

# EHRA 2018

THE ANNUAL CONGRESS  
OF THE EUROPEAN HEART  
RHYTHM ASSOCIATION



## Webcast

*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.

Example of screen in a Lecture room at the congress centre during the congress:



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: **1 March**. The company CYIM will invoice extra accordingly

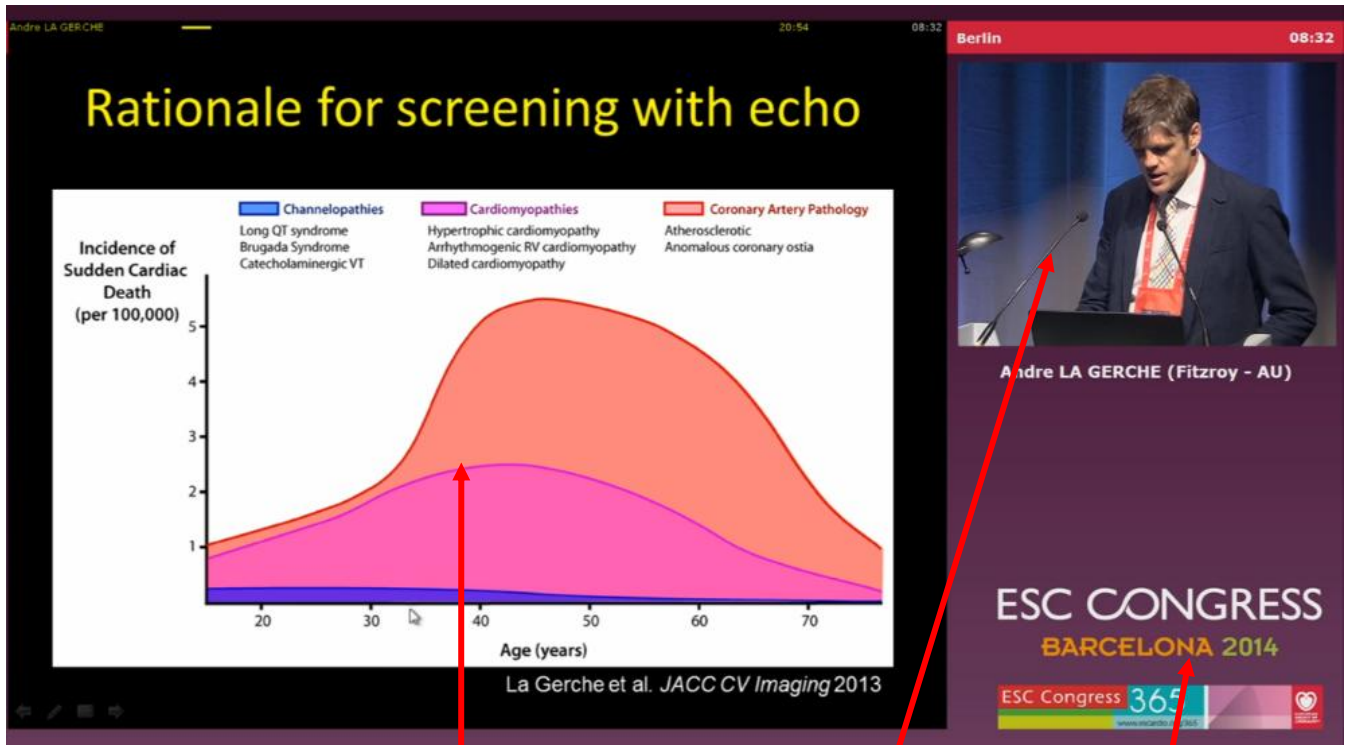
The applicant (industry partner or agency) confirms that it is their sponsor's responsibility to obtain the copyrights from each speaker who will present during the session to be webcast, & speakers fully agree to provide the session organizer with any potential conflicts of interest that may arise from 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 Congress Programme Committee. The ESC reserves all rights to remove content from their web site at any time where deemed necessary.

## LAYOUT OF A WEBCAST

The webcast identically reproduces the elements visible on the lecture room projection screen. The recording lasts the entire duration of each presentation of your Industry Sponsored Session.



Slides of the session

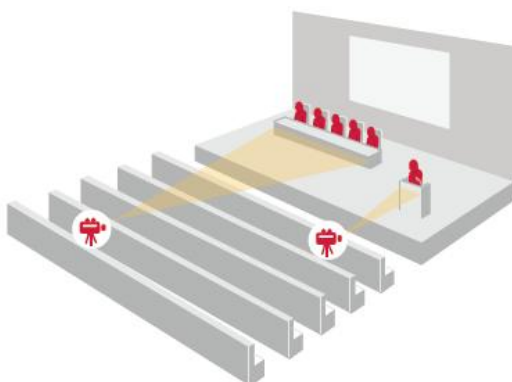
Speaker: Fixed camera on the lectern

Example of ESC Background image (Congress visual)

**Deadline for application: 1 March**

### 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: 1 March**



Simultaneous view: Wide shot of chairpersons & speaker

Should you wish to acquire 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 raw footage of the session: 1 March**

## What do you and your agency need to do now?

### Timeline 2018

#### Before the Congress:

##### February:

- Confirm which session(s) will webcasted (if you have several Satellite Symposia) to [sponsorship@escardio.org](mailto:sponsorship@escardio.org)
- Confirm your session(s) which have a panel discussion to [sponsorship@escardio.org](mailto:sponsorship@escardio.org)
- Inform CYIM at [congress@cyim.com](mailto:congress@cyim.com) if you wish to acquire the raw footage (extra charge, invoiced directly by CYIM)
- Confirm, in writing, you & your agency will be using the Speaker Service Centre (SSC) to [sponsorship@escardio.org](mailto:sponsorship@escardio.org)

#### During the Congress:

##### March:

- Each speaker presenting at the session must go to the Speaker Service Centre (SSC) at least 3 hours prior to the commencement of the session to upload their slides. This requirement is mandatory
- Speaker presentations must be played from the ESC computer located at the lectern (no personal computers allowed).
- For a panel discussion to be recorded please create a slide with discussants and topic/subject
- A camera is adjusted on the lectern and the panel, and supervised throughout the session to ensure good framing. Just before the session starts, a person from your company or agency can inform the room technician about framing preferences for the session and framing preference for the panel discussion.

#### After the Congress:

- The ESC will provide the sponsor with 2 mp4 files per presentation (1 HD and 1 SD). This footage will be sent via box.com during the week following the congress

No raw footage will be available unless ordered before the deadline of **1 March**.

Format H264 over mp4 with 2 frame size:

- 720p (HD) 3Mb/s (for computers and tablets with a good internet connection LAN / Wi-Fi)
- 360p (SD) 300 Kb/s (for Smartphone with a cellular internet connection 3G)

#### Reminders:

- This document must be communicated to your agencies (if applicable)
- Extra services requested to CYIM will be invoiced to you directly (this includes any altering of the specifications in this document)
- Panel discussions must be confirmed to ensure proper filming
- Mandatory use of the SSC at all times
- Slides must be uploaded at least 3 hours before the session starts