

A to Z

Agenda

Satellite Symposium and Meet the Experts Session

June 17, 2006

— Official sponsorship opening for application.

November 3, 2006

— Deadline for receiving Application Forms.

December 4, 2006

— Documents for the preparation of the scientific programme sent out.

— Official Room Assignment

— Branding guidelines and logos sent

— Invoices sent out.

January 31, 2007

— Deadline for receiving the complete scientific programme of the session.

— Requirements forms sent with Official Suppliers

February 23, 2007

— Scientific programme of the session approved or modified by the HFA Board Members.

— Notification of approval and addition of symposia to the web site.

March 2, 2007

— Proofs of the scientific programme sent in February must be approved.

— Artwork for promotional material should be sent for approval – no “concrete” deadline except for delegate bag inserts

April 1, 2007

— Deadline for companies to send the corrected proofs* of the scientific programme back to the ESC.

*N.B. After this date, no further corrections will be taken into consideration for the printing of the Final Programme.

April 20, 2007

— Deadline to receive at the ESC all material to be inserted in the congress bags, and to order free exhibitors badges.

June 9 – 12, 2007

— Heart Failure 2007

Cancellation fees

Satellite Symposia and Meet the Experts Sessions

- Before March 17, 2007 and after the invoice procedure has been launched: 50%
- After March 17, 2007: 100% of the total amount due.

Promotional Tools and Function Spaces

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

CME credits

Are not yet provided for this congress

Cost

Satellite Symposium basic price

- € 33 000 - for one 75 or 90-minute session (plus room rental).

Meet the Experts Session basic price

- € 18 000 - for one 45-minute, invitation only session (plus room rental).

Delegate Bag Insert

- € 5 000

Weblink

- € 1 000

Deadlines

31 January 2006

Deadline for companies to send the complete scientific programme of the satellite session.

13 March 2006

Deadline for companies and Publishers to send their Product or Company Description for reproduction in the Final Programme

1 April 2006

Deadline for companies to send the corrected proofs* of the scientific programme back to the ESC.

3 April 2006

Deadline for Exhibitors to send an exact statement of the dimensions of the stand, as well as plans and descriptions of the stand; both layout and side elevation view. Safety certificates should be submitted by this date if required.

17 April 2006

Deadline to send a copy the insurance, or proof of adequate cover, to the ESC. Failing this, proof of adequate cover must be available on site to show to ESC or responsible authorities.

1 May 2006

Deadline to send all material to be inserted in the Congress Bags.

13 May 2006

Deadline for companies to inform the ESC of the Stand Activity and Give Aways distributed on the Stand.

Also Deadline for Erratum: deadline for companies to send any alterations of the satellite symposia contents and product description.

Deadline for companies to send all material to be inserted in the Congress bags.

17 May 2006

Deadline to order free exhibitors badges. Telephone & DSL network connections should be ordered by this date to avoid costly late fees.

Delegate Bag Insert

Available to promote Satellite Symposia, Meet the Experts Session and exhibiting stands.

Inserts (flyers) inserted directly in the official HF 2007 congress bags (4000). The format is A4 and the artwork must be ESC approved. HFA and ESC logos are optional.

Erratum Policy

Change in the scientific programme

Once the title, programme and detailed content are approved, changes must not be made without the specific approval of the Heart Failure 2007 Committee.

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 1 April 2007 in order to be printed in the Final Programme.

Late modifications in the Satellite Scientific Programme received after 1 April 2007 cannot be printed in the Final Programme. The ESC cannot guarantee to be able to communicate any alterations received after 1 April 2007.

ESC approval

Satellite Symposia and Meet the Experts Sessions promotional materials created to promote these sessions (flyer, insert, poster, weblink) must respect the Heart Failure Association Branding Guidelines and receive ESC approval before printing or linking.

Exhibitors Stand

In order to obtain permission to hold a Satellite Symposium and or Meet the Experts Session, an exhibition stand of minimum 9 m² is required.

Function Spaces

Only a limited number of function spaces are located within the Congress centre and can be used as Hospitality Suite or Meeting Room:

- Hospitality Suites are room(s) reserved for the Congress Duration.
- Meeting rooms are room(s) reserved for occasional meetings.

Please contact Mr. Francois Durand fdurand@escardio.org

Hostesses

A hostess will be in the lecture room for your session. If you require additional hostesses, please contact the supplier listed on your Requirements Form.

Invoicing

Satellite Symposia and Meet the Experts Sessions (plus the lecture rooms) are invoiced in December 2006.

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

Deadline payment 30 days.

Invitations

Satellite Symposia and Meet the Experts Sessions organisers, can promote their sessions with flyers/invitations.

The invitations must be A4 portrait format (21 cm X 29.7 cm) maximum.

Invitation flyers must have the specific written approval of the ESC. The content of the invitation must not include any product names, brand names or specific quality or virtues of a sponsoring Industry and/or any of the Industry's product(s) either via text or visuals.

- Any and all unauthorised material will be immediately removed by the ESC.

- Posters and hostesses handing out invitations are not permitted in the Building other than on the booth and in front of the assigned lecture room.

ESC discourages promotional material, stands or door drops in hotels.

Lecture Room Invitations

Handing out of invitations at the entrance of the assigned room 30 minutes before the beginning of the session, material should not be distributed anywhere else in the Building other than on the booth and in front of the room.

Booth

Display of posters and invitations.

Meet the Experts Sessions

The Heart Failure Association invites companies in the cardiovascular field to organise special sessions as part of the Heart Failure 2007 Congress.

These so-called Satellite Symposia / Meet the Experts Sessions will be allotted time slots during which no other type of scientific sessions will be held. To obtain permission to hold a Satellite Symposium / Meet the Experts Session, an exhibition stand of 9 m² or larger is required. Cancelling your exhibition space at a later stage will also mean cancelling your Satellite Symposium / Meet the Experts Session.

Lecterns

	Width	Height
Room 1	89cm	x 99cm
Room 2	89cm	x 99cm
Room 3	68,5cm	x 110,5cm
Room 4	68,5cm	x 117,5cm
Room 5	68.5cm	x 117,5cm
Room 6	68,5cm	x 117,5cm
Room 7	68,5cm	x 117,5cm

Lecture room

Lecture rooms assigned to Satellite Symposia and Meet the Experts Sessions are located within the Congress Centre. They are 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
- Namesigns 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

Lecture room rental

Lecture room rental cost applies for Satellite Symposia and Meet the Experts Sessions.

Official supplier

The Heart Failure 2007 official suppliers have been selected for their expertise.

The ESC Satellite Administrators have expert knowledge of customer management and requests and will work "hand in hand" with each ESC official suppliers.

The ESC count on each supplier's expertise to support our customers on their choice, requests and orders. Our customer must receive the level of service they deserve. The ESC wants to keep an excellent reputation and improve the quality of any services offer to our customers.

Posters

Satellite Symposia and Meet the Experts Sessions organisers can promote their sessions with posters in the registration area, in front of their lecture room and from their stand.

The advised size is A0 (83 cm X 118 cm) portrait format and rigid posters the day of your session.

Instead of usual posters, two portable display units of maximum height of 2.5m and maximum width of 1m (no electrical connection, no light, and no sound) are also allowed.

Posters must have the specific written approval of the ESC. The content of the poster must not include any product names, brand names or specific quality or virtues of a sponsoring Industry and/or any of the Industry's product(s) either via text or visuals.

- Any and all unauthorized poster will be immediately removed by the ESC.

The ESC discourages promotional material, stands or door drops in hotels.

Registration Area

You can promote the day of your session on a poster board specially provided by the ESC. Please refer to the document "12. Printed Material Instructions" for a timetable.

Lecture Room Posters & Invitations

Display of two posters in front of the lecture rooms 30 minutes hour before the beginning of the sessions on the 2 easels provided by ESC.

Booth

Display of posters and invitations.

Reception

Receptions and food distribution are recommended but optional. If your session is held from 12:35 – 13:50, time only permits lunchboxes. If your session is held from 18:00 – 19:30, you will have 30 minutes prior to your session (17:30) to host a more elaborate reception.

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.

Requirement Form

The "Requirement Form" is a list of the Official Heart Failure suppliers for items such as catering, storage and shipping, audiovisual, hostesses and furniture. Each company is sent a list of these contacts.

Room Assignment

Room assignment for all Heart Failure Congresses is on a first come, first served basis. Official sponsorship for HF 2007 was open on 17, June 2006.

Satellite Symposium

The Heart Failure Association invites companies in the cardiovascular field to organise special sessions as part of the Heart Failure 2007 Congress.

These so-called Satellite Symposia / Meet the Experts Sessions will be allotted time slots during which no other type of scientific sessions will be held. To obtain permission to hold a Satellite Symposium, an exhibition stand of 9 m² or larger is required. Cancelling your exhibition space at a later stage will also mean cancelling your Satellite Symposium.

Scientific Programme

The Satellite and Meet the Experts Session scientific programme must be provided on the appropriate session form.

A complete programme must include the following:

- Title of the Satellite or Meet the Experts Session
- Names of the two chairpersons (no Chairpersons required for the Meet the Experts Session)
- 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 and Workshop Sessions.

Faculties onflict of Obligation: As in the other parts of the scientific programme, speakers and chairpersons

cannot participate in two parallel sessions within the same time slot. If it is found that this is the case in Satellite Symposia and Meet the Experts Session programmes, both the companies and the speakers involved will be informed simultaneously and requested to resolve this conflict of obligation.

Once your scientific programme has received approval from the Heart Failure 2007 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.

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Speakers Assistance (Speakers Service Centre – SSC)

ESC offers computerised presentation facilities called "Speakers' Service Centre" for all Satellite symposia and Meet the Experts 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 later.

Timeslots

Satellite Symposia

Saturday, June 9 2007

- 14:30 – 16:00

- 16:30 – 18:00

Sunday, June 10 2007:

- 12:35 – 13:50

- 18:00 -19:00 (NEW)

Monday, June 11 2007

- 12:35 – 13:50

- 18:00 – 19:30

Meet the Experts Sessions

Sunday, June 10 2007:

- 12:35 – 13:20

Monday, June 11 2007

- 12:35 – 13:20

Weblink

The weblink/hyperlink through which an invite created by Industry, in the form of a virtual page, is linked to the HF 2007 Pre-Arranged Programme for the Satellites and Meet the Experts Sessions. Available on the HF website for Final Programme on-line this link has a life-span of up to 3 months.

Zip Files

The ESC server cannot accept mails sent with zip attachments. When you send your artwork, please do not use this format.