



EACVI
European Association of
Cardiovascular Imaging

Euro**CMR** 2019

EXTENDING THE CLINICAL VALUE OF CMR
THROUGH QUALITY AND EVIDENCE

2-4 May
Venice
I T A L Y

● **17th Annual Meeting**

on Cardiovascular Magnetic Resonance (CMR)
of the European Association of Cardiovascular Imaging (EACVI)

www.escardio.org/EACVI

#Euro**CMR**



ESC
European Society
of Cardiology

ESC Guidelines for Industry @ EuroCMR 2019

CONGRATULATIONS

You have decided to partner EuroCMR 2019, the annual CMR congress of the European Association of Cardiovascular Imaging (EACVI) of the ESC.

EuroCMR 2019 will take place in the city of Venice and gathers the core professionals in all Cardiovascular Magnetic Resonance fields, into what will be one of the key meetings held within Europe for 2019.

We look forward to working closely with you over the coming months towards a rich and innovative EuroCMR 2019.

THANK YOU FOR READING THESE GUIDELINES

Please note that a successful application for participation at ESC Congresses implies an acceptance of the requirements contained within these ESC Guidelines for Industry @ EuroCMR 2019, within complementary ESC Guidelines for Industry @ Congresses and also in any updates posted on www.essexhibition.org/EuroCMR2019

Please carefully note the key deadlines marked at the start of each chapter. To ensure we deliver a successful EuroCMR 2019, we will not be able to deviate from these deadlines.

THE ESC CONGRESSES INDUSTRY PORTAL: www.essexhibition.org/EuroCMR2019

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 EuroCMR 2019. Please contact the following people as necessary for your queries.

Exhibition, Industry Sponsored Sessions, Sponsorship and Rooms at EuroCMR:

eurocmrservices@escardio.org

Ms Gisela Valky Pons

Exhibitor Registration:

eurocmrregistration@escardio.org

Accommodation:

eurocmrhotels@escardio.org

Orders and Industry Relations:

industry@escardio.org

Any other queries:

fcabrese@escardio.org

Mr Fabrice Calabrese

BOOKING PROCEDURE

Application forms available on the ESC Industry portal:
www.escehhibition.org/EuroCMR2019

APPLICATION DEADLINES

1 November 2018 Stand, Industry Sponsored Session, Sponsorship and Room 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 EuroCMR 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 EuroCMR 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.

TABLE OF CONTENTS

1. EXHIBITION	6
1.1 KEY DATES	7
1.2 COSTS FOR STAND SPACE ONLY.....	8
1.3 STAND ASSIGNMENT	8
1.4 EXHIBITION SCHEDULE	8
1.5 TECHNICAL GUIDELINES.....	10
1.6 SAFETY AND TECHNICAL SPECIFICATIONS	17
1.7 EXHIBITOR REGISTRATION	18
1.8 STAND ACTIVITY AND PROMOTIONAL REGULATIONS	20
1.9 INDUSTRY SHOWCASE	21
2. INDUSTRY SPONSORED SESSIONS	23
2.1 KEY DATES	23
2.2 SATELLITE SYMPOSIA	24
2.3 INDUSTRY SHOWDOWN	25
2.4 GENERAL RULES GOVERNING INDUSTRY SPONSORED SESSIONS	27
3. SPONSORSHIP	31
3.1 KEY DATES	31
3.2 ASSIGNMENT OF SPONSORSHIP ITEMS.....	32
3.3 PRODUCT ADVERTISING.....	32
3.4 EUROCMR EVENT VISUAL	32
3.5 OFFICIAL NAMES OF OUR CONGRESSES	33
3.6 PRODUCT DESCRIPTIONS AND TECHNICAL SPECIFICATIONS	33

4. PARTNER SERVICES	40
4.1 KEY DATES	41
4.2 ROOMS AT EUROCMR.....	41
4.3 GROUP REGISTRATION.....	43
4.4 HOTEL SERVICES.....	43
5. FINANCE AND INVOICING	44
5.1 EXHIBITION.....	44
5.2 INDUSTRY SPONSORED SESSIONS	45
5.3 SPONSORSHIP	45
5.4 ROOMS AT ACUTE CARDIOVASCULAR CARE	46
5.5 FRUSTRATION AND ADMINISTRATIVE FEES.....	46
6. GENERAL TERMS AND CONDITIONS	47

1. EXHIBITION

1.1 KEY DATES	7
1.2 COSTS FOR STAND SPACE ONLY.....	8
1.3 STAND ASSIGNMENT	8
1.4 EXHIBITION SCHEDULE.....	8
CONSTRUCTION SCHEDULE	8
EXHIBITIONS ACCESS TIMETABLE	8
VEHICLE ACCESS FOR UNLOADING	9
1.5 TECHNICAL GUIDELINES.....	10
EXHIBITION LOCATION AND BUILDING INFORMATION	10
ZONE INFORMATION	10
STAND CONSTRUCTION	10
SECURITY	10
STAND MODULE - SHELL SCHEME STAND	11
CUSTOM STAND DESIGN.....	11
HEALTH & SAFETY CERTIFICATION.....	12
STAND TYPES.....	12
STAND DESIGN APPROVAL.....	13
STAND HEIGHT ALLOWANCE	13
EDGE OF THE STANDS	13
LINE OF SIGHT	14
STAND TRANSPARENCY	14
WALLS ERECTED ON STANDS.....	14
SELF STANDING ELEMENTS.....	15
EXHIBITION SERVICES.....	15
LOGISTICS.....	16
1.6 SAFETY AND TECHNICAL SPECIFICATIONS	17
ACCESS FOR PEOPLE WITH REDUCED MOBILITY	17
FIRE PREVENTION AND CROWD SAFETY.....	17
INSURANCE	18
1.7 EXHIBITOR REGISTRATION	18
EXHIBITOR BADGE CATEGORIES	18
EXHIBITOR BADGE ALLOCATION.....	19
EXHIBITOR BADGE ORDER	19
WORK PASSES	20

DELEGATE PASSES TO EXHIBITIONS OUTSIDE OF OPENING HOURS	20
1.8 STAND ACTIVITY AND PROMOTIONAL REGULATIONS	20
STAND ACTIVITIES	20
PROMOTIONAL REGULATIONS	21
1.9 INDUSTRY SHOWCASE	21
TIME SLOT AND COSTS.....	22
PRESENTATION AREA SET-UP	22
ASSIGNMENT OF INDUSTRY SHOWCASES	22
PREPARING YOUR PRESENTATIONS.....	22

1.1 KEY DATES

1 November 2018	Application deadline
Until 30 November 2018	Cancellation fee: 10% of total amount due
From 1 December 2018 to 31 January 2019	Cancellation fee: 50% of total amount due
29 January 2019	Company and product description deadline
From 1 February 2019	Cancellation fee: 100% of total amount due
1 March 2019	Deadline for stand design submission. All exhibitors must submit their insurance certificates
29 March 2019	Stand activity declaration deadline
9 April 2019	Free Exhibitor badge deadline. Additional General Exhibitor badge (€35)
20 April 2019	Stand services deadline - After this date orders will incur an extra cost and the service cannot be guarantee.
2 - 4 May 2019	EuroCMR 2019

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	€345/m ²	€230/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 1 March 2019. To ensure a proper announcement of the stand spaces in the EuroCMR 2019 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

Construction

The hall is open for construction:

- **Wednesday 1 May** 08:00 – 18:00 Exhibition build-up (all stands)

NOTE

The stand packages (basic pre-arranged stand) ordered to the local stand supplier, AXUN will be delivered to exhibitors on Wednesday 1 May at 14:30 for decoration.

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/EuroCMR2019

Opening hours

Thursday 2 May

07:30 – 08:30	Stand decoration only, to be completed by 08:30 Noisy activities and cleaning (vacuum) are strictly forbidden Incomplete stands and no-shows by 08:30 will be walled off and goods removed into storage at the exhibitors cost Staff meetings may be held on stands
---------------	--

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 EuroCMR sessions held in lecture rooms. If the ESC judges that a disturbance is being cause, 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.

08:30 – 18:00	EXHIBITION HALLS OPEN (all stands must be staffed)
---------------	--

Friday 3 May

07:30	Hall access for exhibitors
08:30 – 18:00	Exhibition opens

Saturday 4 May

07:30	Hall access for exhibitors
08:30 – 13:00	Exhibition opens
13:00 – 14:30	Exhibition closed
14:30 – 20:00	Exhibition dismantling – Removal of stand and Meeting Rooms valuables

IMPORTANT

From Thursday 2 until Saturday 4 May, 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 they 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.

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 EuroCMR 2019 will be held on the Level 0 of the Palazzo del Cinema.

ZONE INFORMATION

- Exhibition Halls shared Catering and Registration areas and Sala Grande
- Gross area dedicated to exhibits approx. 390m²
- Ceiling height ranges from 3.5m at the lowest point to 4.6m at the highest
- Exhibition Halls floor weight loading: 300kg/m²
- Electricity & internet delivered by cable at floor level
- Water & waste are not available in the Exhibition area
- Rigging from the roof is not possible
- Loading doors are on the side of the street Via Candia
- Hall will be darkened except Natural light from the emergency exit doors (windows cannot be darkened in this area)
- Exhibition floor will not be carpeted (unless customised by an exhibitor in order to join two stands)

STAND CONSTRUCTION

Please refer to the ESC Guidelines for Industry @ Congresses for full technical specifications and illustrations.

SECURITY

DUE DILIGENCE

All entities involved in EuroCMR 2019 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 1 March 2019: 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 turn-key stand solution is available at attractive package price for stands up to 25m², namely:

- Structure: walls, roll carpet, fascia board with exhibitor name & stand number, assembly charges.
- Lighting: general lighting by spots (1 spot per 3m²), 1 switchboard for general lighting, electrical consumption.
- Furniture package: counter with stool, table and 2 chairs, coat stand and waste paper basket

The stand module (6m² – 25m²) provided by the official stand service supplier and illustrated below will be uniform stands with uniform graphics, height and design. Partition walls will be 2.5m high, graphics & signage may be an additional 0.5m.



CUSTOM STAND DESIGN

STANDS DRAWING

By 1 March 2019 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 1 March 2019 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/EuroCMR2019.

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 maximum of 2.5m
- 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:

6m ² - 25m ²	2.5m
26m ² - 45m ²	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' traffic flow.
- All Exhibitors should have plans to prevent congesting the aisles and disrupting neighboring 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 neighboring stands by means of separation wall(s). In principle this separation wall(s) should be 2.5m high. If two neighboring exhibitors come to an agreement regarding the separation wall, the height of this wall must be approved by the ESC.

- 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.esceexhibition.org/EuroCMR2019.

All stand services can be ordered via the Exhibitor order form available on www.esceexhibition.org/EuroCMR2019.

For further information on services available, please contact the stand supplier AXUN ARREDO:

Email: amministrazione@axun.it

Direct line: +39 498 074 889

SERVICE POINTS (ELECTRICITY, WATER, WASTE, COMPRESSED AIR)

Electricity will reach stands via different areas. Connections to these service ducts 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.esceexhibition.org/EuroCMR2019.

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 neighboring 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 has 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 Exhibitor order form on: www.escexhibition.org/EuroCMR2019.

'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 EuroCMR 2019 is MABAPA. Catering can be ordered online from the order form available on: www.escexhibition.org/EuroCMR2019.

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.esceexhibition.org/EuroCMR2019.

DELIVERY ADDRESS

The address for all deliveries will be made available in the Fairexx freight forwarder manual available online on www.esceexhibition.org/EuroCMR2019. Note that this will be the only delivery address to be used for consignments delivered direct to the Palazzo del Cinema. 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 1 May 2019. 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.esceexhibition.org/EuroCMR2019.

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 cost.

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 exhibitor of their responsibility for their stand surveillance.

Stand security can be ordered via the Exhibitor order form available on www.escehibition.org/EuroCMR2019

VALUABLE GOODS

The Exhibitor shall be responsible for the surveillance of his/her 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 halls
- No access to EuroCMR 2019 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 halls
- Access to EuroCMR 2019 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 and 49m ²	4	4
50m ² and More	8	8

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 the early fee of €35 (excl. VAT) per badge before 9 April 2019.

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 time.

DELEGATE PASSES TO EXHIBITIONS OUTSIDE OF OPENING HOURS

For security reasons, access to the exhibitions 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 EuroCMR 2019 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.

1.9 INDUSTRY SHOWCASE

The "Industry Showcase" slots are turnkey, 20-minute marketing presentations about company's products or services. These presentations will give the opportunity to reach a wider delegate audience to highlight company's products features and benefits during coffee breaks.

The "Industry Showcase" presentations will be held in the Rapid Fire Room located on level -1, providing seating for 120 pax. The "Industry Showcase" presentations will be promoted on the EuroCMR 2019 Mobile App. No more than one timeslot per company will be provided in the same slot.

TIME SLOT AND COSTS

	Exhibitor Price	Non-exhibitor Price
Thursday 2 May 2019		
10:15 – 10:35 20 mins	€1,000	€2,000
10:40 – 11:00 20 mins	€1,000	€2,000
Friday 3 May 2019		
11:00 – 11:20 20 mins	€1,000	€2,000
15:10 – 15:30 20 mins	€1,000	€2,000
Saturday 4 May 2019		
11:00 – 11:20 20 mins	€1,000	€2,000
11:25 – 11:45 20 mins	€1,000	€2,000

All prices are exclusive of VAT

WHAT IS INCLUDED IN THE COST?

- Standard presentation area set-up (no alteration allowed)
- Dedicated listing in the Final Programme, and Mobile App
- Promotion allowed in close vicinity of the presentation area (roll-up and/or invitations)

For Non-Exhibiting companies the cost includes all the above as well as:

- 1 General Exhibitor Badges
- 1 Scientific Exhibitor Badges

PRESENTATION AREA SET-UP

- Rapid Fire Room of 120 seats

ASSIGNMENT OF INDUSTRY SHOWCASES

“Industry Showcase” presentations are assigned on a first-come first-served basis.

PREPARING YOUR PRESENTATIONS

By 8 January 2019 the title of the presentation must be sent to the ESC.

Company must provide their slideshow presentation on a USB key to the “Industry Showcase” area, five minutes prior to the dedicated time slot.

NOTE

- The ESC will not provide Speaker’s name sign holders. We recommend including the Speaker’s names in the slideshow.

2. INDUSTRY SPONSORED SESSIONS

2.1 KEY DATES	23
2.2 SATELLITE SYMPOSIA	24
TIME SLOT AND COSTS.....	24
LECTURE ROOM SET-UP	25
PROMOTIONAL REGULATIONS	25
2.3 INDUSTRY SHOWDOWN	25
TIME SLOT AND COSTS.....	26
LECTURE ROOM SET-UP	26
PROMOTIONAL REGULATIONS	26
2.4 GENERAL RULES GOVERNING INDUSTRY SPONSORED SESSIONS	27
ASSIGNMENT OF INDUSTRY SPONSORED SESSIONS	27
PREPARING INDUSTRY SPONSORED SESSIONS REQUIREMENTS.....	28

2.1 KEY DATES

1 November 2018	Deadline for application
From 1 November 2018	Notification of assignments of time slots and rooms
From 18 June 2018 to 30 November 2018	Cancellation fee: 10% of total amount due
From 1 December 2018 to 31 January 2019	Cancellation fee: 50% of total amount due
8 January 2019	Deadline for receiving complete scientific programmes
During January 2019	Notification of scientific programmes approval
From 1 February 2019	Cancellation fee: 100% of total amount due
1 March 2019	Deadline for printing scientific programmes in the Final Programme
29 March 2019	Deadline for approval of promotional materials (invitations/flyers) by ESC
2 - 4 May 2019	EuroCMR 2019

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 session.

TIME SLOT AND COSTS

	Exhibitor Prices	Non-exhibitor Prices
Thursday 2 May 2019		
16:00 – 17:00 60 mins	€18,500	€23,500
Friday 3 May 2019		
12:45 – 13:45 60 mins	€18,500	€23,500
Saturday 4 May 2019		
10:55 – 11:55 60 mins	€18,500	€23,500

All prices are exclusive of VAT

WHAT IS INCLUDED IN THE COST?

- Lecture room rental
- Standard lecture room set-up
- Promotional package
 - 1 Industry Sponsored Session Invitation - Congress Bag insert (to be produced by the Satellite Symposia's sponsor)
 - 1 Weblink
- Dedicated listing in the Scientific Programme & Planner, Final Programme, and Mobile App
- 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:

- 4 General Exhibitor Badges
- 4 Scientific Exhibitor Badges

LECTURE ROOM SET-UP

- Chairs arranged in theater-style
- Stage set-up: lecture rooms over 200 seats: 2 tables with 4/5 seats + large monitor in front of Chairperson's table + **2** microphones
- **1 x 42" AV return screen for Chairperson**
- 1 x screen and projector for PinP projections
- 1 x technician
- **No infoscreen**
- 1 x ESC room hostess
- 1 table per number of entrances of the assigned room

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 5 minutes before their scheduled timeslot (under the condition that the previous session has cleared the room and approval has been given by the ESC staff) and must clear the lecture room 5 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 INDUSTRY SHOWDOWN

The "Industry Showdown" session was previously known as "Face-Off":

5 sponsors take to the stage to briefly present cases on their proprietary software in the field of cardiovascular magnetic resonance and post-processing solutions.

This session, which will be moderated by EACVI leaders, provides industry partners with the chance to demonstrate their most recent advances in technology.

Presentations that are part of the "Industry Showdown" session can be organised by exhibiting or non-exhibiting companies and must be open to all registered delegates.

The "Industry Showdown" session is organised within the congress centre in fully furnished and AV equipped lecture room.

IMPORTANT

A minimum of 3 sponsors must be part of the “Industry Showdown” session in order to organise this session.

Each company will have a minimum of 10 minutes, at most 15 minutes. This will depend on the final number of companies.

TIME SLOT AND COSTS

	Exhibitor Price	Non-exhibitor Price
Thursday 2 May 2019		
12:45 – 13:45 10 to 15 mins	€5,000	€7,000

All prices are exclusive of VAT

WHAT IS INCLUDED IN THE COST?

- Standard lecture room set-up
- Dedicated listing in the Scientific Programme & Planner, Final Programme, and Mobile App

For Non-Exhibiting companies the cost includes all the above as well as:

- 1 General Exhibitor Badges
- 1 Scientific Exhibitor Badges

LECTURE ROOM SET-UP

- Chairs arranged in theater-style
- Stage set-up: 2 tables with 4/5 seats + large monitor in front of Chairperson’s table + 1 microphone
- **1 x 22” AV return screen for Chairperson**
- 1 x screen and projector for PinP projections
- 1 x technician
- **No infoscreen**
- 1 x ESC room hostess
- 1 table per number of entrances of the assigned room

NOTE

Any installations or alterations to lecture rooms are not allowed.

LECTURE ROOM ACCESS

“Industry Showdown” presenters will have access to the lecture room from 12:45 to 13:45.

PROMOTIONAL REGULATIONS

The “Industry Showdown” session being moderated by EACVI leaders, no sponsors promotion are allowed in front of the lecture room (i.e: invitations, roll-ups, items for distribution...).

2.4 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.

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

SUBMITTING YOUR SCIENTIFIC PROGRAMME

By **8 January 2019** 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/EuroCMR2019.

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.
- **Satellite Symposia’ chairperson:** 1 mandatory for 60-minute Satellite Symposia.
- **Industry Showdown session format:** 5 individual presentations of 5 minutes each on the same case followed by 5 presentations of 5 minutes each on the case of their choice.

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 January 2019. 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).

EACVI FACULTY MANAGEMENT POLICY

Faculties involved in EACVI scientific sessions will benefit from free registration. Hotel accommodation, travel expenses and extras remain the responsibility of the faculty member.

INDUSTRY SPONSORED SESSION FACULTY MANAGEMENT POLICY

FACULTY MANAGEMENT

The sponsor must contact the faculties involved in their sponsored session(s) with regards to their faculty contracts and congress participation.

FACULTY ENGAGEMENT

Following the approval of your session programmes by the Congress Programme Committee, the ESC encourages Industry Sponsored Session organisers to visit the Congress Scientific Programme & Planner (SP&P) to identify Faculty participating in multiple sessions from Industry or ESC Scientific Programme.

For Faculty only involved in Industry Programmes, the ESC will facilitate contact between Industry Sponsored Session organisers to discuss Faculty arrangements amongst themselves. Nevertheless, the ESC will not engage in communication on Faculty arrangements and expense management.

Please note that the ESC reserves all rights to modify the programme Faculty at any time without prior notification, the SP&P will reflect the changes made.

PREPARING 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 1 May 2019	14:30 - 18:00
Thursday 2 May 2019	07:30 - 19:00
Friday 3 May 2019	07:30 - 19:00
Saturday 4 May 2019	07:30 - 15:00

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 cost. The Official Caterer of EuroCMR 2019 is MABAPA.
- Companies will have the right to serve alcoholic beverages during the receptions organised at the following dates and times only:

Date	Times
Thursday 2 May 2019	from 18:05
Friday 3 May 2019	from 19:00

TRANSPORT REGULATIONS/HANDLING

The official forwarder for Acute Cardiovascular Care 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. These details will be provided as of January 2019 on www.esccxhibition.org/EuroCMR2019.

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.esceexhibition.org/EuroCMR2019.

NOTE

The “Industry Showdown” session being moderated by EACVI leaders, no sponsors promotion are allowed in front of the lecture room (i.e: invitations, roll-ups, items for distribution...).

3. SPONSORSHIP

3. SPONSORSHIP	31
3.1 KEY DATES	31
3.2 ASSIGNMENT OF SPONSORSHIP ITEMS	32
3.3 PRODUCT ADVERTISING	32
3.4 EUROCMR EVENT VISUAL	32
3.5 OFFICIAL NAMES OF OUR CONGRESSES	33
3.6 PRODUCT DESCRIPTIONS AND TECHNICAL SPECIFICATIONS	33

3.1 KEY DATES

1 November 2018	Deadline for application
From 18 June 2018 to 30 November 2018	Cancellation fee: 10% of total amount due
8 November 2018	Deadline to submit first content for Mobile App sponsor (Logo and an “about sponsor”)
From 1 December 2018 to 31 January 2019	Cancellation fee: 50% of total amount due
From 1 February 2019	Cancellation fee: 100% of total amount due
1 March 2019	Deadline to confirm your Webcast Session orders Deadline to order Live broadcast raw footage
8 March 2019	Deadline to submit weblink advert (Industry Sponsored Session)
29 March 2019	Deadline to send mobile app visual for splash advert Deadline to send visuals for eBlast emailing date 26 April 2019
22 April 2019	Deadline to send visuals for eBlast emailing date 20 May 2019
2 - 4 May 2019	EuroCMR 2019

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 EUROCMR EVENT VISUAL

A specific version of the EuroCMR 2019 event visual (picto) is provided for facultative use by our Industry Partners to promote their congress activities. This picto is the only EuroCMR 2019 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 EuroCMR 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.

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

3.6 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/EuroCMR2019

MOBILE APP

Deadline: 08/11/2018

Product advertising permitted in sponsor button only - Exclusive sponsorship

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.

The colours to be used are the ones from the ESC Branding Guidelines:

- ESC Red: Pantone 187 - CMYK 7/100/82/26 - RGB 174/16/34 – Hex AE1022 – RAL 3002
- White: Pantone White - CMYK 0/0/0/0 - RGB 255/255/255 – Hex FFFFFFFF – RAL 9003
- Black: Pantone Black - CMYK 0/0/0/100 - RGB 0/0/0 – Hex 000000 – RAL 9005
- Dark Grey: Pantone Cool Grey 8 - 0/0/0/60 - RGB 135/135/135 – Hex 878787 – RAL 7042
- Light Grey: Pantone Cool Grey 3 - 0/0/0/25 - RGB 208/208/208 – Hex D0D0D0 – RAL 7047

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 February 2019.

8 November:

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)

DELEGATE BADGE LACE

Deadline: 01/03/2019

No product advertising permitted - Exclusive sponsorship

The popular and highly visible Badge Lace contains your logo. Worn by all delegates throughout the event, this product offers significant exposure. There will be 1 500 badge laces produced.

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

WEBCAST

Deadline: 01/03/2019

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: **1 March 2019**. 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 24-25)
- 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 EuroCMR 2019 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: **1 March 2019**

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: **1 March 2019**.

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: **1 March 2019**.

SCREENCAST

Deadline: 01/03/2019

The ESC offers our industry partners the possibility to optimize their investment and extend the reach of their **Satellite Symposia** organised during EuroCMR 2019. The screencast is a turnkey solution for an efficient way to record your Satellite Symposium.

When applying for a Satellite Symposia 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). Minimum 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 files per presentation en 16.9

EBLAST – PRE-CONGRESS

Deadline: 29/03/2019

ESC permits product advertising for exhibition advert only

Reach out to EuroCMR 2019 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 EuroCMR 2019.

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 26 April 2019.

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

In order to offer a prime position to each advert, several 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 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

Please refer to specification document on

<http://www.esccexhibition.org/EuroCMR2019>

ONSITE ADVERTISING

Deadline: 01/03/2019

ESC permits product advertising on selected items

Blend your company name with the venue and communicate on your therapeutic areas of research & innovation, promote your Industry Sponsored Sessions or encourage delegates to visit your stand by branding various highly visited locations available throughout the Congress centre.

Please contact industry@escardio.org to enquire about the different opportunities.

MOBILE APP SPLASH SCREEN & PUSH NOTIFICATIONS

Deadline: 29/03/2019

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 your sessions to delegates as a “Not to be missed”! 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 Splash Advert and 30’ before your scheduled sessions, Push Notifications containing a link directing delegates to your scientific programmes will be sent to users.

Due to the limited number of Mobile App Splash Screen slots, be sure to reserve early.

EUROCMR 2019 CONGRESS NEWS - PRINTED VERSION

Deadline: 01/03/2019

No product advertising - Exclusive sponsorship

The official congress newspaper distributed onsite on the first day of the congress to the 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.

EUROCMR 2019 CONGRESS NEWS - ONLINE VERSION

Deadline: 29/03/2019

No product advertising

The digital edition of the EuroCMR 2019 Congress News will be emailed to registered delegates and 11 100 members daily with scientific interviews of congress highlights, as well as news from the European Association of Cardiovascular Imaging (EACVI).

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.

FINAL PROGRAMME ADVERTISEMENT

Deadline: 01/03/2019

ESC permits product advertising

Promote your activities or products on the back cover, inside back cover or inside pages of our essential guide to EuroCMR 2019.

The Final Programme is the reference document for all delegates to consult, as it contains everything they need to know about the congress. Hard copies will be distributed to each delegate, offering you a great opportunity for maximum exposure and recognition by associating your name with this ever-requested guide, with many delegates taking it home for future reference.

CONGRESS BAG INSERTS

Deadline: 01/03/2019

ESC permits product advertising for exhibition 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.

Production costs not included

EBLAST – POST-CONGRESS

Deadline: 22/04/2019

ESC permits product advertising for exhibition advert only

Reach out to EuroCMR 2019 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 EuroCMR 2019.

A customised mailing created exclusively will be mailed to approximately 11,000 healthcare professionals on 20 May 2019. Due to the limited number of electronic invitations, be sure to reserve early.

In order to offer a prime position to each advert, several 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

Please refer to specification document on <http://www.esccexhibition.org/EuroCMR2019>

LEVEL 2/3 CASE CERTIFICATION SESSIONS EDUCATIONAL GRANT

Deadline: 01/03/2019

These sessions offer companies a means of associating with the educational requirements of delegates who want to qualify for level 2/3 certification in the specific topics of congenital and stress MRI. These sessions provide delegates (up to 34 pax) with an opportunity for hands-on and one-to-one learning in an exclusive and intimate environment. Delegates are given the opportunity to report on clinical cases via sponsor equipment and receive expert advice from the supporting company's technician as well as a certificate of case assessment they can use for their Level 2/3 CMR certification logbook

One room of 95m² is allocated for Level 2/3 Certification Sessions on Thursday, 2 May 2019 for 90 minutes per session. Session 1 is from 10:45 to 12:45 and the

second session is from 13:45 to 15:45. Supporting companies must bring or cover the renting costs of computers (17 laptops in total), software and technical staff to install the software and provide technical assistance throughout the duration of the sessions.

This room is equipped with a basic room set-up & AV equipment such as: lectern, microphone, projector and computer to project the chair's presentations (room linked to Speaker Service Centre), tables & chairs in classroom style. Additional AV equipment will be at the sponsor's expense.

All materials should be delivered to the Course Room on Wednesday 1 May 2019 during the stands' build-up time in order to be ready for the Sessions on Thursday 2 May 2019. The materials must be removed after the sessions, on Thursday 2 May 2019 from 15:45.

The following items are included in the price of the Educational Grant:

- Scientific Programme design by EuroCMR Scientific Programme Committee
- Room set-up in classroom style for 34 pax (up to 2 people per computer).
- Listing in the Scientific Programme and Planner, Final Programme and Mobile App
- 1 promotional flyer distributed in the congress bag (to be produced by the sponsor)

4. PARTNER SERVICES

4.1 KEY DATES	41
4.2 ROOMS AT EUROCMR.....	41
MEETING ROOM	41
CLOSED INDUSTRY MEETING	42
BUSINESS SUITE.....	42
ASSIGNMENT OF ROOMS AT EUROCMR	42
ROOM SET-UP	42
CATERING	42
EXTRA SERVICES	43
4.3 GROUP REGISTRATION.....	43
4.4 HOTEL SERVICES.....	43

4.1 KEY DATES

1 November 2018	Deadline for application
Until 30 November 2018	Cancellation fee: 10% of total amount due
From 1 December 2018 to 31 January 2019	Cancellation fee: 50% of total amount due
From 1 February 2019	Cancellation fee: 100% of total amount due
2-4 May 2019	EuroCMR 2019

4.2 ROOMS AT EUROCMR

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

EMBARGO REGULATIONS

Industry meetings open to EuroCMR 2019 delegates are strictly forbidden outside the official EuroCMR 2019 offer (Industry Sponsored Sessions and Rooms at EuroCMR 2019) from Thursday 2 May to Saturday 4 May 2019.

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 2.5 days, from Wednesday 1 May to Saturday 4 May 2019.

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.

Please contact industry@escardio.org to enquire about the different opportunities.

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 200 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 19:00 from Thursday 2 May to Friday 3 May 2019 and from 07:30 to 13:00 on Saturday 4 May 2019.
- From early March 2019, 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 EUROCMR

Rooms at EuroCMR 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.
- Closed Industry Meetings: within the congress centre Closed Industry Meetings will be held in fully furnished and AV equipped lecture rooms up to 200 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 EuroCMR 2019 is MABAPA.
- Companies will have the right to serve alcoholic beverages during the receptions organised at the following dates and times only:

Date	Times
Thursday 2 May 2019	from 18:05
Friday 3 May 2019	from 19:00

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 EuroCMR rental price.

Extra services within Rooms at EuroCMR can be organised with the ESC official suppliers at the sponsor's cost.

4.3 GROUP REGISTRATION

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

Deadlines

28 February 2019	Early Fee Registration Deadline
2 April 2019	Late Fee Registration Deadline

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

4.4 HOTEL SERVICES

Companies participating to EuroCMR 2019 may wish to make group hotel reservations for employees and invited guests.

For information and requests, please contact by email eurocmrhotels@escardio.org or visit the hotel accommodation section on the EuroCMR 2019 web page <https://www.escardio.org/Congresses-&-Events/EuroCMR/Hotels-and-Transport>

Requests received will be dealt on a first come first served basis.

5. FINANCE AND INVOICING

5.1 EXHIBITION.....	44
INVOICING.....	44
CANCELLATION POLICY	44
5.2 INDUSTRY SPONSORED SESSIONS	45
INVOICING.....	45
CANCELLATION POLICY	45
5.3 SPONSORSHIP	45
INVOICING.....	45
CANCELLATION POLICY	46
5.4 ROOMS AT ACUTE CARDIOVASCULAR CARE	46
INVOICING.....	46
CANCELLATION POLICY	46
5.5 FRUSTRATION AND ADMINISTRATIVE FEES.....	46

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 2 May 2019, should this date fall first.

VALUE ADDED TAXATION

Italian VAT rules will apply for, exhibitor badges, registration fees and hotel accommodation sales. For such services (Italian, Spanish) company VAT registered in (Italy, Spain) will have to auto reverse the VAT in their home country (general EU services directive).

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 1 May 2019.

CANCELLATION POLICY

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

- 10% from 18 June 2018 to 30 September 2018
- 50% from 01 December 2018 to 31 January 2019
- 100% from 01 February 2019

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 September 2018, 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, Closed Industry Meeting and Business Suites if no Industry Sponsored Sessions has been ordered
- Loose 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.
- Once these deadlines have passed, Industry Sponsored Sessions will be invoiced on submission of their application.
- Payment for Industry Sponsored Sessions and lecture rooms must be made within the payment deadline (30 days from date of invoice) and latest by 1 May 2019.

CANCELLATION POLICY

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

- 10% from 18 June 2018 to 30 September 2018
- 50% from 01 December 2018 to 31 January 2019
- 100% from 01 February 2019

Cancellation fees will be charged despite unprocessed payments.

Cancelling your non-exhibitor Industry Sponsored Session will mean:

- Cancelling your Meeting Rooms, Closed Industry Meeting and Business Suites if no Industry Sponsored Sessions has been ordered
- Loose your Industry Sponsored Session sponsor rights, which include 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 1 May 2019.

CANCELLATION POLICY

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

- 10% from 18 June 2018 to 30 September 2018
- 50% from 01 December 2018 to 31 January 2019
- 100% from 01 February 2019

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 ACUTE CARDIOVASCULAR CARE INVOICING

- 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 Acute Cardiovascular Care must be made within the payment deadline (30 days from date of invoice) and latest by 1 May 2019.

CANCELLATION POLICY

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

- 10% from 18 June 2018 to 30 September 2018
- 50% from 01 December 2018 to 31 January 2019
- 100% from 01 February 2019

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, EuroCMR 2019 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.