

ESC Congress 2020

The Digital Experience

29 August to 1 September



www.escardio.org/ESC2020
#ESCcongress



ESC Guidelines for Industry @ ESC Congress 2020 – The Digital Experience

Congratulations

You have decided to partner the ESC Congress – The Digital Experience. Over these 4 days, you will have a unique opportunity to exchange with leading cardiologists from across the globe.

We look forward to working closely with you over the coming weeks towards a rich ESC Congress 2020 – The Digital Experience.

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 Congress 2020 - The Digital Experience and any updates posted on www.esccongress.org/ESCDigital2020

This web address should be a main reference source in your preparations. 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.

Parallel activities

Even though ESC Congress 2020 will not be held in its physical format, we kindly ask that all of our Industry Partners refrain from holding parallel activities which are not linked to the "ESC Congress 2020 – The Digital Experience" or do not reference it. It is in our best and common interest to retain the focus of the profession on this single platform during the four-day event (from Saturday 29 August to Tuesday 01 September).

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

Your contacts

A dedicated team is happy to assist you in your preparations for the ESC Congress 2020 – The Digital Experience. Please contact the following people as necessary for your queries.

Industry Insights & Sponsorship:

exhibition@escardio.org

sponsorship@escardio.org

Mrs. Julia Meunier

Mr. Axel Browne

Industry Sessions:

satellite@escardio.org

Mrs. Gisela Valky-Pons

Mrs. Lisa Merolli

Orders and Industry Relations:

industry@escardio.org

Booking procedure

Application forms available on the ESC Industry portal:
www.escehhibition.org/ESCDigital2020

Application deadlines

15 June 2020 Registration official opening
3 July 2020 Application deadline with priority status

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. 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 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 @ ESC Congress 2020 – The Digital Experience 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. Transfer - even in part - of the rights and obligations arising from the order to third parties is not permitted.

An invoice will be sent to the company by email.

It is the ESC's policy that all invoices must be paid by the date indicated on the invoice (30 days from date of invoice) or before the opening of the event, should this date fall first. Any late payment shall result in the application of an interest for late payment no lower than 3 times the legal interest rate, in addition to a fixed compensation for recovery costs of forty (40) euros. This Order subjects the signatory to the full respect the Payment Terms of this order. Failure to respect the Payment Terms may result in the sponsor product being refused without refund.

Streaming of Industry Sessions are cancelled automatically if the ESC or official supplier invoices has not been paid within the given payment period.

Given serious cause the ESC is entitled to postpone, to curtail the duration, to close the industry activities completely or in part for any period, or to cancel the Event. 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 Event. If, for any reason, ESC Congress 2020 – The Digital Experience has to be cancelled, the ESC will refund the sponsor the sum paid at the time of the cancellation.

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.

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1. INDUSTRY SESSIONS

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Key Dates

15 July 2020	By this date, your agenda must be entered in the Online Submission System at least as a draft – if you are still missing some faculty names - (meaning you can still edit and modify the agenda).
31 July 2020	Industry Sessions video pre-recorded files submission deadline

Collection of audience leads

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.

1.1 Live Programme Lineup

	Title	Programme	DURATION
SATURDAY	Industry Q&A sessions	Schedule Programme	60 min 12:45 - 13:45
	Inaugural Session	Live Programme	30 min 14:00 - 14:30
	Hot Line 1	Live Programme	30min 14:30 - 15:00
	Industry Live	Live Programme	30 min 15:00 - 15:30
	Hot Line 2	Live Programme	30min 15:30 - 16:00
	2020 ESC Guidelines on Atrial Fibrillation	Live Programme	60 min 16:00 - 17:00
	Hot Line 3	Live Programme	30min 17:00 - 17:30
	Industry Live	Live Programme	45 min 17:30 - 18:15
	Saturday Daily Wrap up	Live Programme	15min 18:15 - 18:30
	Industry Q&A sessions	Schedule Programme	60 min 18:30 - 19:30
SUNDAY	Industry Q&A sessions	Schedule Programme	60 min 12:45 - 13:45
	Hot Line 4	Live Programme	30min 14:00 - 14:30
	Hot Line 5	Live Programme	30min 14:30 - 15:00
	Industry Live	Live Programme	30 min 15:00 - 15:30
	2020 ESC Guidelines on Non-ST-Segment Elevation Acute Coronary Syndromes	Live Programme	45 min 15:35 - 16:20
	Hot Line 6	Live Programme	30min 16:30 - 17:00
	Gold Medals	Live Programme	25 min 17:00 - 17:30
	Industry Live	Live Programme	45 min 17:30 - 18:15
	Sunday Daily Wrap Up	Live Programme	15min 18:15 - 18:30
	Industry Q&A sessions	Schedule Programme	60 min 18:30 - 19:30
MONDAY	Industry Q&A sessions	Schedule Programme	60 min 12:45 - 13:45
	Hot Line 7	Live Programme	30min 14:00 - 14:30
	Hot Line 8	Live Programme	30min 14:30 - 15:00
	Industry Live	Live Programme	30 min 15:00 - 15:30
	2020 ESC Guidelines on Sports Cardiology and Exercise in Patients with Cardiovascular Disease	Live Programme	60 min 15:30 - 16:30
	Hot Line 9	Live Programme	30min 16:30 - 17:00
	Special Session	Live Programme	30 min 17:00 - 17:30
	Industry Live	Live Programme	45 min 17:30 - 18:15
	Monday Daily Wrap up	Live Programme	15min 18:15 - 18:30
	Industry Q&A sessions	Schedule Programme	60 min 18:30 - 19:30
TUESDAY	Industry Q&A sessions	Schedule Programme	60 min 12:45 - 13:45
	Hot Line 10	Live Programme	30min 14:00 - 14:30
	Hot Line 11	Live Programme	30min 14:30 - 15:00
	Industry Live	Live Programme	30 min 15:00 - 15:30
	2020 ESC Guidelines on Adult Congenital Heart Disease	Live Programme	60 min 15:30 - 16:30
	Hot Line 12	Live Programme	30min 16:30 - 17:00
	Special Session	Live Programme	30min 17:00 - 17:30
	Industry Live	Live Programme	45 min 17:30 - 18:15
	Tuesday Daily Wrap up	Live Programme	15min 18:15 - 18:30
	Industry Q&A sessions	Schedule Programme	60 min 18:30 - 19:30

All timelines indicated in the document are expressed in CET timezone

1.2 Industry Live

Our unique prime time channel will host the latest breakthroughs in cardiovascular science and will ensure maximum visibility for your findings. Broadcast your ground-breaking science to a global audience on our dedicated Live Programme.

8 slots available in our ESC Live Programme

Limited to 2 slots per company (allocated in line with our ESC Congress 2020 accrued point ranking)

- Live on Prime Time Channel (30 or 45 mins)
15.00 to 15.30 from Saturday to Tuesday
17.30 to 18.15 from Saturday to Tuesday
- Limited to one company per slot
- Slot available in ESC appointed studio in Amsterdam
- Integrated in ESC Live Programme
- Pre-recorded with live discussion (chat/Q&A)
- CPC programme validation required
- Video on Demand available after live in our Schedule Programme related topic track for 1 month and freely accessible on ESC 365 for 12 months from 1 October 2020
- Webcast
- Analytics
- Acknowledgement on a separate page with logo and hyperlink (Industry Insights)

Product Specifications

- Industry to produce video for integration in Programme Lineup. Panel discussions will be organized with our provider. Limitation: max 3 pax in the studio at the same time.
- Production cost not included.
- Pre-recordings do not necessitate a travel component but panel discussions should be based from ESC appointed studio.
- Interaction with audience will be possible through an integrated interactive tool.

The official provider for Industry Live Sessions is: **Live Legend**

Marieke@livelegends.com

1.3 Industry Q&A Sessions

Broadcast your pre-recorded sessions on our various Topic Channels during our prized lunch and evening time slots. Viewers will be able to watch specific Topic Channels included in our Schedule Programme depending on their areas of interest and interact with your expert panelists during your chosen time slot. Sessions will subsequently be available on-demand and added to the Schedule Programme for optimal visibility.

10 simultaneous Q&A sessions available per timeslot.

No limitations to timeslots by topic (allocated in line with our ESC Congress 2020 accrued point ranking)

- Pre-recorded session broadcast during lunch and evening slot (60 mins) with live Q&A interaction between panelists and audience: 12.45 to 13.45 and 18.30 to 19.30 from Saturday to Tuesday (multi-channels by topic)
- Panel connected remotely (webcam and audio)
- Integrated in ESC Programme
- Video on demand available after broadcast in our Schedule Programme related topic track for 1 month and freely accessible on ESC 365 for 12 months from 1 October 2020
- CPC programme validation required
- Webcast
- Analytics
- Acknowledgement on a separate page with logo and hyperlink (Industry Insights)

Product Specifications

- Options of pre-recording will be offered by our provider.
- Production costs not included.
- Interaction with audience will be possible through an integrated interactive tool.

The official provider for Industry Sessions is: **CYIM**

support@cyimhelp.zendesk.com

1.4 Preparing Industry Sessions Scientific Programme

Submitting your scientific programme

By 15 July 2020, the complete scientific programme of Industry Sessions must be submitted via the appropriate service provided by the ESC.

Please note that our entry system has been modified. The programme as it is entered by the session organisers will be the final version.

A complete programme includes the following:

- Learning objectives (for publication on the Scientific Programme & Planner)
- Title of the session
- Session topic number chosen on the ESC Congresses topic lists
- Duration of the session
- Proposed name of the Industry Session Chairperson(s) and Speaker(s)
 - 1 Chairperson/Moderator mandatory
 - 2 Speakers minimum
- Title of each presentation with their duration and topic number chosen on the ESC Congresses topic lists
- Complete addresses of Chairpersons and Speakers

Approval of scientific programmes

The content and scientific programme of Industry Sessions will be reviewed and approved in the most timely manner by the Chairperson of the Congress Programme Committee (CPC) who will confirm/ascertain the scientific value of Industry Sponsored Sessions. Approval or suggestions for changes by the CPC Chairperson will be communicated to the Industry Sponsored Sessions sponsors. These recommendations must be taken into consideration.

Scientific programme charter

The Congress Programme Committee (CPC) expects sponsors of Industry Sessions to maintain high overall quality of their sessions with regards to programme objectivity, balance in content and scientific rigor.

Session structure

- Session structure should respect the general organisation of academic sessions. As a general rule, no more than four presentations per session are encouraged in order to foster discussions.
- The scientific programme structure should allow adequate time both for presentation and discussion.

Session content

- Session content should focus on the medical and scientific environment in which a drug or a device is being developed. Not all lectures should focus on a specific drug or device. The scientific programme should rather provide a balanced view of the entire scientific field.
- No drug, device, product names, brand names or trademarks are allowed in the session or presentation titles of Industry Sessions. Session or presentation titles may contain a generic name. Marketing or journalistic

- connotations must be avoided. The scientific programme will not be accepted if it is thought to be promotional rather than educational.
- Following a presentation highlighting a potential added value of a drug or device, an open, nonbiased discussion should be organised in order to put the presented facts and results in perspective.
- No abstracts need to be submitted for Industry Sessions.

Chairpersons and Speakers

- The ESC or ESC Associations President, President-Elect and Past-President cannot participate in any Industry Sponsored Sessions as Chairperson or Speaker organised during ESC Congress 2020 – The Digital Experience. ESC and Congress Programme Committee (CPC) approval are mandatory.
- Chairpersons and Speakers should have a quality stamp of recognised and competent speakers, and independent chairmanship.
- Chairpersons and Speakers should not be paid employees of the organizing company.
- The role of Chairperson(s) is to ensure that scientifically balanced information is presented during the scientific programme and that discussions are unbiased.
- Chairpersons should give an introduction at the beginning of the session and summarise the content of the scientific programme at the end.
- Chairpersons and Speakers are expected to be present during the entire duration of the scientific programme.
- Chairpersons and Speakers should provide balanced and neutral scientific information.
- Chairpersons and Speakers may not participate in two parallel Industry Sessions. In this case, the two companies concerned and the respective Speakers will be informed and requested to resolve the situation.
- Chairpersons and Speakers should receive the complete programme of the Industry Sponsored Session they are involved in at least one week before the session.

Session identification number

- A session number is assigned to identify each Industry Session. This session number must be included in all communications with the ESC. Communications that do not contain this session number will not be treated with the same efficiency.
- Industry Sessions are announced as “sponsored by company X”. Session sponsor can use different wording to announce the session on promotional material.

Industry Session Faculty management policy

The organising company must contact the Faculty involved in their sponsored session(s) with regards to their Faculty contracts and congress participation.

Disclosure of conflict of interest

Declaration of interest will allow the audience to take potential conflicts of interest into account when assessing the objectivity of the presentation.

- The Congress Programme Committee requests Faculty to declare all possible interest.
- The session organiser confirms that all Chairpersons/Speakers participating in their programme have fully agreed to provide the session organiser with all potential conflicts of interest that may arise from their presentations.
- The existence of potential conflicts of interest does not necessarily indicate a bias. However, it is our ethical obligation to inform organisers and participants so that they are made aware of any relationship that might cause unintentional bias. The disclosure of interest should detail existing relationship with the sponsor of the Industry Session or related organisations or companies.
- A potential conflict of interest may arise from various relationships, past or present, such as employment, consultancy, investments and stock ownership, funding for research, family relationship etc.
- Chairpersons/Speakers are requested to declare interest regarding their current presentation/topics on their first slide and provide the audience with necessary time to read this slide.

Copyright

Copyright material can be copied for educational purposes if the copying is not done through reprographic means (e.g. by means of photocopying, facsimile, scanning or other mechanical device) and the source is acknowledged. The copied material cannot be used for commercial purposes. Licensing for copyrighted work is the sole responsibility of the Industry Sessions organisers.

Changes in the scientific programme content

- Changes cannot be made without the specific approval of the Congress Programme Committee (CPC).
- Failure to adhere to the announced/approved programme content is considered a violation of the ESC Guidelines for Industry @ ESC Congress 2020 – The Digital Experience.

1.5 Technical Specifications

Please refer to the industry portal: www.esccexhibition.org/ESCDigital2020

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2.1 Assignment of sponsorship items

The accrued points ranking and the date of receipt of the signed order form at the ESC offices (before the application deadline with priority status), determine the assignment of sponsorship items.

Applications received after the application deadline with priority status are dealt with on a first-come, first-served basis with no guarantee of availability.

- The preferred choice of a sponsorship item upon application does not guarantee availability.
- Should the sponsorship item assignment confirmation differ from the order form, the details of the assignment prevail.
- The ESC reserves the right to allocate/modify sponsorship item assignments at any time according to the overall event requirements or in case of unforeseen matters.

2.2 Product Advertising

Unless specifically noted in these Guidelines, 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.

For certain 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 said products.

2.3 General rule applicable for promotional adverts

- 1 Advert promotes 1 event
- 1 Advert promoting 2 Industry Sessions will be considered as 2 Adverts.

Branding

The use of any ESC corporate branding and visuals (such as logos, images, graphics, and branding guidelines) is strictly forbidden in any advertising, publicity, film, video, other media etc. without prior request and subsequent written approval from the ESC.

A copy of the ESC Branding Guidelines may be obtained at following web address:
www.escardio.org/The-ESC/About/Policies/ESC-corporate-identity

For further information please contact: communications@escardio.org

Event visual

A specific version of the ESC Congress 2020 – The Digital Experience event visual (picto) is provided for facultative use by our Industry Partners to promote their activities. This picto is the only ESC 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 visuals 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 logos is not allowed.

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

Official name of the event

ESC Congress 2020 – The Digital Experience

Promotional material approval

- ESC approval is mandatory for all promotional material.
- The ESC's decision is final and does not require justification.
- The content of promotional material must not include any product names, or names that might be perceived as misleading product names, brand names or specific quality or virtues of a sponsoring Industry and/or any of the Industry's product(s) either via text or visuals

2.4 Product descriptions and Technical Specifications

Advert Broadcast

Deadline: 7 August 2020

No product advertising permitted

Promote your activities with five 30-second intersession spots which will be broadcast as follows:

- 4 videos in the Scheduled Programme between 08:00 and 12:45. They can be spread between a maximum of two Topic Channels of your choice.
- 1 video in the Live Programme between 14:00 and 18:30 on the exclusive Live Channel.

Note: the ESC will be managing the distribution and programming of each Advert Broadcast at specific times in both the Scheduled and the Live Programmes. There will be no test version available and the exact schedule will not be known in advance, therefore the unveiling of your advert will be made at the launch of the event. You can trust the ESC will do its utmost to ensure your adverts are broadcast at the best possible times and are efficiently delivered throughout the day.

Advert Broadcast sponsors must provide:

- Up to 5 high definition mp4 format videos, between 15 and 30 seconds each.
 - Indicate a maximum of two topics for the 4 Scheduled Programme adverts.
 - The key message of your video should be simple and easy to remember.
 - The video itself should be eye-catching and can contain some light music to help it stand out between scientific presentations.
 - The ESC as prepared an example of what would be broadcast: Please click [here](#)
-
- Format: .mp4
 - Resolution: Full HD (1920 x 1080 pixels, format 16/9)
 - Codec: H264
 - Frame Rate: 25P

Banner advertising

Deadline: 31 July 2020

Industry Partners have the opportunity to promote their activities thanks to our wide range of banner advertisements across the ESC Congress 2020 online platform:

Homepage Dynamic Banner

Deadline: 31 July 2020

No product advertising permitted

Promote your session programmes or external website on our ESC Congress 2020 Homepage Dynamic Banner. This sliding banner will rotate every 5 seconds and will include 4 sponsors, who may use a different banner for each day.

Note: the carousel does not start on a random banner but rather is dependent on the position that was chosen by the sponsor, meaning that “Position 1” will always be shown during the first 5 seconds of the 20 second carousel, while “Position 4” will always appear during the last 5 seconds.

Homepage Dynamic Banner sponsors must provide:

- 1 banner visual: JPG or PNG, 970px * 140px, 72 dpi
- 1 hyperlink url address

Industry insights Page Dynamic Banner

Deadline: 31 July 2020

Product advertising permitted

Promote your session programmes or external website on our Industry Insights page which will acknowledge our Industry Partners. This sliding banner will rotate every 5 seconds and will include 4 sponsors, who may use a different banner for each day.

Note: the carousel does not start on a random banner but rather is dependent on the position that was chosen by the sponsor, meaning that “Position 1” will always be shown during the first 5 seconds of the 20 second carousel, while “Position 4” will always appear during the last 5 seconds.

Industry insights Page Dynamic Banner sponsors must provide:

- 1 banner visual
- 1 hyperlink url address

Session Page Static Banner

Deadline: 31 July 2020

No product advertising permitted

Promote your session programmes or external website on your dedicated session programme page.

Session Page Static Banner sponsors must provide:

- 1 banner visual: JPG or PNG, 970px * 140px, 72 dpi
- 1 hyperlink url address

eBlast – Pre-event

Deadlines: see below

No product advertising permitted

Reach out to ESC Congress 2020 – The Digital Experience My ESC Account owners and pre-registered delegates prior the event via an electronic invitation. The eBlast is an ideal way to highlight your event activities and your association with ESC Congress 2020 – The Digital Experience.

A customised mailing created exclusively will be mailed to approximately 60,000 delegates who have agreed to receive communications from the ESC (according to European data protection regulations).

Note: eBlasts will be sent out early morning of each date.

2 sponsors minimum per date.

In order to offer a prime position to each advert, 12 different versions of the four eBlast mailings will be produced and a randomised version of each sent to the mailing list.

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

Hyperlinks to an external website are permitted.

Slots will be assigned in line with the ESC Congress 2020 Accrued Point ranking. Priority assignment will also be given to session organisers (Industry Live or Industry Q&A sessions).

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

23 July Deadline for 06 August eBlast

30 July Deadline for 13 August eBlast

06 August Deadline for 20 August eBlast

13 August Deadline for 27 August eBlast

Please refer to specification document on www.escehibition.org/ESCDigital2020

eBlast – Event

Deadlines: see below

No product advertising permitted

Place your event activities at the forefront of all registered delegates' minds by reaching out to them via a dedicated email invitation sent out every morning of the event days.

It will be mailed to all registered delegates who have agreed to receive communications from the ESC (according to European data protection regulations).

Note: eBlasts will be sent out early morning of each date.

2 sponsors minimum per date.

In order to offer a prime position to each advert, 12 different versions of the four eBlast mailings will be produced and a randomised version of each sent to the mailing list.

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

Hyperlinks to an external website are permitted.

Slots will be assigned in line with the ESC Congress 2020 Accrued Point ranking. Priority assignment will also be given to session organisers (Industry Live or Industry Q&A sessions).

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

14 August Deadline for 29 August eBlast
14 August Deadline for 30 August eBlast
17 August Deadline for 31 August eBlast
17 August Deadline for 01 September eBlast

Please refer to specification document on www.escehibition.org/ESCDigital2020

eBlast – Post-event

Deadlines: see below

No product advertising permitted

Reach out to ESC Congress 2020 – The Digital Experience My ESC Account owners and registered delegates after the event via an electronic invitation. The eBlast is an ideal way to highlight your event activities and your association with ESC Congress 2020 – The Digital Experience, and further disseminate the VOD's of your sessions once the session is over.

A customised mailing created exclusively will be mailed to approximately 60,000 delegates who have agreed to receive communications from the ESC (according to European data protection regulations).

Note: eBlasts will be sent out early morning of each date.

2 sponsors minimum per date.

In order to offer a prime position to each advert, 12 different versions of the four eBlast mailings will be produced and a randomised version of each sent to the mailing list.

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

Hyperlinks to an external website are permitted.

Slots will be assigned in line with the ESC Congress 2020 Accrued Point ranking. Priority assignment will also be given to session organisers (Industry Live or Industry Q&A sessions).

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

20 August	Deadline for 03 September eBlast
27 August	Deadline for 11 September eBlast
3 September	Deadline for 17 September eBlast
10 September	Deadline for 25 September eBlast

Please refer to specification document on www.escehhibition.org/ESCDigital2020

e-Daily News Adverts

Deadline: 20 August

No product advertising permitted

Our dedicated congress newsletter highlighting the most up-to-date scientific information from ESC Congress 2020 – The Digital Experience will be emailed to approximately 210,000 healthcare professionals with a My ESC Account from 29 August to 01 September. This is an ideal opportunity to extend your visibility and promote your digital sessions or your external website via hyperlink, with your advertisement as a banner in the e-Daily News.

Note: the e-Daily News is sent out the evening preceding the newsletter's date, for instance the Saturday 29 August Newsletter will be sent out on Friday 28 August in the evening.

e-Daily News Adverts sponsors must provide:

- 1 advert visual for mailing content: size 600px x 150px (LxH)
- 1 hyperlink url address

3. INDUSTRY INSIGHTS

A dedicated Industry Insights section on the ESC Congress 2020 – The Digital Experience platform will allow delegates to discover our event partners and will acknowledge partners through their logos and invite viewers to discover their solutions through external hyperlinks to company/customised webpages of choice.

As a way to thank our Industry Partners for their continued support and trust in the ESC, the Industry Insights Page will list all sponsors of ESC Congress 2020 – The Digital Experience, according to the level of investment. Three categories of investments will be used, which will determine the size of your logo on that page and the order in which it will be displayed:

- Level 1: over €250k
- Level 2: between €70k and €249k
- Level 3: under €70k

Should two companies have the same level of investment, the alphabetical order will prevail."

Industry Partners listed in the Industry Insight must provide:

- 1 logo: high definition
- 1 hyperlink to the webpage of your choice

Deadline for submission: 31 July 2020

4. GENERAL TERMS & CONDITIONS

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4.1 General

Returning an application form and signature of the order form constitutes an Agreement and implies accordance with the ESC Guidelines for Industry @ ESC Congress 2020 – The Digital Experience.

These conditions supersede any others written agreements the ESC may have with Industries except otherwise mutually agreed upon between the Parties.

Indebtedness

If the Industry fails to meet its financial obligations, additional expenses or other claims arising from the contract, the ESC is entitled to prevent the Industry from accessing the service (incl. rental space) as long as a joint solution is not identified.

Counterclaims rights renounced

The Industry renounces the right to offset counterclaims against any fees for service payable in time unless the counterclaims are undisputed or have been confirmed by a court of law.

Penalties

Non respect of these ESC Guidelines for Industry @ ESC Congress 2020 – The Digital Experience and the complementary ESC Guidelines may result in the loss of Accrued Points. The procedure for policing and enforcing the violation system is as follows:

The ESC will report alleged violations to the ESC Guidelines for Industry @ ESC Congress 2020 – The Digital Experience Committee. After considering the available evidence, a representative of the relevant company having been invited to present the company's view, the Committee will give its opinion. This will be

confirmed in writing after the Congress. Appeals may be made to the Board of the ESC.

First serious violation:

No accrual of points for the year

Second serious violation:

Loss of eligibility to participate in future ESC Congresses for a period of two years.

4.2 Liability

The Industry shall be fully liable for the content of its presentation, promotional messages and/or any other information presented, displayed during ESC Congress 2020 – The Digital Experience. The Industry shall hold the ESC harmless from any third Party's claim, damages or loss arising out including but not limited to infringement, breach of copyright protected content or material.

Each Industry warrants accepts that all its activities in relation to ESC Congress 2020 – The Digital Experience are in full respect of applicable laws, regulations, guidelines and relevant trade association codes of practice.

For certain 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 said products.

4.3 Copyright

The Industry acknowledges and agrees that: (a) the ESC owns all right, title and interest in the ESC Trademarks and ESC Content; (b) nothing in this Agreement shall confer in the Industry any right of ownership in the ESC Content or the ESC Trademarks and that all uses of the ESC Trademarks shall inure to the benefit of ESC; and (c) the Industry shall not now or in the future contest the validity of the ESC Trademarks or use or authorise the use of any trademarks, service marks or logos that are confusingly similar to the ESC Trademarks.

ESC acknowledges and agrees that: (a) the Industry owns all right, title and interest in the Industry Materials and the Industry Trademarks; (b) nothing in this Agreement shall confer in ESC any right of ownership in the Industry Materials or the Industry Trademarks and that all uses of the Industry Trademarks shall inure to the benefit of Industry; and (c) ESC shall not now or in the future contest the validity of the Industry Trademarks or use or authorize the use of any trademarks, service marks or logos that are confusingly similar to the Industry Trademarks.

4.4 Frustration and Cancellation

Given serious cause the ESC is entitled to postpone, to curtail the duration, to close the Industry activities completely or in part for any period, or to cancel the event. 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. If, for any reason, the congress has to be cancelled, the ESC will refund the Industry

the sum paid to the ESC for contractual commitments less 25% as administrative fees (including preparation cost, overhead, cancellation insurance cost..). More detail on the cancellation insurance terms can be provided upon request.

4.5 Termination of the Agreement

If after binding application and conclusion of the contract the ESC should accept that an Industry may withdraw from their contract, the Industry is liable for the full amount of the rental fee including all surcharges and associated costs.

4.6 Jurisdiction and Applicable Law

In the event of any disputes, controversies or claims arising in connection with the Agreement or arising out of, or relating to, any provision of the Agreement or the breach thereof, the Parties shall try to settle the problem amicably between themselves. Should the Parties fail to come to an agreement within sixty (60) days from the first notice of such dispute, controversy or claim; the same shall be finally settled by the competent Court of Grasse, France.

The Agreement shall be construed in accordance with the laws of France.

5. Industry Press Activities and Media Policy

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5.1 Overall Regulations

- Any session organiser or exhibitor taking part in an ESC event must adhere to the present ESC Media and Embargo Policy.
- An ESC Industry Press event is defined as an event organised by Industry in order to communicate with the media during ESC Congress 2020 - The Digital Experience, including online events.
- Anyone who infringes the present ESC Media and Embargo Policy will be subject to ESC penalty policy as outlined in this chapter section 5.9: “Termination - Breach”.
- Any ESC trademarks and logos are the full property of the ESC. They cannot be used, reproduced or associated with any presentation or session without the ESC’s prior approval.
- Session organisers and exhibitors may not distribute press materials at ESC Congress 2020 - The Digital Experience, without prior written approval from the ESC Press Office. Any press materials that session organisers or exhibitors wish to release during an ESC event, and which refer to the ESC, must be sent electronically for review by the ESC Press Office at least two weeks before the event.
- Session organisers or exhibitors are expected to abide by the ESC Media and Embargo Policy and to make sure that any member of staff or any third party acting on their behalf and/or under their authority comply with the ESC Media and Embargo Policy.
- Industry and their PR/Communications agencies are responsible for meeting timelines defined by the ESC.

Note

Session organiser or exhibitor press materials cannot include the ESC and/or affiliated trademarks or logos without the ESC approval.

5.2 Embargo Policy

- Press materials subject to this embargo comprise of any ESC related news releases or statements including press releases, summaries, abstracts, findings, etc.
- **Press materials may be released only once the embargo is lifted by the ESC.**

Results and information related to sessions at any event organised by the ESC are strictly confidential and **cannot be presented or announced in any manner or for any purpose whatsoever prior to presentation in the session.**

- Should circumstances arise in which the trial organisers consider prior disclosure in total or in part, it is imperative that the ESC is consulted (see section 5.4 “Requests for early disclosure of information”).
- Breaking of an ESC embargo by any session organiser or exhibitor as well as any member of staff or any third party acting on the behalf of and/or under the authority of any session organiser or exhibitor is a contractual breach. The person/entity who released the information will be held accountable and will be subjected to the penalties listed in this chapter section 5.9 “Termination - Breach”.

5.3 Photo / Video / Audio Rules

The official ESC trademark and/or logo may not be added to any videos, recordings, photos, etc. from an ESC event without the ESC’s prior written approval.

5.4 Request for Early Disclosure of Information

Publicly traded companies may ask to disclose information submitted to one of the ESC events, prior to embargo date. Public disclosure of certain abstract content prior to the ESC event may be recommended by legal counsel in order to comply with requirements of a regulatory body in the country where the company’s stock is traded.

If this occurs, the ESC may grant an exception to its embargo rules and allow the company to release *limited* top-line results (i.e., general findings with no additional analysis, commentary, investigator quotes, etc.) from the abstract without jeopardizing its eligibility for presentation at ESC Events. [See example here.](#)

Companies in this situation should send the ESC Press Office a written request including: reasons for requesting an exception to the ESC Media and Embargo Policy and detailed information about the release (the information that will be disclosed, who it will be sent to and the timing of the release).

If the ESC grants permission for the top-line results to be released, the press release should note that the abstract has been submitted (or accepted) for presentation at an ESC Event.

The ESC will evaluate these requests on a **case-by-case basis** and **reserves the right to change the type of presentation** or remove the abstract from the scientific programme if the released information is judged to substantially detract from the novelty of the presentation at the ESC event.

Any additional information from the abstract (e.g., additional analysis, commentary, or updated information from those individuals and companies involved in the study) is embargoed until the time of the scientific presentation.

If you have any doubts or questions, please contact the ESC Press Office:
press-services@escardio.org +33(0)4 89 87 20 85

5.5 Registration

Press registration is not available to Industry or its PR/Communications agency representatives, event management, marketing or representatives, even if they carry a valid press card. The decision of the ESC Press Office is final regarding all press registration requests.

5.6 Press Materials Review

Participating at ESC Congress 2020 - The Digital Experience implies agreeing with these ESC Guidelines for Industry @ ESC Congress 2020 - The Digital Experience and the ESC Media and Embargo Policy available on:
<https://www.escardio.org/The-ESC/Press-Office/ESC-Media-and-Embargo-Policy>.

Any press materials that session organisers or exhibitors wish to release during an ESC event and which refer to the ESC must be sent electronically for review by the ESC Press Office **at least two weeks before the event**.

Press materials may include:

- Press releases
- Slides for the Industry Press Conferences
- All materials to be displayed during the Industry Press Conferences
- In general, any materials to be handed out to journalists

5.7 Press Materials Charter

- No reference to any product endorsement 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.
- A specific version of the ESC Congress 2020 - The Digital Experience event visual (picto) is provided for facultative use by our Industry Partners to promote their congress activities. This picto is the only ESC Congress 2020 - The Digital Experience 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.
- The official name of the Congress – **ESC Congress 2020 - The Digital Experience** – must be used when mentioning the Congress in Industry press materials. No synonym such as “annual meeting”, “annual congress”, “ESC 2020” etc. is authorised.

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 Preventive Cardiology 20XX | - ESC Preventive Cardiology congress |
| - Frontiers in Cardiovascular Biomedicine 20XX | - Frontiers in Cardiovascular Biomedicine |
| - EuroHeartCare 20XX | - EuroHeartCare |
| - EuroCMR 20XX | - EuroCMR congress |
| - ICNC 20XX | - ICNC meeting |
| - Heart Failure 20XX | - Heart Failure congress |
| - ESC Congress 20XX | - ESC Congress (without the year) |
| - ESC Digital Summit 20XX | - ESC Digital Summit |
| - ESC Asia with APSC and AFC | - ESC Asia with APSC and AFC Congress |
| - EuroEcho 20XX | - EuroEcho congress |

- 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 authorised.
- Any reference to ESC products or initiatives in the Industry Press Materials will be checked to ensure accuracy. 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 Material embargoes must follow the Scientific Programme to meet the ESC Media and Embargo Policy.**

IMPORTANT

- Industry (and their PR agencies) need to send all press materials before dissemination to the ESC Press Office.
- Industry must wait for written ESC Press Office validation before disseminating materials.
- If Industry has any amendments to make, the ESC Press Office must be informed as soon as possible and still within the two-week prior to the event deadline.

ESC Press contact

If you have any doubts or questions, please contact the ESC Press Office:
press-services@escardio.org +33(0)4 89 87 20 85

5.8 Communications & Promotion

The ESC does not disseminate Industry press materials to its media lists and does not share its media registration list.

5.9 Termination – Breach

In the event of a breach of any provision of the present ESC Media and Embargo Policy by any Industry, Session presenter, Exhibitor or any third party acting on the behalf, the ESC reserves the right to terminate immediately, **without notice and without prejudice to any claim for damages**, the agreement given to any registered participant and/or their representatives to present at the ESC Congress 2020 - The Digital Experience.

Furthermore, breaking of the ESC Media and Embargo Policy is a contractual breach that may also lead to:

- Immediate barring from the scientific programme
- Withdrawal of the abstract(s) from the scientific programme
- Restrictions on future scientific work submission for one full year starting from the time of the breach
- Non-acceptance of future abstracts and/or clinical trials to the scientific programme for one full year
- Loss of accrued points (see [ESC Exhibition Guidelines](#))
- And any other measure deemed appropriate to preserve ESC rights (or its members rights)

In the event of a breach of any provision of the present ESC Media and Embargo Policy and the enforcement of the above-mentioned sanctions, any financial obligations to the ESC must be honoured.

The absence of termination of the agreement and/or of any sanction from the ESC does not constitute an acknowledgment of the Industry, session presenter or exhibitor misconduct and the ESC reserves the right to proceed to the said termination and/or sanction at any time.

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6.1 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?

Main server in Frankfurt, back up server in Dublin and a worldwide network for the video platform.

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](#).

6.2 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.

6.3 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*

6.4 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: 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.

6.5 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, please [contact the Industry Team](#).

The page will be updated on a continuous basis.