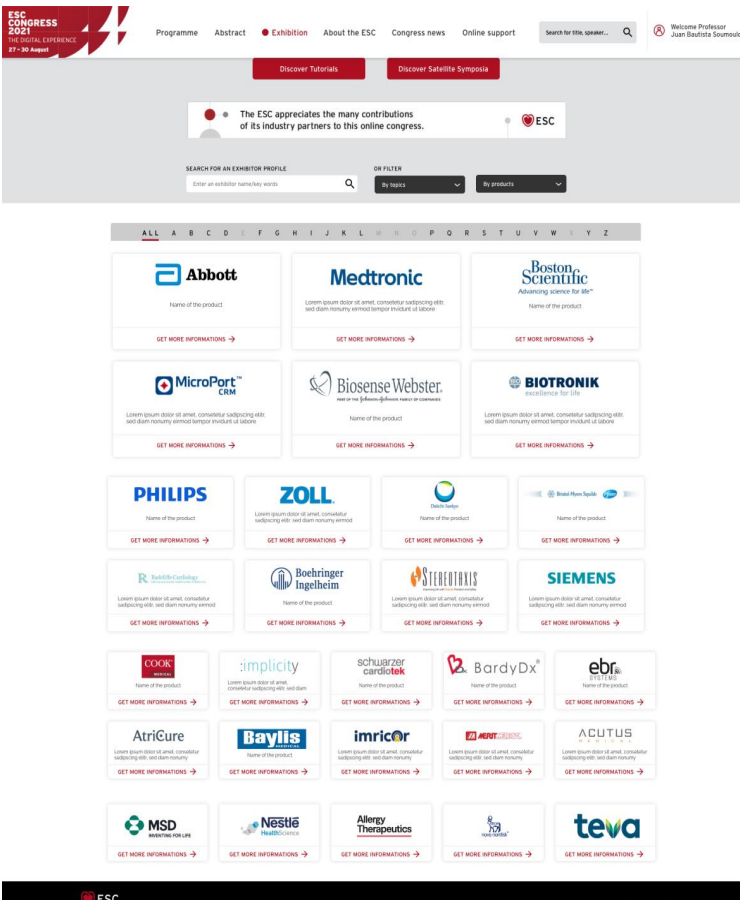
What is the digital Exhibition?

Exhibition landing page

- Access from top menu with dedicated "Exhibition" tab

- Access to online programme sorted by Tutorials and Satellite

  Symposia

- Exhibition promotional dynamic banner

- Search tools (key words, by topic, by product or A-Z)

- Sponsor's logos (corporate or product + subtitle)

On the Exhibition page, Exhibitor profiles will first be placed based on their Exhibition package level and then by level of investment. Each Exhibition package level has a corresponding Exhibitor profile cell size.

What is the exhibition?

Exhibitor profile

- Company Information (logo, name, description)
- Tab to access corporate website
- Tab to ask for an appointment
- Corporate Video(s)
- Agenda (free text)
- Chat with team (audio & video)
- Documents (pdf)
- Resources (jpg, weblink)
- VOD (Satellite Symposia and or Tutorials)
- Social media links
- Access to Tutorials (If ordered)
- Virtual Booth (Expert)
- Virtual room (Booster & Expert)
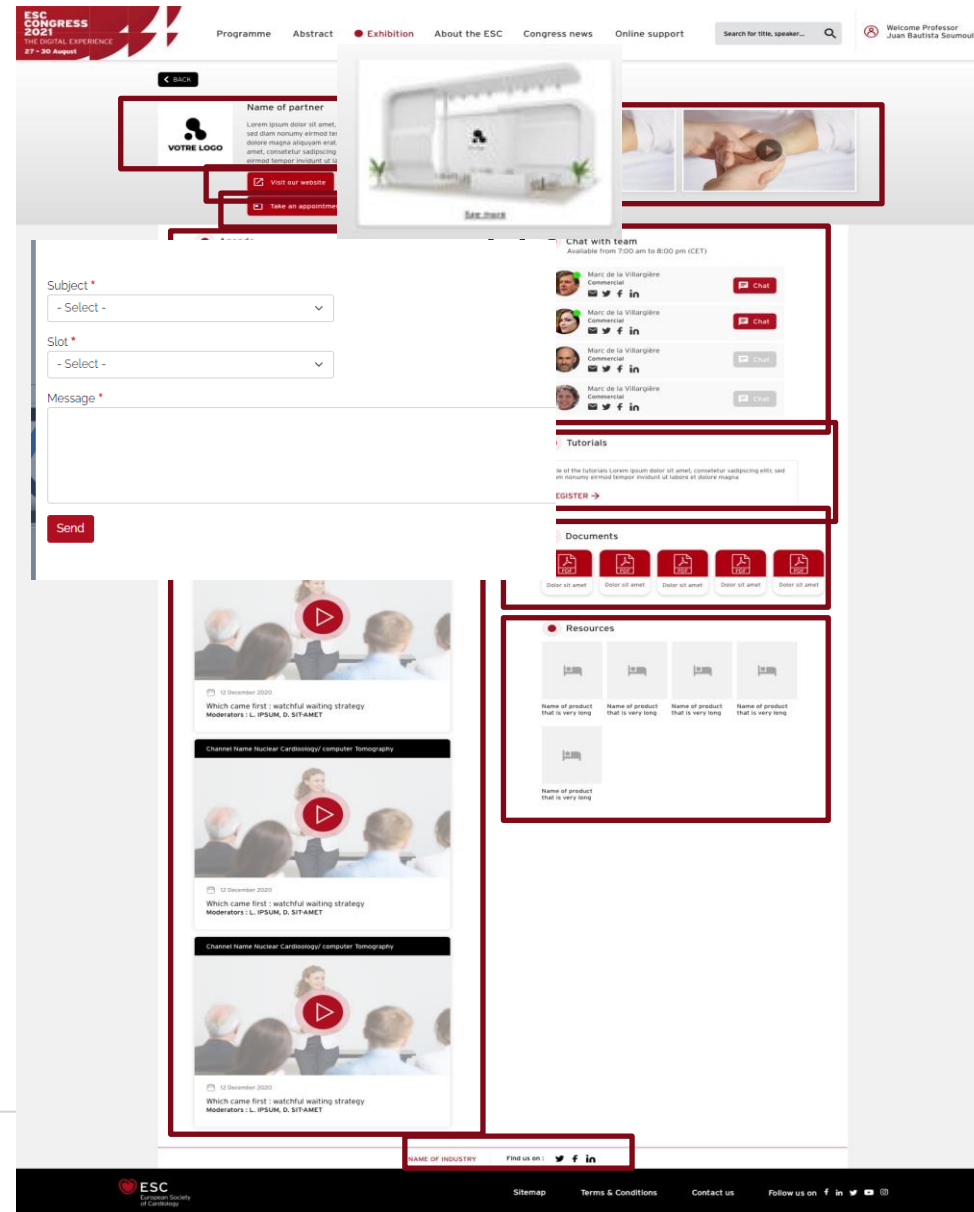
Next steps & Key dates

ESC European Society

| NOW | 1 NOVEMBER 2021 | 30 NOVEMBER 2021 | 8 DECEMBER 2021 | 3 JANUARY 2021 |

Before the opening of the Admin → **Admin period** → 9 - 11 DECEMBER **During and after the congress**

Now
- Industry should prepare beforehand
  - ✓ Details of those who will handle the Chat
  - ✓ documents, videos, links, description to be uploaded when the admin platform will open
- Industry should send to esc.congress-supplier@cyim.com by **25 October 2021**
  - ✓ Details of Admin staff
  - ✓ Logo and short description for the Exhibition landing page
  - ✓ Selected topic and products in the filters
  - ✓ Logo for meeting room (when applicable)
  - ✓ Visual for Virtual booth insert (when ordered)

From 1 November
- Industry can upload directly in their profile:
  - ✓ Description, Corporate videos, Links, Pdf documents, Resources
  - ✓ List and details of the staff who will handle the Chat feature
- Industry will be able to add and change any items upon needs

From 30 November
- Industry should not make any changes.
- List of person in the chat cannot be changed anymore

Wednesday 8 December
- Opening of the congress platform (at 09:00 am CEST)
- Exhibition profile will be visible for all registered participants
- Industry can start using the chat function

Thursday 9 until Saturday 11 December
- Congress dates

Sunday 12 December until Monday 3 January 2022
- Exhibition profile remain available to all registered participants.
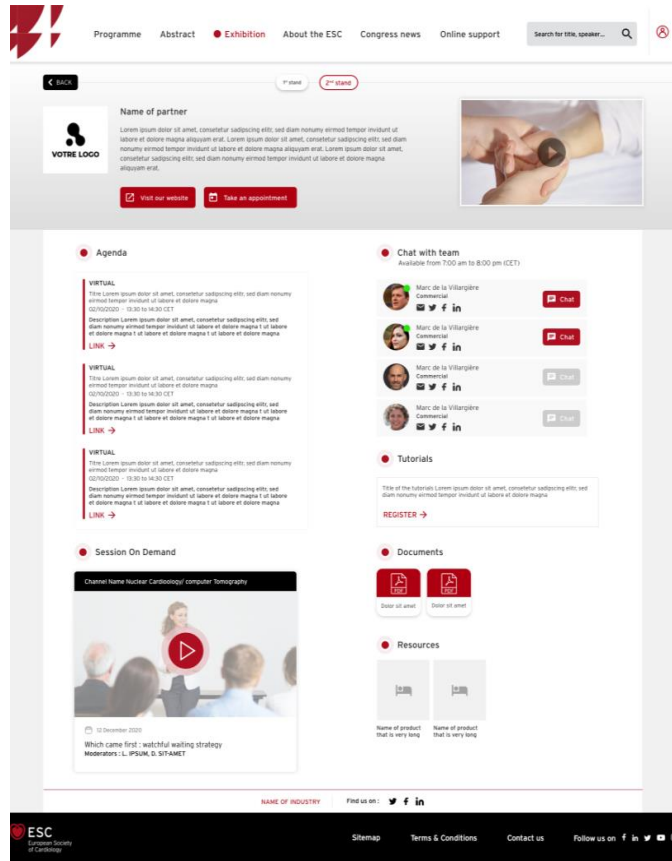- Industry can access to their data on real time (dataviz)

Contacts and useful links

- **Industry Services team**

  ✓ Exhibition – Julia – **euroechoservices@escardio.org**

  ✓ Sponsored Sessions – Gisela - **euroechoservices@escardio.org**

  ✓ Sponsorship - Lisa - **sponsorship@escardio.org**

- **Stand Supplier CYIM –** Maëlle Guyot **– esc.congress-supplier@cyim.com**

- **Registration team – registration@escardio.org or groups@escardio.org**

- **Industry Prospectus, Guidelines, documents & specs available on Industry Portal**

- **Congress information are available here**
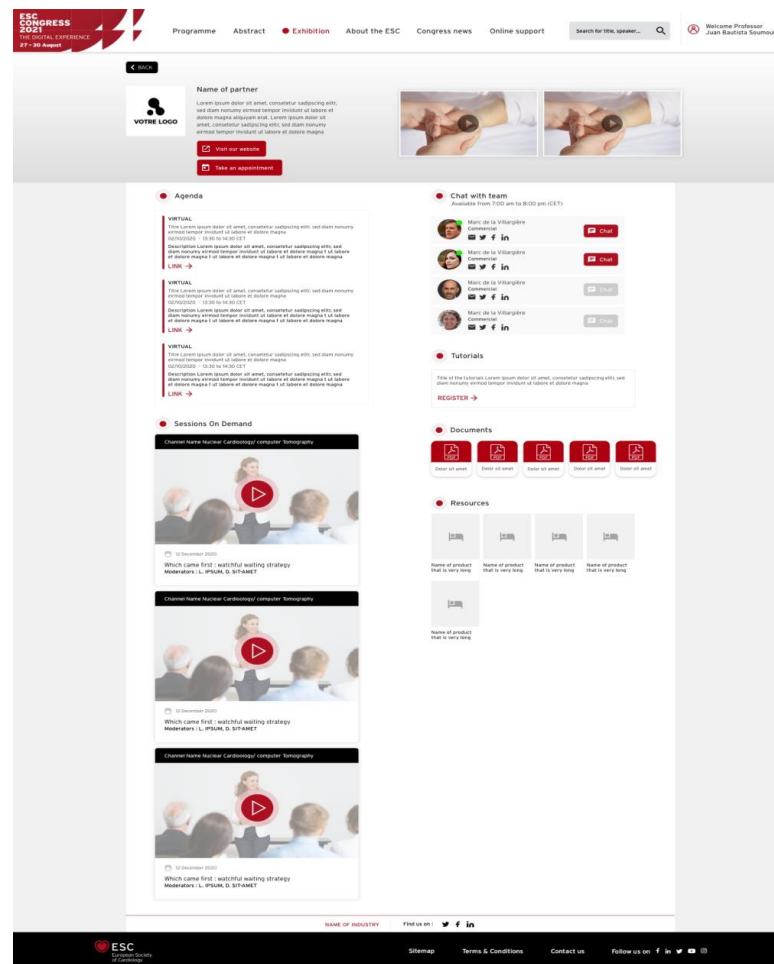
Exhibitor Profiles

Starter

Booster

Expert

ESC
European Society
of Cardiology