ESC
European Society
of Cardiology

PARTNERS SERVICES MANUAL@ ESC PREVENTIVE CARDIOLOGY 2022
TECHNICAL SPECIFICATIONS & DEADLINES

Thank you for reading this Manual

Please note that a successful application for participation at ESC Preventive Cardiology 2022 implies an acceptance of the requirements contained within:
- **ESC Guidelines for Industry@Congresses** with common rules applicable to our congresses
- **ESC portal** www.escexhibition.org providing updates, key dates, not-to-be-missed information, technical specifications and much more
- **Partners' Services Manual@ ESC Preventive Cardiology 2022** which contains the technical specifications and deadlines

Each ESC partner is responsible for communicating these documents and materials to its agencies or contractors and for providing them with the necessary information to prepare their activities in relation with the ESC Congresses.

Blackout times and parallel activities
We kindly ask that all our Industry Partners refrain from holding parallel activities which are not linked to the ESC Preventive Cardiology 2022 or do not reference it. It is in our best and common interest to retain the focus of the profession during the ESC Congresses, especially on online platforms.

During the period beginning Friday 18 March 2022 through Sunday 20 March 2022, the ESC does not allow any corporate-organised Industry Partners official sessions or similar events to take place on other days and in other places except for the official Industry Partners dedicated sessions taking place at the ESC Preventive Cardiology 2022.
Industry meetings open to ESC Preventive Cardiology 2022 delegates are strictly forbidden outside the official Congress offer (Industry Sponsored Sessions and Rooms at ESC).

1

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

Your contacts
A dedicated team is happy to assist you in your preparations. Please contact the following people as necessary for your queries.

Exhibition, Sponsored Sessions, Sponsorship @ ESC Preventive Cardiology 2022
Mrs. Lisa Merolli
escprevservices@escardio.org

Orders and Industry Relations
industry@escardio.org

Registration
escprevregistration@escardio.org

ESC Press contact
press-services@escardio.org

TABLE OF CONTENTS

1. EXHIBITION

1.1   Key dates

31 January 2022	Application deadline
9 March 2022	Opening of the access to the backend of the Dedicated Exhibitor Page
6 April 2022	Exhibition page open
7 April 2022	Free Exhibitor registration deadline for access to online platform
7-9 April 2022	ESC Preventive Cardiology 2022
25 April 2022	Closing of the backend of the Dedicated Exhibitor Page
25 April 2022	Exhibition page closed

1.2   Exhibition page schedule

Delegates have access to the Exhibition page and Exhibitor profiles from 6 April 2022 until 25 April 2022.

Exhibitors' administrator accesses are valid from 9 March 2022 until 25 April 2022.

Unless agreed otherwise, exhibitors can only update the Agenda section if needed during and after the congress until the online congress platform remains open. Once the backend of the Dedicated Exhibitor page is closed updates of any other fields are not allowed. After the congress the virtual meeting as well as the book an appointment feature will no longer be operational.
Traffic on the platform continues following the live Congress, so exhibitors are encouraged to keep their profiles alive.

1.3   Exhibitor main page

All Exhibitors opting of one of the two online options will be listed with their logo on the main Exhibition page on the congress platform.

Exhibitors must provide their corporate or the product logo of their choice and the subtitle to be shown under their logo. An exhibitor may choose to use a corporate logo or the product logo of his/her choice. If a product logo is used, the exhibitor's name must appear in the subtitle.
Corporate or product logo format:
  o 400 x 400 px (png or jpg)
  o Transparent version + white background version
  o Max weight 200ko
  o Subtitle file format: 150 characters maximum, spaces included

1.4   Dedicated Exhibitor page

This option includes:
- **Exhibitor Name and Logo** (same as the one used in the Exhibition main page).

- **Exhibitor description**
  The exhibitor's name and general company description are placed next to the exhibitor's corporate logo. One company website link can be included below the text in a dedicated button. The text should not exceed 500 characters maximum, spaces included.

- **Exhibitor Website**
  The Website tab can accommodate an external virtual stand or other webpage dedicated to the sponsor activities during the event and design especially for the congress.

- **Book an appointment**
  This tab will open a form to be used by the visitors to book appointment with an industry partner. The form is customizable, 2 fields are available: subject and slot. Industry partners are allowed to put the subject and the slot of their choice.

- **Face to Face chat**
  An integrated chat is available on each selected package. Delegates can contact exhibitor representatives via this written and video feature.
  File format:
    o Sponsor's representative picture (100 x 100px)
    o Name, position, email, social media links

- **Promotional video**
  Exhibitor's promotional video is placed in the middle of Exhibitor's profile page.
  This video aims at creating brand awareness in which you can introduce overall information about your company, on your products or activities. The recommended length of this video is 3 minutes.
  A promotional video is not a session including scientific presentations.
  During the on-demand period following the congress, it is not allowed to update this video.

    File format:
    o Video
        * Video Thumbnail: 480x270px
        * mp4 format, at least 720p
        * Max weight 512mo

- **Agenda**
  In this section Exhibitors can share their activity during the congress.
  For each agenda Entries it is possible to add:
    o the title of the activities

- o the dates
- o a description
- o a web link (can be external link)
- o A thumbnail with an external link:
  - Image 200x200px,
  - Max weight 1Mo

- **Sessions On Demand**
  In this section the sessions organized during the congress will be placed after they will be broadcast. This will be automatically done by the ESC supplier. This section will accommodate up to 3 players. Content can be Satellite Symposium or Tutorials.
  If an industry organizes more than 3 sessions, it will be necessary to choose the 3 sessions among those organized that will appear on the exhibitor profile.

- **Documents and Resources**
  These 2 sections are dedicated to present further products or leaflets shared through link. Exhibitors can place:
  - o 5 pdf items in the Documents section (pdf only)
  - o 5 items in the Resources section (can be pdf, text and weblink). Each item will be shown with a thumbnail image.
  Other display options in listing or carousel format are available and will be suggested by our supplier CYIM.
  File format:
  - o Pdf file format: Max 64Mo, pdf only
  - o Thumbnail product images format:
    Image : 200 x 200px
    Weight : 200ko
    Click option: Open pdf, open link, open Pop -up with text + link or pdf

- **Exhibitor social media links**
  Social media links are placed at the bottom of the exhibitor profile. The number of icons is limited to 6 links: Mail, Twitter, Facebook, LinkedIn, YouTube, Instagram.

- **Statistics and Leads**
  Exhibitors will have access to a real time data tool (Dataviz) accessible from the Dedicated Exhibitors Page. These data can be downloaded at any time from 6 April 2022 until 25 April 2022.

1.5   Virtual Listing
This option includes a logo placed in the Exhibition main page that will direct to a website of choice.

1.6   Exhibitor administrator access
Exhibitor opting for the Dedicated Exhibitors Page will get 10 administrator accesses. These accesses will be provided by our official supplier CYIM. Exhibitors

are asked to confirm the primary "Exhibitor profile administrator" to CYIM as soon as possible.

Exhibitors' administrator accesses are valid from 9 March 2022 until 25 April 2022.

1.7   Congress registration
Exhibitor opting for the Dedicated Exhibitors Page will get 10 individual congress registrations to have full access to the Congress. These free registrations are only intended for use by industry representatives.

Sponsors also have the possibility to register Groups of delegates:

For information, deadlines, fees and requests, please contact Mailbox escprevregistration@escardio.org or visit the Congress registration page: https://www.escardio.org/Congresses-&-Events/Preventive-Cardiology/Registration

2.   INDUSTRY SPONSORED SESSIONS

2.1. Key dates

21 February 2022	By this date, your agenda must be provided to the ESC for submission to the Congress Programme Committee (CPC).
14 March 2022	Satellite Symposia/ Tutorials video pre-recorded files submission deadline.

2.2   Exclusive Satellite Symposia
Exclusive Satellite Symposia should fit in the standard time unit of a 30-minute, 45 -minute, or 60 -minute session.
Satellite Symposia organisers without an Online Exhibition profile will benefit of 10 free individual registrations for industry staff to access the online congress.

The official provider for Industry Sessions is CYIM:
esc.congress-supplier@cyim.com
Emilien Matte: +33 (0)6 77 83 82 96

2.3   Submitting your scientific programme
By 21 February 2022, the complete scientific programme of Satellite Symposia and Tutorials must be submitted via the appropriate service provided by the ESC.

2.4   Collection of audience leads and analytics
All registered profile information and details will be shared with Satellite Symposia and Tutorials 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 after the Congress for the Live report, 45

days after the Congress for the on-demand report and 1 month after upload on ESC 365.

2.5   Sessions On Demand
All content from the programme will be made available to registered delegates as video on demand on the platform until 25 April 2022.

The event resources will be uploaded and archived on the renowned ESC 365 platform on 25 April 2022. Content will be available to ESC Professional members except for Industry Sponsored Sessions content which will be accessible to all for 1 year (MyESC account is required to access resources).

Industry Sponsored Sessions upload process
After the broadcast, the full recording of Satellite Symposia and Tutorials will be automatically uploaded to the replay section of the event platform within 24 hours. On request, we can disable the publication of your entire video footage in the replay section.
If your internal compliance processes require you to obtain validation of live elements, we recommend that you record your footage in full before broadcast. Pre-publication of pre-recorded footage in the replay section is not permitted.

3.   SPONSORSHIP

3.1   Key dates
31 January 2022   Sponsorship application deadline

3.2   Homepage Dynamic Banner
No product advertising permitted
Deadline: 24 March 2022

Promote your message, session programmes or exhibitor profile on the Homepage Dynamic Banner. This sliding banner will rotate every 7 seconds and will include 4 banners, 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 7 seconds of the 28 seconds carousel, while "Position 3" will always appear during the last 7 seconds.
Homepage Dynamic Banner sponsors must provide:
- 1 banner visual for desktop: JPG / PNG / GIF, 970px * 90px, 72 dpi
- 1 banner visual for mobile: JPG / PNG / GIF, 600px * 100px, 72 dpi
- Confirmation of the choice of hyperlink (N.B.: Exhibitor profile or Sponsored Satellite Symposium page)

3.3   Exhibition Dynamic Banner
Product advertising permitted
Deadline: 24 March 2022

Promote your message, session programmes or exhibitor profile on the Exhibition Dynamic Banner. This sliding banner will rotate every 7 seconds and will include 4 banners, 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 7 seconds of the 28 seconds carousel, while "Position 3" will always appear during the last 7 seconds.

Exhibition Dynamic Banner sponsors must provide:
- 1 banner visual for desktop: JPG / PNG / GIF, 970px * 90px, 72 dpi
- 1 banner visual for mobile: JPG / PNG / GIF, 600px * 100px, 72 dpi
- Confirmation of the choice of hyperlink (N.B.: Exhibitor profile or Sponsored Satellite Symposium page)

3.4   Session Page Static Banner
No product advertising permitted
Deadline: 24 March 2022

Promote your message, session programmes or exhibitor profile on your dedicated session programme page. The banner will be visible on the page of the session during the broadcast as well as on the on-demand page.

Session Page Static Banner sponsors must provide:
- 1 banner visual for desktop: JPG / PNG / GIF, 970px * 90px, 72 dpi
- 1 banner visual for mobile: JPG / PNG / GIF, 600px * 100px, 72 dpi
- Confirmation of the choice of hyperlink (N.B.: Exhibitor profile or Sponsored Satellite Symposium page)

3.5   eDaily Bulletin Static Banner
No product advertising permitted
Deadline: 24 March 2022

Our Dedicated congress newsletter highlighting the most up-to-date scientific information will be emailed each day of the congress. Day 1 bulletin will be emailed to our database of healthcare professionals with a My ESC account who have agreed to receive ESC communications and to all onsite/online registered delegates. Day 2 will be emailed to all onsite/online registered delegates only, who have agreed to receive ESC communications. Extend your visibility and promote your Industry Sponsored Sessions or exhibition activities with your advertisement as a banner in the eDaily Bulletin. Price is valid for 1 day.

eDaily Bulletin Static Banner sponsors must provide:
- 1 banner visual: JPG / PNG, 600px * 150px, 72 dpi
- Confirmation of the choice of hyperlink (for online activities) for the eDaily bulletin mailed to registered audience (N.B.: Exhibitor profile or Online Programme page)

3.6   eBlasts
No product advertising permitted

The eBlast is an ideal way to highlight your Congress activities. 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 or virtual booth are not permitted. As an alternative to the enlarged pdf version of an advert, a direct link to the Sponsors Exhibitor Profile or Online Programme page can also be allowed on demand. This option is only suitable for Congress and Post-Congress eBlasts.

As mentioned below eBlasts can be mailed to all My ESC Account owners (audience with specific interest in ESC Preventive Cardiology 2022 and registered delegates who have agreed to receive communications from the ESC according to European data protection regulations) for the Pre- Congress eBlasts and to registered delegates only for Congress and Post- Congress eBlasts. eBlasts will be sent out in the morning of each date.

eBlast sponsors must provide:
- 1 advert visual for mailing content - size: 600px x 300px - weight: 50 ko max (recommendation: include your logo)
- 1 Pdf format advert if needed – weight: 1MB max

Pre-Congress
Reach out to My ESC Account owners who have expressed an interest in ESC Preventive Cardiology 2022 and pre-registered delegates via an electronic invitation sent out prior the event.

Tuesday 29 March 2022 eBlast   Deadline 15 March 2022

During Congress
Reach out to registered delegates and place your event activities at the forefront of all delegates minds by reaching out to them via a dedicated email invitation sent out during the event.

Friday 18 March 2022   Deadline 24 March 2022
Saturday 19 March 2022   Deadline 24 March 2022
Sunday 20 March 2022   Deadline 24 March 2022

Post-Congress
Place your Congress activities posted on the on-demand platform and ESC 365 at the forefront of all registered delegates' minds by reaching out to them via a dedicated email invitation sent out post-event.

Tuesday 19 April 2022 eBlast   Deadline 5 April 2022

3.7   Educational Grant
- The content of the programme is managed completely by the scientific programme committee.

- The name of the sponsor as well as its corporate logo will be announced on a slide broadcast before and after the selected supported session. No product advertising permitted.
- This slide will also appear when the session is available on the congress platform on demand and on ESC 365 afterwards.
- The name of the sponsor will appear in the congress programme on our online congress platform.
- Session reports will be shared with the sponsor with general statistics on session attendance. This will not include audience leads and profile information for all individuals who viewed the supported session.

Educational Grant sponsors will receive a report 15 days after the Congress for the Live report, 45 days after the Congress for the on-demand report and 1 month after upload on ESC 365.
The following session attendance information will be provided: Number of unique viewers including time spent watching the session on demand and on ESC 365. General statistics on the viewers related to age, gender, country and other geographic data, stage in career, professional activity, place of work, and primary specialty.

3.8   Collection of audience leads and analytics
All registered profile information and details will be shared with Sponsorship and Advertisement items' sponsors. We will provide you with the following data for all individuals who consult these items: title, first name, family name, age, gender, country, state/province, email address, and profile information. This information will be available 15 days after the Congress for the Live report, 45 days after the Congress for the on-demand report and 1 month after upload on ESC 365.