ESC
European Society
of Cardiology

PARTNERS SERVICES MANUAL@ HEART FAILURE 2022
TECHNICAL SPECIFICATIONS & DEADLINES

Thank you for reading this Manual

Please note that a successful application for participation at Heart Failure 2022 implies an acceptance of the requirements contained within:
- **ESC Guidelines for Industry@Congresses** with common rules applicable to our congresses
- **ESC portal** www.escexhibition.org providing updates, key dates, not-to-be-missed information, technical specifications and much more
- **Partners' Services Manual@ Heart Failure 2022** which contains the technical spécifications and deadlines

Each ESC partner is responsible for communicating these documents and materials to its agencies or contractors and for providing them with the necessary information to prepare their activities in relation with the ESC Congresses.

Blackout times and parallel activities
We kindly ask that all our Industry Partners refrain from holding parallel activities which are not linked to the Heart Failure 2022 or do not reference it. It is in our best and common interest to retain the focus of the profession during the ESC Congresses, especially on online platforms.

During the period beginning Saturday 21 May 2022 through Tuesday 24 May 2022, the ESC does not allow any corporate-organised Industry Partners official sessions or similar events to take place on other days and in other places except for the official Industry Partners dedicated sessions taking place at the Heart Failure 2022.
Industry meetings open to Heart Failure 2022 delegates are strictly forbidden outside the official Congress offer (Industry Sponsored Sessions and Rooms at ESC).

We thank you in advance for following these recommendations which will help optimise the collective gathering of the global cardiology community throughout the ESC Congresses.

Your contacts

A dedicated team is happy to assist you in your preparations. Please contact the following people as necessary for your queries.

Exhibition
Mrs. Abir Ghorab
heartfailureservices@escardio.org

Sponsored Sessions
Mrs. Gisela Valky Pons
heartfailureservices@escardio.org

Sponsorship
Mrs. Lisa Merolli
sponsorship@escardio.org

Rooms at ESC
Mrs. Abir Ghorab
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Orders and Industry Relations
industry@escardio.org

Registration
groups@escardio.org

ESC Press contact
press-services@escardio.org

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1. EXHIBITION

1.1 Onsite Exhibitor Space Regulations

1.1.1 Key dates

12 Jaunary 2022	Application deadline with priority status

More than 150 days before
the first day: Cancellation fee: 30% of total amount due

From 150 to 90 days: Cancellation fee: 50% of total amount due

Less than 90 days: Cancellation fee: 100% of total amount due

1 April 2022   Deadline for stand design submission & stand activity declaration. All exhibitors must submit their insurance certificates. For custom stands, risk assessments and method statements are requested for all structures.

11 April 2022   Stand services deadline - After this date orders will incur an extra cost (40% surcharge).

9 May 2022   Free Exhibitor badge deadline
                              Additional General Exhibitor badge order deadline

21 – 24 May 2022   Heart Failure 2022

1.1.2 Construction schedule and Exhibition access timetable

The hall is open for construction:
- Wednesday 18 May 2022 14:00 – 20:00
- Thursday 19 May 2022, 08:00 to 20:00
- Friday 20 May 2022 from 08:00 to 15:00

1.1.3 Vehicle access for unloading

Slots should be booked in advance from Fairexx. Time slot request form is available on http://www.escexhibition.org/HF2022

Vehicles Unloading For stands sizes/date	Vehicle access for stands over 60m²	Vehicle access for stands over 20m²	Vehicle access for all stands
Wednesday 18 May	From 14:00 to 18:00		
Thursday 19 May		From 08:00 to 14:00	From 14:00 to 18:00
Friday 20 May			From 08:00 to 14:00

All construction must be completed by 15:00 on Friday 20 May, goods must be removed from aisles to allow cleaning of aisles. Stand decoration is possible until 20:00. No further vehicle access to the exhibition ground from Friday 20 May 12:00 until Tuesday 24 May 14:30

1.1.4 Opening hours
Friday 20 May

15:00 – 20:00	Stand decoration only, to be completed by 20:00. Incomplete stands and no-shows will be walled off and goods removed into storage at the exhibitors' cost by 17:00. Staff meetings may be held on stands.

Saturday 21 May

08: 00 – 10:00	Staff meetings may be held on stands and last stand's preparations
10:00	Exhibition halls open (all stands must be staffed)
18:00	Exhibition closed

Sunday 22 May

09:00	Exhibition halls open (all stands must be staffed)
18:00	Exhibition closed

Monday 23 May

09:00	Exhibition halls open (all stands must be staffed)
18:00	Exhibition closed

Tuesday 24 May

08: 00 – 14:30	Exhibition closed
14:30 – 18:00	Full vehicle access to loading bay
14:30 – 20:00	Full dismantling

Thursday 25 May

08:00 – 18:00	Full vehicle access to loading bay
08:00 – 20:00	Full dismantling – no extra hours can be ordered, all dismantling must be finished by midnight and the exhibition halls must be vacated

From Saturday 21 May until Tuesday 24 May, stand personnel may enter the building 1 hour before the opening of the exhibition.

1.1.5 Exhibition location and building information
The Heart Failure 2022 exhibition will be held in Halls 10 of the IFEMA MADRID Fairgrounds, Spain.
-        Gross area dedicated to exhibits approx. 2.000m^2
-        Ceiling heights: 10.8m to the lower beams, 14m to maximum ceiling height.
-        Exhibition Halls floor weights loading vary depending on the hall: 15.000k per m2.
-        Electricity, water& telecoms delivered by service ducts at floor level t
-        Rigging from the ceiling - maximum weight allowed depends on the weight distribution. - Please find the rules and regulations on rigging

points in the IFEMA Madrid Rigging Regulations manual located at: https://www.ifema.es/en/support/external-organizers-fairgrounds. Rigging services can be ordered via the IFEMA Madrid webshop.
- Dimensions of the loading doors are 6m wide by 8m high. More details are available in the IFEMA Madrid Regulations for Exhibitors located at: https://www.ifema.es/en/doc/general-rules-exhibitors/reglamento-expositores-ing.pdf
- Exhibition Hall will not be darkened
- Exhibition floor will be covered with dark-grey - anthracite capert (unless customised by an exhibitor to join two stands)

1.1.6   Stand activity
Stand activities should be declared before 1 April 2022 using the form available on: http://www.escexhibition.org/HF2022

1.1.7   Stand module - Shell scheme stand - Submission deadlines
By 1 April 2022: 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 choice of two turn-key stand solutions is available at attractive package prices for stands up to $25m^2$, which include:
- Structure: walls, carpet, fascia board with exhibitor name, assembly charges and daily basic stand cleaning.
- Electricity and wifi: general lighting by spots (1 spot per $3m^2$), 1 switchboard (10 amp, 1 fase, 230V) , electrical consumption, public wifi connection.
- Furniture package: storage 1x1m, counter, hight stool, table and chairs.

The stand module ($6m^2$ – $25m^2$) provided by the official stand service supplier 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.

1.1.8   Custom stand design - Stands drawing
By 1 April 2022 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.

1.1.9   Health & Safety certification - Stand module
By 1 April 2022 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. There is no need to provide any specific documentation for a stand construction certification apart from the public liability insurance document.

1.1.10 Stand height allowance

The maximum height allowance is in direct proportion to the m² floor area of each stand and is as follows:

	Height allowance for the self-standing items
6m² - 25m²	2.5m
26m² - 45m²	3.5m
46m² - 60m²	4m
61m² - 80m²	4.5m
81m² - 100m²	5m
Over 100m²	6m

1.1.11 Suspension points

Exhibitors with a stand size from 60m² will be able to benefit from the possibility of having a portion of their stand design suspended.

The suspended height allowance will be in direct proportion to the m² floor area of each stand and the slings around the truss will be adjusted accordingly. The following hanging points are permitted:

	Height allowance for the suspended items
60m² - 100m²	8m
Over 100m²	8.5m

Important

Exhibitors taking advantage of having a portion of their stand design suspended should ensure that the stand design indicates clearly the truss structure or rigging point used to hang components. The suspended heights allowance indicated above are from the hall floor to the bottom of the truss or to the rigging point if no truss is used.

1.1.12 Exhibition services

For all your stand service orders and the latest exhibition logistics information, please visit http://www.escexhibition.org/HF2022.

All stand services can be ordered via the IFEMA Madrid Web shop. The link to access the web shop will be sent to all exhibitors in due time.

For further information on services available, please contact:
IFEMA Madrid Customer Support
Email: lineaifema.expositor@ifema.es
Direct line: +34 91 722 3000

1.1.13 Service points (electricity, water, compressed air)

For complete details on electrical rules and regulations for stand installation, refer to the venues' Rules and Regulations available on https://www.ifema.es/en/support/external-organizers-fairgrounds.

1.1.14 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 IFEMA Madrid Web shop. The link to access the web shop will be sent to all exhibitors in due time. 'Wild tipping' or disposing of bulk waste within the fairground without payment will be considered a serious violation.

1.1.15 Stand Assignment

Stands will be assigned in accordance with the accrued point ranking if received by 12 January 2022.

After confirmation of stand assignment, any alteration of the stand type may be requested to ESC before 1 April 2022.

1.1.16 Catering

The Official Caterer of the Congress is Vilaplana. Please contact:
Ms: Sonia Murillo Villalar
Email: sonia.murillo@vilaplana.com

1.1.17 Transport regulations/handling

The official forwarder for ESC Congresses is:
Fairexx Logistics for Exhibitions GmbH
Email: contact@fairexx.com

1.1.18 Safety and Technical Specifications

Please refer to venue' Rules and Regulations available on
https://www.ifema.es/en/support/external-organizers-fairgrounds.

1.1.19 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 IFEMA Madrid Web shop.

1.1.20 Exhibitor badge allocation

Stand size between:	General Exhibitor badges	Scientific Exhibitor badges
6m² and 8 m²	3	1
9m² and 49 m²	10	3
50m² and 99 m²	15	5
100m² and 199 m²	25	10
200m² and 299 m²	30	13
300m² and 399 m²	35	15
400m² and 499 m²	40	18
500m²and 599 m²	45	20
600m² and 699 m²	50	23
700m² and 799 m²	55	25
80m²0 and 899 m²	60	28
More than 900 m²	75	38

1.1.21 Badge fees and order deadlines

Important notice

To comply with the French anti-gift law (article L. 1453-11 of the French Public Health Code) and to respect the timeline for declaration or application to the French Regional Health Agency please note that after 2 months before the event the purchase of extra exhibitor badges is limited to a maximum of 13. To ensure you have time to complete this process, aim to complete your final order for a access codes before 14 March.

It is the responsibility of the agency/industry to process a declaration to the French Regional Health Agency at least 8 days before the congress starting date. From 9 May 2022, no additional General Exhibitor badges can be ordered.

Additional General Exhibitor badges may be pre-ordered at the early fee of €125 (excl. 21 % VAT) per badge before 9 May 2022.

Badge fees (All fees excl 21% VAT)

1.2   Online Exhibition Regulations

1.2.1   Key dates

12 January 2022	Application deadline with priority status
04 April 2022	Opening of the access to the backend of the Dedicated Exhibitor Page.
29 April 2022	Closing of the backend of the Dedicated Exhibitor Page and deadline to provide Logo and links for Virtual Listings.
9 May 2022	Free Exhibitor registration deadline for access to online platform
20 May 2022	Exhibition page open
21 to 24 May 2022	Heart Failure 2022
7 June 2022	Exhibition page closed

1.2.2   Exhibition page schedule

Delegates have access to the Exhibition page and Exhibitor profiles from 20 May 2022 until 7 June 2022.

Exhibitors' administrator accesses are valid from 4 April 2022 until 7 June 2022.

Unless agreed otherwise, exhibitors can only update the Agenda section if needed during and after the congress until the online congress platform remains open.

Once the backend of the Dedicated Exhibitor page is closed updates of any other fields are not allowed. After the congress the virtual meeting room as well as the book an appointment feature will no longer be operational.

Traffic on the platform continues following the live Congress, so exhibitors are encouraged to keep their profiles alive.

1.2.3 Exhibition main page

All Exhibitors opting for one of the two online options will be listed with their logo on the main Exhibition page on the congress platform.

Exhibitors must provide their corporate or the product logo of their choice and the subtitle to be shown under their logo. An exhibitor may choose to use a corporate logo or the product logo of his/her choice. If a product logo is used, the exhibitor's name must appear in the subtitle.

Corporate or product logo format:
- o 400 x 400 px (png or jpg)
- o Transparent version + white background version
- o Max weight 200ko
- o Subtitle file format: 150 characters maximum, spaces included

1.2.4 Dedicated exhibitor page

This option includes:
- **Exhibitor Name and Logo** (same as the one used in the Exhibition main page)

- **Exhibitor Description**
  The exhibitor's name and general company description are placed next to the exhibitor's corporate logo. One company website link can be included below the text in a dedicated button. The text should not exceed 500 characters maximum, spaces included.

- **Exhibitor Website**
  The Website tab can accommodate an external virtual stand or other webpage dedicated to the sponsor activities during the event and design especially for the congress

- **Book an appointment**
  This tab will open a form to be used by the visitors to book appointment with an industry partner. The form is customizable, 2 fields are available : subject and slot. Industry partners are allowed to put the subject and the slot of their choice.

- **Face to Face chat**
  An integrated chat is available on each selected package. Delegates can contact exhibitor representatives via this written and video feature.
  File format:
  - o Sponsor's representative picture (100 x 100px)
  - o Name, position, email, social media links

- **Promotional video**
Exhibitor's promotional video is placed in the middle of Exhibitor's profile page.
This video aims at creating brand awareness in which you can introduce overall information about your company, on your products or activities. The recommended length of this video is 3 minutes.
A promotional video is not a session including scientific presentations. During the on-demand period following the congress, it is not allowed to update this video.

  File format:
  o Video
      * Video Thumbnail: 480x270px
      * mp4 format, at least 720p
      * Max weight 512mo

- **Agenda**
In this section Exhibitors can share their activity during the congress.
For each agenda Entries it is possible to add:
  o the title of the activities
  o the dates
  o a description
  o a web link (can be external link)
  o A thumbnail with an external link :
      * Image 200x200px,
      * Max weight 1Mo

- **Sessions On Demand**
In this section the sessions organized during the congress will be placed after they will be broadcast. This will automatically be done by the ESC supplier. This section will accommodate up to 3 players. Content can be Satellite Symposium or Tutorials.
If an industry organizes more than 3 sessions, it will be necessary to choose the 3 sessions among those organized that will appear on the exhibitor profile.

- **Documents and Resources**
These 2 sections are dedicated to present further products or leaflets shared through link. Exhibitors can place:
  o 5 pdf items in the Documents section (pdf only)
  o 5 items in the Resources section (can be pdf, text and weblink). Each item will be shown with a thumbnail image.
Other display options in listing or carousel format are available and will be suggested by our supplier CYIM.
File format:
  o Pdf file format : Max 64Mo, pdf only
  o Thumbnail product images format :
    Image : 200 x 200px
    Weight : 200ko

> Click option : Open pdf, open link, open Pop -up with text + link or pdf

- **Exhibitor social media links**
  Social media links are placed at the bottom of the exhibitor profile. The number of icons is limited to 6 links: Website, Twitter, Facebook, Linkedin, Youtube, Instagram.

- **Statistics and Leads**
  Exhibitors will have access to a real time data tool (Dataviz) accessible from the Dedicated Exhibitors Page. These data can be downloaded at any time from 2 April 2022 until 3 May 2022.

1.2.5   Virtual listing

This option includes a logo placed in the Exhibition main page that will direct to a website of choice.

1.2.6   Exhibitor administrator access

Exhibitor opting for the Dedicated Exhibitors Page will get 10 administrator accesses. These accesses will be provided by our official supplier CYIM. Exhibitors are asked to confirm the primary "Exhibitor profile administrator" to CYIM as soon as possible.

Exhibitors' administrator accesses are valid from 4 April 2022 until 7 June 2022.

1.2.7   Congress registration

Exhibitor opting for the Dedicated Exhibitors Page will get 10 individual congress registrations to have full access to the Congress. These free registrations are only intended for use by industry representatives.

Sponsors also have the possibility to register Groups of delegates:

For information, deadlines, fees and requests, please contact hfregistration@escardio.org or visit the Congress registration page: https://www.escardio.org/Congresses-&-Events/Heart-Failure

2.   INDUSTRY SPONSORED SESSIONS

2.1   Onsite Industry Sponsored Sponsored Sessions Regulations

2.1.1   Key dates

21 January 2022   Deadline for application with priority status

From 21 January 2022 to
1st March 2022   Notification of assignments of time slots and rooms

1 April 2022	Scientific programme submission due
During April 2022	Notification of scientific programmes approval
29 April 2022	Deadline for approval of promotional materials (invitations/flyers) by ESC
From 4 May 2022	Edits on your scientific agenda from this date on will not update on scientific programme publications anymore
21 -24 May 2022	Heart Failure 2022

2.1.2 Satellite Symposia

Satellite Symposia should fit in the standard time unit of a 45-minute or 60 - minute session.

Included:
- Standard lecture room set-up
- Digital Health exhibitor description will potentially be published in appropriate ESC publications and media
- Promotion allowed in front of the session room (roll-up and/or invitations)

Companies organising an onsite non-exhibitor Satellite Symposium will be provided with an allocation of 10 General Exhibitor badges and 3 Scientific Exhibitor badges.

Companies organising an online non-exhibitor Satellite Symposium will be provided with an allocation of 10 free individual registrations for industry staff to access the online event.

Webcast
To extend the reach of Satellite Symposia to all those who were not able to attend session, the production of a webcast is included (one video file per presentation) and will be made available on the event platform a couple of hours after broadcast as video on demand for the duration of 4 weeks and from 19 April 2022 on ESC 365 on free access to all holders of a My ESC account.

Lecture room set-up

Lecture Room 1 with a maximum capacity of 500 seats in theatre style set up. This room will be built up in the exhibition area.

Lecture Room 2 with a maximum capacity of 480 seats in theatre style set up. This room will be located on level 1.

Lecture Room 3 with a maximum capacity of 480 seats in theatre style set up. This room will be located on level 1.

Lecture Room 4 with a maximum capacity of 480 seats in theatre style set up. This room will be located on level 1.

Lecture Room 5 with a maximum capacity of 480 seats in theatre style set up. This room will be located on level 1.

Lecture room access
The interlude time is 5 – 10 min depending on the industry sponsored session slot. The room will not be accessible earlier.

A diagram of each room will be made available with more detailed information.

2.1.3   Tutorials
Sessions can be organised from Saturday 21 May 08:30 – 17:30, on Sunday 22 May and Monday 23 May from 08:30-19:30.

Included:
- Standard 86,4m^2, 86,2m^2 and 80,7 m^2 sound-reduced room
- Rooms will include standard electricity supply, air-conditioning, daily cleaning and large hinged door locked with keys.
- Dedicated listing in the online Scientific Programme & Planner
- Promotion allowed in front of the session room (roll-up, invitations and/or information screen and welcome desk)

Room access and set-up
- Unless agreed otherwise, Tutorials organisers will have access to   their assigned room on Friday 20 May 2022 from 08:00 – 20:00.
- Dismantling (Removal of Tutorials rooms' valuables) can start on Friday 24 May 2022 at 14:30 and must be completed at 20:00.
- Unless otherwise indicated by the venue or the ESC, the sponsor must bring their own AV material: projector, screen, loudspeakers etc. A detailed list of the room's equipment will be communicated by the ESC.

Transport regulations/handling
The official forwarder for ESC Congresses is:
Fairexx Logistics for Exhibitions GmbH
Anja Homann
Anja.Homann@**fairexx**.com

Access Schedule

Friday 20 May 2022
08:00–20:00   Access to the Tutorials rooms for set-up
From 18:00   Empty packing cases must be removed from the Tutorials
                     rooms and from the aisles in the Exhibition area

Saturday 21 May 2022
07:30–18:30   Sponsor Access
08:30–17:30   Tutorials sessions and access for delegates

Sunday 22 May 2022
07:30–20:30   Sponsor Access
08:30–19:30   Tutorials sessions and access for delegates

Monday 23 May 2022
07:30–20:30   Sponsor Access
08:30–19:30   Tutorials sessions and access for delegates

Tuesday 24 May 2022
14:30–20:00   Dismantling

From 20:00 any material left inside or in front of the Tutorials room will be
cleared by the ESC and destroyed at the sponsor expenses. The ESC accepts no
liability for packing materials not removed in due time.

2.1.4   Submitting your scientific programme
By 1 April 2022 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
http://www.escexhibition.org/HF2022/default.aspx
made available to you on confirmation email.

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.
-       For onsite only and onsite live streamed sessions the ESC requests to
please bring all your speakers onsite.
-       The number and duration of Tutorials sessions is not restricted. It is left to
the appreciation of the organisers.

-       Your scientific agenda is subject to scientific approval and will also serve as the session script for our technical supplier CYIM.
-       The ESC style guide will be applied to guarantee homogenous appearance of the ESC's scientific program.

We request that Onsite-Live Streamed satellite symposia and Onsite satellite symposia are organised live with all speakers and Chairs onsite in Copenhagen. We will adapt upon request considering the evolution of the pandemic with a minimum requirement of 1 Chair animating Live the session onsite.
Please contact us as soon as possible should you need to anticipate this scenario.

2.1.5 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.

2.1.6   Catering
Catering services can be organised with the ESC official caterer mentioned above in this document. Catering for Satellite Symposia is at the sponsor's cost.

Alcoholic beverage servings require previous approval of the ESC. Please reach out to heartfailureservices@escardio.org.

A lunchbox offer for lunchtime satellite symposia will be made available on the exhibitor platform

2.1.7   Transport regulations/handling
The official forwarder for ESC Congresses is:
Fairexx Logistics for Exhibitions GmbH
Email: contact@fairexx.com

2.1.8   Industry Sponsored Session Promotional Material

Industry Sponsored Session promotional materials must be approved by the ESC before 11 April 2022.

2.2   Online Industry Sponsored Sessions Regulations

2.2.1   Key dates
1 April 2022   By this date, your agenda must be provided to the ESC for submission to the Congress Programme Committee (CPC).

6 May 2022   Satellite Symposia video pre-recorded files submission deadline for online only sessions.

2.2.2   Non-exclusive Satellite Symposia

Non-exclusive Satellite Symposia should fit in the standard time unit of a 45-minute or 60-minute session.

The official provider for Industry Sessions is CYIM:
esc.congress-supplier@cyim.com
Emilien Matte - 00 33 (0) 665 37 55 48

2.2.3   Tutorials

Sessions can be organised as indicated further above.

For onsite live streamed orders, a limited number of 4 tutorials per company will be available on-demand

The official provider for Industry Tutorials is CYIM:
esc.congress-supplier@cyim.com
Emilien Matte - 00 33 (0) 665 37 55 48

2.2.4   Submitting your scientific programme

By 1 April 2022, the complete scientific programme of Satellite Symposia and Tutorials must be submitted via the appropriate service provided by the ESC.

2.2.5   Collection of audience leads and analytics

All registered profile information and details will be shared with Satellite Symposia and Tutorials organisers. We will provide you with the following data for all individuals who view your session: title, first name, family name, age, gender, country, state/province, email address, and profile information. This information will be available 15 days after the Congress for the Live report, 45 days after the Congress for the on-demand report and 1 month after upload on ESC 365.

2.2.6   Sessions On Demand

All content from the programme will be made available to registered delegates as video on demand on the platform until 7 June 2022.

The event resources will be uploaded and archived on the renowned ESC 365 platform on 8 June 2022. Content will be available to ESC Professional members except for Industry Sponsored Sessions content which will be accessible to all for 1 year (MyESC account is required to access resources).

Industry Sponsored Sessions VOD upload process
After the broadcast, the full recording of Satellite Symposia and Tutorials will be automatically uploaded to the replay section of the event platform within 48 hours. On request, we can disable the publication of your entire video footage in the replay section. If your internal compliance processes require you to obtain validation of live elements, we recommend that you record your footage in full before broadcast. Pre-publication of pre-recorded footage in the replay section is not permitted.

3. SPONSORSHIP

3.1 Key dates

12 January 2021	Application deadline with priority status
15 February 2022	Application deadline with priority status for onsite advertising
21 April 2022	Deadline for 5 May eBlast
22 April 2022	Deadline for Onsite Advertising items
28 April 2022	Deadline for 12 May eBlast
6 May 2022	Deadline for event eBlasts, Banners and Advert Broadcast
20 May 2022	Deadline for 3 June eBlast
27 May 2022	Deadline for 10 June eBlast

3.2 Homepage Dynamic Banner
No product advertising permitted
Deadline: 6 May 2022

Promote your message, session programmes or exhibitor profile on the Homepage Dynamic Banner. This sliding banner will rotate every 7 seconds and will include 4 banners, who may use a different banner for each day.

Note: the carousel does not start on a random banner but rather is dependent on the position that was chosen by the sponsor, meaning that "Position 1" will always be shown during the first 7 seconds of the 28 seconds carousel, while "Position 3" will always appear during the last 7 seconds.

Homepage Dynamic Banner sponsors must provide:
- 1 banner visual for desktop: JPG / PNG / GIF, 970px * 90px, 72 dpi
- 1 banner visual for mobile: JPG / PNG / GIF, 600px * 100px, 72 dpi
- Confirmation of the choice of hyperlink (N.B.: Exhibitor profile or Sponsored Satellite Symposium page)

3.3 Exhibition Dynamic Banner
Product advertising permitted
Deadline: 6 May 2022

Promote your message, session programmes or exhibitor profile on the Exhibition Dynamic Banner. This sliding banner will rotate every 7 seconds and will include 4 banners, who may use a different banner for each day.

Note: the carousel does not start on a random banner but rather is dependent on the position that was chosen by the sponsor, meaning that "Position 1" will always be shown during the first 7 seconds of the 28 seconds carousel, while "Position 3" will always appear during the last 7 seconds.

Exhibition Dynamic Banner sponsors must provide:
- 1 banner visual for desktop: JPG / PNG / GIF, 970px * 90px, 72 dpi

- 1 banner visual for mobile: JPG / PNG / GIF, 600px * 100px, 72 dpi
- Confirmation of the choice of hyperlink (N.B.: Exhibitor profile or Sponsored Satellite Symposium page)

3.4   Session Page Static Banner
No product advertising permitted
Deadline: 6 May 2022

Promote your message, session programmes or exhibitor profile on your dedicated session programme page. The banner will be visible on the page of the session during the broadcast as well as on the on-demand page.

Session Page Static Banner sponsors must provide:
- 1 banner visual for desktop: JPG / PNG / GIF, 970px * 90px, 72 dpi
- 1 banner visual for mobile: JPG / PNG / GIF, 600px * 100px, 72 dpi
- Confirmation of the choice of hyperlink (N.B.: Exhibitor profile or Sponsored Satellite Symposium page)

3.5   eDaily Bulletin Static Banner
No product advertising permitted
Deadline: 6 May 2022

Our Dedicated congress newsletter highlighting the most up-to-date scientific information will be emailed each day of the congress. Day 1 bulletin will be emailed to our database of healthcare professionals with a My ESC account who have agreed to receive ESC communications and to all onsite/online registered delegates. Day 2 and 3 will be emailed to all onsite/online registered delegates only, who have agreed to receive ESC communications. Extend your visibility and promote your Industry Sponsored Sessions or exhibition activities with your advertisement as a banner in the eDaily Bulletin. Price is valid for 1 day.

eDaily Bulletin Static Banner sponsors must provide:
- 1 banner visual: JPG / PNG, 600px * 150px, 72 dpi
- Confirmation of the choice of hyperlink (for online activities) for the eDaily bulletin mailed to registered audience (N.B.: Exhibitor profile or Online Programme page)

3.7   Advert Broadcast
Product advertising permitted
Deadline: 6 May 2022

Promote your activities with packages of two or four 30-second intersession video spots which will be broadcast as follows each of the 3 days of the Congress:

Packages of two:
- 1 video spot passage in Channel 1
- 1 video spot passage in another Channel (same channel)

Packages of four:
- 2 video spot passages in Channel 1
- 2 video spot passages in another Channel (same channel)

Product specifications
- Orders are limited to 2 packages per sponsor and per day
- Maximum 2 industry advert broadcasts per interlude
- No mono-sponsorship with same sponsor in the same interlude
- Possibility to provide different video spots in each package
- The key message of your video should be simple and easy to remember
- The video itself should be eye-catching and can contain some light music to help it stand out between scientific presentations
- The ESC will be managing the distribution and programming of each Advert Broadcast at specific times in both the Channels and the Live Programmes. There will be no test version available, and the exact schedule will not be known in advance, therefore the unveiling of your advert will be made at the launch of the Congress. You can trust the ESC will do its utmost to ensure your adverts are broadcast at the best possible times and are efficiently delivered throughout the day.

Advert Broadcast sponsors must provide:
- High definition mp4 format videos

Video format:
- Format: .mp4
- Resolution: Full HD (1920 x 1080 pixels, format 16/9)
- Codec: H264
- Frame Rate: 25P

3.8   eBlasts
No product advertising permitted

The eBlast is an ideal way to highlight your Congress activities. 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 to an external website or virtual booth are not permitted. As an alternative to the enlarged pdf version of an advert, a direct link to the Sponsors Exhibitor Profile or Online Programme page can also be allowed on demand. This option is only suitable for Event and Post-event eBlasts.
As mentioned below eBlasts can be mailed to all My ESC Account owners (audience with specific interest in Heart Failure 2022 and registered delegates who have agreed to receive communications from the ESC according to European data protection regulations) for the Pre-event eBlasts and to registered delegates only for Event and Post-event eBlasts. eBlasts will be sent out in the morning of each date.

eBlast sponsors must provide:
- 1 advert visual for mailing content - size: 600px x 300px - weight: 50 ko max (recommendation: include your logo)

- 1 Pdf format advert if needed – weight: 1MB max

Pre-event eBlasts
Reach out to My ESC Account owners who have expressed an interest in Heart Failure 2022 and pre-registered delegates via an electronic invitation sent out prior the event.

5 May 2022 eBlast	Deadline 21 April 2022
12 May 2022 eBlast	Deadline 28 April 2022

Event eBlasts
Reach out to registered delegates and place your event activities at the forefront of all delegates minds by reaching out to them via a dedicated email invitation sent out during the event.

21 May 2022 eBlast	Deadline 6 May 2022
22 May 2022 eBlast	Deadline 6 May 2022
23 May 2022 eBlast	Deadline 6 May 2022
24 May 2022 eBlast	Deadline 6 May 2022

Post-event eBlasts
Place your Congress activities posted on the on-demand platform and ESC 365 at the forefront of all registered delegates' minds by reaching out to them via a dedicated email invitation sent out post-event.

3 June 2022 eBlast	Deadline 20 May 2022
10 June 2022 eBlast	Deadline 27 May 2022

3.9   Badge Lead Management System
Does your company have its own lead tracking solution for events? Are you looking for a way to use your company's own lead management system(s) in conjunction with Heart Failure 2022 registration protocol?
Access information from Heart Failure 2022 delegate badges in real time, enabling your exhibit or symposium staff to store, edit and amend delegate data using your own hardware and software by scanning this information from the delegate badges to your database.

The sponsor will implement a programme to use this interface in order to retrieve the delegate information during the congress period. The industry partner must conform to the technical details that will be provided by the ESC.

3.10   Onsite Advertising
Onsite advertising items files must be sent for approval and production by Friday 22 April 2022.

Important
Approved files should not be modified, otherwise this will incur extra production costs at the expense of the sponsor.

3.11 Educational Grant

- The content of the programme is managed completely by the scientific programme committee.
- The name of the sponsor as well as its corporate logo will be announced on a slide broadcast before and after the selected supported session. No product advertising permitted.
- This slide will also appear when the session is available on the congress platform on demand and on ESC 365 afterwards.
- The name of the sponsor will appear in the congress programme on our online congress platform.
- Session reports will be shared with the sponsor with general statistics on session attendance. This will not include audience leads and profile information for all individuals who viewed the supported session.

Educational Grant sponsors will receive a report 15 days after the Congress for the Live report, 45 days after the Congress for the on-demand report and 1 month after upload on ESC 365.
The following session attendance information will be provided: Number of unique viewers including time spent watching the session on demand and on ESC 365. General statistics on the viewers related to age, gender, country and other geographic data, stage in career, professional activity, place of work, and primary specialty.

3.12 Collection of audience leads and analytics

All registered profile information and details will be shared with Sponsorship and Advertisement items' sponsors. We will provide you with the following data for all individuals who consult these items: title, first name, family name, age, gender, country, state/province, email address, and profile information. This information will be available 15 days after the Congress.

4. PARTNER SERVICES

4.1 Key dates

21 January 2022	Rooms at ESC application deadline with priority status
More than 150 days before the first day:	Cancellation fee: 30% of total amount due
From 150 to 90 days:	Cancellation fee: 50% of total amount due
Less than 90 days:	Cancellation fee: 100% of total amount due

4.2 Industry Welcome Desk

The ESC allows exhibiting companies to rent Industry Welcome Desks located within the Registration.

Submit company exact name (Upper or lower case according to your corporate company name) by 1 April 2022.

4.3   Meeting Room
Meeting Rooms are rented for 3 days, from Saturday 21 May to Monday 23 May 2022.

Access Schedule
A large number of furnished rooms are available for rental and are located on the first floor and are very close to the Exhibition. Prices includes furniture in a board set-up, basic electricity consumption and basic daily cleaning. Meeting rooms do not include AV equipment. Detailed rooms specifications will be available when rooms are assigned and on http://www.escexhibition.org/HF2022.
Organisers are responsible for any extra order.

20 May 2022
08:00 – 20:00	Access for exhibitors - Room set-up and decoration allowed
08:00 – 12:00	Vehicle access (time slot to book with Fairexx)
From 18:00	Empty packing cases must be removed from the Meeting Rooms

21 to 23 May 2022
07:30-18:30	Access for exhibitors
08:30-17:30	Access for delegates

24 May 2022
07:30 – 14:30	No access to meeting rooms
14:30 – 20:00	Access for exhibitors
15:00	Delivery of empty packaging cases by Fairexx (if booked)
14:30 – 20:00	Removal of Meeting rooms valuables. Vehicle access from 14:30 to 18:00 (time slot to book with Fairexx)
From 20:00	Any materials left in the rooms will be cleared by the organisers and destroyed at the sponsor expenses. The Organiser accepts no liability for packing materials not removed in due time.

4.4   Closed Industry Meeting
Rental period: the ESC deals with requests on an individual basis.
Closed Industry Meetings are permitted within the congress centre from 07:30 to 20:00 from Saturday 21 May 2022 to Monday 23 May 2022.

4.5   Industry Coach Parking
Heart Failure 2022 will have a strict traffic plan to allow congestion free access to all delegates. Buses and coaches will not be allowed to drop off or pick up in the streets adjacent to the venue. All companies organising ground transport to and from the venue are requested to be informed on the parking used for this instance. Coach parking lots are located next to the main North Entrance and are available within the venue, on a first-come first-served basis (spots can not be reserved).

4.6   Group Registration

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

21 March 2022   Early Fee Registration Deadline

For information, deadlines, fees, and requests, please contact hfregistration@escardio.org or visit the Congress registration page for groups and third parties: www.escardio.org/Congresses-&-Events/Heart-Failure/Registration/group-registration

4.7   Hotel Services

Companies participating in the ESC Congresses may wish to make group hotel reservations for employees and invited guests.

For information and requests, please visit the hotel accommodation section on www.escardio.org/Congresses-&-Events/Heart-Failure/Hotels-and-Transport

Requests received will be dealt with according to the Accrued Points System until and then on a first come first served basis.
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