



LIVE BROADCASTING OF ESC CONGRESS 2014 PRESENTATIONS

The ESC grants for a fixed fee, a limited, non-exclusive license for broadcast of ESC presentation(s) live from lecture rooms on Exhibitors stands.

Broadcast outside of congress centre is not allowed.

ESC official supplier, the company CYIM, will install a player on sponsor stand to allow broadcast of ESC presentation(s).

➤ **Cost for Live Broadcasting / License agreement**

The total charge will include the total number of player(s) and of license agreement(s)

Standard ESC presentation(s)

Live Broadcast with video file(s) and slides	€ 6,000 per player*	Points awarded: 3 points
License agreement for file(s)	€ 1,000 per presentation	

ESC Hotline presentation(s)

Live Broadcast with video file(s) and slides	€ 6,000 per player*	Points awarded: 3 points
License agreement for file(s)	€ 2,500 per presentation	

*for an entire session with several consecutive presentations only one player will be needed

Deadline for application: 18 AUGUST 2014

A contract for license agreement between ESC and the sponsor is mandatory.

The ESC is responsible for acquiring speaker copyright per presentation.

The ESC is responsible for acquiring speaker declaration of interest per presentation.

Under no circumstances can the ESC be held liable for Speakers' conflict of interests.

The ESC reserves all rights to stop the broadcasting at any time where deemed necessary.

➤ **Procedure**

- The ESC official supplier, ServiFira will provide a connection via cable to ESC Presentation Management System (PMS)
- The PMS cable must remain easily accessible near the monitor on the stand
- The sponsor must install a full HD monitor connected to a cable HDMI 1.3
- On the day of the presentation(s) the ESC official supplier CYIM will install a player, connect it and perform a test
- The Live Broadcasting will be remotely launched on the monitor via the CYIM office (Speaker Service Centre)
- After the presentation(s), CYIM will collect the player
- After the presentation(s), 1 mp4 video file (format H264 over mp4, 720p HD) per presentation and the related slides will be provided by the ESC to the sponsor. Timing is approximately 4 hours

➤ **Important**

- The sponsor must:
 - Provide the monitor full HD on the stand
 - Provide and connect the cable HDMI 1.3. The cable must be easily accessible
 - Provide an electrical socket near the monitor to plug the player
 - Facilitate the installation of the player by the ESC Official Supplier CYIM
- Position the monitor well within the stand area
- Ensure space is available on the stand to absorb spectators for the Live Broadcasting. Should the Live Broadcasting interfere with the normal traffic flow in the aisle or overflow into neighbouring exhibits, the Live Broadcasting must be stopped immediately

All flyers, promotional brochures which refer to the Live Broadcasting and are to be distributed to delegates during the congress are subject to prior ESC approval.