

# ESC Asia 2021

## With APSC & AFC

Exhibition

20 September 2021

# Objectives

The purpose of this presentation is to provide:

- A brief overview of the congress platform
- Details on exhibitor profile and a look at each feature
- Give the important steps and milestones




# Congress Platform

- From **28 September 2021**
  - the congress platform will open with a part of Online Scientific Programme.  
<https://digital-congress.escardio.org/ESC-Asia>
  - No need to be registered to see the programme.
- The finalized version of the programme will be available on **7 October 2021**.
- 1 Day before the congress starts, i.e from **1 December 2021 09:00 AM SGT** (02:00 AM CET),
  - the congress platform opens in congress mode and content is accessible to those who have already registered.
  - Non-registered will only see the scientific programme

# What is the digital Exhibition?

## 3 Exhibition packages to choose from:

- Starter
- Booster
- Expert
  
- Interactivity features in all packages
- Administrator accesses & Free Registration
  - Exhibitors admin passes do not give access to the congress platform but only to the Exhibition
  - Free individual registrations give access to the congress platform
- Real time analytics
  
- Virtual meeting rooms in Booster and Expert
- Tutorials in all packages (option)
- Virtual booth visual in Expert (option)

Package elements		STARTER 	BOOSTER 	EXPERT 
<b>Exhibitor placement</b>	Listing on exhibition section page*	Position 3	Position 2	Position 1
<b>Exhibitor profile</b>	Exhibitor name	Yes	Yes	Yes
	Exhibitor logo	Yes	Yes	Yes
	Exhibitor social media links	Yes	Yes	Yes
	Exhibitor description (introductory text and website)	Yes	Yes	Yes
<b>Exhibitor content**</b>	Exhibitor agenda	Yes	Yes	Yes
	Promotional video	1	2	3
	Satellite Symposium or Tutorials video on demand	1	3	6
	Documents	2	5	10
	Resources	2	5	10
<b>Interaction</b>	Book an appointment	Yes	Yes	Yes
	Chat with industry representatives	Yes	Yes	Yes
	Virtual meeting room (up to 12 pax maximum)	No	Yes	Yes
<b>Analytics</b>	Exhibitor page statistics & leads	Yes	Yes	Yes
<b>Badges</b>	Exhibitor admin access (to set up the exhibition space)	5	10	15
	Free individual registration for industry staff (to access the event)	5	10	15
<b>Virtual booth insert</b>	Clickable image to external virtual stand	No	No	Add-on
<b>Tutorials</b>	Virtual room for Tutorials sessions (up to 30 pax per session)	Add-on	Add-on	Add-on

\*Exhibitors will first be placed based on their Exhibition package level and then by level of investment on the ESC Asia 2021 with APSC & AFC platform.

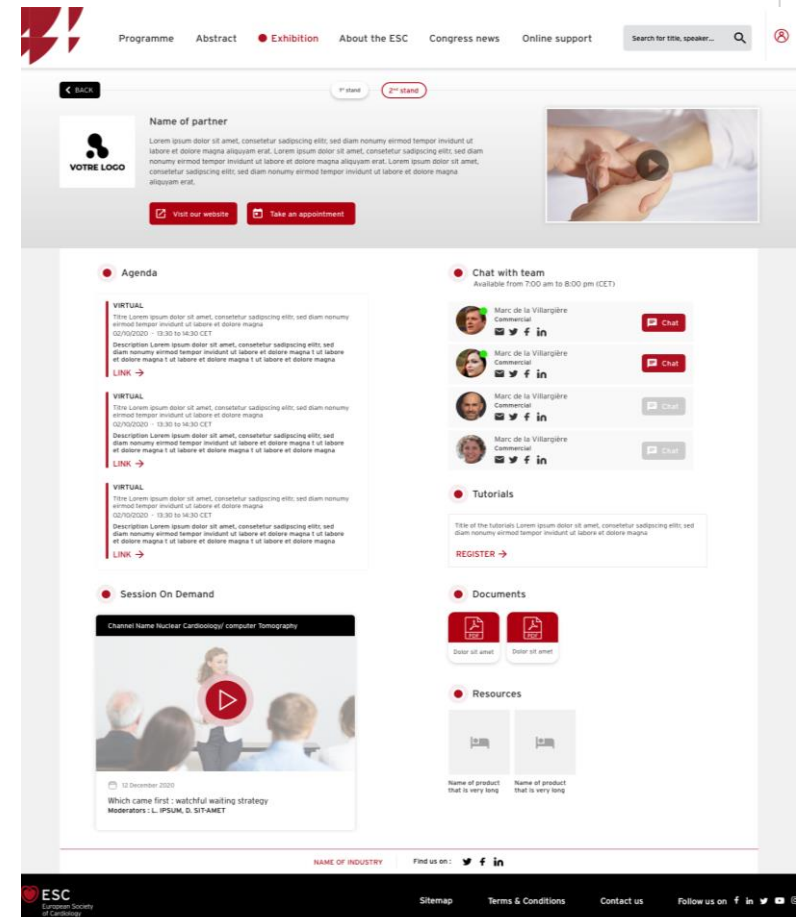
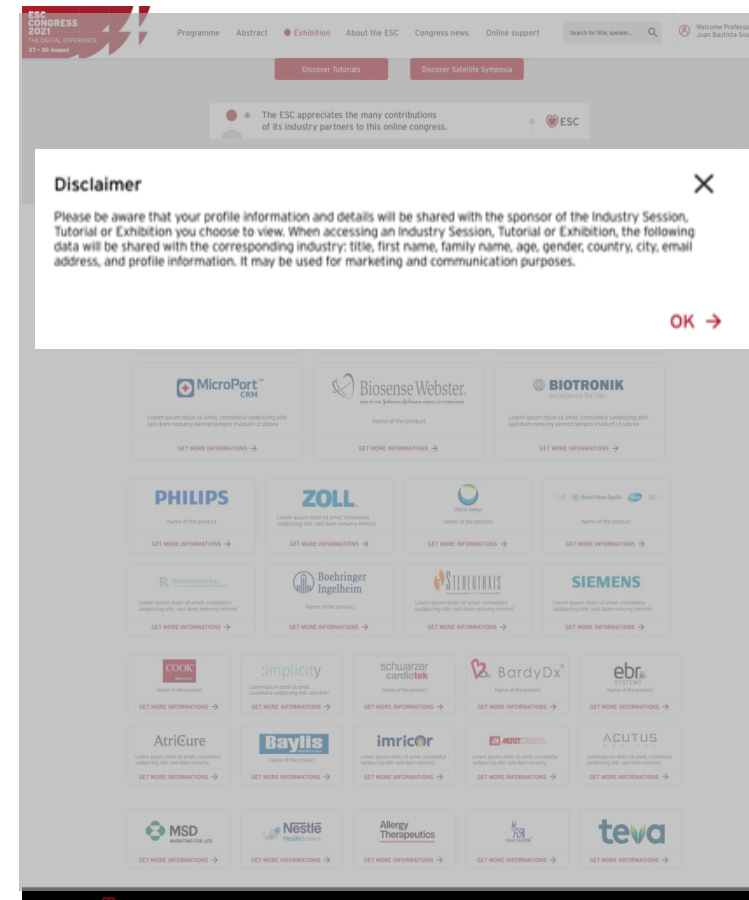
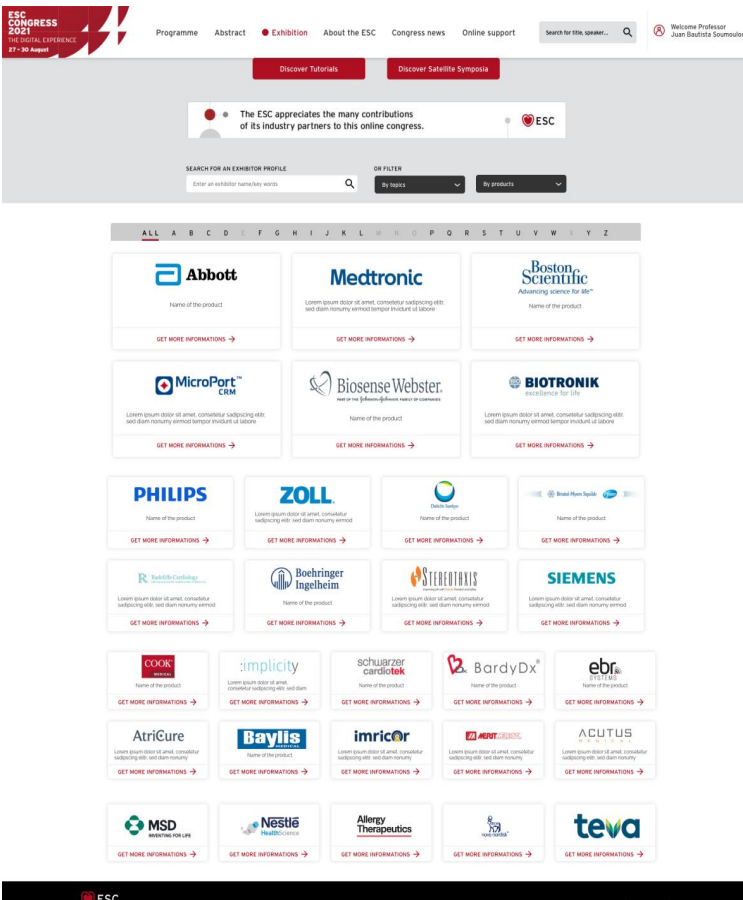
\*\*Update of documents or videos uploaded will not be allowed during the event

# What is the digital Exhibition?

## Exhibition landing page

## Customizable disclaimer

## Exhibitor profile

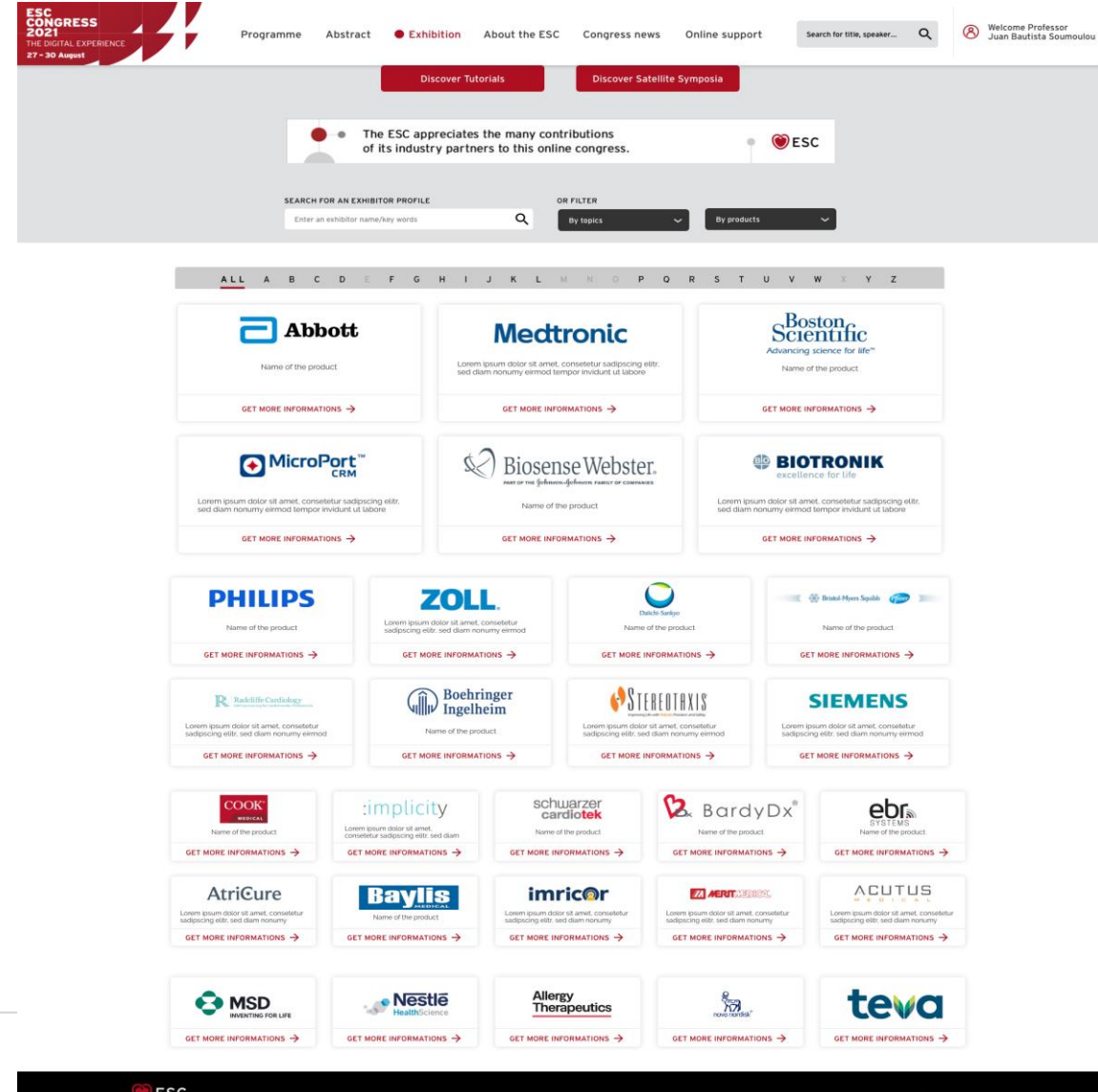


# What is the digital Exhibition?

## Exhibition landing page

- Access from top menu with dedicated “Exhibition” tab
- Access to online programme sorted by Tutorials and Satellite Symposia
- Exhibition promotional dynamic banner
- Search tools (key words, by topic, by product or A-Z)
- Sponsor's logos (corporate or product + subtitle)

*On the Exhibition page, Exhibitor profiles will first be placed based on their Exhibition package level and then by level of investment. Each Exhibition package level has a corresponding Exhibitor profile cell size.*

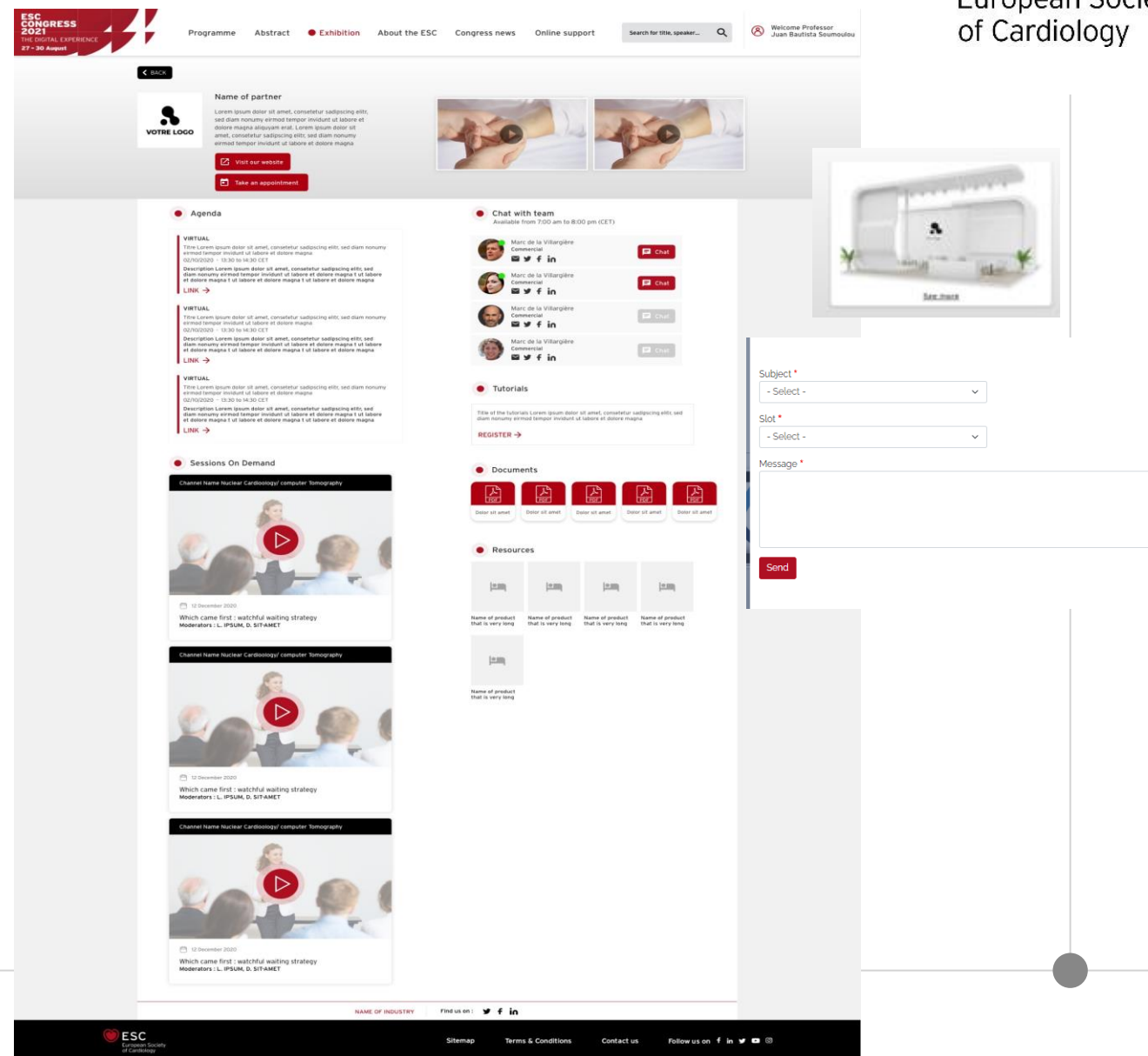


The screenshot displays the ESC Congress 2021 Exhibition landing page. At the top, there is a navigation menu with 'Programme', 'Abstract', 'Exhibition' (highlighted), 'About the ESC', 'Congress news', and 'Online support'. A search bar is located on the right, and a welcome message for Professor Juan Bautista Soumouou is visible. Below the navigation, there are two buttons: 'Discover Tutorials' and 'Discover Satellite Symposia'. A central banner reads: 'The ESC appreciates the many contributions of its industry partners to this online congress.' Below this, there is a search section for exhibitor profiles with a text input field and a search icon, and a filter section with 'By topics' and 'By products' dropdown menus. The main content area features a grid of exhibitor profiles, each with a company logo, name, a placeholder for the product name, a placeholder for a description, and a 'GET MORE INFORMATION' button. The exhibitors shown include Abbott, Medtronic, Boston Scientific, MicroPort CRM, Biosense Webster, BIOTRONIK, PHILIPS, ZOLL, Danke-Surgel, Braid Plans Spine, Rankile Cardiology, Boehringer Ingelheim, STEREO TAXIS, SIEMENS, COOK MEDICAL, :implicity, schwarzer cardiotek, BardyDx, ebr, AtriCure, Baylis, imricor, MERIT, ACUTUS, MSD, Nestlé HealthScience, Allergy Therapeutics, and teva.

# What is the exhibition?

## Exhibitor profile

- Company Information (logo, name, description)
- Tab to access corporate website
- Tab to ask for an appointment
- Corporate Video(s) or Poster
- Agenda (free text)
- Chat with team (audio & video)
- Documents (pdf)
- Resources (jpg, weblink)
- VOD (Satellite Symposia and or Tutorials)
- Social media links
- Access to Tutorials (If ordered)
- Virtual Booth (Expert)
- Virtual room (Booster & Expert)



The screenshot displays the exhibitor profile page for the ESC Congress 2021. The page is titled "Name of partner" and includes a "VOTRE LOGO" placeholder, a description, and buttons for "Visit our website" and "Take an appointment". It features a navigation menu with "Programme", "Abstract", "Exhibition", "About the ESC", "Congress news", and "Online support". The main content area is divided into several sections: "Agenda" with virtual sessions, "Sessions On Demand" with video thumbnails, "Chat with team" with contact information for Marc de la Villegère, "Documents" with PDF icons, and "Resources" with image icons. A "Virtual Booth (Expert)" is also visible. The footer includes the ESC logo, "Sitemap", "Terms & Conditions", "Contact us", and social media links.



# Next steps & Key dates

NOW

08 NOVEMBER 2021

26 NOVEMBER 2021

01 DECEMBER 2021

16 DECEMBER 2021

Before the opening  
of the Admin

Admin period

02 – 04 DECEMBER 2021  
During and after the congress

## Now

- Industry should prepare beforehand
  - ✓ Details of those who will handle the Chat
  - ✓ documents, videos, links, description to be uploaded when the admin platform will open
- Industry should send to [esc.congress-supplier@cyim.com](mailto:esc.congress-supplier@cyim.com) by **1 November 2021**
  - ✓ Details of Admin staff
  - ✓ Logo and short description for the Exhibition landing page
  - ✓ Selected topic and products in the filters
  - ✓ Logo for meeting room (when applicable)
  - ✓ Visual for Virtual booth insert (when ordered)

## From 8 November:

- Industry can upload directly in their profile:
  - ✓ Description, Corporate videos, Links, Pdf documents, Resources
  - ✓ List and details of the staff who will handle the Chat feature
- Industry will be able to add and change any items upon needs

## From 26 November:

- Industry should not make any changes.
- List of person in the chat cannot be changed anymore

## On 1 December:

- Opening of the congress platform (at 09:00 am CET)
- Exhibitor profile will be visible for all registered participants
- Industry can start using the chat function

## From 2 to 4 December

- Congress dates

## Friday 4 December to 16 December

- Exhibitor profile remain available to all registered participants.
- Industry can access to their data on real time (dataviz)



# Contacts and useful links

- **Exhibition & Sponsored Sessions** – Abir Ghorab - [escasiaservices@escardio.org](mailto:escasiaservices@escardio.org)
- **Sponsorship** – Lisa Merolli - [sponsorship@escardio.org](mailto:sponsorship@escardio.org)
- **Stand Supplier CYIM** – Maëlle Guyot – [esc.congress-supplier@cyim.com](mailto:esc.congress-supplier@cyim.com)
- **Registration team** – [escasiaregistration@escardio.org](mailto:escasiaregistration@escardio.org)
  - 18 November 2021 - Deadline to provide name of complimentary registration
  - Extra badges should be ordered online - <https://www.escardio.org/Congresses-&-Events/ESC-Asia/Registration> – early fee deadline is on 31 October 2021
- **Industry Prospectus, Guidelines, documents & specs available on [Industry Portal](#)**
- **Congress information are available [here](#)**
- **Congress platform is available [here](#)**