ESC
Digital
Summit
2019

5 - 6 October 2019
Tallinn, Estonia

ESC

Contacts

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VENUE

Kultuurikatel - Creative Hub
Põhja pst 27a
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Estonia

Welcome Letter

Dear Industry Partners,

We are delighted to invite you to the first edition of the ESC Digital Summit and encourage you to join us as we discuss overcoming the barriers and embracing the opportunities which the fast moving field of digital health presents to the cardiology community and our patients of today and tomorrow.

The Summit will raise many aspects of digital health as a priority topic for cardiologists, emphasizing the critical importance of identifying actors of change in this domain. This unique meeting in Tallinn (a first for the European Society of Cardiology) will bring together multiple stakeholders working in the field and engage cardiologists wishing to become experts in this topic nationally and internationally.

The meeting will have a highly inclusive and interactive format, seeking to tease out priority action points through multiple round table discussions. Innovation will be central to all discussions with ample opportunity for discussion of key subjects such as data privacy, patient safety, access, the generation of evidence, clinical decision support (including AI), workflow management, and reimbursement.

As a critical stakeholder in the success of digital healthcare, we invite industry partners to join the ESC in placing digital healthcare among the key priorities of the cardiology community. Take part in shaping the digital health evolution in cardiology by joining us at the ESC Digital Summit in Tallinn on 5 & 6 October. We look forward to seeing you there.

Yours sincerely,

Prof Martin R Cowie
Chair, Digital Health Committee and
Digital Summit Programme Committee

Tallinn: A fitting venue

- **A highly developed local eHealth model**
  - ° Healthcare systems driven by digital solutions
  - ° Data available to patients & physicians, 97% of prescriptions digital

- **A hotbed for health tech**
  - ° Major European start-up hub

- **Convenient access**
  - ° International airport nearby

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Digital Health: Transforming Healthcare

"Digital Health is disrupting the usual way patients and health-care professionals interact." **Prof. Martin Cowie, FESC**

Healthcare professionals, patients, policymakers, payers, and the public expect digital health innovation to:
- Support modern healthcare delivery
- Facilitate more personalised patient care
- Improve the quality and experience of healthcare
- Support future sustainability healthcare models

Digital Health is now the third largest industry in the European health sector, after pharmaceuticals and medical devices. **But where do the experts stand on digital health today and what are the opportunities and the hurdles that lie ahead?**

> Join us at the forefront of the digital health revolution and help shape the future of cardiology by contributing to the first **Digital Summit in Tallinn – from 5-6 October 2019.**

Take part in our annual Digital Summit

This exclusive event is the ideal opportunity for thought leaders and Digital Health enthusiasts from Europe and beyond to join forces over 2 days in a bid to shape the future of Cardiology.

A variety of stakeholders will contribute to this event:
- Clinicians
- Key Opinion Leaders
- New digital technology developers and start-ups
- Industry partners from the Pharmaceuticals and Medical Devices sectors

> A rich scientific programme covering the latest, cutting-edge technology will be the platform for interactive discussions on all things Digital Health via various formats:
> - Roundtables
> - Dedicated Exhibition Area
> - Call for Technology Sessions
> - TED-style talks and debates
> - Industry Technology & Innovation Sessions

Outcomes of onsite discussions and debates will effectively work towards smooth implementation of Digital Health solutions in healthcare and ultimately contribute to our global mission to reduce the burden of cardiovascular disease.

Preliminary Schedule

SATURDAY 5 OCTOBER

Timeslot	Main Room	"United Nations" Room	Innovation & Technology Hub
10:00 - 10:45	Opening Plenary Session - Featuring Key Note Lecture		
11:00 - 12:15	TED-style talks Debates Advances Sessions	Digital Health Roundtables	Technology & Innovation Demonstrations Industry Technology & Innovation Sessions
12:30 - 13:30	Industry Technology & Innovation Session		Industry Technology & Innovation Session
13:45 - 18:00	TED-style talks Debates Advances Sessions	Digital Health Roundtables	Technology & Innovation Demonstrations Industry Technology & Innovation Sessions
18:00	Networking Cocktail		

SUNDAY 6 OCTOBER

Timeslot	Main Room	"United Nations" Room	Innovation & Technology Hub
08:30 - 12:15	TED-style talks Debates Advances Sessions	Digital Health Roundtables	Technology & Innovation Demonstrations Industry Technology & Innovation Sessions
12:30 - 13:30	Industry Technology & Innovation Session		Industry Technology & Innovation Session
13:45 - 15:00	TED-style talks Dragon's Den - DH Summit best Technology & Innovation	Digital Health Roundtables	Technology & Innovation Demonstrations Industry Technology & Innovation Sessions
15:15 - 16:00	Closing Plenary Session - Featuring Key Note Lecture		

Exhibition

The exhibition will be at the centre of the event and will provide delegates with the opportunity to exchange with key industry experts on critical areas of development and research in cardiovascular digital products and solutions.

The exhibition as well as the Summit main entrance and Registration area are located on Level 1.

Exhibition Timetable

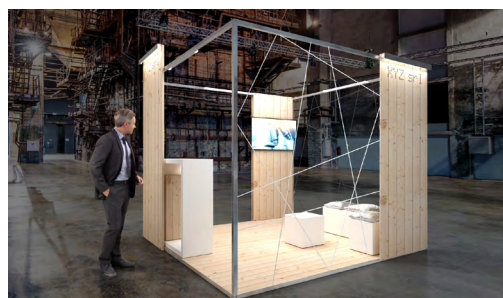|		
Friday 4 October	08:00 – 24:00	Exhibition build-up for ESC suppliers only
Saturday 5 October	07:30 – 10:00	Hall access for exhibitors - Decoration in Exhibition Halls
	10:00 – 18:00	Exhibition opens
Sunday 6 October	08:00	Hall access for exhibitors
	08:30 – 16:00	Exhibition opens
	16:00 – 18:00	Removal of valuables
	18:00	Dismantling

The venue will open from 07:30 and scientific sessions will start at 10:00 on Saturday and 08:30 on Sunday. Delegates will pass through the exhibition to access the lecture rooms; therefore, each exhibitor should take the necessary precaution to secure its stand before the opening of the exhibition.

1. Exhibition Package:

5 attractive stand package designs are available to exhibiting companies.

These packages include the following items:
- Modular system booth structure with company logo
- Spotlights, two electricity sockets & electrical consumption
- Platform
- 1 table
- 2 chairs
- 1 lockable cabinet
- 1 welcome desk
- 1 waste basket
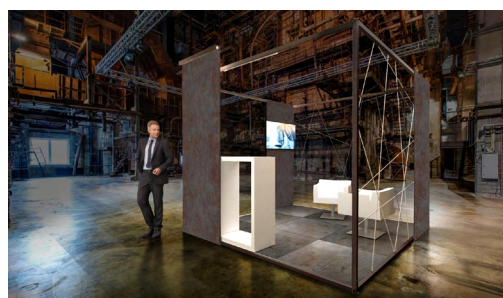- Daily stand cleaning
- 1 32' Full HD TV monitor

Wood €9,000

Fabric €9,500

Light €10,000

Plexy €10,000

Metal €10,000

All prices are excluding VAT

2. Exhibition Station (3 units per station):

Price per unit: €5,000
All prices are excluding VAT

Each unit includes the following items:
- Stand structure including a lockable cabinet
- Fascia board with company logo
- 3kw main electricity connection & consumption
- 2 spotlights
- 1 high table & 2 stools
- Daily stand cleaning
- 1 32' Full HD TV monitor

None of the images or 3D simulations are contractual

Note
- No custom stands available
- Exhibition Packages are based on a 9m² base. Packages can be extended by increments of 3m²
- Exhibition Packages and Exhibition Stations will be assigned on a first come, first served basis

Exhibitor Badges

Exhibitors are entitled to a certain number of free badges. The number of free badges for each exhibitor will be determined according to the exhibition option allocated as shown below.

Stand size between	Number of free badges	
	General	**Scientific**
9m² Stand package	5	3
Exhibition Station	3	2

General exhibitor badges will not allow access to the scientific sessions of the summit except for the sessions sponsored by the exhibitor.

Scientific exhibitor badges will allow access to the scientific sessions of the summit.

Industry Sponsored Sessions

Industry Technology & Innovation sessions (T&I)

Companies are invited to organise Technology & Innovation sessions (T&I) that take place during the Summit scientific programme.

These sessions should present the latest information on novel technologies and their impact on daily practice.

Industry T&I session – 30 minutes	€10,000
Industry T&I session – 60 minutes	€18,000

2 Industry Technology & Innovation sessions rooms available:

- **Innovation & Technology Hub:** Open room with a seating capacity of up to 50 pax located in the exhibition area for 30-minute Industry T&I
- **Main room:** Regular lecture room with a seating capacity of up to 500 pax located on level 2 for 60-minute Industry T&I

Date	Timeslot	Duration	Exhibitor Prices	Non-Exhibitor Prices
Saturday	11:00 - 11:30	30 mins	€10,000	€15,000
	12:30 - 13:00	30 mins	€10,000	€15,000
	13:15 - 13:45	30 mins	€10,000	€15,000
	17:00 - 17:30	30 mins	€10,000	€15,000
	12:30 - 13:30	60 mins	€18,000	€23,000
Sunday	10:30 - 11:00	30 mins	€10,000	€15,000
	12:30 - 13:00	30 mins	€10,000	€15,000
	13:15 - 13:45	30 mins	€10,000	€15,000
	14:45 - 15:15	30 mins	€10,000	€15,000
	12:30 - 13:30	60 mins	€18,000	€23,000

All prices are excluding VAT

The following items are included in the price of an Industry Technology & Innovation session:

- Room rental
- 1 advert
- 1 weblink
- 1 information screen
- 1 ESC room hostess
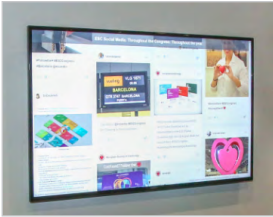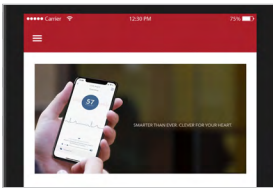- Access and use of audiovisual equipment in lecture room

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NOTE

The full list of equipment will be communicated upon room assignment. Cost of additional equipment, furniture, food and beverage will be at the expense of the sponsor.

- Industry T&I sessions will be assigned on a first come, first served basis.
- Industry T&I session Programmes will be published in the ESC Digital Summit 2019 Scientific Programme & Planner (SPP) and on the Mobile App.
- All Industry T&I session Programmes are subject to ESC Digital Summit 2019 Programme Committee (SPC) approval.

Sponsorship

A wide range of services for Summit attendees are available for sponsorship by our Industry Partners providing essential support for the Summit and opportunity for novel communication to the healthcare profession.

Product	Description	Price (excl. VAT)

eBlast
No product advertising permitted

Promote your exhibition space or Technology & Innovation session to all pre-registered delegates a few days prior to the Summit to increase awareness surrounding your activities with the pre-summit eBlast. Delegates will be able to open a PDF enlarged version of each sponsor advert by clicking on the advert visual or the session title.

Our post-summit eBlast is the ideal way to remain in the spotlight once the event is over by promoting your activities and association with the Summit to a broad audience.

Three emailing dates
eBlast #1: 04/10/2019 (before the Summit)
eBlast #2: 05/10/2019 (opening day of the Summit)
eBlast #3: 16/10/2019 (after the Summit)

€5,000

Industry Display Screen
Product advertising permitted – Multi sponsorship

Distinguish your products, innovations or educational sessions by broadcasting a 30-second advertisement on the large display screen strategically located within the venue. The display screen will attract immediate delegate attention and ensure additional visibility to your message.

€5,000

Mobile App Splash Adverts & Push Notifications
No product advertising permitted

This virtual Splash Advert is an innovative way for session organisers to reach out to delegates by offering catchy versions of their adverts in the Mobile App. The advert promotes your sessions for 4 seconds before it is closed both when the Mobile App is launched and once an update is accepted.

In addition to this, the Push Notification (linked to the related Splash Advert) will add a link to your scientific programme to the device's newsfeed in chronological order, thus making your Technology & Innovation session the absolute "Do not miss" session of the day.

4 Available slots:
- Saturday 5 October (morning & afternoon)
- Sunday 6 October (morning & afternoon)

Reach & audience: all delegates having downloaded the app
Lifespan: Summit

€5,000

All prices are excluding VAT

Product	Description	Price (excl. VAT)

Mobile App Sponsorship

Product advertising permitted in sponsor button only – Exclusive sponsorship

Provide delegates with this indispensable tool and showcase your company's involvement in our dedicated sponsor section which includes:

- Your advertisement in the form of sliding banners (up to 4 banners - product advertisement permitted)
- Details of your Technology & Innovation sessions (which are also highlighted in the daily schedule section)
- Stand positioning
- Your activities on site
- Contact details

This environmentally-friendly initiative is rapidly becoming the platform of reference for delegates who wish to have the Summit at the tip of their finger. With this mobile device tool, delegates are able to:

- Consult the daily updated Final Programme
- Build their schedule with their sessions of interest
- Receive your Splash Screen & Push Notification adverts
- Navigate through the venue thanks to the intuitive floor plan

Reach & audience: Summit delegates and non-attendees who have downloaded the app
Lifespan: pre-summit/summit/post-summit

€25,000

Webcast

Extend the reach of your Technology & Innovation session to all those who were not able to attend by posting the webcast of your session on the ESC 365 platform.

The use of the speaker service centre is mandatory. Exceptions are subject to ESC approval with an increase in the price offer.

Webcasts are uploaded within 24 hours of the session maximum. The ESC will provide webcast sponsors with the video files after the summit.

Reach & audience: Summit delegates and non-attendees, via the ESC 365 platform
Lifespan: post-summit
Price valid for equipped rooms.
Special price available on request for non-equipped rooms or extra languages.

€10,000

All prices are excluding VAT

Product	Description	Price (excl. VAT)

Delegate Badge Holder
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.

€8,000

Sitting cubes
Product advertising permitted – Exclusive sponsorship
Strategically located within the venue, this cluster of 50 cubes (48 x 48 x 48 cm - 5 sides to advertise) will allow the delegates to have a highly appreciated sitting area.

€20,000

Onsite Advertising
Product advertising permitted on selected items
Blend your company name with the venue and communicate on your therapeutic areas of research and innovation, promote your Technology & Innovation sessions or encourage delegates to visit your stand by branding various highly visited locations available throughout the venue.

Please contact industry@escardio.org to enquire about the different opportunities.

Note
- The use of product names identifying product logos, misleading names that could be perceived as product names or registered trademarks are strictly limited and are only permitted for products and services where product promotion is clearly stated.
- For a given product where it is mentioned "ESC permits product advertising", local regulatory approval is incumbent on the company selecting the product and is not a valid clause for refund of services.
- Sponsorship items will be assigned on a first come, first served basis.

All prices are excluding VAT

Key Dates

Call for Technology and Innovation	**Mid April - Early June 2019**
Early registration deadline	**5 August 2019**
Late registration deadline	**9 September 2019**
ESC Digital Summit 2019	**5-6 October 2019**

Application & Guidelines for Industry Participation at ESC Digital Summit 2019

All Exhibition, Technology & Innovation session, and Sponsorship forms should be completed, signed and returned as soon as possible, as items will be assigned on a first come, first served basis.

Returning a signed 'Order Form' implies a tacit agreement of the "ESC Guidelines for Industry @ Congresses" and the "ESC Guidelines for Industry @ ESC Digital Summit 2019".

The "ESC Guidelines for Industry @ Congresses" is available on escexhibition.org.
The "ESC Guidelines for Industry @ ESC Digital Summit 2019" will be communicated to the participating companies in due course to help with the organisation of the event.

All terms and conditions regarding your participation will be detailed in these Guidelines.

Should you require any further information regarding the application process, please contact us at industry@escardio.org.