



## A to Z

### Accrued points

All exhibitions, Industry Sponsored Sessions, EBAC Accredited Educational Programmes, Closed Industry Meetings, Exhibition Lounges, Lecture room, Hotel and Sponsorship requests will be dealt with according to the list of accrued points. The Accrued Point System has been established in order to ensure that participation in ESC Congress will earn companies priority according to the level of their involvement in the past 4 years.

- Satellite Symposium and EBAC Accredited Educational Programme

45-minute session: 8 points awarded  
60-minute session: 10 points awarded  
90-minute session: 15 points awarded

- Hands-on Tutorials  
12 points awarded

- Partners Services

Companies are entitled to 1 point per€ 2 700 invested in Exhibition Lounges, Industry Welcome Desks and Lecture Rooms at ESC Congress.

- Exhibition

Only Paying Exhibitors can accrue points.

5 points are awarded for exhibiting at the ESC Congress 2013.

1 point is accrued per full 9 m2 of exhibit space.

(ETSA exhibitors accrue 5 points for participation, but no points for their stand space)

- Sponsorship

1 point is accrued per €2,700 spent per sponsorship item as listed on the application form.

- Group Registrations

1 point will be given for 9 full, paid registrations, (group registrations only) if the company has taken an Exhibition stand. Individual registrations cannot be counted for accrued point claims. Please ensure your group registrations feature the exhibiting company name in order to ensure points are allocated. The ESC will not allocate points to groups where the exhibiting company name does not feature.

### Agenda

16 November 2012: Application deadline with priority status.

31 January 2013: Notification of assignments of time slots and rooms.

29 March 2013: Deadline for receiving the complete scientific programme of the session.

### Cancellation fees

Industry Sponsored Sessions Hands-On Tutorials and EBAC Accredited Educational Programmes

10% until 30 November 2012

50% from 1 December 2012 to 28 February 2013

100% from 1 March 2013

Closed Industry Meetings and Exhibition Lounges

No cancellation fees until 1 January 2013

30% from 2 January 2013 to 28 February 2013

100% from 1 March 2013

### Closed Industry Meeting

During specific time slots, full furnished and AV equipped ESC lecture rooms (200 pax maximum) can be used to organise 60 minutes or longer, closed meeting on invitation only and promoted neither in the Congress Centre nor in any ESC Congress 2013 publications.

**CME credits**

Continuing Medical Education. 1 CME credit = 1 hour of educational activity.

**Costs of Satellite Symposia and Hands-on Tutorials**

<b>Costs (without lecture room rental)</b>		
	<b>Exhibitor</b>	<b>Non-Exhibitor</b>
<b>Saturday 31 August 2013</b>		
13:00 – 13:45 (45 mins)	€24 000	€44 000
13:00 – 14:00 (60 mins)	€30 000	€50 000
13:00 – 14:30 (90 mins)	€36 000	€56 000
14:45 – 15:30 (45 mins)	€24 000	€44 000
14:45 – 15:45 (60 mins)	€30 000	€50 000
14:45 – 16:15 (90 mins)	€36 000	€56 000
<b>Sunday 1 September 2013</b>		
13:00 – 13:45 (45 mins)	€24 000	€44 000
12:45 – 13:45 (60 mins)	€30 000	€50 000
18:30 – 19:15 (45 mins)	€22 000	€42 000
18:30 – 19:30 (60 mins)	€28 000	€48 000
18:30 – 20:00 (90 mins)	€34 000	€54 000
<b>Monday 2 September 2013</b>		
13:00 – 13:45 (45 mins)	€24 000	€44 000
12:45 – 13:45 (60 mins)	€30 000	€50 000
18:30 – 19:15 (45 mins)	€24 000	€44 000
18:30 – 19:30 (60 mins)	€30 000	€50 000
18:30 – 20:00 (90 mins)	€36 000	€56 000
<b>Tuesday 3 September 2013</b>		
13:00 – 13:45 (45 mins)	€24 000	€44 000
13:00 – 14:00 (60 mins)	€30 000	€50 000
13:00 – 14:30 (90 mins)	€36 000	€56 000
14:45 – 15:30 (45 mins)	€24 000	€44 000
14:45 – 15:45 (60 mins)	€30 000	€50 000
14:45 – 16:15 (90 mins)	€36 000	€56 000
16:30 – 17:15 (45 mins)	€20 000	€40 000
16:30 – 17:30 (60 mins)	€24 000	€44 000
16:30 – 18:00 (90 mins)	€28 000	€48 000
Hands-On Tutorials (Room rental included)	€30 000	€50 000

### **Cost Lecture Room rental**

- 200 seats: € 1 000
- 250 seats: € 1 200
- 300 seats: € 1 400
- 500 seats: € 2 000
- 660 seats: € 2 650
- 700 seats: € 2 800
- 1 000 seats: € 4 000
- 1 100 seats: € 4 400
- 1 750 seats: € 7 000
- 3 000 seats: € 10 000

### **Cost Closed Industry Meeting**

- € 3 000 - for one 60-minute session / Additional cost per increment of 30-minute € 1 500.

### **Cost Exhibition Lounge**

- € 12 000 for 5 days (from Friday 30 August 2013 to Tuesday 3 September 2013)

### **Disclosure of Conflict of Interest**

The session organiser confirms that All Speakers/Chairpersons participating in this programme have fully agreed to provide the session organiser with any potential conflicts of interest that may arise from their presentations.

The existence of potential conflicts of interest does not necessarily indicate a bias. However it is the session organiser's obligation to inform the ESC and participants so that they are made aware of any relationship that might cause unintentional bias.

A potential conflict of interest may arise from various relationships, past or present, such as employment, consultancy, investments and stock ownership, funding for research, family relationship, etc...

A potential bias relevant to the topic of the accredited programme/text must be disclosed:

- at the beginning of the presentation for events
- on the introductory page of the CD ROM or Web module
- at the beginning or at the end of the CME article/text

### **EBAC**

The European Board for Accreditation in Cardiology (EBAC) provides accreditation to educational programmes such as events and distance learning courses. The European Board for Accreditation in Cardiology provides accreditation to educational programmes such as events and distance learning courses. EBAC is an independent body constituted by European specialists in cardiology and medical education. EBAC accreditation confirms the scientific & educational quality of a programme, and allows the participants to receive CME credits for the time spent in the educational activity.

EBAC works in cooperation with the EACCME (European Accreditation Council for CME) and EBAC CME credits are recognised in most European countries which have a running CME system. EBAC CME credits can also be reported to the American Medical Association.

### **EBAC Accredited Educational Programme**

A Satellite Symposium with EBAC accreditation will be officially announced as "EBAC Accredited Educational Programme supported by an unrestricted educational grant from ..."

### **Erratum Policy**

#### **Change in the scientific programme**

Once the title, programme and detailed content are approved, changes must not be made without the specific approval of the Congress Programme Committee.

The ESC kindly asks the Company to inform them of any modifications to the Scientific Programme before **31 May 2013** in order to be printed in the Final Programme.

Any changes must be approved by the Congress Programme Committee.

#### **IMPORTANT**

Late applications and/or content of programmes received after 31 May 2013 cannot be printed in the Final Programme.

Details received between 31 May 2013 and 31 July 2013 will appear in the ERRATUM

**Only changes of the title of the session, the name of the session organiser, the day, the room and the time will appear in the ERRATUM.**

Failure to adhere to announced/approved programme content will be considered a violation of Guidelines for Industry Participation.

## **ESC approval**

Satellite Symposia, EBAC Accredited Educational Programmes and Hands-on Tutorials promotional materials created by these sessions' organisers (flyer, insert, roll-up, poster, weblink) must respect the ESC Branding Guidelines and receive ESC approval before printing or linking.

## **Event Visual**

An Event Visual has been developed for the use at the ESC Congress 2013.

## **Exhibitors Badges**

General 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.

All persons involved in the operation of the satellite symposia (film crew, technicians, participants...) must have a valid badge. General Exhibitor, Scientific Exhibitor, Diamond Exhibitor, active participant or day ticket.

## **Exhibitors Stand**

Satellite Symposia and Hands-On Tutorials can be organised by exhibiting or non-exhibiting companies and must be open to all registered delegates.

**For non-exhibiting companies** a non-exhibitor fee is applicable

**For exhibiting companies** looking to organise an Industry Sponsored Session, the following minimum stand size is required:

- 45 minutes Satellite Symposium : 9 m<sup>2</sup>
- 60 minutes Satellite Symposium : 30 m<sup>2</sup>
- 90 minutes Satellite Symposium : 50 m<sup>2</sup>
- Hands-On Tutorials: 9 m<sup>2</sup>

## **Hands-On Tutorials**

The ESC offer companies a means of associating with the educational requirements of delegates in an exclusive and intimate environment through the organisation of Hands-On Tutorials. These tutorials will provide participants with user-training and an opportunity for hands-on learning from clinical and/or technical experts on specific areas of expertise.

## **Invoicing**

Companies will be invoiced for the requested service on submission of their application.

Lecture rooms will be invoiced in 31 January 2013.

Extras are invoiced directly by ESC official suppliers.

Accounting data must be provided on the application form.

Precise and definitive accounting information must be provided on the initial application form.

Any and all changes post invoicing (addition of Purchase Order, changes of billing address, etc...) will not be taken into account, meaning invoices will not be reissued.

## **Invitations**

Satellite Symposia, EBAC Accredited Educational Programmes and Hands-On Tutorials organizers can promote their sessions with flyers/invitations.

The Satellite Symposia invitations must be A4 portrait format (21 cm X 29.7 cm) maximum.

The EBAC Accredited Educational Programmes invitations must be A5 portrait format (15 cm X 21 cm) only.

Invitation flyers must have the specific written approval of the ESC. The content of the invitation must not include any product names, brand names or specific quality or virtues of a sponsoring Industry and/or any of the Industry's product(s) either via text or visuals.

- Any and all unauthorized material will be immediately removed by the ESC.

- Posters, roll-ups and hostesses handing out invitations are not permitted in the Building other than on the booth, at the "Industry Welcome Desk" and in front of the assigned lecture room (no EBAC Accredited Educational Programmes invitations allowed on booths).

## Invitation flyer display racks

Companies organising Industry Sponsored Sessions are offered specific display racks located in the Registration area to promote their events; one allocated space on the rack per session.

These display racks will be available free of charge to Satellite Symposia, EBAC Accredited Educational Programmes and Hands-on Tutorials organisers only.

The invitation flyers must be approved by the ESC before 29 June 2013.

Unapproved invitation flyers will be removed by the ESC.

Companies organising Industry Sponsored Sessions are responsible for storing the invitations and keeping the racks supplied at the times given below.

The display racks will be available from Friday 30 August to Wednesday 4 September 2013.

#### Lecture Room Invitations

Handing out of invitations at the entrance of the assigned room 30 minutes before the beginning of the session, material should not be distributed anywhere else in the Building other than on the booth and at the "Industry Welcome Desk".

#### Industry Welcome Desk

Display of one poster and invitations at the "Industry Welcome Desk".

#### Booth

Display of posters and invitations (not allowed for EBAC Accredited Educational Programmes).

### **ESC discourages promotional material, stands or door drops in hotels.**

#### **Lecture room**

Lecture rooms assigned to Satellite Symposia, and EBAC Accredited Educational Programmes are located within the Congress centre only.

The points awarded for participation in the four previous ESC Congresses will determine the assignment of the lecture rooms.

The basic equipment of a lecture room is:

- 1 table per the number of entrances of the assigned room
- Chairs arranged theatre-style
- A table and chairs for the 2 chairpersons on the stage
- 2 table microphones
- 1 lectern for the speakers with 2 fixed microphones
- 1 screen for projections
- 1 technician
- 1 video data projector
- 1 - 2 information screens in front of the lecture room.
- 1 room hostess

#### **Lecture room Hostess**

The room hostess will be in charge of welcoming and briefing the Chairpersons and the Speakers on technical facilities, and will ensure that the session is running on time.

The room technician will be in charge of light/audio and beamer facilities.

#### **Lecture room rental**

Lecture room rental cost applies for Satellite Symposia and EBAC Accredited Educational Programme only.

- 200 seats: € 1 000
- 250 seats: € 1 200
- 300 seats: € 1 400
- 500 seats: € 2 000
- 660 seats: € 2 650
- 700 seats: € 2 800
- 1 000 seats: € 4 000
- 1 100 seats: € 4 400
- 1 750 seats: € 7 000
- 3 000 seats: € 10 000

#### **Overflow**

• Once the lecture room assignment is complete, if any suitable lecture rooms are remaining, companies are cordially invited to request an additional lecture room to create their own overflow area. However please note that this facility must be paid no later than one month prior to the congress, by the organising company. The ESC has the right to modify demands as it sees fit to best accommodate as many requests as possible.

• When it is possible, onsite requests for overflow lecture room, made at the time of the session, will be charged:

- 200 seats: € 1 000

- 250 seats: € 1 200
- 300 seats: € 1 400
- 500 seats: € 2 000

• Overflow on the information screens in front of the lecture rooms will be made available upon requests by the ESC room hostess.

### **Official supplier**

ESC Congress 2013 official suppliers have been selected for their expertise.

The ESC Sponsored Sessions Supervisor has an expert knowledge of customer management and requests and will work "hand in hand" with each ESC official suppliers.

The ESC count on each supplier's expertise to support our customers on their choice, requests and orders.

Our customer must receive the level of service they deserve.

The ESC wants to keep an excellent reputation and improve the quality of any services offer to our customers

The ESC and any official suppliers chosen by the ESC must work as a team to improve this overall quality of the ESC Congress 2013.

### **Poster and Roll-ups**

Satellite Symposia and EBAC Accredited Educational Programmes, can promote their sessions with roll-ups.

Two Roll-ups of maximum height of 2.5m and maximum width of 1m (no electrical connection, no light, and no sound) can be displayed in front of the lecture rooms 1 hour before the beginning of the sessions

Roll-ups must have the specific written approval of the ESC. The content of the roll-ups must not include any product names, brand names or specific quality or virtues of a sponsoring Industry and/or any of the Industry's product(s) either via text or visuals.

- Any and all unauthorized roll-ups will be immediately removed by the ESC.

- Roll-ups and hostesses handing out invitations are not permitted in the Building other than on the booth, at the "Industry Welcome Desk" and in front of the assigned lecture room (no EBAC Accredited Educational Programmes roll-ups allowed on booths).

### Lecture Room roll-ups & Invitations

Display of two roll-ups in front of the lecture rooms 1 hour before the beginning of the sessions on the 2 easels provided by ESC,

### Industry Welcome Desk

Display of one poster or roll-up at the "Industry Welcome Desk" reserved by the industry.

### Booth

Display of posters and invitations (not allowed for EBAC Accredited Educational Programmes).

**ESC discourages promotional material, stands or door drops in hotels.**

### **Reception**

Receptions can only be organise with the ESC official caterer.

When suitable space is available, Satellite Symposia and EBAC Accredited Educational Programmes organizers may organise receptions before or after Industry their Sessions. The ESC does not guarantee that such space is available.

Companies will have the right to serve alcoholic beverages during the receptions organised on:

- Saturday 31 August 2013: after 16:15
- Sunday 1 September 2013: after 20:00
- Monday 2 September 2013: after 20:00
- Tuesday 3 September 2013: after 18:00

Reception space must not be used for entertainment, poster displays, presentations or any other promotional purposes.

Reception space must be opened to all registered Congress participants.

Exhibitors are also encouraged to guarantee a healthy and balanced catering service to their delegates.

### **Rooms at ESC**

Only a limited number of Exhibition Lounges are located within the Congress centre and can be used as Hospitality Suite or Meeting Room:

- Hospitality Suites are room(s) reserved for the Congress Duration.
- Meeting rooms are room(s) reserved for occasional meetings.

## **Satellite Symposium**

Participating companies may organise special scientific sessions called Satellite Symposia.

These industry organised sessions are the perfect forum through which companies may reach their target audience with their latest scientific information and developments.

Satellite Symposia, will be held within the Congress centre in lecture rooms ranging in capacity from 200 to 3 000 seats.

## **Scientific Programme**

**The complete programme of Satellite Symposia, typed on the appropriate "Session Form" provided by the ESC, must reach the ESC offices before 29 March 2013.**

A complete programme must include the following:

- Title of the Satellite Symposium
  - Topic number choose on the ESC Congress 2013 Topic List
  - Names of the Chairperson(s)
- 2 mandatory for 90-minute Satellite Symposia  
1 mandatory for 45 and 60-minute Satellite Symposia
- Title and duration of each presentation
  - Complete addresses of the chairpersons and speakers

No product names or brand names are allowed in the title or in the scientific programme of the session.

The session or presentation titles can contain a generic name.

No abstract forms need to be submitted for Satellite Symposia.

## **Speakers Assistance (Speakers Service Centre – SSC)**

ESC offers computerized presentation facilities called "Speakers' Service Centre" for all Satellite symposia and EBAC Accredited Educational Programmes. The use of the SSC is mandatory on a free basis and offer audio-visual assistance to all speakers.

## **Speakers' presentations**

To avoid unexpected technical problems at the last minute, companies are strongly encouraged to make sure their speakers use the Speakers Service Centre to preload all presentations.

If speakers choose to use their own laptop, this is the responsibility of the company organising the session.

## **Timeslots**

The points awarded for participation in the four previous ESC Congresses will determine the assignment of time-slots and lecture rooms.