

# EHRA 2020

THE ANNUAL CONGRESS  
OF THE EUROPEAN HEART  
RHYTHM ASSOCIATION

**VIENNA  
AUSTRIA**

**29-31  
MARCH**

[www.escardio.org/EHRA-congress](http://www.escardio.org/EHRA-congress)

## ESC Guidelines for Industry @ EHRA 2020

### CONGRATULATIONS

You have decided to partner with the annual EHRA Congress, focused on the needs of the electrophysiology community.

EHRA 2020 will take place in the beautiful city of Vienna and gathers the core professionals from the field of cardiac rhythm disorders and therapies, into what will be the key meeting held within Europe for 2020.

We look forward to working closely with you over the coming months towards a rich and innovative EHRA 2020.

### THANK YOU FOR READING THESE GUIDELINES

Please note that a successful application for participation at EHRA 2020 implies an acceptance of the requirements contained within these ESC Guidelines for Industry @ EHRA 2020, within complementary ESC Guidelines for Industry @ Congresses and also in any updates posted on [www.esccongress.org/EHRA2020](http://www.esccongress.org/EHRA2020)

Please carefully note the key deadlines marked at the start of each chapter. To ensure we deliver a successful EHRA 2020, we will not be able to deviate from these deadlines.

### THE EHRA 2020 INDUSTRY PORTAL: [www.esccongress.org/EHRA2020](http://www.esccongress.org/EHRA2020)

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

Each exhibitor is responsible for sharing the address of the ESC Industry portal with their agencies or contractors and providing them with the necessary information for exhibition preparations.

### YOUR CONTACTS

A dedicated team is happy to assist you in your preparations for the EHRA 2020. Please contact the following people as necessary for your queries.

#### Exhibition, Industry Sponsored Sessions, Exhibitor Registration:

##### Sponsorship, Rooms at EHRA 2020:

[ehra-congressservices@escardio.org](mailto:ehra-congressservices@escardio.org)

Mrs Abir Ghorab

[ehra-congressregistration@escardio.org](mailto:ehra-congressregistration@escardio.org)

##### Accommodation:

[ehra-congresshotels@escardio.org](mailto:ehra-congresshotels@escardio.org)

##### Orders and Industry Relations:

[industry@escardio.org](mailto:industry@escardio.org)

##### Any other queries:

[fcalabrese@escardio.org](mailto:fcalabrese@escardio.org)

Mr Fabrice Calabrese

#### **BOOKING PROCEDURE**

Application forms available on the ESC Industry portal: [www.esceexhibition.org](http://www.esceexhibition.org)

#### **APPLICATION DEADLINES**

13 September 2019 for Stand, Industry Sponsored Sessions, Meeting Rooms and Sponsorship.

#### **NOTE**

The invoice will be issued by ESC – European Society of Cardiology 2035 route des Colles CS 80179 BIOT 06903 Sophia Antipolis, Cedex FRANCE. Signature of the order form constitutes establishment of the contract between the sponsor and the ESC. A stand assignment, sponsored sessions, sponsorship or rooms confirmation and an invoice will be sent to the sponsor by email only. Should the confirmation differ from the order form, the details of the confirmation prevail unless the sponsor protests in writing within two weeks of the date indicated on the confirmation email.

#### **APPOINTED AGENCY**

- Sponsors should inform the ESC, in writing, which agency is appointed to conduct its affairs. Requests from unknown agencies will not be taken into account
- Applications for stand spaces, session' time slots, sponsorship items or rooms at ESC must be submitted by the sponsoring industry. Correspondence should be made exclusively between this company and the ESC
- It is not the role of any agency to make initial enquiries or reservations with the ESC independently of the sponsoring industry
- The named agency cannot fully act as if it were the company itself and the company will continue to be held entirely responsible and accountable for activities organised in its name by its agency
- The ESC has created ESC Guidelines for Industry @ Congresses as an essential tool on how to host Industry activities. It is obligatory that every appointed agency read these Guidelines and all other documents posted on [www.esceexhibition.org](http://www.esceexhibition.org) website in order to have a proper working relationship with the ESC Industry Team. Sponsors are responsible for communicating these guidelines to staff and appointed agencies
- The ESC reserves the right to inform the Sponsor if the appointed agencies have not read or understood the ESC Guidelines for Industry so the companies may ensure smooth communication is re-established

#### **CONDITION OF SALES**

- Order forms need to be signed by an authorized company representative, only signed order forms will be taken into consideration. Failure to return a signed order form will result in loss of product and priority position
- An order is considered final and subject to payment and cancellation fees once this form has been signed and returned
- Companies are invoiced for the requested service upon signature of the order form. Precise and definitive accounting information must be provided on the initial e-application form. The ESC cannot reissue invoices for missing or incorrect data (addition of Purchase Order, changes of billing address)
- On time payment is essential to secure a stand space, session' time slot, sponsorship item or rooms assignment.

- Stand space, session' time slot, sponsorship item or rooms assignments are cancelled automatically if the invoice has not been paid within the given payment period.
- The ESC acts in good faith and is not liable for refund of contracted services in the case of regulatory or legislative bodies refusing the content of same.

For all payment, invoicing and cancellation information, please refer to the Order Form and Chapter 5 "Finance and invoicing" of these Guidelines.

## CONTENTS

1. EXHIBITION .....	6
1.1 KEY DATES.....	7
1.2 COSTS FOR STAND SPACE ONLY .....	7
1.3 STAND ASSIGNMENT.....	8
1.4 EXHIBITION SCHEDULE .....	8
1.5 TECHNICAL GUIDELINES.....	11
1.6 SAFETY AND TECHNICAL SPECIFICATIONS .....	19
1.7 EXHIBITOR REGISTRATION.....	20
1.8 STAND ACTIVITY AND PROMOTIONAL REGULATIONS .....	22
2. INDUSTRY SPONSORED SESSIONS .....	24
2.1 KEY DATES.....	24
2.2 SATELLITE SYMPOSIA .....	25
2.3 SATELLITE SYMPOSIA - EXPERTS ON THE SPOT .....	27
2.4 PRACTICAL TUTORIALS .....	28
2.5 GENERAL RULES GOVERNING INDUSTRY SPONSORED SESSIONS.....	31
2.6 PREPARING INDUSTRY SPONSORED SESSIONS SCIENTIFIC PROGRAMMES .....	33
3. SPONSORSHIP .....	35
3.1 KEY DATES.....	35
3.2 ASSIGNMENT OF SPONSORSHIP ITEMS .....	36
3.3 PRODUCT ADVERTISING.....	36
3.4 ONSITE ADVERTISING .....	36
3.5 EHRA 2020 EVENT VISUAL.....	36
3.6 OFFICIAL NAME OF OUR CONGRESSES .....	37
3.7 PRODUCT DESCRIPTIONS AND TECHNICAL SPECIFICATIONS.....	37
4. PARTNER SERVICES .....	46
4.1 KEY DATES.....	46
4.2 ROOMS AT EHRA 2020 .....	47
4.3 GROUP REGISTRATION .....	49
4.4 HOTEL SERVICES .....	50
4.5 ACCRUED POINTS.....	50
5. FINANCE AND INVOICING .....	51
5.1 EXHIBITION.....	52
5.2 INDUSTRY SPONSORED SESSIONS .....	52
5.3 SPONSORSHIP .....	53
5.4 ROOMS AT ESC .....	53
5.5 FRUSTRATION AND ADMINISTRATIVE FEES .....	53

6. GENERAL TERMS AND CONDITIONS .....	54
<b>1.EXHIBITION</b>	
1.1 KEY DATES .....	7
1.2 COSTS FOR STAND SPACE ONLY .....	7
1.3 STAND ASSIGNMENT .....	8
1.4 EXHIBITION SCHEDULE .....	8
1.5 TECHNICAL GUIDELINES .....	11
EXHIBITION LOCATION AND BUILDING INFORMATION .....	11
STAND CONSTRUCTION .....	11
SUSPENSION POINTS .....	11
HANGING COMPONENTS .....	12
SECURITY .....	12
STAND MODULE - SHELL SCHEME STAND .....	12
CUSTOM STAND DESIGN .....	13
HEALTH & SAFETY CERTIFICATION .....	13
STAND TYPES .....	14
STAND DESIGN APPROVAL .....	14
STAND HEIGHT ALLOWANCE .....	15
EDGE OF THE STANDS .....	15
LINE OF SIGHT .....	15
STAND TRANSPARENCY .....	16
WALLS ERECTED ON STANDS .....	16
SELF STANDING ELEMENTS .....	16
EXHIBITION SERVICES .....	17
LOGISTICS .....	18
1.6 SAFETY AND TECHNICAL SPECIFICATIONS .....	19
ACCESS FOR PEOPLE WITH REDUCED MOBILITY .....	19
FIRE PREVENTION AND CROWD SAFETY .....	19
INSURANCE .....	20
1.7 EXHIBITOR REGISTRATION .....	20
EXHIBITOR BADGE CATEGORIES .....	20
EXHIBITOR BADGE ALLOCATION .....	21
EXHIBITOR BADGE ORDER .....	21
EXHIBITOR BADGE COLLECTION .....	21
WORK PASSES .....	21
1.8 STAND ACTIVITY AND PROMOTIONAL REGULATIONS .....	22
STAND ACTIVITIES .....	22
PROMOTIONAL REGULATIONS .....	23

### 1.1 KEY DATES

13 September 2019	Application deadline with priority status
30 November 2019	Deadline for exhibitors to submit their Scientific Programme
Until 30 November 2019	Cancellation fee: 10% of total amount due
1 December 2019 to 14 January 2020	Cancellation fee: 50% of total amount due
20 December 2019	Deadline for exhibitors to send their Company and Product Description
From 15 January 2020	Cancellation fee: 100% of total order due
13 January 2020	Deadline for stand design submission including health & safety documentation and certificate of insurance for approval
14 February 2020	Stand activity declaration deadline
25 February 2020	Exhibitor badge deadline
26 February 2020	Stand Services, Practical Tutorials and Meeting Rooms orders' deadline (after this date extra cost may incur and delivery cannot be guaranteed)
26 March 2020	Exhibitor's pre-order services closing date – from this date on-site orders only
<b>29 – 31 March 2020</b>	<b>EHRA 2020</b>

## 1.2 COSTS FOR STAND SPACE ONLY

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

	Price	Minimum Spaces	Accrued Points
Industry	€500/m2 excl. VAT	9m2	5 points for participation and 1 point per 9m <sup>2</sup> . The 5 participation points for exhibiting are not accrued by non-exhibiting session organizers.
Publishers, food/nutrition specialists & non-for-profit organisations	€350/m <sup>2</sup>	9m2	5 points for participation and 1 point per 9m <sup>2</sup> . The 5 participation points for exhibiting are not accrued by non-exhibiting session organizers.

## 1.3 STAND ASSIGNMENT

Stands will be assigned in accordance with the accrued point ranking for applications submitted before 13 September 2019. After 13 September 2019, stand will be assigned on a first come, first served basis. Points will be rewarded in line with participation in the past four EHRA events.

To ensure every exhibitor has a chance to choose an appropriate location, the ESC stand assignment proposal is valid for 48 hours only unless the offer states otherwise.

**After confirmation of stand assignment, any alteration of the stand type may be requested to ESC before 13 January 2020. To ensure a proper announcement of the stand spaces in the EHRA 2020 publications digital tools and printed material, any request of change post this date will be subject to prior approval by the ESC. ESC cannot guarantee a positive response.**

## 1.4 EXHIBITION SCHEDULE

### CONSTRUCTION SCHEDULE

Exhibitors and their agencies must study the timetable for construction, exhibition opening and dismantling. Access to the unloading area and exhibition grounds for construction shall be according to the access schedule. Priority will be decided based on the size of stand area under construction and other considerations such as availability of halls. Agencies responsible for construction of more than one stand may apply for a time slot based on the combined area for which they are responsible.

Exhibitors and their agencies must strictly adhere to the timelines provided and ensure set-up is completed and the necessary packing material removed from the stand by the end of the time slot provided. If it appears to the ESC that the equipment and furnishing and/or the set-up and installation of the rented stand site will not be completed by the deadline, the ESC shall be entitled to take all measures they may deem necessary. All costs arising from the ESC decision shall be paid by the exhibitor in full with no right to refund.



#### EXHIBITIONS ACCESS TIMETABLE

The hall is open for construction on Thursday 26 and Friday 27 March from 08:00 to 22:00 and on Saturday 28 March from 08:00 to 15:00. From 15:00 to 20:00, on Saturday 28 March exhibitors/ stand builders can finish the decoration and the set-up of the stand.

Access to the Exhibition hall depends on the size of the stand and will be organized as per as the schedule below:

Thursday 26 March 2020	08:00 – 12:00	Exhibition build-up (>100m <sup>2</sup> stand area only)
	12:00-22:00	Exhibition build-up (>50m <sup>2</sup> stand area only)
Friday 27 March 2020	08:00 – 12:00	Exhibition build-up (>25m <sup>2</sup> stand area only)
	12:00-22:00	Exhibition build-up (all stands)
Saturday 28 March 2020	08:00-15:00	Exhibition build-up (all stands)
	15:00 – 20:00	Exhibit decoration only

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

#### VEHICLE ACCESS FOR UNLOADING

Vehicles will not be allowed access to the loading bays before the date and time indicated on the Access Schedule. Access is allowed in direct relation to the size of the exhibit, with the earliest slots allocated to companies building the largest stand area(s). Slots should be booked in advance from Fairexx. Time slot request form is available on [www.essexhibition.org](http://www.essexhibition.org)

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

#### IMPORTANT

**There are no truck parking spots available on the premises of Messe Wien.**

To find the closest parking spots, you can use the Asfinag App:

<https://www.asfinag.at/traffic/hgv-bus/parking-information/>.

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

#### OPENING HOURS

##### Sunday 29 March 2020

07:30 – 09:00	Staff meetings may be held on stands.
09:00	Exhibition opens (all stands must be staffed)
18:00	Exhibition closed

#### IMPORTANT

Note that from 08:00 to 08:30 delegates will be invited to a welcome coffee break that will be held in the corridor leading to the Lecture rooms outside the Exhibition Hall. This means that the congress doors will open from 07:30 and that delegates will pass through the exhibition to access the lecture rooms. No dedicated security will be put in place for this

occasion - we therefore recommend you secure your stand space in order to avoid having delegates inside.

#### **Monday 30 March 2020**

From 07:30 Hall access for exhibitors

09:00 – 18:00 Exhibition opens

#### **Tuesday 31 March 2020**

From 07:30 Hall access for exhibitors

09:00 – 15:30 Exhibition opens

15:30 – 16:00 All delegates must leave the congress centre before the start of any operations.

16:00 – 17:00 Removal of the carpet in the aisles (aisles must not be obstructed) followed by delivery of empty packaging cases by Fairexx (if booked) and unlock of the rigging motors.

17:00 – 22:00 Dismantling  
Vehicle access from 17:00 - 22:00 (deposit required for all vehicles entering the exhibition ground, note this is a very busy period and priority is given to trucks picking up bulk packaging materials)

#### **Wednesday 1 April 2020**

08:00 – 20:00 Dismantling – full vehicle access to exhibition ground (last day)

From 20:00 Any materials left in the aisles will be cleared by the organizers and destroyed at the exhibitor's expenses. The ESC accepts no liability for packing materials not removed in due time.

#### **IMPORTANT**

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

#### **IMPORTANT**

From Sunday 29 March until Tuesday 31 March, stand personnel may enter the building 1 hour before the opening of the exhibition. Outside of "exhibition open" periods, delegates will walk through the Exhibition, we therefore strongly urge you to secure your stand against theft or damage when the stand is not manned. (See Chapter 5 "General terms and conditions" of the ESC Guidelines for Industry @ Congresses.)

## 1.5 TECHNICAL GUIDELINES

### EXHIBITION LOCATION AND BUILDING INFORMATION

The exhibition accompanying EHRA 2020 will be held in Messe Wien (level 0).

#### Zone information:

- Exhibition Hall shared with 2 Lecture rooms (600 and 400pax), Poster and Catering areas, HUB and AGORA
- Gross area dedicated to exhibits approx. 3900 m<sup>2</sup>
- Ceiling height ranges from 8.5m at the lowest point to 16m at the highest
- Exhibition Halls floor weight loading: 1,600kg/m<sup>2</sup>
- Electricity, water, waste & telecoms delivered by service ducts at floor level
- Rigging from the roof - maximum weight per suspension point is 300 kg (weight exceeding 300kg upon request to official stand supplier) Each rigging project should be evaluated, approved and quote case by case
- Loading doors – 6.25m or 4.5m wide and 4.4m high, pedestrian doors - 0.85 wide and 2.25m high
- First Aid is located near the entrance C of the Messe Wien
- Hall will not be completely darkened
- Carpeting colour within aisles is dark-grey - anthracite (unless customised by an exhibitor in order to join two stands)

### STAND CONSTRUCTION

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

### SUSPENSION POINTS

Exhibitors with a stand size from 60m<sup>2</sup> will be able to benefit from the possibility of having a portion of their stand design suspended.

All the pre-rigging, the rigging points are exclusive services by StandOut. The suspensions projects are to be approved and quote by StandOut.

The suspended height allowance will be in direct proportion to the m<sup>2</sup> floor area of each stand and the slings around the truss will be adjusted accordingly. The following hanging points are permitted:

60m <sup>2</sup> - 119m <sup>2</sup>	5.5m
120m <sup>2</sup> and more	6.5m

### 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 indicates above are from the hall floor to the bottom of the truss or from the rigging point if no truss is used.

## **HANGING COMPONENTS**

- All hanging components (i.e. banners, lights, loud speakers, balloons...) must be attached to a truss within the stand perimeter
- Hanging components may never be hung or protrude outside the perimeter of the stand
- Hanging components may not be placed in a way that unfairly impedes visibility of neighbouring stands
- Nothing should protrude above hanging components and items
- All rigging and electrics should be hidden as much as possible
- Brightness of hanging components (i.e. backlit banners, monitors, display screens...) should be moderate
- The size and number of hanging components must be limited in order to minimize the stress to the facility ceiling structure
- Exhibitors must use lightweight materials in the construction of a hanging component
- We recommend limiting the width of the hanging components to 2m
- All hanging signs must be finished on all exposed sides

It is no longer required to restrict the width of the hanging components to 2m. Furthermore, it is no longer required to keep a minimum of 30cm free between the lowest point of hanging components and the highest point of standing elements.

## **SECURITY**

### **DUE DILIGENCE**

All entities involved in EHRA 2020 must have adequate insurance to cover claims arriving from industrial accidents and public safety, whatever the cause. Exhibitors and their contractors must abide by current legislation in the host country with regards to the prevention of occupational hazards which apply to the work being carried out. Particular care should be taken during construction and dismantling periods; un-safe working practices will be stopped by the organiser in the interests of public safety. Exhibitors using materials not conforming to any safety component of these Guidelines will replace them with safe alternatives at their own cost.

### **SAFETY REQUIREMENTS**

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

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

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

### **STAND MODULE - SHELL SCHEME STAND**

Exhibitors who need to rent a standard exhibit stand module are urged to use the services of the official stand service supplier. Shell scheme stands will be signed off by the official stand supplier separately.

### **SUBMISSION DEADLINES**

By 13 January 2020: 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 Services Team.

A choice of two turn-key stand solutions is available at attractive package prices for stands up to 25m<sup>2</sup>, namely:

- Structure: walls, roll carpet, fascia board with exhibitor name & stand number, assembly charges and daily basic stand cleaning
- Lighting: general lighting by spots (1 spot per 3m<sup>2</sup>), 1 switchboard for general lighting, electrical consumption
- Furniture package: storage 1x1m, counter with stool, brochure holder, table and chairs

The stand module (9m<sup>2</sup> – 25m<sup>2</sup>) provided by the official stand service supplier and illustrated below 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.

#### **CUSTOM STAND DESIGN**

##### **STANDS DRAWING**

By 13 January 2020 every exhibitor must submit to the ESC Industry Team, an exact statement of the dimensions of their stand as well as plans and descriptions of this stand. A public liability insurance document must be submitted as well as all additional certification documentation required for complex structures. All documents for construction certification are required.

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

#### **HEALTH & SAFETY CERTIFICATION**

##### **COMPLEX STRUCTURES**

A complex structure is any form of construction of any height, which may require input from a structural engineer. If a stand is not constructed from “shell scheme”, it is the responsibility of the stand designer to determine whether the construction is complex or not.

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

##### **STAND MODULE**

By 13 January 2020 exhibitors renting a stand module from the official stand supplier should submit the package type, dimensions & non-standard items such as display screens and catering areas. Note that these stand constructions will be signed off by the official stand supplier separately. There is no need to provide any specific documentation for a stand construction certification apart from the public liability insurance document.

##### **ONSITE CHECKING**

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

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

#### **STAND TYPES**

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

Please refer to the ESC Guidelines for Industry @ Congresses and venue' Rules and Regulations available on <http://www.essexhibition.org/EHRA2020>

#### **SPECIFIC REQUIREMENTS**

In order to create a physical separation within a stand (e.g. to provide a distinction between commercial and scientific functions) an Exhibitor can choose to have 2 peninsula (or 2 corner stands) side by side, instead of one island stand (or peninsula stand).

Please mention this requirement on your stand application form and the ESC Industry Team will advise you accordingly. An Exhibitor choosing to have 2 peninsula or 2 corner stands should be aware that both stands will be considered as 2 separate stands:

- Each stand design will be evaluated individually
- Each stand will have its own stand height allowance depending on the size of each ordered space
- Both stands can be separated by means of a separation wall or by means of a common storage area
- The back wall or the combination of common storage area and back wall must extend throughout the full width of the stand, from one side to the other
- The separation wall between both stands must be at a minimum of 2.5m and a maximum of 3.5m
- A service door between both stands is possible. This service door must be exclusively reserved for the exhibitor's stand staff. An open passageway will not be approved
- Line(s) of sight on the back wall of both stands is possible (i.e glazing...)
- For stands from 60m<sup>2</sup> and above, if suspended items are envisaged, each stand should comply with its own suspended height allowance and install a truss or hanging points on each space accordingly
- If the two stands are equal in size and as such have the same suspended height allowance, a common truss can be planned but prior approval by the ESC is required. However, hanging components and items such as banners should be confined to each stand perimeter

#### **STAND DESIGN APPROVAL**

Each stand design is evaluated individually by ESC and by the Health & Safety Department in Vienna. For confidentiality matters, the exhibitors' stand designs submitted to the ESC will not be communicated to third parties.

The ESC will send an approval of the stand design to the exhibitor and/or the exhibitors' agent. Only with this approval shall the stand be deemed eligible for construction. The stand design approval will be sent by the ESC Industry Team only when the venues have approved and signed off the stand plan and the required documentation for construction certification.

No approval means no permission to construct the stand – resulting costs are entirely at the exhibitor's expense.

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

#### STAND HEIGHT ALLOWANCE

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

6m <sup>2</sup> - 19m <sup>2</sup>	2.5m
20m <sup>2</sup> - 39m <sup>2</sup>	3.5m
40m <sup>2</sup> - 59m <sup>2</sup>	4m
60m <sup>2</sup> - 79m <sup>2</sup>	4.5m
80m <sup>2</sup> - 99m <sup>2</sup>	5m
100m <sup>2</sup> - 119m <sup>2</sup>	5.5m
120m <sup>2</sup> and more	6m

#### EDGE OF THE STANDS

A 30cm inset from the edge of the stand is the minimum vacant margin required by the ESC. It is forbidden to place stand elements on the open sides of island, peninsula, corner or in-line stands within this 30cm perimeter.

Erecting walls or glazed surfaces is permitted within the 30cm perimeter or at the edge of the stand, as long as there is no equipment or material integrated or placed on these surfaces, aiming to attract visitors and thus creating a crowd on the aisles bordering the stand.

#### IMPORTANT

- It is forbidden to place stand elements (i.e desks, monitor, kiosk...) likely to attract visitors and cause a crowd onto the aisles on the edge of the stands. The stand should be designed to contain all interested parties without affecting the exhibition's traffic flow.
- All Exhibitors should have plans to prevent congesting the aisles and disrupting neighboring exhibits. All attendees visiting booths should be inside booth boundaries at all times. Attendee congestion in the aisles outside a booth is an indicator of the need for a larger booth, which may be required by the ESC for the exhibitor to participate in future ESC exhibitions.

#### LINE OF SIGHT

The primary objective of creating a line of sight through the open sides of the stands is to keep the view throughout the Exhibitions as free as possible. The line of sight minimum height must be 2m.

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

#### **STAND TRANSPARENCY**

33% of the overall stand width is the minimum transparency rate required by the ESC. Each open side of island and peninsula stand types must provide lines of sight from aisle to aisle. The total of the lines of sight must reach a minimum of 33% of the stand width.

On the closed side of peninsula, corner and in-line stands, the ESC requires a line of sight when the height of the construction exceeds the height of the back wall. The total of the lines of sight must reach a minimum of 33% of the stand width.

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

#### **WALLS ERECTED ON STANDS**

1/3 of the length of the stand is the maximum size for walls erected at the edge or inside island, peninsula, corner or in-line stands.

There is no limit on the number of walls erected inside the stand if it complies with the 30cm, 1/3 and stand transparency regulations.

#### **NOTE**

- Erecting walls or glazed surfaces is permitted within the 30cm perimeter or at the edge of the stand, as long as there is no equipment or material integrated or placed on these surfaces, aiming to attract visitors and thus creating a crowd on the aisles bordering the stand.
- Peninsula, corner and in-line stands must be separated from neighboring stands by means of separation wall(s). In principle this separation wall(s) should be 2.5m high. If two neighboring exhibitors come to an agreement regarding the separation wall, the height of this wall must be approved by the ESC. These walls cannot be higher than 3.5m.
- According to the stand element height allowance, walls higher than 2.5m or 3.5m erected on stands must be 1m inset from the separation wall(s).

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

#### **SELF STANDING ELEMENTS**

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

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

#### **SELF STANDING STRUCTURES WITH A BANNER ON THE TOP OR ARCH STRUCTURE**

A banner on self-standing items or top part of an arch should not exceed 2m.

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



### EXHIBITION SERVICES

For all your stand service orders and the latest exhibition logistics information, please visit [www.escexhibition.org/EHRA2020](http://www.escexhibition.org/EHRA2020).

All stand services can be ordered via the Exhibitor Services Catalogue available on [www.escexhibition.org/EHRA2020](http://www.escexhibition.org/EHRA2020).

For further information on services available, please contact the local stand supplier, StandOut

Email: [wien@standout.eu](mailto:wien@standout.eu)

Phone: +43 172 720 6101

### SERVICE POINTS (ELECTRICITY, WATER, WASTE, COMPRESSED AIR)

All services (water, electricity, compressed air, etc.) will reach stands via the service ducts located within the floor. Connections to these service ducts must be made by the venues' Technical Exhibition Service only. Access points at any given location may be supplying services to other exhibitors; therefore, some stand areas may have cables/pipes/electrical distribution boxes within their area feeding other locations. For aesthetic reasons it may be necessary to shield these pipes or in extreme cases install a platform floor, in such cases ESC will advise exhibitors at the earliest opportunity. Any additional costs arising will remain the responsibility of each exhibitor.

For complete details on electrical rules and regulations for stand installation, refer to the venues' Rules and Regulations available on [www.escexhibition.org/EHRA2020](http://www.escexhibition.org/EHRA2020).

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

### INTERNET CONNECTION

With the explosion of wireless-enabled devices (smartphones and tablets), the Wi-Fi network availability during EHRA 2020 has become a challenge. In order to avoid interferences between Wi-Fi devices on stands (routers, access points, controllers ...) the ESC strongly recommends getting in touch with the venues for all connection needs. The venues' IT and Telecommunications Support will provide internet connections (via cable) and Wi-Fi capabilities for internet browsing and email reading. The Wi-Fi settings will be coordinated with those of your neighboring booths to avoid interferences for you and other exhibitors as best possible. For this reason, it is extremely important that every stand owner operates his Wi-Fi on the settings assigned to him. This will ensure that interferences with your own Wi-Fi and the network of others are kept to a minimum. The ESC and the venues' IT and Telecommunications Support have the right to require exhibitors to modify the settings and/or remove these devices if judged necessary.

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

### WASTE AND CLEANING MANAGEMENT

Exhibitors should manage (contract and pay for) their waste removal through the official cleaning supplier. This can be ordered through the Exhibitor shop on: [www.escexhibition.org/EHRA2020](http://www.escexhibition.org/EHRA2020).

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

#### **IMPORTANT**

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

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

#### **CATERING**

Exhibitors may not bring their own catering into the venues. All perishable goods (coffee, tea, milk, sugar, fresh fruits...) necessary for the service of hospitality on stands should be ordered from the official caterer. Exhibitors may not sell food or drink for consumption on the premises. Serving alcoholic beverages on stands is strictly forbidden.

The Official Caterer of EHRA 2020 is Gerstner Catering. Catering can be ordered using the orders forms available on: [www.escehhibition.org/EHRA2020](http://www.escehhibition.org/EHRA2020).

#### **LOGISTICS**

Transport regulations/handling

The official forwarder for EHRA 2020 is:

Fairexx Logistics for Exhibitions GmbH

[contact@fairexx.com](mailto:contact@fairexx.com)

Within the limits of the venues, Fairexx and its agents act with the authority of ESC on its behalf in matters concerning vehicle logistics & security, freight forwarding, freight lifting and storage of goods.

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

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

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

#### **IMPORTANT**

Each exhibitor who needs to access the loading zone must request an unloading and reloading time slot through Fairexx for build-up and dismantling using the form available on [www.escehhibition.org/EHRA2020](http://www.escehhibition.org/EHRA2020).

#### **DELIVERY ADDRESS**

The address for all deliveries will be made available in the Fairexx freight forwarder manual available online on [www.escehhibition.org/EHRA2020](http://www.escehhibition.org/EHRA2020). Note that this will be the only delivery address to be used for consignments delivered direct to Reed Messe Wien. Venues representatives are not entitled to receive goods on behalf of exhibitors.

#### **STORAGE**

Empty packing cases must be removed from the exhibition halls by 15:00 on Saturday 28 March 2020. Exhibitors should therefore make prior arrangements for the safekeeping of such items with the appointed official forwarder and lifter, Fairexx, or with their own shipping agent. Storing materials in the spaces behind or close to stands not rented by the exhibitor

is strictly forbidden. Storage on stand is limited to daily basis used. No extra storage will be allowed in Exhibition halls.

## 1.6 SAFETY AND TECHNICAL SPECIFICATIONS

Please refer to the [ESC Guidelines for Industry @ Congresses and venue' Rules and Regulations](http://www.escehhibition.org/EHRA2020) available on [www.escehhibition.org/EHRA2020](http://www.escehhibition.org/EHRA2020).

### ACCESS FOR PEOPLE WITH REDUCED MOBILITY

The exhibitor must comply with European regulations and with the accessibility order. These regulations specify that all premises and facilities open to the public must allow access to the disabled and to people with reduced mobility. For EHRA 2020, all disabled persons must be able to access and exit all facilities without assistance.

### FIRE PREVENTION AND CROWD SAFETY

#### EXHIBITOR OBLIGATIONS

Exhibitors must have available on site all official reports on the fire resistance classification of all materials used on their stands. If official reports are not available, exhibitors must have all fireproofing certificates available on site at each of their stands. Any goods on stand will be subject to these regulations.

#### IMPORTANT

All materials to be used for stand fitting up (partition walls, backdrops, platforms, coverings, fabrics, false ceilings, curtains, carpets, various structures and so on) must be incombustible, originally fireproof or fireproofed, in compliance with the European standards. Exhibitor's using materials not conforming to any safety component of the ESC Guidelines for Industry @ Congresses and venue' Rules and Regulations will replace them with safe alternatives at their own cost.

For more details on exhibition structures with closed ceilings, refer to the technical regulations of the Messe Wien (paragraph 4.3) posted on [www.escehhibition.org/EHRA2020](http://www.escehhibition.org/EHRA2020)

#### ORGANISER'S SECURITY

The ESC undertakes the general surveillance service of the venues, both day and night.

#### EXTRA SECURITY

The ESC will provide general surveillance of the hall, however, the ESC reminds exhibitor of their responsibility for their stand surveillance. Stand security can be ordered via the Exhibitor Shop available on [www.escehhibition.org/EHRA2020](http://www.escehhibition.org/EHRA2020).

#### VALUABLE GOODS

The Exhibitor shall be responsible for the surveillance of his/her stand and exhibit during the exhibition opening hours. Exhibitors are recommended to pay closer attention to the exhibits during the stand construction and dismantling periods. Valuable objects, which may easily be removed, should be locked away overnight. The ESC accepts no responsibility for goods stolen from exhibits at any time.

#### IMPORTANT

Exhibitors should not leave removable/valuable goods unattended on the stand at any time; particular attention should be given to goods awaiting collection from the freight forwarder/lifter.

## **INSURANCE**

Please refer to Chapter 6 “General Terms and Conditions” of this Guidelines and to Chapter 5 “General terms and conditions” § 5.3 INSURANCE of the ESC Guidelines for Industry @ Congresses.

## **1.7 EXHIBITOR REGISTRATION**

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

All exhibiting companies have a fixed allocation of free General Exhibitor, and Scientific Exhibitor badges. If the number of free General Exhibitor badges is insufficient, extra General Exhibitor badges may be purchased.

## **EXHIBITOR BADGE CATEGORIES**

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

### **GENERAL EXHIBITOR BADGE**

- Access to Exhibition halls
- No access to EHRA 2020 Scientific Sessions
- Access to Industry Sponsored Sessions of affiliated company
- No accreditation
- Electronic version of the Final Programme on Mobile App and Website
- Extra exhibitor badges can be purchased for a fee of €100
- Onsite name changes are not accepted, a new badge must be purchased
- Lost General Exhibitor badges will not be replaced, a new badge must be purchased

### **SCIENTIFIC EXHIBITOR BADGE**

- Access to Exhibition halls
- Access to EHRA 2020 Scientific Sessions
- Access to Industry Sponsored Sessions
- No congress bag
- No journal subscription
- No accreditation
- Electronic version of the Final Programme on Mobile App and Website
- No additional paying Scientific Exhibitor badges can be ordered (beyond the defined number allocated per stand). If any additional one is required, a usual delegate badge should be purchased through the ESC website.
- Onsite name changes are accepted upon surrender of the original badge (administration fee to be charged)
- Lost Scientific Exhibitor badges will not be replaced, a new badge must be purchased

### EXHIBITOR BADGE ALLOCATION

The number of free allocated badges is determined according to each stand space. An Exhibitor choosing to order several stands, should be aware that each stand will be considered as separate stand. All exhibiting companies have a fixed allocation of free General Exhibitor, Scientific Exhibitor badges.

Each exhibiting company is entitled to receive one official congress bag and one hard copy of the Final Programme. Pas de print version du FP sur EHRA

Stand size between	General Exhibitor Badges	Scientific Exhibitor Badges
9 and 49m <sup>2</sup>	10	10
50 and 99m <sup>2</sup>	18	18
100m <sup>2</sup>	25	25

### EXHIBITOR BADGE ORDER

#### FREE BADGE ORDERS

A link to an online form will be sent to the Industry's main contact a few weeks before the Congress. This online form will already have the correct number of badges to be completed with the onsite staff's names (or be left with the company name only).

Should the person in charge of ordering the badges not be from the Industry, an official letter of appointment must be provided to the ESC to prove they have indeed been mandated to order them. Failure to do so will result in the request for badges not being considered.

#### EXHIBITOR BADGE WITH COMPANY NAME AND/OR INDIVIDUAL NAME

Exhibitors may choose how their free badges are inscribed: either company name only or individual name & company name. It is mandatory that the company name is the same as that provided for the exhibition listing.

#### BADGE FEES AND ORDER DEADLINES

General Exhibitor badges may be pre-ordered at a fee of €100 (excl. 10% VAT) per badge before **25 February 2020**.

### EXHIBITOR BADGE COLLECTION

All Exhibitor badges should be collected at the Exhibitor Registration desk by the official contact person (whose name is given to the ESC as the main organising contact, when initially reserving exhibit space). Badges are NOT sent in advance of the congress. If the contact person details should change it is necessary that the new contact person has written proof of this change from the exhibiting company to show when picking up the badges.

**To ensure that all staff receives their badges before accessing the exhibition, we recommend that badges with individual names be picked up individually. Please note that badges without an individual name must be picked up by the main contact person.**

### WORK PASSES

In the interest of safety, only those individuals directly responsible for the construction and dismantling of exhibits will be permitted in the exhibit areas during the construction and

dismantling periods. To this end, work passes will be given out from the Fairexx office during construction and dismantling phases.

Work passes are only valid during the stands' build-up time.

#### **DELEGATE PASSES TO EXHIBITIONS OUTSIDE OF OPENING HOURS**

For security reasons, access to the exhibitions outside of opening hours is limited to persons holding an exhibitors' badge and to the official opening time of the congress. Full fee paying delegates affiliated with an exhibiting company can also receive a green sticker for access to the exhibitions outside of exhibition hours. Companies must provide the ESC with a complete list of relevant names prior the congress. Named delegates will be provided with the necessary stickers at the Exhibitor Registration desk and will be given access to the exhibition without the need to be accompanied.

### **1.8 STAND ACTIVITY AND PROMOTIONAL REGULATIONS**

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

#### **STAND ACTIVITIES**

The main activity of any exhibition' stands should be the presentation of the exhibiting company and/or its products or services.

Companies may organise stand activities in line with the information they have to communicate with the delegates. Stand activities should be focused on the product and scientific information to be communicated; companies should ensure that the perception of the activity is above all one of transfer of knowledge. All stand activities must be submitted to the ESC for approval. Interactive technology based activities may be accepted provided their focus remains product, scientific knowledge transfer and they have no negative impact on the exhibitions or other rules within this publication.

#### **AUDIO & VISUAL ACTIVITIES**

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

#### **IMPORTANT**

Out of respect for our fellow exhibitors, it is requested that demonstrations/ presentations, which may generate noise within the exhibition area, are kept to a minimum. All loudspeakers are to be positioned within the boundaries of the stand and angled so that they face inwards towards the centre point of the stand. The maximum permitted volume on stands is 3db above background noise, measured from 3m distance to the stand. The ESC is authorised to restrict any demonstrations/ presentations which do not comply with the regulations. We call on all exhibitors to kindly self-regulate the level of noise they are producing – the exhibition is an open area so it is crucial that all parties act in good faith to ensure harmony throughout the area.

**NOTE**

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

**PROMOTIONAL REGULATIONS****ITEMS WHICH MAY BE ADVERTISED**

It is prohibited to advertise goods and services which have not been admitted to EHRA 2020 or to make publicity for organizations which do not occupy stand space at EHRA 2020. Exhibitors should be aware that they are held responsible for any material on which their logo and/or name appears. This applies especially to any brochures produced and distributed by a third party.

**ITEMS FOR DISTRIBUTION**

Exhibitors can distribute approved items to delegates on their stands and/or to those delegates participating in approved stand activities.

Each exhibitor should declare all items for distribution in advance with a description/picture and unit price by using the e-form sent by the ESC Industry Team.

## 2. INDUSTRY SPONSORED SESSIONS

2.1 KEY DATES.....	24
2.2 SATELLITE SYMPOSIA.....	25
TIME SLOT AND COSTS.....	25
LECTURE ROOM SET-UP.....	26
PROMOTIONAL REGULATIONS.....	27
2.3 SATELLITE SYMPOSIA - EXPERTS ON THE SPOT.....	27
TIME SLOTS AND COSTS.....	27
LECTURE ROOM SET-UP.....	28
PROMOTIONAL REGULATIONS.....	28
2.4 PRACTICAL TUTORIALS.....	28
ROOM ACCESS AND SET-UP.....	29
PROMOTIONAL REGULATIONS.....	31
2.5 GENERAL RULES GOVERNING INDUSTRY SPONSORED SESSIONS.....	31
ASSIGNMENT OF INDUSTRY SPONSORED SESSIONS.....	31
INDUSTRY SPONSORED SESSIONS REQUIREMENTS.....	31
PROMOTIONAL REGULATIONS.....	32
2.6 PREPARING INDUSTRY SPONSORED SESSIONS SCIENTIFIC PROGRAMMES.....	33
SUBMITTING YOUR SCIENTIFIC PROGRAMME.....	33
APPROVAL OF SCIENTIFIC PROGRAMMES.....	34
FACULTY GENERAL RULES.....	34
INDUSTRY SPONSORED SESSION FACULTY MANAGEMENT POLICY.....	34

### 2.1 KEY DATES

13 September 2019	Application deadline with priority status
From October 2019	Notification of assignments of time slots and rooms
30 November 2019	Deadline for receiving complete scientific programmes



Until 30 November 2019	Cancellation fee 10% of total amount due
From 1 December 2019 to 14 January 2020	Cancellation fee: 50% of total amount due
From 15 January 2020	Cancellation fee: 100% of total amount due
10 December 2019 – 10 January 2020	Notification of scientific programmes approval
17 January 2020	Deadline for printing scientific programmes in the Programme at a Glance
14 February 2020	Deadline for approval of promotional materials (invitations/flyers) by ESC
<b>29 – 31 March</b>	<b>EHRA 2020</b>

## 2.2 SATELLITE SYMPOSIA

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

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

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

Satellite Symposia should fit in the standard time unit of a 45-minute, 60-minute, 75-minute or 90-minute session.

### TIME SLOT AND COSTS SATELLITE SYMPOSIA

Slot	Exhibitor Price	Non-exhibitor Price	Accrued Points
<b>Sunday 29 March 2020</b>			
12:45 – 13:45 60 mins	€ 40,000	€ 60,000	16
<b>Monday 30 March 2020</b>			
12:45 – 13:45 60 mins	€ 40,000	€ 60,000	16
18:15 – 19:15 60 mins	€ 40,000	€ 60,000	16
18:15 – 19:30 75 mins	€ 45,000	€ 65,000	18
18:15 - 19:45 90 mins	€ 45,000	€ 65,000	18
<b>Tuesday 31 March 2020</b>			
12:45 – 13:45 60 mins	€40,000	€60,000	16

*All prices are exclusive of VAT.*

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

What is included in the cost?

- Lecture room rental
- Standard lecture room set-up
- Promotional Package
  - 1 Congress News Advert will be included for Satellite Symposia, the day of the sessions
  - 1 Weblink
  - 1 Information Screen Advert
- Dedicated listing in the Scientific Programme & Planner, Programme at a Glance, Final Programme (pdf format), and Mobile App
- Onsite promotion on the "Industry Sponsored Session Display Screen"
- Promotion allowed in front of the session room (Roll-up and/or invitations)

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

- 10 General Exhibitor Badges
- 5 Scientific Exhibitor Badges

#### **LECTURE ROOM SET-UP**

##### **STANDARD ROOM SET-UP**

- Chairs arranged in theatre-style (number of pax depends on the lecture room)
- Stage set-up in lecture rooms with 2 tables for 4 Chairpersons with video monitor in front of Chairperson's table + 4 microphones
- 1 lectern + 2 microphones + computer networked with the Speaker's Service Centre
- 1 screen for projections
- 1 x technician
- 1 video data projector
- 1 55" information screen in front of the lecture room
- 1 ESC room hostess
- 1 table per entrance of the assigned room

#### **NOTE**

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

The ESC room hostess is in charge of welcoming and briefing the Chairpersons and the Speakers on technical facilities and ensuring that sessions run on time. The ESC room hostess may not be used by the session organisers to distribute promotional materials or scan delegate badges

#### **LECTURE ROOM ACCESS**

Satellite Symposia organisers will have access to the lecture rooms 10 minutes before their scheduled timeslot and must clear the lecture room 10 minutes after their scheduled timeslot.

## PROMOTIONAL REGULATIONS

### INVITATIONS

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

### ROLL-UPS

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

### 2.3 SATELLITE SYMPOSIA - EXPERTS ON THE SPOT

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

30-minute Satellite Symposia - Experts on the Spot complementary sessions, provides delegates attending or interested in Satellite Symposia with a further opportunity to question and exchange with topic experts in a concise and interactive format on the session content. Satellite Symposia - Experts on the Spot can be organised by exhibiting or non-exhibiting companies and must be open to all registered delegates.

The condition to hold a Satellite Symposium - Experts on the Spot session is to already hold a Satellite Symposium.

#### NOTE

60-minute, 75-minute or 90-minute Satellite Symposium: 2 Experts on the Spot sessions permitted

Satellite Symposia – Experts on the Spot are arranged in the HUB or in the AGORA located in the vicinity of the exhibition.

### TIME SLOTS AND COSTS

#### SATELLITE SYMPOSIA – EXPERTS ON THE SPOT

Slot		Price	Accrued Points
<b>Sunday 29 March 2020</b>			
10:15 – 10:45	30 mins	€ 8,000	3
15:45 – 16:15	30 mins	€ 8,000	3
<b>Monday 30 March 2020</b>			
10:15 – 10:45	30 mins	€ 8,000	3
15:45 – 16:15	30 mins	€ 8,000	3
<b>Tuesday 31 March 2020</b>			
10:15 – 10:45	30 mins	€ 8,000	3

*All prices are exclusive of VAT.*

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

#### LECTURE ROOM SET-UP

##### WHAT IS INCLUDED IN THE COST?

- Standard room set-up (installation of extra materials or any alterations to the lecture rooms is not allowed)
- Dedicated listing in the Scientific Programme & Planner, Programme at a Glance, Final Programme (in pdf format) and Mobile App
- Onsite promotion on the “Industry Sponsored Session Display Screen”
- Promotion allowed in the direct vicinity of the assigned Lecture room

##### HUB AND AGORA SET-UP

- 120 or 80 sitting cubes
- 1 lectern + 2 microphones + computer networked with the Speaker’s Service Centre
- 2 armchairs for the Chairpersons with video monitor in front of Chairpersons
- 1 video projector
- 1 screen for projections
- 1 technician
- 1 ESC room hostess

##### NOTE

Installation of extra materials or any alterations to the Lecture rooms for Satellite Symposia – Experts on the Spot is not allowed. Further information will be communicated at a later stage on [www.esccexhibition.org/EHRA2020](http://www.esccexhibition.org/EHRA2020).

The ESC room hostess is in charge of welcoming and briefing the Chairpersons and the Speakers on technical facilities and ensuring that sessions run on time. The ESC room hostess may not be used by the session organisers to distribute promotional materials or scan delegate badges

##### LECTURE ROOM ACCESS

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

#### PROMOTIONAL REGULATIONS

##### INVITATIONS

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

##### ROLL-UPS

Two roll-ups (maximum height of 2.5m and maximum width of 1m, no electrical connections, no lights, and no sound) may be displayed at the entrance of DAMATO lecture room and in the direct vicinity of the AGORA 1 hour before the sessions start.

#### 2.4 PRACTICAL TUTORIALS

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

These industry sponsored tutorials provide participants with an opportunity for one-on-one learning from clinical and/or technical experts on specific areas of expertise. Practical Tutorials can be organised by exhibiting or non-exhibiting companies and must be open to all registered delegates.

Practical Tutorials are organised in state-of-the-art temporary rooms. Three rooms are available in total. 6 rooms with a capacity of approx. 95m<sup>2</sup>. The room is allocated per company for the duration of the congress. Sessions can be organised on Sunday 29 March and Monday 30 March from 09:00-18:00 and on Tuesday 31 March 2020 from 09:00 – 15:30.

Practical Tutorials (Room rental included)

	<b>Price</b>	<b>Accrued Points</b>
Exhibitors	€ 15,000	6
30 mins	€ 20,000	6

*All prices are exclusive of VAT.*

*The accrued points ranking will determine the assignment of Practical Tutorials Rooms.*

#### **WHAT IS INCLUDED IN THE COST?**

- Standard 95m<sup>2</sup> sound-reduced room
- Rooms will include standard electricity supply, air-conditioning and daily cleaning
- Promotional package:
  - 1 Congress News insert: inside the Congress News will be included the industry adverts for Practical Tutorials
  - 1 Weblink
- Dedicated listing in the Scientific Programme & Planner, Programme at a Glance, Final Programme (pdf format) and Mobile App
- Promotion allowed in front of the session room (roll-up, invitations)
- Onsite promotion on the "Industry Sponsored Session Display Screen"

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

- 10 General Exhibitor Badges
- 5 Scientific Exhibitor Badges

#### **ROOM ACCESS AND SET-UP**

- Unless agreed otherwise, Practical Tutorials organisers will have access to their assigned room on Friday 27 March 2020 at 08:00. Goods and empty cases must be removed from aisles to allow cleaning of aisles, by 15:00 on Saturday 28 March 2020
- Dismantling (Removal of Practical Tutorials rooms' valuables) can start on Tuesday 31 March 2020 at 16:00 and must be completed on Tuesday 31 March 2020 by 22:00
- Practical Tutorials organisers must bring their own consoles, projectors and other necessary equipment
- All furniture, audiovisual equipment and electricity supply over and above the standard set-up will be at the cost of Practical Tutorials organisers

- Session organisers must plan appropriate staffing and/or security to avoid any problems. If this is not the case, for security reasons, the venue has complete authority to block entrance into the rooms
- Storing materials in the spaces behind or close to Practical Tutorials is strictly forbidden

#### **IMPORTANT**

Companies must ensure set-up is completed and the necessary packing material removed from the room by the end of the time slot provided. If it appears to the ESC, that the equipment and furnishing and/or the set-up and installation of the room will not be completed by the deadline, the organisers shall be entitled to take all measures they may deem necessary. All arising costs shall be paid by the Session organisers in full with no right to refund.

#### **TRANSPORT REGULATIONS/HANDLING**

The official forwarder for EHRA 2020 is:

Fairexx Logistics for Exhibitions GmbH

<mailto:contact@fairexx.com>

Within the limits of the venues, Fairexx and its agents act with the authority of ESC on its behalf in matters concerning vehicle logistics & security, freight forwarding, freight lifting and storage of goods.

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

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

#### **ACCESS SCHEDULE**

##### **Friday 27 March 2020**

08:00 – 20:00	Access to Practical Tutorials rooms for set-up
08:00 – 20:00	Vehicle access (time slot to book with Fairexx)

##### **Saturday 28 March 2020**

08:00 – 20:00	Access to Practical Tutorials for Exhibitors
08:00 – 12:00	Vehicle access (time slot to book with Fairexx)
From 15:00	Goods and empty cases must be removed from aisles to allow cleaning of aisles, by 15:00 on Saturday 16 March 2020

##### **Sunday 29 March 2020**

08:00 – 19:00	Access to Practical Tutorials for Exhibitors
09:00 – 18:00	Access to Practical Tutorials for Delegates

##### **Monday 30 March 2020**

08:00 – 19:00	Access to Practical Tutorials for Exhibitors
09:00 – 18:00	Access to Practical Tutorials for Delegates

##### **Tuesday 31 March 2020**

08:00 – 22:00	Access to Practical Tutorials for Exhibitors
---------------	--

09:00 – 15:30	Access to Practical Tutorials for Delegates
17:00 – 22:00	Access to Practical Tutorials rooms for dismantling
From 22:00	Any materials left in the rooms will be cleared by the organizers and <b>destroyed at the session organiser's expense.</b>

#### ROOM SIGNAGE

- The ESC will take care of the generic signage within the congress centre
- No other signage or promotion can be made within the building
- Practical Tutorial organisers may place signage on the facade wall of the assigned room; this signage cannot carry product names, logos or references and should be limited to the company name, corporate logo, congress image and Practical Tutorials Agenda. The titles of official ESC sessions such as **“Meet the Expert”**, **“Symposium”**, **“Experts on the Spot”**, etc must not be used by Practical Tutorials organisers
- Room signage must receive prior approval from the ESC

#### PROMOTIONAL REGULATIONS

##### INVITATIONS

Invitations can be distributed at the entrance of the assigned room. It is forbidden to distribute invitations anywhere else in the building other than on the booth or the “Industry Welcome desk”

##### ROOM ROLL-UPS AND INFORMATION SCREEN

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

## 2.5 GENERAL RULES GOVERNING INDUSTRY SPONSORED SESSIONS

### ASSIGNMENT OF INDUSTRY SPONSORED SESSIONS

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

The accrued points ranking and the date of receipt of the signed order form at the ESC offices (before the application deadline with priority status), determine the assignment of Industry Sponsored Sessions time slots and/ or lecture rooms.

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

### INDUSTRY SPONSORED SESSIONS REQUIREMENTS

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

### BADGES, RIGHT OF ADMISSION RESERVED

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

*<sup>1</sup>General Exhibitor Badges for Non-Exhibitors will give the holder access to the Industry Sponsored Sessions of the organising company during the congress opening hours. These badges do not give the holder any exhibitor rights.*

*<sup>2</sup>Scientific Exhibitor Badges for Non-Exhibitors will give the holder access to the scientific sessions of the EHRA 2020. These badges do not give the holder access to an official congress bag and/or accreditation.*

### **SPEAKER SERVICE CENTRE (SSC)**

EHRA 2020 offers computerised presentation facilities for all lectures. The use of the Speaker Service Centre is mandatory, free, and offers audio-visual assistance to all speakers.

The Speaker Service Centre will be open as follows:

<b>Date</b>	<b>Time</b>
Saturday 28 March	15:00 – 18:30
Sunday 29 March	07:30 – 18:00
Monday 30 March	07:30 – 18:00
Tuesday 31 March	07:30 – 15:30

### **OVERFLOW**

Once the lecture room assignment is complete, if suitable lecture rooms remain, companies are cordially invited to request an additional lecture room to create their own overflow area. The use of the Speaker Service Centre is mandatory.

### **CATERING**

Catering services can be organised with the ESC official caterer at the sponsor's cost. The Official Caterer of EHRA 2020 is Gerstner Catering. Companies will have the right to serve alcoholic beverages during the receptions organised at the following dates and times only:

<b>Date</b>	<b>Time</b>
Monday 30 March	From 19:45

### **EXTRA SERVICES**

The costs for any extra orders (i.e. catering service, extra audio-visual equipment, extra furniture, extra decoration, extra hostesses, etc) are not included in the session price. To order extra equipment we suggest you contact the official suppliers whose details will be communicated in due time. These details will be provided as of January 2020 on [www.esceexhibition.org/EHRA2020](http://www.esceexhibition.org/EHRA2020)

### **PROMOTIONAL REGULATIONS**

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

### **INVITATIONS**



- Invitations should not be distributed anywhere else in the building other than on the booth, in front of regular lecture rooms, in close vicinity of the AGORA room, in front of Practical Tutorials rooms or on the “Industry Welcome desk”
- Invitations should not exceed the maximum size A4 (21 X 29.7cm)

#### **ROLL-UPS AND INFORMATION SCREEN**

- Technical specifications: maximum height of 2.5m and maximum width of 1m, no electrical connections, no lights, and no sound
- Satellite Symposia: 2 roll-ups may be displayed in front of regular lecture rooms 1 hour before the sessions start
- Satellite Symposia – Experts on the Spot: 2 roll-ups may be displayed in front of regular lecture rooms or in the direct vicinity of the AGORA room 1 hour before the sessions start
- Practical Tutorials: 1 roll-up and/ or invitations can be distributed at the entrance of the assigned room
- It is forbidden to place roll-ups anywhere else in the building other than on the booth

#### **INDUSTRY SPONSORED SESSION DISPLAY SCREEN**

A display screen to promote Industry Sponsored Sessions only will be located in strategic location(s) within the venues to promote these sessions.

Industry Sponsored Session promotional materials must be approved by the ESC by 14 February 2020.

#### **ITEMS FOR DISTRIBUTION**

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

Each session organiser should declare all items for distribution at their sessions in advance with a description/picture and unit price using the e-form available on [www.esccexhibition.org/EHRA2020](http://www.esccexhibition.org/EHRA2020)

### **2.6 PREPARING INDUSTRY SPONSORED SESSIONS SCIENTIFIC PROGRAMMES**

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

#### **SUBMITTING YOUR SCIENTIFIC PROGRAMME**

By 30 November 2019 the complete scientific programme of Industry Sponsored Sessions must be submitted online via the appropriate service provided by the ESC and available on [www.esccexhibition.org](http://www.esccexhibition.org)

Please note that our entry system has been modified. The programme as it is entered by the session organisers will be the final version. ESC staff will not reprocess your scientific programme apart from minor style guide issues.

#### **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 they own promotional material, but the ESC approval is mandatory.
- Proposed name of at least 1 Chairperson (Up to 3 Chairpersons permitted)
  - When submitting the scientific programmes for the Satellite Symposia - Experts on the Spot sessions, the organisers must clearly indicate the Satellite Symposium(a) it refers to.
  - Experts on the Spot sessions must be content related to the Satellite Symposium.
- The number and duration of Practical Tutorials sessions is not restricted. It is left to the choice of the organisers.

#### **APPROVAL OF SCIENTIFIC PROGRAMMES**

The content and scientific programme of Industry Sponsored Sessions will be reviewed and approved by the Chairperson of the Congress Programme Committee (CPC) who will confirm/ascertain the scientific value of Industry Sponsored Sessions. Approval or suggestions for changes by the CPC Chairperson will be communicated to the Industry Sponsored Sessions organisers. These recommendations must be taken into consideration and programme thereafter be modified accordingly.

Further changes in the scientific programmes content can thereafter not be made without the specific approval of the Congress Programme Committee (CPC).

#### **FACULTY GENERAL RULES**

##### **ESC Faculty management policy**

Faculty involved in ESC scientific sessions benefit from free registration.

Hotel accommodation, travel expenses and extras remain the responsibility of the Faculty member.

#### **INDUSTRY SPONSORED SESSION FACULTY MANAGEMENT POLICY**

##### **Faculty management**

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

##### **Faculty engagement**

The ESC will not engage in communication on Faculty arrangements and expense management.

The ESC reserves all rights to modify the ESC programme Faculty at any time without prior notification, the Congress Scientific Programme & Planner (SP&P) will reflect the changes made.

It is the responsibility of the organisers to ascertain their Faculty members availability and agreement to participate prior to submitting the programme online.

For Faculty only involved in Industry Programmes, the ESC will facilitate contact between Industry Sponsored Session organisers to discuss Faculty arrangements amongst themselves. Nevertheless, the ESC will not engage in communication on Faculty arrangements and expense management.

In a case of conflict between sponsors the newest entry will be asked to modify his choice of Speaker/ Chairperson unless a different arrangement is made between sponsors with the faculty in question.

### 3. SPONSORSHIP

3.1 KEY DATES .....	35
3.2 ASSIGNMENT OF SPONSORSHIP ITEMS.....	36
3.3 PRODUCT ADVERTISING.....	36
3.4 ONSITE ADVERTISING.....	36
3.5 EHRA 2020 EVENT VISUAL .....	36
3.6 OFFICIAL NAME OF OUR CONGRESSES.....	37
3.7 PRODUCT DESCRIPTIONS AND TECHNICAL SPECIFICATIONS.....	37

#### 3.1 KEY DATES

13 September 2019	Deadline for application with priority status
16 October 2019	Deadline to submit first content for Mobile App
Until 30 November 2019	Cancellation fee 10% of total amount due
From 1 December 2019 to 14 January 2020	Cancellation fee: 50% of total amount due
From 15 January 2020 to 31 January 2020	Cancellation fee 100% of total amount due
5 February 2020	Deadline to submit Programme at a Glance Back Cover advertisement
14 February 2020	Deadline to submit EHRA Congress News (Printed version) Back Cover
	Deadline to submit EHRA Congress News Advert
	Deadline to submit visuals for onsite advertising
	Deadline to submit Weblink
	Deadline to submit Industry Sponsored Session Information Screen
6 Mars 2020	Deadline to submit visuals for the EHRA 2020 e-Daily News
09 March 2020	Deadline to send mobile app visual for splash advert
3 March 2020	Deadline to send visuals for eBlast emailing date 17 March
12 March 2020	Deadline to send visuals for eBlast emailing date 26 March
31 March 2020	Deadline to send visuals for eBlast emailing date 14 April
<b>29 – 31 March 2020</b>	<b>EHRA 2020</b>

### 3.2 ASSIGNMENT OF SPONSORSHIP ITEMS

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

The accrued points ranking and the date of receipt of the signed order form at the ESC offices (before the application deadline with priority status), determine the assignment of sponsorship items. Applications received after the application deadline with priority status are treated on a first-come, first-served basis with no guarantee of availability.

### 3.3 PRODUCT ADVERTISING

Unless specifically noted in § 3.7 Product Descriptions and Technical Specifications, the use of product names/brand names, misleading names that might be perceived as product/brand names and registered trademarks are not permitted for sponsorship products.

In the event where product prescription information is specifically required by local healthcare authorities, the ESC will align with local regulations.

#### **IMPORTANT**

For given Sponsorship products ESC permits product advertising. Local regulatory approval is incumbent on the company selecting the product. The ESC acts in good faith and is not liable for refund of contracted services in the case of regulatory or legislative bodies refusing the content of same.

### 3.4 ONSITE ADVERTISING

Please refer to the [latest logistics information and technical specifications posted on www.escehbra2020.org/EHRA2020](http://www.escehbra2020.org/EHRA2020)

By 14 February onsite advertising items files must be sent to ESC Offices ([sponsorship@escardio.org](mailto:sponsorship@escardio.org)) for approval and production.

#### **IMPORTANT**

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

### 3.5 EHRA 2020 EVENT VISUAL

A specific version of the EHRA 2020 event visual (picto) is provided for facultative use by our Industry Partners to promote their congress activities. This picto is the only EHRA 2020 visual that may be used and it must not be distorted or altered in any way. The picto size should be used in a manner which gives the reader the impression of a stamp of participation. Therefore, the visual size should not be larger than 10% the size of the page upon which it appears.

Industry Partners may not create letterheads, invitations, or other materials that give the impression of being official EHRA 2020 materials. The materials must clearly and primarily carry the branding of the Industry Partner.

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

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

### 3.6 OFFICIAL NAME OF OUR CONGRESSES

When referring to a congress in a specific year:	When referring to the congress in general:
Acute Cardiovascular Care 20XX	Acute Cardiovascular Care Congress
EHRA 20XX	EHRA Congress
ESC Preventive Cardiology 20XX	ESC Preventive Cardiology
EuroHeartCare 20XX	EuroHeartCare
EuroCMR 20XX	EuroCMR Congress
ICNC 20XX	ICNC Meeting
Heart Failure 20XX	Heart Failure Congress
Frontiers in CardioVascular Biomedicine 20XX	Frontiers in CardioVascular Biomedicine
ESC Congress 20XX	ESC Congress
ESC Digital Summit 20XX	ESC Digital Summit
ESC Asia with APSC & AFC	ESC Asia with APSC and AFC Congress
EuroEcho 20XX	EuroEcho

### 3.7 PRODUCT DESCRIPTIONS AND TECHNICAL SPECIFICATIONS

For further information, please refer to the Industry Prospectus, the ESC Guidelines for Industry @ Congresses and to the latest logistics information posted on [www.esccongress.org/EHRA2020](http://www.esccongress.org/EHRA2020)

#### BADGE LEAD MANAGEMENT SYSTEM

Access information from EHRA 2020 delegate badges in real time, enabling your exhibit or symposium staff to store, edit and amend delegate data using your own hardware and software by scanning this information from the delegate badges to your database.

The sponsor will implement a programme to use this interface in order to retrieve the delegate information during the congress period. The industry partner must conform to the technical details that will be provided by the ESC.

Please refer to detailed specification document on [www.esccongress.org/EHRA2020](http://www.esccongress.org/EHRA2020)

#### DELEGATE BADGE HOLDER

**Deadline: 06/01/2020**

##### **No product advertising permitted -Exclusive sponsorship**

Print your logo on the highly visible Delegate Badge Holder which will be worn by all delegates throughout the event, ensuring extensive exposure. The delegate badge holder will contain the popular Programme at a Glance.

#### EBLAST – PRE-CONGRESS

**Deadline: 3/03/-12/03/2020**

##### **No product advertising**

Promote your exhibition space or sponsored sessions to all EHRA pre-registered delegates a few days prior to the congress to increase awareness surrounding your activities with the pre-congress eBlast. It is an ideal way to highlight your congress activities and your association with EHRA 2020. A customised mailing created exclusively will be mailed to pre-

registered delegates from our database, who have agreed to receive communications from the ESC (according to European data protection regulations) on 17 and 26 March 2020.

Due to the limited number of electronic invitations, be sure to reserve early.

- **3 March:** Deadline for 17 March eBlast
- **12 March:** Deadline for 26 March eBlast

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

Delegates will be able to open an enlarged pdf version of each of the sponsor's adverts by clicking on the advert visual or the session title. A hyperlink can be included in your pdf however it must only lead to a standalone webpage. The focus of this page should be the activity mentioned in the advert.

eBlast sponsors must provide:

- 1 advert visual for mailing content - size: 284px x 142px - weight: 50 ko max (recommendation: include your logo)
- 1 Pdf format advert – weight: 1MB max
- Please refer to specification document on [www.esccexhibition.org/EHRA2020](http://www.esccexhibition.org/EHRA2020)

#### **EBLAST – POST-CONGRESS**

**Deadline: 31/03/2020**

##### ***No product advertising***

Reach out to EHRA 2020 registered delegates and our healthcare professional database who have agreed to receive communications from the ESC (according to European data protection regulations) after the congress via an electronic message regarding your products or your Industry Sponsored Sessions. The post-congress eBlast is an ideal way to highlight your congress activities and your association with EHRA 2020.

A customised mailing created exclusively will be mailed to approximately 5,000 healthcare professionals (registered delegates and EHRA database, note that EHRA members who attended the congress are counted as delegates) on 14 April 2020. Due to the limited number of electronic invitations, be sure to reserve early.

**31 March:** Deadline for 14 April eBlast

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

A hyperlink can be included in your pdf however it must only lead to a standalone webpage or to your session on ESC 365. The focus of this page should be the activity mentioned in the advert.

Delegates will be able to open an enlarged pdf version of each of the sponsor's adverts by clicking on the advert visual or the session title.

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

Please refer to specification document on [www.esccexhibition.org/EHRA2020](http://www.esccexhibition.org/EHRA2020)

#### **EHRA 2020 CONGRESS NEWS ADVERT**

**Deadline: 5/02/2020**

##### **No product advertising**

An insert can be added to the inside pages of the Congress News. You can choose the date of publication of your insert in one of the 3 editions.

Please find complete technical specifications on [www.esccexhibition.org/EHRA2020](http://www.esccexhibition.org/EHRA2020)

Please note that 1 insert is included in the in the Satellite Symposia & Practical Tutorials package. The insert will be in the middle of the EHRA 2020 Congress News, available everyday of the congress and will allow you to promote your Satellite Symposium and Practical Tutorials on the day they take place.

Please contact [sponsorship@escardio.org](mailto:sponsorship@escardio.org) for technical specifications

#### **EHRA 2020 CONGRESS NEWS (Printed Version) – Back Cover**

**Deadline: 5/02/2020**

##### **No product advertising permitted**

Printed daily and delivered & distributed in the congress center and key delegate hotels in time for breakfast each day of the congress. It will contain the latest news, congress highlights, key opinion leader articles and presents an exceptional opportunity for an exclusive sponsor to advertise on the back cover, on all 3 editions.

Advertisement artwork size:

- Height: 182mm Width: 264mm (may be subject to change)
- No bleed-off / crop area required. There is no requirement for 'border' incorporation.
- High Definition PDF (Press quality or more). All fonts embedded.

Formats:

- Adobe Indesign CS 4, Adobe Illustrator CS 3 (save file as \*.eps) Adobe Photoshop CS 3 (save file as \*.tiff or \*.eps) resolution at 300dpi at actual print size.

Colour Mode:

- All full colour images must be saved in CMYK mode, as \*.tiff or \*.eps files at actual print size.
- Provide CMYK (Cyan-Magenta-Yellow-Black) percentages for Pantone colours used

#### **EHRA 2020 E-DAILY NEWS**

**Deadline: 06/03/2020**

##### **No product advertising permitted - Exclusive sponsorship**

A digital version of the Congress News will be emailed to delegates everyday during the congress, with the most up to date Scientific information regarding the EHRA 2020 Congress. The edition will be addressed to congress delegates and EHRA members.

- Size: 600 x 200 px
- Web quality: 72 dpi
- Format : jpeg

Please refer to specification document on [www.esccexhibition.org/EHRA2020](http://www.esccexhibition.org/EHRA2020)

#### INDUSTRY SPONSORED SESSION INFORMATION SCREEN

Deadline: 14/02/2020

**No product advertising permitted (is included in the Satellite Symposia package only)**

Display details of your session on the screen located at the entrance of your lecture room.

- PowerPoint, 16:9, HD resolution (1920 x 1080)
- The powerpoint maximum timing is 30 seconds
- If there are multiple slide the total slide viewing need to add to a 30 sec (eg: 1<sup>st</sup> slide 12sec, 2<sup>nd</sup> slide 10 sec, final slide 8sec)
- Please name the file with your company name when sending it to [sponsorship@escardio.org](mailto:sponsorship@escardio.org)

#### EHRA 2020 MOBILE APP

Deadline: 11/10/2019

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

Previous years have demonstrated the success of the App with over 3,781 downloads. The App offers the exclusive sponsor a dedicated sponsor button where they can promote their own congress activities. Co-promotion of the App is offered to the sponsor as well as sponsor acknowledgement on the opening page. Furthermore, delegates without the necessary equipment will be able to consult the Mobile App helpdesk. Sponsors activities are highlighted within the App.

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

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

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

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

Available to delegates as of **August 2019**.

#### 11 October 2019

Send logo and visual for sponsor button: size: 200 x 200 pixels to be sent in .png. On the Mobile app sponsor's button the logo of the sponsor appears with the title "Mobile App Sponsor". The logo will be displayed with the same colour as for every other homepage buttons.

Advance Programme: supply the following information for each sub-sections:

- About [Mobile App Sponsor's name]
- Contact [Mobile App Sponsor's name]

Final Programme: supply up to 4 pictures (each image must be in PNG or JPEG - whichever gives the best quality at small filesize - with a resolution of 1200w x 600h pixels)



Updates are allowed for the following sub-sections are:

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

#### **MOBILE APP SPLASH ADVERT & PUSH NOTIFICATIONS**

**Deadline: 09/03/2020**

##### ***No product advertising***

A virtual and innovative way for session organisers to reach out to delegates by offering electronic and catchy versions of their Adverts (Splash Advert) in the Mobile App.

These Splash Adverts/Push notifications are to promote to delegates your sessions as "Not to be missed"!

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

A splash advert is an image which will "splash" on the mobile app screen for 4 seconds; for EHRA 2020 Mobile App the splash screen will appear once the app is launched during a specific time period. There is no hyperlink on this image. The Push notification, text with no image repeats the message from the visual. If the Mobile app is closed or if the device is on standby (screen locked) the push notification will come up to remind the delegate of the session "splash advert". It will include the hyperlink to the Satellite Symposia Session in the mobile app.

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

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

Please provide jpgs in the following formats: Width (px) x Height (px)

 1440x2560 (16-9_port)	 2560x1440 (16-9_land)
 1440x3118 (195-9_port)	 3118x1440 (195-9_land)
 1536x2048 (4-3_port)	 2048x1536 (4-3_land)
 1600x2560 (16-10_port)	 2560x1600 (16-10_land)

## LIVE BROADCASTING

### **No product advertising permitted**

Optimise your investment and extend the reach of your Satellite Symposia organised during the EHRA 2020, by reaching out to a live audience with a live stream of their session from the congress centre. Industry Live broadcast will not be visible or hosted on [www.escardio.org](http://www.escardio.org) or ESC 365 Platform with this service. No Live Broadcasting permitted outside this product.

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

Companies and their agencies are obliged to:

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

What is included in the Live broadcasting?

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

Not included:

- The web page to integrate the stream

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

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

Industry Sponsored Sessions content should be a true portrayal of the Industry Sponsored Sessions approved by the EHRA 2020 Programme Committee. The ESC reserves all rights to remove content from their web site at any time where deemed necessary.

#### **INDUSTRY OBLIGATIONS**

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

##### **The stand-alone webpage should:**

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

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

#### **REQUIREMENTS FOR THE TECHNICAL TEST**

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

#### **IMPORTANT**

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

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

Requests for extra test days will be charged as extra.

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

#### **PANEL DISCUSSION**

The Live Broadcasting will capture your speaker and slides. If you wish to film the panel discussion, please confirm it when you apply to [sponsorship@escardio.org](mailto:sponsorship@escardio.org). Please confirm session numbers to [sponsorship@escardio.org](mailto:sponsorship@escardio.org).

After the congress you will receive the files of each individual presentation. If you wish to acquire the unedited footage or the raw footage, this needs to be requested, prior to the

**Commented [AG1]:** Cette phrase ne veut rien dire ???

congress, by contacting CYIM and set up before the congress commences. This will be invoiced by CYIM accordingly. Deadline to order: **6 March 2020**

#### **ONSITE ADVERTISING**

**Deadline: 14/02/2020**

##### ***ESC permits product advertising on selected items***

Increase your visibility at the Congress with onsite advertising. Communicate on your therapeutic areas of research & innovations, promote your Industry Sponsored Sessions or encourage delegates to visit your stand on the various locations available. Please see the complete offer on [www.esceexhibition.org/EHRA2020](http://www.esceexhibition.org/EHRA2020)

#### **PROGRAMME AT A GLANCE ADVERTS**

**Deadline: 31/01/2020**

##### ***Product advertising permitted***

The EHRA 2020 Programme at a Glance is a practical pocket guide providing delegates with a quick day-to-day view of the scientific programme. This popular and essential pocket guide fits in the Delegate Badge Holder which every attendee receives on their first day at the Congress. Place your message on the back cover or inside back cover and ensure your company name is seen frequently as the Programme at a Glance is taking out of the Badge Holder.

Specifications: 105(W) x148 (H) + 5mm bleed

Format: 300 dpi High resolution file (pdf)

Please find complete technical specifications on [www.esceexhibition.org/EHRA2020](http://www.esceexhibition.org/EHRA2020)

#### **WEBCAST**

##### ***No product advertising permitted***

Extend the reach of your Satellite Symposia and Satellite Symposia Experts-on-the Spot by posting the webcast of your session on ESC 365.

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

A recording in the form of a webcast means that the speaker's voice is recorded with the PowerPoint slides (including videos) and video of your speaker(s). The webcast is recorded as 1 video per presentation, not as 1 video for the entire session. To acquire raw footage you must order this to our supplier CYIM before the deadline: 6 March 2020. The company CYIM will invoice extra accordingly.

##### **Advantages**

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

##### **What is included in the Webcast?**

- Lecture room with relevant supplies (listed in these guidelines pages 25-26)
- Filming of the session in the language of the congress (English)
- Supply files of each presentation after the congress

The applicant (industry partner or agency) confirms that it is their sponsor's responsibility to obtain the copyrights from each speaker who will present during the session to be webcast,

& speakers fully agree to provide the session organiser with any potential conflicts of interest that may arise from their presentations.

Under no circumstances the ESC can be held liable for Speakers' copyright absence or conflict of interests. Industry Sponsored Sessions webcast content should be a true portrayal of the Industry Sponsored Sessions approved by the EHRA 2020 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. The presentation is available on the ESC 365 platform for 5 years.

#### **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)

If you wish to acquire the complete unedited session or the raw footage, this needs to be requested, prior to the congress, by contacting CYIM and set up before the congress commences. This will be invoiced by CYIM accordingly: Deadline to order: **6 March 2020**

#### **WEBLINK**

**Deadline: 14/02/2020**

#### ***No product advertising permitted***

Create an invitation in pdf or jpg format to invite delegates to your Industry Sponsored Sessions from the EHRA 2018 Scientific Programme & Planner (SP&P). This invitation will communicate your congress message to delegates online.

PDF or JPG PAGE:

- Size: screen quality, 600Kb max weight
- No crops
- Open size: ideally 100%
- Images: may be included

Please find complete technical specifications on [www.esceexhibition.org/EHRA2020](http://www.esceexhibition.org/EHRA2020)

#### 4. PARTNER SERVICES

4.1 KEY DATES .....	46
4.2 ROOMS AT EHRA 2020 .....	47
MEETING ROOM.....	47
DAILY MEETING ROOM.....	48
CLOSED INDUSTRY MEETING .....	48
BUSINESS SUITE .....	48
ASSIGNMENT OF ROOMS AT EHRA 2020 .....	49
CATERING.....	49
EXTRA SERVICES .....	49
4.3 GROUP REGISTRATION.....	49
4.4 HOTEL SERVICES.....	50
4.5 ACCRUED POINTS .....	50

##### 4.1 KEY DATES

13 September 2019	Rooms at EHRA 2020 application deadline
Until 30 November 2019	Cancellation fee: 10% of total amount due
From 1 December 2019 to 14 January 2020	Cancellation fee: 50% of total amount due
From 15 January 2020	Cancellation fee: 100% of total amount due
<b>29 – 31 March</b>	<b>EHRA 2020</b>

## 4.2 ROOMS AT EHRA 2020

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

### EMBARGO REGULATIONS

Industry meetings open to EHRA 2020 delegates are strictly forbidden outside the official EHRA 2020 offer (Industry Sponsored Sessions and Rooms at EHRA 2020) from Sunday 29 March to Tuesday 31 March 2020.

### MEETING ROOM

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

Unless agreed otherwise, Meeting Rooms are rented for 2,5 days, from Sunday 29 March to Tuesday 31 March.

### IMPORTANT

No Hands-on training of products/therapies, showcasing of products/therapies, or announcement of scientific results may take place in the Meeting Rooms. Non respect of this rule will be considered a violation of these Guidelines and will cause the penalty of removal of half of the company's accrued points accumulated for the congress.

### PERMANENT VENUE ROOMS

A limited number of rooms are available for rental and are located on the first floor. Meeting rooms include tables, chairs, basic electricity connection, air conditioning and daily cleaning

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

Room sizes	Prices	Accrued Points
16m <sup>2</sup>	€ 3.500	2
32m <sup>2</sup>	€ 6.000	2

### ACCESS SCHEDULE

#### Friday 27 March

08:00 – 20:00

08:00 – 20:00

Access to the meeting room for set-up

Vehicle access (time slot to book with Fairexx)

#### Saturday 28 March

08:00 – 20:00

08:00 – 12:00

Access to the meeting rooms for set-up

Vehicle access (time slot to book with Fairexx)

#### Sunday 29 March

08:00 – 19:00

09:00 – 18:00

Access to the meeting rooms for Exhibitors

Access to the meeting rooms for Delegates

**Monday 30 March**

08:00 – 19:00

Access to the meeting rooms for Exhibitors

09:00 – 18:00

Access to the meeting rooms for Delegates

**Tuesday 31 March**

08:00 – 20:00

Access to the meeting rooms for Exhibitors

09:00 – 15:30

Access to the meeting rooms for Delegates

17:00 – 22:00

Access to the meeting rooms for dismantling

From 22:00

Any materials left in the rooms will be cleared by the organizer and destroyed at the session organizers expenses

**DAILY MEETING ROOM**

Depending on EHRA 2020 and availability, a limited number of Daily Meeting Rooms might be available for one-shot occasional meetings.

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

**IMPORTANT**

No Hands-on training of products/therapies, showcasing of products/therapies, or announcement of scientific results may take place in the Daily Meeting Rooms. Non respect of this rule will be considered a violation of these Guidelines and will cause the penalty of removal of half of the company's accrued points accumulated for the congress.

**CLOSED INDUSTRY MEETING**

The ESC allows companies to organise staff meetings, briefings, investigator or other type of closed meetings in and around the congress centre.

- Closed Industry Meetings within the congress centre will be held in fully furnished and AV equipped lecture rooms up to 200 seats (theatre style only – No alteration of the room set-up allowed)
- Rental period: the ESC deals with requests on an individual basis
- Closed Industry Meetings are permitted within the congress centre from 07:00 to 20:00 on Sunday 29 to Monday 30 March 2020 and from 07:00 to 15:30 on Tuesday 31 March 2020
- From early February 2020, the ESC will confirm the time slot and room reserved for the meeting to the closed industry meetings organisers
- Rental costs (excl. VAT): €3,000 per 60-minute meeting – Additional €1,500 charged per increment of 30 minutes. The organiser must include the 30-minute set-up in their rental cost

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

**BUSINESS SUITE**

When suitable space is available, the ESC allows industries to reserve spaces or unused restaurants within the congress centre to organise industry Business Suites. In case of



unavailability, the construction of outdoor lounges might be envisaged. The ESC deals with requests on an individual basis.

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

#### **ASSIGNMENT OF ROOMS AT EHRA 2020**

The accrued points ranking and the date of receipt of the signed order form at the ESC offices (before the application deadline with priority status), determine the assignment of Rooms at EHRA 2020.

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

#### **Room set-up:**

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

#### **CATERING**

Catering services can be organised with the ESC official caterer at the sponsor's cost. The Official Caterer of EHRA 2020 is Gerstner Catering.

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

<b>Date</b>	<b>Time</b>
Monday 30 March 2020	From 19:45

#### **EXTRA SERVICES**

The costs for any extra orders (i.e. catering service, audio-visual equipment, furniture, extra decoration, hostesses, etc) are not included in the Rooms at EHRA 2020 rental price.

Extra services within Rooms at EHRA 2020 can be organised with the ESC official suppliers at the sponsor's cost.

#### **4.3 GROUP REGISTRATION**

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

#### **Deadlines**

3 February 2020	Early Fee Registration Deadline
2 March 2020	Late Fee Registration Deadline

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

#### **4.4 HOTEL SERVICES**

Companies participating to EHRA 2020 may wish to make group hotel reservations for employees and invited guests.

For information and requests, please contact by email [escgrouphotels@escardio.org](mailto:escgrouphotels@escardio.org) or visit the hotel accommodation section on the EHRA 2020 web page [www.escardio.org/Congresses-&-Events/ESC-Congress/Hotels-and-transport](http://www.escardio.org/Congresses-&-Events/ESC-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.

#### **4.5 ACCRUED POINTS**

An Accrued Point System has been established to ensure participation at EHRA 2020 will earn companies priority according to the level of their involvement over the past 4 years.

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

## 5. FINANCE AND INVOICING

5.1 EXHIBITION .....	52
INVOICING.....	52
CANCELLATION POLICY .....	52
5.2 INDUSTRY SPONSORED SESSIONS.....	52
INVOICING.....	52
CANCELLATION POLICY .....	52
5.3 SPONSORSHIP.....	53
INVOICING.....	53
CANCELLATION POLICY .....	53
5.4 ROOMS AT ESC .....	53
INVOICING.....	53
CANCELLATION POLICY .....	53
5.5 FRUSTRATION AND ADMINISTRATIVE FEES.....	53

It is the ESC's policy that all invoices be paid by the date indicated on the invoice or before the opening of the congress on 28 March 2020, should this date fall first.

### VALUE ADDED TAXATION

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

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

## 5.1 EXHIBITION

### INVOICING

- Exhibition space will be invoiced for the requested service following assignment of your stand.
- Payment for exhibition space must be made within the payment deadline (30 days from date of invoice) and latest by 28 March 2020.

### CANCELLATION POLICY

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

- 10% until 30 November 2019
- 50% from 1 December 2019 to 14 January 2020
- 100% from 15 January 2020

Cancellation fees will be charged despite unprocessed payments.

Requested stand size may be revised downwards by the client with no cancellation fees up until 30 November 2019, any down-sizing post this date will be subject to cancellation fees as outlined above.

#### **Cancelling your exhibition space will mean:**

- Pay the non-exhibitor fee for your Industry Sponsored Sessions.
- Cancelling your Sponsorship items if no Industry Sponsored Sessions has been ordered
- Cancelling your, Meeting Rooms, Industry Daily Room, Closed Industry Meeting and Business Suites if no Industry Sponsored Sessions has been ordered
- Loose your Exhibitor rights, which includes Exhibitor badge allocation (General Exhibitor and Scientific Exhibitor)

## 5.2 INDUSTRY SPONSORED SESSIONS

### INVOICING

- Industry Sponsored Sessions will be invoiced for the requested service following confirmation of your time slot
- Lecture rooms will be invoiced upon assignment of the rooms
- Once these deadlines have passed, Industry Sponsored Sessions & lecture rooms will be invoiced on submission of their application
- Change of lecture room capacity once the invoice has been issued will occur a 100% cancellation fee
- Payment for Industry Sponsored Sessions and lecture rooms must be made within the payment deadline (30 days from date of invoice) and latest by 28 March 2020

### CANCELLATION POLICY

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

- 10% until 30 November 2019
- 50% from 1 December 2019 to 14 January 2020
- 100% from 15 January 2020

Cancellation fees will be charged despite unprocessed payments.

#### **Cancelling your non-exhibitor Industry Sponsored Session will mean:**

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

### 5.3 SPONSORSHIP

#### INVOICING

- Sponsorship items will be invoiced for the requested service following signature of the appropriate order form
- Payment for Sponsorship items must be made within the payment deadline (30 days from date of invoice) and latest by 29 March 2020

#### CANCELLATION POLICY

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

- 10% until 30 November 2019
- 50% from 1 December 2019 to 14 January 2020
- 100% from 15 January 2020

Cancellation fees will be charged despite unprocessed payments.

#### IMPORTANT

For given Sponsorship & Advertising products ESC permits product advertising. Local regulatory approval is incumbent on the company selecting the product. The ESC acts in good faith and is not liable for refund of contracted services in the case of regulatory or legislative bodies refusing the content of same.

### 5.4 ROOMS AT ESC

#### INVOICING

Meeting Rooms, Daily Meeting Rooms, Closed Industry Meeting and Business Suites will be invoiced for the requested service following signature of the appropriate order form. Payment for Rooms at EHRA 2020 must be made within the payment deadline (30 days from date of invoice) and latest by 28 March 2020.

#### CANCELLATION POLICY

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

- 10% until 30 November 2019
- 50% from 1 December 2019 to 14 January 2020
- 100% from 15 January 2020

Cancellation fees will be charged despite unprocessed payments.

### 5.5 FRUSTRATION AND ADMINISTRATIVE FEES

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

An administrative fee of €85 + VAT will be charged for any requested changes to an invoice once it has been issued.

**IMPORTANT**

Given serious or unforeseen causes the ESC is entitled to postpone, to curtail the duration, to close the Congress completely or in part for any period, or to cancel the Congress.

In the event of complete or part postponement or curtailment, the order form is regarded as valid for a possible new date and new duration for the said congress and location only. If, for any reason, EHRA 2020 has to be cancelled, the ESC will refund to the Industry the sum paid to the ESC for contractual commitments less 25% expenses incurred in preparation of these contracts as administrative fees.

**6. GENERAL TERMS AND CONDITIONS****INSURANCE**

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

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

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

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

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

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