

# A to Z

## Agenda

### Satellite Symposium and Meet the Experts Session

#### 10 June 2007

— Official sponsorship opening for application.

#### 5 November 2007

— Deadline for receiving Application Forms.

#### 4 December 2007

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

— Official Room Assignment

— Branding guidelines and logos sent

— Invoices sent out.

#### 31 January 2008

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

— Requirements forms sent with Official Suppliers

#### 29 February 2008

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

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

#### 3 March 2008

— 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

#### 31 March 2008

— 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.

#### 15 May 2008

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

#### 14 – 17 June 2008

— Heart Failure 2008

## Cancellation fees

### Satellite Symposia and Meet the Experts Sessions

Cancellations of Satellite Symposia and Meet the Expert Sessions should be sent by registered mail to the ESC.

If cancellation is received after the ESC launched the invoicing process and before **14 March 2008**, 50% of the total due amount will be charged.

If the Satellite Symposium is cancelled on or after **15 March 2008** date the full compensation fee will be invoiced

### Promotional Tools and Function Spaces

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

## Cost

### Satellite Symposium basic price

- € 33 000 - for one 75 or 90-minute session (plus room rental).
- € 40 000 (+ VAT) 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, attendance on invitation only. (plus room rental).

### Delegate Bag Insert

- € 5 000

### Weblink

- € 1 000

Information Screens Service:

- € 5 000

## Delegate Bag Insert

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

Inserts (flyers) inserted directly in the official HF 2008 congress bags (4000). The format is A4 and the artwork must be ESC approved. HFA and ESC logos are optional, if used please refer to Branding Guidelines.

## **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 2008 Scientific 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 **31 March 2008** in order to be printed in the Final Programme.

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

### **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.

**Deadline for Approval: 16 April 2008**

### **Exhibitors Stand**

In order to obtain permission to hold a Satellite Symposium and or Meet the Experts Session, an exhibition stand of minimum 9 m<sup>2</sup> 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 [HFSecretariat@escardio.org](mailto:HFSecretariat@escardio.org), indicating Time, Room Capacity, Room Shape, (U-shape or Board style)

### **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 2007**.

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

Deadline for 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.

### 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.

- 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 does not recommend** promotional material, stands or door drops in hotels.

### **Meet the Experts Sessions**

The Heart Failure Association invites companies in the cardiovascular field to organise special sessions as part of the Heart Failure 2008 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 m<sup>2</sup> or larger is required. Cancelling your exhibition space at a later stage will also mean cancelling your Satellite Symposium / Meet the Experts Session.

## **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.

## **Lecture room rental**

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

## **Official supplier**

The Heart Failure 2008 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.

## **Satellite Symposium**

The Heart Failure Association invites companies in the cardiovascular field to organise special sessions as part of the Heart Failure 2008 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 m<sup>2</sup> 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 to be received by **31 January 2008**.

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 Session.

Faculties' conflict 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 2008 Scientific Committee, all changes post approval must be sent in writing to Mrs. Karen Bén  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 **31 March 2008** in order to be printed in the Final Programme.

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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 strongly suggested on a free basis and offer audio-visual assistance to all speakers. A timetable will be made available later.

### **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

### **Weblink**

The weblink/hyperlink through which an invite created by Industry, in the form of a virtual page, is linked to the HF 2008 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 2 months.