

PARTNERS SERVICES MANUAL@EHRA 2022

TECHNICAL SPECIFICATIONS & DEADLINES

Thank you for reading this Manual

Please note that a successful application for participation at EHRA 2022 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@ EHRA 2022** 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 EHRA 2022 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 Sunday 3 April 2022 through Tuesday 5 April 2022, 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 EHRA 2022.

Industry meetings open to EHRA 2022 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

Mrs. Abir Ghorab

ehra-congressservices@escardio.org

Sponsored Sessions

Mrs. Gisela Valky Pons

ehra-congressservices@escardio.org

Sponsorship

Mrs. Lisa Merolli

sponsorship@escardio.org

Rooms at ESC

Mrs. Abir Ghorab

ehra-congressservices@escardio.org

Orders and Industry Relations

industry@escardio.org

Registration

groups@escardio.org

ESC Press contact

press-services@escardio.org

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1. EXHIBITION

1.1 Onsite Exhibitor Space Regulations

1.1.1 Key dates

17 November 2021	Application deadline with priority status
More than 150 days before the first day:	Cancellation fee: 30% of total amount due
From 150 to 90 days:	Cancellation fee: 50% of total amount due
Less than 90 days:	Cancellation fee: 100% of total amount due
14 February 2022	Deadline for stand design submission & stand activity declaration. All exhibitors must submit their insurance certificates. For custom stands, risk assessments and method statements are requested for all structures.
25 February 2022	Stand services deadline - After this date orders will incur an extra cost (25% surcharge).
1 March 2022	Free Exhibitor badge deadline Additional General Exhibitor badge order deadline
3-5 April 2022	EHRA 2022

1.1.2 Construction schedule and Exhibition access timetable

The hall is open for construction:

- From Thursday 31 March 2022 to Friday 1 April 2022 08:00 to 22:00
- On Saturday 2 April: 08:00 to 15:00

1.1.3 Vehicle access for unloading

Slots should be booked in advance from Fairexx. Time slot request form is available on www.esceexhibition.org/EHRA022

Unloading for vehicles for stands sizes/date	Vehicle access for stands over 100m ²	Vehicle access for stands over 50m ²	Vehicle access for stands over 25m ²	Vehicle access for all stands
Thursday 31 March	From 08:00 to 12:00	From 12:00 to 18:00		
Friday 1 April			From 08:00 to 12:00	From 12:00 to 18:00
Saturday 2 April				From 08:00 to 12:00

All construction must be completed by 15:00 on Saturday 2 April, goods must be removed from aisles to allow cleaning of aisles. Stand decoration is possible until 20:00. No further vehicle access to the exhibition ground from Saturday 2 April 12:00 until Tuesday 5 April 18:00

1.1.4 Opening hours

Saturday 2 April

15:00 – 20:00 Stand decoration only, to be completed by 20:00.
Incomplete stands and no-shows will be walled off and goods removed into storage at the exhibitors cost by 17:00.
Staff meetings may be held on stands.

Sunday 3 April

09:00 Exhibition halls open (all stands must be staffed)
18:00 Exhibition closed

Monday 4 April

09:00 Exhibition halls open (all stands must be staffed)
18:00 Exhibition closed

Tuesday 5 April

09:00 Exhibition halls open (all stands must be staffed)
17:00 Exhibition closed
17:30 Delivery of empty packaging cases by Fairexx (if booked)
18:00 – 24:00 Full dismantling
Vehicle access (deposit required for all vehicles entering the exhibition ground, note this is a very busy period and priority is given to trucks delivering bulk packaging materials)

Wednesday 6 April

08:00 – 18:00 Full vehicle access to loading bay
08:00 – 20:00 Full dismantling – no extra hours can be ordered, all dismantling must be finished by midnight and the exhibition halls must be vacated

From Sunday 3 April until Tuesday 5 April, stand personnel may enter the building 1 hour before the opening of the exhibition.

1.1.5 Exhibition location and building information

The EHRA 2022 exhibition will be held in Halls D of the Bella Centre Copenhagen.

- Gross area dedicated to exhibits approx. 3.000m²
- Ceiling heights: 12m
- Exhibition Halls floor weights loading vary depending on the hall: 1.000 kg per m²
- Electricity, water & telecoms delivered by service ducts at floor level
- Rigging from the ceiling - maximum weight allowed depends on the weight distribution. - Please find the details on rigging points in the Bella Center Exhibitor portal at the various products in the web shop
- Dimensions of the loading doors are available in the Traffic Guide, on <http://www.escehhibition.org/EHRA022>

- Exhibition Hall will not be darkened
- No Carpeting within exhibition aisles (unless customised by an exhibitor to join two stands)

1.1.6 Stand activity

Stand activities should be declared before 14 February 2022 using the form available on: <http://www.esceexhibition.org/EHRA022>

1.1.7 Stand module - Shell scheme stand - Submission deadlines

By 14 February 2022: 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 turn-key stand solutions is available at attractive package prices for stands up to 25m², which include:

- Structure: walls, carpet, fascia board with exhibitor name, assembly charges and daily basic stand cleaning.
- Electricity and wifi: general lighting by spots (1 spot per 3m²), 1 switchboard (10 amp, 1 phase, 230V), electrical consumption, public wifi connection.
- Furniture package: storage 1x1m, counter, table and chairs.

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, graphics & signage may be an additional 0.5m.

1.1.8 Custom stand design - Stands drawing

By 14 February 2022 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 14 February 2022 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:

	Height allowance for the self-standing items
6m ² - 25m ²	2.5m
26m ² - 45m ²	3.5m

46m ² - 60m ²	4m
61m ² - 80m ²	4.5m
81m ² - 100m ²	5m
Over 100m ²	6m

1.1.11 Suspension points

Exhibitors with a stand size from 60m² will be able to benefit from the possibility of having a portion of their stand design suspended.

The suspended height allowance will be in direct proportion to the m² floor area of each stand and the slings around the truss will be adjusted accordingly. The following hanging points are permitted:

	Height allowance for the suspended items
60m ² - 100m ²	8m
Over 100m ²	8.5m

Important

Exhibitors taking advantage of having a portion of their stand design suspended should ensure that the stand design indicates clearly the truss structure or rigging point used to hang components. The suspended heights allowance indicated above are from the hall floor to the bottom of the truss or to the rigging point if no truss is used.

1.1.12 Exhibition services

For all your stand service orders and the latest exhibition logistics information, please visit <http://www.esceexhibition.org/EHRA022>.

All stand services can be ordered via the Bella Centre Exhibitor Portal available on <http://www.esceexhibition.org/EHRA022>.

For further information on services available, please contact:

Ms. **Pernille Staal**

Email: EHRaexpo2022@bellacenter.dk

Direct line: +45 3247 3362

1.1.13 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 Bella Centre Exhibitor Portal available on <http://www.esceexhibition.org/EHRA022>.

1.1.14 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 Bella Centre Exhibitor Portal available on <http://www.esceexhibition.org/EHRA022>.

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

1.1.15 Stand Assignment

Stands will be assigned in accordance with the accrued point ranking if received by 17 November 2021.

After confirmation of stand assignment, any alteration of the stand type may be requested to ESC before 14 February 2022.

1.1.16 Catering

The Official Caterer of the Congress is Bella Center Copenhagen. Catering offer can be found on Bella Centre Exhibitor Portal.

1.1.17 Transport regulations/handling

The official forwarder for ESC Congresses is:

Fairexx Logistics for Exhibitions GmbH

Email: contact@fairexx.com

1.1.18 Safety and Technical Specifications

Please refer to venue' Rules and Regulations available on

<http://www.escehhibition.org/EHRA022>.

1.1.19 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 Bella Centre Exhibitor Portal available on

<http://www.escehhibition.org/EHRA022>.

1.1.20 Exhibitor badge allocation

Stand size between:	General Exhibitor badges	Scientific Exhibitor badges
6m ² and 8 m ²	3	1
9m ² and 49 m ²	10	3
50m ² and 99 m ²	15	5
100m ² and 199 m ²	25	10
200m ² and 299 m ²	30	13
300m ² and 399 m ²	35	15
400m ² and 499 m ²	40	18
500m ² and 599 m ²	45	20
600m ² and 699 m ²	50	23
700m ² and 799 m ²	55	25
80m ² 0 and 899 m ²	60	28
More than 900 m ²	75	38

1.1.21 Badge fees and order deadlines

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 that after 2 months before the event 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.

Additional General Exhibitor badges may be pre-ordered at the early fee of €125 (excl. VAT) per badge before 1 March 2022.

From 2 March 2022, no additional General Exhibitor badges can be ordered.

Badge fees (All fees excl VAT)

1.2 Online Exhibition Regulations

1.2.1 Key dates

17 November 2021	Application deadline with priority status
21 February 2022	Opening of the access to the backend of the Dedicated Exhibitor Page.
18 March 2022	Closing of the backend of the Dedicated Exhibitor Page and deadline to provide Logo and links for Virtual Listings.
18 March 2022	Free Exhibitor registration deadline for access to online platform
2 April 2022	Exhibition page open
3 to 5 April 2022	EHRA 2022
3 May 2022	Exhibition page closed

1.2.2 Exhibition page schedule

Delegates have access to the Exhibition page and Exhibitor profiles from 2 April 2022 until 3 May 2022.

Exhibitors' administrator accesses are valid from 21 February 2022 until 3 May 2022.

Unless agreed otherwise, exhibitors can only update the Agenda section if needed during and after the congress until the online congress platform remains open. Once the backend of the Dedicated Exhibitor page is closed updates of any other fields are not allowed. After the congress the virtual meeting room as well as the book an appointment feature will no longer be operational.

Traffic on the platform continues following the live Congress, so exhibitors are encouraged to keep their profiles alive.

1.2.3 Exhibition main page

All Exhibitors opting for one of the two online options will be listed with their logo on the main Exhibition page on the congress platform.

Exhibitors must provide their corporate or the product logo of their choice and the subtitle to be shown under their logo. An exhibitor may choose to use a corporate logo or the product logo of his/her 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 Dedicated exhibitor page

This option includes:

- **Exhibitor Name and Logo** (same as the one used in the Exhibition main page)
- **Exhibitor 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 should not exceed 500 characters maximum, spaces included.
- **Exhibitor Website**
The Website tab can accommodate an external virtual stand or other webpage dedicated to the sponsor activities during the event and design especially for the congress
- **Book an appointment**
This tab will open a form to be used by the visitors to book appointment with an industry partner. The form is customizable, 2 fields are available : subject and slot. Industry partners are allowed to put the subject and the slot of their choice.
- **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
- **Promotional video**
Exhibitor's promotional video is placed in the middle of Exhibitor's profile page.
This video aims at creating brand awareness in which you can introduce overall information about your company, on your products or activities. The recommended length of this video 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 this video.

File format:

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

- **Agenda**

In this section Exhibitors can share their activity during the congress.

For each agenda Entries it is possible to add:

- the title of the activities
- the dates
- a description
- a web link (can be external link)
- A thumbnail with an external link :
 - * Image 200x200px,
 - * Max weight 1Mo

- **Sessions On Demand**

In this section the sessions organized during the congress will be placed after they will be broadcast. This will automatically be done by the ESC supplier. This section will accommodate up to 3 players. Content can be Satellite Symposium or Tutorials.

If an industry organizes more than 3 sessions, it will be necessary to choose the 3 sessions among those organized that will appear on the exhibitor profile.

- **Documents and Resources**

These 2 sections are dedicated to present further products or leaflets shared through link. Exhibitors can place:

- 5 pdf items in the Documents section (pdf only)
- 5 items in the Resources section (can be pdf, text and weblink). Each item will be shown with a thumbnail image.

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 :
 - Image : 200 x 200px
 - Weight : 200ko
 - Click option : Open pdf, open link, open Pop -up with text + link or pdf

- **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: Website, Twitter, Facebook, LinkedIn, Youtube, Instagram.

- **Statistics and Leads**

Exhibitors will have access to a real time data tool (Dataviz) accessible from the Dedicated Exhibitors Page. These data can be downloaded at any time from 2 April 2022 until 3 May 2022.

1.2.5 Virtual listing

This option includes a logo placed in the Exhibition main page that will direct to a website of choice.

1.2.6 Exhibitor administrator access

Exhibitor opting for the Dedicated Exhibitors Page will get 10 administrator accesses. These accesses will be provided by our official supplier CYIM. Exhibitors are asked to confirm the primary “Exhibitor profile administrator” to CYIM as soon as possible.

Exhibitors' administrator accesses are valid from 2 April 2022 until 3 May 2022.

1.2.7 Congress registration

Exhibitor opting for the Dedicated Exhibitors Page will get 10 individual congress registrations to have full access to the Congress. These free registrations are only intended for use by industry representatives.

Sponsors also have the possibility to register Groups of delegates:

For information, deadlines, fees and requests, please contact ehra-congressregistration@escardio.org or visit the Congress registration page: <https://www.escardio.org/Congresses-&-Events/EHRA-Congress/Registration>

2. INDUSTRY SPONSORED SESSIONS

2.1 Onsite Industry Sponsored Sessions Regulations

2.1.1 Key dates

Upon signature of the order form cancellation fees will apply.

17 November 2021	Deadline for application with priority status
From 2 December 2021	Notification of assignments of time slots and rooms
18 February 2022	Scientific programme submission due
During February 2022	Notification of scientific programmes approval and production with CYIM

18 March 2022	Deadline for approval of promotional materials (invitations/flyers) by ESC
From 25 March 2022	No more edits to the show script possible
3 – 5 April 2022	EHRA 2022

2.1.2 Satellite Symposia

Satellite Symposia should fit in the duration that you booked with the ESC.

Included:

- Standard lecture room set-up
- Standard webcast production
- Dedicated listing in the congress programme on our online congress platform
- Roll up in front of or in close vicinity of the lecture room one hour before the session starts if onsite session
- Distribution of paper invitations (flyers) 30 min before your session in front of the room or close vicinity. Distribution of printed flyer invitations is subject to change with sanitary evolution of the pandemic.

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

- 10 General Exhibitor Badges 3 Scientific Exhibitor Badges for onsite
- 10 free individual registration for industry staff to access the online event

Webcast

To extend the reach of Satellite Symposia to all those who were not able to attend session, the production of a webcast is included (one video file per presentation) and will be made available on the event platform a couple of hours after broadcast as video on demand for the duration of 4 weeks and from 19 April 2022 on ESC 365 on free access to all holders of a My ESC account.

Lecture room set-up

Lecture Room 1: Theatre style 450 – 500 chairs

Lecture Room 2: **(New)** Cabaret Style set up of 420 chairs

Lecture Room 3: Theatre style set up of up to 500 chairs

Lecture Room 4: Theatre style set up of 310 chairs

Lecture Room 5: Theatre style set up of 310 chairs

A diagram of the room will be made available with more detailed information.

Lecture room access

The total intersession time is of 10 minutes between the end of an ESC session and the start of Satellite Symposium. Satellite Symposia organisers can access their assigned lecture rooms 10 minutes before the start of their sessions. This will allow ESC to finalise the ESC sessions, allow for over-run or continuing discussions

and to prepare the lecture rooms. Satellite Symposium organiser must clear the lecture room 5 minutes after their scheduled timeslot by the latest.

Onsite presence for onsite satellite symposia

We request that Satellite Symposia are organised live with all speakers and chairs onsite. We will adapt upon request considering the evolution of the pandemic with a minimum requirement of 1 chair animating Live the session onsite. Please refer to the Industry Prospectus and the complementary Partners Services Manual@Congresses.

2.1.3 Tutorials

Sessions can be organised from Sunday 3rd April to Tuesday 5 April 2022. Timing is mentioned further down.

Included:

- Standard 94 -158m2 sound-reduced room
- Rooms will include standard electricity supply, air-conditioning, daily Cleaning and large hinged door locked with keys.
- Dedicated listing in the Scientific Programme & Planner online
- Promotion allowed in front of the session room (roll-up, invitations and/or information screen). Paper invitations are subject to change with the evolution of the pandemic.

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

- 10 General Exhibitor Badges 3 Scientific Exhibitor Badges for onsite
- 10 free individual registration for industry staff to access the online event

Room access and set-up

- Unless agreed otherwise, Tutorials organisers will have access to their assigned room as indicated below. Goods and empty cases must be removed from aisles on the evening of Saturday 2nd April 06:00 PM.
- Dismantling (Removal of Tutorials rooms' valuables) can start on Tuesday 5th April 2022 6PM and must be completed on Tuesday 5th April 2022 at 10:00 PM. From 24:00 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.
- Tutorials organisers must bring their own equipment. The standard equipment of the room will be communicated separately.

Transport regulations/handling

The official forwarder for ESC Congresses is:

Fairexx Logistics for Exhibitions GmbH

Email: contact@fairexx.com

Access Schedule

Samedi, 2 avril 2022

08:00–20:00 Access to the Tutorials rooms for set-up

08:00–12:00 Vehicle access (time slot to book with Fairexx)

3 avril 2022

07:30–20:00

Access to the Tutorials rooms for sponsors

08: 30 – 19:00

Access to the Tutorials rooms for delegates

4 Avril 2022

07:30–20:00 Access to the Tutorials rooms for sponsors
08: 30 – 19:00 Access to the Tutorials rooms for delegates

5 Avril 2022

07: 30 – 24:00 Access to the Tutorials rooms for sponsors (Room must be clean and empty for 12 midnight)
08: 30 – 16:30 Access to the Tutorials rooms for delegates
17:30 – Delivery of empty packages
18:00 – Removal of valuables and devices

From 24:00 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.

6 avril 2022

Access for exhibitors and delegates not allowed.

2.1.4 Submitting your scientific programme

By 18 Feb 2022 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.esceexhibition.org/EHRA022/default.aspx> made available to you on your session's confirmation email.

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.
- Satellite Symposia chairperson(s):
For onsite Satellite Session we ask you to please have your chairperson onsite as well as a maximum of your panel.
- The number and duration of Tutorials sessions is not restricted. It is left to the appreciation of the organisers.
- Your scientific program will also serve to our suppliers as the flow script for your session.
- The ESC style guide will be applied to guarantee homogenous appearance of the ESC's total scientific program.

2.1.5 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 available onsite on following opening hours:

Day 1 (Sunday 3 April) - 07h30-20h

Day 2 (Monday 4 April) -07h30-20h10

Day 3 (Tuesday 5 April) - 07h30-17h05

2.1.6 Catering

Catering services can be organised with the ESC official caterer at the sponsor's cost. The Official Caterer of EHRA 2022 is Bella Center Copenhagen. Companies will have the right to serve alcoholic beverages during the receptions only at times approved by the ESC. Please reach out for more details if you wish to serve alcohol or reach out to catering.

2.1.7 Transport regulations/handling

The official forwarder for ESC Congresses is:

Fairexx Logistics for Exhibitions GmbH

Email: contact@fairexx.com +49 30 4403 470

2.1.8 Industry Sponsored Session display racks

Display racks to promote Industry Sponsored Sessions only are in strategic location(s) within the venues to promote these sessions.

Industry Sponsored Session promotional materials must be approved by the ESC before 18 March 2022.

2.2 Online Industry Sponsored Sessions Regulations

2.2.1 Key dates

18 Feb 2022

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

22 March 2022

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

2.2.2 Non-exclusive Satellite Symposia

Satellite Symposia should match the time you purchased from the ESC

The official provider for Industry Sessions is CYIM:

esc.congress-supplier@cyim.com

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

Companies organising an Onsite non-exhibitor Satellite Symposium will be provided with an allocation of 10 General Exhibitor badges and 3 Scientific Exhibitor badges.

Companies organizing an Online non-exhibitor Satellite Symposium will be provided with an allocation of 10 free individual registrations for industry staff to access the online event.

2.2.3 Tutorials

Sessions can be organised from 3 April to 5 April between the times indicated on the above access schedule. A limited number of 4 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

2.2.4 Submitting your scientific programme

By 18 February 2022, the complete scientific programme of Satellite Symposia and Tutorials must be submitted via the appropriate service provided by the ESC.

2.2.5 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.

2.2.6 Sessions On Demand

All content from the programme will be made available to registered delegates as video on demand on the platform until 5 May 2022.

The event resources will be uploaded and archived on the renowned ESC 365 platform on 6 May 2022. 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 48 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 possible.

3. SPONSORSHIP

3.1 Key dates

17 November 2021	Application deadline with priority status
23 December 2021	Application deadline with priority status for onsite advertising
1 March 2022	Deadline for 15 March eBlast
8 March 2022	Deadline for 22 March eBlast
9 March 2022	Deadline for Onsite Advertising items
19 March 2022	Deadline for event eBlasts, Banners and Advert Broadcast
1 April 2022	Deadline for 15 April eBlast
15 April 2022	Deadline for 29 April eBlast

3.2 Homepage Dynamic Banner

No product advertising permitted

Deadline: 19 March 2022

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: 19 March 2022

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 Session Page Static Banner

No product advertising permitted

Deadline: 19 March 2022

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: 19 March 2022

Our Dedicated congress newsletter highlighting the most up-to-date scientific information will be emailed each day of the congress. Day 1 bulletin will be emailed to our database of healthcare professionals with a My ESC account who have agreed to receive ESC communications and to all onsite/online registered delegates. Day 2 will be emailed to all onsite/online registered delegates only, who have agreed to receive ESC communications. Extend your visibility and promote your Industry Sponsored Sessions or exhibition activities with your advertisement as a banner in the eDaily Bulletin. Price is valid for 1 day.

eDaily Bulletin Static Banner sponsors must provide:

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

3.7 Advert Broadcast

Product advertising permitted

Deadline: 19 March 2022

Promote your activities with packages of four 30-second intersession video spots which will be broadcast as follows each of the 3 days of the Congress:

- 2 video spot passages in Main Channel (Channel 1)
- 2 video spot passages in Channel 2

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

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 Event and Post-event eBlasts.

As mentioned below eBlasts can be mailed to all My ESC Account owners (audience with specific interest in EHRA 2022 and registered delegates who have agreed to receive communications from the ESC according to European data protection regulations) for the Pre-event eBlasts and to registered delegates only for Event and Post-event 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-event eBlasts

Reach out to My ESC Account owners who have expressed an interest in EHRA 2022 and pre-registered delegates via an electronic invitation sent out prior the event.

15 March 2022 eBlast
22 March 2022 eBlast

Deadline 1 March 2022
Deadline 8 March 2022

Event eBlasts

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.

3 April 2022 eBlast
4 April 2022 eBlast
5 April 2022 eBlast

Deadline 19 March 2022
Deadline 19 March 2022
Deadline 19 March 2022

Post-event eBlasts

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-event.

15 April 2022 eBlast
29 April 2022 eBlast

Deadline 1 April 2022
Deadline 15 April 2022

3.9 Badge Lead Management System

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 EHRA 2022 registration protocol?

Access information from EHRA 2022 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 for approval and production by Wednesday 9 March 2022.

Important

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

3.11 Educational Grant

- The content of the programme is managed completely by the scientific programme committee.
- The name of the sponsor as well as its corporate logo will be announced on a slide broadcast before and after the selected supported session. No product advertising permitted.

- This slide will also appear when the session is available on the congress platform on demand and on ESC 365 afterwards.
- The name of the sponsor will appear in the congress programme on our online congress platform.
- Session reports will be shared with the sponsor with general statistics on session attendance. This will not include audience leads and profile information for all individuals who viewed the supported session.

Educational Grant sponsors will receive a report 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.

The following session attendance information will be provided: Number of unique viewers including time spent watching the session on demand and on ESC 365. General statistics on the viewers related to age, gender, country and other geographic data, stage in career, professional activity, place of work, and primary specialty.

3.12 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.

4. PARTNER SERVICES

4.1 Key dates

17 November 2021	Rooms at ESC application deadline with priority status
More than 150 days before the first day:	Cancellation fee: 30% of total amount due
From 150 to 90 days:	Cancellation fee: 50% of total amount due
Less than 90 days:	Cancellation fee: 100% of total amount due

4.2 Industry Welcome Desk

The ESC allows exhibiting companies to rent Industry Welcome Desks located within the Registration.

Submit company exact name (Upper or lower case according to your corporate company name) by 14 February 2022.

4.3 Meeting Room

Meeting Rooms are rented for 3 days, from Sunday 3 April to Tuesday 5 April 2022.

Access Schedule

A large number of furnished rooms are available for rental and are located on the ground and first floor of very close to the Exhibition. Prices includes furniture in a board set-up, basic AV equipment, basic electricity consumption and basic daily cleaning. Detailed rooms specifications will be available when rooms are assigned and on <http://www.esceexhibition.org/EHRA022>. Organisers are responsible for any extra order.

2 April 2022

08:00 – 20:00	Access for exhibitors - Room set-up and decoration allowed
08:00 – 12:00	Vehicle access (time slot to book with Fairexx)
From 18:00	Empty packing cases must be removed from the Meeting Rooms

3 April to 4 April 2022

07:30-20:00	Access for exhibitors
08:30-19:00	Access for delegates

5 April 2022

07:30-24:00	Access for exhibitors
08:30-16:30	Access for delegates
17:30	Delivery of empty packaging cases by Fairexx (if booked)
18:00 – 24:00	Removal of Meeting rooms valuables. Vehicle access from 18:00 to 24:00 (time slot to book with Fairexx)
From 24:00	Any materials left in the rooms will be cleared by the organisers and destroyed at the sponsor expenses. The Organiser accepts no liability for packing materials not removed in due time.

4.4 Closed Industry Meeting

Rental period: the ESC deals with requests on an individual basis. Closed Industry Meetings are permitted within the congress centre from 07:30 to 20:00 from Sunday 3 April 2022 to Monday 4 April 2022 and from 07:30 to 17:00 on Tuesday 5 April 2022.

4.5 Industry Coach Parking

EHRA 2022 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 requested to be informed on the parking used for this instance. A traffic plan will be available on <http://www.esceexhibition.org/EHRA022>.

4.6 Group Registration

Group Online services are available on www.escardio.org through your “My ESC” account.

9 March 2022

Early Fee Registration Deadline

For information, deadlines, fees and requests, please contact groups@escardio.org or visit the Congress registration page: <https://www.escardio.org/Congresses-&-Events/EHRA-Congress/Registration>

4.7 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 <https://www.escardio.org/Congresses-&-Events/EHRA-Congress/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.