



WEBCAST OF INDUSTRY SPONSORED SESSIONS

The ESC offers our industry partners the possibility to optimize their investment and extend the reach of their **Satellite Symposia** organized during Heart Failure 2015/ 2nd World Congress on Acute Heart Failure.

➤ **Cost**

Standard Webcast

€ 10,000

When applying for an Industry Sponsored Sessions Webcast service, the applicant confirms that it is the sponsor's responsibility to obtain the copyrights from each speaker who will present during the session to be webcast.

The Webcast service applicant confirms that all Speakers/Chairpersons participating in the Industry Sponsored Session have fully agreed to provide the session organizer with any potential conflicts of interest that may arise from their presentations.

Under no circumstances the ESC can be held liable for Speakers' copyright absence or conflict of interests.

The ESC will review Industry Sponsored Sessions webcast content, which should be a true portrayal of the Industry Sponsored Sessions approved by the ESC Congress Programme Committee. The ESC reserves all rights to remove content from their web site at any time where deemed necessary.

Layout of webcast in all Lecture Rooms

How to measure coronary collateralisation

ESC Congress, Amsterdam 2015



Jan J Piek, MD, PhD, FESC, FACC, FAHA

AMC Heart Center

Academic Medical Center – University of Amsterdam

Layout of webcast files sent to industry (And layout in Room Athens only)

The webcast identically reproduces the elements visible on the lecture room projection screen. The recording lasts the entire duration of each presentation of your Satellite Symposium. The presentation is available on the ESC365 platform for 5 years.



Slides of the session

Speaker: Fixed camera on the lectern

Relevant congress Banner

WEBCAST



The ESC webcast official supplier, the company CYIM, will capture automatically the Industry Sponsored Session and produce the webcast.

• Procedure

- ✓ Industry Sponsored Sessions organisers can provide a customized background image format.
- ✓ In any other case the Congress background image will be used by default.
- ✓ Each individual presentation must be uploaded to the Speakers Service Center (SSC).
- ✓ In order to include a "Panel Discussion" in the Webcast, 1 PowerPoint slide must be uploaded to the SSC to start the recording of the "Panel Discussion". (e.g. The slide can list the names of the Panelists).
- ✓ Speaker presentation must be played from the ESC computer located at the lectern (no personal computers allowed).

• Important

- ✓ If the presentations are not uploaded to the SSC, the webcast cannot be produced.

• Webcast files

- ✓ 2 mp4 files per presentation (1 HD and 1 SD) will be sent after the end of the congress
- ✓ Format H264 over mp4 with 2 frames size:
 - 720p (HD) – 3Mb/s (for computers and tablets with a good internet connection LAN / Wi-Fi)
 - 480p (SD) – 300 Kb/s (for Smartphone with a cellular internet connection 3G)