



EUROECHO 2007



1 SATELLITE SYMPOSIA and USER GROUP SESSIONS

- 1.1 Procedure
- 1.2 Agenda
- 1.3 Exhibition stand
- 1.4 Timeslots
- 1.5 Costs / Accrued Points
- 1.6 Invoicing
- 1.7 Cancellation fees
- 1.8 Lecture room
- 1.9 Reception
- 1.10 Speakers' assistance
- 1.11 Scientific programme
- 1.12 Logistical coordination
- 1.13 Promotion
- 1.14 Promotional material approval

1 - SATELLITE SYMPOSIA / USER GROUP SESSIONS

The EAE invites companies in the field of cardiovascular echocardiography and ultrasound to organise 60 or 90 minutes Satellite Symposia from Thursday lunchtime to Friday evening during EUROECHO 2007. These sessions are organised by exhibiting companies.

The EAE also invites companies in the field of cardiovascular echocardiography and ultrasound to organise special, hands on training sessions and/or interactive technological demonstrations as part of the annual EUROECHO congress. These sessions, known as User Group Sessions, have been created in order that devices, technologies and practical applications may be shared with delegates within structured timeslots during the congress.

Only companies with a confirmed satellite symposium or EUROECHO new companies can apply

The above Industry Organised Sessions must be open to all registered delegates.

1.1 Procedure

To reserve a Satellite Symposium and or User Group Session, the company must send an application form dully filled in. After confirmation and invoicing, the company must provide the complete scientific programme in order to be submitted to the EUROECHO Programme Committee for approval. The ESC will then provide the list of official suppliers in order to organise your session (Catering, additional AV equipment, additional furniture, hostesses...).

Contact the ESC Satellite team at satellite@escardio.org

Annex 1 / 2 – Satellite Symposium and or User Group Application Form

1.2 Agenda

- ◆ May 31, 2007 : Deadline to apply for sponsorship, after this deadline, all applications will be treated on a first come first served basis concerning the assignment for date, timeslot and lecture rooms. After the deadline, the accrued points list for timeslots etc will not be applicable.
- ◆ September 26, 2007 : Deadline for receiving the complete scientific programme of the session. This deadline cannot be modified.
- ◆ October 7, 2007 : Scientific Programme of the session approved or comments provided from the EUROECHO Programme Committee.
- ◆ October 17, 2007 : Deadline for any changes or comments to the proofs.

1.3 Exhibition

In order to obtain permission to hold a Satellite Symposium, an exhibition stand of minimum 9m² is required. Contact the ESC Exhibition team at EEexhibition@escardio.org

Exhibitors badges will give access to exhibition halls, to your own Satellite Symposium, other Satellites / User Group Sessions and EUROECHO lectures when space is available.
All Exhibitor badges should be collected at the Exhibitor Registration Desk.

Annex 3 – Exhibition Application Form

1.4 Timeslots

Satellite Symposia:

◆ Thursday, 6 December 2007
12:45 – 13:45 60 minutes

18:15 – 19:45 90 minutes

◆ Friday, 7 December 2007
12:45 – 13:45 60 minutes

18:15 – 19:45 90 minutes

User Group Sessions:

◆ Wednesday, 5 December 2007
12:45 – 13:45 60-minute session

◆ Thursday, 6 December 2007
12:45 – 13:45 60-minute session

18:15 – 19:15 60-minute session

◆ Friday, 7 December 2007
18:15 – 19:15 60-minute session

Annex 4: EUROECHO 2007 Anticipated Schedule

1.5 Costs / Accrued Points

Satellite Symposium basic price

- €20 000 for a 60 or 90 minute session, room rental not included
- + VAT when applicable
- 10 Accrued Points

User Group Session basic price

- €10 000 for a 60 minute session, room rental included
- + VAT when applicable
- 5 Accrued Points

1.6 Invoicing

Satellite Symposia and User Group Sessions are invoiced when applicable in July 2007.

Promotional tools are invoiced when the application form(s) is received.

Deadline payment 30 days, please respect your payment deadlines.

If you have a specific PO number, please state this on the application form.

1.7 Cancellation fees

Cancellation of a Satellite Symposium should be sent by registered mail to EUROECHO 2007 SECRETARIAT. If a reservation is cancelled after 31 July 2007, 25% of the total amount due will be charged. If a cancellation is received after 1 September 2007, 50% of the total amount due will be charged. Any cancellations received after 1 October 2007 will incur a 100% cancellation fee.

Promotional Tools and Function Spaces

- Once the invoice has been issued, cancellation will incur a 100% cancellation fee.

1.8 Lecture Room

Lecture rooms are assigned per the accrued point listing and after the deadline for sponsorship (31, May 2007) has passed, the rooms thereafter will be assigned on a first come first served basis.

The basic equipment of a lecture room is:

- Easels (1 at each entrance)
- Chairs arranged theatre-style
- A table and chairs for the 2 chairpersons on the stage
- 2 table microphones
- 1 monitor for the Chairpersons
- Name signs for the Chairpersons only
- 1 lectern for the speakers with one fixed microphone
- 1 computer at the lectern, networked to the SSC
- 1 screen for projections
- 1 technician
- 1 hostess

[Annex 5: EUROECHO 2007 Congress Overview \(available later\)](#)

[Annex 6: Venue Floor Plans](#)

1.9 Receptions

Receptions and food distribution are recommended but remain optional.

If your session is held from 12:45 – 13:45, time only permits lunchboxes. If your session is held from 18:15 – 19:45, you will have ample time at the end of your session to offer a reception. Your reception may be held no later than 20:30.

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.

[Annex 14: Catering Menus](#)

1.10 Speakers Assistance

The ESC offers computerised presentation facilities called "Speakers' Service Centre" for all Satellite symposia and User Group Sessions. The use of the SSC is mandatory on a free basis and offer audio-visual assistance to all speakers.

A timetable will be made available in due time.

1.11 Scientific Programme

The Satellite scientific programmes must be provided on the appropriate session form.

A complete programme must include the following:

- Title of the Satellite Symposium
- Names of the two chairpersons
- 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.

Once your scientific programme has received approval from the EUROECHO Programme Committee, all changes post approval must be sent in writing to Ms. Chelsea Thomas of the ESC in order to ask for re-approval of your session. We ask that you respect the deontology of this programme and adhere to the approved content of your scientific programme.

The ESC cannot guarantee to respond positively to the changes requested.

The ESC kindly asks the Company to inform of any modifications to the Scientific Programme of the Satellite Symposium before 7 October 2007 in order to be printed in the Final Programme.

Late modifications in the Satellite Scientific Programme received after 17 October 2007 cannot be printed in the Final Programme. The ESC cannot guarantee to be able to communicate any alterations received after this date.

Annex 7: Scientific Session form

1.12 Logistical coordination

In order to assure the best levels of service, the ESC coordinates all industry requirements with the local official suppliers.

The ESC will provide Satellite Symposium organisers with the "Requirements Form", the list of official suppliers selected for their professionalism and expertise. In the case of EUROECHO, you will have one main contact who will handle and dispatch all requests to the below suppliers:

- Audiovisual

In addition to lecture room basic equipment, session organisers can order additional AV or specific AV equipment.

- Furniture

In addition to lecture room basic equipment, session organisers can order additional chairs & tables for the stage only.

Adding chairs for the audience in the room is not allowed inside or outside the room.

- Catering

To organise a reception, before or after a session within the congress centre in the reception area created for each lecture room. NO receptions are held during the sessions to avoid noise and disturbance.

- Hostesses

To hand out brochures, scan badges, seat guests...

- Badge readers

To scan participants badges, in order to create a mailing list.

Annex 8: Requirements form / Official Contact Details

1.13 Promotion

- Pre-Event

Weblink

- On site

Delegate Bags Insert

Invitations (FREE for onsite distribution)

Posters (FREE)

Please contact the ESC Sponsorship team at EEsponsorship@escardio.org for all information related to how you can promote your session.

Annex 13: On-Site Promotional material rules

1.14 Promotional material approval

Flyers, posters, inserts and weblinks must receive ESC approval before being printed.

Please refer to the EUROECHO 2007 Guidelines for precise graphic and text references.

[Annex 9/10: EUROECHO 2007 Branding Guidelines Satellite Symposia and User Group Sessions](#)

[Annex 11: EAE and ESC logos](#)

[Annex 12: Printed materials instructions](#)

[Annex 13: On-Site Promotional material rules](#)