



ESC Congress 2020 – The Digital Experience - Your Questions Answered

Digital format

What is “ESC Congress 2020 – The Digital Experience”?

‘When one door closes, another opens.’

The current pandemic has prompted the government of the Netherlands to ban all public gatherings before 1 September 2020. As such, ESC Congress 2020 cannot take place as planned in Amsterdam.

This, however, provides us with a most exciting opportunity: to disseminate the best ground-breaking cardiovascular science in a totally new, digital experience.

A variety of formats will be developed to produce the most engaging presentations and discussions, featuring key opinion leaders from around the world. Mark your calendars now and join us online!

How long will “ESC Congress 2020 – The Digital Experience” be live?

The event will be live over 4 days, from Saturday 29 August to Tuesday 1 September 2020. The event platform will remain open for 1 month after.

How can I get the latest news on “ESC Congress 2020 – The Digital Experience”?

We invite you to bookmark the following webpage to gather all the latest news on “ESC Congress 2020 – The Digital Experience”: www.escardio.org/Congresses-&-Events/ESC-Congress

What are the registration fees to attend “ESC Congress 2020 – The Digital Experience”?

In an effort to further support healthcare professionals around the world, the ESC has decided, exceptionally for 2020, to offer complimentary registration to this unique online event. The registration opened on 15 June 2020 and can be done via the following link: <https://www.escardio.org/Congresses-&-Events/ESC-Congress?hit=home&urlorig=/vgn-ext-templating/>

How many visitors does ESC expect overall?

This is a first experience for ESC in this digital transformation. ESC will reach to National Cardiac Societies and Affiliated Cardiac Societies to promote this event globally and communicate to ESC database. The sizing of the platform will be for 50 000 simultaneous connections.

How will “ESC Congress 2020 – The Digital Experience” be presented on Social Media?

We kindly ask you to use the official hashtag #ESCCongress

How will the Digital Health Area be highlighted in “ESC Congress 2020 - The Digital Experience”?

This will be one of the 10 topic channels of the Scientific Programme.

Will it be possible to have external links?

Yes, html link will be allowed. More details available per product category in the Industry prospectus which is available here: <https://fr.zone-secure.net/140922/.ESC2020-DigitalExperience/#page=1>

Where are the platform’s servers located?

To be announced

MedTech Europe:

What is a Virtual Third Party Organised Educational Event (“Virtual Event”)

A [stand-alone] Virtual Third Party Organised Educational Event (“Virtual Event”) consists of the filming of presentations, panel discussions or live clinical procedures (e.g. hands-on sessions, surgery simulations, live surgeries, etc.) and their broadcasting (whether immediate or deferred) to an audience which is not physically in attendance. A Virtual Event is delineated by the lack of Healthcare Professional (“HCP”) attendees, as the only HCPs physically present at a Virtual Event are those involved in its creation, i.e. presentation. As a result, a Virtual Event will not be connected in any way with a physical Third Party Organised Educational Event. Conversely, the filming of presentations, discussions, etc. made during a Third Party Organised Educational Event (“Broadcasted Event”), and its broadcasting to audiences not present at the physically attended Event—whether contemporaneously or after the Event—do not qualify as a Virtual Event. For avoidance of doubt, Companies may provide financial and/or in-kind support (e.g. Company products) to Virtual Events in accordance with the rules of the Chapter 2 of the MedTech Europe Code.

Are Virtual Events subject to the MedTech Europe Conference Vetting System (CVS)?

Virtual Events are not subject to CVS. Third Party Organised Educational Events as well as their broadcasting, falling in the scope the MedTech Europe CVS, are subject to CVS. Both Virtual and Broadcasted Third Party Organised Educational Events are subject to the rules of the MedTech Europe Code of Ethical Business Practice.

EFPIA, PhRMA & IFPMA:

EFPIA has established a Joint Guidance Document with the International and American pharmaceutical representative bodies to provide a framework for their members supporting international medical congresses which have transformed to a virtual format as ESC Congress. The Guidance Document is available for your review [here](#).

Orders

Will my previous orders confirmed for the Face-to-Face ESC Congress 2020 in Amsterdam be automatically cancelled?

Yes – each company is welcome to contact us at industry@escardio.org for discussing with their ESC Account Manager on how their order(s) can be best replaced within the digital format. The ESC has decided to waive its usual cancellation policy for Industry partners maintaining their investment to the digital format.

How do I apply for “ESC Congress 2020 - The Digital Experience”?

Sales opened on Friday 26 June 2020 on the portal www.ESCexhibition.org. Items will be assigned in line with the ESC Congress 2020 accrued point ranking for items with limited availability.

I’m having technical difficulties with “My ESC” Login (ESCid) or would like to update my ESC profile information.

Who can help?

Your ESCid is the email address you use to log in into ESC website.

For support or help, please contact us at industry@escardio.org or read the procedure to register available on ESC website: <https://www.escardio.org/Congresses-&-Events/ESC-Congress>

What will be the ranking for 2021?

Ranking for 2021 is still in discussion.

Science

When will the Scientific Programme be available?

The programme will be available soon on the following page: <https://www.escardio.org/Congresses-&-Events/ESC-Congress/Scientific-sessions>

I already submitted my scientific programme for the Face-to-Face ESC Congress 2020. Will I have to resubmit a programme for CPC validation?

Yes – a validation of the CPC will be required for the new formats of Industry sessions in “ESC Congress 2020 - The Digital Experience”. Scientific programmes should be sent by 15 July to ESC for approval by CPC. Video files should be submitted by 31 July to ESC for integration in the event platform.

Will the session slots availability follow the same company ranking as per the Face-to-Face ESC Congress 2020?

Items with limited availability will be assigned in line with the ESC Congress 2020 accrued point ranking.

Will all Industry resources be available on ESC 365 once “ESC Congress 2020 – The Digital Experience” ends?

Yes – The Industry sessions will be available on ESC 365 from Thursday 1 October 2020.

Will there be a daily wrap-up of each day’s scientific sessions in the Amsterdam studio, and will they include Industry sessions?

A daily live wrap-up is scheduled from 18:15 to 18:30 for ESC sessions only and will not include Industry sessions.

Will translations of my session be possible?

This will not be feasible for Industry Live sessions, however once you have ordered your Industry Q&A session you will be put in contact with the official supplier, with whom you will be able to discuss the feasibility of your request.

Will I be able to collect the leads of my audience?

During the event, all registered profile information and details will be shared with Industry Session organisers. We will provide you with the following data for all individuals who view your session: title, first name, family name, age, gender, country, state/province, email address, and profile information. This information will be available 15 days & 45 days after the event.

How will you ensure compliance is met and only Healthcare Professional attend virtual sessions?

The following disclaimer is at the point of registration to ensure compliance with industry codes. "I understand that ESC Congress 2020 - The Digital Experience, and all content therein, is designed exclusively for qualified medical professionals. In line with current European legislation and healthcare industry regulations., I hereby confirm my qualifications to access this platform and its contents." – *mandatory tick box*

Sponsorship

How many types of sponsorship opportunities will be available to increase brand awareness and generate traffic to my resources and sessions?

There will be 4 different promotional items: eBlasts, Banner Advertising, Adverts in ESC Broadcast Channels and e-Daily News Adverts. Please consult the Industry Prospectus for more information: <https://fr.zone-secure.net/140922/.ESC2020-DigitalExperience/#page=1>

How will the Dynamic Banners work?

The Homepage and Insight Page carousels will contain up to 4 non-random banners of 5 seconds each. The carousel will not start on a random banner but rather will be dependent on the position that was chosen by the sponsor, meaning that “Position 1” will always be shown during the first 5 seconds of the 20 second carousel, while “Position 4” will always appear during the last 5 seconds.

Will product advertising be allowed among sponsorship items?

Product advertising will only be allowed on the Industry Insights Page Dynamic Banner.

Which eBlast formats should I order to reach out the wider audience?

The Pre-event or Post-event eBlats will allow you to reach around 60 000 delegates.

What are the advantages of ordering the Event eBlasts?

The Event eBlasts will allow you to place your event activities at the forefront of all registered delegates' minds by reaching out to them every morning of the event days, which is ideal if your session is on the same day as the emailing.

Will it be possible to include an external hyperlink with my advertisement as a banner in the e-Daily News?

Yes, it is allowed to include 1 URL linked to your sponsor programme or corporate website.

How will the Adverts in the ESC Broadcast Channels be programmed?

Schedule and slot attribution will be managed exclusively by the ESC. The order of appearance will not be known in advance and will only be revealed during the ESC Congress 2020 – The Digital Experience.

CME and Accreditation

Will “ESC Congress 2020 - The Digital Experience” be accredited?

“ESC Congress 2020 – The Digital Experience” is currently under review process for accreditation with the European Accreditation Council for Continuing Medical Education (EACCME®).

EACCME® has recognition agreements with USA and Canada for ECMEC® conversion. More information [here](#).

If you have read the above and your question is not answered within this FAQ

The page will be updated on a continuous basis. You can also [contact the Industry Team](#).