



EUROPEAN
SOCIETY OF
CARDIOLOGY®

Lead Management at ESC Congress 2012

- using **your own** tracking software & hardware
- measure your RoI at the ESC Congress with your own tools

Does your company have its own lead tracking solution for events? Are you looking for a way to use your company's own lead management system(s) in conjunction with ESC Congress registration protocol?

ESC is pleased to announce a facility to read and access information from ESC delegate badges in real time, enabling your exhibit or symposium staff to store, edit and amend delegate data using your own hardware and software.

How does it work?

The service allows your company's system to query ESC's registration database over the internet, so that each time your staff member scans a badge they receive the contact details relating to that specific delegate badge within your own system. That means your staff use your company's own badge readers and CRM or Sales Management software to read, edit, save and use delegate contact data together with interrogative responses. The registration database is updated every 15 minutes with new registrations to ensure data is as up to date and complete as possible.

A cable connection is required to operate this system.

How much does it cost?

To access this service will cost €3500 + VAT.

Why would I use this service?

If your company visits many events and has invested in lead management technology, then this service will allow your staff to use your own tools to manage relationships established or maintained at ESC Congress 2012, saving training time and making your contact management process more efficient. It will also allow you to make easy comparisons between contacts managed at ESC Congress 2012 and those made at other events.

Does this replace the wireless badge readers offered by ESC?

No, the wireless badge readers will still be available for companies without their own lead management technology or with a need for a 'stand-alone' tracking solution.

How do I sign up?

Below, the terms of the offer and technical requirements – once you are happy these meet your business needs, simply complete the sign-up form on page 3 and fax it back to us before the deadline: **1 June 2012.**

Fax: +33 492 947 626

Can I simply buy the ESC registration database?

No, ESC does not sell delegate profile information without each delegate's consent. The action of allowing a badge to be scanned implies consent from the delegate to share their contact information. This ethical and legal understanding regarding the sharing of personal data will be reproduced clearly on-site at the Congress.



Terms of offer and technical requirements

The following specific guidelines apply to the Congress Real Time Delegate Information.

At the ESC Congress 2012, the ESC provides a real-time access to the delegate information through a standard interface implemented as a XML Web Service.

1. The industry partner will implement a programme to consume 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.
2. The industry partner will be accessing the interface via an Internet connection, which must be rented directly from the congress venue. It is the responsibility of the industry partner to ensure that the connection will be available for the congress period. **A cable connection is required to operate this system.**
3. An account will be created for each industry partner to get access to the interface.
4. When a delegate is scanned, the industry partner's lead management system will send a request to the interface including the industry partner account information and the delegate badge reference scanned. The industry partner commits to only retrieve information for delegates who are scanned on his/her stand, and conforming to the data protection laws (CNIL code).
5. The interface will send back the delegate information as a XML message.
6. The industry partner lead management system must store the returned information.
7. The industry partner accepts its legal & ethical obligation not to share resulting contact data without the consent of the delegate, and also to respect the integrity of the ESC registration database.
8. The industry partner understands and accepts that ESC is not responsible for the accuracy of information supplied by delegates, their sponsors or agents of sponsoring entities.

Implementation assistance

The ESC will provide the industry partner with a technical document detailing the offer and a test environment.

Service support during the congress

For its services, the ESC strives to:

- Intervene on software issues within 2 hours during the congress period*.

* The ESC technicians are available from Thursday 23 August till Tuesday 28 August (09:00 to 18:00).
Exhibition opens on Saturday 25 August 2012

The ESC is not liable for the Internet connection, which is rented from the congress venue. This SLA relates solely to the ability to connect to ESC systems and receive data in the fashion described within this document.

Disaster Recovery

Because of the various parties involved in the solution, the ESC highly recommends that the industry partner lead management system stores all delegate badge references that are scanned.

This is a prerequisite of the solution to guarantee that the delegate information can be provided after the congress to the industry partner in case a technical problem occurs. The ESC will keep track of all requests that are made by the industry partner system. This data will be used in the context of this disaster recovery plan and under no circumstance will data or logs be shared with person(s) not working for ESC.



Please return this form to: ESC / Industry Services Dept. The European Heart House,
2035 Route des Colles, Les Templiers, BP 179, 06903 Sophia Antipolis
Tel: +33-(0)4 92 94 86 83, Fax: +33-(0)4 92 94 76 26, e-mail: exhibition@escardio.org

ESC CONGRESS 2012 – CONGRESS REAL TIME DELEGATE INFORMATION SERVICE

Application Form Deadline: 1 June 2012

ORGANISING COMPANY			
Company Name:		Contact Person:	
Address:			
Postal code:	City:	Country:	
Tel:	Fax:	E-mail:	
APPOINTED AGENCY (if any)			
Agency Name:		Contact Person:	
Address:			
Postal code:	City:	Country:	
Tel:	Fax:	E-mail:	
ACCOUNTING DATA (please supply a Purchase Order number if required on invoice and VAT number if a European company)			
Company or Agency to be invoiced:		Contact Person:	
Tel:	Fax:	E-mail:	
Invoicing Address:		VAT N°:	
		PO N°:	
Postal code:	City:	Country:	

Organising Company

Applications for all congress activity must be submitted by the company under whose name each activity is to be organised. We would like to draw your attention to the fact that the correspondence for the above items should be made exclusively between this company and the ESC. The company is responsible for communicating any relevant documents to its staff and appointed agencies.

Appointed Agency

Companies should inform the ESC, in writing, which agency is appointed to coordinate its lead management systems. This appointed 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.

I understand and accept the terms & conditions of this offer, including my Company's legal and moral obligation to respect the privacy of individuals as outlined by the CNIL Code in France. I am authorized to sign this form on behalf of the Company.

Date:	Contact Name:	Signature:
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***Disclosure of Information and Marketing:** The ESC complies with EC directives, and is registered under the data protection laws in France, and takes all reasonable care to prevent any unauthorized access to your personal data. Our ESC staff and contractors have a responsibility to keep your information confidential. The ESC does not sell, trade, or rent your personal information to others. We may supply your information to trusted ESC contractors to perform specific services. Otherwise, we do not disclose personal information to any other person or organization without your consent. If you are a delegate at an ESC organised Congress or meeting, when you visit exhibiting company stands, presenting your badge may enable them to retrieve the following personal data: first name(s), last name(s), address, telephone, fax, email, and professional activity information. In accepting, the ESC terms of sale, the exhibitor undertakes to indemnify the ESC against any and all losses resulting from the inappropriate use of this service or the actions/inactions of its staff".