



EAPC
European Association
of Preventive Cardiology

ESC Preventive Cardiology 2020

formerly EuroPrevent



Annual Congress
of the European Association
of Preventive Cardiology

2-4 | **Malaga** •
April | SPAIN

www.escardio.org/ESCPprev
#ESCPprev2020



ESC
European Society
of Cardiology

ESC Guidelines for Industry @ ESC PREVENTIVE CARDIOLOGY 2020

CONGRATULATIONS

You have decided to partner the ESC Preventive Cardiology 2020, the European Association of Preventive Cardiology's showcase congress which will be held in Malaga, Spain from 02 to 04 April 2020.

THANK YOU FOR READING THESE GUIDELINES

Please note that a successful application for participation at ESC Preventive Cardiology Congress implies an acceptance of the requirements contained within these ESC Guidelines for Industry @ ESC Preventive Cardiology 2020, within complementary ESC Guidelines for Industry @ Congresses and also in any updates posted on www.escehibition.org/ESCPrev2020

Please carefully note the key deadlines marked at the start of each chapter. To ensure we deliver a successful ESC Preventive Cardiology 2020, we will not be able to deviate from these deadlines.

THE ESC CONGRESSES INDUSTRY PORTAL: www.escehibition.org/ESCPrev2020

This web address 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 Preventive Cardiology 2020. Please contact the following people as necessary for your queries.

Exhibition, Industry Sponsored Sessions, Sponsorship and Rooms at ESC Preventive Cardiology :

escprevservices@escardio.org

Mr. Axel Browne

Exhibitor Registration:

escprevregistration@escardio.org

Accommodation:

escprevhotels@escardio.org

Orders and Industry Relations:

industry@escardio.org

Mr Malek Lebsir

Any other queries:

fcalabrese@escardio.org

Mr Fabrice Calabrese

BOOKING PROCEDURE

Application forms available on the ESC Industry portal:
www.escehhibition.org/ESCPrev2020

APPLICATION DEADLINES

15 November 2019 Stand, Industry Sponsored Session, Sponsorship and Rooms Application Deadline

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 Preventive Cardiology 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 Preventive Cardiology 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

15 November 2019	Application deadline
Until 31 October 2019	Cancellation fee: 10% of total amount due
From 1 November 2019 to 31 January 2020	Cancellation fee: 50% of total amount due
From 1 February 2020	Cancellation fee: 100% of total amount due
03 February 2020	Exhibitor profile deadline
10 February 2020	Deadline for stand design submission. All exhibitors must submit their insurance certificates. For custom stands, risk assessments and method statements are requested.
11 March 2020	Free Exhibitor badge deadline
13 March 2020	Stand activity declaration deadline
13 March 2020	Stand services deadline - After this date orders will incur an extra cost and the service cannot be guaranteed.
2-4 April 2020	ESC Preventive Cardiology 2020

1.2 COSTS FOR 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.

	Industry	Publishers, Booksellers
Price	€400/m ²	€250/m ²
Minimum exhibition space	9m ²	6m ²

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 10 February 2020. To ensure a proper announcement of the stand spaces in the ESC Preventive Cardiology 2020 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

Wednesday 1 April

09:00 – 18:00 Custom stands build-up

12:00 – 18:00 Stand Packages delivered, ready for decoration

Thursday 2 April

07:30 Hall access for exhibitors

08:00 – 08:30 Exhibit decoration only – ESC inspection and staff briefings can be held on the stands

08:30 – 17:15 Exhibition OPEN

17:30 – 19:30 Inaugural Session and Networking Reception

Friday 3 April

07:30 Hall access for exhibitors

08:30 – 17:15 Exhibition OPEN

Saturday 4 April

07:30 Hall access for exhibitors
08:30 – 12:00 Exhibition OPEN
13:30 – 20:00 Exhibition Dismantling

IMPORTANT

From Thursday 2 April until Saturday 4 April, stand personnel may enter the building 1 hour before the opening of the exhibition.

Outside of "Exhibition opens" periods, delegates will walk through the exhibition to access lecture rooms. Please note that exhibitors will therefore be responsible for securing their own stands outside these hours; ESC will not seek to manage this traffic and full liability is with the exhibitors regarding any measures related to their stand.

IMPORTANT

Special attention must be paid to noise disturbance caused by rehearsal of music and/or sound, broadcasting of images and vacuum cleaning of the stands during ESC Preventive Cardiology sessions held in lecture rooms. If the ESC judges that a disturbance is being caused, the exhibitor will be asked to cease the activity immediately. A refusal to lower the sound level or cease an activity will be considered as a violation of these Guidelines.

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). Slots should be booked in advance from Fairexx. Time slot request form is available on www.escexhibition.org/ESCPrev2020

Daily deliveries should be sent to the Fairexx office, where transport to the exhibition area may be arranged.

1.5 TECHNICAL GUIDELINES

EXHIBITION LOCATION AND BUILDING INFORMATION

The exhibition accompanying ESC Preventive Cardiology 2020 will be held in the Palacio de Ferias y Congressos de Malaga.

ZONE INFORMATION

- Exhibition area shared with the Agora. The Exhibition area needs to be crossed in order to access the Poster Area and the Agora.
- A single access point from the Registration will always be open. There are other doors which will not be used but cannot be locked for safety reasons, as well as 4 emergency exits which give onto the exterior. They will be kept closed but cannot be locked, also for safety reasons.
- Gross area dedicated to exhibits is approximately 550 m², all of which is located on the ground floor
- Maximum ceiling height ranges from 3.25 to 5m

- No rigging permitted
- Exhibition Hall floor weight loading: 500kg/m²
- The hall floor is made of marble and will not be carpeted
- Electricity is delivered from the floor in the Exhibition
- Dimension of the loading gates are 3.5m wide by 2m high
- First Aid is located in the Pavilion 1 on the ground floor

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 Preventive Cardiology 2020 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.

STAND MODULE - SHELL SCHEME STAND

Exhibitors who need to rent a standard exhibit stand module are urged to use the services of the official stand service supplier. Shell scheme stands will be signed off by the official stand supplier separately.

SUBMISSION DEADLINES

- By 10 February 2020: Exhibitors renting a shell scheme stand should inform ESC Industry Team accordingly.

A public liability insurance document should be sent by exhibitor to the ESC Industry Team.

A choice of two turn-key stand solutions is available at attractive package prices for stands up to 18m², namely:

- Structure: walls, carpet, fascia board with exhibitor name & stand number, assembly charges and daily basic stand cleaning.
 - Lighting: general lighting by spots (1 spot per 3m²), 1 switchboard for general lighting, 1 multiplug, basic electricity consumption.
 - Furniture package: depends on the stand package purchased.
- Partition walls will be 2.6m high.

You will find the stand package offers on www.esceexhibition.org/ESCPrev2020.

CUSTOM STAND DESIGN

STANDS DRAWING

By 10 February 2020 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 MODULE

By 10 February 2020 exhibitors renting a stand module 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.essexhibition.org/ESCPrev2020

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 2.6m and a maximum of 3.0m
- 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.

STAND HEIGHT ALLOWANCE

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

Up to 18m ²	2.6m
18m 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 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's traffic flow.
- All Exhibitors should have plans to prevent congesting the aisles and disrupting neighbouring 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

- 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.
- 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 height of this wall must be approved by the ESC. These walls cannot be higher than 3.0m.
- According to the stand element height allowance, walls higher than 2.5m erected on stands must be 1m inset from the separation wall(s).

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.escehhibition.org/ESCPrev2020.

All stand services can be ordered via the order forms available on www.escehhibition.org/ESCPrev2020.

For further information on services available, please contact Palacio de Ferias y Congressos de Malaga via the details provided in the respective order forms.

SERVICE POINTS (ELECTRICITY)

Electricity will reach stands via the columns located within the hall. Connections to these columns 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.escehibition.org/ESCPrev2020.

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 neighbouring 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 have 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 order forms on: www.escehibition.org/ESCPrev2020.

'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 Preventive Cardiology 2020 is **FYCMA - Palacio de Ferias y Congresos de Malaga**. Catering can be ordered online from the order form available on: www.escehhibition.org/ESCPrev2020.

LOGISTICS

Transport regulations/handling

The official forwarder for ESC Congresses is:

Fairexx Logistics for Exhibitions GmbH

Email: contact@fairexx.com

Within the limits of the venues, Fairexx and its 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 request an unloading and reloading time slot through Fairexx for build up and dismantling using the form available on www.escehhibition.org/ESCPrev2020

DELIVERY ADDRESS

The address for all deliveries will be made available in the Fairexx freight forwarder manual available online on www.escehhibition.org/ESCPrev2020. Note that this will be the only delivery address to be used for consignments delivered direct to Lisbon Congress Centre. Venues representatives are not entitled to receive goods on behalf of exhibitors.

STORAGE

Empty packing cases must be removed from the exhibition halls by 18:00 on Wednesday 01 April 2020. Exhibitors should therefore make prior arrangements for the safekeeping of such items with the appointed official forwarder and lifter, Fairexx, or with their own shipping agent. Storing materials in the spaces behind or close to stands not rented by the exhibitor is strictly forbidden. Storage on stand is limited to daily basis used. No extra storage will be allowed in Exhibition halls.

1.6 SAFETY AND TECHNICAL SPECIFICATIONS

[Please refer to the ESC Guidelines for Industry @ Congresses and venue' Rules and Regulations available on \[www.escehhibition.org/ESCPrev2020\]\(http://www.escehhibition.org/ESCPrev2020\).](#)

ACCESS FOR PEOPLE WITH REDUCED MOBILITY

The exhibitor must comply with European 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 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 expense.

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 exhibitors of their responsibility for their stand surveillance.

Stand security can be ordered via the order form available on www.essexhibition.org/ESCPrev2020

VALUABLE GOODS

The Exhibitor shall be responsible for the surveillance of their 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
- No access to ESC Preventive Cardiology 2020 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
- Access to ESC Preventive Cardiology 2020 Scientific Sessions
- Access to Industry Sponsored Sessions
- No congress bag
- 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
9 - 49m ²	10	3
50 - 99m ²	15	5
100 + m ²	25	10

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 a fee of €125 (excl. VAT) per badge before 11 March 2020.

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 Fairexx office during construction and dismantling phases.

Work passes are only valid during the stands' build-up and dismantling periods.

DELEGATE PASSES TO EXHIBITION OUTSIDE OF OPENING HOURS

For security reasons, access to the exhibition outside of opening hours 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 Preventive Cardiology 2020 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.

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2.1 KEY DATES

16 November 2019	Deadline for application
Until 31 October 2019	Cancellation fee: 10% of total amount due
From 1 November 2019 to 31 January 2020	Cancellation fee: 50% of total amount due
From 1 December 2019	Notification of assignments of time slots and rooms
From 1 February 2020	Cancellation fee: 100% of total amount due
13 January 2020	Deadline for receiving complete scientific programmes
During February 2020	Notification of scientific programmes approval
1 March 2020	Deadline for approval of promotional materials (invitations/flyers) by ESC
2-4 April 2020	ESC Preventive Cardiology 2020

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
Thursday 02 April 2020		
12:15 – 13:15 60 mins	€15,000	€19,000
12:15 – 13:30 75 mins	€17,500	€21,500
Friday 03 April 2020		
12:15 – 13:15 60 mins	€15,000	€19,000
12:15 – 13:30 75 mins	€15,000	€21,500

All prices are exclusive of VAT

WHAT IS INCLUDED IN THE COST?

- Lecture room rental
- Promotional package
 - 1 Delegate Bag Insert (to be produced and printed by the sponsor and sent to the ESC offices in France)
 - 1 Weblink
- 1 room hostess*
- Access and use of audiovisual equipment in lecture room
- 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:

- 10 General Exhibitor Badges
- 3 Scientific Exhibitor Badges

** The ESC room hostess will be in charge of welcoming and briefing the Chairpersons and the Speakers on technical facilities and ensuring that sessions run on time. The ESC room hostess may not be used by the session organisers to distribute promotional materials or scan delegate badges.*

LECTURE ROOM SET-UP

- Chairs arranged in theatre-style

- Stage set-up:
 - 1 lectern + 1 microphone
 - 2 tables with 4 chairs + large monitor in front of Chairperson's table + 2 microphones
- 4 hand-held microphones for questions from the audience
- 1 x screen and projector for PinP projections
- 1 x technician
- 1 x ESC room hostess

The technical specifications of each lecture room will be made available in due time on www.escehhibition.org/ESCPrev2020.

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 (under the condition that the previous session has cleared the room and approval to enter has been given by the ESC staff) and must clear the lecture room 10 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.

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, Scientific Exhibitor², active participant or day ticket.

¹General 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.

²Scientific 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
Wednesday 01 April 2020	16:00 - 18:00
Thursday 02 April 2020	07:30 - 17:30
Friday 02 April 2020	07:30 - 17:30
Saturday 04 April 2020	07:30 - 12:00

OVERFLOW

- Once the lecture room assignment is complete, if suitable lecture rooms remain, companies are cordially invited to request an additional lecture room to create their own overflow area. The use of the Speaker Service Centre is mandatory.

CATERING

- Catering services can be organised with the ESC official caterer at the sponsor's expense. The Official Caterer of ESC Preventive Cardiology 2020 is **FYCMA - Palacio de Ferias y Congresos de Malaga**.
- Companies will have the right to serve alcoholic beverages during the receptions organised at the following dates and times only:

Date	Times
Thursday 02 April 2020	from 18:30
Friday 03 April 2020	from 17:30

TRANSPORT REGULATIONS/HANDLING

The official forwarder for ESC Preventive Cardiology 2020 is:

Fairexx Logistics for Exhibitions GmbH

Email: contact@fairexx.com

Within the limits of the venues, Fairexx and its agents act with the authority of ESC on its behalf in matters concerning vehicle logistics & security, freight forwarding, freight lifting and storage of goods.

Only Fairexx motorised vehicles, pallet trucks or any form of trolley are allowed within the venues during the congress opening times.

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 on www.escehhibition.org/ESCPprev2020.

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

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/ESCPprev2020.

2.4 PREPARING INDUSTRY SPONSORED SESSIONS SCIENTIFIC PROGRAMMES

Please refer to the ESC Guidelines for Industry @ Congresses for further information.

SUBMITTING YOUR SCIENTIFIC PROGRAMME

By 13 January 2020 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.escehhibition.org/ESCPprev2020.

NOTE

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

APPROVAL OF SCIENTIFIC PROGRAMMES

The content and scientific programme of Industry Sponsored Sessions must be reviewed and approved by the Chairperson of the Congress Programme Committee (CPC) who will confirm/ascertain the scientific value of Industry Sponsored Sessions. This review will take place in February 2020. 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.

Changes in the scientific programmes content cannot be made without the specific approval of the Congress Programme Committee (CPC).

ESC PREVENTIVE CARDIOLOGY 2020 FACULTY MANAGEMENT POLICY

Faculty involved in ESC Preventive Cardiology 2020 scientific sessions will benefit from:

- Free registration
- Hotel accommodation in Faculty hotel up to 3 nights (depending on their country of origin)
- Invitation to the Faculty Dinner

All extras and travel expenses remain the responsibility of the Faculty member.

INDUSTRY SPONSORED SESSION FACULTY MANAGEMENT POLICY

Faculty Management

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.

3. SPONSORSHIP

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3.1 KEY DATES

16 November 2019	Deadline for application
Until 31 October 2019	Cancellation fee: 10% of total amount due
From 1 November 2019 to 31 January 2020	Cancellation fee: 50% of total amount due
16 January 2020	Deadline to provide logo for the Delegate Badge Holder
31 January 2020	Deadline to submit first content for Mobile App sponsor (Logo and an “about sponsor”)
From 1 February 2020	Cancellation fee: 100% of total amount due
01 February 2020	Deadline to submit visuals for onsite advertising
10 February 2020	Deadline to provide logo for the Congress Bag
14 February 2020	Deadline to order Webcast or Screencast
14 February 2020	Deadline to order Live Broadcasting
19 February 2020	Deadline to provide advert for the Single Congress News (printed)
21 February 2020	Deadline to order Mobile App Splash Screen & Push Notification
01 March 2020	Deadline to order Weblink
01 March 2020	Deadline to submit your flyer (Delegate Bag Insert)
02 March 2020	Deadline to order the Badge Lead Management System

06 March 2020	Deadline to provide advert for the eCongress News
10 March 2020	Deadline to send your flyer (Delegate Bag Insert) to the ESC in France so it may be included in the Congress bags
16 March 2020	Deadline to send visuals for eBlast emailing date 30 March (pre congress)
10 April 2020	Deadline to send visuals for eBlast emailing date 24 April (post congress)
02-04 April 2020	ESC Preventive Cardiology 2020

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 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.

3.4 ONSITE ADVERTISING

Please refer to the latest logistics information and technical specifications posted on www.essexhibition.org/ESCPrev2020.

Please contact the ESC Offices (escprevservices@escardio.org) to find out about Onsite Advertising opportunities.

3.5 ESC PREVENTIVE CARDIOLOGY EVENT VISUAL

A specific version of the ESC Preventive Cardiology 2020 event visual (picto) is provided for facultative use by our Industry Partners to promote their congress activities. This picto is the only ESC Preventive Cardiology 2020 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 Preventive Cardiology 2020 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.

3.6 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 EHRA 20XX ESC Preventive Cardiology 20XX EuroHeartCare 20XX EuroCMR 20XX ICNC 20XX Heart Failure 20XX Frontiers in Cardiovascular Biomedicine 20XX ESC Congress 20XX ESC Digital Summit 20XX ESC Asia with APSC and AFC EuroEcho 20XX	Acute Cardiovascular Care Congress EHRA Congress ESC Preventive Cardiology Congress EuroHeartCare EuroCMR Congress ICNC Meeting Heart Failure Congress Frontiers in Cardiovascular Biomedicine meeting ESC Congress (without the year) ESC Digital Summit ESC Asia with APSC and AFC Congress EuroEcho

3.7 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/ESCPrev2020

BADGE LEAD MANAGEMENT SYSTEM

Deadline: 02/03/2020

Enrich your database by scanning the badge of delegates who visit your booth or attend your sponsored session and increase opportunities to reach out to them in the future.

CONGRESS BAG

Deadline: 10/02/2020

No product advertising-Exclusive sponsorship

This exclusive sponsorship will offer the sponsor extensive visibility throughout the congress venue via the official congress bag.

High resolution corporate logo for the Congress Bags in .ai and .eps formats

DELEGATE BADGE HOLDER

Deadline: 16/01/2020

No product advertising permitted - Exclusive sponsorship

The official ESC Preventive Cardiology 2020 badge holders are available for exclusive sponsorship.

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

High resolution corporate logo for the Delegate Badge Laces in .pdf .ai and .eps formats (1 white file and 1 colour file)

DELEGATE BAG INSERT

Deadline: 01/03/2020

Product advertising permitted for exhibition adverts only

This customised invitation to discover your activities, visit your booth or attend your Satellite Symposia, will be included in the congress bag distributed to every delegate upon arrival, thus allowing you to reach our entire congress audience. The delegate bag insert is included for Industry Sponsored Session organisers for their Satellite Symposia.

To be sent to the ESC by 10 March so it can be included in the Congress bags.

EBLAST – PRE-CONGRESS

Deadline: 16/03/2020

ESC permits product advertising for exhibition advert only

Reach out to ESC Preventive Cardiology 2020 pre-registered delegates prior the congress via an electronic invitation to your exhibition space, or Industry Sponsored Sessions. The eBlast is an ideal way to highlight your congress activities and your association with ESC Preventive Cardiology 2020.

A customised mailing created exclusively will be mailed to pre-registered delegates from our database, and who have agreed to receive communications from the ESC (according to European data protection regulations) on 30 March 2020.

Due to the limited number of electronic invitations, be sure to reserve early.

In order to offer a prime position to each advert, 10 different versions of the eBlast mailing 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.

Hyperlinks in the PDF are permitted only 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

EBLAST – POST-CONGRESS

Deadline: 10/04/2020

ESC permits product advertising for exhibition advert only

Reach out to ESC Preventive Cardiology 2020 registered delegates and our healthcare professional database who have agreed to receive communications from the ESC (according to European 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 Preventive Cardiology 2020.

A customised mailing created exclusively will be mailed to approximately 2 000 healthcare professionals on 24 April 2020. Due to the limited number of electronic invitations, be sure to reserve early.

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

eCongress News

Deadline: 06/03/2020

No product advertising permitted

The digital edition of the ESC Preventive Cardiology 2020 Congress News will be emailed to registered delegates and EAPC members daily with scientific interviews of congress highlights, as well as news from the European Association of Preventive Cardiology (EAPC). This online paper is a must-have and is very much consulted by a large number of delegates over their morning cup of tea, so do take the opportunity to extend your visibility to delegates with an advert on that page.

Please provide a file in the following format:

Size: 600 x 200 px

Web quality: 72 dpi Format: jpeg

LIVE BROADCASTING

No product advertising permitted

Optimise your investment and extend the reach of your Satellite Symposia organised during ESC Preventive Cardiology 2020, 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
- 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 Preventive Cardiology 2020 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. If you wish to film the panel discussion, please confirm it when you apply to ensure a second camera is available. Please confirm session numbers to sponsorship@escardio.org.

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: **14 February 2020**

MOBILE APP

Deadline: 31/01/2020

Product advertising permitted in sponsor button only - Exclusive sponsorship

Previous years have demonstrated the success of the App with over 799 downloads. 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.

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 (if applicable).

Available to delegates as of March 2020.

31 January:

- 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 buttons.

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)

MOBILE APP SPLASH ADVERT & PUSH NOTIFICATIONS **Deadline: 21/02/2020**

No product advertising

A virtual and innovative 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 EHRA 2020 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 8 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)



ONSITE ADVERTISING

Deadline: 07/02/2020

ESC permits product advertising on selected items

Increase your visibility at the Congress with onsite advertising. Communicate on your therapeutic areas of research & innovations, promote your Industry Sponsored Sessions or encourage delegates to visit your stand on the various locations available. Please see the complete offer on <http://www.escehhibition.org/ESCPrev2020/default.aspx>

SCREENCAST

Deadline: 14/02/2020

No product advertising permitted

The ESC offers our industry partners the possibility to optimize their investment and extend the reach of their **Satellite Symposia** organised during ESC Preventive Cardiology 2020. The screencast is a turnkey solution for an efficient way to record your Satellite Symposium.

When applying for a Satellite Symposium Screencast service, the applicant confirms that it is the sponsor's responsibility to obtain the copyrights from each speaker who will present during the session to be Screencast.

The Screencast service applicant confirms that all Speakers/Chairpersons participating in the Satellite Symposium have fully agreed to provide the session organizer 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.

Layout of a regular screencast

The screencast identically reproduces the elements visible on the lecture room slides. The recording lasts the entire duration of each presentation of your Satellite Symposium. The screencast will show only the slides of your Speaker.

Slides of the session

The ESC screencast official supplier, the company CYIM, will capture automatically the Satellite Symposium and produce the screencast.

- **Procedure**
 - Each individual presentation must be uploaded to the Speakers Service Center (SSC). Min 3hours before.
 - In order to include a "Panel Discussion" in the Screencast, 1 PowerPoint slide must be uploaded to the SSC to start the recording of the "Panel Discussion". (e.g. The slide can list the names of the Panelists).
 - Speaker presentation must be played from the ESC computer located at the lectern (no personal computers allowed).
- **Important**
 - The complete ESC presentation system is in use, as for any ESC sessions.
 - If the presentations are **not uploaded to the SSC**, the screencast **cannot be produced**.

- **Screencast files**
 - 1 mp4 file per presentation in 16.9

Single Congress News

Deadline: 19/02/2020

No product advertising - Exclusive sponsorship

The official congress newspaper distributed onsite on the first day of the congress to attendees will contain the latest news, congress highlights, key opinion leader articles and presents an exceptional opportunity for an exclusive sponsor to advertise on the back cover.

WEBCAST

Deadline: 14/02/2020

No product advertising permitted

Extend the reach of your Satellite Symposia by posting the webcast of your session on ESC 365

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: **01 March 2020**. 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 22)
- 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 Preventive Cardiology 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.

Deadline for application: **14 February 2020**

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 sponsorship@escardio.org before the deadline: **01 March 2020**.

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: **01 March 2020**.

WEBLINK – Included in the Satellite Symposium

Deadline: 01/03/2020

No product advertising permitted

Create an invitation in pdf or jpg format to invite delegates to your Industry Sponsored Sessions from the ESC Preventive Cardiology 2020 Scientific Programme & Planner (SP&P). This invitation will communicate your congress message to delegates online. No link permitted

PDF or JPG PAGE:

- Size: screen quality, 600Kb max weight
- No crops
- Open size: ideally 100%
- Images: may be included

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4.1 KEY DATES

15 November 2019	Rooms at ESC Preventive Cardiology application deadline
Until 31 October 2019	Cancellation fee: 10% of total amount due
From 1 November 2019 to 31 January 2020	Cancellation fee: 50% of total amount due
From 1 February 2020	Cancellation fee: 100% of total amount due
02-04 April 2020	ESC Preventive Cardiology 2020

4.2 ROOMS AT ESC PREVENTIVE CARDIOLOGY

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

EMBARGO REGULATIONS

Industry meetings open to ESC Preventive Cardiology 2020 delegates are strictly forbidden outside the official ESC Preventive Cardiology 2020 offer (Industry Sponsored Sessions and Rooms at ESC Preventive Cardiology 2020) from Thursday 02 April to Saturday 04 April 2020.

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 3.5 days, from Wednesday 01 April to Saturday 04 April 2020.

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 of removal of half of the company's accrued points accumulated for the congress.

Standard boardroom set-up included in rental price.

Sponsors are responsible for additional furniture, AV equipment and catering arrangements.

ACCESS SCHEDULE

Wednesday 01 April 2020

12:00–17:00 Access for exhibitors - Room set-up and decoration allowed
No access for delegates

Thursday 02 April 2020

07:00–18:00 Access for exhibitors
07:00–18:00 Access for delegates

Friday 03 April 2020

07:00–18:00 Access for exhibitors
07:00–18:00 Access for delegates

Saturday 04 April 2020

07:00–13:00 Access for exhibitors
07:00–13:00 Access for delegates

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 150 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 are permitted within the congress centre from 07:30 to 20:00 from Wednesday 01 to Saturday 04 April (AM only) 2020.
- From February 2020, the ESC will confirm the time slot and room reserved for the meeting to the closed industry meetings organisers.

- Rental costs (excl. VAT): €3,000 per 60-minute meeting – Additional €1,500 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 PREVENTIVE CARDIOLOGY

Rooms at ESC Preventive Cardiology 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 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 150 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 Preventive Cardiology 2020 is **FYCMA**.
- Companies will have the right to serve alcoholic beverages during the receptions organised at the following dates and times only:

Date	Times
Thursday 02 April 2020	from 18:30
Friday 03 April 2020	from 17:15

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 Preventive Cardiology rental price.

Extra services within Rooms at ESC Preventive Cardiology can be organised with the ESC official suppliers at the sponsor's expense.

4.3 GROUP REGISTRATION

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

Deadlines

30 January 2020	Early Fee Registration Deadline
6 March 2020	Late Fee Registration Deadline

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

4.4 HOTEL SERVICES

Companies participating to ESC Preventive Cardiology 2020 may wish to make group hotel reservations for employees and invited guests.

For information and requests, please contact by email [ESC Preventive Cardiology hotels@escardio.org](mailto:ESC_Preventive_Cardiology_hotels@escardio.org) or visit the hotel accommodation section on the ESC Preventive Cardiology 2020 web page <https://www.escardio.org/Congresses-&-Events/Preventive-Cardiology/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.

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

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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 01 April 2020, should this date fall first.

VALUE ADDED TAXATION

Spanish VAT rules will apply for, exhibitor badges, registration fees and hotel accommodation sales.

All other services are subject to French VAT according to general EU services directive and 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 payment.

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 01 April 2020.

CANCELLATION POLICY

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

- 10% until 31 October 2019
- 50% from 1 November 2019 to 31 January 2020
- 100% from 1 February 2020

Cancellation fees will be charged despite unprocessed payments.

Requested stand size may be revised downwards by the client with no cancellation fees up until 30 October 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
- Lose 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 01 April 2020.

CANCELLATION POLICY

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

- 10% until 31 October 2019
- 50% from 1 November 2019 to 31 January 2020
- 100% from 1 February 2020

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
- Lose 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 01 April 2020.

CANCELLATION POLICY

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

- 10% until 31 October 2019
- 50% from 1 November 2019 to 31 January 2020
- 100% from 1 February 2020

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 PREVENTIVE CARDIOLOGY

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 Preventive Cardiology must be made within the payment deadline (30 days from date of invoice) and latest by 01 April 2020.

CANCELLATION POLICY

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

- 10% until 31 October 2019
- 50% from 1 November 2019 to 31 January 2020
- 100% from 1 February 2020

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 €85 + 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 Preventive Cardiology 2020 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.