



INDUSTRY PRESS MATERIALS REVIEW

Participating to ESC Congress 2016 implies accordance with the **Guidelines for Industry Participation** and **Industry Press Media Policy** available on: <https://www.escardio.org/The-ESC/Press-Office/ESC-Industry-Media-Policy>

- No reference to any product endorsement made by ESC or any of its Associations will be accepted. Brand names are allowed but need to remain independent from any ESC endorsement or mention.
- The use of the ESC logo in Industry press materials is strictly forbidden.

An event visual was created to identify specifically with ESC Congress 2016. This visual is a derivative of the ESC Logo and a reflection of the ESC Congress. The event visual may be used in Industry press materials.

- The official name of the Congress – **ESC Congress 2016** – must be used when mentioning the Congress in Industry press materials. No synonym such as “annual meeting”, “annual congress”, “ESC 2016” etc is authorized.

These are the official names of our congresses

When referring to a congress in a specific year

- ESC Congress 20XX
- Heart Failure 20XX
- EHRA EUROPACE- CARDIOSTIM 20XX
- EuroPREvent 20XX
- Frontiers in Cardiovascular Biology 20XX
- Acute Cardiovascular Care 20XX
- EuroEcho-Imaging 20XX
- EuroHeartCare 20XX

When referring to the congress in general

- ESC Congress (without the year)
- Heart Failure congress
- EHRA EUROPACE-CARDIOSTIM
- EuroPREvent congress
- Frontiers in Cardiovascular Biology meeting
- Acute Cardiovascular Care congress
- EuroEcho-Imaging
- EuroHeartCare

- The official name of the ESC Guidelines - **ESC Clinical Practice Guidelines** - must be used in Industry press materials. No synonym such as “ESC Guidelines” will be authorized.
- Any reference to ESC products or initiatives in the Industry Press Materials will be checked to ensure accurateness. When it is possible, a reference to the ESC Clinical Practice Guidelines will be requested.
- Any reference to ESC/ACC/AHA joint Guidelines should be verified.
- Industry Press Materials embargoes must follow the Scientific Programme to meet the Industry Media Policy <http://spo.escardio.org/default.aspx?eevtid=1127>
- Industry Press Materials embargoes must follow the [ESC press conference schedule](#) :

ESC Hotline press conferences embargoes

- | | | |
|------------|---|-------------------------|
| - Hot Line | heart failure and innovative approaches | Sunday 28 August 08:00 |
| - Hot Line | preventive strategies 1 | Sunday 28 August 09:00 |
| - Hot Line | prevention and lipids | Monday 29 August 08:00 |
| - Hot Line | coronary artery disease and imaging | Monday 29 August 9:00 |
| - Hot Line | coronary artery disease and stenting | Tuesday 30 August 08:00 |
| - Hot Line | preventive strategies 2 | Tuesday 30 August 09:00 |

ESC press conferences embargoes

- | | |
|---|--------------------------|
| - The cardiovascular risks of modern life | Saturday 27 August 12:30 |
| - Stroke and Arrhythmia: Life or Death | Saturday 27 August 15:00 |
| - Heart failure, challenges and solutions | Sunday 28 August 13:00 |
| - Preventing Sudden Death: Diet or Device | Sunday 28 August 15:00 |

- Industry Press Materials embargoes must follow the same time zone as the congress venue (eg CEST for Rome congress).