



ESC CONGRESS 2021

THE DIGITAL EXPERIENCE

27 - 30 AUGUST

#ESCCongress



ESC Guidelines for Industry@ESC Congress 2021 - The Digital Experience

Thank you for reading these Guidelines

Please note that a successful application for participation at ESC Congress 2021 - The Digital Experience implies an acceptance of the requirements contained within:

- **ESC Guidelines for Industry@Congresses 2021** with common rules applicable to our congresses
- **ESC Guidelines for Industry@ESC Congress 2021 - The Digital Experience** which contains the rules and information dedicated to a particular congress
- **ESC portal www.escehhibition.org** providing updates, key dates, not-to-be-missed information, technical specifications and much more

Each ESC partner is responsible for communicating these documents and materials to its agencies or contractors and for providing them with the necessary information to prepare their activities in relation with the ESC Congresses.

Blackout times and parallel activities

We kindly ask that all our Industry Partners refrain from holding parallel activities which are not linked to the ESC Congress 2021 - The Digital Experience or do not reference it. It is in our best and common interest to retain the focus of the profession on this single platform during the 4-days congress.

During the period beginning Friday 27 August 2021 through Monday 30 August 2021, the ESC does not allow any corporate-organised Industry Partners official sessions or similar events to take place on other days and in other places except for the official Industry Partners dedicated sessions taking place at the ESC Congress 2021 - The Digital Experience.

We thank you in advance for following these recommendations which will help optimise the collective gathering of the global cardiology community throughout the event.

Delegate personal data

In accordance with the chapter 3 of the European Regulation 2016/679 with regards to data protection, registered delegates who accept to share their personal data with ESC Healthcare industry partners, have the right to request from Healthcare Industry partners access to and rectification or erasure of their personal data. Personal data of delegates obtained by ESC Healthcare industry partners through participation to ESC digital events shall not be shared with third parties or transferred outside the European Economic Area without setting adequate legal safeguards for the safety and security of these personal data.

Your contacts

A dedicated team is happy to assist you in your preparations for the ESC Congress 2021 - The Digital Experience. Please contact the following people as necessary for your queries.

Exhibition

Mrs. Abir Ghorab
exhibition@escardio.org

Satellite Symposia

Mrs. Gisela Valky-Pons
satellite@exhibition.org

Sponsorship

Ms. Lisa Merolli
sponsorship@escardio.org

Orders and Industry Relations

industry@escardio.org

Registration

groups@escardio.org

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1. EXHIBITION

A dedicated Exhibition page on the ESC Congress 2021 - The Digital Experience platform will acknowledge our Congress partners through their logo. The logo will be clickable and will lead to an Exhibitor profiles page displaying a variety of corporate, commercial, and scientific information. Industry partners have the opportunity not only to showcase their latest developments in cardiovascular care but also to engage with their audience and prolong discussions via virtual networking tools. The possibility of linking a virtual stand is also available.

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1.1 Key dates

15 February 2021	Application deadline with priority status
12 August 2021	Free Exhibitor registration deadline
16 August 2021	Finalisation of the Exhibition page layout and positioning of exhibitors' logos Finalisation of Exhibitor profiles
27-30 August 2021	ESC Congress 2021 - The Digital Experience

1.2 Exhibiting at ESC Congress 2021 - The Digital Experience

The main objective of the Exhibition should be the presentation of the exhibiting company and/or its products or services. It should be focused on the product and scientific information to be communicated; exhibitors should ensure that the perception of the activity is above all one of transfer of knowledge.

URLs to external website

Out of respect for our fellow sponsors, we request that all URLs direct visitors to pages which may be consulted by the ESC at any time. You may share the link to your corporate website or to your virtual booth for instance, however you must refrain from redirecting visitors towards external activities which are outside of the ESC scope such as external sessions or activities which could have been held on the ESC Congress 2021 - The Digital Experience platform. The ESC reserves the right to remove your URLs from the platform if such promotion of external activities were to be found, with immediate effect. Abiding by this rule will ensure most delegates remain on the sole ESC platform for its educational content and resources, which will benefit all parties involved.

Exhibitor profile activity

Out of respect for our fellow sponsors, we request that all Exhibitor profile activities are relevant to the field of cardiology and limited to activities held on the ESC platform. The ESC may consult Exhibitor profiles at any time. Any activities judged to be non-compliant with the educational spirit of ESC Congresses will result with the cancellation of the concerned activity, request an update of exhibitor profiles at their own expense and may lead to penalties.

1.3 Exhibition page schedule

Delegates have access to the Exhibition page and Exhibitor profiles from Thursday 26 August 2021 until Tuesday 14 September 2021.

Exhibitors' administrator accesses are valid from Monday 28 June 2021 until Monday 16 August 2021.

16 August 2021	Finalisation of the Exhibition page layout and positioning of exhibitors' logos
	Finalisation of Exhibitor profiles
26 August 2021	Exhibition page open
27-30 August 2021	ESC Congress 2021 - The Digital Experience
14 September 2021	Exhibition page closed*

1.4 Exhibition page overview

On the Exhibition page, each Exhibitor profile will be allocated a cell in which their corporate or product logo, a subtitle, and a standard statement inviting viewers to get more information by opening the exhibitor profile.

A message will act as disclaimer when opening the Exhibition page to inform the participants that profile information and details will be shared with the corresponding Industry when accessing an Industry Session, Tutorials or

Exhibition. The participant should accept to continue as such. If the disclaimer is closed without acceptance, then the navigation will continue anonymously.

1.4.1 Exhibition page layout

On the Exhibition page, exhibitor profiles will first be placed based on their Exhibition package level and then by level of investment on the ESC Congress 2021 – The Digital Experience.

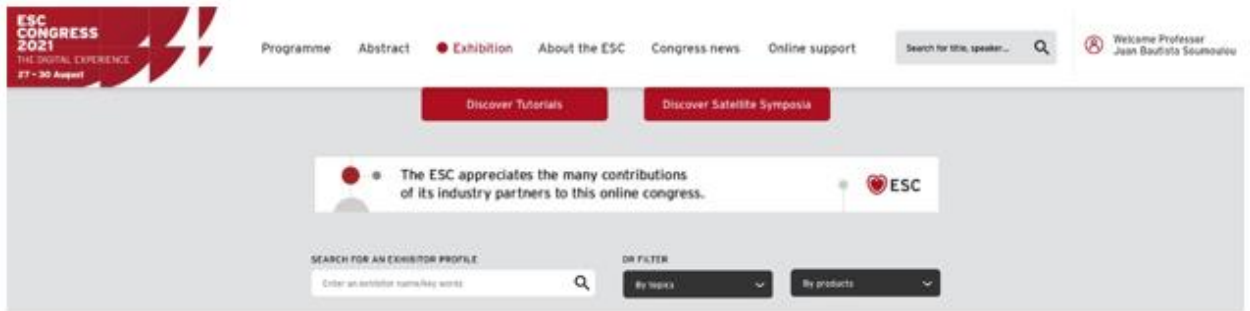
Each Exhibition package level has a corresponding Exhibitor profile cell size.

Should two companies have the same level of investment, the Exhibitor name alphabetical order will prevail.

The layout of the Exhibition page and positioning of Exhibitors will be final on 16 August 2021. After this date no modifications will be made.

The exhibition page features a search tool with different filters: Exhibitor, keywords, topic, product, A to Z

Further information with the exact specifications, dimensions and data formats can be found on the ESC Industry portal: www.escexhibition.org/ESC2021



Non-contractual visual

1.4.2 Exhibitor profile cell

Exhibitors must provide their corporate logos or the product logo of their choice and the subtitle to be shown on their Exhibitor profile cell.

An exhibitor may choose to use a corporate logo or the product logo of his choice. If a product logo is used, the exhibitor's name must appear in the subtitle.




Corporate or product logo format:

- 400 x 400 px (png or jpg)
- Transparent version + white background version
- Max weight 200ko

Subtitle file format: 150 characters maximum, spaces included

1.5 Exhibition profiles overview

A variety of Exhibition profile packages are on offer to suit Exhibitor business needs. Industry partners will have the opportunity not only to showcase their latest developments in cardiovascular care but also to engage with their audience and prolong discussions via virtual networking tools.

Package elements		STARTER 	BOOSTER 	EXPERT 
Exhibitor placement	Listing on exhibition section page*	Position 3	Position 2	Position 1
Exhibitor profile	Exhibitor name	Yes	Yes	Yes
	Exhibitor logo	Yes	Yes	Yes
	Exhibitor social media links	Yes	Yes	Yes
	Exhibitor description (introduction text)	Yes	Yes	Yes
Exhibitor content**	Exhibitor agenda	Yes	Yes	Yes
	Corporate video	1	2	3
	Satellite Symposium video	1	3	6
	Pdf document	2	5	10
	Product leaflet (picture, title, weblink)	2	5	10
Interaction	Ask for an appointment	Yes	Yes	Yes
	Face to Face chat with industry representatives (written and video chat)	Yes	Yes	Yes
	Virtual meeting room (up to 12 pax maximum)	No	Yes	Yes
Analytics	Exhibitor page statistics & leads	Yes	Yes	Yes
Badges	Exhibitor admin access (to set up the exhibition page)	5	10	15
	Free individual registration for industry staff (to access the event)	3	5	10
Virtual booth insert	Clickable image to external virtual stand	No	No	Add-on
Tutorials	Virtual room for Tutorials sessions (up to 30 pax per session)	Add-on	Add-on	Add-on

Please refer to the ESC Congress 2021 - The Digital Experience Industry Prospectus: www.escexhibition.org/ESC2021

The general structure of exhibitor profiles is the same for all exhibitor according to the exhibitor packages. Sections with no uploaded content will remain hidden.

In case an exhibitor has two or more profiles or a commercial and medical profiles, a link redirecting to each of the profiles can be made available.

Links to the content of the platform or external URLs links are regarded as follows:

- Exhibitors' company description : hypertext link to the company's website included below the text in a dedicated button
- Agenda : links to exhibitors' activities hosted on the congress platform (i.e. Tutorials, Satellite Symposia). External links and links to announce participation in upcoming events could be considered
- Social media link
- Thumbnail product images, logo, image, link
Click option: Open pdf, open link, open Pop-up with text + link or pdf

Exhibitors are asked to finalise the configuration of their exhibitor profiles on 16 August 2021.

The official provider for exhibition page and exhibitor profiles is the company CYIM. A project manager has been appointed to provide the necessary support for content integration.: esc.congress-supplier@cyim.com

Maëlle Guyot – 00 33 (0) 660656543

Emilien Matte - 00 33 (0) 665375548

Administrator access

Exhibitors will receive a direct backend access to enter all information and upload corresponding content. Our official supplier CYIM will ask each exhibitor to confirm as soon as possible who will be granted administrator access.

During the congress it is not allowed to replace the documents (Pdf and product thumbnails) or videos initially uploaded. The updating of exhibitor profiles during the congress is limited to the agenda section.

Post Congress availability

Delegates have access to the Exhibition page and Exhibitor profiles from Thursday 26 August 2021 until Tuesday 14 September 2021.

Exhibitors' administrator accesses are valid from Monday 28 June 2021 until Monday 16 August 2021.

Traffic on the platform is high following the live event, so exhibitors are encouraged to keep their profiles alive and maintain interaction with delegates. Post-event, only the Agenda and Ask and appointment feature can be updated.

Updates of documents or video uploaded with not be allowed. The virtual meeting room will no longer be operational.

1.5.1 Exhibitor profile identity

Exhibitor corporate logo

The exhibitor corporate logo will be displayed in the top left of the profile. Size and position are equivalent for all selected packages.

File format:

- 400 x 400 px (png or jpg)
- Transparent version + white background version
- Max weight 200ko

Exhibitor name and company description

The exhibitor's name and general company description are placed next to the exhibitor's corporate logo. One company website link can be included below the text in a dedicated button. The text must not exceed 500 characters maximum, spaces included.

Exhibitor social media links

Social media links are placed at the bottom of the exhibitor profile. The number of icons is limited to 6 links: Mail, Twitter, Facebook, LinkedIn, Youtube, Instagram.

During the on-demand period following the congress, this option will remain in use.

Promotional video

Exhibitor's promotional video(s) are placed on the top of Exhibitor profiles. This video(s) is aimed at creating brand awareness through a video in which you can introduce overall information about your company or on your products and activities. The recommended length of this video(s) is 3 minutes. A promotional video is not a session including scientific presentations. During the on-demand period following the congress, it is not allowed to update these videos.

As an alternative to Exhibitor's promotional video(s), banner(s) promoting Exhibitors's activities at the congress can also be allowed. Hyperlinks to other sections of the Congress are allowed but no hyperlinks to external websites are allowed.

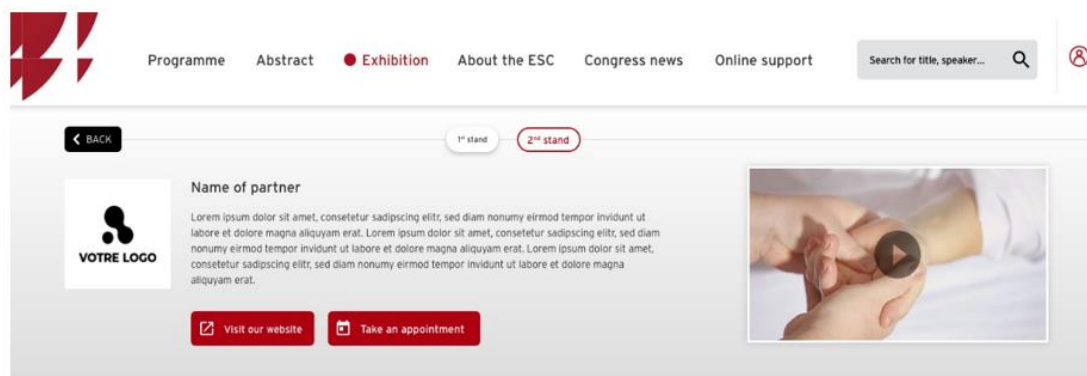
File(s) format:

Video(s)

- Video Thumbnail: 480x270px
- mp4 format, at least 720p
- Max weight 512mo

Banner(s)

- Portrait format
- JPG / PNG / GIF, 210px * 297px, 72 dpi



Non-contractual visual

1.5.2 Exhibitor profile content

Exhibitor agenda

Exhibitor can display a schedule to communicate on upcoming activities held during the ESC Congress 2021 - The Digital Experience.

During the on-demand period following the congress, this option will remain in use.

The edition of the content is configurable by each exhibitor and can be used to announce the broadcast of an ESC Congress 2021 – The Digital Experience hosted

Satellite Symposium or Tutorial session, their on-demand availability, or animation on a virtual booth link to the Exhibitor expert package or to announce participation in a future congress.

Links to the content of the platform or to external URLs are allowed but the broadcasting of VOD of sessions that took place in other congresses is not allowed.

Companies can make reference to the scientific sessions of the ESC Congress 2021 – The Digital Experience but must systematically use the following text:

“This session is an official scientific session of the ESC Congress 2021 – The Digital Experience, (Company name) has, in no way been involved in, contributed to, or affected the outcome of this/these scientific session(s), wholly devised and organised by the ESC Congress 2021 – The Digital Experience Programme Committee”.

Session video On-Demand

Dedicated video player spaces available to access ESC Congress 2021 – The Digital Experience hosted Satellite Symposium or Tutorial session on-demand according to selected exhibitor package. Tutorials could also be uploaded (A limited number of 4 tutorials per company will be available as on-demand).

Documents and resources

Depending on selected exhibitor package a limited number of Pdf documents and thumbnail images can be integrated in each exhibitor profile to present further products or leaflets shared through link or download button.

During the on-demand period following the congress, it is not allowed to update these Pdf documents and thumbnail product images.

Other display options in listing or carousel format are available and will be suggested by our supplier CYIM.

File format:

- Pdf file format : Max 64Mo, pdf only
- Thumbnail product images format :
Click option via open pdf, open link, open pop-up with text + link or pdf

1.5.3 Interactivity

Ask for an appointment

Delegates can contact exhibitors' representatives to schedule meetings. Exhibitors may list a few representatives specifying their function and area of expertise to facilitate these exchanges.

During the on-demand period following the congress, this option will remain in use.

Face to Face chat

An integrated chat is available on each selected package. Delegates can contact exhibitor representatives via this written and video feature.

During the on-demand period following the congress this option will no longer be operational.

File format:

- Sponsor's representative picture (100 x 100px)
- Name, position, email, social media links

Virtual meeting room

Depending on selected exhibitor package a virtual meeting room is available to invite customers, hold internal meetings, make final check with speakers while remaining in the virtual event environment. The number of participants is limited to 12 pax.

During the on-demand period following the congress this option will no longer be operational.

The virtual meeting room is a Whereby channel provided to Exhibitors. The whereby room will be setup with a waiting room. Exhibitors will choose to let enter one or more persons in the room.

Via the booking tool, exhibitors can define timeslots where meetings can be booked. Participants can then book timeslot which suit best. The Whereby link will be sent by email.

Important

Out of respect for our fellow exhibitors, we ask that the Whereby links of the virtual meeting rooms are not shared with non-registered ESC Congress 2021 - The Digital Experience attendees.

Starter package

ESS EXPERIENCE

Programme Abstract **Exhibition** About the ESC Congress news Online support

Search for title, speaker...

Welcome Prof Juan Bautista

BACK 1st stand 2nd stand

Name of partner

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy enimod tempor incididunt ut labore et dolore magna aliquyam erat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy enimod tempor incididunt ut labore et dolore magna aliquyam erat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy enimod tempor incididunt ut labore et dolore magna aliquyam erat.

[Visit our website](#) [Take an appointment](#)

Agenda

VIRTUAL

Titre Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy enimod tempor incididunt ut labore et dolore magna aliquyam erat.

02/10/2020 - 13:30 to 14:30 CET

Description Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy enimod tempor incididunt ut labore et dolore magna aliquyam erat.

[LINK ->](#)

VIRTUAL

Titre Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy enimod tempor incididunt ut labore et dolore magna aliquyam erat.

02/10/2020 - 12:30 to 14:30 CET

Description Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy enimod tempor incididunt ut labore et dolore magna aliquyam erat.

[LINK ->](#)

VIRTUAL

Titre Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy enimod tempor incididunt ut labore et dolore magna aliquyam erat.

02/10/2020 - 13:30 to 14:30 CET

Description Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy enimod tempor incididunt ut labore et dolore magna aliquyam erat.

[LINK ->](#)

Chat with team

Available from 7:00 am to 8:00 pm (CET)

[Chat](#)

[Chat](#)

[Chat](#)

[Chat](#)

Documents

[Dear sit amet](#)

[Dear sit amet](#)

Session On Demand

Channel Name Nuclear Cardiology/ computer Tomography

12 December 2020

Which came first : watchful waiting strategy

Moderators : L. IPSUM, D. SIT-AMET

NAME OF INDUSTRY Find us on:

ESC European Society of Cardiology

[Sitemap](#) [Terms & Conditions](#) [Contact us](#) Follow us on

Non-contractual visual

Booster package

The screenshot displays the ESC Congress 2021 website interface. At the top, there is a navigation bar with the ESC logo and menu items: Programme, Abstract, Exhibition (highlighted), About the ESC, Congress news, and Online support. A search bar and a welcome message for Professor Juan Barreira Schumacher are also present.

The main content area is divided into several sections:

- Partner Section:** Features a "VOTRE LOGO" placeholder, a video player showing hands holding a coin, and buttons for "Visit our website" and "Take an appointment".
- Agenda:** Lists virtual sessions with titles, descriptions, and links. Each entry includes a "VIRTUAL" label and a "LINK" button.
- Sessions On Demand:** A section titled "Sessions On Demand" containing three identical video thumbnails. Each thumbnail shows a group of people in a meeting and includes the text: "Which came first - watchful waiting strategy", "Moderators: L. IPSUM, B. SITAMET", and a date "10 December 2020".
- Chat with team:** A section titled "Chat with team" available from 7:00 am to 8:00 pm (CET). It lists team members with their names and social media icons, and includes a "Chat" button for each.
- Documents:** A section titled "Documents" displaying five document icons with the text "Name of product that is very long" below each.
- Resources:** A section titled "Resources" displaying four resource icons with the text "Name of product that is very long" below each.

At the bottom of the page, there is a footer with the ESC logo, a "Find us on" section with social media icons, and a "Follow us on" section with additional social media icons. The footer also includes links for "Sitemap", "Terms & Conditions", and "Contact us".

Non-contractual visual

Expert package

ESC CONGRESS 2021
THE WORLD OF GASTROENTEROLOGY & HEPATOLOGY

Programme Abstract **Exhibition** About the ESC Congress news Online support Search the website

Name of partner
VORRE LOGG

Agenda

Speakers On Demand

Chat with team

Documents

Resources

ESC Congress 2021
The World of Gastroenterology & Hepatology

Non-contractual visual

1.5.4 Administrator access and registration

The management of beneficiaries of administrator access and beneficiaries of free Congress registration are treated separately.

Free registrations will be processed by the ESC's registration service and will give access to all the platform's functionalities.

Exhibitor administrator access

Administrator accesses will be processed by our official supplier CYIM. Exhibitors are asked to confirm the primary "Exhibitor profile administrator" to the CYIM as soon as possible.

Exhibitors' administrator accesses are valid from Monday 28 June 2021 until Monday 16 August 2021.

Each exhibitor package includes a defined number of administrators accesses to set-up the exhibition profiles:

- Starter : 5 administrator accesses
- Booster : 10 administrator accesses
- Expert : 15 administrator accesses

These backend accesses also include a preview function through which the display of the various items and the overall profile can be checked directly, as viewed by the participants.

Congress registration

Each exhibitor package includes a limited number of individual Congress registrations to have full access to the Congress. These free registrations are only intended for use by industry representatives:

- Starter : 3 individual registrations
- Booster : 5 individual registrations
- Expert : 10 individual registrations

All faculty announced in an Industry Sponsored Session scientific programme approved by the Congress Programme Committee (CPC) must be registered to the Congress. Free registrations included in the Exhibitor Profiles cannot be used for faculty registration.

Sponsors also have the possibility to register Groups of delegates:

- Groups will purchase registrations in the format of access codes that they will then provide to their delegates. No need to provide ESC with a list of names.
- The access codes along with an explanatory document to finalise individual registration will be sent to the group contact upon condition that the invoice has been fully paid.
- The group contact manages the access codes and provides them to their invited delegates together with the document explaining the last step for the delegates to finalise the registration with the access code and using their My ESC account.

- To remind sponsors inviting delegates to finalise their registration, ESC will send the group contact a report containing the names of delegates who have activated their registration using your group access codes.

For information, deadlines, fees and requests, please contact groups@escardio.org or visit the registration section on the ESC Congress 2021 - The Digital Experience web page www.escardio.org/Congresses-&-Events/ESC-Congress/Registration

1.5.5 Complementary options

Link to virtual booth

Exhibitors who have ordered an expert package have the possibility to promote their 2D or 3D virtual booth by adding a clickable visual of their virtual booth. The visual will be placed on the top of the profile and will include an external link redirecting delegates to the virtual booth.

Other display alternatives are possible and will be suggested by our supplier CYIM.

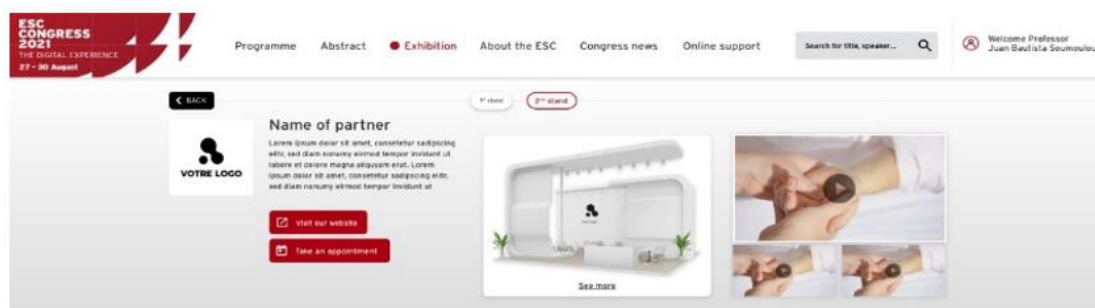
The hyperlink will allow Exhibitors to measure traffic from their profile to their virtual booth.

Exhibitors should plan their own statistical analysis on the virtual booth itself.

As an alternative to a 2D or 3D stand visual, a link to an external website illustrated by a 2D clickable visual can also be allowed on demand.

File format:

- Vectorial file preferably, or png/Jpeg image in high quality
- Landscape format required (avoid square or portrait visual)
- No limited size



Non-contractual visual

Tutorials

Each exhibitor package can be complemented by a Tutorials option in a form of Zoom virtual room for up to 30 pax to foster interactivity. Tutorials accommodate interactive learning between technical and/or clinical experts in the field and delegates in a virtual classroom environment. Scheduling of Tutorials is only allowed during the official dates of the congress.

Tutorials will be visible on a dedicated page on the Exhibition page and on Exhibitor profiles.

Delegates will request to participate to a tutorial by clicking on the register button. Exhibitors have 2 ways to manage the delegates:

- First come – first registered
- Select the participants within the registered list by validate or refuse the registration

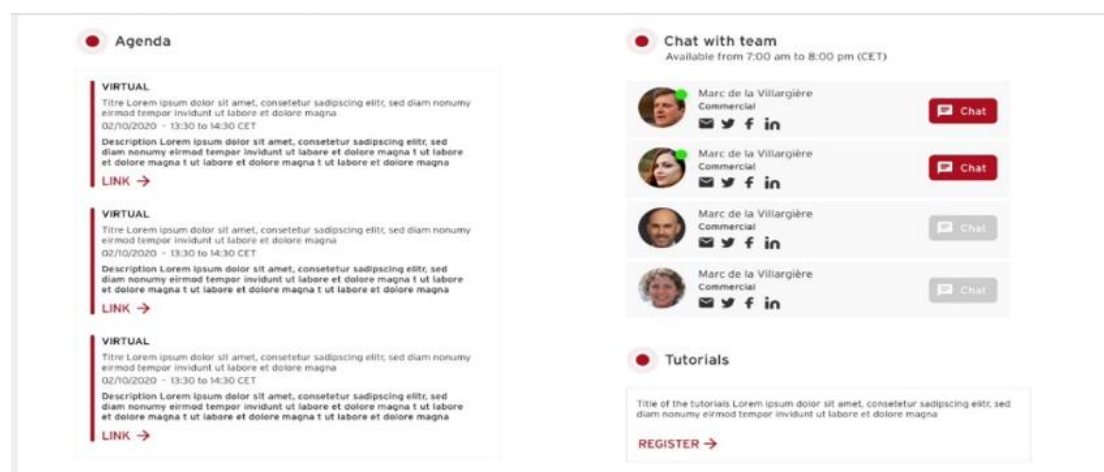
When the registration is validated delegates will receive a confirmation by email with their personal link to access the meeting.

Delegates will be also able to see the status of their registration and access to the tutorial at the right timing from the tutorial page.

Important

Out of respect for our fellow exhibitors, we ask that the Zoom links of the Tutorials rooms are not shared with non-registered ESC Congress 2021 - The Digital Experience attendees.

Please refer to the Industry Sponsored Session chapter for further information on the Tutorials announcement in the Congress online programme VOD and ESC 365.



Non-contractual visual

1.6 Collection of audience leads and analytics

Exhibitor administrators can access and download all data via the backend in real-time. The following analytics will be available via the dedicated dashboards:

- Interactions (clicks/ downloads/ visits)
- Timelines
- Results (number of visitors/ unique visitors/ clicks/ downloads)
- Visits per day (number of unique visitors)
- Interaction details by element (number of downloaded by document, videos watched, products clicked)
- leads download



2. INDUSTRY SPONSORED SESSIONS

Industry partners have the opportunity to be part of the ESC Congress 2021 - The Digital Experience scientific programme by broadcasting their latest science via our various session formats.

The term “Industry Sponsored Sessions” indicates all sessions sponsored by ESC Industry Partners. During the ESC Congresses these types of sessions can be in the form of Satellite Symposia and Tutorials. No product advertising is permitted.

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2.1 Key Dates

21 May 2021	By this date, your agenda must be provided to the ESC for submission to the EVENT Programme Committee (CPC).
19 July 2021	Satellite Symposia/ Tutorials video pre-recorded files submission deadline.

2.2 Preliminary programme lineup

TIME (CET)	DURATION	MORNING PROGRAMME - CHANNELS
08:00	60 min	ESC Session (45' + 15' Break)
09:00	30 min	Satellite Symposia (30')
09:30	60min	ESC Session (45' + 15' Break)
10:30	60 min	ESC Session (45' + 15' Break)
11:30	30 min	Satellite Symposia (30')
12:00	60 min	ESC Session (45' + 15' Break)
13:00	45 min	Satellite Symposia (45')

TIME (CET)	DURATION	AFTERNOON PROGRAMME - LIVE PROGRAMME
14:00	60 min	ESC Live Studio
15:00	30 min	Satellite Symposium (30')
15:30	60min	ESC Live Studio
16:30	30 min	Satellite Symposium (30')
17:00	90 min	ESC Live Studio
18:30	45 min	Satellite Symposium (45')

2.3 Satellite Symposia

2.3.1 Non-exclusive Satellite Symposia

Partners have the opportunity to present their latest data and innovations during non-exclusive timeslots. Non-exclusive Satellite Symposia will allow the broadcast of pre-recorded sessions with live Q&A interaction between panelists and audience. 6 sessions will run simultaneously in our channels programme. Slots are allocated in line with the accrued point ranking.

Product specifications

- Congress Programme Committee (CPC) programme validation required
- 30 or 45 minutes slots
- Interaction with audience through an integrated interactive tool (Official supplier Pigeonhole).
- Full AV and technical support provided by ESC official supplier
- Sessions On Demand available after broadcast to registered delegates and freely accessible on ESC 365 for 12 months
- Webcast video files
- Viewers leads and general metrics
- Mention of an email from the session organiser on VOD to answer viewers' questions
- 3 free registrations for non-exhibiting companies

What is not included in the cost?

- Industry to produce video for integration in programme Lineup.
- Production costs not included.

The official provider for Industry Sessions is CYIM:

esc.congress-supplier@cyim.com

Maëlle Guyot – 00 33 (0) 660656543

Emilien Matte - 00 33 (0) 0677838296

2.3.2 Exclusive Satellite Symposia

Partners have the opportunity to present their latest data and innovations to a wide global audience in our programme during exclusive timeslots. Exclusive Satellite Symposia will be a unique opportunity to present your science from an ESC appointed studio.

16 exclusive slots available in our programme, allocated in line with the accrued point ranking. 2 exclusive slots maximum per sponsors.

Product specifications

- Congress Programme Committee (CPC) programme validation required
- 30 or 45 minutes slots
- ESC appointed studio
- Interaction with audience through an integrated interactive tool (Official supplier Pigeonhole).
- Full AV and technical support provided by ESC official supplier

- Sessions On Demand available after broadcast to registered delegates and freely accessible on ESC 365 for 12 months
- Webcast video files
- Viewers leads and general metrics
- Mention of an email from the session organiser on VOD to answer viewers' questions
- 3 free registrations for non-exhibiting companies

What is not included in the cost?

- Industry to produce video for integration in programme Lineup.
- Production costs not included.
- The session sponsor will be responsible for the faculties that will be present in the studio. Travel, accommodation, meals, transport and extras costs remain the responsibility of the session sponsor.

The official provider for Industry Live Sessions is: **To be announced**

Important

Exclusive Satellite Symposia must comply with the standard set by our official supplier LiveLegend to ensure consistency of appearance and the same quality in terms of look and feel for all exclusive sessions. Additional production costs negotiated with LiveLegend must be covered by the session organiser.

Should the ESC consider that the rendering of the session does not meet the standard required by the ESC, the ESC reserves the right to ask for modifications. All costs for modifications must be borne in full by the session organiser.

2.4 Tutorials

Traditional on-site Practical Tutorials have been revisited to accommodate interactive learning between technical and/or clinical experts in the field and delegates in a virtual classroom environment broadcast on Exhibitor profiles. Tutorials will allow up to 30 pax per session to foster interactivity. The Tutorials virtual room is a Zoom channel with access via the link on the Exhibitor profiles.

Product specifications

- Congress Programme Committee (CPC) programme validation required
- A virtual room is allocated per company for the duration of the event
- Sessions can be organised from Friday 27 August to Monday 30 August between 08:00 – 19:15.
- The number and duration of tutorial sessions is not restricted
- Tutorials organisers are responsible for production of content, as well as AV requirements
- A limited number of 4 tutorials per company will be available on-demand
- Sessions On Demand available after broadcast to registered delegates and freely accessible on ESC 365 for 12 months
- Viewers leads and general metrics

What is not included in the cost?

- Options of pre-recording will be offered by our provider.
- Production costs not included.

The official provider for Industry Sessions is CYIM:

esc.congress-supplier@cyim.com

Maëlle Guyot – 00 33 (0) 660656543

Emilien Matte - 00 33 (0) 0677838296

Important

Out of respect for our fellow exhibitors, we ask that the Zoom links of the virtual meeting rooms are not shared with non-registered ESC Congress 2021 - The Digital Experience attendees.

2.5 Preparing scientific programmes

Please refer to the industry portal: www.essexhibition.org/ESC2021

2.5.1 Submitting your scientific programme

By 21 May 2021, the complete scientific programme of Satellite Symposia and Tutorials must be submitted via the appropriate service provided by the ESC.

A complete programme includes the following:

- Learning objectives for submission to Congress Programme Committee (CPC)
- Title of the session
- Session topic number chosen on the ESC Congress 2021 - The Digital Experience topic lists
- Confirmed name of the Satellite Symposia Chairperson(s)
- Confirmed name of Speaker(s) under the title of their related presentation
- Email, city and country of all faculties.

Note

- Please make sure to confirm the title of each presentation and its related topic if different from the session topic.
- The format of your submission should best reflect/ Focus on the scientific content of your session rather than the full script of the session (i.e Chairperson introduction, conclusion, discussions...).
- Session structure and scientific programme should encourage and allow adequate time for discussion.
- You can use any file transfer solution to send your video files by email to our official suppliers CYIM or LiveLegend. Please make sure the lengths of the file fits the duration of the booked slot. Time for Q&A must be included in that duration.
- Industry Sponsored Sessions are announced in all communication as “sponsored by company X”. Sessions’ sponsor can use a different wording to announce the session on promotional material. The ESC approval is mandatory.
- The number and duration of Tutorials sessions is not restricted. It is left to the appreciation of the organisers.

2.5.2 Approval of scientific programmes

The content and scientific programme of Satellite Symposia and Tutorials will be reviewed and approved in the most timely manner by the Chairperson of the Congress Programme Committee (CPC) who will confirm/ascertain the scientific value of Satellite Symposia, Tutorials and scope of these sessions with the framework of the Event. Approval or suggestions for changes by the CPC Chairperson will be communicated to sponsoring industry. These recommendations must be taken into consideration.

After obtaining approval of the scientific agenda the session organiser will receive the approved agenda with a confirmation of its approval. We ask to please inform on any formatting changes you might want to undertake within 48 hours from reception of this confirmation. Changes that alter the value of the content will require new approval. For the sake of organizational time line, after the given time frame, the agenda will be marked ready for publication and will be visible on the Scientific Program Online.

The written validation of the scientific program can be withdrawn at any given moment if the scientific programme charter is not adhered to.

2.5.3 Scientific programme charter

The Congress Programme Committee (CPC) expects sponsors of Satellite Symposia and Tutorials to maintain high overall quality of their sessions with regards to programme objectivity, balance in content and scientific rigor.

Session content

- Session content should focus on the medical and scientific environment in which a drug, a device or a service is being developed. Not all lectures should focus on a specific drug, device or service. The scientific programme should rather provide a balanced view of the entire scientific field.
- No drug, device, product names, brand names or trademarks are allowed in the session or presentation titles of Satellite Symposia and Tutorials. Session or presentation titles may contain a generic name. Marketing or journalistic connotations must be avoided. The scientific programme will not be accepted if it is thought to be promotional rather than educational.
- Following a presentation highlighting a potential added value of a drug, device or service, an open, nonbiased discussion should be organised in order to put the presented facts and results in perspective.
- No abstracts need to be submitted for Satellite Symposia and Tutorials.

Chairpersons and Speakers

- The European Society of Cardiology (ESC) Presidential Trio (President, President-Elect and Past-President) cannot participate in any Industry Sponsored Sessions as Chairperson or Speaker held during any ESC Congress (ESC Congress and Subspecialty Congresses).
- Chairpersons and Speakers should have a quality stamp of recognised and competent speakers, and independent chairmanship.

Satellite Symposia

- Satellite Symposia Chairpersons and Speakers must not be paid employees of the organizing company.
- The role of Chairperson(s) is to ensure that scientifically balanced information is presented during the scientific programme and that discussions are unbiased.
- Chairpersons should give an introduction at the beginning of the session and summarise the content of the scientific programme at the end.
- Chairpersons and Speakers are expected to be present during the entire duration of the scientific programme.
- Chairpersons and Speakers should provide balanced and neutral scientific information.
- Chairpersons and Speakers may not participate in two parallel Satellite Symposia. In this case, the two companies concerned, and the respective Speakers will be informed and requested to resolve the situation.

Tutorials

- Speakers and trainers could be paid employees of the organizing company.
- Speakers and trainers should provide balanced and neutral scientific information.
- Speakers and trainers may not participate in two parallel sessions. In this case, the two companies concerned, and the respective Speakers will be informed and requested to resolve the situation.
- Speakers and trainers should receive the complete programme of the Satellite Symposia they are involved in at least one week before the session.

Important

We suggest that Industry Sponsored Sessions speaker(s) update their speaker profile with their picture and consent. This information will then be available in connection with your presentation(s). For that Industry Sponsored Sessions speakers should access or re-access their speaker profile, as some mandatory consents have been added to allow us to display their information and image. The speaker can do this at any given time via this link: <https://escardio--community.force.com/ESCMYProfile#more-about-me>

2.5.4 Session identification

- A session number is assigned to identify each Satellite Symposia and Tutorials This session number must be included in all communications with the ESC. Communications that do not contain this session number will not be treated with the same efficiency.
- Satellite Symposia and Tutorials are announced as “sponsored by company X”. Session sponsor can use different wording to announce the session on promotional material.

2.5.5 Industry Sponsored Session Faculty management policy

The sponsoring industry must contact the Faculty involved in their session(s) with regards to their Faculty contracts and ESC Congress 2021 - The Digital Experience participation.

Faculty management

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

All faculty announced in an Industry Sponsored Session scientific programme approved by the Congress Programme Committee (CPC) must be registered to the Congress. Free registrations included in the Exhibitor Profiles cannot be used for faculty registration.

Faculty engagement

Following the approval of your session programmes by the Congress Programme Committee, (CPC) the ESC encourages Industry Sponsored Session organisers to visit the Congress Programme to identify Faculty participating in multiple sessions from Industry or ESC Scientific Programme.

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.

Please note that the ESC reserves all rights to modify the programme Faculty at any time without prior notification, the Congress programme will reflect the changes made.

Disclosure of conflict of interest

Declaration of interest will allow the audience to take potential conflicts of interest into account when assessing the objectivity of the presentation.

- The Congress Programme Committee (CPC) requests Faculty to declare all possible interest.
- The session organiser confirms that all Chairpersons/Speakers participating in their programme have fully agreed to provide the session organiser with all potential conflicts of interest that may arise from their presentations.
- The existence of potential conflicts of interest does not necessarily indicate a bias. However, it is our ethical obligation to inform organisers and participants so that they are made aware of any relationship that might cause unintentional bias. The disclosure of interest should detail existing relationship with the sponsor of the Satellite Symposia or related organisations or companies.
- A potential conflict of interest may arise from various relationships, past or present, such as employment, consultancy, investments and stock ownership, funding for research, family relationship etc.
- Chairpersons/Speakers are requested to declare interest regarding their current presentation/topics on their first slide and provide the audience with necessary time to read this slide.

2.5.6 Copyright

Copyright material can be copied for educational purposes if the copying is not done through reprographic means (e.g. by means of photocopying, facsimile, scanning or other mechanical device) and the source is acknowledged. The copied material cannot be used for commercial purposes. Licensing for copyrighted work is the sole responsibility of the Industry Sponsored Sessions organisers.

2.5.7 Changes in the scientific programme content

- Changes cannot be made without the specific approval of the Congress Programme Committee (CPC).
- Failure to adhere to the announced/approved programme content is considered a violation of the ESC Guidelines for Industry@ESC Congress 2021 - The Digital Experience and the ESC Guidelines for Industry @ Congresses. This is valid for both the Industry scientific activities and potential webcasts (on-demand) of the sessions.

2.5.8 Satellite Symposia timeslot assignment

The industry team will contact the session organisers on their turn of assignment. For the purpose of organizational timeline we ask to please confirm your assignment within 48 hours. Failing to do so, the ESC Industry Services team needs to open up all slot options to the next sponsor on the accrued point ranking list.

2.6 Technical Specifications

Please refer to the industry portal: www.essexhibition.org/ESC2021

Satellite Symposia and Tutorials back-end access

Satellite Symposia' organisers will receive a direct backend access to access the backstage of their session. The backstage is accessible to performers, organizing staff and technicians.

The virtual backstage is not an audience room. The virtual backstage room serves for pre broadcast alignment just before the planned digital Satellite Symposium. It can include up to 4 members involved in the organization of the Satellite Symposium.

Representatives of Tutorial organisers will be given a limited number of "auditor" accesses to monitor their Tutorials.

Extra services

The costs for any extra orders (i.e. video production, editing polling, rating, etc) are not included in the session price. To order extra services we suggest you contact ESC official suppliers or consult the catalogue of available auxiliary services. available on www.essexhibition.org/ESC2021

The ESC has established a co-ordination system to ensure that the various suppliers duly execute the numerous orders for Industry Sponsored Sessions. The ESC cannot however be held fully responsible for the services delivered by sub-contractors.

Important

Out of respect for our fellow sponsors, to ensure optimal delivery of Industry Sponsored Sessions and minimize the risk of technical failures, we request that the recommendations, deadlines and production procedures put in place by our suppliers be respected (i.e technical information meetings, rehearsals, technical tests, connection times prior to a live session or live Q&A...).

In case of non-respect of these recommendations and procedures, the ESC cannot be held responsible and all claims for compensation of any kind will not be taken into consideration.

2.7 Collection of audience leads and analytics

All registered profile information and details will be shared with Satellite Symposia and Tutorials organisers. We will provide you with the following data for all individuals who view your session: title, first name, family name, age, gender, country, state/province, email address, and profile information. This information will be available 15 days after the event for the Live report, 45 days after the event for the on-demand report and 1 month after upload on ESC 365.

3. SESSIONS ON DEMAND

All content from the programme will be made available to registered delegates as video on demand on the platform until 14 September 2021. The ESC is currently examining the advisability of extending this period. This information will be communicated in due course.

Content will include:

- On-demand content and live discussions on hot topics in the field
- Satellite Symposia (latest resources from industry partners in the field)
- Tutorials (interactive learning between technical and/or clinical experts and delegates - A limited number of tutorials per company)
- Any other scientific content identified by the event scientific committee

ESC 365

The event resources will be uploaded and archived on the renowned ESC 365 platform on 14 September 2021. Content will be available to ESC Professional members except for Industry Sponsored Sessions content which will be accessible to all for 1 year (MyESC account is required to access resources).

4. SPONSORSHIP

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Important

Sponsorship options can only be ordered in priority by companies participating to the Exhibition section of the platform in priority or non-exhibitor Satellite Symposia organisers.

Cancelling participation in the Exhibition section of the platform or non-exhibitor Satellite Symposia at a later stage also means cancelling the sponsorship options.

4.1 Assignment of sponsorship items

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 dealt with on a first-come, first-served basis with no guarantee of availability.

- The preferred choice of a sponsorship item upon application does not guarantee availability.
- Should the sponsorship item assignment confirmation differ from the order form, the details of the assignment prevail.
- The ESC reserves the right to allocate/modify sponsorship item assignments at any time according to the overall event requirements or in case of unforeseen matters.

4.2 Product Advertising

Unless specifically noted in these Guidelines, 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.

For certain 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 said products.

4.3 General rule applicable for promotional adverts

- 1 advert promotes 1 event
- 1 advert promoting 1 Satellite Symposium and exhibition activities will be considered as 2 adverts
- 1 advert promoting 2 Satellite Symposia will be considered as 2 adverts
- 1 advert promoting 1 Satellite Symposium and Tutorials will be considered as 2 adverts

4.3.1 Branding

The use of any ESC corporate branding and visuals (such as logos, images, graphics, and branding guidelines) is strictly forbidden in any advertising, publicity, film, video, other media etc. without prior request and subsequent written approval from the ESC.

A copy of the ESC Branding Guidelines may be obtained at following web address: www.escardio.org/The-ESC/About/Policies/ESC-corporate-identity

For further information please contact: communications@escardio.org

4.3.2 Event visual

A specific version of ESC Congress 2021 - The Digital Experience event visual (picto) is provided for facultative use by our Industry Partners to promote their activities. This picto is the only ESC 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 visuals that give the impression of being official ESC event materials. The materials must clearly and primarily carry the branding of the Industry Partner.

The use of the ESC logos is not allowed.

Sponsors or their agencies are not allowed to reproduce texts that have been specially produced by ESC for use in publications or any material posted on the ESC Website.

4.3.3 Official name of the event

Each sponsor must ensure that all publications referring to ESC Congress 2021 - The Digital Experience mention this official name only.

4.3.4 URLs to external website

We remind you that URLs to company sites are not allowed on sponsorship items. You must refrain from redirecting visitors to external activities that are outside the scope of the ESC such as sessions or external activities that might have been held on the ESC platform. Compliance with this rule will allow most delegates to remain on the ESC platform alone for its content and educational resources, which will benefit all parties concerned. All sponsoring items will be approved in advance by the ESC.

4.3.5 Promotional material approval

- ESC approval is mandatory for all promotional material
- The ESC's decision is final and does not require justification
- The content of promotional material must not include any product names, or names that might be perceived as misleading product names, brand names or specific quality or virtues of a sponsoring Industry and/or any of the Industry's product(s) either via text or visuals.

4.4 Collection of audience leads and analytics

All registered profile information and details will be shared with Sponsorship and Advertisement items' sponsors. We will provide you with the following data for all individuals who consult these items: title, first name, family name, age, gender, country, state/province, email address, and profile information. This information will be available 15 days after the event for the Live report, 45 days after the event for the on-demand report and 1 month after upload on ESC 365.

4.5 Product descriptions and technical specifications

Homepage Dynamic Banner

Deadline: Friday 13 August 2021

No product advertising permitted

Promote your message, session programmes or exhibitor profile on the Homepage Dynamic Banner. This sliding banner will rotate every 7 seconds and will include 4 banners, who may use a different banner for each day.

Note: the carousel does not start on a random banner but rather is dependent on the position that was chosen by the sponsor, meaning that "Position 1" will always be shown during the first 7 seconds of the 28 seconds carousel, while "Position 4" will always appear during the last 7 seconds.

Homepage Dynamic Banner sponsors must provide:

- 1 banner visual for desktop: JPG / PNG / GIF, 970px * 90px, 72 dpi
- 1 banner visual for mobile: JPG / PNG / GIF, 600px * 100px, 72 dpi
- Confirmation of the choice of hyperlink (N.B.: Exhibitor profile or Sponsored Satellite Symposium page)

Exhibition Dynamic Banner

Deadline: Friday 13 August 2021

Product advertising permitted

Promote your message, session programmes or exhibitor profile on the Exhibition Dynamic Banner. This sliding banner will rotate every 7 seconds and will include 4 banners, who may use a different banner for each day.

Note: the carousel does not start on a random banner but rather is dependent on the position that was chosen by the sponsor, meaning that “Position 1” will always be shown during the first 7 seconds of the 28 seconds carousel, while “Position 4” will always appear during the last 7 seconds.

Exhibition Dynamic Banner sponsors must provide:

- 1 banner visual for desktop: JPG / PNG / GIF, 970px * 90px, 72 dpi
- 1 banner visual for mobile: JPG / PNG / GIF, 600px * 100px, 72 dpi
- Confirmation of the choice of hyperlink (N.B.: Exhibitor profile or Sponsored Satellite Symposium page)

Session Page Static Banner

Deadline: Friday 13 August 2021

No product advertising permitted

Promote your message, session programmes or exhibitor profile on your dedicated session programme page. The banner will be visible on the page of the session during the broadcast as well as on the on-demand page.

Session Page Static Banner sponsors must provide:

- 1 banner visual for desktop: JPG / PNG / GIF, 970px * 90px, 72 dpi
- 1 banner visual for mobile: JPG / PNG / GIF, 600px * 100px, 72 dpi
- Confirmation of the choice of hyperlink (N.B.: Exhibitor profile or Sponsored Satellite Symposium page)

eDaily Bulletin Static Banner

Deadline: Friday 13 August 2021

No product advertising permitted

Two dedicated congress newsletters highlighting the most up-to-date scientific information will be emailed each day of the congress. The first newsletter will be mailed to our database of healthcare professionals with a My ESC account who have agreed to receive ESC communications and the second to registered delegates. Extend your visibility and promote your digital sessions or exhibitor profile via hyperlink with your advertisement as a banner in the eDaily Bulletin. Price is valid for 1 day.

eDaily Bulletin Static Banner sponsors must provide:

- 1 banner visual: JPG / PNG, 600px * 150px, 72 dpi
- Confirmation of the choice of hyperlink (i.e Exhibitor profile or Sponsored Satellite Symposium page)

eCongress News Dynamic Banner**Deadline: Friday 13 August 2021*****No product advertising permitted***

Promote your digital sessions or exhibitor profile via hyperlink with a sliding banner advertisement in the eCongress News now available online on the event platform. This sliding banner will rotate every 7 seconds in a pre-determined order and will include 2 sponsors. Price is valid for the duration of the congress and sponsors can use a different banner for each day. This item is limited to 1 banner per sponsor. The Congress News page will be a public webpage.

eCongress News Dynamic Banner sponsors must provide:

- 1 banner visual for desktop: JPG / PNG / GIF, 970px * 90px, 72 dpi
- 1 banner visual for mobile: JPG / PNG / GIF, 600px * 100px, 72 dpi
- Confirmation of the choice of hyperlink (N.B.: Exhibitor profile or Sponsored Satellite Symposium page)

Online Programme Dynamic Banner**Deadline: Friday 13 August 2021*****No product advertising permitted***

Promote your message, session programmes or exhibitor profile on the Online Programme Dynamic Banner. This sliding banner promoting 2 ESC messages and 2 sponsored messages. Sponsors may use a different banner for each day. The Online Programme page will be a public webpage and sponsors will be invited to include a disclaimer provided by the ESC in the visual of their banners. A hyperlink to your exhibitor profile or the Online Programme is permitted.

Note:

- The carousel does not start on a random banner but rather is dependent on the position that was chosen by the sponsor, meaning that "Position 1" will always be shown during the first 7 seconds of the 28 seconds carousel, while "Position 4" will always appear during the last 7 seconds
- The positions reserved for sponsors are positions 3 and 4
- Sponsors will be invited to include a disclaimer provided by the ESC in the visual of their banners

Online Programme Dynamic Banner sponsors must provide:

- 1 banner visual for desktop: JPG / PNG / GIF, 970px * 90px, 72 dpi
- 1 banner visual for mobile: JPG / PNG / GIF, 600px * 100px, 72 dpi
- Confirmation of the choice of hyperlink (N.B.: Exhibitor profile or Sponsored Satellite Symposium page)

Advert Broadcast**Deadline: Friday 13 August 2021*****Product advertising permitted***

Promote your activities with packages of four 20-second intersession video spots which will be broadcast as follows each of the 4 days of the event:

- 2 video spot passages in the channel programme topic of your choice between 8:00 and 12:45
- 2 video spot passages in the live programme between 14:00 and 18:30

Product specifications

- The video spot passage in the channel programme is limited to 1 topic of choice
- Orders are limited to 2 packages per sponsor and per day
- Maximum 2 industry advert broadcasts per interlude
- No mono-sponsorship with same sponsor in the same interlude
- Possibility to provide different video spots in each package
- The key message of your video should be simple and easy to remember
- The video itself should be eye-catching and can contain some light music to help it stand out between scientific presentations
- The ESC will be managing the distribution and programming of each Advert Broadcast at specific times in both the Channels and the Live Programmes. There will be no test version available, and the exact schedule will not be shared in advance, therefore the unveiling of your advert will be made at the launch of the event. Each Advert Broadcast will be aired before a Satellite Symposium and depending on the Channel in question, adverts from other sponsors may be broadcast before your session. You can trust the ESC will do its utmost to ensure your adverts are broadcast at the best possible times and are efficiently delivered throughout the day.

Advert Broadcast sponsors must provide:

- High definition mp4 format videos, between 15 and 20 seconds each
- Indicate the topic of choice in the channel programme

Video format:

- Format: .mp4
- Resolution: Full HD (1920 x 1080 pixels, format 16/9)
- Codec: H264
- Frame Rate: 25P

eBlasts

No product advertising permitted

The eBlast is an ideal way to highlight your event activities. 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 to an external website or virtual booth are not permitted. As an alternative to the enlarged pdf version of an advert, a direct link to the Sponsors Exhibitor Profile or Online Programme page can also be allowed on demand. This option is only suitable for Event and Post-Event eBlasts.

As mentioned below eBlasts can be mailed to all My ESC Account owners (audience with specific interest in ESC Congress 2021 – The Digital Experience and registered delegates who have agreed to receive communications from the ESC according to European data protection regulations) for the Pre-Event eBlasts and to registered delegates only for Event and Post-Event eBlasts. eBlasts will be sent out in the morning of each date.

eBlast sponsors must provide:

- 1 advert visual for mailing content - size: 600px x 300px - weight: 50 ko max (recommendation: include your logo)
- 1 Pdf format advert if needed – weight: 1MB max

Pre-event

Reach out to My ESC Account owners who have expressed an interest in ESC Congress 2021 - The Digital Experience and pre-registered delegates via an electronic invitation sent out prior the event.

02 August 2021 eBlast	Deadline 19 July 2021
09 August 2021 eBlast	Deadline 26 July 2021
16 August 2021 eBlast	Deadline 02 August 2021
23 August 2021 eBlast	Deadline 09 August 2021

During event

Reach out to registered delegates and place your event activities at the forefront of all delegates minds by reaching out to them via a dedicated email invitation sent out during the event.

27 August 2021 eBlast	Deadline 10 August 2021
28 August 2021 eBlast	Deadline 10 August 2021
29 August 2021 eBlast	Deadline 10 August 2021
30 August 2021 eBlast	Deadline 10 August 2021

Post-event

Place your event activities posted on the on-demand platform and ESC 365 at the forefront of all registered delegates' minds by reaching out to them via a dedicated email invitation sent out post-event.

The first Post-Event eblast date will cover all topics developed during the event. The three following Post Event eblast dates will focus on a specific topic.

• All topics	
03 September 2021 eBlast	Deadline 20 August 2021
• Preventive Cardiology	
10 September 2021 eBlast	Deadline 27 August 2021
• Heart Failure	
17 September 2021 eBlast	Deadline 03 September 2021
• Coronary Artery Disease, Acute Coronary Disease and Acute Cardiac Care	
24 September 2021 eBlast	Deadline 10 September 2021

5. INDUSTRY PRESS ACTIVITIES AND MEDIA POLICY

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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 2021 - The Digital Experience, including online events.
- Anyone who infringes the present ESC Media and Embargo Policy will be subject to ESC penalty policy as outlined in this chapter section 5.9: “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 disseminate press materials during ESC Congress 2021 - The Digital Experience, 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 are expected to abide by the ESC Media and Embargo Policy and to 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.
- 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 organisers 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 5.9 “Termination - Breach”.

5.3 Photo / Video / Audio Rules

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.

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.

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

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.

5.6 Press Materials Review

Participating at ESC Congress 2021 - The Digital Experience implies agreeing with these ESC Guidelines for Industry@ESC Congress 2021 - The Digital Experience and the ESC Media and Embargo Policy available on: www.escardio.org/The-ESC/Press-Office/ESC-Media-and-Embargo-Policy.

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**.

Press materials may include:

- Press releases
- Slides for the Industry Press Conferences
- All materials to be displayed during the Industry Press Conferences
- In general, any materials to be provided 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 2021 - The Digital Experience event visual (picto) is provided for facultative use by our Industry Partners to promote their event activities. This picto is the only ESC Congress 2021 - The Digital Experience 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 2021 - The Digital Experience 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 event – **ESC Congress 2021 - The Digital Experience** – must be used when mentioning the event in Industry press materials. No synonym such as “annual meeting”, “annual EVENT”, “ESC 2021” etc. is authorised.
- 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 accuracy. 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 Material embargoes must follow the Scientific Programme to meet the ESC Media and Embargo Policy.**

Important

- Industry (and their PR agencies) need to send all press materials before dissemination to the ESC Press Office.
- Industry must wait for written ESC Press Office validation before 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.

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 Communications & Promotion

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

5.9 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 2021 - The Digital Experience.

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
- 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 honored.

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.

6. GENERAL TERMS AND CONDITIONS

Please refer to the ESC Guidelines for Industry@Congresses.