

ESC Congress 2022

Barcelona ONSITE & ONLINE, 26-29 AUGUST

#ESCCongress



Online Exhibition



Objectives

The purpose of this presentation is to provide:

- A brief overview of the congress platform
- Details on exhibitor profile and a look at each feature
- Give the important steps and milestones

Congress Platform

Bookmark [the congress platform](#) and access it using your My ESC Account login. The [online scientific programme](#) of ESC Congress 2022 is available to all.



ESC Congress 2022 coming in

163 Days 20 Hours 23 Minutes 24 Seconds

Members save 50% until 31 March

Pay less and get more if you become an ESC Professional Member when you buy your registration. It's the best deal! Available until 31 March.

[Register and join](#)

Don't miss the event of the year.

[Register now](#)



Programme Search

Browse the scientific programme and see what you don't want to miss.

[Start now →](#)



Faculty & Presenters

Discover the leading experts presenting at this event.

[Start now →](#)



Schedule Overview

See what's planned by day in each channel.

[Start now →](#)

Congress Platform

- 1 Day before the congress starts, i.e from 25 August 2022 09:00 AM CET, the event platform opens, and content is accessible to those who have already registered.

The screenshot displays the ESC Congress 2022 Barcelona platform interface. At the top left, the logo for ESC Congress 2022 Barcelona is shown, with the text "ONSITE & ONLINE, 26-29 AUGUST". To the right of the logo are navigation links: "Broadcast", "Abstracts", "Exhibition" (highlighted with a red dot), "Stand ESC", and "Online Support". In the top right corner, there is a "SIGN IN" button with a user icon. Below the navigation bar, there are links for "Schedule overview", "Search in the programme" (highlighted with a red dot), and "My Programme".

The main content area features a search bar with the placeholder text "Author, Speaker, Title, Keyword..." and a "Search" button. Below the search bar, there are two tabs: "Sessions (170)" and "Faculty & Presenters (0)". Under the "Sessions" tab, there are three filter dropdown menus: "Days", "Types and tracks", and "Topics", along with a "Clear x" button. The search results are displayed in a grid of six session cards, each with a date and time (26 August - 08:30), a title, a heart icon for bookmarking, and a "SEE DETAILS" link with a right arrow.

Session Title	Date & Time
2022 ESC Guidelines overview	26 August - 08:30
Artificial Intelligence (AI) in cardiology: always intelligent and ethical	26 August - 08:30
Assessment of left ventricular function beyond ejection fraction	26 August - 08:30
Early diagnosis of pulmonary arterial hypertension: is it possible	26 August - 08:30
Great Debate: all patients with asymptomatic severe aortic stenosis need treatment	26 August - 08:30
Heart failure in women: causes, consequences, and treatment	26 August - 08:30

What is the digital Exhibition?

2 exhibition options are on offer to your business needs:

- **Dedicated Exhibitor Page**

- Top position on exhibition section page
- Exhibitor name and logo
- Exhibitor description and website of your choice
- A dedicated page within the congress environment including:
 - Exhibitor profile and agenda
 - Exhibitor content (media, on-demand resources, downloadable resources)
 - Interaction features (book an appointment, chat, social media links)
- Exhibitor page statistics & leads
- 10 free individual registrations for industry staff to access the online event
- 10 exhibitor admin access to set-up the exhibitor page

Additional option: Accommodate the live stream of your onsite Tutorials on your Dedicated Exhibitor Page and extend the reach of your Tutorials session to the online audience.

- **Virtual Listing**

- Bottom position on exhibition section page
- Exhibitor logo
- Exhibitor website of your choice



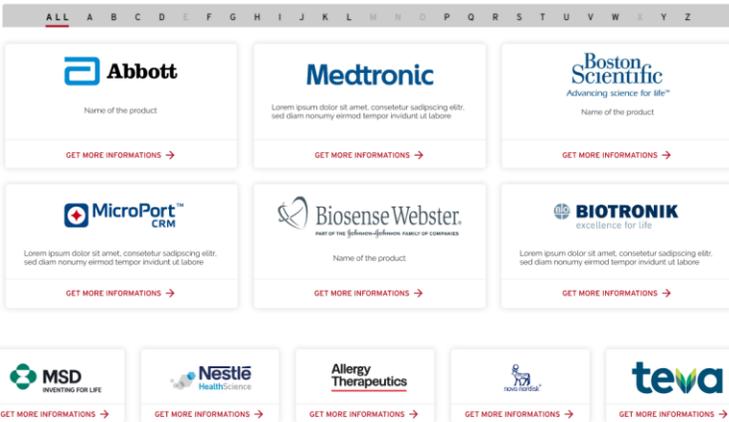
Non-contractual visual

What is the online exhibition? 1/2

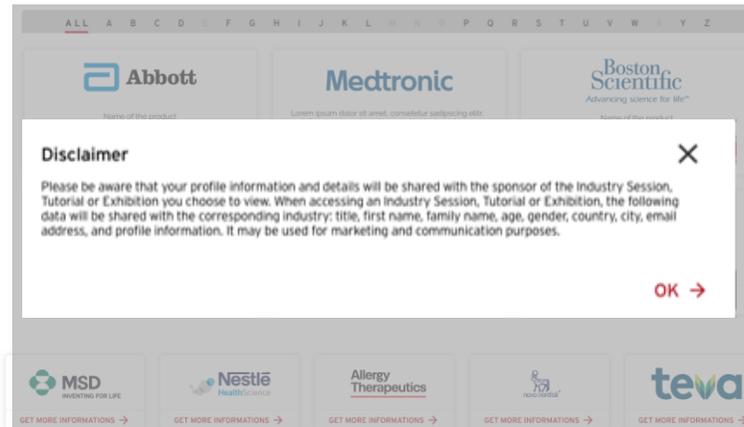
Exhibition landing page

Customisable disclaimer

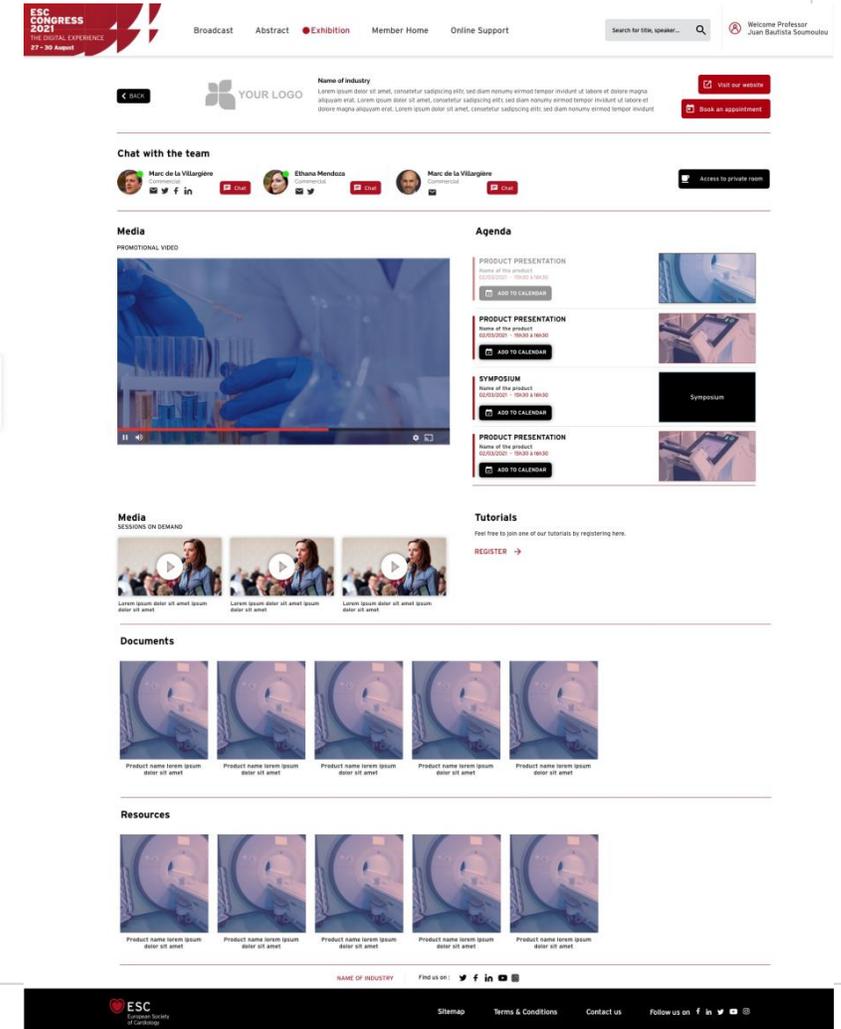
Dedicated Exhibitor page



A grid of 15 product cards for various companies. Each card features the company logo, the product name, a placeholder text 'Lorem ipsum dolor sit amet...', and a 'GET MORE INFORMATION' button with a right-pointing arrow. The companies shown are Abbott, Medtronic, Boston Scientific, MicroPort CRM, Biosense Webster, BIOTRONIK, MSD, Nestlé HealthScience, Allergy Therapeutics, and teva.

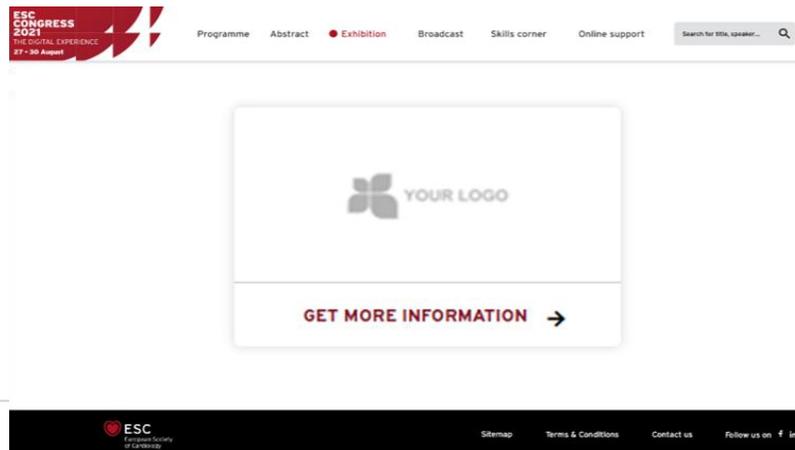


A disclaimer modal window with a white background and a grey border. It features a close button (X) in the top right corner and an 'OK' button with a right-pointing arrow in the bottom right corner. The text reads: 'Please be aware that your profile information and details will be shared with the sponsor of the industry Session, Tutorial or Exhibition you choose to view. When accessing an industry Session, Tutorial or Exhibition, the following data will be shared with the corresponding industry: title, first name, family name, age, gender, country, city, email address, and profile information. It may be used for marketing and communication purposes.'



A dedicated exhibitor page for 'ESC CONGRESS 2021'. The page includes a navigation menu with 'Broadcast', 'Abstract', 'Exhibition', 'Member Home', and 'Online Support'. A search bar is present. The main content area is divided into several sections: 'Name of industry' with a 'Visit our website' and 'Book an appointment' button; 'Chat with the team' featuring three team members with social media icons; 'Media' with a 'PROMOTIONAL VIDEO' player and a list of 'PRODUCT PRESENTATION' and 'SYMPOSIUM' items, each with an 'ADD TO CALENDAR' button; 'Tutorials' with a 'REGISTER' button; and 'Documents' and 'Resources' sections, each displaying a grid of document thumbnails. A footer contains the ESC logo and social media links.

Virtual Listing



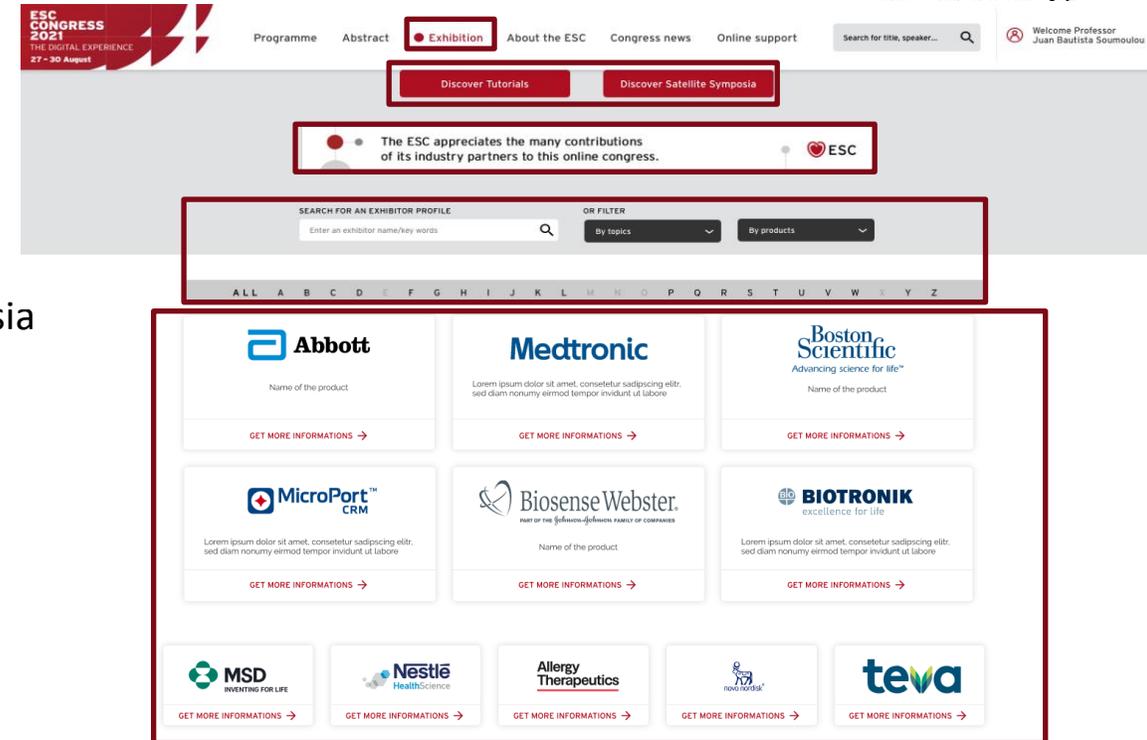
A virtual listing page for 'ESC CONGRESS 2021'. It features a navigation menu with 'Programme', 'Abstract', 'Exhibition', 'Broadcast', 'Skills corner', and 'Online support'. A search bar is located in the top right. The main content area is a large white box with a 'YOUR LOGO' placeholder and a 'GET MORE INFORMATION' button with a right-pointing arrow. The footer includes the ESC logo and social media links.

Non-contractual mock-up

What is the online exhibition? 2/2

Exhibition landing page

- Access from top menu with dedicated “Exhibition” tab
- Access to online programme sorted by Tutorials and Satellite Symposia
- Exhibition promotional dynamic banner
- Search tools (key words, by topic, by product or A-Z)
- Sponsor's logos (corporate or product + subtitle)



On the Exhibition page, Exhibitor will be placed in the online Exhibition section page in the following order:

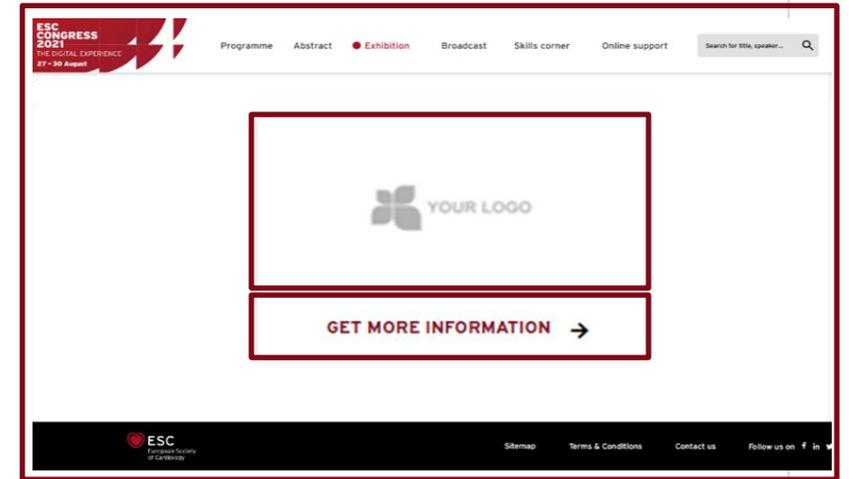
- 1) Those with a Dedicated Exhibitor Page and present in the Onsite Exhibition as well, then sorted by level of investment in the congress.
- 2) Those with a Dedicated Exhibitor Page and present in the Online Exhibition only, then sorted by level of investment in the congress.
- 3) Those acknowledged in the Virtual Listing and present in the Onsite Exhibition as well, then sorted by level of investment in the congress.
- 4) Those acknowledged in the Virtual Listing only, then sorted by level of investment in the congress.

What is the Virtual Listing?

Exhibitors will be listed on the exhibition section page of the online congress platform.

This option includes:

- Exhibitor logo
- Exhibitor website of your choice

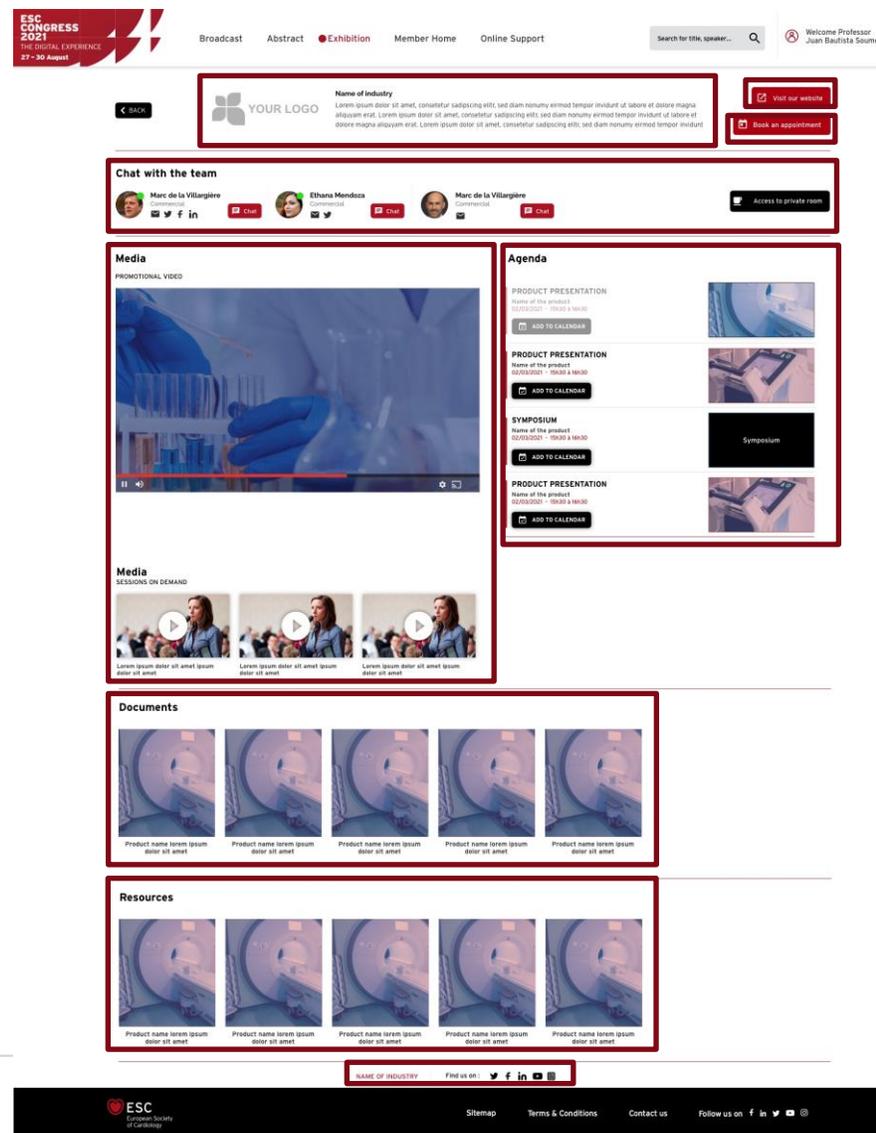


What is the Dedicated Exhibitor Page?

Exhibitors will be able to create their profile page on the congress platform.

This option includes:

- Exhibitor Profile (name, logo, description)
- Tab to access website (external virtual stand or other webpage dedicated to your activities)
- Tab to ask for an appointment
- Chat with team (audio & video)
- Agenda (free text)
- 1 promotional Video,
3 VODs (Satellite Symposia and/or Tutorials)
- 5 Documents (pdf)
- 5 Resources (jpg, pdf, text or weblink)
- Social media links
- Access to Tutorials (If ordered)



Subject *
- Select -

Slot *
- Select -

Message *

Send

Next steps & Key dates

NOW

20 JUNE 2022

15 AUGUST 2022

25 AUGUST 2022

12 SEPTEMBER 2022

26 - 29 AUGUST

Before the opening of the Admin

Admin period

During and after the congress

- Industry should prepare beforehand
 - ✓ Details of those who will handle the Chat
 - ✓ documents, videos, links, description to be uploaded when the admin platform will open
- Industry should send to esc.congress-supplier@cyim.com by **13 June 2021**
 - ✓ Details of Admin staff
 - ✓ Logo, website link, and short description for the Exhibition landing page
 - ✓ Selected topics & products

From 20 June:

- Industry can upload directly in their profile:
 - ✓ Description, promotional video, Links, Pdf documents, Resources
 - ✓ List and details of the staff who will handle the Chat feature
- Industry will be able to add and change any items upon needs

From 15 August:

- Industry should not make any changes.
- List of person in the chat cannot be changed anymore

Thursday 25 August:

- Opening of the congress platform (at 09:00 am CET)
- Exhibition profile will be visible for all registered participants
- Industry can start using the chat function

Friday 26 until Monday 29 August

- Congress dates

Tuesday 31 until Monday 12 September

- Exhibition profile remain available to all registered participants.
- Industry can access to their data on real time (dataviz)

Contacts and useful links

- **Industry Services team**
 - ✓ Exhibition – Julia Meunier – exhibition@escardio.org
 - ✓ Sponsored Sessions – Gisela Valky Pons - satellite@escardio.org
 - ✓ Sponsorship - Lisa Merolli - sponsorship@escardio.org
- **Stand Supplier CYIM** – Maëlle Guyot – esc.congress-supplier@cyim.com
- **Registration team** – registration@escardio.org or groups@escardio.org

- **Industry Prospectus, Guidelines, documents & specs** available on [Industry Portal](#)
- **Congress information** are available [here](#)