

1 - SATELLITE SYMPOSIUM AND MEET THE EXPERTS SESSIONS

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1 - SATELLITE SYMPOSIUM AND MEET THE EXPERTS SESSIONS

Cooperation between clinicians, researchers and the pharmaceutical and technical industries has significantly contributed to a better understanding and management of patients suffering from heart failure. This is reflected in a series of 75 or 90 minutes **Satellite Symposia** organised by the industry as part of the Meeting.

The HFA invites companies specialising in the cardiovascular field to organise and present special, small-audience sessions in an intimate atmosphere for a hands-on understanding of heart failure. The **Meet the Experts Sessions** are by invitation only and must not exceed 75 persons. Duration time: 45 minutes.

Satellite Symposia and Meet the Experts Sessions must be open to all registered delegates.

1.1 Procedure

To reserve a Satellite Symposium or a Meet the Experts Session, the company must send an application form dully filled in. After confirmation and invoicing, the company must provide the Satellite or MTES complete scientific programme in order to be submitted to the HF 2008 Programme Committee for approval. 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 – Satellite Symposia and Meet the Experts Sessions Application Form

1.2 Agenda

10 June 2007 : Official opening for sponsorship

31 January 2008 : Deadline for receiving the complete scientific programme of the session.

29 February 2008 : Scientific Programme of the session approved or comments from the HF 2008 Programme Committee.

29 February 2008 : Official supplier's details sent out.

1.3 Exhibition

In order to obtain permission to hold a Satellite Symposium or MTES, an exhibition stand of minimum 9m² is required.

Contact the ESC Exhibition team at hflexhibition@escardio.org

Exhibitors' badges will give access to exhibition halls, to your own Satellite Symposium, other Satellites and ESC lectures when space is available.

All Exhibitor badges should be collected at the Exhibitor Registration Desk.

Annex 2 – Exhibition Application Form

1.4 Timeslots

• **Satellite Symposia**

Saturday 14 June 2008

- 14:00 – 15:30
- 17:00 – 18:30

Sunday 15 June 2008:

- 12:35 – 13:50
- 18:00 – 19:30

Monday 16 June 2008

- 12:35 – 13:50
- 18:00 – 19:30

• **Meet the Experts Sessions**

Sunday 15 June 2008:

- 12:45 – 13:30

Monday 16 June 2008

- 12:45 – 13:30

1.5 Costs

Satellite Symposium basic price

- € 33 000 - for one 75 or 90-minute session (plus room rental).
- € 40 000 - for one 90-minute Satellite PLUS Package (1 Satellite + 1 Bag Insert + 1 Information screens advert + 1 Weblink)

Meet the Experts Session basic price

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

Annex 3: Lecture Rooms' rental costs

1.6 Invoicing

Satellite Symposia and Meet the Experts Sessions (plus the lecture rooms) are invoiced in December 2007.

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

Deadline for payment: 30 days.

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

1.7 Cancellation fees

Cancellation must be sent in writing.

Satellite Symposia and Meet the Experts Sessions:

- **Before 14 March 2008** and after the invoice procedure has been launched: 50% of the total due amount will be charged.
- **After 15 March 2008:** 100% of the total amount will be invoiced.

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 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 screen for projections
- 1 technician
- 1 hostess

Annex 4: Heart Failure 2008 Overview (available in March)

Annex 5: Lecture Rooms' floor plans

1.9 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.

Annex 14: Catering Menus

1.10 Speakers Assistance

The ESC offers computerised presentation facilities called "Speakers' Service Centre" for all Satellite symposia and Meet the Experts Sessions. The use of the SSC is strongly suggested on a free basis and offer audio-visual assistance to all speakers. A timetable will be made available later.

1.11 Scientific Programme

The Satellite and Meet the Experts Session scientific programmes 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 Meet the Experts Sessions.

Faculty conflict of commitment: 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 2008 Scientific Committee, all changes post approval must be sent in writing to Mrs. Karen Béné of the ESC at satellite@escardio.org 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 **31 March 2008** in order to be printed in the Final Programme.

Late modifications to the Scientific Programmes received after **31 March 2008** cannot be printed in the Final Programme. The ESC cannot guarantee to be able to communicate any alterations received after **1 April 2008**.

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 and MTES organisers with the "Requirements Form", the list of official suppliers selected for their professionalism and expertise.

- Audiovisual

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

- Furniture

In addition to lecture room basic equipment, Satellite and MTES organisers can order additional easels, chairs & tables on 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 reception during any session to avoid noise and disturbance.

- Hostesses

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

- Badge readers

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

Annex 8: Requirements form / official suppliers' details

1.13 Promotion

- Pre-Event

- Weblink

- On site

- Delegate Bags Insert

- Invitations

- Posters

- Information Screens Service

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

1.14 Promotional material approval

Flyers, Posters, Inserts, Information Screens Service and Weblinks must receive ESC approval before being printed.

Please refer to the HFA Branding Guidelines for precise graphic and text references.

Annex 9 & 10: Heart Failure 2008 Branding Guidelines.

Annex 11: Printed materials instructions.

Annex 12: On-Site Promotional material rules.

Annex 13: HFA and ESC Logos