

ESC Asia

with APSC & AFC

8 - 10 November

Singapore 2019

www.escardio.org

ESC GUIDELINES
FOR INDUSTRY @
ESC ASIA WITH
APSC & AFC 2019



 **ESC**
European Society
of Cardiology

ESC Guidelines for Industry @ ESC Asia with APSC & AFC 2019

Congratulations

You have decided to partner the ESC Asia with APSC & AFC 2019, the new initiative that builds on the European Society of Cardiology's (ESC) commitment to fighting heart disease around the world.

ESC Asia with APSC & AFC 2019 will take place in one of the world's most innovative cities, Singapore, and will be organized in conjunction with the Asian Pacific Society of Cardiology (APSC) and the Asean Federation of Cardiology (AFC).

We look forward to working closely with you over the coming months towards a rich and innovative ESC Asia with APSC & AFC 2019.

Thank you for reading these Guidelines

Please note that a successful application for participation at ESC Congresses implies an acceptance of the requirements contained within these ESC Guidelines for Industry @ ESC Asia with APSC & AFC 2019, within complementary ESC Guidelines for Industry @ Congresses and also in any updates posted on www.essexhibition.org/ESCAsia-with-APSC-and-AFC2019.

Please carefully note the key deadlines marked at the start of each chapter. To ensure we deliver a successful ESC Asia with APSC & AFC 2019, we will not be able to deviate from these deadlines.

The ESC Congresses Industry portal: www.essexhibition.org/ESCAsia-with-APSC-and-AFC2019 should be a main reference source in your preparations. The website is also organised by activity to allow you to focus on your company's participation concerns. The website will provide you with updates, application forms, key dates, don't miss information, technical specifications and much more... Bookmark it now!

Each exhibitor is responsible for sharing the address of the ESC Industry portal with their agencies or contractors and providing them with the necessary information for exhibition preparations.

Your contacts

A dedicated team is happy to assist you in your preparations for the ESC Asia with APSC & AFC 2019. Please contact the following people as necessary for your queries.

Exhibition, Industry Sponsored Sessions,

Sponsorship, Rooms at ESC Asia

with APSC & AFC:

Mrs Abir Ghorab

escasiaservices@escardio.org

Exhibitor Registration:

Ms. Célia BALDACCHINO

escasiaregistration@escardio.org

Accommodation:

Mrs. Linda Olivereau

escasiahotels@escardio.org

Orders and Industry Relations:

industry@escardio.org

Any other queries:

Mr Fabrice Calabrese

fcabrese@escardio.org

Booking procedure

Application forms available on the ESC Industry portal: www.escehhibition.org/ESCAsia-with-APSC-and-AFC2019

Application deadlines

5 July 2019 Exhibition, Industry Sponsored Sessions, Sponsorship, Rooms at ESC Asia with APSC & AFC 2019

Note

The invoice will be issued by

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

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

Appointed agency

- Sponsors should inform the ESC, in writing, which agency is appointed to conduct its affairs. Requests from unknown agencies will not be taken into account.
- Applications for stand spaces, session' time slots, sponsorship items or rooms at ESC Asia with APSC & AFC must be submitted by the sponsoring industry. Correspondence should be made exclusively between this company and the ESC.
- It is not the role of any agency to make initial enquiries or reservations with the ESC independently of the sponsoring industry.
- The named agency cannot fully act as if it were the company itself and the company will continue to be held entirely responsible and accountable for activities organised in its name by its agency.
- The ESC has created ESC Guidelines for Industry @ Congresses as an essential tool on how to host Industry activities. It is obligatory that every appointed agency read these Guidelines and all other documents posted on www.escehhibition.org website in order to have a proper working relationship with the ESC Industry Team. Sponsors are responsible for communicating these guidelines to staff and appointed agencies.
- The ESC reserves the right to inform the Sponsor if the appointed agencies have not read or understood the ESC Guidelines for Industry so the companies may ensure smooth communication is re-established.

Condition of sales

- Order forms need to be signed by an authorised company representative; only signed order forms will be taken into consideration. Failure to return a signed order form will result in loss of product and priority position
- An order is considered final and subject to payment and cancellation fees once this form has been signed and returned.
- Companies are invoiced for the requested service upon signature of the order form. Precise and definitive accounting information must be provided on the initial e-

application form. The ESC cannot reissue invoices for missing or incorrect data (addition of Purchase Order, changes of billing address).

- On time payment is essential to secure a stand space, session' time slot, sponsorship item or rooms assignment.
- Stand space, session' time slot, sponsorship item or rooms assignments are cancelled automatically if the invoice has not been paid within the given payment period.
- The ESC acts in good faith and is not liable for refund of contracted services in the case of regulatory or legislative bodies refusing the content of same.

For all payment, invoicing and cancellation information, please refer to the Order Form and Chapter 5 "Finance and invoicing" of these Guidelines.

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1. Exhibition

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1.1 Key Dates

5 July 2019	Application deadline
Until 31 May 2019	Cancellation fee: 30% of total amount due
From 1 June 2019 to 31 August 2019	Cancellation fee: 50% of total amount due
From 1 September 2019	Cancellation fee: 100% of total amount due
27 September 2019	Exhibitor Profile deadline
30 September 2019	Free Exhibitor badge deadline Additional General Exhibitor badge order deadline (€70) – from this date on-site orders only (€85)
11 October 2019	Deadline for stand design submission. All exhibitors must submit their insurance certificates. For custom stands, risk assessments and method statements are requested.
25 October 2019	Stand services deadline - After this date orders will incur an extra cost and the service cannot be guaranteed.
1 November 2019	Stand activity declaration deadline
8 – 10 November 2019	ESC Asia with APSC & AFC 2019

1.2 Costs for Stands

Stand Space Only

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

The price is 400€ per square meter*

*Minimum stand size: 9m²

Exhibitor Package

For exhibitors who wish, a turnkey solution is available at a very attractive price
The price of the Exhibitor Package is 8,000€ for a 9m² Exhibitor Package.

This price includes:

- 9m² stand space
- Modular system booth structure & assembly charges
- Fascia board with company name, logo & stand number
- Carpet
- 3 Spotlights, 1 electricity sockets & electrical consumption
- 1 Counter with high stool
- 1 Table with 2 chairs
- 1 Brochure rack
- 1 Waste basket
- Daily stand cleaning



None of the images or 3D simulations are contractual

1.3 Stand Assignment

Stands will be assigned on a first come, first served basis.

To ensure every exhibitor has a chance to choose an appropriate location, the ESC stand assignment proposal is valid for 48 hours only unless the offer states otherwise.

After confirmation of stand assignment, any alteration of the stand type may be requested to ESC before 11 October 2019. To ensure a proper announcement of the stand spaces in the ESC Asia with APSC & AFC 2019 publications digital tools and printed material, any request of change post this date will be subject to prior approval by the ESC. ESC cannot guarantee a positive response.

1.4 Exhibition Schedule

Construction schedule

Exhibitors and their agencies must study the timetable for construction, exhibition opening and dismantling.

Access to the unloading area and exhibition grounds for construction shall be according to the access schedule.

Priority will be decided based on the size of stand area under construction and other considerations such as availability of halls. Agencies responsible for construction of more than one stand may apply for a time slot based on the combined area for which they are responsible.

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

Exhibitions access timetable

Construction

Thursday 7 November

10:00 - 18:00 The hall is open for construction to customs stand only

Friday 8 November

10:00 – 12:30 Exhibit Decoration and set-up

For those who ordered an Exhibitor Package stand will be ready for set-up and decoration on Friday 8 November from 10:00.

12:30 - 13:30 Stands should be ready for ESC inspection - Staff briefings can be held on the stands

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

Vehicle access for unloading

Vehicles will not be allowed access to the loading bays before the date and time indicated on the Access Schedule. Access is allowed in direct relation to the size of the exhibit, with the earliest slots allocated to companies building the largest stand area(s).

All construction must be completed by 18:00 on Thursday 7 November 2019, goods must be removed from aisles to allow cleaning. Stand decoration is possible on Friday 8 November 2019 from 10:00 to 12:30.

No further vehicle access to the exhibition ground from 18:00 on Thursday 7 November 2019 until 13:00 on Sunday 10 November 2019.

Opening hours

Friday 8 November

13:30 – 18:00 Exhibition OPEN (all stands must be staffed)

Saturday 9 November

09:00 - 18:00 Exhibition OPEN

Sunday 10 November

09:00 - 12:30 Exhibition OPEN

Dismantling

Sunday 10 November

13:00 - 18:00 Exhibition dismantling and truck access

IMPORTANT

The venue will open from 08:00 and Scientific Sessions will start from 09:00. Delegates will pass through the exhibition to access the Poster area; therefore, each exhibitor should take the necessary precaution to secure their stand before the opening of the exhibition.

1.5 Technical Guidelines

Exhibition location and building information

The exhibition accompanying ESC Asia with APSC & AFC 2019 will be held in Padang Room in Fairmont Ballroom at the the Raffles City Convention Centre.

Zone information

- Exhibition Hall shared with the Poster area
- Gross area dedicated to exhibits approx. 600m²
- Ceiling height is 6.1m
- Electricity, water, waste & telecoms delivered by service ducts at floor level
- Carpeting colour within aisles is light beige / light grey

Stand construction

[Please refer to the ESC Guidelines for Industry @ Congresses for full technical specifications and illustrations.](#)

Security

Due diligence

All entities involved in ESC Asia with APSC & AFC 2019 must have adequate insurance to cover claims arriving from industrial accidents and public safety, whatever the cause.

Exhibitors and their contractors must abide by current legislation in the host country with regards to the prevention of occupational hazards which apply to the work being carried out.

Particular care should be taken during construction and dismantling periods; un-safe working

practices will be stopped by the organiser in the interests of public safety. Exhibitors using materials not conforming to any safety component of these Guidelines will replace them with safe alternatives at their own cost.

Safety requirements

All stands, materials, installations, advertising supports, etc., must conform to public safety requirements in the host country and the E.U. Where these differ, the most stringent standard must be met.

[Please refer to the ESC Guidelines for Industry @ Congresses and venue rules and regulations for further information.](#)

For any questions regarding safety and security in the venues, exhibitors could contact the ESC Industry Team who will liaise with the venues.

Custom stand design

Stands drawing

By 11 October 2019 every exhibitor must submit to the ESC Industry Team, an exact statement of the dimensions of their stand as well as plans and descriptions of this stand. A public liability insurance document must be submitted as well as all additional certification documentation required for complex structures. All documents for construction certification are required.

[Please refer to the ESC Guidelines for Industry @ Congresses for further information.](#)

Health & Safety certification

Complex structures

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

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

[Please refer to the ESC Guidelines for Industry @ Congresses for further information.](#)

Stand package or stand rent from the local stand supplier

By 11 October 2019 exhibitors renting a Stand package or stand rent from the local stand supplier from the official stand supplier should submit the package type, dimensions & non-standard items such as display screens and catering areas. Note that these stand constructions will be signed off by the official stand supplier separately. There is no need to provide any specific documentation for a stand construction certification apart from the public liability insurance document.

Onsite checking

All stands will be checked onsite by the ESC Industry Team and by the venues' Health & Safety Team to ensure that the structures are safe and that they are compliant with the approved technical drawing upstream. In case of difference between the approved drawing and the stand, the ESC Industry Team reserves the right to ask for any change needed in order to make the stand compliant.

[Please refer to the ESC Guidelines for Industry @ Congresses and venue rules and regulations for further information.](#)

Stand types

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

Please refer to the [ESC Guidelines for Industry @ Congresses and venue' Rules and Regulations available on www.escehhibition.org/ESCAAsia-with-APSC-and-AFC2019](http://www.escehhibition.org/ESCAAsia-with-APSC-and-AFC2019).

Specific requirements

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

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

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

- Each stand design will be evaluated individually
- Each stand will have its own stand height allowance depending on the size of each ordered space
- Both stands can be separated by means of a separation wall or by means of a common storage area
- The back wall or the combination of common storage area and back wall must extend throughout the full width of the stand, from one side to the other
- The separation wall between both stands must be at a minimum of 2.5m and a maximum of 3.5m
- A service door between both stands is possible. This service door must be exclusively reserved for the exhibitor's stand staff. An open passageway will not be approved.
- Line(s) of sight on the back wall of both stands is possible (i.e glazing...)

Stand design approval

Each stand design is evaluated individually.

For confidentiality matters, the exhibitors' stand designs submitted to the ESC will not be communicated to third parties.

The ESC will send an approval of the stand design to the exhibitor and/or the exhibitors' agent. Only with this approval shall the stand be deemed eligible for construction. The stand design approval will be sent by the ESC Industry Team only when the venues have approved and signed off the stand plan and the required documentation for construction certification. No approval means no permission to construct the stand – resulting costs are entirely at the exhibitor's expense.

Please refer to the [ESC Guidelines for Industry @ Congresses and venue rules and regulations for further information](http://www.escehhibition.org/ESCAAsia-with-APSC-and-AFC2019).

Stand height allowance

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

6m² - 25m² 2.5m

26m ² - 45m ²	3m
46m ² – and over	3.5m

Edge of the stands

A 30cm inset from the edge of the stand is the minimum vacant margin required by the ESC. It is forbidden to erect walls, glazing, other constructions, or to place stand elements on the open sides of island, peninsula, corner or in-line stands within this 30cm perimeter.

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

IMPORTANT

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

Line of sight

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

[Please refer to the ESC Guidelines for Industry @ Congresses for full technical specifications and illustrations.](#)

Stand transparency

33% of the overall stand width is the minimum transparency rate required by the ESC. Each open side of island and peninsula stand types must provide lines of sight from aisle to aisle.

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

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

[Please refer to the ESC Guidelines for Industry @ Congresses for full technical specifications and illustrations.](#)

Walls erected on stands

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

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

Note

Peninsula, corner and in-line stands must be separated from neighbouring stands by means of separation wall(s). In principle this separation wall(s) should be 2.5m high. If two neighbouring exhibitors come to an agreement regarding the separation wall, the right to and the height of this wall must be approved by the ESC. These walls cannot be higher than 3.5m.

Please refer to the [ESC Guidelines for Industry @ Congresses](#) for full technical specifications and illustrations.

Self-standing elements

Stand elements of 1.4m and higher will be taken into account in the calculation of the transparency and the total width of these elements must not exceed 1/3 of the side of the construction.

Stand elements lower than 1.4m will not be taken into account in the calculation of the transparency and therefore will not be considered as obstructive.

Exhibition services

For all your stand service orders and the latest exhibition logistics information, please visit www.escexhibition.org/ESCAAsia-with-APSC-and-AFC2019.

All stand services can be ordered via the Exhibitor Shop available on www.escexhibition.org/ESCAAsia-with-APSC-and-AFC2019.

For further information on services available, please contact:

Mrs. Alisha Francisco - alisha.francisco@multiimage.com.sg - +65 654 716 48

Or Marcus - marcus@multiimage.com.sg

Service points (electricity, water, waste, compressed air)

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

For complete details on electrical rules and regulations for stand installation, refer to the venues' Rules and Regulations available on www.escexhibition.org/ESCAAsia-with-APSC-and-AFC2019.

Please refer to the [ESC Guidelines for Industry @ Congresses](#) for further information.

Internet connection

With the explosion of wireless-enabled devices (smartphones and tablets), the Wi-Fi network availability during ESC Congresses has become a challenge. In order to avoid interferences between Wi-Fi devices on stands (routers, access points, controllers ...) the ESC strongly recommends getting in touch with the venues for all connection needs. The venues' IT and Telecommunications Support will provide internet connections (via cable) and Wi-Fi capabilities for internet browsing and email reading. The Wi-Fi settings will be coordinated with those of your neighboring booths to avoid interferences for you and other exhibitors as

best possible. For this reason it is extremely important that every stand owner operates his Wi-Fi on the settings assigned to him. This will ensure that interferences with your own Wi-Fi and the network of others are kept to a minimum. The ESC and the venues' IT and Telecommunications Support has the right to require exhibitors to modify the settings and/or remove these devices if judged necessary.

Failure to report Wi-Fi equipment could lead to an immediate requirement to suspend equipment onsite.

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 Exhibitor shop on:

www.escehhibition.org/ESCAAsia-with-APSC-and-AFC2019

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

IMPORTANT

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

[Please refer to the ESC Guidelines for Industry @ Congresses for further information.](#)

Catering

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

The Official Caterer of the ESC Asia with APSC & AFC 2019 is the Caterer Company of the Raffles City Convention Centre. Catering can be ordered online from the Exhibitor Shop available on: **www.escehhibition.org/ESCAAsia-with-APSC-and-AFC2019**.

Logistics

Within the limits of the venue, Raffles City Convention Centre agents act with the authority of ESC on its behalf in matters concerning vehicle logistics & security, freight forwarding, freight lifting and storage of goods.

[Please refer to the ESC Guidelines for Industry @ Congresses for further information.](#)

IMPORTANT

Each exhibitor who needs to access the loading zone must inform ESC and Raffles City Convention Centre by email.

Access will be via the Loading/Unloading Dock 3 at Basement 1 of Raffles City Carpark. There is a Cargo Lift available there that is to be used to access Level 4, the Convention Centre

Delivery address

Any shipment should be sent the closest to the congress date to:

Raffles City Convention Centre
Level 4 (Function Office) 6431 6013

80 Bras Basah Road
S(189560)

A label available on <http://www.escehhibition.org/ESCAsia-with-APSC-and-AFC2019> should be sent with the shipment to ensure good reception.

Storage

Empty packing cases must be removed from the exhibition halls by 18:00 on Thursday 7 November 2019. Exhibitors should therefore make prior arrangements for the safekeeping of such items with the Raffles City Convention Centre. Storing materials in the spaces behind or close to stands not rented by the exhibitor is strictly forbidden.

1.6 Safety and Technical Specifications

Please refer to the ESC Guidelines for Industry @ Congresses and venue' Rules and Regulations available on www.escehhibition.org/ESCAsia-with-APSC-and-AFC2019.

Access for people with reduced mobility

The exhibitor must comply with European and International regulations and with the accessibility order. These regulations specify that all premises and facilities open to the public must allow access to the disabled and to people with reduced mobility. For ESC Congresses, all disabled persons must be able to access and exit all facilities without assistance.

Fire prevention and crowd safety

Exhibitor obligations

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

IMPORTANT

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

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

Organiser's security

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

Extra security

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

Stand security should be request to escasiaservices@escardio.org

Valuable goods

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

IMPORTANT

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

Insurance

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

1.7 Exhibitor Registration

[Please refer to the ESC Guidelines for Industry @ Congresses for further information.](#)

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

Exhibitor badge categories

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

General Exhibitor badge

- Access to Exhibition halls
- No access to ESC Asia with APSC & AFC 2019 Scientific Sessions
- Access to Industry Sponsored Sessions of affiliated company
- No congress bag
- No journal subscription
- No accreditation
- Electronic version of the Final Programme on Mobile App and Website
- Opportunity to purchase additional General Exhibitor badges
- Onsite name changes are not accepted, a new badge must be purchased
- Lost General Exhibitor badges will not be replaced, a new badge must be purchased

Scientific Exhibitor badge

- Access to Exhibition halls
- Access to ESC Asia with APSC & AFC 2019 Scientific Sessions
- Access to Industry Sponsored Sessions
- No congress bag
- No accreditation
- No journal subscription
- Electronic version of the Final Programme on Mobile App and Website

- No additional paying Scientific Exhibitor badges can be ordered (beyond the defined number allocated per stand). If any additional one is required, a usual delegate badge should be purchased through the ESC website.
- Onsite name changes are accepted upon surrender of the original badge (administration fee to be charged)
- Lost Scientific Exhibitor badges will not be replaced, a new badge must be purchased

Exhibitor badge allocation

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

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

Stand size between:	General Exhibitor badges	Scientific Exhibitor badges
Exhibition Package 9m ²	4	4
9 and 49 m ²	4	4
More than 49 m ²	8	8

Exhibitor badge order

Free badge orders

A link to an online form will be sent to the Industry's main contact a few weeks before the Congress. This online form will already have the correct number of badges to be completed with the onsite staff's names (or be left with the company name only).

Should the person in charge of ordering the badges not be from the Industry, an official letter of appointment must be provided to the ESC to prove they have indeed been mandated to order them. Failure to do so will result in the request for badges not being taken into account.

Exhibitor badge with company name and/or individual name

Exhibitors may choose how their free badges are inscribed: either company name only or individual name & company name.

It is mandatory that the company name is the same as that provided for the exhibition listing.

Badge fees and order deadlines

Additional General Exhibitor badges may be pre-ordered at the early fee of €70 (excl. VAT) per badge before 30 September 2019.

From 1 October 2019, additional General Exhibitor badges orders will be handled on site at a fee of €85 (excl. VAT).

Badge fees (All fees excl VAT)

Early fee	until 30 September 2019	€70
Name change	until 30 September 2019	€35
On-site fee	from 1 October 2019	€85
General Exhibitor badge	On-site name change	€85

	Lost badge	€85
Scientific Exhibitor badge	On-site name change	€40
	Lost badge	€85

Work passes

In the interest of safety, only those individuals directly responsible for the construction and dismantling of exhibits will be permitted in the exhibit areas during the construction and dismantling periods. To this end, work passes will be given out from the Registration desk during construction and dismantling phases.

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

Delegate passes to exhibitions outside of opening hours

For security reasons, access to the exhibitions during the build-up and dismantling periods, is limited to persons holding an exhibitors' badge and to the official opening time of the congress.

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

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

1.8 Stand Activity and Promotional Regulations

[Please refer to the ESC Guidelines for Industry @ Congresses for further information.](#)

Stand activities

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

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

Audio & visual activities

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

IMPORTANT

Out of respect for our fellow exhibitors, it is requested that demonstrations/ presentations, which may generate noise within the exhibition area, are kept to a minimum. All loudspeakers are to be positioned within the boundaries of the stand and angled so that they face inwards towards the centre point of the stand. The maximum permitted volume on stands is 3db above background noise, measured from 3m distance to the stand. The ESC is authorised to restrict any demonstrations/ presentations which do not comply with the regulations. We call on all exhibitors to kindly self-regulate the level of noise they are producing – the exhibition is an open area so it is crucial that all parties act in good faith to ensure harmony throughout the area.

Note

Each exhibitor is asked to seriously consider these recommendations and self-regulate. Refusal to lower the sound level or halt an activity will be considered a violation of these Guidelines.

Promotional regulations***Items which may be advertised***

It is prohibited to advertise goods and services which have not been admitted to ESC Asia with APSC & AFC 2019 or to make publicity for organisations which do not occupy stand space at ESC Congresses. Exhibitors should be aware that they are held responsible for any material on which their logo and/or name appears. This applies especially to any brochures produced and distributed by a third party.

Items for distribution

Exhibitors can distribute approved items to delegates on their stands and/or to those delegates participating in approved stand activities.

Each exhibitor should declare all items for distribution in advance with a description/picture and unit price by using the e-form sent by the ESC Industry Team.

2. Industry Sponsored Sessions

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2.1 Key Dates

5 July 2019	Application deadline
From end May	Notification of assignments of time slots and rooms
Until 31 May 2019	Cancellation fee: 30% of total amount due
From 1 June 2019 to 31 August 2019	Cancellation fee: 50% of total amount due
From 1 September 2019	Cancellation fee: 100% of total amount due
9 September 2019	Deadline for receiving complete scientific programmes
1 November 2019	Deadline for approval of promotional materials (invitations/flyers) by ESC
8 – 10 November 2019	ESC Asia with APSC & AFC 2019

2.2 Satellite Symposia

Please refer to the [Industry Prospectus](#) and [ESC Guidelines for Industry @ Congresses](#) for further information.

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

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

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

Time slot and costs

Satellite Symposia	Exhibitor Prices	Non-exhibitor Prices
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Friday 8 November 2019

17:15 – 18:15	60 mins	€25,000	€30,000
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Saturday 9 November 2019

12:30 – 13:30	60 mins	€25,000	€30,000
---------------	---------	---------	---------

12:30 – 13:45	75 mins	€30,000	€35,000
---------------	---------	---------	---------

18:00 – 19:00	60 mins	€25,000	€30,000
---------------	---------	---------	---------

All prices are exclusive of VAT

What is included in the cost?

- Lecture room rental
- Standard lecture room set-up
- 1 Advert
- Dedicated listing in the Scientific Programme & Planner, Final Programme (pdf version), and Mobile App
- Promotion allowed in front of the session room (roll-up and/or invitations)

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

- 4 General Exhibitor Badges
- 4 Scientific Exhibitor Badges

Lecture room set-up

- Chairs arranged in theater-style
- Stage set-up:
 - For chairpersons: 2 tables with 4 seats + 42” monitor on Chairperson’s table + 3 wired goose neck microphones
 - For speakers: Lecterne with 2 wired goose neck microphones
- 1 x screen and projector for PinP projections
- 1 x technician
- 1 x ESC room hostess

Detailed specification of lecture rooms are available on www.escehhibition.org/ESCAasia-with-APSC-and-AFC2019

Note

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

Lecture room access

Satellite Symposia organisers will have access to the lecture rooms 10 minutes before their scheduled timeslot and must clear the lecture room 5 minutes after their scheduled timeslot.

Promotional regulations

Invitations

Invitations can be distributed at the entrance of the assigned lecture rooms 30 minutes before the beginning of the session. It is forbidden to distribute invitations anywhere else in the building other than on the booth.

Roll-ups

Two roll-ups (maximum height of 2.5m and maximum width of 1m, no electrical connections, no lights, and no sound) may be displayed in front of the lecture room door(s) 1 hour before the sessions start.

2.3 General Rules Governing Industry Sponsored Sessions

Assignment of Industry Sponsored Sessions

Please refer to the [ESC Guidelines for Industry @ Congresses](#) for further information.

Industry Sponsored Sessions are assigned on a first-come first-served basis.

Preparing Industry Sponsored Sessions scientific programmes

Please refer to the [ESC Guidelines for Industry @ Congresses](#) for further information.

Submitting your scientific programme

By **9 September 2019** 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.essexhibition.org/ESCAAsia-with-APSC-and-AFC2019

Note:

- Industry-Sponsored Sessions are announced in all publications as “sponsored by company X”. Sessions’ sponsor can use different wording to announce the session on promotional material. ESC approval is mandatory.
- Sponsored sessions’ chairperson(s):
 - 2 x Chairpersons are mandatory for 75-minute Satellite Symposia.
 - 1 x Chairperson mandatory for 60-minute Satellite Symposia.

Approval of Scientific Programmes:

The content and scientific programme of the Industry-Sponsored Sessions must be reviewed and approved by the Congress Programme Committee (CPC) to ensure its compliance with our rules and regulations for content approval. This review will take place at the beginning of October 2019. Approval or suggestions for changes by the CPC Chairperson will be communicated to the Industry Sponsored Sessions contact. These recommendations must be taken into consideration.

Changes in the scientific programmes content can be made without the specific approval of the Congress Programme Committee (CPC).

ESC Faculty Management Policy:

Faculties involved in ESC scientific sessions benefit from free registration, Hotel accommodation and travel expenses according to the Congress travel policy. Any other extras remain the responsibility of the faculty member.

Industry-Sponsored Session Faculty Management Policy:

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

Preparing Industry Sponsored Sessions requirements

[Please refer to the ESC Guidelines for Industry @ Congresses for further information.](#)

Badges, right of admission reserved

All persons involved in the organisation of Industry Sponsored Sessions (film crew, technicians, participants...) must have a valid badge: General Exhibitor¹ and Scientific Exhibitor², active participant or day ticket.

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

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

Speaker Service Centre (SSC)

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

The Speaker Service Centre will be open as follows:

Date	Times
Friday 8 November 2019	12:00 - 17:45
Saturday 9 November 2019	08:00 - 18:30
Sunday 10 November 2019	08:00 - 12:30

Catering

The Official Caterer of the ESC Asia with APSC & AFC 2019 is the Caterer Company of the Raffles City Convention Centre. Catering can be ordered online from the Exhibitor Shop available on: www.essexhibition.org/ESCAAsia-with-APSC-and-AFC2019.

Transport regulations/handling

Within the limits of the venue, Raffles City Convention Centre agents act with the authority of ESC on its behalf in matters concerning vehicle logistics & security, freight forwarding, freight lifting and storage of goods.

IMPORTANT

Who needs to access the loading zone must inform ESC and Raffles City Convention Centre by email.

Access will be via the Loading/Unloading Dock 3 at Basement 1 of Raffles City Carpark.

There is a Cargo Lift available there that is to be used to access Level 4, the Convention Centre

Any shipment should be sent the closest to the congress date to:

Raffles City Convention Centre
Level 4 (Function Office) 6431 6013
80 Bras Basah Road
S(189560)

A label available on <http://www.escehhibition.org/ESCAAsia-with-APSC-and-AFC2019> should be sent with the shipment to ensure good reception.

Extra services

The costs for any extra orders (i.e. catering service, extra audio-visual equipment, extra furniture, extra decoration, extra hostesses, etc) are not included in the session price. To order extra equipment we suggest you contact the official suppliers whose details will be communicated in due time. These details will be provided as of September 2019 on www.escehhibition.org/ESCAAsia-with-APSC-and-AFC2019.

Promotional regulations

Please refer to [ESC Guidelines for Industry @ Congresses](#) for further information.

Invitations

- Invitations should not be distributed anywhere else in the building other than on the booth and in front of lecture rooms.
- Invitations should not exceed the maximum size A4 (21 X 29.7cm).

Roll-ups and information screen

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

- Satellite Symposia: 2 roll-ups may be displayed in front of lecture rooms 1 hour before the sessions start.
- It is forbidden to place roll-ups anywhere else in the building other than on the booth.

Items for distribution

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

Each session organiser should declare all items for distribution at their sessions in advance with a description/picture and unit price using the e-form available on www.escehhibition.org/ESCAAsia-with-APSC-and-AFC2019.

3. Sponsorship

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3.1 Key Dates

5 July 2019	Application deadline
From end May	Notification of assignments of time slots and rooms
Until 31 May 2019	Cancellation fee: 30% of total amount due
From 1 June 2019 to 31 August 2019	Cancellation fee: 50% of total amount due
From 1 September 2019	Cancellation fee: 100% of total amount due
16 September 2019	Deadline for logo for Badge Lace
23 September 2019	Deadline to submit first content for Mobile App sponsor (Logo and an “about sponsor”)
30 September 2019	Deadline to order ESC Asia with APSC and AFC 2019 Congress News Advert
7 October 2019	Deadline to send mobile app visual for splash advert
11 October 2019	Deadline to request On-site Advertising
24 October 2019	Deadline to send visuals for eBlast emailing date 7 or 8 November
26 October 2019	Deadline to send eDaily news visual
31 October 2019	Deadline to send visuals for eBlast emailing date 15 November
8-10 November 2019	ESC Asia with APSC & AFC 2019

3.2 Assignment of Sponsorship Items

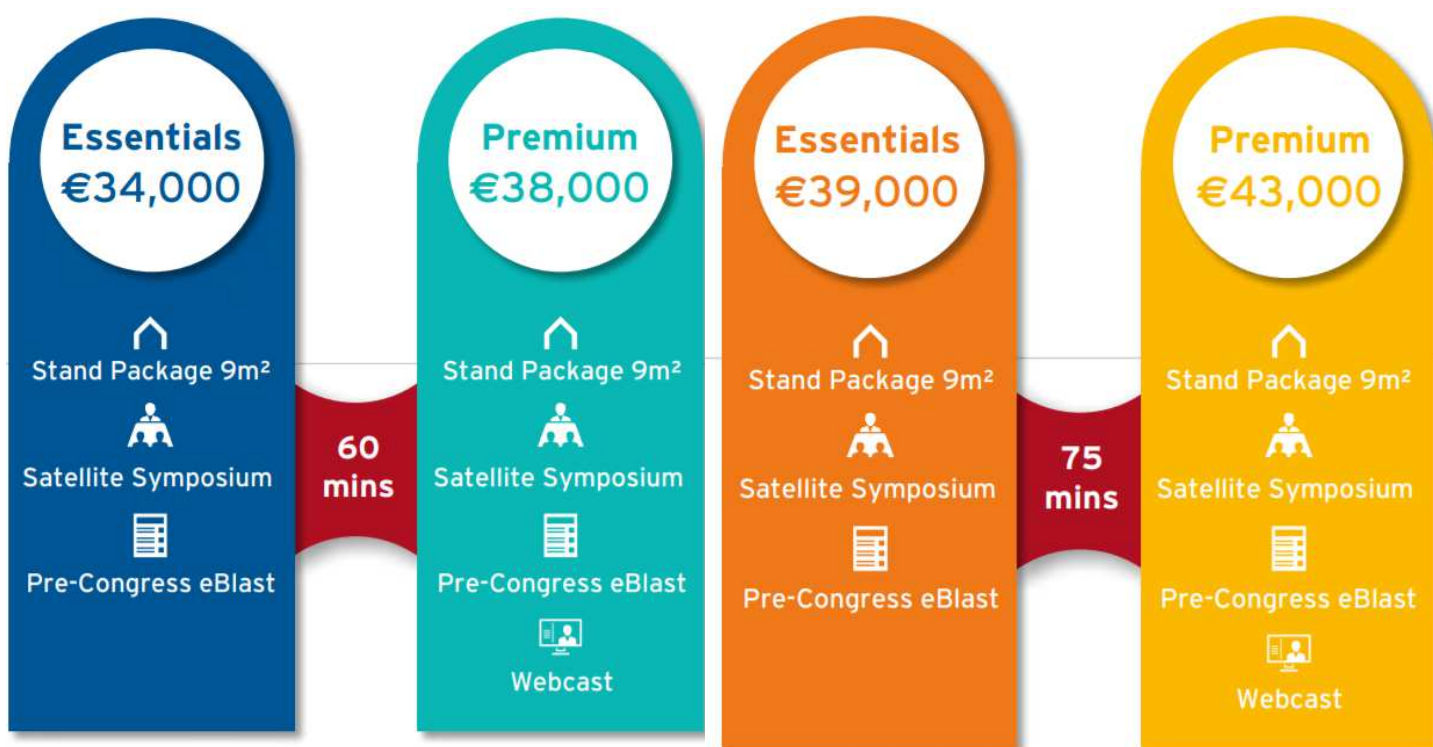
Please refer to the [ESC Guidelines for Industry @ Congresses](#) for further information.

Sponsorship items are assigned on a first-come first-served basis.

3.3 Sponsorship Package

Discover our integrated Event packages! Our comprehensive offers have been tailored to suit your needs for a holistic, seamless approach to your event strategy.

From exhibiting to organising your own Satellite Symposium as well as promoting these activities prior to the event, our packages are the perfect opportunity to reach your objectives and leave a lasting impression on attendees.



3.4 Product Advertising

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

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

IMPORTANT

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

3.5 Onsite Advertising

Any request for Onsite Advertising should be sent to escasiaservices@escardio.org
Please refer to the latest logistics information and technical specifications posted on www.esceexhibition.org/ESCAsia-with-APSC-and-AFC2019.

By 11 October 2019 onsite advertising items files must be sent to ESC Offices (escasiaservices@escardio.org) for approval and production.

IMPORTANT

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

3.6 ESC Asia with APSC and AFC 2019 Congress event visual

A specific version of the ESC Asia with APSC & AFC 2019 event visual (picto) is provided for facultative use by our Industry Partners to promote their congress activities. This picto is the only ESC Asia with APSC & AFC 2019 visual that may be used and it must not be distorted or altered in any way. The picto size should be used in a manner which gives the reader the impression of a stamp of participation. Therefore, the visual size should not be larger than 10% the size of the page upon which it appears.

Industry Partners may not create letterheads, invitations, or other materials that give the impression of being official ESC Congress materials. The materials must clearly and primarily carry the branding of the Industry Partner.

The use of the ESC or ESC Association logos is not allowed.

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

3.7 Official names of our congresses

When referring to a congress in a specific year:	When referring to the congress in general:
Acute Cardiovascular Care 20XX	Acute Cardiovascular Care Congress
EHRA 20XX	EHRA Congress
ESC Asia with APSC & AFC 20XX	ESC Asia with APSC and AFC Congress
ESC Congress 20XX	ESC Congress
ESC Digital Summit 20XX	ESC Digital Summit
EuroCMR 20XX	EuroCMR Congress
EuroEcho 20XX	EuroEcho
EuroHeartCare 20XX	EuroHeartCare
EuroPrevent 20XX	EuroPrevent Congress
Frontiers in Cardiovascular Biology 20XX	Frontiers in Cardiovascular Biology meeting
Heart Failure 20XX	Heart Failure Congress
ICNC 20XX	ICNC Meeting

3.8 Product Descriptions and Technical Specifications

For further information, please refer to the Industry Prospectus, the ESC Guidelines for Industry @ Congresses and to the latest logistics information posted on www.essexhibition.org/ESCAAsia-with-APSC-and-AFC2019

Delegates Badges Laces

Deadline 16/09/2019

No product advertising permitted – exclusive sponsorship

Display your corporate name and logo on this highly visible marketing tool, which will be worn by all delegates.

Sponsor logo is printed on the necklace. It is recommended to add a short sentence or the Company Name

The width of the badge lace is 2 cm. The maximum print size is 1.5 cm

The background is black.

Mobile App

Deadline 23/09/2019

Product advertising permitted in sponsor button only - Exclusive sponsorship

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

The colours to be used are the ones from the ESC Branding Guidelines:

- ESC Red: Pantone 187 - CMYK 7/100/82/26 - RGB 174/16/34 – Hex AE1022 – RAL 3002
- White: Pantone White - CMYK 0/0/0/0 - RGB 255/255/255 – Hex FFFFFFFF – RAL 9003
- Black: Pantone Black - CMYK 0/0/0/100 - RGB 0/0/0 – Hex 000000 – RAL 9005
- Dark Grey: Pantone Cool Grey 8 - 0/0/0/60 - RGB 135/135/135 – Hex 878787 – RAL 7042
- Light Grey: Pantone Cool Grey 3 - 0/0/0/25 - RGB 208/208/208 – Hex D0D0D0 – RAL 7047

For event tiles, the colours used will be the ones defined in the Association/congress guidelines:

- Colours (up to 2 – main colours) will only be used for paragraph titles and clickable links
- The top banner colour (home screen) is the primary colour of the congress/association
- Association button colour will be the primary colour of the association

For each event, the welcome screen is based on the congress poster. The sponsor's name is added (if applicable) with the mention "Mobile App supported by". The sponsor logo and Association/ESC logo have to be in separate locations, and sponsor's logo has to be smaller than Association/ESC logo.

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

Available to delegates as of October 2019.

Before 23 September 2019 :

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

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

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

Final Programme: supply up to 4 pictures (each image must be in PNG or JPEG - whichever gives the best quality at small filesize - with a resolution of 1200w x 600h pixels)

Updates are allowed for the following sub-sections are:

- [Mobile App Sponsor's name] Stand (on the congress map, automatically displayed via web service),
- [Mobile App Sponsor's name] Activities (provided by Mobile App Sponsor),
- [Mobile App Sponsor's name] Sessions (automatically displayed via web service),
- [Mobile App Sponsor's name] Company Description (provided by Mobile App Sponsor),
- About [Mobile App Sponsor's name] (provided by Mobile App Sponsor),
- Contact [Mobile App Sponsor's name] (provided by Mobile App Sponsor)

ESC Asia with APSC and AFC 2019 Congress News

Deadline 30/09/2019

No product advertising permitted

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

Advertisement spaces are available center page and back page.

Advertisement artwork size:

- Height: 182mm Width: 264mm (may be subject to change)
 - No bleed-off / crop area required. There is no requirement for 'border' incorporation.
- High Definition PDF (Press quality or more). All fonts embedded.

Formats:

- Adobe Indesign CS 4, Adobe Illustrator CS 3 (save file as *.eps) Adobe Photoshop CS 3 (save file as *.tiff or *.eps) resolution at 300dpi at actual print size.

Colour Mode:

- All full colour images must be saved in CMYK mode, as *.tiff or *.eps files at actual print size.
- Provide CMYK (Cyan-Magenta-Yellow-Black) percentages for Pantone colours used.

Mobile App Splash Advert & Push Notifications

Deadline 7/10/2019

No product advertising

A virtual way for session organisers to reach out to delegates by offering electronic and catchy versions of their Adverts (Splash Advert) in the Mobile App.

These Splash Adverts/Push notifications are to promote to delegates your sessions as "Not to be missed"!

Due to the limited number of Mobile App Splash Adverts, be sure to reserve early.

The Splash Adverts have been scheduled according to the Satellite Symposia time slots.

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

A splash advert is an image which will “splash” on the mobile app screen for 4 seconds; for ESC Asia with APSC & AFC 2019 Mobile App the splash screen will appear once the app is launched during a specific time period. There is no hyperlink on this image.

The Push notification, text with no image repeats the message from the visual. If the Mobile app is closed or if the device is on standby (screen locked) the push notification will come up to remind the delegate of the session “splash advert”. It will include the hyperlink to the Satellite Symposia Session in the mobile app.

The push will remain in chronological order in the news feed

Sales based on accrued points ranking

Send 12 versions of their advert in various sizes, listed below, to accommodate all platforms of the app (such as: portrait and landscape formats for iPhones, iPads, Android devices...)

Please provide jpgs in the following formats: Width (px) x Height (px)

1280 x 1920 1920 x 1280 640 x 960

960 x 640 640 x 1136 1136 x 640

750 x 1334 1334 x 750 1242 x 2208

2208 x 1242 1536 x 2048 2048 x 1536

Webcast

Deadline 18/10/2019

No product advertising permitted

Optimise your investment and extend the reach of your Satellite Symposia by reaching out to a wider audience after the congress on the congress 365 platform.

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

A recording in the form of a webcast means that the speaker’s voice is recorded with the PowerPoint slides (including videos) and video of your speaker(s).

The webcast is recorded as 1 video per presentation, not as 1 video for the entire session. To acquire raw footage you must order this to our supplier CYIM before the deadline: 18 October 2019. The company CYIM will invoice extra accordingly.

Advantages

- Enables a perfect integration of your brand and communication elements.
- Provides an overall more dynamic performance.
- Ensures more comfortable display for everyone in the room, including those seated at the back.

What is included in the Webcast?

- Lecture room with relevant supplies (listed in these guidelines page 28)
- Filming of the session in the language of the congress (English)
- Supply files of each presentation after the congress.

The applicant (industry partner or agency) confirms that it is their sponsor’s responsibility to obtain the copyrights from each speaker who will present during the session to be webcast, &

speakers fully agree to provide the session organiser with any potential conflicts of interest that may arise from their presentations.

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

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

Layout of a Webcast

The Webcast identically reproduces the elements visible on the lecture room projection screen. The recording lasts the entire duration of each presentation of your Industry Sponsored Session. The presentation is available on the ESC 365 platform for 5 years.

Panel discussion

The Webcast will capture your speaker and slides. To ensure a second camera is available to film the panel discussion you need to confirm its session number(s) provided by your satellite symposia contact at the ESC. Please confirm session numbers to escasiaservices@escardio.org before the deadline: 18 October 2019.

If you wish to acquire the complete unedited session or the raw footage, this needs to be requested, prior to the congress, by contacting CYIM and set up before the congress commences. This will be invoiced by CYIM accordingly: Deadline to order: 18 October 2019

What do you and your agency need to do now?

Before 18 October 2019:

- Before 18 October 2019: Confirm which of your session(s) will webcasted (if you have several Satellite Symposia, to sponsorship@escardio.org)
- Before 18 October 2019: Confirm your session(s) which have a panel discussion to escasiaservices@escardio.org
- Inform CYIM at congress@cyim.com if you wish to acquire the unedited or raw footage (extra charge, invoiced directly by CYIM)
- Confirm, in writing, you & your agency will be using the Speaker Service Centre (SSC) to escasiaservices@escardio.org

During the Congress:

- Each speaker presenting at the session must go to the Speaker Service Centre (SSC) at least 3 hours prior to the commencement of the session to upload their slides. This requirement is mandatory.
- Speaker presentations must be played from the ESC computer located at the lectern (no personal computers allowed).
- A camera is adjusted on the lectern and the panel and supervised throughout the session to ensure good framing. Just before the session starts, a person from your company or agency can inform the room technician about framing preferences for the session and framing preference for the panel discussion.

After the Congress:

- The ESC will provide the sponsor with 2 mp4 files per presentation (1 HD and 1 SD). This footage will be sent via www.box.com 2 weeks after the congress (end November).

- No raw footage will be available unless ordered before the deadline of 18 October 2019.

Format H264 over mp4 with 2 frame size:

- 720p (HD) 3Mb/s (for computers and tablets with a good internet connection LAN / Wi-Fi)
- 360p (SD) 300 Kb/s (for Smartphone with a cellular internet connection 3G)

Reminders:

- These technical specifications must be communicated to your agencies (if applicable)
- Extra services requested to CYIM will be invoiced to you directly (this includes any altering of the specifications in this document)
- Panel discussions must be confirmed to ensure proper filming
- Mandatory use of the SSC at all times
- Slides must be uploaded at least 3 hours before the session starts
- Mandatory use of the SSC at all times
- Slides must be uploaded at least 3 hours before the session starts

Live Broadcasting

No product advertising permitted

Optimise your investment and extend the reach of your Satellite Symposia organised during the ESC Asia with APSC & AFC 2019, by reaching out to a live audience with a live stream of their session from the congress centre. Industry Live broadcast will not be visible or hosted on www.escardio.org or ESC 365 Platform with this service. No Live Broadcasting permitted outside this product.

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

Companies and their agencies are obliged to:

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

What is included in the Live broadcasting?

- Lecture room with relevant supplies (listed in these guidelines page 21)
- Streaming of the session on lectern camera and panel camera in 1 language (English)
- Supply of live-stream of the session (this must be to be integrated in a webpage)
- Supply files of each presentation after the congress
- Supply of a "congress holding page" before the session starts

Not included:

- The web page to integrate the stream

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

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

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

Industry obligations

The industry partner or its appointed agency must set up an independent/stand alone webpage to host the live-broadcast dedicated to the session and not contain any product advertising. The industry partner/or its agency is entirely responsible and in charge of creating the webpage. If you or your agency cannot create an independent webpage you may contact our supplier CYIM (for a cost quotation) to create the webpage and embed the video files for you. CYIM will invoice you directly for these services: congress@cyim.com

The stand alone webpage should:

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

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

Requirements for the technical test

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

Important

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

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

Requests for extra test days will be charged as extra.

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

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

Panel discussion

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

18 October 2019

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

Deadline to order: 18 October 2019

What do you and your agency need to do now?

Before 18 October 2019

- Confirm the technical contact's details to sponsorship@escardio.org
- Put into place all your tests for page views and data analytics if you plan to use these on your independent webpage.
- Send your webpage URL, where the live-broadcast will be hosted, to escasiaservices@escardio.org or contact congress@cyim.com to create your stand alone webpage with embedded video.
- Confirm which of your session(s) will be live-broadcasted (if you have several Satellite Symposia) to escasiaservices@escardio.org
- Inform CYIM at congress@cyim.com if you wish to acquire the raw footage (extra charge, invoiced directly by CYIM)
- Confirm your session(s) which have a panel discussion to escasiaservices@escardio.org
- Confirm, in writing, you & your agency will be using the Speaker Service Centre (SSC) to escasiaservices@escardio.org
- Be available for all the Live broadcasting test appointments.
Should you or your standalone page not be ready on time for said test, a new testing session will need to be schedule at the sponsor's expense.
- Test all the links provided by the ESC, these links are to ensure visibility on webpages, smartphones and other devices. Please provide feedback to ESC during the allotted test period for all of the devices to ensure they are all working properly. This is mandatory.
- The test links you receive are to test bandwidth, synchronisation, data analytics (for example player statistics) etc... These links are not the final links; they will need to be replaced in your webpages by the final links supplied a day or two before the beginning of the congress.

Note: Load tests to diagnose performance levels cannot be made at this stage, if required please inform us, this will be charged as extra.

- You must book a rehearsal slot during the ESC Asia with APSC & AFC 2019 to make Live-broadcast tests with the final link by contacting escasiaservices@escardio.org

Note:

We recommend that the url to this standalone webpage be easily identifiable by visitors as an Industry Sponsored Session held at ESC Asia with APSC & AFC 2019, such as "yourcompany-at-ESCCongress2019.com". Note that should the name of the congress and the type of session appear in the url, should be as "ESC Asia with APSC & AFC 2019" and "Satellite Symposium" respectively

During the Congress:

- The final links will be provided onsite for your rehearsal and industry sponsored session, you are responsible for testing all links to ensure smooth running of the live-broadcast of your session(s).

- At the end of your session rehearsal you must confirm by email you have tested all links for all devices to sponsorship@escardio.org
- Each speaker presenting at the session must go to the Speaker Service Centre (SSC) at least 3 hours prior to the commencement of the session to upload their slides. This requirement is mandatory.
- Before your session there is a 5 minute holding page with the congress visual.
- Speaker presentations must be played from the ESC computer located at the lectern (no personal computers allowed).
- A camera is adjusted on the lectern and the panel, and supervised throughout the session to ensure good framing. Just before the session starts, a person from your company or agency can inform the room technician about framing preferences for the session and framing preference for the panel discussion.

After the Congress:

The ESC will provide the sponsor with 2 mp4 files per presentation (1 HD and 1 SD). This footage will be sent via box.com will be sent via www.box.com 2 weeks after the congress (end November).

No raw footage will be available unless ordered before the deadline of 18 October 2019

Format H264 over mp4 with 2 frame size:

- 720p (HD) 3Mb/s (for computers and tablets with a good internet connection LAN / Wi-Fi)
- 360p (SD) 300 Kb/s (for Smartphone with a cellular internet connection 3G)

Reminders:

- These technical specifications must be communicated to your agencies (if applicable)
- The webpage for the live broadcast cannot be on a commercial or the corporate website
- Extra services requested to CYIM will be invoiced to you directly
- All links provide to you must be tested and feedback provided to the ESC
- Panel discussions must be confirmed to ensure proper filming
- Mandatory use of the SSC at all times
- Slides must be uploaded at least 3 hours before the session starts

eBlast – Pre-Congress

Deadline: 24/10/2019

ESC permits product advertising for exhibition advert only

Promote your exhibition space or sponsored sessions to all ESC Asia with APSC & AFC pre-registered delegates a few days prior to the congress to increase awareness surrounding your activities with the pre-congress eBlast. It is an ideal way to highlight your congress activities and your association with ESC Asia with APSC & AFC 2019. A customised mailing created exclusively will be mailed to pre-registered delegates from our database, who have agreed to receive communications from the ESC (according to European data protection regulations) on 7 and 8 November 2019.

In order to offer a prime position to each advert, 10 different versions of the two eBlast mailings will be produced and a randomised version of each sent to the mailing list of pre-registered delegates.

Delegates will be able to open an enlarged pdf version of each of the sponsor's adverts by clicking on the advert visual or the session title. A hyperlink can be included in your pdf

however it must only lead to a standalone webpage. The focus of this page should be the activity mentioned in the advert.

eBlast sponsors must provide:

- 1 advert visual for mailing content - size: 284px x 142px - weight: 50 ko max (recommendation: include your logo)
- 1 Pdf format advert – weight: 1MB max
- Please refer to specification document on <http://www.escehhibition.org/ESCAsia-with-APSC-and-AFC2019>

ESC Asia with APSC & AFC 2019 E-daily news

Deadline: 26/10/2019

No product advertising – Exclusive Sponsorship

A digital version of the Congress News will be emailed to delegates every day during the congress, with the most up to date Scientific information regarding the ESC Asia with APSC & AFC 2019 Congress.

The edition will be addressed to congress delegates and EHRA members.

- Size: 600 x 200 px
- Web quality: 72 dpi
- Format : jpeg

Please refer to specification document on on <http://www.escehhibition.org/ESCAsia-with-APSC-and-AFC2019>

eBlast – Post-Congress

Deadline: 31/10/2019

ESC permits product advertising for exhibition advert only

Reach out to ESC Asia with APSC & AFC 2019 registered delegates and our healthcare professional database who have agreed to receive communications from the ESC (according to European and International data protection regulations) after the congress via an electronic message regarding your products or your Industry Sponsored Sessions.

The post-congress eBlast is an ideal way to highlight your congress activities and your association with ESC Asia with APSC & AFC 2019.

A customised mailing created exclusively will be mailed to approximately 100,000 healthcare professionals on 15 November 2019. Due to the limited number of electronic invitations, be sure to reserve early.

In order to offer a prime position to each advert, 12 different versions of this eBlast mailing will be produced and a randomised version of each sent to the mailing list of registered delegates. Hyperlinks permitted only to a standalone webpage or to your session on ESC 365. The focus of this page should be the activity mentioned in the advert.

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.

- 1 advert visual for mailing content - size: 284px x 142px - weight: 50 ko max (recommendation: include your logo)
- 1 Pdf format advert – weight: 1MB max

Please refer to specification document on www.escehhibition.org/ESCAsia-with-APSC-and-AFC2019

Onsite Advertising

ESC permits product advertising for exhibition adverts only

For more details please contact escasiaservices@escardio.org

4. Partner Services

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4.1 Key Dates

Until 31 May 2019	Cancellation fee 10% of total amount due
From 1 June 2019 to 31 August 2019	Cancellation fee: 50% of total amount due
From 1 September 2019	Cancellation fee 100% of total amount due
30 September 2019	Rooms at ESC Asia with APSC & AFC application deadline
8 to 10 November 2019	ESC Asia with APSC & AFC 2019

4.2 Rooms at ESC Asia with APSC & AFC

[Please refer to the ESC Guidelines for Industry @ Congresses for further information.](#)

Embargo regulations

Industry meetings open to ESC Asia with APSC & AFC 2019 delegates are strictly forbidden outside the official ESC Asia with APSC & AFC 2019 offer (Industry Sponsored Sessions and Rooms at ESC Asia with APSC & AFC) from Friday 8 November to Sunday 10 November 2019.

Meeting Room

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

Unless agreed otherwise, Meeting Rooms are rented for 3 days, from Friday 8 November to Sunday 10 November 2019.

IMPORTANT

No Hands-on training of products/therapies, showcasing of products/therapies, or announcement of scientific results may take place in the Meeting Rooms. Non respect of this rule will be considered a violation of these Guidelines and will cause the penalty.

Standard boardroom set-up is included in rental price. Sponsors are responsible for additional furniture, AV equipment and catering arrangements.

Information on price are available upon request to escasiaservices@escardio.org

Access schedule

Friday 08 November 2019

12:00–20:00 Access to meeting rooms

Saturday 09 November 2019

08:00–20:00 Access to meeting rooms

Sunday 10 November 2019

08:00–13:00 Access to meeting rooms

Daily Meeting Room

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

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

IMPRTANT

No press conference, Hands-on training of products/therapies, showcasing of products/therapies, or announcement of scientific results may take place in the Daily Meeting Rooms. Non-respect of this rule will be considered a violation of these Guidelines.

Closed Industry Meeting

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

- Closed Industry Meetings within the congress centre will be held in fully furnished and AV equipped lecture rooms up to 200 seats (theatre style only – No alteration of the room set-up allowed).
- Rental period: the ESC deals with requests on an individual basis.
Closed Industry Meetings can be permitted within the congress centre from 07:30 to 20:00 from Friday 08 November 2019 to Sunday 10 November 2019.
- From early September 2019, the ESC will confirm the time slot and room reserved for the meeting to the closed industry meetings organisers.

- Rental costs (excl. VAT): €5,000 per 60-minute meeting – Additional €2,500 charged per increment of 30 minutes. The organiser must include the 30-minute set-up in their rental cost.

Please refer to the [Industry Prospectus and ESC Guidelines for Industry @ Congresses](#) for further information.

Business Suite

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

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

Assignment of Rooms at ESC Asia with APSC & AFC

Rooms at ESC Asia with APSC & AFC are assigned on a first-come first-served basis.

Room set-up

- Permanent venue rooms will include standard boardroom set-up, standard electricity supply, air-conditioning and daily cleaning. Extra furniture, AV and electricity supply over and above the standard need to be ordered from ESC official suppliers and are billable as extras. Storing materials in the spaces behind or close to Meeting Rooms is strictly forbidden.
- Daily Meeting Rooms will include standard boardroom set-up, standard electricity supply, air-conditioning, AV and daily cleaning. Additional furniture, additional AV and change of set-up need to be ordered from ESC official suppliers and are billable as extras.
- Closed Industry Meetings: within the congress centre Closed Industry Meetings will be held in fully furnished and AV equipped lecture rooms up to 200 seats (theatre style only – no alteration of the room set-up allowed).
- Business Suites: the ESC deals with requests on an individual basis.

Catering

- Catering services can be organised with the ESC official caterer at the sponsor's cost. The Official Caterer of the ESC Asia with APSC & AFC 2019 is Raffle City Convention centre.

Extra services

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

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

4.3 Group Registration

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

Deadlines

9 August 2019

Early Fee Registration Deadline

30 September 2019

Late Fee Registration Deadline

Please refer to the [ESC Guidelines for Industry @ Congresses](#) for further information.

4.5 Hotel Services

Companies participating to ESC Asia with APSC & AFC 2019 may wish to make group hotel reservations for employees and invited guests.

For information and requests, please contact by email escasiahotels@escardio.org or visit the hotel accommodation section on the ESC Asia with APSC & AFC 2019 web page <https://www.escardio.org/Congresses-&-Events/ESC-Asia/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.

5. Finance and Invoicing

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It is the ESC's policy that all invoices be paid by the date indicated on the invoice or before the opening of the congress on 08 November 2019, should this date fall first.

Value added taxation

Dedicated VAT rules will apply for all sales. If the company is registered in another country within the EU, reverse charge procedure may apply. In this case the customer must auto reverse the VAT in their home country. Companies registered in a country outside of the European Union are encouraged to seek advice on reclaiming VAT payments.

5.1 Exhibition

Invoicing

- Exhibition space will be invoiced for the requested service following assignment of your stand.
- Payment for exhibition space must be made within the payment deadline (30 days from date of invoice) and latest by 08 November 2019.

Cancellation policy

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

- 30% until 31 May 2019
- 50% from 1 June 2019 to 31 August 2019
- 100% from 1 September 2019

Cancellation fees will be charged despite unprocessed payments.

Requested stand size may be revised downwards by the client with no cancellation fees up until 31 January 2019, any down-sizing post this date will be subject to cancellation fees as outlined above.

Cancelling your exhibition space will mean:

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

5.2 Industry Sponsored Sessions

Invoicing

- Industry Sponsored Sessions will be invoiced for the requested service following confirmation of your time slot.
- Lecture rooms will be invoiced upon assignment of the rooms.
- Once these deadlines have passed, Industry Sponsored Sessions & lecture rooms will be invoiced on submission of their application.
- Change of lecture room capacity once the invoice has been issued will occur a 100% cancellation fee.
- Payment for Industry Sponsored Sessions and lecture rooms must be made within the payment deadline (30 days from date of invoice) and latest by 08 November 2019.

Cancellation policy

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

- 30% until 31 May 2019
- 50% from 1 June 2019 to 31 August 2019
- 100% from 1 September 2019

Cancellation fees will be charged despite unprocessed payments.

Cancelling your non-exhibitor Industry Sponsored Session will mean:

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

5.3 Sponsorship

Invoicing

- Sponsorship items will be invoiced for the requested service following signature of the appropriate order form.
- Payment for Sponsorship items must be made within the payment deadline (30 days from date of invoice) and latest by 08 November 2019.

Cancellation policy

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

- 30% until 31 May 2019
- 50% from 1 June 2019 to 31 August 2019
- 100% from 1 September 2019

Cancellation fees will be charged despite unprocessed payments.

IMPORTANT

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

5.4 Rooms at ESC Asia with APSC & AFC

Invoicing

- Meeting Rooms, Daily Meeting Rooms, Closed Industry Meeting and Business Suites will be invoiced for the requested service following signature of the appropriate order form.
- Payment for Rooms at ESC Asia with APSC & AFC must be made within the payment deadline (30 days from date of invoice) and latest by 08 November 2019.

Cancellation policy

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

- 30% until 31 May 2019
- 50% from 1 June 2019 to 31 August 2019
- 100% from 1 September 2019

Cancellation fees will be charged despite unprocessed payments.

5.5 Frustration and Administrative Fees

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

An administrative fee of €70 + VAT will be charged for any requested changes to an invoice once it has been issued.

IMPORTANT

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

In the event of complete or part postponement or curtailment, the order form is regarded as valid for a possible new date and new duration for the said congress and location only. If, for any reason, ESC Asia with APSC & AFC 2019 has to be cancelled, the ESC will refund to the Industry the sum paid to the ESC for contractual commitments less 25% expenses incurred in preparation of these contracts as administrative fees.

6. General Terms and Conditions

Insurance

All industries must send a copy of their insurance certificate to the ESC Industry Team with their stand design submission by communicated deadlines. In the event that, the ESC Industry Team does not receive the certificate in due time or does not receive the certificate at all, please be informed that the ESC will not automatically send a reminder and only the Industries would be held responsible for this lack of information which can be, at the discretion of ESC, considered as a breach of contract.

The civil liability and professional insurances shall cover all damages to persons and property that may be caused by its employees, agents or subcontractors as well as damages caused by guests, visitors or those participating in the event.

While on the rented premises, exhibition goods and packaging materials shall be insured at the expense and risk of the Industry. Industry should therefore contact its own insurance company.

The Industry shall take out as well adequate insurance for third-Party Liability. The Industry will be liable for the safety of participants on and around their stand area. In accepting the ESC terms of sale, the Industry undertakes to indemnify the ESC against any and all losses resulting from an unsafe construction, unsafe exhibits or the actions/inactions of its staff. The Industry, personnel engaged by or on behalf of the Industry, and third parties such as other participants, subcontractors, guests, visitors are in the rental area at the risk of the Industry, or, as the case may be, these third parties. The ESC is not required to insure these risks.

The Industry shall indemnify the ESC against all claims which third party may be able to enforce against the ESC in connection with acts and omissions of the Industry or of persons for whom the Industry is liable or who are present on account of the Industry.

In the Event that the Industry does not have adequate insurance, or in the event local regulations or requirements are not covered in the standard policy to which the Industry has subscribed to, the ESC can provide a web link to a third party's platform insurer covering the event. At no time shall the ESC be held liable for any contracts the Industry may enter into with a third party Insurance.