

# ESC Guidelines for Industry @ ESC Digital Summit 2019

## **Congratulations**

You have decided to partner the ESC Digital Summit 2019, the ideal opportunity for thought leaders and Digital Health enthusiasts from Europe and beyond to join force in a bid to shape the future of Cardiology.

ESC Digital Summit 2019 will take place in Tallinn, Estonia, a fitting venue with highly developed local eHealth model.

We look forward to working closely with you over the coming months towards a rich and innovative ESC Digital Summit 2019.

## **Thank you for reading these Guidelines**

Please note that a successful application for participation at ESC Congresses implies an acceptance of the requirements contained within these ESC Guidelines for Industry @ ESC Digital Summit 2019, within complementary ESC Guidelines for Industry @ Congresses and in any updates posted on [www.escehhibition.org/ESC-Digital-Summit-2019](http://www.escehhibition.org/ESC-Digital-Summit-2019).

Please carefully note the key deadlines marked at the start of each chapter. To ensure we deliver a successful ESC Digital Summit 2019, we will not be able to deviate from these deadlines.

The ESC Congresses Industry portal: [www.escehhibition.org/ESC-Digital-Summit-2019](http://www.escehhibition.org/ESC-Digital-Summit-2019)

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 ESC Digital Summit 2019. Please contact the following people as necessary for your queries.

## **Exhibition, Industry Sponsored Sessions, Sponsorship:**

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

Ms. Julia Meunier

**Exhibitor Registration:** [groups@escardio.org](mailto:groups@escardio.org)

**Accommodation:** [digitalhealthhotels@escardio.org](mailto:digitalhealthhotels@escardio.org)

**Orders and Industry Relations:** [industry@escardio.org](mailto:industry@escardio.org)

**Any other queries:**

fcalabrese@escardio.org

Mr. Fabrice Calabrese

# Table of contents

## Contents

Booking procedure.....	4
1. Exhibition .....	6
1.1 Key Dates.....	7
1.2 Costs for Exhibition Package .....	7
1.3 Costs for Exhibition Station.....	9
1.4 Stand Assignment .....	9
1.5 Exhibition Schedule.....	10
1.6 Technical Guidelines .....	11
1.7 Safety and Technical Specifications .....	14
1.8 Exhibitor Registration .....	15
1.9 Stand Activity and Promotional Regulations .....	17
2. Industry Sponsored Sessions .....	19
2.1 Key Dates .....	19
2.2 Industry Technology & Innovation sessions (T&I) .....	20
3. Sponsorship.....	25
3.1 Key Dates .....	25
3.2 Assignment of Sponsorship Items.....	25
3.3 Product Advertising.....	26
3.4 Onsite Advertising.....	26
3.5 ESC Digital Summit event visual.....	26
3.6 Product Descriptions and Technical Specifications .....	27
4. Partner Services .....	33
4.1 Group Registration.....	33
4.2 Hotel Services.....	33
4.3 Accrued Points .....	33
5. Finance and Invoicing.....	35
5.1 Exhibition .....	35
5.2 Industry Technology & Innovation Sessions .....	36
5.3 Sponsorship.....	36
5.4 Frustration and Administrative Fees.....	37
6. General Terms and Conditions .....	38

## Booking procedure

Application forms available on the ESC Industry portal: [www.escehhibition.org/ESC-Digital-Summit-2019](http://www.escehhibition.org/ESC-Digital-Summit-2019)

### Application deadlines

1 June 2019                      Stand, Sponsored Sessions and Sponsorship application deadline

### 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 or sponsorship 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 or sponsorship items 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.escehhibition.org](http://www.escehhibition.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 authorised 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.

## 1. Exhibition

1.1 Key Dates.....	7
1.2 Costs for Exhibition Package .....	7
1.3 Costs for Exhibition Station.....	9
1.4 Stand Assignment .....	9
1.5 Exhibition Schedule.....	10
Exhibitions access timetable.....	10
Opening hours.....	10
1.6 Technical Guidelines .....	11
Exhibition location and building information .....	11
Security .....	11
Edge of the stands.....	12
Stand transparency.....	12
Self-standing elements .....	12
Exhibition services.....	12
Internet connection .....	13
Catering.....	13
Logistics.....	13
Delivery address.....	14
Storage .....	14
1.7 Safety and Technical Specifications .....	14
Access for people with reduced mobility .....	14
Fire prevention and crowd safety.....	14
1.8 Exhibitor Registration .....	15
Exhibitor badge categories .....	15
General Exhibitor badge .....	15
Scientific Exhibitor badge.....	15
Exhibitor badge allocation .....	16
Exhibitor badge order .....	16
Work passes .....	17
1.9 Stand Activity and Promotional Regulations .....	17
Stand activities.....	17
Audio & visual activities .....	17
Promotional regulations .....	18

## 1.1 Key Dates

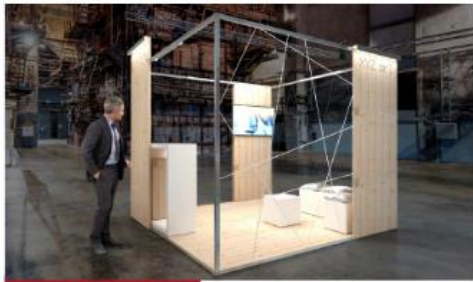
<b>Until 31 May 2019</b>	Cancellation fee 30% of total amount due
<b>From 01 June 2019 to 31 July 2019</b>	Cancellation fee: 50% of total amount due
<b>From 01 August 2019</b>	Cancellation fee 100% of total amount due
<b>20 August 2019</b>	Exhibitor Profile description deadline
<b>8 September 2019</b>	Free Exhibitor badge deadline
<b>9 September 2019</b>	Additional General Exhibitor badge order deadline (€70) – from this date on-site orders only (€85)
<b>15 September 2019</b>	Stand services including graphic deadline - After this date orders, the service cannot be guaranteed.
<b>15 September 2019</b>	All exhibitors must submit their insurance certificates
<b>20 September 2019</b>	Stand activity declaration deadline
<b>5-6 October 2019</b>	<b>ESC Digital Summit 2019</b>

## 1.2 Costs for Exhibition Package

Exhibitors are urged to use the services of the official stand service supplier. 5 attractive stand package designs are available to exhibiting companies:

- Wood package : €9 000
- Fabric package : €9 500
- Light package : €10 000
- Plexy package : €10 000
- Metal package : €10 000

*All prices are excluding VAT*



Wood €9,000



Fabric €9,500



Light €10,000



Plexy €10,000



Metal €10,000

*None of the images or 3D simulations are contractual*

Stand packages are based on multiples of 9m<sup>2</sup>. Each 9m<sup>2</sup> package can be extended in multiples of 3m<sup>2</sup>.

All furniture, internet access, audiovisual equipment and electricity supply over and above the stand package need to be ordered from the ESC official supplier and are billable as extras.

**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



### 1.3 Costs for Exhibition Station

Exhibitors are urged to use the services of the official stand service supplier.  
3 units per station. Price per unit: €5 000 excluding VAT



*None of the images or 3D simulations are contractual*

All furniture, internet access, audiovisual equipment and electricity supply over and above the stand package need to be ordered from the ESC official supplier and are billable as extras.

#### **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

#### **NOTE**

- **No custom stands available**
- **Stand packages are based on multiples of 9m<sup>2</sup>. Each 9m<sup>2</sup> package can be extended in multiples of 3m<sup>2</sup>**

### 1.4 Stand Assignment

For this first edition, stands will be assigned on a first come, first served basis.  
For the next edition Stands will be assigned in accordance with the accrued point ranking.

Please refer to the “ESC Guidelines for Industry @ Congresses” and to “Chapter 4, Partner Services” and “4.3 Accrued Points” of these Guidelines.

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 or size may be requested to ESC before 15 September 2019. To ensure a proper announcement of the stand spaces in the ESC Digital Summit 2019 publications digital tools, any request of change post this date will be subject to prior approval by the ESC. ESC cannot guarantee a positive response.

## 1.5 Exhibition Schedule

Exhibitors and their agencies must strictly adhere to the timelines provided and ensure set-up/decoration 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 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 of no right to refund.

### Exhibitions access timetable

If vehicles accesses are required, vehicles will not be allowed access to the loading bays before the date and time indicated by the Industry team.

### Opening hours

#### Friday 4 October

08:00 – 24:00                      Exhibition build-up for ESC suppliers only

#### 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 ESC sessions or rehearsals held in lecture rooms. If the ESC judges that a disturbance is being cause, 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.**

#### 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

#### IMPORTANT

**Outside of “Exhibition opens” periods, delegates will walk through the exhibition to access lecture rooms. Please note that exhibitors will therefore be responsible for securing their own stands outside these hours; ESC will not seek to manage this traffic and full liability is with the exhibitors regarding any measures related to their stand.**

## 1.6 Technical Guidelines

### Exhibition location and building information

The exhibition accompanying the ESC Digital Summit 2019 as well as the Summit main entrance and Registration area are located on level 1 of the Kultuurikatel – Creative Hub.

### Zone information

- Exhibition Hall shared with Lecture Rooms
- Gross area dedicated to exhibit: 1131m<sup>2</sup>
- Loading doors:
  - Exhibition Hall (the Cauldron Hall) - Transportation door A: 2,8m(w) x 2,3m(h), Transportation door B: 2,1m(w) x 2,4m(h)
  - To the Atrium it is also possible to make the transportation through the Cauldron Hall. The door between the Atrium and the Cauldron Hall: 2,9m(w) x 2,5m(h)
- Concrete covered floors in the Exhibition Halls

### Security

#### Due diligence

All entities involved in ESC Digital Summit 2019 must have adequate insurance to cover claims arising 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 venue.

### **Edge of the stands**

A 30cm inset from the edge of the stand is the minimum vacant margin required by the ESC.

#### **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' 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.

### **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.

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 taken into account 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 taken into account in the calculation of the transparency and therefore will not be considered as obstructive.

#### **Note**

ESC recommends to exhibitors to keep the open sides of their stands as accessible to exhibition traffic as possible.

In cases where that the ESC considers that too many stand elements (lower than 1.4m) do not provide sufficient accessibility to the stand, the ESC reserves the right to request a modification. All costs for modifications must be borne in full by the exhibitor.

### **Exhibition services**

For all your stand service orders and the latest exhibition logistics information, please visit [www.escehhibition.org/ESC-Digital-Summit-2019](http://www.escehhibition.org/ESC-Digital-Summit-2019) .

All stand services can be ordered via the Catalogue available on [www.escehhibition.org/ESC-Digital-Summit-2019](http://www.escehhibition.org/ESC-Digital-Summit-2019).

For further information on services available, please contact:

StudioArancio - Davide Zannoni  
Email: [congress@studioarancio.net](mailto:congress@studioarancio.net)

### **Internet connection**

With the explosion of wireless-enabled devices (smartphones and tablets), the Wi-Fi network availability during ESC Congresses 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.

### **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 the ESC Digital Summit 2019 is Carmen Catering 1997.

### **Logistics**

Transport regulations/handling  
The official forwarder for ESC Congresses is:  
Fairexx Logistics for Exhibitions GmbH  
Email: [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.

[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 buildup and dismantling using the form available on [www.escehhibition.org/ESC-Digital-Summit-2019](http://www.escehhibition.org/ESC-Digital-Summit-2019).**

### **Delivery address**

The address for all deliveries will be made available in the Fairexx freight forwarder manual available online on [www.escehhibition.org/ESC-Digital-Summit-2019](http://www.escehhibition.org/ESC-Digital-Summit-2019). Note that this will be the only delivery address to be used for consignments delivered direct to Kultuurikated – Creative Hub. Venues representatives are not entitled to receive goods on behalf of exhibitors.

### **Storage**

Empty packing cases must be removed from the exhibition halls by 20:00 on Friday 4 October 2019. 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.

## **1.7 Safety and Technical Specifications**

Please refer to the ESC Guidelines for Industry @ Congresses and venue' Rules and Regulations available on [www.escehhibition.org/ESC-Digital-Summit-2019](http://www.escehhibition.org/ESC-Digital-Summit-2019).

### **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 ESC Congresses, 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/items 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) are 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.

### **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 build-up 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.

## **1.8 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 ESC Digital Summit 2019 Scientific Sessions
- Access to Industry Sponsored Sessions of affiliated company
- No accreditation
- Electronic version of the Final Programme on Mobile App and Website
- Opportunity to purchase additional General Exhibitor badges
- 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 ESC Digital Summit 2019 Scientific Sessions
- Access to Industry Sponsored Sessions
- 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 the stand type. An Exhibitor choosing to order several stands, should be aware that each stand will be considered as separate stand.

Stand size between	General Exhibitor badges	Scientific Exhibitor badges
9 m2 stand package	5	2
Exhibition station unit	3	2

### 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 taken into account.

#### 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

Additional General Exhibitor badges may be pre-ordered at the early fee of €70 (excl. VAT) per badge before 8 September 2019.

From 9 September 2019, additional General Exhibitor badges orders will be handled on site at a fee of €85 (excl. VAT).

Badge fees (All fees excl VAT)		
Early fee	until 8 September 2019	€70
Name change	until 8 September 2019	€35
On-site fee	from 9 September 2019	€85
General Exhibitor badge	On-site name change	€85
	Lost badge	€85



Scientific Exhibitor badge	On-site name change	€40
	Lost badge	€85

### Work passes

In the interest of safety, only those individuals directly responsible for the build-up/decoration 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/decoration and dismantling time.

## 1.9 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 cause, 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.**

### **Promotional regulations**

#### **Items which may be advertised**

It is prohibited to advertise goods and services which have not been admitted to ESC Digital Summit 2019 or to make publicity for organisations which do not occupy stand space. 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 .....	19
2.2 Industry Technology & Innovation sessions (T&I) .....	20
Time slot and costs .....	20
What is included in the cost?.....	20
Lecture room set-up .....	21
Lecture room access .....	21
Assignment of Technology & Innovation sessions .....	21
Preparing Industry T&I sessions scientific programmes.....	22
Submitting your scientific programme .....	22
Approval of scientific programmes.....	22
ESC Faculty management Policy .....	22
Industry T&I Session Faculty management Policy .....	22
Preparing Industry Technology & Innovation session requirements .....	22
Badges, right of admission reserved.....	23
Speaker Service Centre (SSC) .....	23
Overflow.....	23
Catering.....	23
Extra services .....	23
Promotional regulations .....	23

### 2.1 Key Dates

<b>Until 31 May 2019</b>	Cancellation fee 30% of total amount due
<b>From 01 June 2019 to 31 July 2019</b>	Cancellation fee: 50% of total amount due
<b>From 01 August 2019</b>	Cancellation fee 100% of total amount due
<b>5 August 2019</b>	Deadline for receiving complete scientific programmes
<b>During September 2019</b>	Notification of scientific programmes approval

**September 2019**

Deadline for approval of promotional materials (invitations/flyers) by ESC

**5-6 October 2019**

**ESC Digital Summit 2019**

## 2.2 Industry Technology & Innovation sessions (T&I)

Companies are invited to organize 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 can be organised by exhibiting or non-exhibiting companies and must be open to all registered delegates.

Industry T&I are organised within the congress centre in fully furnished and AV equipped lecture rooms.

Industry T&I should fit in the standard time unit of a 30-minute or 60-minute session.

### Time slot and costs

Date	Timeslot	Duration	Exhibitor Price	Non-Exhibitor Price
<b>Saturday</b>				
	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
<b>Sunday</b>				
	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*

### What is included in the cost?

- Lecture room rental
- Standard lecture room set-up
- Promotional package
  - 1 Advert
  - 1 Weblink
  - 1 Information Screen
- 1 room hostess
- Access and use of audiovisual equipment in lecture room

- Dedicated listing in the Scientific Programme & Planner and Mobile App
- 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:

- 3 General Exhibitor Badges
- 2 Scientific Exhibitor Badges

### **Lecture room set-up**

2 T&I sessions rooms available:

- Innovation & Technology Hub: Open room with a capacity of up to 50 pax located in the exhibition area for 30 minutes Industry T&I
- Main room: Regular lecture room with a capacity of up to 450 pax located on level 2 for 60 minutes Industry T&I

#### Innovation & Technology Hub:

- Chairs arranged in theater-style
- Stage set-up: 6m x 2m x 20cm
- 1 x screen and projector for PinP projections
- 1 x technician
- 1 x 65" Overflow/information screen intergraded in entrance gate (room gate monitor)
- 1 x ESC room hostess

#### Main room:

- Chairs arranged in theater-style
- Stage set-up: 12m x 3m x 40cm
- 3 x screen and 3 15K lumens projector for PinP projections 5mx 3m (2 screen) and 7,5mx 4,3m (1 main Screen)
- 1 x technician
- 2 x 65" Overflow/information screen intergraded in entrance gate (room gate monitor)
- 1 x ESC room hostess

#### **Note**

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

### **Lecture room access**

Industry T&I 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.

### **Assignment of Technology & Innovation sessions**

For this first edition, Industry T&I sessions will be assigned on a first come, first served basis.

For the next edition Industry T&I sessions will be assigned in accordance with the accrued point ranking.

Please refer to the “ESC Guidelines for Industry @ Congresses” and to “Chapter 4, Partner Services” and “4.3 Accrued Points” of these Guidelines.

### **Preparing Industry T&I sessions scientific programmes**

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

### **Submitting your scientific programme**

By 5 August the complete scientific programme of Industry Sponsored Sessions must be sent to the ESC. The scientific programme must be typed on the appropriate form available sent by email from the ESC Scientific Department.

Should you have any additional questions please do not hesitate to contact us at [industryprogramme@escardio.org](mailto:industryprogramme@escardio.org)

#### **Note**

- Industry Sponsored Sessions are announced in all publications as “sponsored by company X”. Sessions’ sponsor can use a different wording to announce the session on promotional material. The ESC approval is mandatory.

- Sponsored sessions’ chairperson(s):

No Chairperson required for 30-minute Industry T&I.

1 mandatory for 60-minute Industry T&I.

### **Approval of scientific programmes**

The content and scientific programme of Industry T&I sessions must be reviewed and approved by the Chairperson of the Congress Programme Committee (CPC) who will confirm/ascertain the scientific value of Industry T&I sessions. This review will take place in September 2019. Approval or suggestions for changes by the CPC Chairperson will be communicated to the Industry T&I sessions sponsors. These recommendations must be taken into consideration.

Changes in the scientific programmes content cannot be made without the specific approval of the Congress Programme Committee (CPC).

### **ESC Faculty management Policy**

Faculties involved in the ESC scientific and educational programme benefit from free registration, Hotel accommodation, travel expenses and extras remain the responsibility of the faculty member. (ESC travel policy applies).

### **Industry T&I Session Faculty management Policy**

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

### **Preparing Industry Technology & Innovation session 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 T&I 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 T&I Sessions of the organising company during the summit 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 Summit.*

### **Speaker Service Centre (SSC)**

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

The Speaker Service Centre will be open as follows:

<b>Date</b>	<b>Times</b>
Friday 4 October 2019	16:00 - 18:00
Saturday 5 October 2019	09:00 - 18:00
Sunday 6 October 2019	08:00 - 16:00

### **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 ESC Digital Summit 2019 is Carmen Catering 1997.

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

<b>Date</b>	<b>Times</b>
Saturday 5 October 2019	from 19:00
Sunday 6 October 2019	from 16:00

### **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 on [www.escexhibition.org/ESC-Digital-Summit-2019](http://www.escexhibition.org/ESC-Digital-Summit-2019).

### **Promotional regulations**

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

**Invitations**

Invitations can be distributed at the entrance of the assigned lecture rooms or in direct vicinity of the assigned open rooms, 30 minutes before the beginning of the session.

- Invitations should not be distributed anywhere else in the building.
- Invitations should not exceed the maximum size A4 (21 X 29.7cm).

**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) or in direct vicinity of the assigned open rooms, 1 hour before the sessions start. It is forbidden to place roll-ups anywhere else in the building other than on the booth.

**Items for distribution**

Industry T&I 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.escehhibition.org/ESC-Digital-Summit-2019](http://www.escehhibition.org/ESC-Digital-Summit-2019).



### 3. Sponsorship

3.1 Key Dates .....	25
3.2 Assignment of Sponsorship Items.....	25
3.3 Product Advertising.....	26
3.4 Onsite Advertising.....	26
3.5 ESC Digital Summit event visual.....	26
3.6 Product Descriptions and Technical Specifications .....	27

#### 3.1 Key Dates

Until 31 May 2019	Cancellation fee 30% of total amount due
From 01 June 2019 to 31 July 2019	Cancellation fee: 50% of total amount due
From 01 August 2019	Cancellation fee 100% of total amount due
2 September 2019	Deadline to submit first content for Mobile App sponsor (Logo and an “about sponsor”)
9 September 2019	Deadline to submit weblink advert (Industry Sponsored Session)
16 September 2019	Deadline to send visuals for eBlast emailing dates 4 and 5 October
1 October 2019	Deadline to send visuals for eBlast emailing date 16 October
<b>5-6 October 2019</b>	<b>ESC Digital Summit 2019</b>

#### 3.2 Assignment of Sponsorship Items

For this first edition, sponsorship items will be assigned on a first come, first served basis.

For the next edition sponsorship items will be assigned in accordance with the accrued point ranking.

Please refer to the “ESC Guidelines for Industry @ Congresses” and to “Chapter 4, Partner Services” and “4.3 Accrued Points” of these Guidelines.

### 3.3 Product Advertising

Unless specifically noted in § 3.6 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.essexhibition.org/ESC-Digital-Summit-2019](http://www.essexhibition.org/ESC-Digital-Summit-2019) .

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

### 3.5 ESC Digital Summit event visual

A specific version of the ESC Digital Summit 2019 event visual (picto) is provided for facultative use by our Industry Partners to promote their activities. This picto is the only ESC Digital Summit 2019 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 ESC Congress 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 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.escehhibition.org/ESC-Digital-Summit-2019](http://www.escehhibition.org/ESC-Digital-Summit-2019)

#### **AUGUST 2019**

##### **Onsite Advertising**

**26/8/2019**

*ESC permits product advertising for exhibition adverts only*

Deadline to submit visuals: **26 August 2019**

#### **SEPTEMBER 2019**

##### **Mobile App Splash Advert & Push Notifications**

**2/9/2019**

*No product advertising*

A virtual 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 Industry Sponsored Session 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 ESC Digital Summit 2019 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 Industry Sponsored Session in the mobile app.

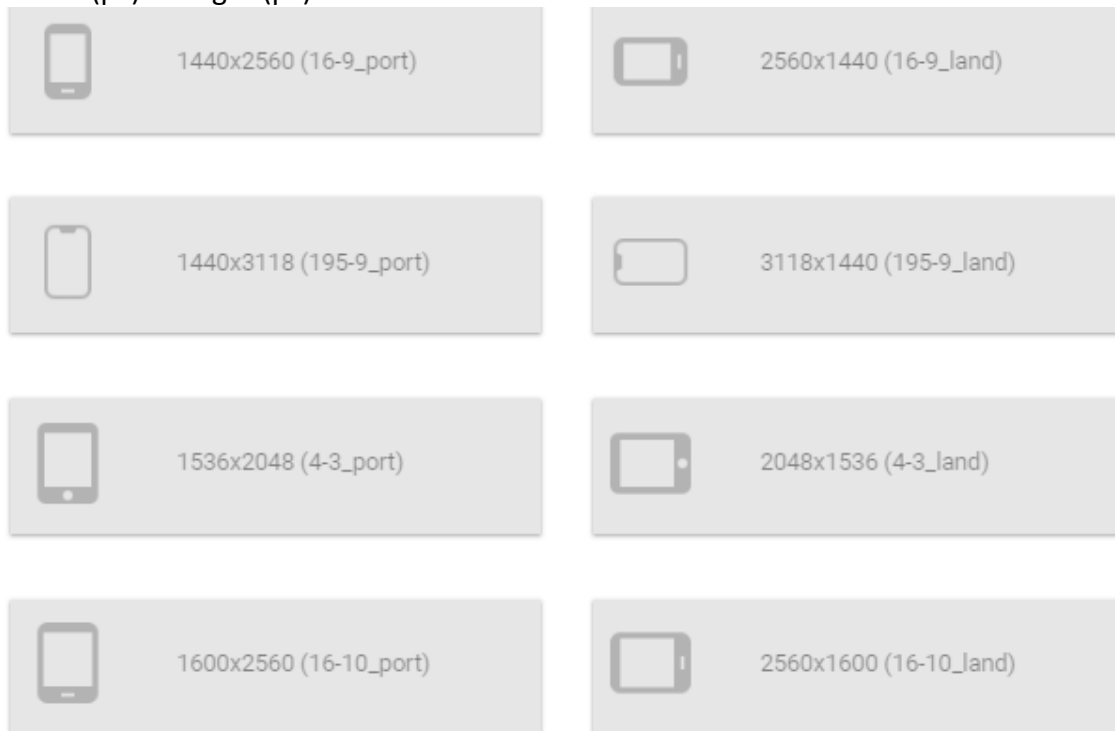
Deadline for application: **2 September 2019**

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)



### **Mobile App**

**3/9/2019**

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

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. Sponsors activities are highlighted within the App.

The colours to be used are the ones from the ESC Branding Guidelines:

- ESC Red: Pantone 187 - CMYK 7/100/82/26 - RGB 174/16/34 – Hex AE1022 – RAL 3002
- White: Pantone White - CMYK 0/0/0/0 - RGB 255/255/255 – Hex FFFFFFFF – RAL 9003
- Black: Pantone Black - CMYK 0/0/0/100 - RGB 0/0/0 – Hex 000000 – RAL 9005
- Dark Grey: Pantone Cool Grey 8 - 0/0/0/60 - RGB 135/135/135 – Hex 878787 – RAL 7042
- Light Grey: Pantone Cool Grey 3 - 0/0/0/25 - RGB 208/208/208 – Hex D0D0D0 – RAL 7047

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 sponsor will be acknowledged on the home menu. 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.

Available to delegates as of end of July 2019.

### **3 September:**

- 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 button.

Supply up to 4 pictures (each image must be in PNG or JPEG - whichever gives the best quality at small file size - 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),
- Contact [Mobile App Sponsor's name] (provided by Mobile App Sponsor)

### **Weblink**

**9/9/2019**

*No product advertising permitted*

Create an invitation in pdf or jpg format to invite delegates to your Industry Sponsored Sessions from the ESC Digital Summit 2019 Scientific Programme & Planner (SP&P). This invitation will communicate your congress message to delegates online.

Deadline to submit visual: **9 September 2019**

PDF or JPG PAGE:

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

### **Industry Sponsored Sessions Display Screen**

**9/9/2019**

*No product advertising permitted*

Distinguish your educational sessions by broadcasting an advertisement on the large information screen located near the Registration Area. The display screen will attract immediate delegate attention and ensure additional visibility for your session. No complete advertisement of the exhibition space and activities can be made.

Deadline to submit visuals: **9 September 2019**

Artwork on Power Point Presentations (Office 2007 or 2010)

- Video in Power Point Presentations allowed
- Resolution : 1920 x 1080 pixels
- Format : 16/9
- Duration: 30" (if multiple slides, timing must be included into presentation)

Important

ESC standard format for speaker slides is 16:9

### **eBlast – Pre-congress**

**16/9/2019**

*No product advertising*

Reach out to ESC Digital Summit 2019 pre-registered delegates prior the congress via an electronic invitation to your exhibition space, or Industry Sponsored Sessions. The eBlast is an ideal way to highlight your congress activities and your association with ESC Digital Summit 2019.

A customised mailing created exclusively will be mailed to pre-registered delegates from our database, and who have agreed to receive communications from the ESC (according to European data protection regulations) on 04, 05 October 2019.

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

Deadline for 4 and 5 October eBlasts: **16 September 2019**

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.

Hyperlinks permitted only 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.escehhibition.org/ESC-Digital-Summit-2019](http://www.escehhibition.org/ESC-Digital-Summit-2019)

### **Webcast**

**15/09/2019**

*No product advertising permitted*

Optimise your investment and extend the reach of your Satellite Symposia by reaching out to a wider audience after the congress on the ESC 365 Platform.

**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: **25 September 2019**. 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 page 21)
- 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 Digital Summit 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.

Deadline for application: **15 September 2019**

#### **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 [digitalhealthservices@escardio.org](mailto:digitalhealthservices@escardio.org) before the deadline: 25 September 2019.**

## OCTOBER 2019

### eBlast – Post-congress

1/10/2019

#### *No product advertising*

Reach out to ESC Digital Summit 2019 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 ESC Digital Summit 2019.

A customised mailing created exclusively will be mailed to healthcare professionals on 16 October 2019. Due to the limited number of electronic invitations, be sure to reserve early.

Deadline for 16 October eBlast: **1 October 2019**

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

Hyperlinks permitted only 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.escehibition.org/ESC-Digital-Summit-2019](http://www.escehibition.org/ESC-Digital-Summit-2019)



## 4. Partner Services

4.1 Group Registration.....	33
4.2 Hotel Services.....	33
4.3 Accrued Points .....	33

### 4.1 Group Registration

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

#### **Deadlines**

5 August 2019	Early Fee Registration Deadline
9 September 2019	Late Fee Registration Deadline

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

### 4.2 Hotel Services

Companies participating to ESC Digital Summit 2019 may wish to make group hotel reservations for employees and invited guests.

For information and requests, please contact by email [digitalhealthhotels@escardio.org](mailto:digitalhealthhotels@escardio.org) or visit the hotel accommodation section on the ESC Digital Summit 2019 web page [www.escardio.org/Congresses-&-Events/ESC-Digital-Summit/Hotels-and-Transport](http://www.escardio.org/Congresses-&-Events/ESC-Digital-Summit/Hotels-and-Transport)

### 4.3 Accrued Points

The Accrued Point System was established to recognise long term investment in ESC Congresses. Points are accumulated from the last four editions of selected congresses (ESC Congress, EHRA Congress, Heart Failure Congress, EuroEcho Congress) and products are then assigned on a priority basis in line with the ranking.

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

Recent advances in healthcare have given Digital Health a prominent role in modern and future healthcare delivery.

With this in mind, we have decided to value investment from Industry Partners in the area by creating a dedicated Digital Health Accrued Point Ranking which offers:

## Key Benefits



Recognition of your Digital Health Investments



Priority Status for future Digital Health orders



Accrue points across multiple events

\*Applicable for all ESC Digital Summit orders as well as ESC Congress Digital Health Area Exhibition items.

**The Digital Health Accrued Point Ranking will run alongside the Accrued Point Ranking currently in place at ESC events:**

### ESC Accrued Point Systems - How do they work?

**SCOPE: What does this change for industry partners?**  
From now on, Industry investment at ESC events shall be accounted for as follows:

	Regular Accrued Point System	Digital Health Accrued Point System
Digital Health Area @ ESC Congress	✓	✓
ESC Digital Summit	✗	✓
Points doubled for dedicated Digital Health products <sup>1</sup> (2019 only)	✓	✓
Priority status for ESC Digital Summit + Digital Health Area @ ESC Congress	✗	✓
Priority Status for all other ESC Congresses	✓	✗

1 - Applicable for all ESC Digital Summit products & Digital Health Area at ESC Congress (Exhibition only)

Points will be accrued from ESC Congress 2019 and ESC Digital Summit 2019 in Tallinn. The ranking will therefore come into effect from ESC Congress 2020 onwards.

This new Digital Health Accrued Point Ranking will be updated after each ESC event with a Digital Health component (i.e Digital Health Area at ESC Congress, ESC Digital Summit) and will ensure that your current investments are fully recognised in order to support long term collaboration between the ESC and our valued Partners.

## 5. Finance and Invoicing

5.1 Exhibition .....	35
Invoicing .....	35
Cancellation policy .....	35
5.2 Industry Technology & Innovation Sessions .....	36
Invoicing .....	36
Cancellation policy .....	36
5.3 Sponsorship.....	36
Invoicing .....	36
Cancellation policy .....	36
5.4 Frustration and Administrative Fees.....	37

It is the ESC's policy that all invoices be paid by the date indicated on the invoice or before the opening of the summit on 4 October 2019, should this date fall first.

### **Value added taxation**

Estonian 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 4 October 2019.

#### **Cancellation policy**

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

- 30% until 31 May 2019
- 50% from 1 June 2019 to 31 July 2019
- 100% from 1 August 2019

Cancellation fees will be charged despite unprocessed payments.

Cancelling your exhibition space will mean:

- Pay the non-exhibitor fee for your Industry T&I sessions.
- Cancelling your Sponsorship items if no Industry T&I sessions has been ordered
- Loose your Exhibitor rights, which includes Exhibitor badge allocation (General Exhibitor and Scientific Exhibitor).

## 5.2 Industry Technology & Innovation Sessions

### Invoicing

- Industry T&I sessions will be invoiced for the requested service following confirmation of your time slot.
- Payment for Industry T&I Sessions must be made within the payment deadline (30 days from date of invoice) and latest by 4 October 2019.

### Cancellation policy

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

- 30% until 31 May 2019
- 50% from 1 June 2019 to 31 July 2019
- 100% from 1 August 2019

Cancellation fees will be charged despite unprocessed payments.

Cancelling your non-exhibitor Industry T&I session will mean lose your Industry T&I 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 4 October 2019.

### Cancellation policy

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

- 30% until 31 May 2019
- 50% from 1 June 2019 to 31 July 2019
- 100% from 1 August 2019

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 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 €70 + 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 summit completely or in part for any period, or to cancel the summit.**

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 summit and location only. If, for any reason, ESC Digital Summit 2019 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.