

ESC Congress Amsterdam 2020

Bringing the world of cardiology together

29 August - 2 September



**ESC Guidelines
for Industry @
ESC Congress
2020**

www.escardio.org/ESC2020
#ESCcongress

 **ESC**
European Society
of Cardiology



ESC Guidelines for Industry @ ESC Congress 2020

Congratulations

You have decided to partner the ESC Congress, the world's largest conference in cardiovascular medicine.

ESC Congress 2020 will take place in the city of Amsterdam from 29 August to 2 September 2020. Over these 5 days, you will have a unique opportunity to exchange with leading cardiologists from across the globe.

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

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 Congress 2020, within complementary ESC Guidelines for Industry @ Congresses and in any updates posted on www.essexhibition.org/ESC2020.

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

The ESC Congresses Industry portal: www.essexhibition.org/ESC2020

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 Congress 2020. Please contact the following people as necessary for your queries.

Exhibition:
exhibition@escardio.org
Ms. Julia Meunier
Mr. Axel Browne

Digital Health Area
exhibition@escardio.org
Ms. Julia Meunier

Industry Sponsored Sessions:
satellite@escardio.org
Ms. Gisela Valky-Pons

Sponsorship:
sponsorship@escardio.org
Ms. Abir Ghorab
Ms. Lisa Merolli

Rooms at ESC:
roomservices@escardio.org
Mr Axel Browne

Exhibitor Registration:
groups@escardio.org

Accommodation:
escgrouphotels@escardio.org

Orders and Industry Relations:
industry@escardio.org

Any other queries:
fcalabrese@escardio.org
Mr Fabrice Calabrese

Booking procedure

Application forms available on the ESC Industry portal: www.essexhibition.org/ESC2020

Application deadlines

15 November 2019	Stand application deadline for Top 10-point holders
15 December 2019	Stand application deadline for Top 11 to 20-point holders Satellite Symposium - Experts on the Spot application deadline for Top 10-point holders Sponsorship application deadline with priority status
15 January 2020	Stand, Sponsored Sessions and Rooms at ESC application deadline with priority status

Note

The invoice will be issued by

ESC - European Society of Cardiology 2035 route des Colles CS 80179 BIOT, 06903 Sophia Antipolis, Cedex FRANCE

Signature of the order form constitutes establishment of the contract between the sponsor and the ESC. A stand assignment, sponsored sessions, sponsorship or rooms at ESC confirmation and an invoice will be sent to the sponsor by email only. Should the confirmation differ from the order form, the details of the confirmation prevail unless the sponsor protests in writing within two weeks of the date indicated on the confirmation email.

Appointed agency

- Sponsors should inform the ESC, in writing, which agency is appointed to conduct its affairs. Requests from unknown agencies will not be taken into account.
- Applications for stand spaces, session' time slots, sponsorship items or rooms at ESC must be submitted by the sponsoring industry. Correspondence should be made exclusively between this company and the ESC.
- It is not the role of any agency to make initial enquiries or reservations with the ESC independently of the sponsoring industry.
- The named agency cannot fully act as if it were the company itself and the company will continue to be held entirely responsible and accountable for activities organised in its name by its agency.
- The ESC has created ESC Guidelines for Industry @ Congresses as an essential tool on how to host Industry activities. It is obligatory that every appointed agency read these Guidelines and all other documents posted on www.essexhibition.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.

Table of contents

1.	Exhibition	7
1.1	Key Dates	8
1.2	Cost for Stands Space Only	9
1.3	Stand Assignment	9
1.4	Exhibition Schedule	10
1.5	Technical Guidelines	12
1.6	Safety and Technical Specifications	19
1.7	Exhibitor Registration	20
1.8	Stand Activity and Promotional Regulations	22
1.9	Digital Health Area	24
2.	Industry Sponsored Sessions	29
2.1	Key Dates	30
2.2	Satellite Symposia	31
2.3	Satellite Symposia - Experts on the Spot	34
2.4	Practical Tutorials	35
2.5	General Rules Governing Industry Sponsored Sessions	38
2.6	Preparing Industry Sponsored Sessions scientific programmes	41
3.	Sponsorship	45
3.1	Key Dates	46
3.2	Assignment of Sponsorship Items	47
3.3	Product Advertising	47
3.4	Onsite Advertising	47
3.5	ESC Congress Event Visual	47
3.6	Official Names of our Congresses	48
3.7	Product Descriptions and Technical Specifications	48
4.	Partners Services	61
4.1	Key Dates	62
4.2	Rooms at ESC	63
4.3	Industry Coach Parking	66
4.4	Group Registration	66
4.5	Hotel Services	66
4.6	Accrued Points	67
5.	Industry Press Activities and Media Policy	69
5.1	Overall Regulations	70
5.2	Media and Embargo Policy	70
5.3	Photo / Video / Audio Recording Rules	70
5.4	Request for Early Disclosure of Information	71
5.5	Registration & Access	72
5.6	Press Materials Review	72
5.7	Press Materials Charter	72
5.8	Industry Press Conference	73
5.9	Industry Press Display Rack	74
5.10	Communications & Promotion	75
5.11	Termination - Breach	75
6.	Finance and Invoicing	76
6.1	Exhibition	77
6.2	Industry Sponsored Sessions	77
6.3	Sponsorship	78
6.4	Rooms at ESC	78
6.5	Facilities Allocated to Industry Press Activities	78
6.6	Frustration and Administrative Fees	79

Contents

1.1	Key Dates.....	8
1.2	Cost for Stands Space Only	9
1.3	Stand Assignment.....	9
1.4	Exhibition Schedule.....	10
	Construction schedule.....	10
	Exhibition access timetable.....	10
1.5	Technical Guidelines.....	12
	Exhibition location and building information	12
	Stand construction	12
	Suspension points.....	12
	Hanging components	13
	Security	13
	Stand module - Shell scheme stand.....	13
	Custom stand design.....	14
	Health & Safety certification	14
	Stand types.....	14
	Stand design approval	15
	Stand height allowance.....	15
	Edge of the stands	16
	Line of sight.....	16
	Stand transparency	16
	Walls erected on stands.....	16
	Self standing elements	17
	Exhibition services.....	17
	Logistics	18
1.6	Safety and Technical Specifications.....	19
	Access for people with reduced mobility	19
	Fire prevention and crowd safety	19
	Insurance.....	20
1.7	Exhibitor Registration	20
	Exhibitor badge categories.....	20
	Exhibitor badge allocation	21
	Exhibitor badge order	21
	Work passes.....	22
1.8	Stand Activity and Promotional Regulations.....	22
	Stand activities	22
	Promotional regulations.....	23
1.9	Digital Health Area	24
	What is the Digital Health Area.....	24
	Eligibility.....	24
	Conditions for eligible applications	24
	Costs of digital health stand space only.....	26
	Digital health stand package.....	26
	Custom stand design.....	27
	Pre-congress preparation	27

15 November 2019	Application deadline for Top 10-point holders
Until 30 November 2019	Cancellation fee: 10% of total amount due
From 1 December 2019 to 29 February 2020	Cancellation fee: 50% of total amount due
15 December 2019	Application deadline for Top 11 to 20-point holders
15 January 2020	Application deadline with priority status
From 1 March 2020	Cancellation fee: 100% of total amount due
Until 31 March 2020 for the reduced rate)	Stand rental @ early fee (€420/m ² and €270/m ²)
From 1 April 2020	Stand rental @ late fee (€460/m ² and €300/m ² for the reduced rate)
24 April 2020	Exhibitor Profile deadline
11 May 2020	Deadline for stand design submission. All exhibitors must submit their insurance certificates. For custom stands, risk assessments and method statements are requested for all structures.
17 July 2020	Free Exhibitor badge deadline
17 July 2020	Stand activity declaration deadline
29 July 2020	Stand services deadline - After this date, the early bird discount will no longer apply and services cannot be guaranteed.
10 August 2020	Additional General Exhibitor badge order deadline
23 August 2020	Stand services deadline - After this date, last minute orders will incur and extra cost and services cannot be guaranteed.
29 August - 2 September 2020	ESC Congress 2020



Important

Special attention should be paid to theft within the Congress grounds. During build-up, public opening hours and breakdown, the ESC is responsible for the general security of the congress grounds and access control. This security does not under any circumstances cover exhibitors' goods or belongings. Therefore, the ESC and the RAI Amsterdam accept no liability for the theft of materials or objects left on the stands, lecture rooms, meeting rooms, practical tutorials rooms and industry welcome desks, etc... nor of belongings which are the private property of exhibitors, their employees or persons reporting to them.

1.2 Costs for Stand Space Only

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

	Applications submitted by 31 March 2020	Applications submitted from 1 April 2020	Accrued Points
Industry	Early fee: €420/m ² excl. VAT	Late fee: €460/m ² excl. VAT	5 points participation per exhibiting company + 1 point per 9m ² occupied
Reduced rate: Publishers, food/nutrition specialists & non-for-profit organisations	Early fee: €270/m ² excl. VAT	Late fee: €300/m ² excl. VAT	5 points participation per exhibiting company + 1 point per 9m ² occupied

**Minimum stand size: 9m² and 6m² for publishers*

1.3 Stand Assignment

Stands will be assigned in accordance with the accrued point ranking if received by 15 January 2020. Points will be rewarded in line with participation in the past four ESC Congresses.

To ensure every exhibitor has a chance to choose an appropriate location in the most timely manner, the ESC stand assignment proposal is valid for 48 hours only unless the offer states otherwise. For this reason, every exhibitor must provide the ESC with reliable contact details (telephone number and email address) of an appropriate decision maker within the exhibiting company.



Important

The ESC Industry Team will remind the exhibitor of this 48-hour deadline and will be available on request to facilitate the selection and confirmation of the most appropriate stand location. After this period the ESC Industry team will move on to the next exhibitor on the accrued points list and consider that the proposal is no longer valid.

After confirmation of stand assignment, any alteration of the stand type may be requested to ESC before 11 May 2020. To ensure a proper announcement of the stand spaces in the ESC Congress 2020 publications digital tools and printed material, any request of change post this date will be subject to prior approval by the ESC. ESC cannot guarantee a positive response.

1.4 Exhibition Schedule

Construction schedule

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

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

Exhibitions access timetable

Construction

The hall is open for construction:

- From Monday 24 August to Thursday 27 August: 08:00 to 24:00
- On Friday 28 August: 08:00 to 18:00

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

Vehicle access for unloading

Vehicles will not be allowed access to the loading bays before the date and time indicated on the Access Schedule. Access is allowed in direct relation to the size of the exhibit, with the earliest slots allocated to companies building the largest stand area(s). Slots should be booked in advance from Fairexx. Time slot request form is available on www.esccexhibition.org/ESC2020

Unloading for vehicles sizes/date	Vehicle access for stands over 500m ²	Vehicle access for stands over 300m ²	Vehicle access for stands over 150m ²	Vehicle access for stands over 100m ²	Vehicle access for stands over 30m ²	Vehicle access for all stands
Monday 24 August	From 08:00 to 11:00	From 11:00 to 13:00	From 13:00 to 18:00			
Tuesday 25 August				From 08:00 to 13:00	From 13:00 to 18:00	
Wednesday 26 August						From 08:00 to 18:00
Thursday 27 August						From 08:00 to 18:00
Friday 28 August						From 08:00 to 18:00

All construction must be completed by 18:00 on **Friday 28 August**, goods must be removed from aisles to allow cleaning and carpeting of aisles. Stand decoration is possible until 24:00. No further vehicle access to the exhibition ground from **Friday 28 August** until **Tuesday 1 September 2020** at 20:00

Daily deliveries should be sent to the Fairexx office, where transport to the exhibition area may be arranged.

Opening hours

Saturday 29 August

07:00 - 10:00

Stand decoration only, to be completed by 09:00

Noisy activities and cleaning (vacuum) are strictly forbidden

Incomplete stands and no-shows by 09:00 will be walled off and goods removed into storage at the exhibitors cost

Staff meetings may be held on stands

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 held in lecture rooms. If the ESC judges that a disturbance is being caused, the exhibitor will be asked to cease the activity immediately. A refusal to lower the sound level or cease an activity will be considered as a violation of these Guidelines.

10:00

EXHIBITION HALLS OPEN (all stands must be staffed)

17:00

Exhibition closed

Sunday 30 August

07:00

Hall access for exhibitors

10:00 - 17:00

Exhibition opens

Monday 31 August

07:00

Hall access for exhibitors

10:00 - 17:00

Exhibition opens

Tuesday 1 September

07:00

Hall access for exhibitors

10:00 - 17:00

Exhibition opens

18:00 - 20:00

Removal of the carpet in the aisles (aisles must not be obstructed) followed by delivery of empty packaging cases by Fairexx (if booked)

18:00 - 20:00

Removal of stand valuables, as well as Meeting Rooms and Practical Tutorials valuables

20:00 - 24:00

Full dismantling

20:00 - 24:00

Vehicle access (deposit required for all vehicles entering the exhibition ground, note this is a very busy period and priority is given to trucks delivering bulk packaging materials)

Wednesday 2 September

00:00 - 23:30

Exhibition closed

00:00 - 23:30

Full dismantling - no extra hours can be ordered, all dismantling must be finished by 23:30 and the exhibition halls must be vacated

00:00 - 23:30

Full vehicle access to loading bay

Important

- From Saturday 29 August until Tuesday 1 September, stand personnel may enter the building 3 hours before the opening of the exhibition.
- 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.

1.5 Technical Guidelines

Exhibition location and building information

The exhibition accompanying ESC Congress 2020 will be held in Hall 1, 2, 5 and 6 of the RAI Amsterdam.

Zone information

- Exhibition Halls shared with Meeting Rooms, the Digital Health Area and the Posters' area
- Gross area dedicated to exhibits approx. 22,000m² in 4 Halls
- Ceiling heights vary depending on the hall:
 - Hall 1: ranges from 7.90m on the sides to 16.50m in the middle
 - Hall 2 (Digital Health Area): 10.75m
 - Hall 5: 10m
 - Hall 6: 5.10m
- Exhibition Halls floor weights loading vary depending on the hall:
 - Hall 1: 3,000kg/m²
 - Hall 2: 3,000kg/m²
 - Hall 5: 3,000kg/m²
 - Hall 6: 1,000kg/m²
- The height of the passage between the halls is 3.20m
- Electricity, water & telecoms delivered by service ducts at floor level
- Rigging from the ceiling - maximum weight allowed depends on the weight distribution. Please refer to the Rigging manual available on www.escexhibition.org/ESC2020 for further information
- Dimensions of the loading doors are available in the Traffic Guide, on www.escexhibition.org/ESC2020
- First Aid is in the Europe Foyer (between the Digital Health Area and the Speaker Service Centre)
- Halls 1, 2 and 6 will be fully darkened, while Hall 5 will only be partially darkened due to the presence of the Posters' Area in the same hall.
- Carpeting colour within aisles is dark-grey - anthracite (unless customised by an exhibitor to join two stands)

Stand construction



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

Suspension points

Exhibitors with a stand size from 60m² will be able to benefit from the possibility of having a portion of their stand design suspended.

The suspended height allowance will be in direct proportion to the m² floor area of each stand and the slings around the truss will be adjusted accordingly. The following hanging points are permitted:

	Halls 1, 2 and 5	Hall 6
60m ² - 100m ²	6m	5m
101m ² - 300m ²	6,5m	5m
301m ² - 500m ²	7m	5m
Over 500m ²	7,5m	5m



Important

Exhibitors taking advantage of having a portion of their stand design suspended should ensure that the stand design indicates clearly the truss structure or rigging point used to hang components. The suspended heights allowance indicated above are from the hall floor to the bottom of the truss or to the rigging point if no truss is used.

Hanging components

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

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

Security

Due diligence

All entities involved in ESC Congress 2020 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 venues.

Stand module - Shell scheme stand

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

Submission deadlines

- By **11 May 2020**: Exhibitors renting a shell scheme stand should inform ESC Industry Team accordingly. A public liability insurance document should be sent by exhibitor to the ESC Industry Team.

A choice of two turn-key stand solutions is available at attractive package prices for stands up to 25m², which include:

- **Structure**: walls, carpet, fascia board with exhibitor name and stand number, assembly charges and daily basic stand cleaning.
- **Lighting**: general lighting by spots (1 spot per 3m²), 1 shared switchboard for general lighting, electrical consumption.
- **Furniture package**: storage 1x1m, counter with stool, brochure holder, table and chairs.

The stand module (6m² - 25m²) provided by the official stand service supplier will be uniform stands with uniform graphics, height and design. Partition walls will be 2.5m high, graphics & signage may be an additional 0.5m.

Custom stand design

Stands drawing

By **11 May 2020** every exhibitor must submit to the ESC Industry Team, an exact statement of the dimensions of their stand as well as plans and descriptions of this stand.

A public liability insurance document must be submitted as well as all additional certification documentation required for complex structures. All documents for construction certification are required.



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

Health & Safety certification

Complex structures

A complex structure is any form of construction of any height, which may require input from a structural engineer.

If a stand is not constructed from "shell scheme", it is the responsibility of the stand designer to determine whether the construction is complex or not.



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

Stand module

By **11 May 2020** exhibitors renting a stand module from the official stand supplier should submit the package type, dimensions & non-standard items such as display screens and catering areas. Note that these stand constructions will be signed off by the official stand supplier separately. There is no need to provide any specific documentation for a stand construction certification apart from the public liability insurance document.

Onsite checking

All stands will be checked onsite by the ESC Industry Team to ensure that the structures are safe and that they comply with the approved technical drawing upstream. RAI also reserves the right to check the reliability of the stands. In the event of a discrepancy between the approved drawing and the stand, the ESC Industry Team and RAI (in accordance with the ESC Industry Team) reserve the right to request any changes necessary to make the stand conform.



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

Stand types

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



Please refer to the **ESC Guidelines for Industry @ Congresses** and venue' Rules and Regulations available on www.essexhibition.org/ESC2020.

Specific requirements

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

Please mention this requirement on your stand application form and the ESC Industry Team will advise you accordingly.

An Exhibitor choosing to have 2 peninsulas or 2 corner stands should be aware that both stands will be considered as 2 separate stands:

- Each stand design will be evaluated individually
- Each stand will have its own stand height allowance depending on the size of each ordered space
- Both stands can be separated by means of a separation wall or by means of a common storage area
- The back wall or the combination of common storage area and back wall must extend throughout the full width of the stand, from one side to the other
- The separation wall between both stands must be at a minimum of 2.5m (of 3m in the Digital Health Area) and a maximum of 3.5m
- A service door between both stands is possible. This service door must be exclusively reserved for the exhibitor's stand staff. An open passageway will not be approved.
- Line(s) of sight on the back wall of both stands is possible (i.e glazing...)
- For stands from 60m² and above, if suspended items are envisaged, each stand should comply with its own suspended height allowance and install a truss or hanging points on each space accordingly
- If the two stands are equal in size and as such have the same suspended height allowance, a common truss can be planned but prior approval by the ESC is required. However, hanging components and items such as banners should be confined to each stand perimeter.

Stand design approval

Each stand design is evaluated individually.

For confidentiality matters, the exhibitors' stand designs submitted to the ESC will not be communicated to third parties (except for the venue, which will need to review and approve the design).

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

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



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

Stand height allowance

The maximum height allowance is in direct proportion to the m² floor area of each stand and is as follows:

	Halls 1, 2 and 5	Hall 6
6m ² - 25m ²	2.5m	2.5m
26m ² - 45m ²	3.5m	3.5m
46m ² - 60m ²	4m	4m
61m ² - 80m ²	4.5m	4.5m
81m ² - 100m ²	5m	5m
101m ² - 300m ²	6m	5m
301m ² - 500m ²	6.5m	5m
501m ² - 600m ²	7m	5m
Over 600m ²	7.5m	5m

Edge of the stands

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

It is forbidden to place stand elements on the open sides of island, peninsula, corner or in-line stands within this 30cm perimeter.

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



Important

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

Line of sight

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



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

Stand transparency

33% of the overall stand width is the minimum transparency rate required by the ESC.

Each open side of island and peninsula stand types must provide lines of sight from aisle to aisle.

The total of the lines of sight must reach a minimum of 33% of the stand width.

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



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

Walls erected on stands

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

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



Note

- Erecting walls or glazed surfaces is permitted within the 30cm perimeter or at the edge of the stand, as long as there is no equipment or material integrated or placed on these surfaces, aiming to attract visitors and thus creating a crowd on the aisles bordering the stand.
- Peninsula, corner and in-line stands must be separated from neighbouring stands by means of separation wall(s). In principle this/these separation wall(s) should be 2.5m high (3m in the Digital Health Area). If two neighbouring exhibitors come to an agreement regarding the separation wall, the height of this wall must be approved by the ESC. These walls cannot be higher than 3.5m.
- According to the stand element height allowance, walls higher than 2.5m or 3.5m erected on stands must be 1m away from the separation wall(s).



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

Self-standing elements

Stand elements of 1.4m and higher will be 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.

Self-standing structures with a banner on the top or arch structure

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



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

Exhibition services

For all your stand service orders and the latest exhibition logistics information, please visit: www.essexhibition.org/ESC2020.

All stand services can be ordered via the RAI Webshop available on www.essexhibition.org/ESC2020.

For further information on services available, please contact:

RAI Exhibitor Services department:

Email: esccongress2020@rai.nl

Phone: +31 20 549 1928

Service points (electricity, water, compressed air)

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

For complete details on electrical rules and regulations for stand installation, refer to the venues' Rules and Regulations available on www.essexhibition.org/ESC2020.



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

Internet connection

With the rapid development 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 follow the Wi-Fi Policy (available on www.escehhibition.org/ESC2020) could lead to an immediate requirement to suspend equipment onsite.

Waste and cleaning management

Exhibitors and stand builders should manage (contract and pay for) their waste removal during build-up, event days and dismantling, through the official cleaning supplier. This can be ordered through the RAI Webshop on: www.escehhibition.org/ESC2020

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



Important

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



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

Catering

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

The Official Caterer of the ESC Congress 2020 is the RAI Amsterdam. Catering can be ordered online from the RAI Webshop available on: www.escehhibition.org/ESC2020.

Logistics

Transport regulations/handling

The official forwarder for ESC Congresses is:

Fairexx Logistics for Exhibitions GmbH

Email: 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 build up and dismantling using the form available on www.esceexhibition.org/ESC2020.

Delivery address

The address for all deliveries will be made available in the Fairexx freight forwarder manual available online on www.esceexhibition.org/ESC2020. Note that this will be the only delivery address to be used for consignments delivered direct to RAI Amsterdam. Venue representatives are not entitled to receive goods on behalf of exhibitors.

Storage

Empty packing cases must be removed from the exhibition halls by 18:00 on Friday 28 August 2020. Exhibitors should therefore make prior arrangements for the safekeeping of such items with the appointed official forwarder and lifter, Fairexx, or with their own shipping agent. Storing materials in the spaces behind or close to stands not rented by the exhibitor is strictly forbidden.

Storage on stand is limited to daily basis used.

1.6 Safety and Technical Specifications



Please refer to the **ESC Guidelines for Industry @ Congresses** and venue' Rules and Regulations available on www.esceexhibition.org/ESC2020.

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



Important

All materials to be used for stand fitting up (partition walls, backdrops, platforms, coverings, fabrics, false ceilings, curtains, carpets, various structures and so on) must be incombustible, originally fireproof or fireproofed, in compliance with the European standards.

Exhibitor's using materials not conforming to any safety component of the ESC Guidelines for Industry @ Congresses and venue' Rules and Regulations will replace them with safe alternatives at their own cost.

Organiser's security

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

Extra security

The ESC will provide general surveillance of the hall; however, the ESC reminds exhibitor of their responsibility for their stand surveillance.

Stand security can be ordered via the RAI Webshop available on www.escexhibition.org/ESC2020.

Valuable goods

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



Important

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

Insurance

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

1.7 Exhibitor Registration



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

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

Exhibitor badge categories

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

General Exhibitor badge

- Access to Exhibition halls
- No access to ESC Congress 2020 Scientific Sessions
- Access to Industry Sponsored Sessions of affiliated company only
- No congress bag
- No journal subscription
- No CME accreditation nor certificate of attendance
- 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 Congress 2020 Scientific Sessions
- Access to Industry Sponsored Sessions
- No congress bag
- No journal subscription
- No CME accreditation nor certificate of attendance
- Electronic version of the Final Programme on Mobile App and Website
- No additional paying Scientific Exhibitor badges can be ordered (beyond the defined number allocated per stand). If any additional one is required, a usual delegate badge should be purchased through the ESC website.
- Onsite name changes are accepted upon surrender of the original badge (administration fee to be charged)
- Lost Scientific Exhibitor badges will not be replaced, a new badge must be purchased

Exhibitor badge allocation

The number of free allocated badges is determined according to each stand space. An Exhibitor choosing to order several stands, should be aware that each stand will be considered as separate stand.

Each exhibiting company is entitled to receive one official congress bag.

Stand size between:	General Exhibitor badges	Scientific Exhibitor badges	
Digital Health Station and up to 8 m ²	3	1	
9 and 49 m ²	10	3	
50 and 99 m ²	15	5	
100 and 199 m ²	25	10	
200 and 299 m ²	30	13	
300 and 399 m ²	35	15	
400 and 499 m ²	40	18	
500 and 599 m ²	45	20	
600 and 699 m ²	50	23	
700 and 799 m ²	55	25	
800 and 899 m ²	60	28	
More than 900 m ²	75	38	

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 €125 (excl. VAT) per badge before 10 August 2020.

From 11 August 2020, additional General Exhibitor badges orders will be handled on site at a fee of €200 (excl. VAT).

Badge fees (All fees excl VAT)

Early fee	until 10 August 2020	€125
Name change	until 10 August 2020	€35
On-site fee	from 11 August 2020	€200
Scientific Exhibitor badge	On-site name change	€40

Work passes

In the interest of safety, only those individuals directly responsible for the construction and dismantling of exhibits will be permitted in the exhibit areas during the construction and dismantling periods. To this end, work passes will be given out by the RAI during construction and dismantling phases at a number of locations. Please refer to the manual "How to register for a work pass" available on www.esccxhibition.org/ESC2020 for further explanations.

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

Delegate passes to exhibitions outside of opening hours

For security reasons, access to the exhibitions outside of opening hours is limited to persons holding an exhibitors' badge and to the official opening time of the congress.

Full fee-paying delegates affiliated with an exhibiting company can also receive a green sticker for access to the exhibitions outside of exhibition hours. Companies must provide the ESC with a complete list of relevant names prior the congress.

Named delegates will be provided with the necessary stickers at the Exhibitor Registration desk and will be given access to the exhibition without the need to be accompanied.

1.8 Stand Activity and Promotional Regulations



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

Stand activities

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

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

Audio & visual activities

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



Important

Out of respect for our fellow exhibitors, it is requested that demonstrations/ presentations, which may generate noise within the exhibition area, be kept to a minimum. All loudspeakers are to be positioned within the boundaries of the stand and angled so that they face inwards towards the centre point of the stand. The maximum permitted volume on stands is 3db above background noise, measured from 3m distance to the stand. The ESC is authorised to restrict any demonstrations/ presentations which do not comply with the regulations.

We call on all exhibitors to kindly self-regulate the level of noise they are producing – the exhibition is an open area so it is crucial that all parties act in good faith to ensure harmony throughout the area.



Note

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

Promotional regulations

Items which may be advertised

It is prohibited to advertise goods and services which have not been admitted to ESC Congress 2020 or to make publicity for organisations which do not occupy stand space at ESC Congresses. 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.

1.9 Digital Health Area

What is the digital health area?

Technology is putting healthcare directly in the hands of consumers. Digital health specifically refers to the use of information and communication technologies to help address the health problems and challenges faced by patients. The broad scope of digital health includes categories such as mobile health, health information technology, wearable devices, telehealth and telemedicine, personalised medicine, big data and artificial intelligence.

The ESC Congress 2020 Digital Health Area is dedicated to industry showcasing digital innovative solutions to enhance the patient experience and improve the overall quality of life for people with disabilities. The ESC requires all Digital Health exhibitors to respect the digital and innovative spirit of this area.

Eligibility

Exhibition in the Digital Health Area is not intended as a cost-effective alternative to the conventional exhibition. Companies not meeting the list of criteria below are invited to apply for exhibit spaces in the conventional exhibition.

The evaluation of compliance with the eligibility requirements giving the right to exhibit in the Digital Health Area is based on the exhibitor statement. The ESC reserves the right to request additional information on the exhibitor's products or to decline any exhibition if they are not considered digital health products. When in doubt, the ESC reserves the right to consult the ESC Digital Health Committee in order to obtain a final decision.

All stands assigned in the Digital Health Area will be checked onsite by the ESC Industry Team to ensure that the eligibility criteria are respected and stand activities comply with the exhibitor's declarations at the time of application. If the products and services exhibited differ from those declared on exhibit applications, or that a breach of these Guidelines has taken place, a company's license to exhibit may be withdrawn. In such cases, no financial compensation will be offered, and ESC's decision will be considered final.



Important

The products and services displayed in the Digital Health Area by a company involved in the devices and equipment sector must be limited to the digitalisation, digital communication and monitoring related to the implantation of a product and not to the implantation itself. This topic must be addressed in the conventional exhibition. In this case, having a stand in the Digital Health Area and in the conventional exhibition is recommended in order to reach both interested audiences.

Conditions for eligible applications

We invite all exhibitors who are developing innovative digital solutions relevant to the field of cardiology or in the field of healthy nutrition, sporting, lifestyle goods and prevention to participate.

There are many different aspects and forms that Digital Health take, including:

- Mobile health (m-health): medical and public health practice supported by mobile technologies and related software delivering health information, screening patients, monitoring physiological signs, providing direct care and patient education
- Health information systems and technologies: electronic medical records, decision support and monitoring of clinical and institutional practice



- Wearable devices: electronic devices that patients can wear and are designed to collect the data of users' personal health and exercise.
- Telehealth and Telemedicine: disease management services, remote patient monitoring, teleconsultations, and homecare
- Disease registries and other non-clinical systems used for education, public health, patient/disease-related behaviour, and healthcare management
- 'Personalised' health (p-health): wearable or implantable micro- and nano-technologies with sensors and/or therapy delivery devices to help facilitate health and social care decision-making and delivery
- Big Data: large-scale integration and analysis of heterogeneous data sources
- Artificial Intelligence: diagnosis, treatment recommendations, and process automation



Note

The above list is not exhaustive and constantly develops. Do not hesitate to contact the ESC in order to submit additional relevant aspects to the digital health sector.

Questions relating to digital health participation should be addressed to the ESC Industry Team by sending a request to industry@escardio.org.

Costs of digital health stand space only

	Applications submitted by 31 March 2020	Applications submitted from 1 April 2020	Accrued Points
Industry participation	Early fee: €420/m ² excl. VAT	Late fee: €460/m ² excl. VAT	5 points per exhibiting company + 1 points per 9m ² occupied

Minimum custom stand size: 9m²

Promotion

- Digital Health exhibitor description will be published within the Industry Programme and Mobile App.
- Companies names will be listed in the on the ESC Website with other registered exhibitors

Digital Health Station

A Digital Health stand package will be made available to organisations for a price of €5,000 excl. VAT.

What is included in the cost?

- Stand structure including a lockable cabinet
- Carpet
- Fascia board with Company Name
- 1kw main electricity connection & consumption
- 2 spotlights
- 1 high table & 2 stools
- Daily stand cleaning
- The Digital Health Area will be promoted in our pre-Congress/onsite advertising formats
- 1 43" Full HD TV monitor
- 1 double wall socket

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.

Digital Health Package

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

Two turn-key stand solutions are available at attractive package prices for stands up to 25m², which include:

- Structure: walls, carpet, fascia board with exhibitor name & stand number, assembly charges and daily basic stand cleaning.
- Lighting: general lighting by spots, 1 triple socket (electrical supply included).
- Furniture package: storage 1x1m, welcome counter with logo and 1 stool, 1 round table with chairs.

The stand module (9m² - 25m²) provided by the official stand service supplier will be uniform stands with uniform graphics, height (3m back wall) and design.

Custom stand design

Stand drawing

By **11 May 2020** every exhibitor must submit to the ESC Industry Team, an exact statement of the dimensions of their stand as well as plans and descriptions of this stand.

*The separation wall between both stands must be at a minimum of 3m and a maximum of 3.5m

A public liability insurance document must be submitted as well as all additional certification documentation required for complex structures. All documents for construction certification are required.



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

Pre-congress preparation

Exhibitor Profile

Digital Health exhibitors are invited to send a description of their technology to ESC using the e-form sent by the ESC Industry Team by **24 April 2020**. This information will be published within the Industry Programme and Mobile App. Companies names will also be listed on the ESC Website.

Badges

To order the complimentary exhibitor badges, a link to an online form will be sent to the Industry's main contact with the ESC 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 accreditation must be provided to the ESC to prove they have indeed been mandated to order them. Failure to do so will result in the request for badges not being considered.

Please refer to Chapter 1.7 for full details.

Stand activity

Stand activities should be declared before **19 July 2020** using the form available on:
www.essexhibition.org/ESC2020

Please refer to Chapter 1.8 for full details.

NEW

Inside Digital Health Presentations

Boost your presence by using one of the Digital Health Stage of 150 pax for promotional presentations or activities, highlighting a new service or presenting data on a new product in the digital health sector. Industry slots of 30 minutes during coffee and lunch breaks will be dedicated to the "Inside Digital Health" presentations from Saturday 29 August to Tuesday 01 September 2020.

The Digital Health accrued points ranking will determine the assignment of time-slots.



Contents

2.1 Key Dates	30
2.2 Satellite Symposia	31
Time slots and costs	31
Webcast	32
Lecture room set-up	32
Lecture room access	33
Promotional regulations	33
2.3 Satellite Symposia - Experts on the Spot	34
Time slots and costs	34
Webcast	34
Lecture room set-up	35
Lecture room access	35
Promotional regulations	35
2.4 Practical Tutorials	35
Room access and set-up	36
Promotional regulations	38
2.5 General Rules Governing Industry Sponsored Sessions	38
Assignment of Industry Sponsored Sessions	38
Preparing Industry Sponsored Sessions scientific programmes	38
Preparing Industry Sponsored Sessions requirements	40
Promotional regulations	41

2.1

KEY
DATES

Until 30 November 2019	Cancellation fee 10% of total amount due
From 1 December 2019 to 29 February 2020	Cancellation fee: 50% of total amount due
15 December 2020	Satellite Symposium - Experts on the Spot application deadline for Top 10-point holders
15 January 2020	Deadline for application with priority status
From 16 January 2020	Notification of assignments of time slots and rooms
From 1 March 2020	Cancellation fee: 100% of total amount due
30 April 2020	Scientific programme submission due
31 May 2020	Deadline for printing of scientific programmes
1 June - 30 June 2020	No edits in scientific programme possible
During June 2020	Notification of scientific programmes approval
30 June 2020	Deadline for approval of promotional materials (invitations/flyers) by ESC
1 July - 15 Aug 2020	Minor changes in scientific programme allowed. Will only reflect online
From 15 Aug 2020	No more edits possible
29 August - 2 September 2020	ESC Congress 2020

**Important**

Special attention should be paid to theft within the Congress grounds. During build-up, public opening hours and breakdown, the ESC is responsible for the general security of the congress grounds and access control. This security does not under any circumstances cover exhibitors' goods or belongings. Therefore, the ESC and the RAI Amsterdam accept no liability for the theft of materials or objects left on the stands, lecture rooms, meeting rooms, practical tutorials rooms and industry welcome desks, etc... nor of belongings which are the private property of exhibitors, their employees or persons reporting to them.

2.2 Satellite Symposia



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

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

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

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

Time slot and costs

Satellite Symposia		Exhibitor Prices	Non-exhibitor Prices	Accrued Points
Saturday 29 August 2020				
15:30 - 16:15	45 mins	€31,400	€53,400	13
15:30 - 16:30	60 mins	€38,000	€60,000	15
15:30 - 16:45	75 mins	€41,300	€63,300	17
15:30 - 17:00	90 mins	€44,600	€66,600	18
Sunday 30 August 2020				
13:00 - 13:45	45 mins	€31,400	€53,400	13
13:00 - 14:00	60 mins	€38,000	€60,000	15
18:15 - 19:00	45 mins	€31,400	€53,400	13
18:15 - 19:15	60 mins	€38,000	€60,000	15
18:15 - 19:30	75 mins	€41,300	€63,300	17
18:15 - 19:45	90 mins	€44,600	€66,600	18
Monday 31 August 2020				
13:00 - 13:45	45 mins	€31,400	€53,400	13
13:00 - 14:00	60 mins	€38,000	€60,000	15
18:15 - 19:00	45 mins	€31,400	€53,400	13
18:15 - 19:15	60 mins	€38,000	€60,000	15
18:15 - 19:30	75 mins	€41,300	€63,300	17
18:15 - 19:45	90 mins	€44,600	€66,600	18
Tuesday 01 September 2020				
13:00 - 13:45	45 mins	€31,400	€53,400	13
13:00 - 14:00	60 mins	€38,000	€60,000	15
18:15 - 19:00	45 mins	€31,400	€53,400	13
18:15 - 19:15	60 mins	€38,000	€60,000	15
Lecture room rental				
Standard lecture rooms:		Open lecture rooms:		
• 300 seats	€1,650	• The Hub (250 seats)	€2,750	
• 350 seats	€1,925	• The Hub (300 seats)	€3,300	
• 500 seats	€2,750	• Centre Stage (500 seats)	€5,500	
• 800 seats	€4,400			
• 870 seats	€4,785			
• 1,000 seats	€5,500			
<i>All prices are exclusive of VAT</i>				

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

What is included in the cost?

- Standard lecture room set-up
- Dedicated listing in the Scientific Programme & Planner, Industry and Final Programme, and Mobile App
- Slot to promote the session onsite in the "Industry Sponsored Session Display Racks"
- Promotion allowed in front of the session room (roll-up and/or invitations)
- Webcast

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

- 10 General Exhibitor Badges
- 3 Scientific Exhibitor Badges

NEW

Webcast

To extend the reach of your Satellite Symposia to all those who were not able to attend, the production of a webcast is included (1 video file per presentation) and available to ESC 365 online library. ESC 365 gives access to scientific resources from ESC Congresses (abstracts, slides, videos, e-Posters) to the entire cardiovascular healthcare community.

Lecture room set-up

Topic Villages lecture room standard room set-up:

Villages 2, 3, 4, 5 and 6:

- Chairs arranged in theater-style
- Stage set-up:
 - o lecture room less than or equal to 500 seats: 2 tables with 4 seats + large monitor in front of Chairperson's table + 4 microphones
 - o lecture room over 500 seats: 3 tables with 6 seats + large monitor in front of Chairperson's table + 6 microphones
- Screen and projector for PinP projections:
 - o lecture room less than 800 seats: 1 screen and projector
 - o lecture room with 800 seats: 2 screens and projectors
 - o lecture room with 1000 seats: 4 screens and projectors
- 1 x technician
- 1 x 47" information screen intergraded in entrance gate (room gate monitor) in lecture room up to 600 seats
- 2 x 47" information screens intergraded in entrance gates (room gate monitor) in lecture room of 700 seats and above
- 1 x ESC room hostess
- 2 x tables per number of entrances of the assigned room

Village 1 - 500 seats room:

- Chairs arranged in theater-style
- Stage set-up: 2 tables with 4 seats + large monitor in front of Chairperson's table + 4 microphones
- 1 x screen & projector
- 1 x technician
- 1 x 47" information screens
- 1 x ESC room hostess
- 2 x tables per number of entrances of the assigned room

Village 1 - 300 seats room:

- Chairs arranged in theater-style
- Stage set-up: 2 tables with 4 seats + large monitor in front of Chairperson's table + 4 microphones
- 1 x screen & projector
- 1 x technician
- 1 x 47" information screen
- 1 x ESC room hostess
- 2 x tables per number of entrances of the assigned room

The Hub standard room set-up:

The Hub - 300 seats or 250 seats room:

- Chairs positioned in two blocks
- Oval stage up to 5 faculties + 5 wired microphones + 1 video monitor
- 1 lectern + 2 microphones + computer networked with the Speakers' Service Centre
- 2 LED screens 7,5x4 meters (1920x1024 pixels)
- 1 audio and 1 video technician

Centre Stage standard room set-up:

- 500 chairs arranged in theater style
- Front of house stage set-up for up to 10 faculties + 10 wired microphones + 5 video monitors
- 1 lectern + 2 microphones + computer networked with the Speakers' Service Centre
- Wide screen LED wall (approximately 4 x11 meters) (content displayed in 16:9 window on graphical background)
- 3 technicians (video, sound and multicamera system)



Note

Installation of extra materials or any alterations to The Hub and Centre Stage rooms is not allowed. Further information will be communicated at a later stage on www.esccongress.org/ESC2020.

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

Lecture room access

There can be a total intersession time of 30 minutes between the end of an ESC session and the start of Satellite Symposium. Satellite Symposia organisers can access their assigned lecture rooms 15 minutes before the start of their sessions. This will allow ESC to finalise the ESC sessions, allow for over-run or continuing discussions and prepare the lecture rooms. Our commitment is to ensure the lecture rooms are ready and available for the session organisers 15 minutes preparation. Satellite Symposium organiser must clear the lecture room 15 minutes after their scheduled timeslot.

Promotional regulations

Invitations

Invitations can be distributed at the entrance of the assigned standard lecture rooms and in the direct vicinity of the assigned open rooms, Centre Stage or The Hub rooms 30 minutes before the beginning of the session. It is forbidden to distribute invitations anywhere else in the building other than on the booth, at the "Industry Welcome Desk" and in the "Industry Sponsored Sessions Display Racks".

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 standard lecture room door(s) and in the direct vicinity of the assigned open rooms, Centre Stage or The Hub rooms 1 hour before the sessions start.

2.3 Satellite Symposia - Experts on the Spot



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

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

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



Note

- 45-minute Satellite Symposium: 1 Satellite Symposium-Experts on the Spot session permitted
- 60-minute, 75-minute or 90-minute Satellite Symposium: 2 Satellite Symposia-Experts on the Spot sessions permitted

Satellite Symposia - Experts on the Spot are arranged in the state of the art The Hub rooms located in The Hub areas.

Time slots and costs

Satellite Symposia-Experts on the Spot (Rooms rental included)			Exhibitor Prices	Non-exhibitor Prices	Accrued Points
Saturday 29 August 2020	12:45-13:15	30 mins	€20,000	€30,000	8
Sunday 30 August 2020	10:15-10:45	30 mins	€20,000	€30,000	8
	16:00-16:30	30 mins	€20,000	€30,000	8
Monday 31 August 2020	10:15-10:45	30 mins	€20,000	€30,000	8
	16:00-16:30	30 mins	€20,000	€30,000	8
Tuesday 01 September 2020	10:15-10:45	30 mins	€20,000	€30,000	8
	16:00-16:30	30 mins	€20,000	€30,000	8

All prices are exclusive of VAT

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

What is included in the cost?

- Standard room set-up (installation of extra materials or any alterations to The Hub rooms is not allowed)
- Dedicated listing in the Scientific Programme & Planner, Industry and Final Programme and Mobile App
- Promotion allowed in front of the session room (roll-up and/or invitations)
- Slot for your invitation flyer to promote the session onsite in the "Industry Sponsored Sessions Display Racks"

Webcast

To increase Satellite Symposia-Experts on the Spot sessions visibility, webcasts can be purchased at the price of €10,000 (exclusive of VAT). This price includes the production of a webcast, the provision of video files (1 file per presentation) and the uploading of each file to the ESC 365 online library.

Lecture room set-up

The Hub standard room set-up:

The Hub - 300 seats or 250 seats room:

- Chairs positioned in two blocks
- Oval stage up to 5 faculties + 5 wired microphones + 1 video monitor
- 1 lectern + 2 microphones + computer networked with the Speakers' Service Centre
- 2 LED screens 7,5x4 meters (1920x1024 pixels)
- 1 audio and 1 video technician



Note

Installation of extra materials or any alterations to the The Hub rooms is not allowed. The Hub rooms and the Centre Stage will not be equipped with an overflow screen. Further information will be communicated at a later stage on www.essexhibition.org/ESC2020.

Lecture room access

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

Promotional regulations

Invitations

Invitations can be distributed only in the direct vicinity of the assigned The Hub room 30 minutes before the beginning of the session. It is forbidden to distribute invitations in the vicinity of other Hub rooms or anywhere else in the building other than on the booth, at the "Industry Welcome Desk" in the "Industry Sponsored Sessions Display Racks".

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 the direct vicinity of the assigned The Hub room 1 hour before the sessions start.

2.4 Practical Tutorials



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

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

Practical Tutorials are organised in temporary rooms of 80m² located in the Exhibition. One room is allocated per company for the duration of the congress. Sessions can be organised from Saturday 29 August to Tuesday 2 September 2020, between 08:30 and 18:00.

Practical Tutorials (Room rental included)	Prices	Accrued Points
Exhibitors	€35,000	14
Non-Exhibitors	€50,000	14

All prices are exclusive of VAT

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

What is included in the cost?

- Standard 80m² sound-reduced room
- Rooms will include standard electricity supply, air-conditioning, daily cleaning and large hinged door locked with keys.
- Dedicated listing in the Scientific Programme & Planner, Industry and Final Programme and Mobile App
- Promotion allowed in front of the session room (roll-up, invitations and/or information screen)
- Slot for your invitation flyer to promote the session onsite in the "Industry Sponsored Sessions Display Racks"

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

- 10 General Exhibitor Badges
- 3 Scientific Exhibitor Badges

Room access and set-up

- Unless agreed otherwise, Practical Tutorials organisers will have access to their assigned room on Wednesday 26 August 2020 at 14:00. Goods and empty cases must be removed from aisles to allow carpeting of aisles, by 18:00 on Friday 28 August 2020.
- Dismantling (Removal of Practical Tutorials rooms' valuables) can start on Tuesday 01 September 2020 at 20:00 and must be completed on Tuesday 01 September 2020 by 24:00.
- Practical Tutorials organisers must bring their own consoles, projectors and other necessary equipment.
- All furniture, audiovisual equipment and electricity supply over and above the standard set-up will be at the cost of the Practical Tutorials organisers.
- Session organisers must plan appropriate staffing and/or security to avoid any problems. If this is not the case, for security reasons, the venue has complete authority to block entrance into the rooms.
- Storing materials in the spaces behind or close to Practical Tutorials is strictly forbidden.



Important

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

Transport regulations/handling

The official forwarder for ESC Congresses is:

Fairexx Logistics for Exhibitions GmbH

Email: contact@fairexx.com

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

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



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

Access Schedule

Wednesday 26 August 2020

14:00 - 24:00	Access to the Practical Tutorials rooms for set-up
14:00 - 18:00	Vehicle access (time slot to book with Fairexx)

Thursday 27 August 2020

08:00 - 24:00	Access to the Practical Tutorials rooms for set-up
08:00 - 18:00	Vehicle access (time slot to book with Fairexx)

Friday 28 August 2020

08:00 - 24:00	Access to the Practical Tutorials rooms for set-up
08:00 - 18:00	Vehicle access (time slot to book with Fairexx)
From 18:00	Empty packing cases must be removed from the Practical Tutorials rooms and from the aisles in the Exhibition area

Saturday 29 August 2020

07:00 - 20:00	Access for exhibitors
08:30 - 18:00	Access for delegates

Sunday 30 August and Monday 31 August 2020

07:00 - 20:00	Access for exhibitors
08:30 - 18:00	Access for delegates

Tuesday 01 September 2020

07:00 - 24:00	Access for exhibitors
08:30 - 18:00	Access for delegates
18:00 - 20:00	Removal of the carpet in the aisles of the Exhibition area (aisles must not be obstructed) followed by delivery of empty packaging cases by Fairexx (if booked)
20:00 - 24:00	Removal of Practical Tutorials rooms valuables. Access to the Practical Tutorials rooms for dismantling - Vehicle access from 20:00 to 24:00 (time slot to book with Fairexx)
From 24:00	Any materials left in the rooms will be cleared by the ESC and destroyed at the sponsor expenses. The ESC accepts no liability for packing materials not removed in due time.

Wednesday 02 September 2020

07:00 - 14:00	Access for exhibitors and delegates not allowed
---------------	---

Room signage

- The ESC will take care of the generic signage within the congress centre.
- No other signage or promotion can be made within the building.
- Practical Tutorial organisers may place signage on the facade wall of the assigned room; this signage cannot carry product names, logos or references and should be limited to the company name, corporate logo, congress image and Practical Tutorials Agenda. The titles of official ESC sessions such as "Meet the Expert", "Symposium", "Experts on the Spot", etc must not be used by Practical Tutorials organisers.
- Room signage must receive prior approval from the ESC.
- Standard room signage on one facade panel in landscape format (2m x 1m) included in the Practical Tutorials room rental. Additional panels can be branded and are billable as extras.

Promotional regulations

Invitations

Invitations can be distributed at the entrance of the assigned room. It is forbidden to distribute invitations anywhere else in the building other than on the booth, at the "Industry Welcome Desk" and in the "Industry Sponsored Sessions Display Racks".

Room roll-ups and Information Screen

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

2.5 General Rules Governing Industry Sponsored Sessions

Assignment of Industry Sponsored Sessions



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

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

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

To ensure every sponsoring industry receive the confirmation of their sponsored sessions timeslots and lecture rooms in the most timely manner, the ESC sponsored session assignment proposal is valid for 48 hours only unless the offer states otherwise. For this reason, every sponsoring industry must provide the ESC with reliable contact details (telephone number and email address) of an appropriate decision maker within the sponsoring industry.



Important

The ESC Industry Team will remind the sponsoring industry of this 48-hour deadline and will be available on request to facilitate the selection and confirmation of timeslots and lecture rooms. After this period the ESC Industry team will move on to the next sponsoring industry on the accrued points list with the risk of no longer being able to confirm the timeslots and lecture rooms previously proposed.

Preparing Industry Sponsored Sessions requirements



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

Badges, right of admission reserved

All persons involved in the organisation of Industry Sponsored Sessions (film crew, technicians, participants...) must have a valid badge:

General Exhibitor¹, Scientific Exhibitor², active participant or day ticket.

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

²Scientific Exhibitor Badges for Non-Exhibitors will give the holder access to the scientific sessions of the ESC Congresses. These badges do not give the holder access to an official congress bag and/or accreditation.

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:

Date	Times
Friday 28 August 2020	14:00 - 19:00
Saturday 29 August 2020	07:30 - 19:00
Sunday 30 August 2020	07:00 - 19:00
Monday 31 August 2020	07:00 - 19:00
Tuesday 01 September 2020	07:00 - 19:00
Wednesday 02 September 2020	07:30 - 10:30

Overflow

- Once the lecture room assignment is complete, if suitable lecture rooms remain available, 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.

Room Capacities	Prices
300 seats	€1,650
350 seats	€1,925
500 seats	€2,750
The Hub (250 seats)	€2,750
The Hub (300 seats)	€3,300
Centre Stage (500 seats)	€5,500

Catering

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

Date	Times
Saturday 29 August 2020	from 18:00
Sunday 30 August 2020	from 19:45
Monday 31 August 2020	from 19:45
Tuesday 01 September 2020	from 19:15

Transport regulations/handling

The official forwarder for ESC Congresses is:
Fairexx Logistics for Exhibitions GmbH
Email: 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.

Only Fairexx motorised vehicles, pallet trucks or any form of trolley are allowed within the venues during the congress opening times.

Extra services

The costs for any extra orders (i.e. catering service, extra audio-visual equipment, extra furniture, extra decoration, extra hostesses, etc) are not included in the session price. To order extra equipment we suggest you contact the official suppliers whose details will be communicated in due time. These details will be provided as of April 2020 on www.escexhibition.org/ESC2020.

Promotional regulations



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

Invitations

- Invitations should not be distributed anywhere else in the building other than on the booth, in front of standard lecture rooms, in close vicinity of open rooms, Centre Stage or The Hub rooms, in front of Practical Tutorials rooms, at the "Industry Welcome Desk" if ordered and in the "Industry Sponsored Sessions Display Racks".
- Invitations should not exceed the maximum size A4 (21 X 29.7cm).

Roll-ups and information screen

Technical specifications: maximum height of 2.5m and maximum width of 1m, no electrical connections, no lights, and no sound.

- Satellite Symposia: 2 roll-ups may be displayed in front of standard lecture rooms or in close vicinity of open rooms, Centre Stage or The Hub rooms 1 hour before the sessions start.
- Satellite Symposia - Experts on the Spot: 2 roll-ups may be displayed in the direct vicinity of the assigned The Hub room 1 hour before the sessions start.
- Practical Tutorials: 1 roll-up and/ or an information screen (no sound) invitations can be distributed at the entrance of the assigned room.
- It is forbidden to place roll-ups anywhere else in the building other than on the booth and in the assigned Industry Welcome Desk perimeter.

Industry Sponsored Session display racks

Display racks to promote Industry Sponsored Sessions only are located in strategic location(s) within the venues to promote these sessions.

Industry Sponsored Session promotional materials must be approved by the ESC before **30 June 2020**.

Items for distribution

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

Each session organiser should declare all items for distribution at their sessions in advance with a description/ picture and unit price using the e-form available on www.escehhibition.org/ESC2020.

Industry Sponsored Session Rehearsal

Organisers of Satellite Symposia and Experts on the Spot sessions may request a time slot to undertake a technical rehearsal. With the term “technical rehearsal” is meant that the assigned lecture room is let to the organiser for testing slides on the rooms stage with the technicians involved.

A technical rehearsal can be assigned upon request and is subject to the room’s availability. While the ESC does not charge extra cost for a technical rehearsal, the suppliers will quote a price for this auxiliary service.

Session Briefing for Mobile Vote and Ask item

The Mobile Vote & Ask item is directly related to your Satellite Symposia and Experts on the Spot sessions. The term “Session Briefing for Mobile Vote Ask item” refers to the activity of tagging your slides with the needed icons at the Speaker Service Centre (SSC).

On this occasion an attendant at the Speaker Service Centre (SSC) will brief you on the functioning of the Mobile Vote & Ask interactivity.

2.6 Preparing Industry Sponsored Sessions scientific programmes



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

Submitting your scientific programme

By 30 April 2020 the complete scientific programme of Industry Sponsored Sessions must be submitted online via the appropriate service provided by the ESC and available on www.escehhibition.org

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



Note

- Industry Sponsored Sessions are announced in all publications as “sponsored by company X”. Sessions’ sponsor can use a different wording to announce the session on their own promotional material, but the ESC approval is mandatory.
- Proposed name of at least 1 Chairperson (Up to 3 Chairpersons permitted)
- When submitting the scientific programmes for the Satellite Symposia - Experts on the Spot sessions, the organisers must clearly indicate the Satellite Symposium(a) it refers to.
- Experts on the Spot sessions must be content related to the Satellite Symposium.
- The number and duration of Practical Tutorials sessions is not restricted. It is left to the choice of the organisers.

Approval of Scientific Programmes

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

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

Faculty General Rules

ESC Faculty management policy

Faculty involved in ESC scientific sessions benefit from free registration.

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

Industry Sponsored Session Faculty management policy

Faculty management

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

Faculty engagement

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

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

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

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

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





PROUD TO BE AN
Professional Member

ESC Congress
2018

Ardan Muammer
Saguner
Switzerland

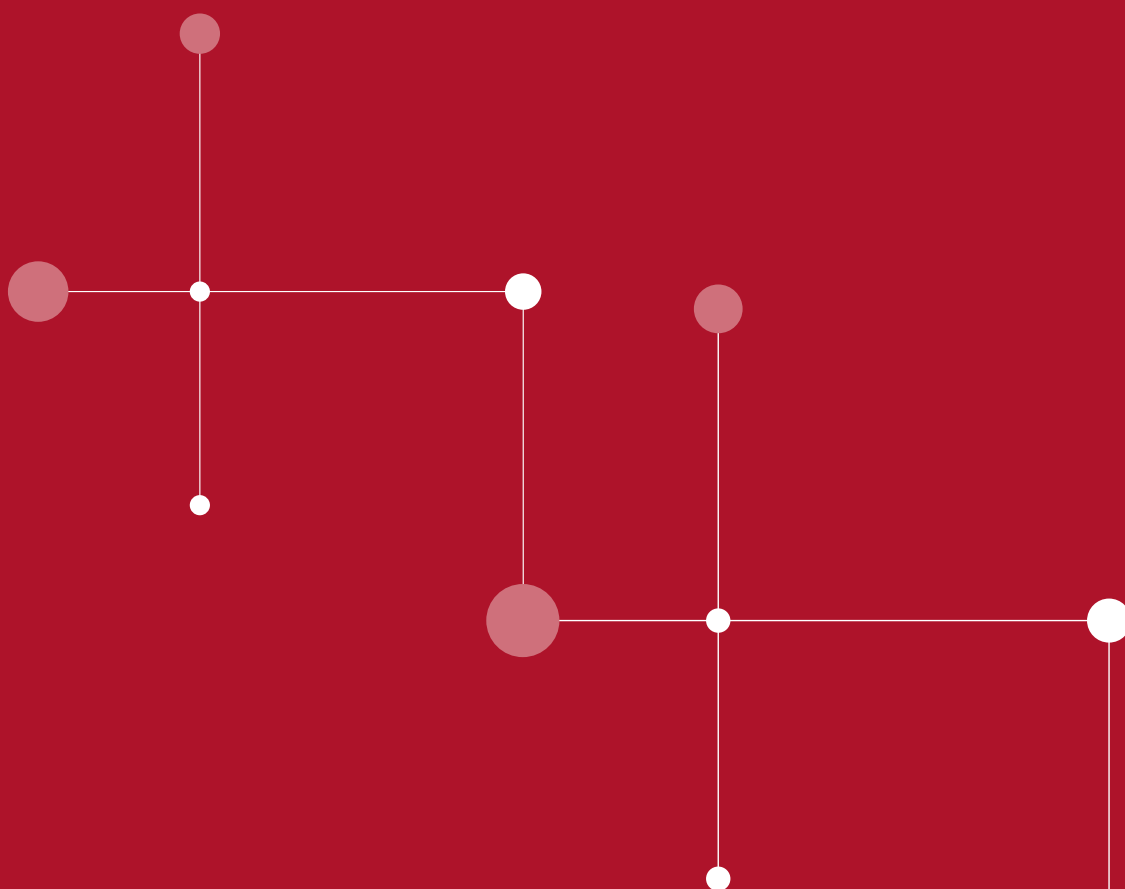
FACULTY

ESC Professional Member

Join the ESC Professional Member Lounge
- ESC offers networking events with key opinion leaders
- Education benefits on-site during
- Enjoy your personal photos taken by a professional photographer
- And much more
Visit us on ESC Board or online at www.esccongress.org/membership

Contents

3.1	Key Dates.....	46
3.2	Assignment of Sponsorship Items.....	47
3.3	Product Advertising.....	47
3.4	Onsite Advertising.....	47
3.5	ESC Congress Event Visual.....	47
3.6	Official Names of our Congresses.....	48
3.7	Product Descriptions and Technical Specifications.....	48



3.1

KEY DATES

Until 30 November 2019	Cancellation fee 10% of total amount due
From 1 December 2019 to 29 February 2020	Cancellation fee: 50% of total amount due
15 December 2019	Deadline for application with priority status
24 January 2020	Deadline to submit first content for Mobile App sponsor (Logo and an "about sponsor")
From 1 March 2020	Cancellation fee 100% of total amount due
15 May 2020	Deadline to submit advert for Programme at a Glance Inside Page, Back Cover and Inside Front Cover Deadline to confirm your Voting orders
17 June 2020	Deadline to submit all adverts for the Industry Programme
1 July 2020	Deadline to submit Industry Session Digest info
2 July 2020	Deadline to submit Congress News adverts
3 July 2020	Deadline to submit visuals for onsite advertising
10 July 2020	Deadline to submit advert for Exhibition Map
17 July 2020	Deadline to send Mobile App visual for splash advert
24 July 2020	Deadline to send eDaily news visual Deadline to submit advert for Industry Sponsored Session Display screen Deadline to submit Weblink advert
27 July 2020	Deadline to send visuals for eBlast emailing date 13 August
1 August 2020	Deadline to order Badge Lead Management System
3 August 2020	Deadline to send visuals for eBlast emailing date 21 August
10 August 2020	Deadline to send visuals for eBlast emailing date 27 August
2 September 2020	Deadline to send visuals for eBlast emailing date 19 September
29 August - 2 September 2020	ESC Congress 2020

3.2 Assignment of Sponsorship Items



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

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

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

3.3 Product Advertising

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

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



Important

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

3.4 Onsite Advertising

Please refer to the latest logistics information and technical specifications posted on www.esccongress.org/ESC2020.

By **3 July 2020** onsite advertising items files must be sent to ESC Offices (sponsorship@escardio.org) for approval and production.



Important

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

3.5 ESC Congress event visual

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

Industry Partners may not create letterheads, invitations, or other materials that give the impression of being official 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 Official names of our congresses

When referring to a congress in a specific year:

- Acute Cardiovascular Care 20XX
- EHRA 20XX
- ESC Preventive Cardiology 20XX
- Frontiers in Cardiovascular Biomedicine 20XX
- EuroHeartCare 20XX
- EuroCMR 20XX
- ICNC 20XX
- Heart Failure 20XX
- ESC Congress 20XX
- ESC Digital Summit 20XX
- ESC Asia, together with APSC and AFC
- EuroEcho 20XX

When referring to the congress in general:

- Acute Cardiovascular Care congress
- EHRA congress
- ESC Preventive Cardiology congress
- Frontiers in Cardiovascular Biomedicine
- EuroHeartCare
- EuroCMR congress
- ICNC meeting
- Heart Failure congress
- ESC Congress (without the year)
- ESC Digital Summit
- ESC Asia, together with APSC and AFC Congress
- EuroEcho congress

3.7 Product Descriptions and Technical Specifications



For further information, please refer to the **Industry Prospectus**, the **ESC Guidelines for Industry @ Congresses** and to the latest logistics information posted on www.essexhibition.org/ESC2020

General rule applicable for promotional adverts

- 1 Advert promotes 1 event (i.e. Satellite Symposium, Satellite Symposium - Experts on the Spot or Practical Tutorials or Exhibition full details or activities).
- 1 Advert promoting 1 Satellite Symposium, and complementary Satellite Symposium - Experts on the Spot, will be considered as 1 advert.
- 1 Advert promoting 1 Industry Sponsored Session with reference to the booth will be considered as 1 Advert.
- 1 Advert promoting 2 events (i.e. Satellite Symposium and Practical Tutorials or Exhibition details) will be considered as 2 Adverts.
- 1 Advert promoting 1 Industry Sponsored Session and Exhibition full details or activities will be considered as 2 Adverts.

Badge Lead Management System

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 2020 registration protocol?

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

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

Please refer to detailed specification document on www.esccongress.org/ESC2020

DEADLINE:
1 August 2020



eBlast - Pre-congress

No product advertising permitted

Reach out to ESC Congress 2020 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 Congress 2020.

A customised mailing created exclusively will be mailed to approximately 14,000 pre-registered delegates from our database, and who have agreed to receive communications from the ESC (according to European data protection regulations) on 13, 21 and 27 August 2020.

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



27 July **Deadline for 13 August eBlast**
3 August **Deadline for 21 August eBlast**
10 August **Deadline for 27 August eBlast**

In order to offer a prime position to each advert, 12 different versions of the three 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 kb max (recommendation: include your logo)
- 1 Pdf format advert - weight: 1MB max

Please refer to specification document on www.esccongress.org/ESC2020

No product advertising permitted

Our post-Congress eBlasts are an efficient way to promote your session webcasts to defined target audiences.

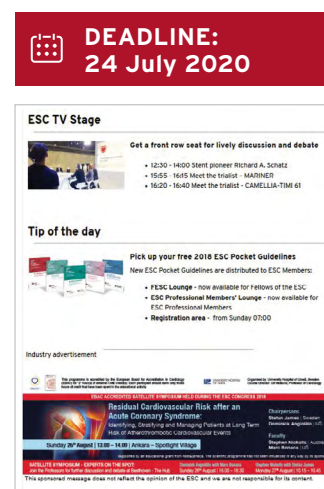
- **11 September 2020:** All topics
(200,000 healthcare professionals)
- **18 September 2020:** Focus on Preventive Cardiology
(31,000 healthcare professionals with an interest in this topic)
- **25 September 2020:** Focus on Heart Failure
(46,000 healthcare professionals with an interest in this topic)
- **2 October 2020:** Focus on Coronary Artery Disease
(48,000 healthcare professionals with an interest in this topic)



No product advertising permitted

2 adverts maximum available per sponsor.

- Size of each advert 600px x 200px (LxH)
- 2 versions of the e-daily news are sent from Saturday 29 August to Tuesday 1 September 2020
- 1 version on Wednesday 2 September 2020



ESC Congress News 2020 - Advertisement

No product advertising permitted

Printed daily and delivered & distributed in the congress center and key delegate hotels in time for breakfast each day of the congress.

Advertisement spaces are available on 6 pages: p3, p5, p7 (except Saturday and Wednesday), Central page, Inside back page and Back page.

Advertisement artwork size:

- Height: 182mm Width: 264mm (may be subject to change)
- No bleed-off / crop area required. There is no requirement for 'border' incorporation.

High Definition PDF (Press quality or more). All fonts embedded.



DEADLINE:
2 July 2020



Exhibition Map

ESC permits product advertising - Exclusive sponsorship

This practical map is a simple and effective guide for delegates looking to make their way through the exhibition and also enables more visibility for all exhibitors throughout the halls. This document will be made available at key locations throughout the Exhibition halls. Our back-page advertisement space will ensure that your onsite activities do not go unnoticed.



DEADLINE:
10 July 2020



Industry Programme Invitation Advert

ESC permits product advertising for exhibition adverts only

The Industry Programme advert is an invitation in the Industry programme detailing your exhibition activities or Industry Sponsored Sessions. The Industry Programme will be distributed to each delegate in the congress bag.

Artwork in landscape format only. All artwork must include crop marks and a 3mm bleed. Each advert is a double-sided page (front page = recto; Back page = verso) please see template available on-line: www.esccongress.org/ESC2020



DEADLINE:
17 June 2020



Industry Sponsored Session advert specifications

- 150 mm (H) x 180mm (W)
- Safety Zone 130mm (H) x 150mm (W)

Digital Health advert specifications

- 150mm (H) x 190mm (W)
- Safety Zone 130mm (H) x 160mm (W)

Exhibition advert specifications:

- 150 mm (H) x 200mm (W)
- Safety Zone 130mm (H) x 170mm (W)

Industry Programme Sponsorship

ESC permits product advertising for exhibition adverts only - Exclusive sponsorship

The Industry Programme provides delegates with a full overview of the contribution industry partners have made to the congress. The programme is a comprehensive series of industry activities listings and invitations to Industry Sponsored Sessions. One copy will be provided to each delegate in the congress bag. The exclusive sponsor will benefit from visibility via advertisements on both the back cover and inside front cover and on 3 tabs within the programme.

Artwork in landscape format only. All artwork must include crop marks and a 3mm bleed.

Inside front cover

- 150mm (H) x 170mm (W)
- Safety Zone 130mm (H) x 140mm (W)

Tab Digital Health Area

- 150mm (H) x 190mm (W)
- Safety Zone 130mm (H) x 160mm (W)

Back cover

- 150mm (H) x 210mm (W)
- Safety Zone 130mm (H) x 180mm (W)

Tab Industry Sponsored Session Specifications

- 150mm (H) x 180mm (W)
- Safety Zone 130mm (H) x 150mm (W)

Tab Exhibition

- 150mm (H) x 200mm (W)
- Safety Zone 130mm (H) x 170mm (W)



Industry Session Digest

No product advertising permitted

Create a short video summary of your industry sponsored session presenting key highlights and take-home messages from your Satellite Symposium and acting as an insightful teaser for your full session.

Your choice of dedicated moderator and two speakers will take centre stage in our state-of-the-art ESC TV studio located onsite in order to discuss your latest findings. Files will be made available to you after the congress for your own dissemination and will also be available through ESC 365 platform.

Timelines:

April/May

- recording timeslot(s) will be confirmed by the ESC
- sponsor to confirm which session(s) the Digest(s) will be linked to
- indicate who will be the main Industry contact to provide information and approvals
- ensure the speakers involved are available for the recording

To be provided by the sponsor on 01 July:

- shortened session title (~5 words) for the introduction video
- Industry logo to be used
- a powerpoint slide (16:9) with the full session title, speakers involved, your logo and the mention "Sponsored by XXX"
- Faculty first name(s), family name(s), city and country - they must be involved in the Satellite Symposium
- Moderator first name(s), family name(s), city and country - they must be involved in the Satellite Symposium
- the objectives of this Digest (ie the key messages that you want to convey to viewers)
- a few questions that will be discussed during the recording





During the Congress:

- ensure the speakers involved are present at the agreed-upon timeslot at the ESC TV studio
- 10 min briefing of your speakers by the production team
- 10 min of recording on stage
- 10 min of editing (one round included)
- if no editing is required, the video can be uploaded to ESC 365 within a few hours and the video files sent to you shortly after for your own use
- if you require some editing, the files will be sent to you as soon as possible and will only be uploaded to ESC 365 after your approval has been received in writing

The Industry Session Digest will be linked to every presentation of your session on ESC 365 for a duration of 5 years.

Industry Sponsored Sessions Display Screen

No product advertising permitted

Distinguish your educational sessions by broadcasting an advertisement on the large information screen located near the Industry Sponsored Session racks. The display screen will attract immediate delegate attention and ensure additional visibility for your session in this area dedicated to the promotion of Industry Sponsored Sessions.

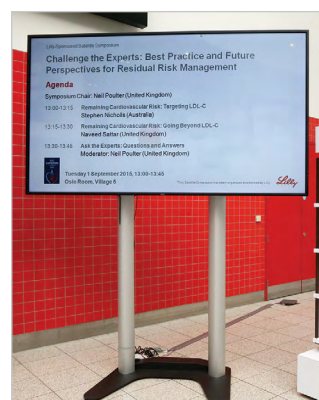
No complete advertisement of the exhibition space and activities can be made.

Artwork on Power Point Presentations (Office 2007 or 2010)

- Video in Power Point Presentations allowed
- Resolution: 1366 x 768 pixels
- Format: 16/9
- Duration: 30" (if multiple slides, timing must be included into presentation)
- Presentations will run until the session has taken place during the congress



DEADLINE:
24 July 2020



Important

ESC standard format for speaker slides is 16:9.

Inside Digital Health

Product advertising permitted

Boost your presence by using one of the Digital Health Stage of 150 pax for promotional presentations or activities, highlighting a new service or presenting data on a new product in the digital health sector. Industry slots of 30 minutes during coffee and lunch breaks will be dedicated to the "Inside Digital Health" presentations from Saturday 29 August to Tuesday 01 September 2020.



DEADLINE:
31 May 2020



Live Broadcasting

No product advertising permitted

Reach out to healthcare professionals beyond the congress lecture rooms! Extend the reach of your Industry Sponsored Sessions with a live stream of your session from the congress centre. Your live broadcast will allow non-attendees worldwide to view your session remotely.

You are obliged to use the services of the Speaker Service Centre to avail of this product. You must set up your stand-alone webpage to receive the live broadcast provided by the ESC. Indeed, Industry Live broadcast will not be visible or hosted on www.escardio.org or ESC 365 Platform with this service. No Live Broadcasting permitted outside this product.

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

Companies and their agencies are obliged to:

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

What is included in the Live Broadcasting?

- Lecture room with relevant supplies (listed in these guidelines page 30-31)
- Streaming of the session on lectern camera and panel camera in 1 language (English)
- Supply of live-stream of the session (this must be to be integrated in a stand-alone webpage)
- Supply files of each presentation after the congress
- Supply of a "congress holding page" before the session starts

Not included:

- The stand-alone webpage to integrate the stream

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

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

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

Industry obligations

The industry partner or its appointed agency must set up an independent/stand-alone webpage to host the live-broadcast dedicated to the session and not contain any product advertising. The industry partner/or its agency is entirely responsible



**DEADLINE:
28 June 2020**



and in charge of creating the webpage. If you or your agency cannot create an independent webpage you may contact our supplier CYIM (for a cost quotation) to create the webpage and embed the video files for you. CYIM will invoice you directly for these services: congress@cyim.com

The stand-alone webpage should:

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

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

Requirements for the technical test

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

Important

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

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

Requests for extra test days will be charged as extra.

Your stand-alone webpage may have a corporate background. If you do not supply a background, the congress background will be visible by default.

In the player you will see the same elements as in the room: Slides and Speaker

Panel discussion

The Live Broadcasting will capture your speaker and slides. To ensure a second camera is available to film the panel discussion you need to confirm its session number(s) provided by your satellite symposia contact at the ESC. Please confirm session numbers to sponsorship@escardio.org before the deadline: **28 June 2020**

After the congress you will receive the files of each individual presentation. If you wish to acquire the unedited footage or the raw footage, this needs to be requested, prior to the congress, by contacting CYIM and set up before the congress commences. This will be invoiced by CYIM accordingly.

Deadline to order: 28 June 2020

For further information, please refer to the detailed technical specifications posted on www.escexhibition.org/ESC2020

Live on escardio.org

No product advertising permitted

Reach out to cardiology professionals across the globe during ESC Congress 2020 with a live broadcast of your Satellite Symposium on escardio.org main page of the ESC website over the length of the Congress.

During ESC Congress, escardio.org attracts between 10,000 and 15,000 visitors per day. Viewers have the opportunity to watch a selection of ESC sessions and Industry Sponsored Sessions including (Satellite Symposia) during selected timeslots.

 **DEADLINE:**
1 July 2020



Mobile App

ESC permits product advertising in sponsor button only - Exclusive sponsorship

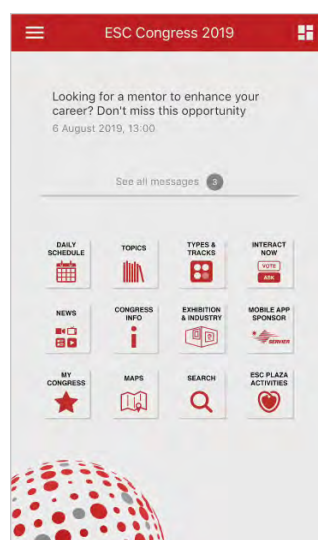
Previous years have demonstrated the success of the App with over 20,000 downloads. The App offers the exclusive sponsor a dedicated sponsor button where they can promote their own congress activities. Co-promotion of the App is offered to the sponsor as well as sponsor acknowledgement on the opening page. Furthermore, delegates without the necessary equipment will be able to consult the Mobile App helpdesk. Sponsors activities are highlighted within the App.

For each event, the sponsor's name is added on the home menu (if applicable) with the mention "Mobile App supported by". The sponsor's logo has to be smaller than the congress banner.

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

Available to delegates as of **March 2020**.

 **DEADLINE:**
24 January 2020



24 January

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

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

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

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),
- [Mobile App Sponsor's name] Activities (provided by Mobile App Sponsor),
- [Mobile App Sponsor's name] Sessions (automatically displayed),
- [Mobile App Sponsor's name] Company Description (provided by Mobile App Sponsor),
- About [Mobile App Sponsor's name] (provided by Mobile App Sponsor),
- Contact [Mobile App Sponsor's name] (provided by Mobile App Sponsor)

Mobile App Splash Advert & Push Notifications

No product advertising permitted

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 Satellite Symposia time slots.

On the day of your sessions, the Mobile App (updated) will display your catchy Splash Adverts 30' before your scheduled sessions, and Push Notifications containing a link redirecting delegates to your scientific programmes.

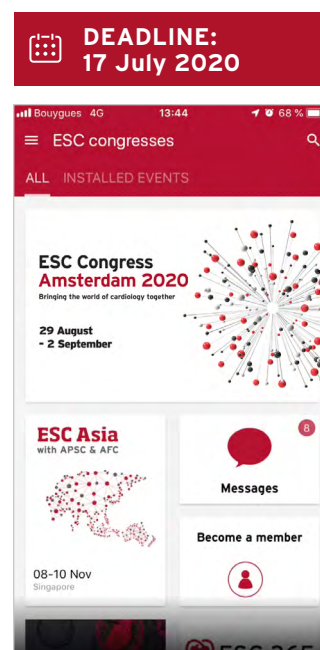
A splash advert is an image which will “splash” on the mobile app screen for 4 seconds; for ESC Congress 2020 Mobile App the splash screen will appear once the app is launched during a specific time period. There is no hyperlink on this image. The Push notification, text with no image repeats the message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

The push will remain in chronological order in the news feed.

Sales based on accrued points ranking.

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

Images files can be .jpeg or .png and have a maximum size of 2MB.



Onsite Advertising

ESC permits product advertising on selected items

Please see the complete offer on www.esccongress.org/ESC2020



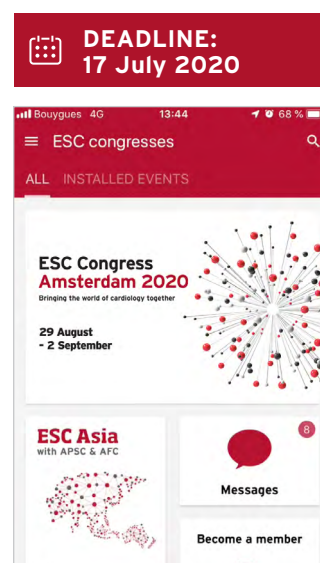
Programme at a Glance Advertisements

ESC permits product advertising for exhibition adverts only - Multi-sponsorship

Second to none in terms of practicality in paper format, this popular and essential pocket guide fits in the Delegate Badge Holder which every attendee receives on their first day at the Congress. Place your message in one of three areas (inside page, inside front cover and back cover) of this concise and efficient day-to-day programme and ensure your company name is seen frequently as the Programme at a Glance is taking out of the Badge Holder. There will be 25,000 printed copies.

Artwork Size:

- Back cover: A6 - Portrait format - 148mm high x 105mm wide with bleed and crop marks
 - Inside front cover and Inside page: A6 - Landscape format - 148mm wide x 105mm high with bleed and crop marks (subject to update)
 - Crop marks need to be at least 3mm outside this size.
 - Bleeds need to be at least 107 x 152mm
- It is important to keep the text/images well within this size.



Vote and Ask a Question

No product advertising permitted

At a Congress “where the world of cardiology comes together”, it is of the utmost importance that the delegates attending your sessions be able to formulate their questions and remarks in an engaging and interactive manner. The Mobile App “Vote & Ask a question” sessions have been developed internally with the specific aim of making your sessions the platform for scientific exchange which delegates are looking for.

You are obliged to use the services of the Speaker Service Centre to benefit from this service.

Sessions will be listed also on the Interactive Sessions Tab of the Mobile App.

Extra services requested to ESC Official Supplier(s) will be invoiced to you directly (this includes any altering of the specifications in this document).



DEADLINE:
15 May 2020



15 May

1 hour of rehearsal with speakers at the Speaker Service Centre

Use of the Speaker Service Centre is mandatory for all presentations

- Limit the number of questions, we recommend having a maximum of 3 voting questions per presentation - Please keep in mind that it can take up to 3 minutes to “go through” a question
- In order to keep the voting process fast and simple, construct your voting questions according to the following principles:
 - Keep the questions short and clear
 - Provide no more than 5 possible answers
 - Give the possible answers a letter from A to E
 - For a “yes /no” question, use the format “A = yes, B= no”
- Prepare a slide with the question and multiple choice answers - This is the slide which must be shown at the Speaker Service Centre - to be tagged with a “vote” button, which you will be asked to activate to launch the voting during the session.
- Before launching the voting, please give sufficient time to the audience to get their device out on the correct page - You should give them an indication “get ready to vote, open your Mobile App” and then show the question slide.
- To launch the voting, you need to click on the “vote” button which will be added to your slide by the technician - The audience then has 20 seconds to cast a vote.

Webcast

No product advertising permitted

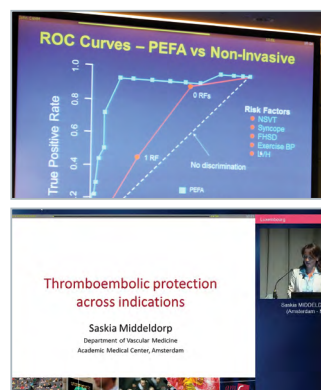
Extend the reach of your Satellite Symposium to all those who were not able to attend your Satellite Symposium or Satellite Symposium - Experts on the Spot sessions (or even the Congress itself) by posting the webcast of your session after the congress on the ESC 365 Platform.

This platform offers access to resources from the congress (abstracts, slides, videos, e-Posters) to the entire cardiovascular healthcare community.

The use of the Speaker Service Centre is mandatory. Exceptions are subject to ESC approval with an increase in the price offer. Videos are uploaded within 24 hours of the session maximum. The ESC will provide sponsors with the video files after the congress.



DEADLINE:
15 May 2020





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

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: 28 June 2020. The company CYIM will invoice extra accordingly.

What is included in the Webcast?

- Lecture room with relevant supplies (listed in these guidelines page 30-31)
- 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 ESC Congress Programme Committee. The ESC reserves all rights to remove content from their website 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 May 2020**

Panel discussion

The Webcast will capture your speaker and slides. To ensure a second camera is available to film the panel discussion you need to confirm its session number(s) provided by your satellite symposia contact at the ESC. Please confirm session numbers to sponsorship@escardio.org before the deadline: **28 June 2020**

If you wish to acquire the complete unedited session or the raw footage, this needs to be requested, prior to the congress, by contacting CYIM and set up before the congress commences. This will be invoiced by CYIM accordingly: Deadline to order: **28 June 2020**

For further information, please refer to the detailed technical specifications posted on www.escexhibition.org/ESC2020

Weblink

No product advertising permitted

Create an invitation in pdf or jpg format to invite delegates to your Industry Sponsored Sessions from the ESC Congress 2020 Scientific Programme & Planner (SP&P). This invitation will communicate your congress message to delegates online.

PDF or JPG PAGE:

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





Contents

4.1	Key Dates.....	62
4.2	Rooms at ESC.....	63
	Industry Welcome Desk.....	63
	Meeting Room.....	63
	Daily Meeting Room.....	64
	Closed Industry Meeting.....	65
	Business Suite.....	65
	Assignment of Rooms at ESC.....	65
	Catering.....	66
	Extra services.....	66
4.4	Industry Coach Parking.....	66
4.5	Group Registration.....	66
4.6	Hotel Services.....	66
4.7	Accrued Points.....	67

4.1

KEY DATES

Until 30 November 2019

Cancellation fee: 10% of total amount due

**From 1 December 2019
to 29 February 2020**

Cancellation fee: 50% of total amount due

15 January 2020

Rooms at ESC application deadline with priority status

From 1 March 2020

Cancellation fee: 100% of total amount due

**29 August -
2 September 2020**

ESC Congress 2020



Important

Special attention should be paid to theft within the Congress grounds. During build-up, public opening hours and breakdown, the ESC is responsible for the general security of the congress grounds and access control. This security does not under any circumstances cover exhibitors' goods or belongings. Therefore, the ESC and the RAI Amsterdam accept no liability for the theft of materials or objects left on the stands, lecture rooms, meeting rooms, practical tutorials rooms and industry welcome desks, etc... nor of belongings which are the private property of exhibitors, their employees or persons reporting to them.

4.2 Rooms at ESC



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

Embargo regulations

Industry meetings open to ESC Congress 2020 delegates are strictly forbidden outside the official ESC Congress 2020 offer (Industry Sponsored Sessions and Rooms at ESC) from Saturday 29 August to Wednesday 02 September 2020.

Industry Welcome Desk

The ESC allows exhibiting companies to rent Industry Welcome Desks located within the Registration.

Submit company exact name (upper or lower case according to your corporate company name) by **15 May 2020**.

- Industry Sponsored Sessions could be promoted from the Welcome Desk via invitations or roll-up placed in the assigned Industry Welcome Desk perimeter.
- Industry Welcome Desk includes desk and chairs for 2 people, 1 storage cabinet with 2 keys, a rubbish bin, and electricity connection for 2 computers at a desk.

Prices	Accrued Points
€5,000	2

Meeting Room

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

Unless agreed otherwise, Meeting Rooms are rented for 5 days, from Friday 28 August to Tuesday 01 September 2020.



Important

Hands-on training of products/therapies, showcasing of products/therapies, or announcement of scientific results may take place in the Meeting Rooms. Non-respect of this rule will be considered a violation of these Guidelines and will cause the penalty of removal of half of the company's accrued points accumulated for the congress.

54 high standard, modular rooms with optimal sound-reduced levels will be built in the exhibition halls.

Rooms sizes	Prices	Accrued Points
Room of 24m ²	€15,000	6
Room of 36m ²	€20,000	8

Access schedule

Friday 28 August 2020

08:00 - 23:00	Access for exhibitors - Room set-up and decoration allowed Access for delegates not allowed
08:00 - 18:00	Vehicle access (time slot to book with Fairexx)
From 18:00	Empty packing cases must be removed from the Meeting Rooms and from the aisles in the exhibition halls

Saturday 29 August 2020

07:00 - 20:00	Access for exhibitors
07:00 - 20:00	Access for delegates

Sunday 30, Monday 31 August 2020

07:00 - 21:00	Access for exhibitors
07:00 - 21:00	Access for delegates

Tuesday 01 September 2020

07:00 - 24:00	Access for exhibitors
07:00 - 18:00	Access for delegates
18:00 - 20:00	Removal of the carpet in the aisles of the exhibition halls (aisles must not be obstructed) followed by delivery of empty packaging cases by Fairexx (if booked)
20:00 - 24:00	Removal of Meeting Rooms valuables. Access to the Meeting Rooms for dismantling
From 24:00	Vehicle access from 20:00 to 24:00 (time slot to book with Fairexx) Any materials left in the rooms will be cleared by the ESC and destroyed at the sponsor expenses. The ESC accepts no liability for packing materials not removed in due time.

Wednesday 02 September 2020

07:00 - 13:00	Access for exhibitors and delegates not allowed The Meeting Rooms will be dismantled in the afternoon
---------------	--

Daily Meeting Room

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

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



Important

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

Closed Industry Meeting

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

- Closed Industry Meetings within the congress centre will be held in fully furnished and AV equipped lecture rooms up to 200 seats (theatre style only - No alteration of the room set-up allowed).
- Rental period: the ESC deals with requests on an individual basis. Closed Industry Meetings are permitted within the congress centre from 07:30 to 20:00 from Saturday 29 August to Tuesday 01 September 2020.
- From early May 2020, the ESC will confirm the time slot and room reserved for the meeting to the closed industry meetings organisers.
- Rental costs (excl. VAT): €5,000 per 60-minute meeting - Additional €2,500 charged per increment of 30 minutes. The organiser must include the 30-minute set-up in their rental cost.



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

Business Suite

When suitable space is available, the ESC allows industries to reserve spaces or unused restaurants within the congress centre to organise industry Business Suites. In case of unavailability, the construction of outdoor lounges might be envisaged. The ESC deals with requests on an individual basis.

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

Meetings on the Go

To ensure that our Industry Partners and delegates have the best onsite experience possible, "Meetings on the Go" area(s), ideally located in Exhibition Halls are perfect for short meetings in a relaxing setting and is fully equipped (tables, chairs, sockets for recharging your devices). These area(s) are open to all during Exhibition hours.

Assignment of Rooms at ESC

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

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

Room set-up

- Meeting Rooms: Temporary rooms will include standard electricity supply, air-conditioning and daily cleaning. Furniture, AV and electricity supply over and above the standard need to be ordered from the ESC official supplier and are billable as extras. Storing materials in the spaces behind or close to meeting rooms is strictly forbidden. Standard room signage on one facade panel in landscape format (2m x 1m) included in the Meeting room rental. It is not permitted to brand additional panels.
- Depending on availability, Daily Meeting Rooms will include standard boardroom set-up, standard electricity supply, air-conditioning, AV and daily cleaning. Additional furniture, additional AV and change of set-up need to be ordered from ESC official suppliers and are billable as extras.
- Closed Industry Meetings: within the congress centre Closed Industry Meetings will be held in fully furnished and AV equipped lecture rooms up to 200 seats (theatre style only - no alteration of the room set-up allowed).
- Business Suites: the ESC deals with requests on an individual basis.

Catering

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

Date	Times
Saturday 29 August 2020	from 18:00
Sunday 30 August 2020	from 19:45
Monday 31 August 2020	from 19:45
Tuesday 01 August 2020	from 19:15

Extra services

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

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

4.3 Industry Coach Parking

ESC Congress 2020 will have a strict traffic plan to allow congestion free access to all delegates. Buses and coaches will not be allowed to drop off or pick up in the streets adjacent to the venue. All companies organising ground transport to and from the venue are urged to reserve parking space in "Parking H" using the form available on www.esccongress.org/ESC2020, before **19 July 2020**.

4.4 Group Registration

Group Online services are available on www.escardio.org through your "My ESC" account.

Deadlines

31 May 2020	Early Fee Registration Deadline
31 July 2020	Late Fee Registration Deadline



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

4.5 Hotel Services

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

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

Requests received will be dealt with according to the Accrued Points System until and then on a first come first served basis.

4.7 Accrued Points

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



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

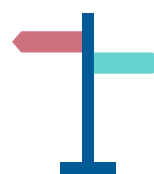
Recent advances in healthcare have given Digital Health a prominent role in modern and future healthcare delivery. With this in mind, we have decided to value investment from Industry Partners in the area by creating a dedicated Digital Health Accrued Point Ranking which offers:



Recognition of your Digital Health Investments



Priority Status for future Digital Health orders



Accrued points across multiple events

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

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

ESC Accrued Points System - How do they work?

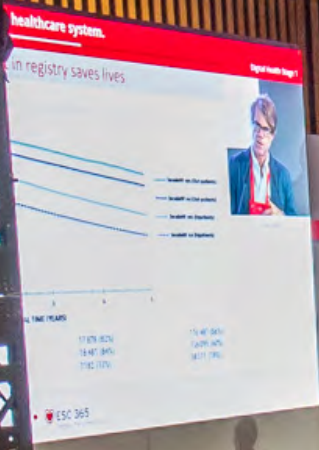
SCOPE: What does this change for our industry partners?

From now on, industry investment at ESC events will be accounted for as follows:

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

¹ Applicable for all Digital summit products Digital Health Area @ 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.



Industry Press Activities and Media Policy

Contents

5.1 Overall Regulations	70
5.2 Media and Embargo Policy	70
5.3 Photo / Video / Audio Recording Rules	70
5.4 Request for Early Disclosure of Information	71
5.5 Registration & Access	72
5.6 Press Materials Review	72
5.7 Press Materials Charter	72
5.8 Industry Press Conference	73
5.9 Industry Press Display Rack	74
5.10 Communications & Promotion	75
5.11 Termination - Breach	75

5.1 Overall Regulations

- Any session organiser or exhibitor taking part in an ESC event must adhere to the present ESC Media and Embargo Policy.
- An ESC Industry Press event is defined as an event organised by Industry in order to communicate with the media during ESC Congress 2020, whether this takes place in or outside the venue.
- Anyone who infringes the present ESC Media and Embargo Policy will be penalised and is subject to ESC penalty policy as outlined in this chapter section 5.11: "Termination - Breach".
- Any ESC trademarks and logos are the full property of the ESC. They cannot be used, reproduced or associated with any presentation or session without the ESC's prior approval.
- Session organisers and exhibitors may not distribute press materials at ESC Congress 2020, without prior written approval from the ESC Press Office. Any press materials that session organisers or exhibitors wish to release during an ESC event and which refer to the ESC, must be sent electronically for review by the ESC Press Office at least two weeks before the event.
- Session organisers or exhibitors, whether on-site or off-site, are expected to abide by this ESC Media and Embargo Policy in and to make sure that any member of staff or any third party acting on their behalf and/or under their authority, whether on-site or off-site, comply with the ESC Media and Embargo Policy.
- Industry and their PR/Communications agencies are responsible for meeting timelines defined by the ESC.



Note

Session organiser or exhibitor press materials cannot include the ESC and/or affiliated trademarks or logos without the ESC approval.

5.2 Embargo Policy

- Press materials subject to this embargo comprise of any ESC related news releases or statements including press releases, summaries, abstracts, findings, etc.
- Press materials may be released only once the embargo is lifted by the ESC.
Results and information related to sessions at any event organised by the ESC are strictly confidential and cannot be presented or announced in any manner or for any purpose whatsoever prior to presentation in the session.
- Should circumstances arise in which the trial organiser consider prior disclosure in total or in part, it is imperative that the ESC is consulted (see section 5.4 "Requests for early disclosure of information").
- Breaking of an ESC embargo by any session organiser or exhibitor as well as any member of staff or any third party acting on the behalf of and/or under the authority of any session organiser or exhibitor is a contractual breach. The person/entity who released the information will be held accountable and will be subjected to the penalties listed in this chapter section 5.11 "Termination - Breach".

5.3 Photo / Video / Audio Recording Rules

Industry, exhibitors and/or their representatives may take photos or video recordings **only of their own industry sponsored sessions, meeting rooms and/or stands**. They are not allowed to record the activities of other exhibitors.

- No other photography or recording is allowed in any other place (including the Exhibition Hall) at any time. The Industry representative responsible for the photographer or videographer must provide him/her with a valid entrance badge.

- Video recording or photography in the Exhibition Halls **is strictly forbidden** for press members.
- Industry/Exhibitors filming crews will be provided with an official ESC Congress filming tag. **The filming tag should remain attached to the camera and visible during all recording sessions.**
- Industry representatives or PR/Communication agencies organising Industry Press Conferences, Industry-sponsored sessions and/or meetings within the ESC event centre are responsible for protecting their content and enforcing their rules.
- Photos/recordings taken during an ESC event are subject to protection of intellectual property, image and privacy rights.
- Any video transmissions or webcasts taken at an ESC event must abide by the ESC Media and Embargo Policy and may only be published/available online after the end of the scientific session they refer to.
- Presenters are the sole proprietors of the content they disclose at ESC events (data, photographs, slides etc.). It is the responsibility of presenters or speakers to notify the audience of any restrictions on photographing the content they are presenting. Such an announcement must be made at the beginning of the presentation.
- The official ESC trademark and/or logo may not be added to any videos, recordings, photos etc. from an ESC event without the ESC's prior written approval.
- Industry and exhibitors are expected to abide by the full [ESC Media and Embargo Policy](#), including the Photo / Video / Recording Rules, and make sure that any member of staff or any third party acting on their behalf and/or under their authority, comply with the ESC Media and Embargo Policy.

Breaking of the Photo / Video / Recording Rules by any Industry, session presenter and Exhibitor, as well as any member of staff or any third party acting on the behalf of and/or under the authority of any Industry, session presenter or Exhibitor, is a contractual breach that may lead to sanctions.

Use of filming and sound equipment without permission will result in the violator(s) being asked to leave the Congress.

5.4 Request for Early Disclosure of Information

Publicly traded companies may ask to disclose information submitted to one of the ESC events, prior to embargo date. Public disclosure of certain abstract content prior to the ESC event may be recommended by legal counsel in order to comply with requirements of a regulatory body in the country where the company's stock is traded.

If this occurs, the ESC may grant an exception to its embargo rules and allow the company to release limited top-line results (i.e., general findings with no additional analysis, commentary, investigator quotes, etc.) from the abstract without jeopardizing its eligibility for presentation at ESC Events. [See example here.](#)

Companies in this situation should send the ESC Press Office a written request including: reasons for requesting an exception to the ESC Media and Embargo Policy and detailed information about the release (the information that will be disclosed, who it will be sent to and the timing of the release).

If the ESC grants permission for the top-line results to be released, the press release should note that the abstract has been submitted (or accepted) for presentation at an ESC Event.

The ESC will evaluate these requests on **a case-by-case basis** and **reserves the right to change the type of presentation** or remove the abstract from the scientific programme if the released information is judged to substantially detract from the novelty of the presentation at the ESC event.

Any additional information from the abstract (e.g., additional analysis, commentary, or updated information from those individuals and companies involved in the study) is embargoed until the time of the scientific presentation.

If you have any doubts or questions, please contact the ESC Press Office:

press-services@escardio.org +33(0)4 89 87 20 85

5.5 Registration & Access

Press registration is not available to Industry or its PR/Communications agency representatives, event management, marketing or representatives, even if they carry a valid press card. The decision of the ESC Press Office is final regarding all press registration requests.

Please check the ESC Congress 2020 Website www.escardio.org/ESC2020 to find alternative registration options.

Access to the ESC Press Area and Press Conference room is restricted to registered press.

5.6 Press Materials Review

Participating to ESC Congress 2020 implies accordance with this ESC Guidelines for Industry @ ESC Congress 2020 and ESC Media and Embargo Policy available on: <https://www.escardio.org/The-ESC/Press-Office/ESC-Media-and-Embargo-Policy>.

Any press materials that session organiser or exhibitor wish to release during an ESC event and which refer to the ESC must be sent electronically for review by the ESC Press Office at least two weeks before the event.

Press materials may include:

- Press releases
- Slides for the Industry Press Conferences
- All materials to be displayed during the Industry Press Conferences
- All materials available to journalists in the display area
- In general, any materials to be handed out to journalists

5.7 Press Materials Charter

- No reference to any product endorsement by ESC or any of its Associations will be accepted. Brand names are allowed but need to remain independent from any ESC endorsement or mention.
- A specific version of the ESC Congress 2020 event visual (picto) is provided for facultative use by our Industry Partners to promote their congress activities. This picto is the only ESC Congress 2020 visual that may be used, and it must not be distorted or altered in any way. The picto size should be used in a manner which gives the reader the impression of a stamp of participation. Therefore, the visual size should not be larger than 10% the size of the page upon which it appears.
- Industry Partners may not create letterheads, invitations, or other materials that give the impression of being official 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.
- The official name of the Congress – **ESC Congress 2020** – must be used when mentioning the Congress in Industry press materials. No synonym such as “annual meeting”, “annual congress”, “ESC 2020” etc. is authorised.

Official names of our congresses

When referring to a congress in a specific year:

- Acute Cardiovascular Care20XX
- EHRA 20XX
- ESC Preventive Cardiology 20XX
- Frontiers in Cardiovascular Biomedicine 20XX
- EuroHeartCare 20XX
- EuroCMR 20XX
- ICNC 20XX
- Heart Failure 20XX
- ESC Congress 20XX
- ESC Digital Summit 20XX
- ESC Asia with APSC and AFC
- EuroEcho 20XX

When referring to the congress in general:

- Acute Cardiovascular Care congress
- EHRA congress
- ESC Preventive Cardiology congress
- Frontiers in Cardiovascular Biomedicine
- EuroHeartCare
- EuroCMR congress
- ICNC meeting
- Heart Failure congress
- ESC Congress (without the year)
- ESC Digital Summit
- ESC Asia with APSC and AFC Congress
- EuroEcho congress

- The official name of the ESC Guidelines - ESC Clinical Practice Guidelines - must be used in Industry press materials. No synonym such as "ESC Guidelines" will be authorised.
- Any reference to ESC products or initiatives in the Industry Press Materials will be checked to ensure accurateness. When it is possible, a reference to the ESC Clinical Practice Guidelines will be requested.
- Any reference to ESC/ACC/AHA joint Guidelines should be verified.
- **Industry Press Materials embargoes must follow the Scientific Programme to meet the ESC Media and Embargo Policy.**

Please consult the Scientific Programme & Planner website:

<http://spo.escardio.org/default.aspx?eevtid=1423&showResults=False>

- Industry Press Material embargo must follow the same time zone as the congress venue.



Important

- Industry needs to send all press materials before dissemination to the ESC Press Office.
- Industry needs to wait for written ESC Press Office validation before printing or disseminating materials.
- If Industry has any amendments to make, the ESC Press Office must be informed as soon as possible and still within the two-week prior to the event deadline.
- A final hard copy version of the slides presented must be handed in to the ESC Press Office on site.

ESC Press contact

If you have any doubts or questions, please contact the ESC Press Office:

press-services@escardio.org +33(0)4 89 87 20 85

5.8 Industry Press Conference

There is no official Industry Press Conference Room. Industry Meeting Rooms are the recommended venues for Industry press briefings relevant to the Congress proceedings.

All media activities/press conferences initiated by the industry and its public relations/communication agencies may only be held in meeting rooms available for rent in the ESC Congress venue and within the limits of the spaces used by the ESC. If no meeting rooms have been booked, industry media activities/ press conference must be held outside the Convention Centre.

- 1 Roll-up (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 meeting room.
- Room set-up and costs for any extra orders must be organised with the ESC official suppliers at the sponsor's expenses. The ESC cannot however be held fully responsible for the services delivered by sub-contractors or the venue.

5.9 Industry Press Display Rack

The Industry Press Display Rack (press material on free display) is designated for the free display of Industry press materials such as press packs, press materials or other Industry-related materials aimed at ESC Congress 2020 press attendees and relevant to the congress proceedings.

- One Industry Press Display Rack will be assigned to each Industry for the congress period for the price of €3,000.
- Industry press exhibitors are requested to validate the set up on the afternoon of Friday 30 August 2020 to ensure that all displays are ready when the main Congress proceedings start.
- Industry press exhibitors are requested to remove their display materials on Wednesday 04 September 2020, in the morning.
- Equally, Industry press exhibitors are requested to organise the collection and/or disposal of their excess materials following the closure of the Congress.
- It is strictly forbidden to use the area of the Industry Press Display Rack for any meetings or briefing sessions. Exhibitors are requested not to remove/collect any press packs belonging to any other Industry press display exhibitors.

Booking Procedure

Industry Press Display Racks are booked on a first-come first-served basis.

Please contact industrypress@escardio.org to begin the booking procedure.

Deadline for application is **31 July 2020**.

Condition of sales

- Companies will be invoiced for the requested service upon signature of the order form.
- Cancellation fees will apply 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).
- Payments must be made within the deadline and by 30 August 2020 at the latest.
- Any payment must be made within the deadline or the booking will be released for other companies

For all payment, invoicing and cancellation information, please see Chapter 6 "Finance and Invoicing".

Industry Press contact

For any logistical queries on the above, please contact: Ms Lisa Merolli of ESC at industrypress@escardio.org

5.10 Communications & Promotion

The ESC does not disseminate Industry press materials to its media lists and does not share its media registration list.

5.11 Termination - Breach

In the event of a breach of any provision of the present ESC Media and Embargo Policy by any Industry, Session presenter, Exhibitor or any third party acting on the behalf, the ESC reserves the right to terminate immediately, **without notice and without prejudice to any claim for damages**, the agreement given to any registered participant and/or their representatives to present at the ESC Congress 2020.

Furthermore, breaking of the ESC Media and Embargo Policy is a contractual breach that may also lead to:

- Immediate barring from the scientific programme
- Withdrawal of the abstract(s) from the scientific programme
- Restrictions on future scientific work submission for one full year starting from the time of the breach
- Non-acceptance of future abstracts and/or clinical trials to the scientific programme for one full year
- Loss of accrued points (see [ESC Exhibition Guidelines](#))
- And any other measure deemed appropriate to preserve ESC rights (or its members rights)

In the event of a breach of any provision of the present ESC Media and Embargo Policy and the enforcement of the above-mentioned sanctions, any financial obligations to the ESC must be honoured.

The absence of termination of the agreement and/or of any sanction from the ESC does not constitute an acknowledgment of the Industry, session presenter or exhibitor misconduct and the ESC reserves the right to proceed to the said termination and/or sanction at any time.

Contents

6.1	Exhibition.....	77
	Invoicing.....	77
	Cancellation policy.....	77
6.2	Industry Sponsored Sessions.....	77
	Invoicing.....	77
	Cancellation policy.....	77
6.3	Sponsorship.....	78
	Invoicing.....	78
	Cancellation policy.....	78
6.4	Rooms at ESC.....	78
	Invoicing.....	78
	Cancellation policy.....	78
6.5	Facilities Allocated to Industry Press Activities.....	78
6.6	Frustration and Administrative Fees.....	79

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

Value added taxation

Dutch 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.

6.1 Exhibition

Invoicing

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

Cancellation policy

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

- 10% until 30 November 2019
- 50% from 1 December 2019 to 29 February 2020
- 100% from 1 March 2020

Cancellation fees will be charged despite unprocessed payments.

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

Cancelling your exhibition space will mean:

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

6.2 Industry Sponsored Sessions

Invoicing

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

Cancellation policy

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

- 10% until 30 November 2019
- 50% from 1 December 2019 to 29 February 2020
- 100% from 1 March 2020

Cancellation fees will be charged despite unprocessed payments.

Cancelling your non-exhibitor Industry Sponsored Session will mean:

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

6.3 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 28 August 2020.

Cancellation policy

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

- 10% until 30 November 2019
- 50% from 1 December 2019 to 29 February 2020
- 100% from 1 March 2020

Cancellation fees will be charged despite unprocessed payments.



Important

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

6.4 Rooms at ESC

Invoicing

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

Cancellation policy

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

- 10% until 30 November 2019
- 50% from 1 December 2019 to 29 February 2020
- 100% from 1 March 2020

Cancellation fees will be charged despite unprocessed payments.

6.5 Facilities Allocated To Industry Press Activities

Invoicing

- Industry Press activities will be invoiced for the requested service following signature of the appropriate order form.
- Payment must be made within the payment deadline (30 days from date of invoice) and latest by 28 August 2020.

Cancellation policy

If the Industry cancels its participation, 100% cancellation fees will apply as of receipt of the signed order form.

Cancellation fees will be charged despite unprocessed payments.

6.6 Frustration and Administrative Fees

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

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



Important

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

In the event of complete or part postponement or curtailment, the order form is regarded as valid for a possible new date and new duration for the said congress and location only. If, for any reason, ESC Congress 2020 has to be cancelled, the ESC will refund to the Industry the sum paid to the ESC for contractual commitments less 25% expenses incurred in preparation of these contracts as administrative fees (including preparation cost, overhead, cancellation insurance cost...). More detail on the cancellation insurance terms can be provided upon request." by "In the event of complete or part postponement or curtailment, the order form is regarded as valid for a possible new date and new duration for the said congress. If, for any reason, ESC Congress 2020 has to be cancelled, the ESC will retain 25% on confirmed orders as administrative fees.

