

## **PARTNERS SERVICES MANUAL@ESC CONGRESS 2022**

### **TECHNICAL SPECIFICATIONS & DEADLINES**

#### **Thank you for reading this Manual**

Please note that a successful application for participation at ESC Congress 2022 implies an acceptance of the requirements contained within:

- **ESC Guidelines for Industry@Congresses** with common rules applicable to our congresses
- **ESC portal** [www.escexhibition.org](http://www.escexhibition.org) providing updates, key dates, not-to-be-missed information, technical specifications and much more
- **Partners' Services Manual@ESC Congress 2022** which contains the technical specifications and deadlines

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 2022 or do not reference it. It is in our best and common interest to retain the focus of the profession during the ESC Congresses, especially on online platforms.

During the period beginning Friday 26 August 2022 through Monday 29 August 2022, 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 2022. Industry meetings open to ESC Congress 2022 delegates are strictly forbidden outside the official Congress offer (Industry Sponsored Sessions and Rooms at ESC).

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

### **Your contacts**

A dedicated team is happy to assist you in your preparations. Please contact the following people as necessary for your queries.

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# 1. EXHIBITION

## 1.1 Onsite Exhibitor Space Regulations

### 1.1.1 Key dates

30 November 2021	Application deadline for Top 10-point holders
More than 150 days before the first day:	Cancellation fee: 30% of total amount due
From 150 to 90 days:	Cancellation fee: 50% of total amount due
Less than 90 days:	Cancellation fee: 100% of total amount due
15 December 2021	Application deadline for Top 11 to 20-point holders
15 January 2022	Application deadline with priority status
Until 31 March 2022	Stand rental @ early fee (€420/m <sup>2</sup> and €270/m <sup>2</sup> for the reduced rate)
From 1 <sup>st</sup> April 2022	Stand rental (€460/m <sup>2</sup> and €300/m <sup>2</sup> for the reduced rate)
12 May 2022	Deadline for stand design submission and stand activity declaration. All exhibitors must submit their insurance certificates. For custom stands, risk assessments and method statements are requested for all structures.
31 May 2022	Early onsite registration savings
29 July 2022	Stand services deadline - After this date orders will incur an extra cost and the service cannot be guaranteed.
31 July 2022	Free Exhibitor badge deadline Additional General Exhibitor badge order deadline
26-29 August 2022	ESC Congress 2022

### 1.1.2 Construction schedule and Exhibition access timetable

The hall is open for construction:

- From Monday 22 to Wednesday 24 August 2022: 08:00 to 20:00
- On Thursday 25 August 2022: 08:00 to 24:00

### 1.1.3 Vehicle access for unloading

Slots should be booked in advance from Fairexx. Time slot request form is available on [www.escehhibition.org/ESC2022](http://www.escehhibition.org/ESC2022).

Unloading for vehicles sizes/date	Vehicle access for stands over 300m <sup>2</sup>	Vehicle access for stands over 200m <sup>2</sup>	Vehicle access for stands over 150m <sup>2</sup>	Vehicle access for stands over 100m <sup>2</sup>	Vehicle access for stands over 30m <sup>2</sup>	Vehicle access for all stands
Monday 22 August	From 08:00 to 11:00	From 11:00 to 13:00	From 13:00 to 18:00			
Tuesday 23 August				From 08:00 to 13:00	From 13:00 to 18:00	
Wednesday 24 August						From 08:00 to 18:00
Thursday 25 August						From 08:00 to 18:00

All construction must be completed by 18:00 on Thursday 25 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 26 August until Monday 29 August 2020 at 20:00

### 1.1.4 Opening hours

Friday 26 August 2022

07:00 Hall access for exhibitors  
10:00 – 17:00 Exhibition opens

Saturday 27 August 2022

07:00 Hall access for exhibitors  
10:00 – 17:00 Exhibition opens

Sunday 28 August 2022

07:00 Hall access for exhibitors  
10:00 – 17:00 Exhibition opens

Monday 29 August 2022

07:00 Hall access for exhibitors  
10:00 – 17:00 Exhibition opens  
18:30 – 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)  
18:30 – 20:00 Removal of Meeting and Tutorials rooms valuables  
20:00 – 24:00 Vehicle access from 20:00 (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)  
Full dismantling

Tuesday 30 August 2022

00:00 – 23:30 Full dismantling

From Friday 26 August 2022 until Monday 29 August 2022, stand personnel may enter the building 3 hours before the opening of the exhibition.

#### **1.1.5 Exhibition location and building information**

The exhibition accompanying ESC Congress 2022 will be held in Hall 3 of Fira Barcelona.

- Gross area dedicated to exhibits approx. 15 000m<sup>2</sup> in 1 Hall
- Ceiling heights range from 12m at the lowest point to 15.8m at the highest
- Exhibition hall floor weight loading: 5 000kg/m<sup>2</sup>
- Electricity, water, waste & telecoms delivered by service ducts at floor level (every 5m transversely across the hall)
- Rigging from the roof – maximum weight per point is 150kg
- Loading doors 6m wide and 5m high, pedestrian doors 2.10m high
- First Aid is in the Exhibition Hall near Door 3.14
- Hall will be completely darkened.
- Carpeting colour within aisles is dark-grey-anthracite (unless customised by an exhibitor to join two stands)

#### **1.1.6 Stand activity**

Stand activities should be declared before Thursday 12 May 2022 using the eform available on: [www.escehhibition.org/ESC2022](http://www.escehhibition.org/ESC2022).

#### **1.1.7 Stand module - Shell scheme stand - Submission deadlines**

By Thursday 12 May 2022: 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 25m<sup>2</sup>, which include:

- Structure: walls (Basic 2,45m (h)/ Pro 2,93m (h)), tile carpet, fascia board with exhibitor name, assembly charges and daily basic stand cleaning.
- Lighting: Lighting LED 20w (1 light per 3m<sup>2</sup>), 1 switchboard with 3,3kw for 4 days + and double socket (TAX included)
- Furniture package: storage 1x1m, lockable counter with stool, table and chairs.
- Preliminary cleaning
- Additional Graphic counter (additional fees)

The stand modules (6m<sup>2</sup> – 25m<sup>2</sup>) provided by the official stand service supplier are different in terms of height and design. Basic stand partition walls will be 2.45m high, graphics & signage may be an additional of 0.5m.

### 1.1.8 Custom stand design - Stands drawing

By Thursday 12 May 2022 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.

### 1.1.9 Health & Safety certification - Stand module

By Thursday 12 May 2022 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. There is no need to provide any specific documentation for a stand construction certification apart from the public liability insurance document.

### 1.1.10 Stand height allowance

The maximum height allowance is in direct proportion to the m<sup>2</sup> floor area of each stand and is as follows:

	Hall 3
6m <sup>2</sup> - 25m <sup>2</sup>	2.5m
26m <sup>2</sup> - 45m <sup>2</sup>	3.5m
46m <sup>2</sup> - 60m <sup>2</sup>	4m
61m <sup>2</sup> - 80m <sup>2</sup>	4.5m
81m <sup>2</sup> - 100m <sup>2</sup>	5m
101m <sup>2</sup> - 300m <sup>2</sup>	6m
301m <sup>2</sup> - 500m <sup>2</sup>	7m
501m <sup>2</sup> - 600m <sup>2</sup>	7.5m
Over 600m <sup>2</sup>	8m

### 1.1.11 Suspension points

Exhibitors with a stand size from 60m<sup>2</sup> 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 m<sup>2</sup> floor area of each stand and the slings around the truss will be adjusted accordingly. The following hanging points are permitted:

	Hall 3
60m <sup>2</sup> - 100m <sup>2</sup>	6.5m
101m <sup>2</sup> - 300m <sup>2</sup>	7m
301m <sup>2</sup> - 500m <sup>2</sup>	7.5m
Over 500m <sup>2</sup>	8m

### Important

Exhibitors taking advantage of having a portion of their stand design suspended should ensure that the stand design clearly indicates 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.

#### **1.1.12 Exhibition services**

For all your stand service orders and the latest exhibition logistics information, please visit [www.escehibition.org/ESC2022](http://www.escehibition.org/ESC2022).

All stand services can be ordered via the Fira Store available on [www.escehibition.org/ESC2022](http://www.escehibition.org/ESC2022).

For further information on services available, please contact the Fira Barcelona Technical Department:

Email: [esc@firabarcelona.com](mailto:esc@firabarcelona.com)

Direct line: +34 93 233 20 00

#### **1.1.13 Service points (electricity, water, compressed air)**

For complete details on electrical rules and regulations for stand installation, refer to the venues' Rules and Regulations available on [www.escehibition.org/ESC2022](http://www.escehibition.org/ESC2022).

#### **1.1.14 Waste and cleaning management**

Exhibitors should manage (contract and pay for) their waste removal through the official cleaning supplier. This can be ordered through the Fira Store on:

[www.escehibition.org/ESC2022](http://www.escehibition.org/ESC2022).

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

#### **1.1.15 Stand Assignment**

Stands will be assigned in accordance with the accrued point ranking if received by 15 January 2022.

After confirmation of stand assignment, any alteration of the stand type may be requested to ESC before Thursday 12 May 2022.

#### **1.1.16 Catering**

The Official Caterer of the Congress is GastroFira. Catering can be ordered online from the Fira Store available on: [www.escehibition.org/ESC2022](http://www.escehibition.org/ESC2022).

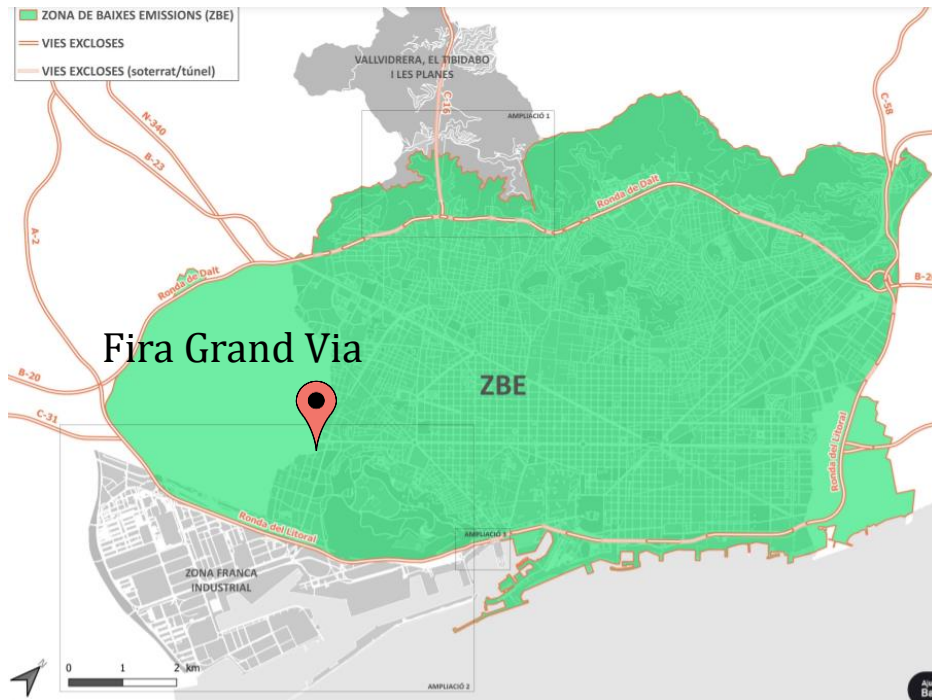
#### **1.1.17 Transport regulations/handling**

The official forwarder for ESC Congress is:

Fairexx Logistics for Exhibitions GmbH

Email: [contact@fairexx.com](mailto:contact@fairexx.com)

## Barcelona low emission zone



Since the 1st of January 2020 the city of Barcelona set-up a Low emission zone with traffic regulation for all vehicles based on their age/type. The restrictions apply from Monday to Friday from 07:00 to 20:00.

All cars & lorries entering the zone in this time period must be registered and have a DGT category sticker:

- “Zero Emissions”: electric or hybrid vehicles with a range of more than 40 km.
- “Eco”: hybrid cars with a range of less than 40 km and vehicles powered by natural gas.
- “C”: is for petrol cars and vans from 2006 and diesel vans from 2014, as well as vehicles dedicated to the transport of goods registered from the same year.
- “B”: is awarded to petrol vans and passenger cars registered from 2000 and diesel vans from 2006, including goods vehicles from 2005.

All vehicles outside of the above criteria cannot enter the low emission zone.

Foreign vehicles must be registered to obtain their DGP rating and the authorization to circulate during the Low emission zone time:

**Official website: (English)**

<https://zberegistre.ambmobilitat.cat/en/VistasDetalleAutorizaciones?tipusAutoritzacio=4#termes>

**Registration form: (English)**

<https://zberegistre.ambmobilitat.cat/en/Registre/Nou?tipusAutoritzacio=6>

## Fees (Spanish only)

[http://cido.diba.cat/normativa\\_local/10801618/ordenances-fiscals-per-a-lany-2021-area-metropolitana-de-barcelona-amb](http://cido.diba.cat/normativa_local/10801618/ordenances-fiscals-per-a-lany-2021-area-metropolitana-de-barcelona-amb)

### 1.1.18 Safety and Technical Specifications

Please refer to venue' Rules and Regulations available on [www.escehhibition.org/ESC2022](http://www.escehhibition.org/ESC2022).

### 1.1.19 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 Fira Store available on [www.escehhibition.org/ESC2022](http://www.escehhibition.org/ESC2022).

### 1.1.20 Exhibitor badge allocation

Stand size between:	General Exhibitor badges	Scientific Exhibitor badges
6m <sup>2</sup> and 8 m <sup>2</sup>	3	1
9 and 49 m <sup>2</sup>	10	3
50 and 99 m <sup>2</sup>	15	5
100 and 199 m <sup>2</sup>	25	10
200 and 299 m <sup>2</sup>	30	13
300 and 399 m <sup>2</sup>	35	15
400 and 499 m <sup>2</sup>	40	18
500 and 599 m <sup>2</sup>	45	20
600 and 699 m <sup>2</sup>	50	23
700 and 799 m <sup>2</sup>	55	25
800 and 899 m <sup>2</sup>	60	28
More than 900 m <sup>2</sup>	75	38

### 1.1.21 Badge fees and order deadlines

Additional General Exhibitor badges may be pre-ordered at the early fee of €125 (excl. 21% VAT) per badge before 31 July 2022.

From 1 August 2022, no additional General Exhibitor badges can be ordered.

Badge fees (All fees excl VAT)

Early fee	until 31 July 2022	€125
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### Important notice

To comply with the French anti-gift law (article L. 1453-11 of the French Public Health Code) and to respect the timeline for declaration or application to the French Regional Health Agency please note the purchase of extra exhibitor badges is limited to a maximum of 12.

It is the responsibility of the agency/industry to process a declaration to the French Regional Health Agency at least 8 days before the congress starting date.

No extra orders can be made onsite.

### **1.1.22 Digital health area**

There will be no dedicated Digital Health area at this year's ESC congress.

## **1.2 Online Exhibitor Profile Regulations**

### **1.2.1 Key dates**

15 January 2022	Application deadline with priority status
20 June 2022	Opening of the access to the backend of the Dedicated Exhibitor Page
15 August 2022	Closing of the backend of the Dedicated Exhibitor Page and deadline to provide logo and link for Virtual Listings.
26 August 2022	Free Exhibitor registration deadline for access to online platform
25 August 2022	Online Exhibition page open
26 - 29 August 2022	ESC Congress 2022
12 September 2022	Online Exhibition page closed

### **1.2.2 Exhibition page schedule**

Delegates have access to the Exhibition page and Exhibitor profiles from 25 August 2022 until 12 September 2022.

Exhibitors' administrator accesses are valid from 20 June 2022 until 12 September 2022.

Unless agreed otherwise, exhibitors can only update the Agenda section if needed during and after the congress until the online congress platform remains open. Once the backend of the Dedicated Exhibitor page is closed updates of any other fields are not allowed. After the congress the virtual meeting room as well as the book an appointment feature will no longer be operational.

Traffic on the platform continues following the live Congress, so exhibitors are encouraged to keep their profiles alive.

### **1.2.3 Exhibitor main page**

All Exhibitors opting for one of the two online options will be listed with their logo on the main Exhibition page on the congress platform.

Exhibitors must provide their corporate or the product logo of their choice and the subtitle to be shown under their logo. An exhibitor may choose to use a corporate logo or the product logo of his/her 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

#### 1.2.4 Dedicated Exhibitor page

This option includes:

- **Exhibitor Name and Logo** (same as the one used in the Exhibition main page)
- **Exhibitor 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 should not exceed 500 characters maximum, spaces included.
- **Exhibitor Website**  
The Website tab can accommodate an external virtual stand or other webpage dedicated to the sponsor activities during the event and design especially for the congress.
- **Book an appointment**  
This tab will open a form to be used by the visitors to book appointment with an industry partner. The form is customizable, 2 fields are available: subject and slot. Industry partners are allowed to put the subject and the slot of their choice.
- **Face to Face chat**  
An integrated chat is available on each selected package. Delegates can contact exhibitor representatives via this written and video feature.  
File format:
  - Sponsor's representative picture (100 x 100px)
  - Name, position, email, social media links
- **Promotional video**  
Exhibitor's promotional video is placed in the middle of Exhibitor's profiles page.  
This video aims at creating brand awareness in which you can introduce overall information about your company, on your products or activities. The recommended length of this video 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.  
  
File format:
  - Video
    - \* Video Thumbnail: 480x270px
    - \* mp4 format, at least 720p
    - \* Max weight 512mo

- **Agenda**  
In this section Exhibitors can share their activity during the congress.  
For each agenda Entries it is possible to add:
  - the title of the activities
  - the dates
  - a description
  - a web link (can be external link)
  - A thumbnail with an external link:
    - \* Image 200x200px,
    - \* Max weight 1Mo
  
- **Sessions On Demand**  
In this section the sessions organised during the congress will be placed after they will be broadcast. This will be automatically done by the ESC supplier. This section will accommodate up to 3 players. Content can be Satellite Symposium or Tutorials.  
If an industry organises more than 3 sessions, it will be necessary to choose the 3 sessions among those organised that will appear on the exhibitor profile.
  
- **Documents and Resources**  
These 2 sections are dedicated to Depending on selected exhibitor package a limited number of to present further products or leaflets shared through link or download button. Exhibitors can place:
  - 5 pdf items in the Documents section (pdf only)
  - 5 items in the Resources section (can be pdf, text and weblink). Each item will be shown with a thumbnail image.
 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 :  
Image: 200 x 200px  
Weight: 200ko  
Click option: Open pdf, open link, open Pop -up with text + link or pdf
  
- **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.
  
- **Statistics and Leads**  
Exhibitors will have access to a real time data tool (Dataviz) accessible from the Dedicated Exhibitors Page. These data can be downloaded at any time from 25 August 2022 until 12 September 2022.

### **1.2.5 Virtual Listing**

This option includes a logo placed in the Exhibition main page that will direct to a website of choice.

### **1.2.6 Exhibitor administrator access**

Exhibitor opting for the Dedicated Exhibitors Page will get 10 administrator accesses. These accesses will be provided by our official supplier CYIM. Exhibitors are asked to confirm the primary “Exhibitor profile administrator” to CYIM as soon as possible.

Exhibitors' administrator accesses are valid from 20 June 2022 until 12 September 2022.

### **1.2.7 Congress registration**

Exhibitor opting for the Dedicated Exhibitors Page will get 10 individual congress registrations to have full access to the Congress. These free registrations are only intended for use by industry representatives.

Sponsors also have the possibility to register Groups of delegates:

For information, deadlines, fees and requests, please contact [groups@escardio.org](mailto:groups@escardio.org) or visit the Congress registration page: <https://www.escardio.org/Congresses-&-Events/ESC-Congress/Registration/groups-third-party-registration-esc-congress>

## **2. INDUSTRY SPONSORED SESSIONS**

### **2.1 Onsite Industry Sponsored Sessions Regulations**

During Satellite Symposia slots, a maximum of 6 Industry sessions will run simultaneously. Onsite - Live Streamed sessions are entitled to priority assignment in line with the accrued point ranking. Following this, the accrued point ranking will then determine the assignment of timeslots and lecture rooms for onsite sessions and online sessions.

#### **2.1.1 Key dates**

From 15 January 2022	Notification of assignments of time slots and rooms following ranking and date of order.
23 May 2022	Scientific programme submission due
During May & June 2022	Notification of scientific programmes approval
8 July 2022	Deadline for reception of promotional materials (invitations/flyers/branding) for approval by ESC
26-29 August 2022	ESC Congress 2022

### **2.1.2 Satellite Symposia**

Satellite Symposia should fit in the standard time unit of a 45-minutes or 60 -minutes sessions.

Included:

- Standard lecture room set-up if onsite session (customization needs to be approved by the ESC and ordered through our supplier at extra cost)
- Roll-up in front of or in close vicinity of the lecture room from one hour before the session starts if onsite session
- Invitations distributed in front of or in close vicinity of the lecture room 30 minutes before the session starts if onsite session
- Dedicated listing in the Congress Programme on our online congress platform

Companies organising an onsite non-exhibitor Satellite Symposium will be provided with an allocation of 10 General Exhibitor badges and 3 Scientific Exhibitor badges.

#### **Onsite presence for onsite satellite symposia & Onsite live-streamed satellite symposia**

We request that Satellite Symposia are organised live with all speakers and Chairs onsite. We will adapt upon request considering the evolution of the pandemic with a minimum requirement of 1 Speaker and 1 Chair animating Live the session onsite.

The management of remote speakers will have to be organised in advance with the official audiovisual provider of ESC Congress 2022, (CYIM) and will be invoiced at extra costs to the industry.

#### **Webcast**

To extend the reach of your onsite Satellite Symposia to all those who were not able to attend your session, the production of a webcast is included and will be made available on ESC 365. For online Satellite Symposia, your session will be available on the congress platform on demand and on ESC 365 afterwards.

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

Lecture room specifications will be made available on the sponsor portal reachable here: <http://www.escehibition.org/ESC2022/default.aspx>



**Topic per lecture rooms:**

- London 700 seats: Heart Failure
- Berlin 500 seats: Preventive Cardiology, Special Populations
- Rome 500 seats: Cardiovascular Imaging
- Paris 400 seats: Arrhythmias and Device Therapy
- Vienna 400 seats: Coronary Artery Disease, Acute Coronary Syndromes, Acute and Critical Cardiac Care
- Birmingham 300 seats: Cardiovascular Pharmacology, Hypertension, Cardio-Oncology
- Stockholm 300 seats: Valvular, Myocardial, Pericardial, Congenital Heart Disease, Pulmonary Hypertension
- Amsterdam 200 seats: Intervention, Peripheral Vascular Disease, Aortic Disease, Stroke, Surgery
- Munich 200 seats: Basic Science

**Lecture room access**

There can be a total intersession time of 15 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. Industry partners are requested to wait for ESC faculty to leave the stage before starting branding. 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 5 minutes after their scheduled timeslot.

**2.1.3 Tutorials**

Sessions can be organised from Friday, 26 August to Monday, 29 August 2022, 09:00 to 18:00.

Included:

- Standard room (customisation must be approved by the ESC, the venue's Health & Safety authorities and needs to be ordered through our suppliers at extra cost)
- Rooms will include standard electricity supply, air-conditioning, daily cleaning and large hinged door locked with keys.
- Should you choose to stream your Tutorials live on your Online Dedicated Exhibitor Page, they will be promoted on our online congress platform for increased visibility. A limited number of four tutorials will be available on demand on the congress platform and on ESC 365 afterwards
- Promotion allowed in front of the session room (roll-up, invitations and/or information screen)

Non-exhibiting organising companies will be provided with an allocation of 10 General Exhibitor badges and 3 Scientific Exhibitor badges.

### **Room access and set-up**

- Unless agreed otherwise, Tutorials organisers will have access to their assigned room from Tuesday 23 Aug 08:00 am to 08:00 pm; Wednesday 24 August 08:00 am to 08:00 pm and Thursday 25 Aug 2022 from 08:00 am to 12:00 am.
- Dismantling (Removal of Tutorials rooms' valuables) can start on Monday 29 Aug 2022 at 05:00 pm and must be completed by midnight.
- Tutorials organisers must bring their own consoles, projectors and other necessary equipment.

### **Transport regulations/handling**

The official forwarder for ESC Congresses is:

Fairexx Logistics for Exhibitions GmbH

Email: [contact@fairexx.com](mailto:contact@fairexx.com)

### **Access Schedule**

#### **Tuesday 23 August 2022**

08:00–18:00 Vehicle access (time slot to book with Fairexx)

08:00 am – 08:00 pm Access to the Tutorials rooms for set-up

#### **Wednesday 24 August 2022**

08:00 am – 08:00 pm Access to the Tutorials rooms for set-up

#### **Thursday 25 August 2022**

08:00 am –08:00 pm Access to the Tutorials rooms for set-up

From 18:00 Empty packing cases must be removed from the Tutorials rooms and from the aisles in the Exhibition area

#### **Friday 26 August 2022**

07:00– Access for exhibitors

09:00–18:00 Access for delegates

#### **Saturday 27 August 2022**

07:00– Access for exhibitors

09:00–18:00 Access for delegates

#### **Sunday 28 August 2022**

07:00– Access for exhibitors

09:00–18:00 Access for delegates

#### **Monday 29 August 2022**

07:00– Access for exhibitors

09:00–18:00 Access for delegates

18:30 – 24:00 Full dismantling

#### **2.1.4 Submitting your scientific programme**

By 23 May 2022 the complete scientific programme of Industry Sponsored Sessions must be sent to the ESC. The scientific programme must be typed on the appropriate form available on [www.escehhibition.org](http://www.escehhibition.org) made available to you on confirmation email.

#### **Note**

- Industry Sponsored Sessions are announced in all publications as “sponsored by company X”. Sessions’ sponsor can use a different wording to announce the session on promotional material. The ESC approval is mandatory.
- Satellite Symposia chairperson(s):  
1 mandatory for 45-minute and 60-minute Satellite Symposia
- The number and duration of Tutorials sessions is not restricted. It is left to the appreciation of the organisers.

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

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

The Speaker Service Centre will be open as follows:

<b>Date</b>	<b>Times</b>
25 August 2022	14:00 - 19:00
26 August 2022	07:30 - 19:00
27 August 2022	07:30 - 19:00
28 August 2022	07:30 - 19:00
29 August 2022	07:30 - 19:00

#### **2.1.6 Catering**

Catering services can be organised with the ESC official caterer at the sponsor’s cost. The Official Caterer of ESC Congress 2022 is GastroFira. Companies will have the right to serve alcoholic beverages during the receptions organised at the following dates and times only:

<b>Date</b>	<b>Times</b>
26 August 2022	from 18:00
27 August 2022	from 18:00
28 August 2022	from 18:00
29 August 2022	from 18:00

#### **2.1.7 Transport regulations/handling**

The official forwarder for ESC Congresses is:

Fairexx Logistics for Exhibitions GmbH

Email: [contact@fairexx.com](mailto:contact@fairexx.com)

### **2.1.8 Industry Sponsored Session display racks**

No display racks in Barcelona.

## **2.2 Online Industry Sponsored Sessions Regulations**

### **2.2.1 Key dates**

23 May 2022 By this date, your agenda must be provided to the ESC for submission to the Congress Programme Committee (CPC).

29 July 2022 Satellite Symposia/ Tutorials video pre-recorded files submission deadline.

### **2.2.2 Online Satellite Symposia**

The official provider for Industry Sessions is CYIM:

[esc.congress-supplier@cyim.com](mailto:esc.congress-supplier@cyim.com)

Emilien Matte - 00 33 (0) 6 77 83 82 96

Companies organising an online non-exhibitor Satellite Symposium will be provided with an allocation of 10 free individual registrations for industry staff to access the online event.

### **2.2.4 Online Tutorials**

Sessions can be organised from Friday, 26 August to Monday, 29 August 2022, 09:00 to 18:00.

A limited number of 4 tutorials per company will be available on-demand

The official provider for Industry Sessions is CYIM:

[esc.congress-supplier@cyim.com](mailto:esc.congress-supplier@cyim.com)

Emilien Matte - 00 33 (0) 6 77 83 82 96

### **2.2.5 Submitting your scientific programme**

By 23 May 2022, the complete scientific programme of Satellite Symposia and Tutorials must be submitted via the appropriate service provided by the ESC.

### 2.2.6 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 Congress for the Live report, 45 days after the Congress for the on-demand report and 1 month after upload on ESC 365.

### 2.2.7 Sessions On Demand

All content from the programme will be made available to registered delegates as video on demand on the platform until 12 September 2022.

The event resources will be uploaded and archived on the renowned ESC 365 platform on 13 September 2022. 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).

### Industry Sponsored Sessions upload process

After the broadcast, the full recording of Satellite Symposia and Tutorials will be automatically uploaded to the replay section of the event platform within 48 hours. On request, we can disable the publication of your entire video footage in the replay section. If your internal compliance processes require you to obtain validation of live elements, we recommend that you record your footage in full before broadcast. Pre-publication of pre-recorded footage in the replay section is not permitted.

## 3. SPONSORSHIP

### 3.1 Key dates

15 January 2022

Application deadline with priority status

01 July 2022

Deadline for Onsite Advertising items

### 3.2 Homepage Dynamic Banner

*No product advertising permitted*

Deadline: 05 August 2022

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 3” 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
- Confirmation of the choice of hyperlink (N.B.: Exhibitor profile or Sponsored Satellite Symposium page)

### **3.3 Exhibition Dynamic Banner**

*Product advertising permitted*

Deadline: 05 August 2022

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 3” 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
- Confirmation of the choice of hyperlink (N.B.: Exhibitor profile or Sponsored Satellite Symposium page)

### **3.4 Session Page Static Banner**

*No product advertising permitted*

Deadline: 05 August 2022

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
- Confirmation of the choice of hyperlink (N.B.: Exhibitor profile or Sponsored Satellite Symposium page)

### **3.5 eDaily Bulletin Static Banner**

*No product advertising permitted*

Deadline: 05 August 2022

Our dedicated congress bulletins feature the programme's highlights, what not miss, latest information of the association and community behind this congress.

Day 1 bulletin will be emailed to all registered delegates, and those in the database interested in the congress main topic to drive further registration.

Day 2, 3 and 4 will be emailed to registered delegates only, who have agreed to receive ESC communications.

eDaily Bulletin Static Banner sponsors must provide:

- 1 banner visual: JPG / PNG, 600px \* 150px, 72 dpi
- Confirmation of the choice of hyperlink for the eDaily bulletin mailed to registered audience (N.B.: Exhibitor profile or Sponsored Satellite Symposium page)

### **3.6 eCongress News Dynamic Banner**

*No product advertising permitted*

Deadline: 05 August 2022

Promote your digital sessions or exhibitor profile via hyperlink with a sliding banner advertisement in the eCongress News now available online on the Congress 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.

eCongress News Dynamic Banner sponsors must provide:

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

### **3.7 Advert Broadcast**

*Product advertising permitted*

Deadline: 05 August 2022

Promote your activities with packages of four 30-second intersession video spots which will be broadcast as follows each of the 4 days of the Congress:

#### **Product specifications**

- 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 known in advance, therefore the unveiling of your advert will be made at the launch of the Congress. 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 of 30 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

### **3.8 eBlasts**

*No product advertising permitted*

The eBlast is an ideal way to highlight your Congress 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 Congress and Post- Congress eBlasts.

As mentioned below eBlasts can be mailed to all My ESC Account owners (audience with specific interest in ESC Congress 2022 and registered delegates who have agreed to receive communications from the ESC according to European data protection regulations) for the Pre- Congress eBlasts and to registered delegates only for Congress and Post- Congress 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-Congress**

Reach out to My ESC Account owners who have expressed an interest in ESC Congress 2022 and pre-registered delegates via an electronic invitation sent out prior the event.

29 July 2022 eBlast	Deadline 15 July 2022
05 August 2022 eBlast	Deadline 22 July 2022
12 August 2022 eBlast	Deadline 22 July 2022
19 August 2022 eBlast	Deadline 22 July 2022

#### **During Congress**

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.

26 August 2022 eBlast	Deadline: 05 August 2022
27 August 2022 eBlast	Deadline: 05 August 2022
28 August 2022 eBlast	Deadline: 05 August 2022
29 August 2022 eBlast	Deadline: 05 August 2022



## Post-Congress

Place your Congress 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-Congress eblast date will cover all topics developed during the Congress. The three following Post-Congress eblast dates will focus on a specific topic.

- All topics  
09 September 2022 eBlast                      Deadline 26 August 2022
- Preventive Cardiology  
16 September 2022 eBlast                      Deadline 02 September 2022
- Heart Failure  
23 September 2022 eBlast                      Deadline 09 September 2022
- Coronary Artery Disease, Acute Coronary Disease and Acute Cardiac Care  
30 September 2022 eBlast                      Deadline 16 September 2022

### 3.9 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 2022 registration protocol?

Access information from ESC Congress 2022 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.

### 3.10 Onsite Advertising

Onsite advertising items files must be sent to ESC Offices ([sponsorship@escardio.org](mailto:sponsorship@escardio.org)) for approval and production by Friday 01 July 2022.

#### Important

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

### 3.11 Industry Sponsored Session Display Screen

*No trademarks, no product name or product logo will be allowed*

*Deadline: 03 August 2022*

Distinguish your Sponsored Sessions from the rest by broadcasting an advertisement on the large information screen located in a prime location. Include your Industry Sponsored Sessions advertisement on this large info screen to attract immediate delegate attention and ensure additional visibility for your sessions. This screen will be located on the ground floor between hall 3 and hall 3.

This particular screen is strictly reserved for the promotion of Industry Sponsored Sessions. In order to facilitate approval of your artwork, we recommend using the same artwork for an eBlast.

The sponsor must send the advert for approval by the ESC :

- 1 Advert can promote 1 event
- 1 Advert promoting 1 Session with reference to the booth will be considered as 1 Advert.

Sponsors must provide advert with:

- Resolution: 1366 x 768
- Format: 16:9

Duration: 30" Presentations will run until the session has taken place during the congress

### **3.12 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 Congress for the Live report, 45 days after the Congress for the on-demand report and 1 month after upload on ESC 365.

## 4. PARTNER SERVICES

### 4.1 Key dates

15 January 2022 Rooms at ESC application deadline with priority status

### 4.2 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 Tuesday 10 May 2022.

### 4.3 Meeting Room

Meeting Rooms are rented for 5 days, from Thursday 25 to Monday 29 August 2022.

#### Access Schedule

##### Fira Barcelona existing rooms – Meeting Rooms – Zone D – Level 1:

A large number of furnished rooms are available for rental and are located on the first floor of the hall neighboring the Exhibition. Prices are for rental only. Organisers are responsible for additional furniture, AV equipment and catering arrangements.

Thursday 25 August 2022

08:00 – 24:00 Access for exhibitors - Room set-up and decoration allowed

From Friday 26 August to Sunday 28 August 2022

07:00 - 20:00 Access for exhibitors

07:00 - 20:00 Access for delegates

Monday 29 August 2022

07:00 - 20:00 Access for exhibitors

07:00 - 18:00 Access for delegates

##### Industry Meeting rooms – Exhibition ground

These 48m<sup>2</sup> high standard, modular rooms with optimal sound reduced levels will be built in the close vicinity of the Exhibition. Prices are for rental only. Organisers are responsible for furniture, AV equipment and catering arrangements.

Thursday 25 August 2022

08:00 – 24:00 Access for exhibitors - Room set-up and decoration 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 area

From Friday 26 August to Sunday 28 August 2022

07:00 - 20:00 Access for exhibitors

07:00 - 20:00 Access for delegates

Monday 29 August 2022

07:00 - 20:00	Access for exhibitors
07:00 - 18:00	Access for delegates
18:30 – 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). Removal of Function Spaces valuables.
20:00 – 24:00	Access to the Meeting Rooms for dismantling - 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 organisers and destroyed at the organiser’s expenses. The Organiser accepts no liability for packing materials not removed in due time.

#### **4.4 Daily Meeting Room**

Daily Meeting Rooms are available for rental for a minimum of 1 day from Friday 26 August 2022 to Sunday 28 August, from 07:00 to 20:00.

#### **4.5 Closed Industry Meeting**

Rental period: the ESC deals with requests on an individual basis.  
Closed Industry Meetings are permitted within the congress centre from 07:00 to 20:00 from Friday 26 August 2022 to Sunday 28 August.

#### **4.6 Industry Coach Parking**

ESC Congress 2022 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 using the form available on [www.escehhibition.org/ESC2022](http://www.escehhibition.org/ESC2022), before 13 July 2022.

#### **4.7 Group Registration**

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

31 May 2022	Early Fee Registration Deadline
31 July 2022	Late Fee Registration Deadline

For information, deadlines, fees and requests, please contact [groups@escardio.org](mailto:groups@escardio.org) or visit the Congress registration page: <https://www.escardio.org/Congresses-&-Events/ESC-Congress/Registration/groups-third-party-registration-esc-congress>

#### **4.8 Hotel Services**

Companies participating in the ESC Congresses may wish to make group hotel reservations for employees and invited guests.

For information and requests, please visit the hotel accommodation section on [www.escardio.org/Congresses-&-Events/ESC-Congress/Hotels-and-Transport](http://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.