ESC CONGRESS
BARCELONA 2017
Where the world of
cardiology comes together

26 – 30 August
www.escardio.org/ESC2017

Lead Management at ESC Congress 2017

– 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.
An internet 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 2017, 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 2017 and those made at other events.

What about the badge scanners?

2 possibilities:
* In order to benefit from the ESC Badge Lead Management System, you will have to supply your own system and wired badge scanners to the supplier of your choice. You may order the wired badges to our official supplier Leni. But please note that LENI cannot supply the system, only the wired badge readers. http://www.escexhibition.org/ESC2017/Sponsorship/
* If you do not wish to benefit from the ESC Badge Lead Management System and need "stand-alone" tracking solution, you are able to order wireless badge scanners from the ESC official supplier LENI.
  http://www.escexhibition.org/ESC2017/

NB: Wireless badge scanners are not compatible with the ESC Badge Lead Management System.

How do I sign up?

Below, you will find the terms of the offer and technical requirements – if these meet your business needs, simply complete the eform on our web page http://escardio.force.com/industry

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 and technical requirements

At the ESC Congress 2017, 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. The scanner is not included in the system it is possible to rent one through ESC services.**

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 3 hours during the congress period*.
* *The ESC technicians are available from Saturday 26 August until Tuesday 30 August 2017 (09:00 to 18:00).*

Exhibition opens on Saturday 26 August 2017

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.