



# Exhibition Package Presentation ESC Congresses 2021

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# Main menu

1

## 'Discover tabs'

- 'Discover Tutorials' : Link to the list of Tutorials
- 'Discover Satellite Symposia' : Link to the list of Satellite Symposia

2

## Search for an exhibitor profile

- The search is based on 'Exhibitor names, sub-titles & descriptions'
- Type in keywords
- Filter your search by topics (16) and/or products (6)

3

## Exhibitor/Product

- Logo : 400x400px (png or jpg) – Transparent version + white background version
- Logo : Max weight 200KB
- Description : 150 characters max

The screenshot shows the ESC Congress 2021 website main menu. At the top left, the logo for ESC Congress 2021 is displayed with the tagline 'THE DIGITAL EXPERIENCE' and dates '27 - 30 August'. The navigation bar includes links for 'Program', 'Exhibition', 'About the ESC', 'Congress news', and 'Online support'. A search bar is located on the right, with a welcome message for 'Professor Juan Bautista Soumoulo'. Below the navigation bar, there are two red buttons: 'Discover Tutorials' and 'Discover Satellite Symposia'. A central banner features a profile picture and the text 'The ESC appreciates the many contributions of its industry partners to this online congress.' Below this is a search bar for exhibitor profiles, with a filter dropdown set to 'By topics'. A grid of exhibitor profiles follows, each with a logo, name, and a 'GET MORE INFORMATION' link. The profiles include Abbott, Medtronic, Boston Scientific, MicroPort CRM, Biosense Webster, BIOTRONIK, PHILIPS, ZOLL, Dielsch Senje, Braid Men Spine, RadLife Cardiology, Boehringer Ingelheim, STEREO TAXIS, SIEMENS, COOK MEDICAL, implicity, schwarzer cardiotek, BardyDx, ebr, AtriCure, Baylis, imricor, AERT, ACUTUS, MSD, Nestlé Healthscience, Allergy Therapeutics, and teva. Red callout boxes with numbers 1, 2, and 3 highlight the 'Discover tabs', search bar, and Medtronic profile respectively.

# Disclaimer

1

## Disclaimer

- Pop-in message
- If participants don't accept the disclaimer, the data will become anonymous

Please be aware that your profile information and details will be shared with the sponsor of the Industry Session, Tutorial or Exhibition you choose to view. When accessing an Industry Session, Tutorial or Exhibition, the following data will be shared with the corresponding industry: title, first name, family name, age, gender, country, city, email address, and profile information. It may be used for marketing and communication purposes.

The screenshot displays the ESC Congress 2021 website interface. At the top, the navigation menu includes 'Programme', 'Abstract', 'Exhibition', 'About the ESC', 'Congress news', and 'Online support'. A search bar is located on the right, and a welcome message for Professor Juan Bautista Soumouloou is visible. A prominent red pop-up message with the number '1' in a red box is overlaid on the page. The pop-up contains the following text: 'Disclaimer. Please be aware that your profile information and details will be shared with the sponsor of the Industry Session, Tutorial or Exhibition you choose to view. When accessing an Industry Session, Tutorial or Exhibition, the following data will be shared with the corresponding industry: title, first name, family name, age, gender, country, city, email address, and profile information. It may be used for marketing and communication purposes.' Below the pop-up, the website content is visible, featuring a grid of product cards for various companies such as Abbott, Medtronic, Boston Scientific, MicroPort CRM, Biosense Webster, BIOTRONIK, PHILIPS, ZOLL, and others. Each card includes the company logo, a placeholder for the product name, and a 'GET MORE INFORMATIONS' link. The footer of the website contains the ESC logo and navigation links for 'Sitemap', 'Terms & Conditions', 'Contact us', and social media icons.



ESC

European Society  
of Cardiology

# Starter

1

## Exhibitor Profile

- Add a name, logo and introduction text
- Add a link so that visitors can find your website
- Appointment button available

2

## Agenda

- Add the title of the activities
- Add the dates
- Add a description
- Add the link of your activity

3

## Chat with team

- Add your team members (photo, position, email address, social media links)
- Chat Face to Face available

4

## Package

- 1 Corporate video (on the banner)
- 2 PDF documents
- 2 leaflets on Resources (product/Disease awareness)
- 1 Satellite Symposium or Tutorial video max (On Demand only)
- Social media links of your company

The screenshot shows the ESC Exhibitor Profile website interface. At the top, there is a navigation bar with links for Programme, Abstract, Exhibition (selected), About the ESC, Congress news, and Online support. A search bar and a welcome message for Prof. Juan Bautista are also present. The main content area is divided into several sections:

- 1 Exhibitor Profile:** A section with a "VOTRE LOGO" placeholder, a "Name of partner" field, a video player, and buttons for "Visit our website" and "Take an appointment".
- 2 Agenda:** A section titled "Agenda" with three "VIRTUAL" activity entries, each including a title, date, description, and a "LINK" button.
- 3 Chat with team:** A section titled "Chat with team" with a list of team members, each with a profile picture, name, position, social media links, and a "Chat" button.
- 4 Documents and Resources:** A section with "Documents" (PDF files) and "Resources" (video thumbnails).
- Session On Demand:** A section with a video player and details for a session, including the title "Which came first: watchful waiting strategy" and moderators.

At the bottom, there is a footer with the ESC logo and name, and social media links for Twitter, Facebook, and LinkedIn.

# Starter + Tutorials Option

1

## Tutorials

- Direct access to the registration of your Tutorials
- List of the Tutorials of your company

The screenshot displays the ESC website interface for the 'Starter + Tutorials Option'. At the top, there is a navigation bar with links for 'Programme', 'Abstract', 'Exhibition', 'About the ESC', 'Congress news', and 'Online support', along with a search bar and a user profile icon. Below the navigation bar, there are two tabs: '1st stand' and '2nd stand'. The main content area is divided into several sections:

- Name of partner:** A section for a partner logo (labeled 'VOTRE LOGO') with a placeholder image and a video player showing hands holding a heart.
- Agenda:** A list of virtual sessions, each with a title, description, date, and a 'LINK' button.
- Chat with team:** A section for chat with team members, showing their names, titles, and social media links.
- Tutorials:** A section for tutorials, featuring a 'REGISTER' button and a list of tutorial titles.
- Documents:** A section for documents, showing two PDF icons with placeholder text.
- Resources:** A section for resources, showing two icons for product names.
- Session On Demand:** A section for on-demand sessions, featuring a video player and session details.

At the bottom of the page, there is a footer with the ESC logo and name, and a navigation bar with links for 'Sitemap', 'Terms & Conditions', 'Contact us', and 'Follow us on' with social media icons.

# Booster

1

## Exhibitor Profile

- Boost your visibility & identity
- Give your audience a description of your company as a short presentation

2

## Agenda

- Inform your audience and simplify the access to your upcoming activities

3

## Chat with team

- Enable the chat for more interaction with the audience
- Show the audience you are available and ready to help out
- Create a new networking experience

4

## Package

- Attract your audience with your videos, documents, etc.
- Increase your visibility
- Inform your audience on your products, sessions, etc.

The screenshot displays the exhibitor profile interface for ESC Congress 2021. At the top, navigation links include Programme, Abstract, Exhibition, About the ESC, Congress news, and Online support. A search bar and a welcome message for Professor Juan Bautista Soumoulo are also visible. The main content area is divided into several sections, each highlighted with a red callout box:

- 1**: Exhibitor Profile section, featuring a 'VOTRE LOGO' placeholder, a 'Name of partner' field, and buttons for 'Visit our website' and 'Take an appointment'.
- 2**: Agenda section, listing virtual sessions with details like title, time, and description, each with a 'LINK ->' button.
- 3**: Chat with team section, showing a list of team members (e.g., Marc de la Villargère) with their contact information and a 'Chat' button.
- 4**: Documents and Resources sections, displaying thumbnails for documents and product resources.

At the bottom, there is a 'Sessions On Demand' section with video thumbnails and a footer with social media links and navigation options like Sitemap, Terms & Conditions, and Contact us.



# Booster – Zoom 1

1

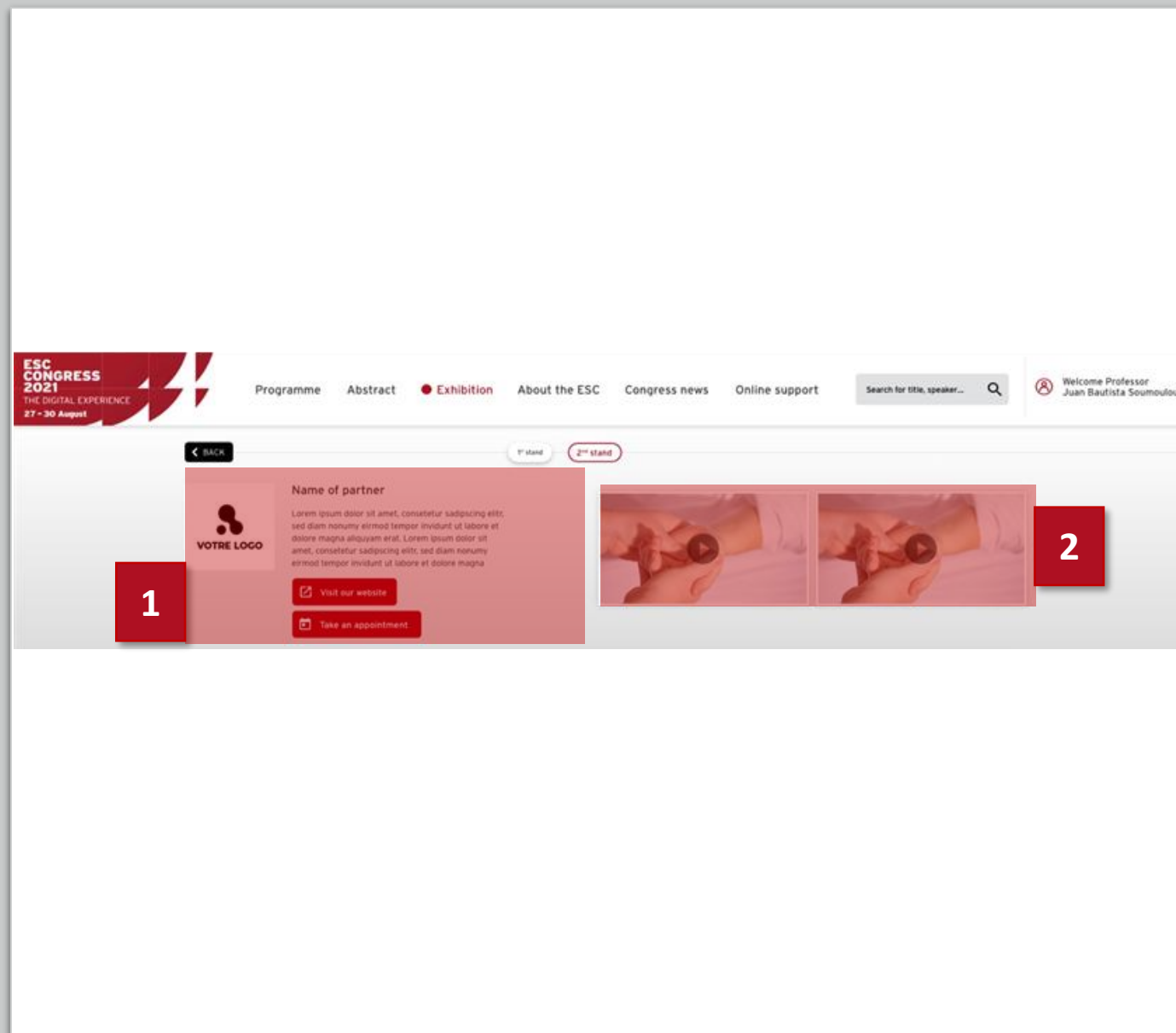
## Exhibitor Profile

- Add a name, logo and introduction text
- Add a link so that visitors can find your website
- Appointment button available

2

## Package

- 2 Corporate videos (on the banner)





# Booster – Zoom 2

1

## Agenda

- Add the title of the activities
- Add the dates
- Add a description
- Add the link of your activity

2

## Chat with team

- Add your team members (photo, position, email address, social media links)
- Chat Face to Face available

3

## Package

- 1 Virtual meeting room
- 2 Corporate videos (on the banner)
- 5 PDF documents
- 5 leaflets on Resources (product/Disease awarness)
- 3 Satellite Symposia or Tutorials video max (On Demand only)
- Social media links of your company

1

### Agenda

#### VIRTUAL

Titre Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna  
02/10/2020 - 13:30 to 14:30 CET

Description Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna t ut labore et dolore magna t ut labore et dolore magna

LINK →

#### VIRTUAL

Titre Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna  
02/10/2020 - 13:30 to 14:30 CET

Description Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna t ut labore et dolore magna

LINK →

#### VIRTUAL

Titre Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna  
02/10/2020 - 13:30 to 14:30 CET

Description Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna t ut labore et dolore magna

LINK →

### Sessions On Demand

Channel Name Nuclear Cardiology/ computer Tomography



12 December 2020

Which came first : watchful waiting strategy  
Moderators : L. IPSUM, D. SIT-AMET

2

### Chat with team

Available from 7:00 am to 8:00 pm (CET)

Marc de la Villargière  
Commercial  
Chat

Marc de la Villargière  
Commercial  
Chat

Marc de la Villargière  
Commercial  
Chat

Marc de la Villargière  
Commercial  
Chat

3

### Documents

Dolor sit amet Dolor sit amet Dolor sit amet Dolor sit amet Dolor sit amet

### Resources

Name of product that is very long Name of product that is very long Name of product that is very long Name of product that is very long

Name of product that is very long

# Booster + Tutorials Option

1

## Tutorials

- Direct access to the registration of your Tutorials
- List of the Tutorials of your company

The screenshot displays the ESC Congress 2021 website interface. At the top, the navigation bar includes 'Programme', 'Abstract', 'Exhibition', 'About the ESC', 'Congress news', and 'Online support'. A search bar and a welcome message for Professor Juan Bautista Soumouloou are also present. The main content area is divided into several sections: 'Name of partner' with a logo and contact options; 'Agenda' with a list of virtual sessions; 'Sessions On Demand' with video thumbnails; 'Chat with team' with user avatars and chat buttons; 'Tutorials' (highlighted with a red box and the number 1), which includes a 'REGISTER' button; 'Documents' with PDF icons; and 'Resources' with product name placeholders. The footer contains the ESC logo, 'European Society of Cardiology', and social media links.

# Expert without 2D/3D Visual

1

## Exhibitor Profile

- Boost your visibility & identity
- Give your audience a description of your company as a short presentation

2

## Agenda

- Inform your audience and simplify the access to your upcoming activities

3

## Chat with team

- Enable the chat for more interaction with the audience
- Show the audience you are available and ready to help out
- Create a new networking experience

4

## Package

- Attract your audience with your videos, documents, etc.
- Increase your visibility
- Inform your audience on your products, sessions, etc.

The screenshot displays the exhibitor profile page for ESC Congress 2021. The page is organized into several sections, each highlighted with a red callout box:

- 1 Exhibitor Profile:** Located at the top left, it features a 'VOTRE LOGO' placeholder and a 'Name of partner' field. Below this is a short presentation video player.
- 2 Agenda:** A central section listing upcoming activities with dates and titles, each accompanied by a video thumbnail.
- 3 Chat with team:** A section on the right side of the page showing a list of team members with their names and social media icons, and a 'Chat' button.
- 4 Package:** A section on the right side of the page displaying a grid of documents and resources available for download.

The page footer includes the ESC logo, navigation links (Sitemap, Terms & Conditions, Contact us), and social media icons.

# Expert without 2D/3D Visual – Zoom 1

1

## Exhibitor Profile

- Add a name, logo and introduction text
- Add a link so that visitors can find your website
- Appointment button available

2

## Package

- 3 Corporate videos (on the banner)

The screenshot displays the exhibitor profile page for the ESC Congress 2021. The header includes the event logo, navigation menu (Programme, Abstract, Exhibition, About the ESC, Congress news, Online support), a search bar, and a user greeting. The main content area features a 'BACK' button, two stand selection buttons ('1st stand' and '2nd stand'), and a partner profile card. The profile card contains a logo placeholder, a name field, a text introduction, and two buttons: 'Visit our website' and 'Take an appointment'. To the right, a video banner shows a hand holding a stethoscope, with a play button overlay. A red box with the number '2' is positioned over the video banner.

1

2

# Expert without 2D/3D Visual – Zoom 2

1

## Agenda

- Add the title of the activities
- Add the dates
- Add a description
- Add the link of your activity

2

## Chat with team

- Add your team members (photo, position, email address, social media links)
- Chat Face to Face available

3

## Package

- 1 Virtual meeting room
- 3 Corporate videos (on the banner)
- 10 PDF documents
- 10 leaflets on Resources (product/Disease awarness)
- 6 Satellite Symposia or Tutorials video max (On Demand only)
- Social media links of your company

1

## Agenda

**VIRTUAL**  
 Titre Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna  
 02/10/2020 - 13:30 to 14:30 CET  
 Description Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna t ut labore et dolore magna t ut labore et dolore magna t ut labore et dolore magna  
 LINK →

**VIRTUAL**  
 Titre Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna  
 02/10/2020 - 13:30 to 14:30 CET  
 Description Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna t ut labore et dolore magna t ut labore et dolore magna t ut labore et dolore magna  
 LINK →

**VIRTUAL**  
 Titre Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna  
 02/10/2020 - 13:30 to 14:30 CET  
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 LINK →

2

## Chat with team

Available from 7:00 am to 8:00 pm (CET)

Marc de la Villargière  
 Commercial  
 Chat

Marc de la Villargière  
 Commercial  
 Chat

Marc de la Villargière  
 Commercial  
 Chat

Marc de la Villargière  
 Commercial  
 Chat

3

## Documents

Dolor sit amet Dolor sit amet Dolor sit amet Dolor sit amet Dolor sit amet

Dolor sit amet Dolor sit amet Dolor sit amet Dolor sit amet Dolor sit amet

## Resources

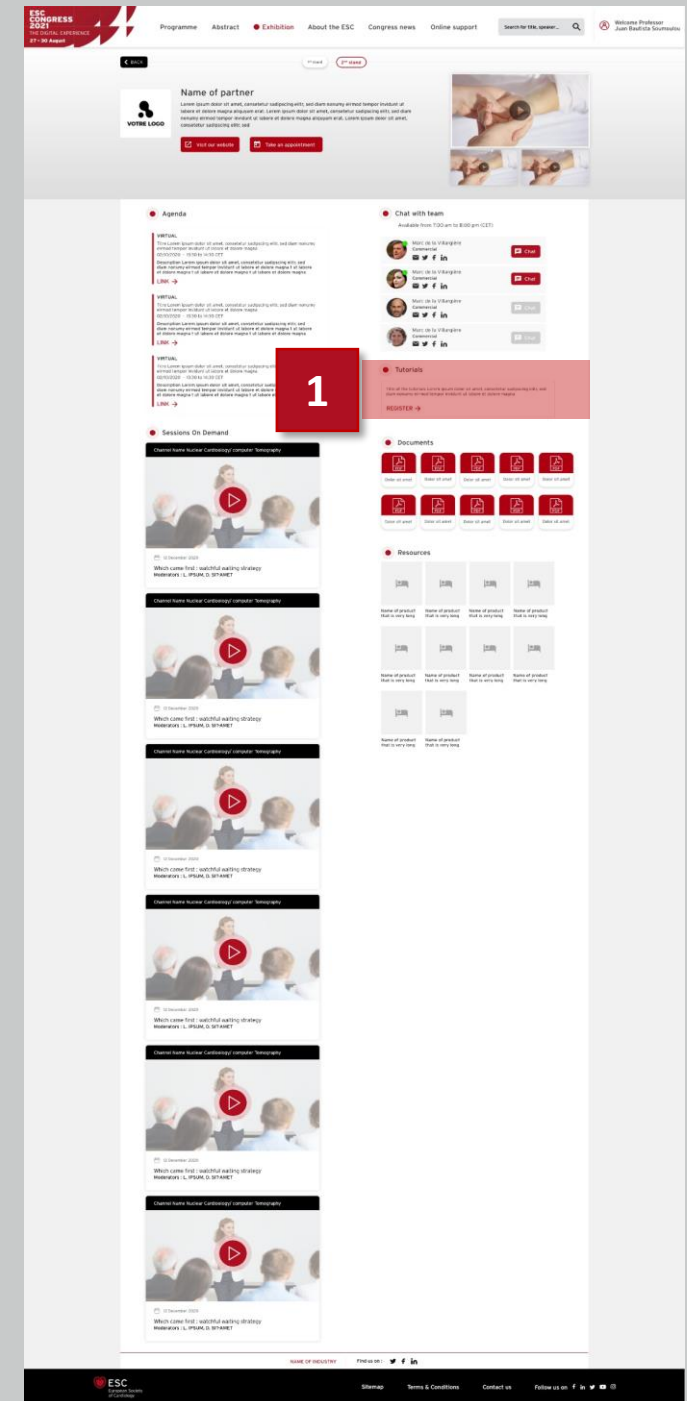
Name of product that is very long Name of product that is very long Name of product that is very long Name of product that is very long

Name of product that is very long Name of product that is very long Name of product that is very long Name of product that is very long

Name of product that is very long Name of product that is very long

# Expert without 2D/3D Visual + Tutorials Option

- 1
- ## Tutorials
- Direct access to the registration of your Tutorials
  - List of the Tutorials of your company





# Expert with 2D/3D Visual

1

## Exhibitor Profile

- Boost your visibility & identity
- Give your audience a description of your company as a short presentation

2

## 2D/3D Visual Booth

- Use your 2D/3D Personal Visual booth to attract your audience
- Create the illusion of being on a physical congress

3

## Agenda

- Inform your audience and simplify the access to your upcoming activities

4

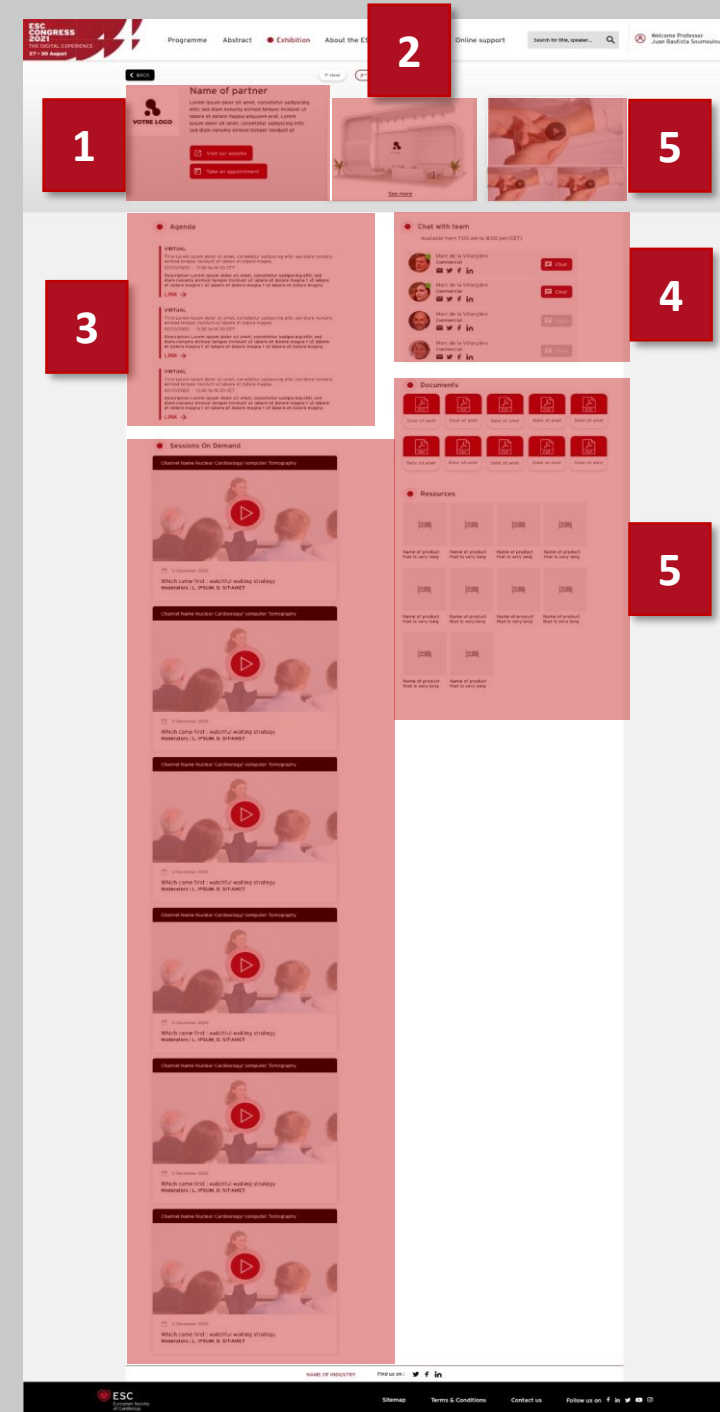
## Chat with team

- Enable the chat for more interaction with the audience
- Show the audience you are available and ready to help out
- Create a new networking experience

5

## Package

- Attract your audience with your stand, videos, documents, etc.
- Increase your visibility by creating a virtual experience
- Inform your audience on your products, sessions, etc.





# Expert with 2D/3D Visual – Zoom 1

1

## Exhibitor Profile

- Add a name, logo and introduction text
- Add a link so that visitors can find your website
- Appointment button available

2

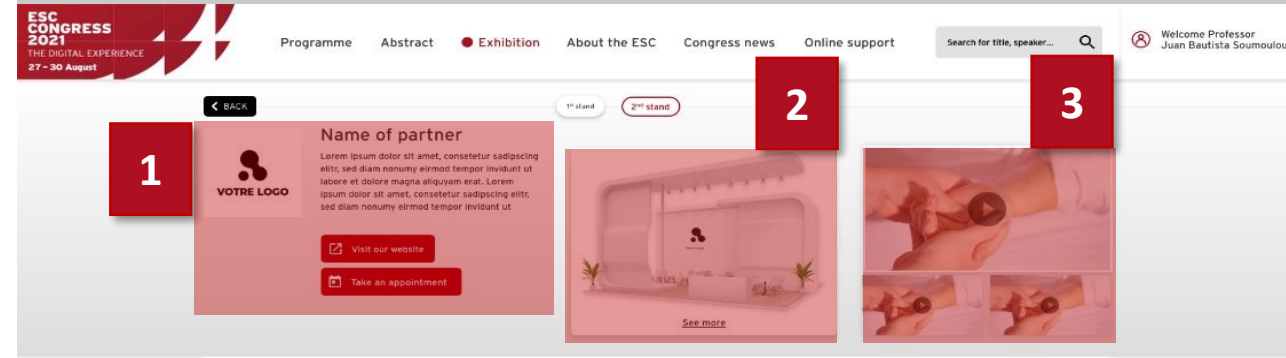
## 2D/3D Personal Visual booth Image Specs

- The industry provides its own industry 2D/3D design
- Vectorial file preferably, or png/jpg image in high quality
- Landscape format required (avoid square or portrait visual)
- No limited size

3

## Package

- 3 Corporate videos (on the banner)



# Expert with 2D/3D Visual – Zoom 2

1

## Agenda

- Add the title of the activities
- Add the dates
- Add a description
- Add the link of your activity

2

## Chat with team

- Add your team members (photo, position, email address, social media links)
- Chat Face to Face available

3

## Package

- 1 Virtual meeting room
- 3 Corporate videos (on the banner)
- 10 PDF documents
- 10 leaflets on Resources (product/Disease awareness)
- 6 Satellite Symposia or Tutorials video max (On Demand only)
- Social media links of your company

1

## Agenda

- VIRTUAL**  
Title Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna  
02/10/2020 - 13:30 to 14:30 CET  
Description Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna t ut labore et dolore magna t ut labore et dolore magna t ut labore et dolore magna  
LINK →
- VIRTUAL**  
Title Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna  
02/10/2020 - 13:30 to 14:30 CET  
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- VIRTUAL**  
Title Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna  
02/10/2020 - 13:30 to 14:30 CET  
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LINK →

2

## Chat with team

Available from 7:00 am to 8:00 pm (CET)

Marc de la Villargière  
Commercial  
Chat

Marc de la Villargière  
Commercial  
Chat

Marc de la Villargière  
Commercial  
Chat

Marc de la Villargière  
Commercial  
Chat

3

## Sessions On Demand

10 video thumbnails with play buttons and titles like "Which case first - antibiotic vs..."

## Documents

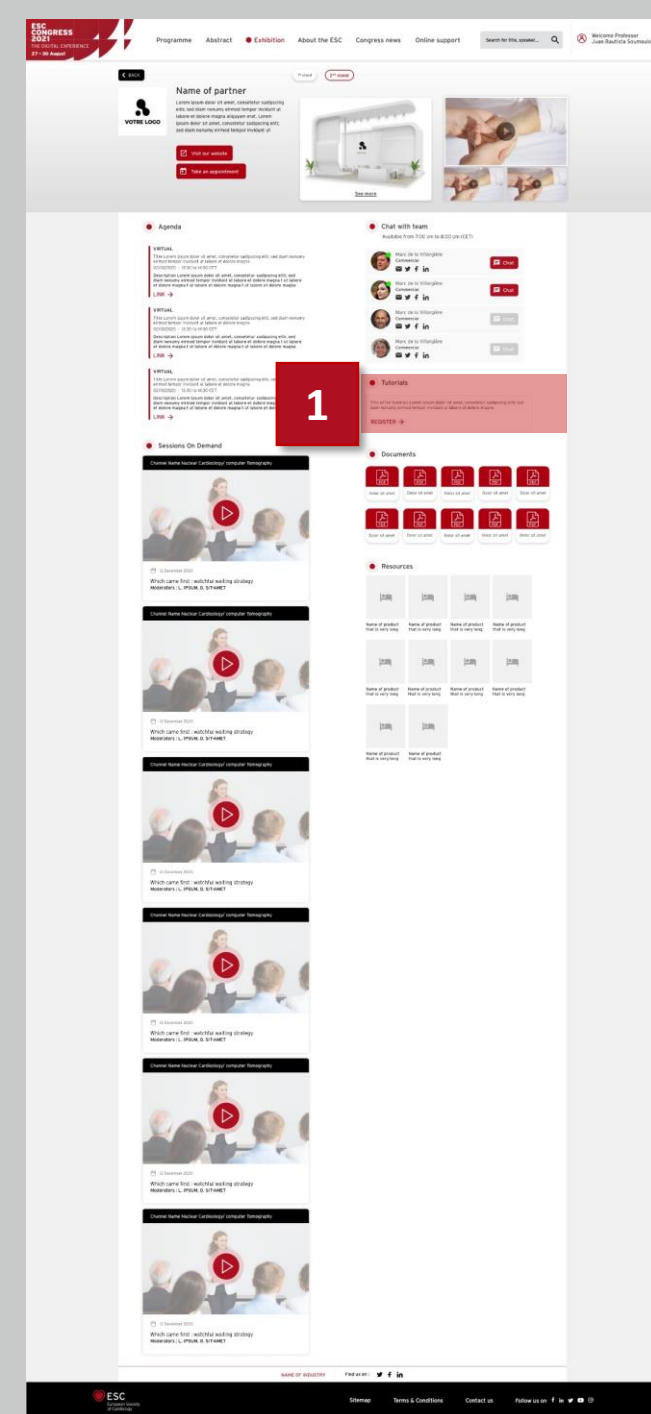
10 PDF document icons with titles "Dolor sit amet"

## Resources

10 product cards with titles "Name of product that is very long"

# Expert with 2D/3D Visual + Tutorials Option

- 1 **Tutorials**
- Direct access to the registration of your Tutorials
  - List of the Tutorials of your company



# Specifications (All packages)

1

## Logo & Text

- 400x400px (png or jpg) - Transparent version + white background version
- Max weight 200KB
- 500 characters max spaces included

2

## Header

- Not Customizable : Specific to the website

3

## Corporate video(s) – specifications/video

- Max 3 minutes
- Max weight 512MB
- mp4 format, at least 720p
- One Video Thumbnail : 480x270px (16:9) ; 2-3 Video Thumbnails : 400x300px (Max)

4

## Agenda

- Administration of activities with customizable text (Title : 120 characters; Subtitle : 150 characters; Presentation : 300 characters)
- Possibility to add a link

5

## For 1 contact

- Picture (100x100px)
- Name, position, email, social media links

6

## Documents

- Max 64MB, pdf only

7

## Leaflets - Resources

- Logo, image, link, title
- Image : 200 x 200px
- Weight : 200ko
- Click option : Open pdf, open link, open Pop-up with text + link or pdf

8

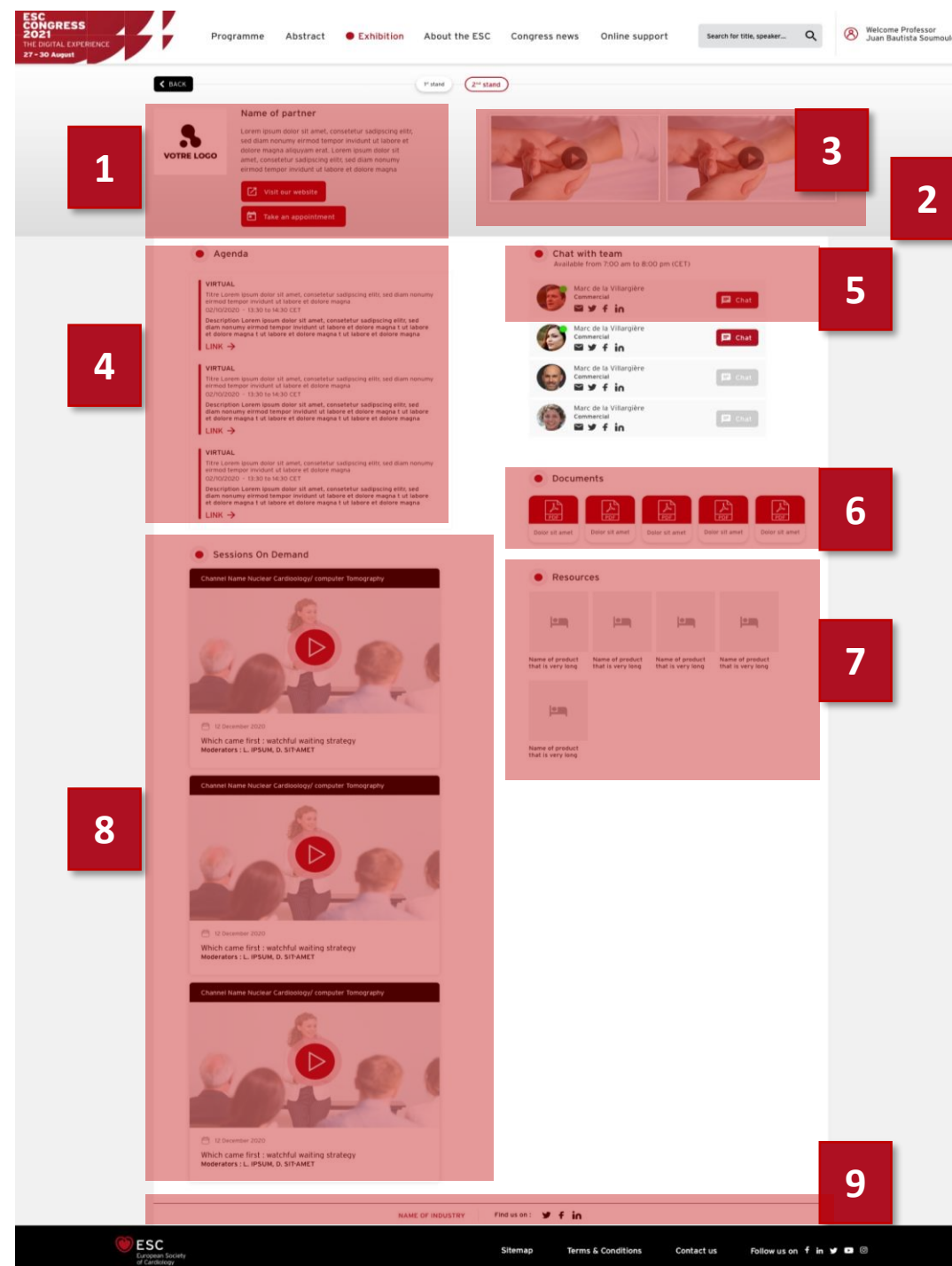
## Session(s) On Demand

- Satellite Symposium / Tutorial (Video On Demand added by CYIM)

9

## Footer

- Social media links



# ESC Guidelines for Industries @ Congresses

These Guidelines will guide you through the necessary steps that will confirm your participation at ESC Congresses. The document is organised by activity to allow you to concentrate on specific areas of interest to your organisation. Please read this document carefully and share it with the relevant colleagues and agencies involved in the organisation of your Congresses activities.

Please note that a successful application for participation at ESC Congresses implies an acceptance of the requirements contained within these ESC Guidelines for Industry @ Congresses, the complementary ESC Guidelines as well as any updates posted on [www.escehhibition.org](http://www.escehhibition.org).

**The ESC Congresses Industry portal: [www.escehhibition.org](http://www.escehhibition.org)**

This web address should be a key reference source to help you with your preparations. The website is also organised by activity to allow you to address your company's key areas of concern. The website will provide you with updates, application forms, key dates, unmissable information, technical specifications and much more... Bookmark it now!

Each exhibitor is responsible for sharing the link to the ESC Industry portal with their agencies or contractors and providing them with the necessary information for exhibition preparations.



Intelligence  
Innovation  
People  
Trust

# Contact ESC Congresses 2021 Supplier

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CYIM Company / Congress department

Maëlle & Emilien

[esc.congress-supplier@cyim.com](mailto:esc.congress-supplier@cyim.com)

(French company – available on CET time)