

Organised by the Heart Failure Association of the ESC

# HEART FAILURE | 2018

including the World Congress on Acute Heart Failure

26-29 MAY

## VIENNA

Heart Failure: classical repertoire,  
modern instruments



**HFA**  
Heart Failure  
Association

 European Society of Cardiology

[www.escardio.org/heartfailure](http://www.escardio.org/heartfailure)

# ESC Guidelines for Industry @ Heart Failure 2018

## Congratulations

You have decided to partner Heart Failure 2018, the Annual Meeting of the Heart Failure Association of the ESC.

Heart Failure 2018 will take place in Vienna and gather the core professionals in all cardiology fields, into what will be the key meeting held within Europe for 2018.

We look forward to working closely with you over the coming months towards a rich and innovative Heart Failure 2018.

## Thank you for reading these Guidelines

Please note that a successful application for participation at ESC Congresses implies an acceptance of the requirements contained within these ESC Guidelines for Industry @ Heart Failure 2018, within complementary ESC Guidelines for Industry @ Congresses and also in any updates posted on [www.escehhibition.org/HeartFailure2018](http://www.escehhibition.org/HeartFailure2018)

Please carefully note the key deadlines marked at the start of each chapter. To ensure we deliver a successful Heart Failure 2018, we will not be able to deviate from these deadlines.

## The ESC Congresses Industry portal: [www.escehhibition.org/HeartFailure2018](http://www.escehhibition.org/HeartFailure2018)

This web address should be a main reference source in your preparations. The website is also organised by activity to allow you to focus on your company's participation concerns. The website will provide you with updates, application forms, key dates, don't miss information, technical specifications and much more... Bookmark it now!

Each exhibitor is responsible for sharing the address of the ESC industry portal with their agencies or contractors and providing them with the necessary information for exhibition preparations.

## Your contacts

A dedicated team is happy to assist you in your preparations for Heart Failure 2018. Please contact the following people as necessary for your queries.

Exhibition, Industry Sponsored Sessions  
and Meeting Rooms:

[heartfailureservices@escardio.org](mailto:heartfailureservices@escardio.org)

Mrs Abir Ghorab

Mrs Gisela Valky Pons

Sponsorship: [sponsorship@escardio.org](mailto:sponsorship@escardio.org)

Mr Axel Browne

Exhibitor Registration:

[HFregistration@escardio.org](mailto:HFregistration@escardio.org)

Accommodation:

[HFhotels@escardio.org](mailto:HFhotels@escardio.org)

Orders and Industry Relations:

[industry@escardio.org](mailto:industry@escardio.org)

Any other queries:

[fcalabrese@escardio.org](mailto:fcalabrese@escardio.org)

Mr Fabrice Calabrese

## **Booking procedure**

Application forms available on the ESC Industry portal: [www.escehhibition.org](http://www.escehhibition.org).

## **Application deadline with priority status**

**10 November 2017**

Stand, Industry Sponsored Sessions, Meeting Rooms and Sponsorship application deadline

### **Note**

**- The invoice will be issued by ESC – European Society of Cardiology 2035 route des Colles CS 80179 BIOT 06903 Sophia Antipolis, Cedex FRANCE**

Signature of the order form constitutes establishment of the contract between the sponsor and the ESC. A stand assignment, sponsored sessions, sponsorship or meeting rooms confirmation and an invoice will be sent to the sponsor by email only. Should the confirmation differ from the order form, the details of the confirmation prevail unless the sponsor protests in writing within two weeks of the date indicated on the confirmation email.

## **Appointed agency**

- Sponsors should inform the ESC, in writing, which agency is appointed to conduct its affairs. Requests from unknown agencies will not be taken into account.
- Applications for stand spaces, session's time slots, sponsorship items or meeting rooms must be submitted by the sponsoring industry. Correspondence should be made exclusively between this company and the ESC.
- It is not the role of any agency to make initial enquiries or reservations with the ESC independently of the sponsoring industry.
- The named agency cannot fully act as if it were the company itself and the company will continue to be held entirely responsible and accountable for activities organised in its name by its agency.
- The ESC has created ESC Guidelines for Industry @ Congresses as an essential tool on how to host Industry activities. It is obligatory that every appointed agency read these Guidelines and all other documents posted on [www.escehhibition.org](http://www.escehhibition.org) website in order to have a proper working relationship with the ESC Industry Division. Sponsors are responsible for communicating these guidelines to staff and appointed agencies.
- The ESC reserves the right to inform the Sponsor if the appointed agencies have not read or understood the ESC Guidelines for Industry @ Congresses so the companies may ensure smooth communication is re-established.

## **Condition of sales**

- Order forms need to be signed by an authorised company representative, only signed order forms will be taken into consideration. Failure to return a signed order form will result in loss of product and priority position
- An order is considered final and subject to payment and cancellation fees once this form has been signed and returned.
- Companies are invoiced for the requested service upon signature of the order form. Precise and definitive accounting information must be provided on the initial e-

application form. The ESC cannot reissue invoices for missing or incorrect data (addition of Purchase Order, changes of billing address).

- On time payment is essential to secure a stand space, session' time slot, sponsorship item or rooms assignment.
- Stand space, session' time slot, sponsorship item or rooms assignments are cancelled automatically if the invoice has not been paid within the given payment period.
- The ESC acts in good faith and is not liable for refund of contracted services in the case of regulatory or legislative bodies refusing the content of same.

For all payment, invoicing and cancellation information, please refer to the Order Form and Chapter 5 "Finance and invoicing" of these Guidelines.

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# 1. Exhibition

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## 1.1 KEY DATES

<b>10 November 2017</b>	Application deadline with priority status
<b>Until 30 November 2017</b>	Cancellation fee: 10% of total amount due
<b>From 1 December 2017 to 28 February 2018</b>	Cancellation fee: 50% of total amount due
<b>12 February 2018</b>	Company and product description deadline
<b>From 1 March 2018</b>	Cancellation fee: 100% of total amount due
<b>16 March 2018</b>	Deadline for stand design submission. All exhibitors must submit their insurance certificates. For custom stands, the design and structure will be reviewed by an independent structural engineer.
<b>13 April 2018</b>	Stand activity declaration deadline
<b>26 April 2018</b>	Free Exhibitor badge deadline
<b>4 May 2018</b>	Stand services deadline - After this date, orders will incur 25% surcharge.
<b>4 May 2018</b>	Rigging final orders deadline
<b>26 – 29 May 2018</b>	Heart Failure 2018

## 1.2 COSTS FOR STAND SPACE ONLY

“Stand Space” refers to the physical floor area occupied by an exhibit and excludes all construction materials and services such as electricity and communications.

	<b>Price</b>	<b>Minimum spaces</b>	<b>Accrued Points</b>
Industry	€440/m <sup>2</sup> excl. VAT	9m <sup>2</sup>	5 points participation per exhibiting company + 1 point per 9m <sup>2</sup> occupied
Reduced rate: Publishers, food/nutrition specialists & specialists & non-for-profit organisations	€330/m <sup>2</sup> excl. VAT	6m <sup>2</sup>	5 points participation per exhibiting company + 1 point per 9m <sup>2</sup> occupied

### 1.3 STAND ASSIGNMENT

Stands will be assigned in accordance with the accrued point ranking if received by 10 November 2017. Points will be rewarded in line with participation in the past two Heart Failure Congresses.

To ensure every exhibitor has a chance to choose an appropriate location, the ESC stand assignment proposal is valid for 48 hours only unless the offer states otherwise.

**After confirmation of stand assignment, any alteration of the stand type may be requested to ESC before 16 March 2018. To ensure a proper announcement of the stand spaces in Heart Failure 2018 publications digital tools and printed material, any request of change post this date will be subject to prior approval by the ESC. ESC cannot guarantee a positive response.**

### 1.4 EXHIBITION SCHEDULE

#### Construction schedule

Exhibitors and their agencies must study the timetable for construction, exhibition opening and dismantling.

Access to the unloading area and exhibition grounds for construction shall be according to the Access Schedule.

Priority will be decided based on the size of stand area under construction and other considerations such as availability of halls. Agencies responsible for construction of more than one stand may apply for a time slot based on the combined area for which they are responsible.

Exhibitors and their agencies must strictly adhere to the timelines provided and ensure set-up is completed and the necessary packing material removed from the stand by the end of the time slot provided. If it appears to the ESC that the equipment and furnishing and/or the set-up and installation of the rented stand site will not be completed by the deadline, the ESC shall be entitled to take all measures they may deem necessary. All costs arising from the ESC decision shall be paid by the exhibitor in full with no right to refund.

#### Exhibitions access timetable

##### Construction

The hall is open for construction:

- On Thursday 24 May and Friday 25 May: 08:00 to 20:00
- On Saturday 26 May: From 08:00 to 10:00 for stand decoration only.

##### Vehicle access for unloading

Vehicles will not be allowed access to the loading bays before the date and time indicated on the Access Schedule. Access is allowed in direct relation to the size of the exhibit, with the earliest slots allocated to companies building the largest stand area(s). Slots should be booked in advance from Fairexx.

Time slot request form is available on [www.essexhibition.org/HeartFailure2018](http://www.essexhibition.org/HeartFailure2018)

## Opening hours

### Saturday 26 May

08:00 – 10:00            Staff Meetings may be held on stands.

#### **IMPORTANT**

Note that from 08:30 delegates will be invited to attend the scientific sessions and visit the Posters Area close to the Exhibition Area, which means that the congress doors will open to delegates from 07:30. No dedicated security will be put in place for this occasion - we therefore recommend you secure your stand space in order to avoid having delegates inside.

Special attention must be paid to noise disturbance caused by rehearsal of music and/or sound, broadcasting of images and vacuum cleaning of the stands during Heart Failure sessions held in Lecture rooms. If the ESC judges that a disturbance is being cause, the exhibitor will be asked to cease the activity immediately. A refusal to lower the sound level or cease an activity will be considered as a violation of these Guidelines.

10:00                    EXHIBITION HALLS OPEN (all stands must be staffed)  
18:00                    Exhibition closed  
19:00 – 20:30        Networking Reception at ESC/HFA Stand

### Sunday 27 May

08:00                    Hall access for exhibitors  
09:00 – 18:00        Exhibition opens

### Monday 28 May

08:00                    Hall access for exhibitors  
09:00 – 18:00        Exhibition opens  
18:30 – 22:00        Removal of valuables  
Vehicle access from 18:30 - 22:00 (deposit required for all vehicles entering the exhibition ground, note this is a very busy period and priority is given to trucks delivering bulk packaging materials)

### Tuesday 29 May

08:00 – 13:30        Exhibition closed  
13:30 – 22:00        Dismantling – full vehicle access to exhibition ground  
From 22:00            Any materials left in the aisles will be cleared by the organisers and destroyed at the exhibitor’s expenses.  
The ESC accepts no liability for packing materials not removed in due time.

#### **IMPORTANT**

On Sunday 27 May and Monday 28 May, stand personnel may enter the building 1 hour before the opening of the exhibition. Outside of “exhibition open” periods, delegates will walk through the Exhibition, we therefore strongly urge you to secure your stand against theft or damage when the stand is not manned. (See Chapter 5 “General terms and conditions” of the ESC Guidelines for Industry @ Congresses.).



## 1.5 TECHNICAL GUIDELINES

### Exhibition location and building information

The exhibition accompanying Heart Failure 2018 will be held in Hall A of Messe Wien.

### Zone information

- Exhibition Hall shared with one of the Lecture Rooms, The Hub, Agora, Posters Area, Catering Area and Members Lounge
- Gross area dedicated to exhibits approx. 3 000m<sup>2</sup>
- Ceiling height is min. 8.2m / max. 11.8m
- Exhibition Hall floor weight loading: 1.600 kg/m<sup>2</sup>
- Electricity, water, waste & telecoms delivered by service ducts at floor level
- Rigging from the roof - maximum weight per suspension point is 300 kg (weight exceeding 300kg upon request to official stand supplier)
- Loading door (Gate A1) 4.5m wide and 4.4m high
- First Aid is located near the entrance C of the Messe Wien
- Hall will not be completely darkened
- Carpeting colour within aisles is grey (unless customised by an exhibitor in order to join two stands)

### IMPORTANT

There are no truck parking spots available on the premises. To find the closest parking spots, you can use the Asfinag App: [www.asfinag.at/traffic/hgv-bus/parking-information](http://www.asfinag.at/traffic/hgv-bus/parking-information).

In addition, please note the general driving bans in Austria during night time and weekend which can be found on the following website: [www.asfinag.at/traffic/hgv-bus/lorry-driving-bans](http://www.asfinag.at/traffic/hgv-bus/lorry-driving-bans).

### Stand construction

Please refer to ESC Guidelines for Industry @ Congresses for full technical specifications and illustrations.

### IMPORTANT

For more details on exhibition structures with closed ceilings, refer to the technical regulations of the Messe Wien (paragraph 4.3) posted on [www.escehibition.org/HeartFailure2018](http://www.escehibition.org/HeartFailure2018).

### Suspension points

Exhibitors with a stand size from 60m<sup>2</sup> 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 m<sup>2</sup> floor area of each stand and the slings around the truss will be adjusted accordingly. The following hanging points are permitted:

60m <sup>2</sup> - 79m <sup>2</sup>	6m
80m <sup>2</sup> - 139m <sup>2</sup>	6.5m
140m <sup>2</sup> - 169m <sup>2</sup>	7m
170m <sup>2</sup> and over	7.5m

## **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 indicates above are from the hall floor to the bottom of the truss or from the rigging point if no truss is used.

## **Security**

### **Due diligence**

All entities involved in Heart Failure 2018 must have adequate insurance to cover claims arriving from industrial accidents and public safety, whatever the cause. Exhibitors and their contractors must abide by current legislation in the host country with regards to the prevention of occupational hazards which apply to the work being carried out. Particular care should be taken during construction and dismantling periods; un-safe working practices will be stopped by the organiser in the interests of public safety. Exhibitors using materials not conforming to any safety component of these Guidelines will replace them with safe alternatives at their own cost.

### **Safety requirements**

All stands, materials, installations, advertising supports, etc., must conform to public safety requirements in the host country and the E.U. Where these differ, the most stringent standard must be met.

Please refer to ESC Guidelines for Industry @ Congresses and venue rules and regulations for further information.

For any questions regarding safety and security in the venues, exhibitors could contact the ESC Industry Services Team who will liaise with the venues.

## **Stand module – Shell scheme stand**

Exhibitors who need to rent a standard exhibit stand module are urged to use the services of the official stand service supplier. Shell scheme stands will be signed off by the official stand supplier separately.

### **Submission deadlines**

- By 16 March 2018: Exhibitors renting a shell scheme stand should inform ESC Industry Services Team accordingly  
A public liability insurance document should be sent by exhibitor to the ESC Industry Services Team.

A choice of two turn-key stand solutions is available at attractive package prices for stands up to 25m<sup>2</sup>, namely:

The complete booth “first” includes:

- Structure: walls, carpet, ceiling grid, fascia board with exhibitor name & stand number and assembly charges.

- Lighting: general lighting by spots (1 spot per 3m<sup>2</sup>), 1 switchboard for general lighting and 1 triple socket without electricity connection.
  - Furniture package: storage 1x1m, counter with stool, wall hook, 1 table and 3 chairs.
- Note that electrical consumption and stand cleaning should be added to your order according to your needs, refer to the exhibitor services manual available on [www.escehhibition.org/HeartFailure2018](http://www.escehhibition.org/HeartFailure2018).

The complete booth “easy” includes:

- Structure: walls, carpet, frame and assembly charges.

The stand module (6m<sup>2</sup> – 25m<sup>2</sup>) provided by the official stand service supplier and illustrated below 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.



### Custom stand design

#### Stands drawing

**By 16 March 2018** 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.**

Please refer to ESC Guidelines for Industry @ Congresses for further information.

### Health & Safety certification

#### IMPORTANT

For exhibition stands and structures requiring acceptance by an independent structural engineer, refer to document of Messe Wien posted on [www.escehhibition.org/HeartFailure2018](http://www.escehhibition.org/HeartFailure2018)

### **Complex structures**

A complex structure is any form of construction of any height, which may require input from a structural engineer.

If a stand is not constructed from “shell scheme”, it is the responsibility of the stand designer to determine whether the construction is complex or not.

Please refer to ESC Guidelines for Industry @ Congresses for further information.

### **Stand module**

**By 16 March 2018** 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. Note that these stand constructions will be signed off by the official stand supplier separately. There is no need to provide any specific documentation for a stand construction certification apart from the public liability insurance document.

### **Onsite checking**

All stands will be checked onsite by the ESC Industry Team and by an independent structural engineer mandated for the event to ensure that the structures are safe and that they are compliant with the approved technical drawing upstream. In case of difference between the approved drawing and the stand, the ESC Industry Team reserves the right to ask for any change needed in order to make the stand compliant.

Please refer to ESC Guidelines for Industry @ Congresses and venue rules and regulations for further information.

### **Stand types**

Two-storey structures are not allowed. Arches, bridges or similar constructions connecting two or more stands are not allowed. L & U shape island stands are not encouraged.

Please refer to ESC Guidelines for Industry @ Congresses and venue' Rules and Regulations available on [www.escehibition.org/HeartFailure2018](http://www.escehibition.org/HeartFailure2018).

### **Specific requirements**

In order to create a physical separation within a stand (e.g. to provide a distinction between commercial and scientific functions) an Exhibitor can choose to have 2 peninsula (or 2 corner stands) side by side, instead of one island stand (or peninsula stand).

Please mention this requirement on your stand application form and the ESC Industry Services Team will advise you accordingly.

An Exhibitor choosing to have 2 peninsula or 2 corner stands should be aware that both stands will be considered as 2 separate stands:

- Each stand design will be evaluated individually
- Each stand will have its own stand height allowance depending on the size of each ordered space
- Both stands can be separated by means of a separation wall or by means of a common storage area
- The back wall or the combination of common storage area and back wall must extend throughout the full width of the stand, from one side to the other

- The separation wall between both stands must be at a minimum of 2.5m and a maximum of 3.5m
- A service door between both stands is possible. This service door must be exclusively reserved for the exhibitor's stand staff. An open passageway will not be approved.
- Line(s) of sight on the back wall of both stands is possible (i.e glazing...)
- For stands larger than 60m<sup>2</sup>, if suspended items are envisaged, each stand should comply with its own suspended height allowance and install a truss or hanging points on each space accordingly
- If the two stands are equal in size and as such have the same suspended height allowance, a common truss can be planned but prior approval by the ESC is required. However, hanging components and items such as banners should be confined to each stand perimeter.

### Stand design approval

Each stand design is evaluated individually.

For confidentiality matters, the exhibitors' stand designs submitted to the ESC will not be communicated to third parties.

The ESC will send an approval of the stand design to the exhibitor and/or the exhibitors' agent. Only with this approval shall the stand be deemed eligible for construction. The stand design approval will be sent by the ESC Industry Team only when the venues have approved and signed off the stand plan and the required documentation for construction certification.

No approval means no permission to construct the stand – resulting costs are entirely at the exhibitor's expense.

Please refer to ESC Guidelines for Industry @ Congresses and venue rules and regulations for further information.

### Stand height allowance

The maximum height allowance is in direct proportion to the m<sup>2</sup> floor area of each stand and is as follows:

9m <sup>2</sup> - 19m <sup>2</sup>	2.5m
20m <sup>2</sup> - 39m <sup>2</sup>	3m
40m <sup>2</sup> - 59m <sup>2</sup>	3.5m
60m <sup>2</sup> - 79m <sup>2</sup>	4m
80m <sup>2</sup> - 109m <sup>2</sup>	4.5m
110m <sup>2</sup> - 139m <sup>2</sup>	5m
140m <sup>2</sup> - 169m <sup>2</sup>	5.5m
170m <sup>2</sup> and over	6m

### Edge of the stands

A 30cm inset from the edge of the stand is the minimum vacant margin required by the ESC. It is forbidden to erect walls, glazing, other constructions, or to place stand elements on the open sides of island, peninsula, corner or in-line stands within this 30cm perimeter.

### Line of sight

The primary objective of creating a line of sight through the open sides of the stands is to keep the view throughout the Exhibitions as free as possible. The line of sight minimum height must be 2m.

Please refer to ESC Guidelines for Industry @ Congresses for full technical specifications and illustrations.

### Stand transparency

33% of the overall stand width is the minimum transparency rate required by the ESC.

Each open side of island and peninsula stand types must provide lines of sight from aisle to aisle.

The total of the lines of sight must reach a minimum of 33% of the stand width.

On the closed side of peninsula, corner and in-line stands, the ESC requires a line of sight when the height of the construction exceeds the height of the back wall. The total of the lines of sight must reach a minimum of 33% of the stand width.

Please refer to ESC Guidelines for Industry @ Congresses for full technical specifications and illustrations.

### Walls erected on stands

1/3 of the length of the stand is the maximum size for walls erected at the edge or inside island, peninsula, corner or in-line stands.

There is no limit on the number of walls erected inside the stand if it complies with the 30cm, 1/3 and stand transparency regulations.

### NOTE

Peninsula, corner and in-line stands must be separated from neighbouring stands by means of separation wall(s). In principle this separation wall(s) should be 2.5m high. If two neighbouring exhibitors come to an agreement regarding the separation wall, the right to and the height of this wall must be approved by the ESC. These walls cannot be higher than 3.5m.

Please refer to ESC Guidelines for Industry @ Congresses for full technical specifications and illustrations.

### Self standing elements

Stand elements of 1.4m and higher will be taken into account in the calculation of the transparency and the total width of these elements must not exceed 1/3 of the side of the construction.

Stand elements lower than 1.4m will not be taken into account in the calculation of the transparency and therefore will not be considered as obstructive.

### Self standing structures with a banner on the top or arch structure

A banner on self standing items or top part of an arch should not exceed 2m.

Please refer to ESC Guidelines for Industry @ Congresses for full technical specifications and illustrations.

#### Exhibition services

For all your stand service orders and the latest exhibition logistics information, please visit [www.escexhibition.org/HeartFailure2018](http://www.escexhibition.org/HeartFailure2018).

All stand services can be ordered via the exhibitor services manual available on [www.escexhibition.org/HeartFailure2018](http://www.escexhibition.org/HeartFailure2018).

For further information on services available, please contact the STANDout team:

Email: Florian.Wacht@standout.eu

Direct line: +43 1 72720 - 6222

#### **Service points (electricity, water, waste, compressed air)**

All services (water, electricity, compressed air, etc.) will reach stands via the service ducts located within the floor. Connections to these service ducts must be made by the venues' exclusive provider only. Access points at any given location may be supplying services to other exhibitors; therefore some stand areas may have cables/pipes/electrical distribution boxes within their area feeding other locations. For aesthetic reasons it may be necessary to shield these pipes or in extreme cases install a platform floor, in such cases ESC will advise exhibitors at the earliest opportunity. Any additional costs arising will remain the responsibility of each exhibitor.

For complete details on electrical rules and regulations for stand installation, refer to the venues' Rules and Regulations available on [www.escexhibition.org/HeartFailure2018](http://www.escexhibition.org/HeartFailure2018).

Please refer to ESC Guidelines for Industry @ Congresses for further information.

#### **Internet connection**

With the explosion of wireless-enabled devices (smartphones and tablets), the Wi-Fi network availability during congresses has become a challenge.

To ensure the provision of a safe and effective Wi-Fi service for all exhibitors and delegates visiting the Exhibition Hall, we have deployed in collaboration with our official supplier specific technical resources to ensure a quality service.

Our official supplier team is able to provide tailor-made solutions to Exhibitors wishing to order a Wi-Fi efficient service, please contact them for your specific order and requirements. Should you decide to deploy your own Wi-Fi service, our official supplier will check the conformity of your equipment and ensure no interference with the overall Wi-Fi service to delegates and other exhibitors. As such all Wi-Fi equipment for use on your stand must be declared to our official supplier.

Please complete the appropriate order form available on the exhibitor services manual posted on [www.escexhibition.org/HeartFailure2018](http://www.escexhibition.org/HeartFailure2018).

Failure to report Wi-Fi equipment could lead to an immediate requirement to suspend equipment onsite.

### **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 exhibitor services manual on: [www.escexhibition.org/HeartFailure2018](http://www.escexhibition.org/HeartFailure2018)

'Wild tipping' or disposing of bulk waste within the fairground without payment will be considered a serious violation.

#### **IMPORTANT**

Unattended rubbish left by exhibitors in aisles when the exhibitions are open will be removed at the Exhibitor's expense.

Please refer to ESC Guidelines for Industry @ Congresses for further information.

### **Catering**

Exhibitors may not bring their own catering into the venues. All perishable goods (coffee, tea, milk, sugar, fresh fruits...) necessary for the service of hospitality on stands should be ordered from the official caterer. Exhibitors may not sell food or drink for consumption on the premises. Serving alcoholic beverages on stands is strictly forbidden.

The Official Caterer of the Heart Failure 2018 is Gerstner. Catering can be ordered online from the exhibitor services manual available on: [www.escexhibition.org/HeartFailure2018](http://www.escexhibition.org/HeartFailure2018).

### **Logistic**

#### **Transport regulations/handling**

The official forwarder for ESC Congresses is:

Fairexx Logistics for Exhibitions GmbH

Email: [contact@fairexx.com](mailto:contact@fairexx.com)

Within the limits of the venues, Fairexx and its agents act with the authority of ESC on its behalf in matters concerning vehicle logistics & security, freight forwarding, freight lifting and storage of goods.

Please refer to ESC Guidelines for Industry @ Congresses for further information.

#### **IMPORTANT**

Each exhibitor who needs to access the loading zone must request an unloading and reloading time slot through Fairexx for build up and dismantling using the form available on [www.escexhibition.org/HeartFailure2018](http://www.escexhibition.org/HeartFailure2018).

Vehicles are granted access to the exhibition grounds with official time-slots depending on the exhibit size.

Every truck driver gets a ticket to open the gate when entering the fairground. The ticket is valid for 3 hours. If the truck driver stays more than 3 hours in the premises a €100 fine will be charged. Therefore, as soon as loading/unloading is finalised, vehicles must leave the loading bay.

Vehicles are not allowed inside exhibit halls. Note only forklift trucks operated by the official logistics partner, Fairexx, are permitted within the loading bay and halls.



### **Delivery address**

The address for all deliveries will be made available in the Fairexx freight forwarder manual available online on [www.escehhibition.org/HeartFailure2018](http://www.escehhibition.org/HeartFailure2018). Note that this will be the only delivery address to be used for consignments delivered direct to Messe Wien. Venues representatives are not entitled to receive goods on behalf of exhibitors.

### **Storage**

Empty packing cases must be removed from the exhibition halls by 20:00 on Friday 25 May 2018. Exhibitors should therefore make prior arrangements for the safekeeping of such items with the appointed official forwarder and lifter, Fairexx, or with their own shipping agent. Storing materials in the spaces behind or close to stands not rented by the exhibitor is strictly forbidden.

## **1.6 SAFETY AND TECHNICAL SPECIFICATIONS**

Please refer to ESC Guidelines for Industry @ Congresses and venue' Rules and Regulations available on [www.escehhibition.org/HeartFailure2018](http://www.escehhibition.org/HeartFailure2018).

### **Access for people with reduced mobility**

The exhibitor must comply with European regulations and with the accessibility order. These regulations specify that all premises and facilities open to the public must allow access to the disabled and to people with reduced mobility. For ESC Congresses, all disabled persons must be able to access and exit all facilities without assistance.

### **Fire prevention and crowd safety**

#### **Exhibitor obligations**

Exhibitors must have available on site all official reports on the fire resistance classification of all materials used on their stands. If official reports are not available, exhibitors must have all fireproofing certificates available on site at each of their stands. Any goods on stand will be subject to these regulations.

#### **IMPORTANT**

All materials to be used for stand fitting up (partition walls, backdrops, platforms, coverings, fabrics, false ceilings, curtains, carpets, various structures and so on) must be incombustible, originally fireproof or fireproofed, in compliance with the European standards.

Exhibitor's using materials not conforming to any safety component of the ESC Guidelines for Industry @ Congresses and venue' Rules and Regulations will replace them with safe alternatives at their own cost.

### **Organiser's security**

The ESC undertakes the general surveillance service of the venues, both day and night.

### **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 exhibitor services manual available on [www.escehhibition.org/HeartFailure2018](http://www.escehhibition.org/HeartFailure2018).

### **Valuable goods**

The Exhibitor shall be responsible for the surveillance of his/her stand and exhibit during the exhibition opening hours. Exhibitors are recommended to pay closer attention to the exhibits during the stand construction and dismantling periods. Valuable objects, which may easily be removed, should be locked away overnight. The ESC accepts no responsibility for goods stolen from exhibits at any time.

### **IMPORTANT**

Exhibitors should not leave removable/valuable goods unattended on the stand at any time; particular attention should be given to goods awaiting collection from the freight forwarder/lifter.

### **Insurance**

Please refer to Chapter 5 “General terms and conditions” § 5.3 INSURANCE of the ESC Guidelines for Industry @ Congresses.

## **1.7 EXHIBITION REGISTRATION**

Please refer to ESC Guidelines for Industry @ Congresses for further information.

All exhibiting companies have a fixed allocation of free General Exhibitor, and Scientific Exhibitor badges. If the number of free General Exhibitor badges is insufficient, extra General Exhibitor Badges may be purchased.

### **Exhibitor badge categories**

Exhibitor registration types are reserved only for staff working directly in the organisation and management of exhibits, Industry Sponsored Sessions and sponsored activities. Bearers are subject to the restrictions contained within these Guidelines.

#### **General Exhibitor badge**

- Access to Exhibition halls
- No access to Heart Failure 2018 Scientific Sessions
- Access to Industry Sponsored Sessions of affiliated company
- No congress bag
- No journal subscription
- No accreditation
- Electronic version of the Final Programme on Mobile App and Website
- Free badge order deadline: 26 April 2018
- Onsite name changes are not accepted, a new badge must be purchased
- Lost General Exhibitor badges will not be replaced, a new badge must be purchased

#### **Scientific Exhibitor badge**

- Access to Exhibition halls

- Access to Heart Failure 2018 Scientific Sessions
- Access to Industry Sponsored Sessions
- No congress bag
- No journal subscription
- Electronic version of the Final Programme on Mobile App and Website
- Free badge order deadline: 26 April 2018
- No additional paying Scientific Exhibitor Badges can be ordered (beyond the defined number allocated per stand). If any additional one is required, a usual delegate badge should be purchased through the ESC website.
- Onsite name changes are accepted upon surrender of the original badge (administration fee to be charged)
- Lost Scientific Exhibitor badges will not be replaced, a new badge must be purchased

### Exhibitor badge allocation

The number of free allocated badges is determined according to each stand space. An Exhibitor choosing to order several stands, should be aware that each stand will be considered as separate stand.

Each exhibiting company is entitled to receive one official congress bag.

Stand size between:	General Exhibitor badges	Scientific Exhibitor badges
9 and 49 m <sup>2</sup>	5	5
50 and 99 m <sup>2</sup>	9	9
100m <sup>2</sup> +	13	13

### Exhibitor badge orders

#### Free badge orders

A link to an online form will be sent to the Industry's main contact a few weeks before the Congress. This online form will already have the correct number of badges to be completed with the onsite staff's names (or be left with the company name only).

Should the person in charge of ordering the badges not be from the Industry, an official letter of appointment must be provided to the ESC to prove they have indeed been mandated to order them. Failure to do so will result in the request for badges not being taken into account.

#### Exhibitor badges with company name and/or individual name

Exhibitors may choose how their free badges are inscribed: either company name only or individual name & company name.

It is mandatory that the company name is the same as that provided for the exhibition listing.

#### Badges fees and order deadlines

Additional General Exhibitor badges may be pre-ordered at the early fee of €45.45 (excl. 10% VAT) per badge before 26 April 2018.

From 27 April 2018, additional General Exhibitor badges orders will be handled on site at a fee of €85 (excl. VAT).

#### **Badges fees (All fees excl 10% VAT)**

Early fee	until 26 April 2018	€70
Name change	until 26 April 2018	€35
On-site fee	from 27 April 2018	€85
General Exhibitor badge	On-site name change	€85
	Lost badge	€85
Scientific Exhibitor badge	On-site name change	€40
	Lost badge	€85

#### **Work passes**

In the interest of safety, only those individuals directly responsible for the construction and dismantling of exhibits will be permitted in the exhibit areas during the construction and dismantling periods. To this end, work passes will be given out from the Fairexx office during construction and dismantling phases.

Work passes are only valid during the stands' build-up time.

#### **Delegate passes to exhibitions outside of opening hours**

For security reasons, access to the exhibitions outside of opening hours is limited to persons holding an exhibitors' badge.

Full fee paying delegates affiliated with an exhibiting company can also receive a green sticker for access to the exhibitions outside of exhibition hours. Companies must provide the ESC with a complete list of relevant names prior the congress.

Named delegates will be provided with the necessary stickers at the Exhibitor Registration desk and will be given access to the exhibition without the need to be accompanied.

### **1.8 STAND ACTIVITY AND PROMOTIONAL REGULATIONS**

Please refer to ESC Guidelines for Industry @ Congresses for further information.

#### **Stand activities**

The main activity of any exhibition' stands should be the presentation of the exhibiting company and/or its products or services.

Companies may organise stand activities in line with the information they have to communicate with the delegates. Stand activities should be focused on the product and scientific information to be communicated; Companies should ensure that the perception of the activity is above all one of transfer of knowledge. All stand activities must be submitted to the ESC for approval. Interactive technology based activities may be accepted provided their focus remains product, scientific knowledge transfer and they have no negative impact on the exhibitions or other rules within this publication.

### **Audio & visual activities**

The projection of films and slides; any amplification with the aid of loudspeakers; the production of music and/or sound; as well as the use of lighting, computer monitors and television screens is acceptable within the stand space as long as no disturbance is caused. Sound and lighting effects should be contained within each stand area. If the ESC judges that a disturbance is being caused, the exhibitor is to halt the activity immediately. If this is not done, the ESC reserves the right to make the necessary arrangements at the expense of the exhibitor. A refusal to lower the sound level or halt an activity will be considered a violation of these Guidelines. Licensing for copyrighted work is the sole responsibility of the exhibitor.

### **IMPORTANT**

Out of respect for our fellow exhibitors, it is requested that demonstrations/ Presentations, which may generate noise within the exhibition area, are kept to a minimum. All loudspeakers are to be positioned within the boundaries of the stand and angled so that they face inwards towards the centre point of the stand. The maximum permitted volume on stands is 3db above background noise, measured from 3m distance to the stand. The ESC is authorised to restrict any demonstrations/ Presentations which do not comply with the regulations.

We call on all exhibitors to kindly self-regulate the level of noise they are producing – the exhibition is an open area so it is crucial that all parties act in good faith to ensure harmony throughout the area.

### **Promotional regulations**

#### **Items which may be advertised**

It is prohibited to advertise goods and services which have not been admitted to Heart Failure 2018 or to make publicity for organisations which do not occupy stand space at ESC Congresses. Exhibitors should be aware that they are held responsible for any material on which their logo and/or name appears. This applies especially to any brochures produced and distributed by a third party.

#### **Items for distribution**

Exhibitors can distribute approved items to delegates on their stands and/or to those delegates participating in approved stand activities.

Each exhibitor should declare all items for distribution in advance with a description/picture and unit price by using the e-form available on [www.essexhibition.org/HeartFailure2018](http://www.essexhibition.org/HeartFailure2018).

## 2. Industry Sponsored Sessions

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### 2.1 KEY DATES

<b>10 November 2017</b>	Deadline for application with priority status
<b>From 10 November 2017</b>	Notification of assignments of time slots and rooms
<b>Until 30 November 2017</b>	Cancellation fee: 10% of total amount due
<b>From 1 December 2017 to 28 February 2018</b>	Cancellation fee: 50% of total amount due
<b>From 1 March 2018</b>	Cancellation fee: 100% of total amount due
<b>22 January 2018</b>	Deadline for receiving complete scientific programmes
<b>During February 2018</b>	Notification of scientific programmes approval
<b>1 March 2018</b>	Deadline for printing scientific programmes in the Final Programme

**13 April 2018**

Deadline for approval of promotional materials  
(invitations/flyers) by ESC

**26 – 29 May 2018**

Heart Failure 2018

## 2.2 SATELLITE SYMPOSIA

Please refer to the Industry Prospectus and ESC Guidelines for Industry @ Congresses for further information.

Satellite Symposia can be organised by exhibiting or non-exhibiting companies and must be open to all registered delegates.

Satellite Symposia are organised within the congress centre in fully furnished and AV equipped lecture rooms.

Satellite Symposia should fit in the standard time unit of a 60-minute, 75-minute or 90-minute session.

### Time slots and costs

<b>Satellite Symposia</b>	<b>Exhibitor Prices</b>	<b>Non-exhibitor Prices</b>	<b>Accrued Points</b>
<b>Saturday 26 May 2018</b>			
12:15 – 13:15 60 mins	€40 000	€50 000	16
13:30 – 14:30 60 mins	€40 000	€50 000	16
<b>Sunday 27 May 2018</b>			
12:45 – 13:45 60 mins	€44 000	€54 000	17
12:45 – 14:00 75 mins	€47 000	€57 000	18
18:15 – 19:15 60 mins	€30 000	€40 000	12
18:15 – 19:30 75 mins	€32 500	€42 500	13
18:15 – 19:45 90 mins	€35 000	€45 000	14
<b>Monday 28 May 2018</b>			
12:45 – 13:45 60 mins	€40 000	€50 000	16
12:45 – 14:00 75 mins	€43 000	€53 000	17

*All prices are exclusive of VAT*

*The accrued points ranking will determine the assignment of time slots and lecture rooms.*

### What is included in the cost?

- Room rental
- Standard lecture room set-up
- Promotional package
  - 1 Industry Programme advert
  - 1 Weblink
  - 1 Information Screen Advert

- Dedicated listing in the Scientific Programme & Planner, Industry and Final Programme, and Mobile App
- Slot to promote the session onsite in the “Industry Sponsored Session Display Racks”
- Promotion allowed in front of the session room (Roll-up and/or invitations)

For Non-Exhibiting companies the cost includes all the above as well as:

- 5 General Exhibitor badges
- 5 Scientific Exhibitor badges

### Lecture room set-up

#### Lecture room standard set-up:

- Chairs arranged theatre-style
- Stage set-up in lecture rooms with 1 table for 2 Chairpersons or 2 tables for 4 Chairpersons depending on the size of the room with video monitor in front of Chairperson’s table + 2 or microphones
- 1 lectern + 2 microphones + computer networked with the Speakers’ Service Centre
- 1 screen for projections
- 1 technician
- 1 video data projector
- 1 47” Information Screen (Room Gate Monitor) in front of the lecture room
- 1 ESC room hostess
- 1 tables per the number of entrances of the assigned room

#### The Hub standard room set-up:

- Chairs arranged in a circular-style
- Central rounded stage for 3 to faculties + 3 to 5 wired microphones + 1 video monitor (to be confirmed)
- 1 lectern + 2 microphones + computer networked with the Speakers’ Service Centre
- 3 projection screens mounted in a triangle
- 1 technician
- Several Information Screens around the circumference of the room + 4 microphones for the audience
- 1 ESC room hostess

#### NOTE

Installation of extra materials or any alterations to lecture rooms is not allowed.

Further information will be communicated at a later stage on

[www.escehhibition.org/HeartFailure2018](http://www.escehhibition.org/HeartFailure2018).

Any installations or alterations to lecture rooms may only be made with explicit approval of the ESC.

### Promotional regulations

#### Invitations

Invitations can be distributed at the entrance of the assigned regular lecture rooms and in the direct vicinity of the assigned lecture rooms 30 minutes before the beginning of the session. It is forbidden to distribute invitations anywhere else in the building other than on the booth, and in the “Industry Sponsored Sessions Display Racks”.



## Roll-ups

Two Roll-ups (maximum height of 2.5m and maximum width of 1m, no electrical connections, no lights, and no sound) may be displayed in front of the regular lecture room door(s) and in the direct vicinity of the assigned rooms 1 hour before the sessions start.

## 2.3 SATELLITE SYMPOSIA – EXPERTS ON THE SPOT

Please refer to the Industry Prospectus and ESC Guidelines for Industry @ Congresses for further information.

30-minute Satellite Symposia - Experts on the Spot complementary sessions, provides delegates attending or interested in Satellite Symposia with a further opportunity to question and exchange with topic experts in a concise and interactive format on the session content.

The condition to hold a Satellite Symposium - Experts on the Spot session is to already hold a Satellite Symposium.

### NOTE

- 45-minute Satellite Symposium: 1 Experts on the Spot session permitted
- 60-minute, 75-minute or 90-minute Satellite Symposium: 2 Experts on the Spot sessions permitted

Satellite Symposia – Experts on the Spot are arranged in the Agora or in The Hub rooms.

### Time slots and costs

Satellite Symposia-Experts on the Spot	Prices	Accrued Points
<b>Sunday 27 May 2018</b>		
10:15 – 10:45 30 mins	€6 000	2
15:55 – 16:25 30 mins	€6 000	2
<b>Monday 28 May 2018</b>		
10:15 – 10:45 30 mins	€6 000	2
15:55 – 16:25 30 mins	€6 000	2

*All prices are exclusive of VAT*

*The accrued points ranking will determine the assignment of time slots and lecture rooms.*

### What is included in the cost?

- Standard room set-up (installation of extra materials or any alterations to the Agora or Hub rooms is not allowed)
- Dedicated listing in the Scientific Programme & Planner, Industry and Final Programme and Mobile App
- Slot for your invitation flyer to promote the session onsite in the “Industry Sponsored Sessions Display Racks”
- Invitations distributed in the direct vicinity of the Agora or Hub rooms from 30 minutes before the session starts

- Roll-up in the direct vicinity of the Agora or Hub rooms from one hour before the session starts

#### Lecture room set-up

##### **The Hub standard room set-up:**

- Chairs arranged in a circular-style
- Central rounded stage for 3 to faculties + 3 to 5 wired microphones + 1 video monitor (to be confirmed)
- 1 lectern + 2 microphones + computer networked with the Speakers' Service Centre
- 3 projection screens mounted in a triangle
- 1 technician
- Several Information Screens around the circumference of the room + 4 microphones for the audience
- 1 ESC room hostess

##### **Agora standard room set-up:**

- Chairs arranged in a circular-style
- Central rounded stage for up to for 3 to faculties + 3 to 5 wired microphones + 1 video monitor (to be confirmed)
- 1 lectern + 2 microphones + computer networked with the Speakers' Service Centre
- 3 projection screens mounted in a triangle
- 1 technician
- Several Information Screens around the circumference of the room + 4 microphones for the audience
- 1 ESC room hostess

#### **NOTE**

Installation of extra materials or any alterations to the Agora and to The Hub rooms is not allowed. Further information will be communicated at a later stage on [www.escehhibition.org/HeartFailure2018](http://www.escehhibition.org/HeartFailure2018).

#### Promotional regulations

##### **Invitations**

Invitations can be distributed only in the direct vicinity of the Agora or the assigned Hub room 30 minutes before the beginning of the session. It is forbidden to distribute invitations in the vicinity of other Hub rooms or anywhere else in the building other than on the booth, and in the "Industry Sponsored Sessions Display Racks".

##### **Roll-ups**

Two Roll-ups (maximum height of 2.5m and maximum width of 1m, no electrical connections, no lights, and no sound) may be displayed in the direct vicinity of the assigned Agora or The Hub room 1 hour before the sessions start.

## 2.4 PRACTICAL TUTORIALS

Please refer to the Industry Prospectus and ESC Guidelines for Industry @ Congresses for further information.

These industry sponsored tutorials provide participants with an opportunity for one-on-one learning from clinical and/or technical experts on specific areas of expertise.

Practical Tutorials are organised in state of the art rooms of 48m<sup>2</sup>. One room is allocated per company for the duration of the congress. Sessions can be organized on Saturday 26 May, Sunday 27 May and Monday 28 May 2018, between 08:30 and 18:00.

<b>Practical Tutorials</b> <i>(Room rental included)</i>	<b>Prices</b>	<b>Accrued Points</b>
Exhibitors	€15 000	6
Non-Exhibitors	€20 000	6

*All prices are exclusive of VAT*

*The accrued points ranking will determine the assignment of Practical Tutorials rooms.*

### **What is included in the cost?**

- Room rental
- Rooms will include standard set-up
- Dedicated listing in the Scientific Programme & Planner, Industry and Final Programme and Mobile App
- 1 advert
- 1 weblink
- Slot for your invitation flyer to promote the session onsite in the “Industry Sponsored Sessions Display Racks”
- Promotion allowed in front of the session room (Roll-up, invitations and/or information screen)

For Non-Exhibiting organising companies the cost includes all of the above and:

- 5 General Exhibitor badges
- 5 Scientific Exhibitor badges

### **Room access and set-up**

- Unless agreed otherwise, Practical Tutorials organisers will have access to their assigned room on Friday 25 May 2018 at 08:00. Goods and empty cases must be removed from aisles, by 20:00 on Friday 25 May 2018.
- Removal of Practical Tutorials rooms’ valuables can start on Monday 28 May 2018 at 18:30 and must be completed on Monday 28 May 2018 by 22:00.
- Dismantling can start on Tuesday 29 May 2018 at 13:30 and must be completed on Tuesday 29 May 2018 by 22:00.
- Practical Tutorials organisers must bring their own consoles, projectors and other necessary equipment.
- All furniture, audiovisual equipment and electricity supply over and above the standard set-up will be at the cost of the Practical Tutorials organisers.

- Session organisers must plan appropriate staffing and/or security to avoid any problems. If this is not the case, for security reasons, the venue has complete authority to block entrance into the rooms.

### **IMPORTANT**

Companies must ensure set-up is completed and the necessary packing material removed from the room by the end of the time slot provided. If it appears to the ESC, that the equipment and furnishing and/or the set-up and installation of the room will not be completed by the deadline, the organisers shall be entitled to take all measures they may deem necessary. All arising costs shall be paid by the Session organisers in full with no right to refund.

### **Transport regulations/handling**

The official forwarder for ESC Congresses is:

Fairexx Logistics for Exhibitions GmbH

Email: [contact@fairexx.com](mailto:contact@fairexx.com)

Within the limits of the venues, Fairexx and its agents act with the authority of ESC on its behalf in matters concerning vehicle logistics & security, freight forwarding, freight lifting and storage of goods.

For all delivery and access logistics matters, please see Chapter 1. Exhibition and refer to 1.5 Technical Guidelines.

Please refer to ESC Guidelines for Industry @ Congresses for further information.

### **Access Schedule**

#### **Friday 25 May 2018**

08:00 – 20:00	Access for exhibitors to the Practical Tutorials rooms for set-up. Access for delegates not allowed
08:00 – 20:00	Vehicle access (time slot to book with Fairexx)
From 20:00	Empty packing cases must be removed from the Practical Tutorials rooms and from the aisles

#### **Saturday 26 May and Sunday 27 May 2018**

07:30 – 18:30	Access for exhibitors
08:30 – 18:00	Access for delegates

#### **Monday 28 May 2018**

07:30 – 22:00	Access for exhibitors
08:30 – 18:00	Access for delegates
18:30 – 22:00	Removal of Practical Tutorials rooms valuables. Vehicle access from 18:30 - 22:00 (deposit required for all vehicles entering the exhibition ground, note this is a very busy period and priority is given to trucks delivering bulk packaging materials)

## Tuesday 29 May

07:30 – 13:30	Practical Tutorials rooms closed
13:30 – 22:00	Dismantling – full vehicle access
From 22:00	Any materials left in the Practical Tutorials rooms will be cleared by the organisers and destroyed at the exhibitor's expenses. The ESC accepts no liability for packing materials not removed in due time.

### Room signage

- The ESC will take care of the generic signage within the congress centre.
- No other signage or promotion can be made within the building.
- Standard room signage included in the Practical Tutorials room rental.

### Promotional regulations

#### Invitations

Invitations can be distributed at the entrance of the assigned room. It is forbidden to distribute invitations anywhere else in the building other than on the booth, and in the "Industry Sponsored Sessions Display Racks".

#### Room roll-ups and information screen

One Roll-up (maximum height of 2.5m and maximum width of 1m, no sound) and/or an information screen (no sound) may be displayed in front of the assigned room. These promotional supports cannot carry product names, logos or references and should be limited to the company name, corporate logo, congress image and Practical Tutorials Agenda.

## 2.5 GENERAL RULES GOVERNING INDUSTRY SPONSORED SESSIONS

### Assignment of Industry Sponsored Sessions

Please refer to the ESC Guidelines for Industry @ Congresses for further information.

The accrued points ranking and the date of receipt of the signed order form at the ESC offices (before the application deadline with priority status), determine the assignment of Industry Sponsored Sessions time slots and/ or lecture rooms.

Applications received after the application deadline with priority status are treated on a first-come, first-served basis with no guarantee of availability.

### Preparing Industry Sponsored Sessions scientific programmes

Please refer to the ESC Guidelines for Industry @ Congresses for further information.

#### Submitting your scientific programme

**By 22 January 2018** 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 [www.escehibition.org](http://www.escehibition.org).

## 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.
- Sponsored sessions’ chairperson(s):  
2 mandatory for 75-minute and 90-minute Satellite Symposia. 1 mandatory for 60-minute Satellite Symposia and for Satellite Symposia - Experts on the Spot
- When submitting the scientific programmes for the Satellite Symposia – Experts on the Spot sessions, the organisers must inform the ESC of the related Satellite Symposium.
- The scientific programme of the complementary Satellite Symposia - Experts on the Spot sessions should be in line with the Satellite Symposium.
- The number and duration of Practical Tutorials sessions is not restricted. It is left to the appreciation of the organisers.

### Approval of scientific programmes

The content and scientific programme of Industry Sponsored Sessions must be reviewed and approved by the Chairperson of the Congress Programme Committee (CPC) who will confirm/ascertain the scientific value of Industry Sponsored Sessions. This review will take place in February 2018. Approval or suggestions for changes by the CPC Chairperson will be communicated to the Industry Sponsored Sessions sponsors. **These recommendations must be taken into consideration.**

Changes in the scientific programmes content cannot be made without the specific approval of the Congress Programme Committee (CPC).

### Heart Failure Faculty management Policy

HFA agrees that faculty involved in HFA scientific sessions and Industry Sessions shall be covered by HFA according to its faculty entitlement policy

Eligible faculties<sup>1</sup> involved in HFA scientific sessions will benefit from:

- Free registration
- Hotel accommodation up to 3 nights in faculty hotel<sup>2</sup>
- Reimbursement of their travel expense claim<sup>3</sup>

Extras remains the responsibility of the faculty member.

### Industry Sponsored Session Faculty management Policy

#### Faculty management

The ESC Faculty management policy does not apply for faculty participating only in Industry Sponsored Sessions. The sponsor must contact the faculties involved in their sponsored session(s) with regards to their faculty contracts and congress participation.

## Preparing Industry Sponsored Sessions requirements

Please refer to the ESC Guidelines for Industry @ Congresses for further information.

### **Badges, right of admission reserved**

All persons involved in the organisation of Industry Sponsored Sessions (filmcrew, technicians, participants...) must have a valid badge: General Exhibitor<sup>1</sup>, Scientific Exhibitor<sup>2</sup>, active participant or day ticket.

<sup>1</sup> *General Exhibitor Badges for Non-Exhibitors will give the holder access to the Industry Sponsored Sessions of the organising company during the congress opening hours. These badges do not give the holder any exhibitor rights.*

<sup>2</sup> *Scientific Exhibitor Badges for Non-Exhibitors will give the holder access to the scientific sessions of the ESC Congress. These badges do not give the holder access to an official congress bag and/or accreditation.*

### **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.

The Speaker Service Centre will be open as follows:

<b>Date</b>	<b>Times</b>
Friday 25 May 2018	14:00-18:00
Saturday 26 May 2018	07:30-18:30
Sunday 27 May 2018	07:30-18:30
Monday 28 May 2018	07:30-18:30
Tuesday 29 May 2018	07:30-12:30

### **Catering**

- Catering services can be organised with the ESC official caterer at the sponsor's cost. The Official Caterer of the Heart Failure 2018 is Gerstner.
- Companies will have the right to serve alcoholic beverages during the receptions organised at the following dates and times only:

<b>Date</b>	<b>Times</b>
Saturday 26 May 2018	from 18:00
Sunday 27 May 2018	from 19:15
Monday 28 May 2018	from 18:00

### **Extra services**

The costs for any extra orders (i.e. catering service, extra audio-visual equipment, extra furniture, extra decoration, extra hostesses, etc) are not included in the session price. To order extra equipment we suggest you contact the official suppliers whose details will be communicated in due time. These details will be provided as of January 2018 on [www.escexhibition.org/HeartFailure2018](http://www.escexhibition.org/HeartFailure2018)

## Promotional regulations

Please refer to ESC Guidelines for Industry @ Congresses for further information.

### Invitations

- Invitations should not be distributed anywhere else in the building other than on the booth, in front of regular lecture rooms, in close vicinity of the Agora or The Hub rooms, in front of Practical Tutorials rooms and in the “Industry Sponsored Sessions Display Racks”.
- Invitations should not exceed the maximum size A4 (21 X 29.7cm).

### Roll-ups and information Screen

Technical specifications: maximum height of 2.5m and maximum width of 1m, no electrical connections, no lights, and no sound

- Satellite Symposia: 2 roll –ups may be displayed in front of regular lecture rooms or in close vicinity of The Hub rooms 1 hour before the sessions start.
- Satellite Symposia – Experts on the Spot: 2 roll –ups may be displayed in the direct vicinity of the Agora and the assigned The Hub room 1 hour before the sessions start.
- Practical Tutorials: 1 roll-up and/ or an information screen (no sound) invitations can be distributed at the entrance of the assigned room.
- It is forbidden to place roll-ups anywhere else in the building other than on the booth and in the assigned room perimeter.

### Industry Sponsored Session display racks

Display racks to promote Industry Sponsored Sessions only are located in strategic location(s) within the venues to promote these sessions.

### Industry Sponsored Session promotional materials must be approved by the ESC before 13 April 2018

### Items for distribution

Industry Sponsored Sessions organisers can distribute approved items to delegates participating in their sessions.

Each session organiser should declare all items for distribution at their sessions in advance with a description/picture and unit price using the e-form available on [www.escehhibition.org/HeartFailure2018](http://www.escehhibition.org/HeartFailure2018).



## 3. Sponsorship

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### 3.1 KEY DATES

<b>10 November 2017</b>	Deadline for application with priority status
<b>Until 30 November 2017</b>	Cancellation fee 10% of total amount due
<b>From 1 December 2017 to 28 February 2018</b>	Cancellation fee: 50% of total amount due
<b>18 December 2017</b>	Deadline to submit first content for Mobile App
<b>From 1 March 2018</b>	Cancellation fee 100% of total amount due
<b>23 March 2018</b>	Deadline to submit Heart Failure Congress News Back Cover advert (for 4 days)
<b>28 March 2018</b>	<b>Elements included with your Satellite Symposium:</b> Deadline to submit advert in the Industry Programme Deadline to submit Weblink advert Deadline to submit Industry Sponsored Session Information Screen
<b>28 March 2018</b>	Deadline to submit Industry programme sponsor adverts
<b>30 March 2018</b>	Deadline to submit visuals for Onsite Advertising Deadline to submit Mobile app Splash advert & Push notification
<b>6 April 2018</b>	Deadline to submit Final Programme Back Cover advert Deadline to submit Final Programme Inside Front Cover Deadline to submit Final Programme Bookmark

<b>13 April 2018</b>	Deadline to order Live Broadcasting
<b>23 April 2018</b>	Deadline to submit Online Heart Failure Congress advert
<b>30 April 2018</b>	Deadline to send visuals for eBlast emailing on 15 May
<b>2 May 2018</b>	Deadline to order Badge Lead Management System Deadline to order Webcast
<b>7 May 2018</b>	Deadline to send visuals for eBlast emailing on 23 May
<b>11 June 2018</b>	Deadline to send visuals for eBlast emailing on 26 June
<b>TBA</b>	Deadline to submit logo for Congress Bag Deadline to submit logo for Delegate Badge Laces
<b>26 – 29 May 2018</b>	Heart Failure 2018

### 3.2 ASSIGNMENT OF SPONSORSHIP ITEMS

Please refer to the ESC Guidelines for Industry @ Congresses for further information.

The accrued points ranking and the date of receipt of the signed order form at the ESC offices (before the application deadline with priority status), determine the assignment of sponsorship items.

Applications received after the application deadline with priority status are treated on a first-come, first-served basis with no guarantee of availability.

### 3.3 PRODUCT ADVERTISING

Unless specifically noted in § 3.5 Product Descriptions and Technical Specifications, the use of product names/brand names, misleading names that might be perceived as product/brand names and registered trademarks are not permitted for sponsorship products.

In the event where product prescription information is specifically required by local healthcare authorities, the ESC will align with local regulations.

#### **IMPORTANT**

For given Sponsorship products ESC permits product advertising. Local regulatory approval is incumbent on the company selecting the product. The ESC acts in good faith and is not liable

for refund of contracted services in the case of regulatory or legislative bodies refusing the content of same.

### 3.4 ONSITE ADVERTISING

Please refer to the latest logistics information and technical specifications posted on [www.escehhibition.org/HeartFailure2018](http://www.escehhibition.org/HeartFailure2018).

By 30 March 2018 onsite advertising items files must be sent to ESC Offices ([sponsorship@escardio.org](mailto:sponsorship@escardio.org)) for approval and production.

#### **IMPORTANT**

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

### 3.5 PRODUCT DESCRIPTIONS AND TECHNICAL SPECIFICATIONS

For further information, please refer to the Industry Prospectus, the ESC Guidelines for Industry @ Congresses and to the latest logistics information posted on [www.escehhibition.org/HeartFailure2018](http://www.escehhibition.org/HeartFailure2018)

#### **Mobile App**

Deadline: 18/12/2017

#### ***ESC permits product advertising- in sponsor button only***

Previous years have demonstrated the success of the App with over 3 700 downloads. The App offers the exclusive sponsor a dedicated sponsor button where they can promote their own congress activities. Co-promotion of the App is offered to the sponsor as well as sponsor acknowledgement on the opening page. Furthermore, delegates without the necessary equipment will be able to consult the Mobile App helpdesk. Sponsors activities are highlighted within the App.

The colours to be used are the ones from the ESC Branding Guidelines:

- ESC Red: Pantone 187 - CMYK 7/100/82/26 - RGB 174/16/34 – Hex AE1022 – RAL 3002
- White: Pantone White - CMYK 0/0/0/0 - RGB 255/255/255 – Hex FFFFFFFF – RAL 9003
- Black: Pantone Black - CMYK 0/0/0/100 - RGB 0/0/0 – Hex 000000 – RAL 9005
- Dark Grey: Pantone Cool Grey 8 - 0/0/0/60 - RGB 135/135/135 – Hex 878787 – RAL 7042
- Light Grey: Pantone Cool Grey 3 - 0/0/0/25 - RGB 208/208/208 – Hex D0D0D0 – RAL 7047

For event tiles, the colours used will be the ones defined in the Association/congress guidelines:

- Colours (up to 2 – main colours) will only be used for paragraph titles and clickable links
- The top banner colour (home screen) is the primary colour of the congress/association
- Association button colour will be the primary colour of the association

For each event, the welcome screen is based on the congress poster. The sponsor's name is added (if applicable) with the mention "Mobile App supported by". **The sponsor logo and Association/ESC logo have to be in separate locations, and sponsor's logo has to be smaller than Association/ESC logo.**

Depending on the version of the mobile app (Advance Programme or Final Programme), the content is different:

Available to delegates as of January 2018.

### **18 December:**

- Send logo and visual for sponsor button; size: 200 x 200 pixels to be sent in .png. On the Mobile app sponsor's button the logo of the sponsor appears with the title "Mobile App Sponsor". The logo will be displayed with the same colour as for every other homepage buttons.
- Advance Programme: supply the following information for each sub-sections:
  - *About* [Mobile App Sponsor's name]
  - *Contact* [Mobile App Sponsor's name]
- Final Programme: supply up to 4 pictures (each image must be in PNG or JPEG - whichever gives the best quality at small filesize - with a resolution of 1200w x 600h pixels)

Updates are allowed for the following sub-sections are:

- [Mobile App Sponsor's name] *Stand* (on the congress map, automatically displayed via web service),
- [Mobile App Sponsor's name] *Activities* (provided by Mobile App Sponsor),
- [Mobile App Sponsor's name] *Sessions* (automatically displayed via web service),
- [Mobile App Sponsor's name] *Company Description* (provided by Mobile App Sponsor),
- *About* [Mobile App Sponsor's name] (provided by Mobile App Sponsor),
- *Contact* [Mobile App Sponsor's name] (provided by Mobile App Sponsor)

**Industry Programme Sponsorship**  
**Product advertising permitted - exclusive sponsorship**

Deadline: 28/03/2018

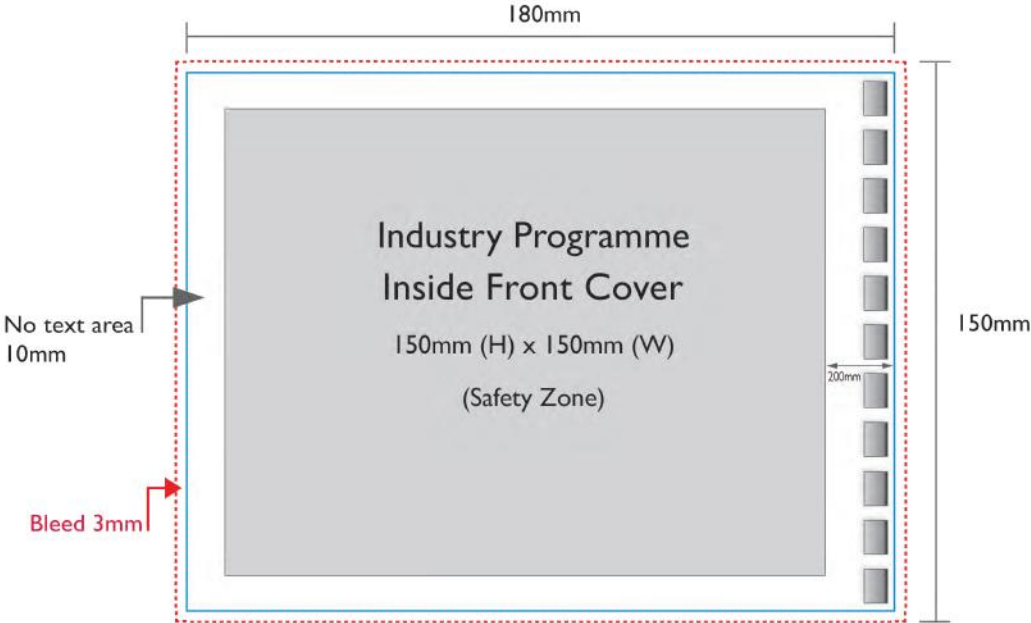
The Industry Programme provides delegates with a full overview of the contribution industry partners have made to the congress. This product also provides general information on the congress and the organising association, and is combined with a useful Notepad.

**Specifications:**

Artwork in landscape format only

**Inside Front cover specifications:**

- 150mm (H) x 180mm (W)
- Safety Zone: 130mm (H) x 150mm (W)



**Back Cover Specifications**

- 150mm (H) x 210mm (W)
- Safety Zone: 130mm (H) x 180mm (W)



PDF documents must be sent to the ESC, with embedded all fonts, in press quality or accepted Macintosh electronic file using one of the following softwares:

- Indesign CS3 (No pantone colours)
- Illustrator CS3 (No pantone colours)
- Photoshop CS3 (all files 300dpi and CMYK)

Font folders are necessary

### Industry Programme Advert

Deadline: 28/03/2018

#### ***Product advertising permitted for exhibition adverts only***

The Industry Programme advert is a double-sided invitation inserted in the Industry Programme detailing your exhibition activities or Industry Sponsored Sessions. The Industry Programme will be distributed to each delegate in the congress bag. **One Industry Programme invitation advert is included in the Satellite Symposia and Hands-On Tutorials promotional packages.**

Specifications:

Artwork in landscape format only

Advert Specifications:

Exhibition advert specifications (purchased as extra)

- 150mm (H) x 190mm (W)
- Safety Zone: 130mm (H) x 160mm (W)

Industry Sponsored Session advert specifications (included in Satellite Symposia and Hands-on Tutorials packages)

- 150mm (H) x 200mm (W)
- Safety Zone: 130mm (H) x 170mm (W)
  
- Colours: 4 colour Print (full colour) No pantone colours

PDF documents must be sent to the ESC, with embedded all fonts, in press quality or accepted Macintosh electronic file using one of the following software:

- Indesign CS3 (No pantone colours)
- Illustrator CS3 (No pantone colours)
- Photoshop CS3 (all files 300dpi and CMYK).

Font folders are necessary.

### Industry Sponsored Session Information Screen

Deadline: 28/03/2018

#### **No Product Advertising Permitted** *(is included in the Satellite Symposia package only)*

Display details of your session on the 55" screen located at the entrance of your lecture room.

- PowerPoint, 16:9, HD resolution (1920 x 1080).
- The powerpoint maximum timing is 30 seconds,

- If there are multiple slide the total slide viewing need to add to a 30 sec (eg: 1st slide 12sec, 2nd slide 10sec, final slide 8sec)
- Please name the file with your company name when sending it to [sponsorship@escardio.org](mailto:sponsorship@escardio.org)

#### **Weblink**

Deadline: 28/03/2018

#### **No product advertising permitted**

Create an invitation in pdf or jpg format to invite delegates to your Industry Sponsored Sessions from the Heart Failure 2018 Scientific Programme & Planner (SP&P). This invitation will communicate your congress message to delegates online.

PDF or JPG PAGE:

- Size: screen quality, 600Kb max weight
- No crops
- Open size: ideally 100%
- Images: may be included

#### **Heart Failure Congress News**

Deadline: 23/03/2018

#### **No product advertising permitted**

Heart Failure Congress News is the official congress newspaper of the congress, delivering key scientific interviews of highlights from the congress, as well as news from the Heart Failure Association of the ESC.

Post your key congress message on the back-cover of this popular publication distributed onsite.

#### **Specifications:**

- 303mm wide x 426mm high (includes 3mm bleed)
- Safe area: 267mm wide x 390mm high
- High Res PDF
- 4 colour process (CMYK) - No RGB or spot colour elements accepted
- 300 dpi minimum, 100% of print size



303mm (w) x 426mm (h) (Includes 3mm bleed)  
Safe area 267mm (w) x 390mm (h)

#### **Mobile App Splash Advert & Push Notifications**

Deadline: 30/03/2018

#### **No product advertising**

A virtual and innovative way for session organisers to reach out to delegates by offering electronic and catchy versions of their Adverts (Splash Advert) in the Mobile App.

These Splash Adverts/Push notifications are to promote to delegates your sessions as “Not to be missed”!

Due to the limited number of Mobile App Splash Adverts, be sure to reserve early.

The Splash Adverts have been scheduled according to the Satellite Symposia time slots.

On the day of your sessions, the Mobile App (updated) will display your catchy Splash Adverts 30 minutes before your scheduled sessions, and Push Notifications containing a link redirecting delegates to your scientific programmes.

A splash advert is an image which will « splash » on the mobile app screen for 4 seconds; for Heart Failure 2018 Mobile App the splash screen will appear once the app is launched during a specific time period. There is no hyperlink on this image.

The Push notification (text with no image) repeats the message from the visual. If the Mobile app is closed or if the device is on standby (screen locked) the push notification will come up to remind the delegate of the session. It will include the hyperlink to the Satellite Symposia Session in the mobile app.

Send 10 versions of their advert in various sizes to accommodate all platforms of the app (such as: portrait and landscape formats for iPhones, iPads, Android devices...)

Please provide jpgs in the following formats:

Width (px) x Height (px)

1280 x 1920

1920 x 1280

640 x 960

960 x 640

640 x 1136

1136 x 640

750 x 1334

1334 x 750

1242 x 2208

2208 x 1242

1536 x 2048

2048 x 1536

### **Onsite Advertising**

Deadline: 30/03/2018

***Product advertising permitted for exhibition adverts only***

Please refer to the latest logistics information and technical specifications posted on <http://www.escehhibition.org/HeartFailure2018>.

By 30 March 2018 onsite advertising items files must be sent to ESC Offices ([sponsorship@escardio.org](mailto:sponsorship@escardio.org)) for approval and production.

### **Final Programme Advertisements**

Deadline: 06/04/2018

***Product advertising permitted***

The Final Programme contains general information on the congress and the organising association, the detailed scientific programme including Industry Sponsored Sessions.

The electronic copy is made available on the congress website approximately one month prior to the congress (5 089 views).

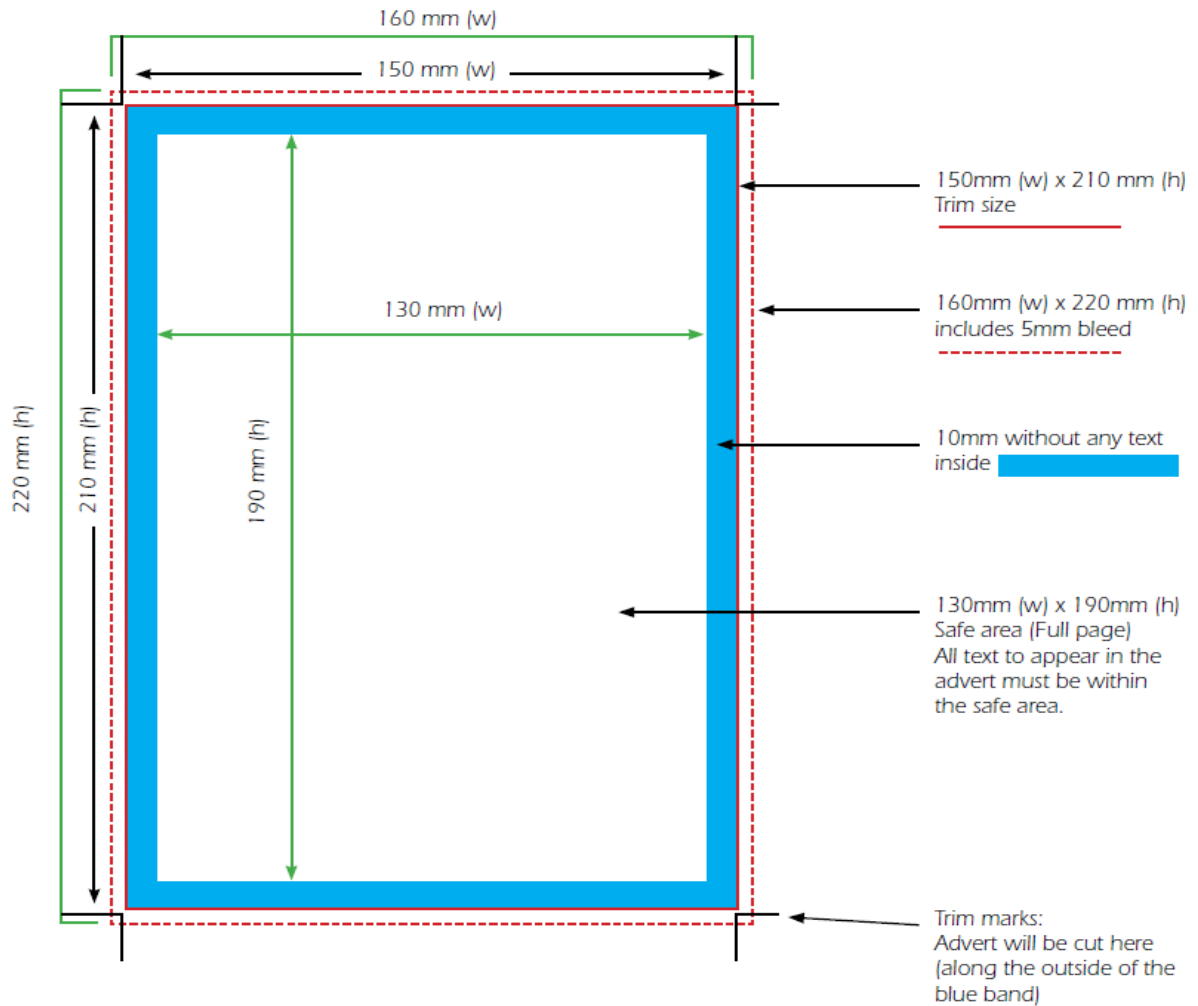
Hard copies are placed in the congress bag which is distributed to each congress delegate.

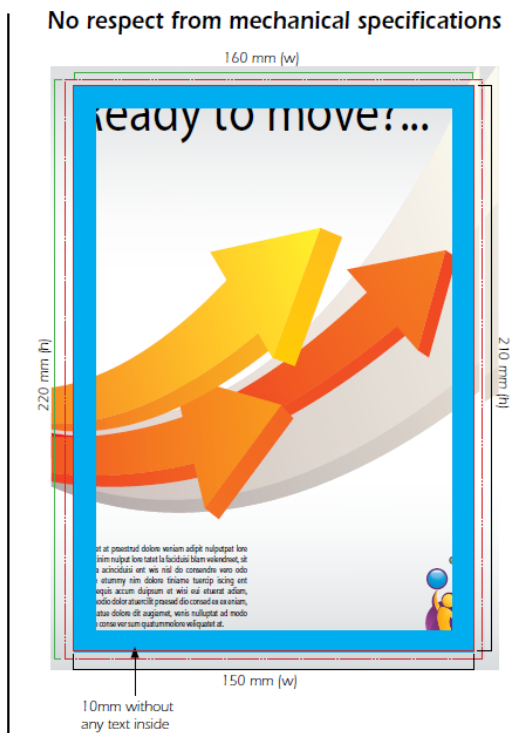
There will be 5 500 Final Programmes produced (could be subject to modification).



**Specifications for both Inside Front Cover and Back Cover:**

- Printable size of artwork:
- Width: 160mm
- Height: 220mm
- Safety Zone: 190 mm (H) x 130 mm (W)
- Detailed specifications visual can be requested at [sponsorship@escardio.org](mailto:sponsorship@escardio.org)





**Final Programme Bookmark**  
**Product advertising permitted**

Deadline: 06/04/2018

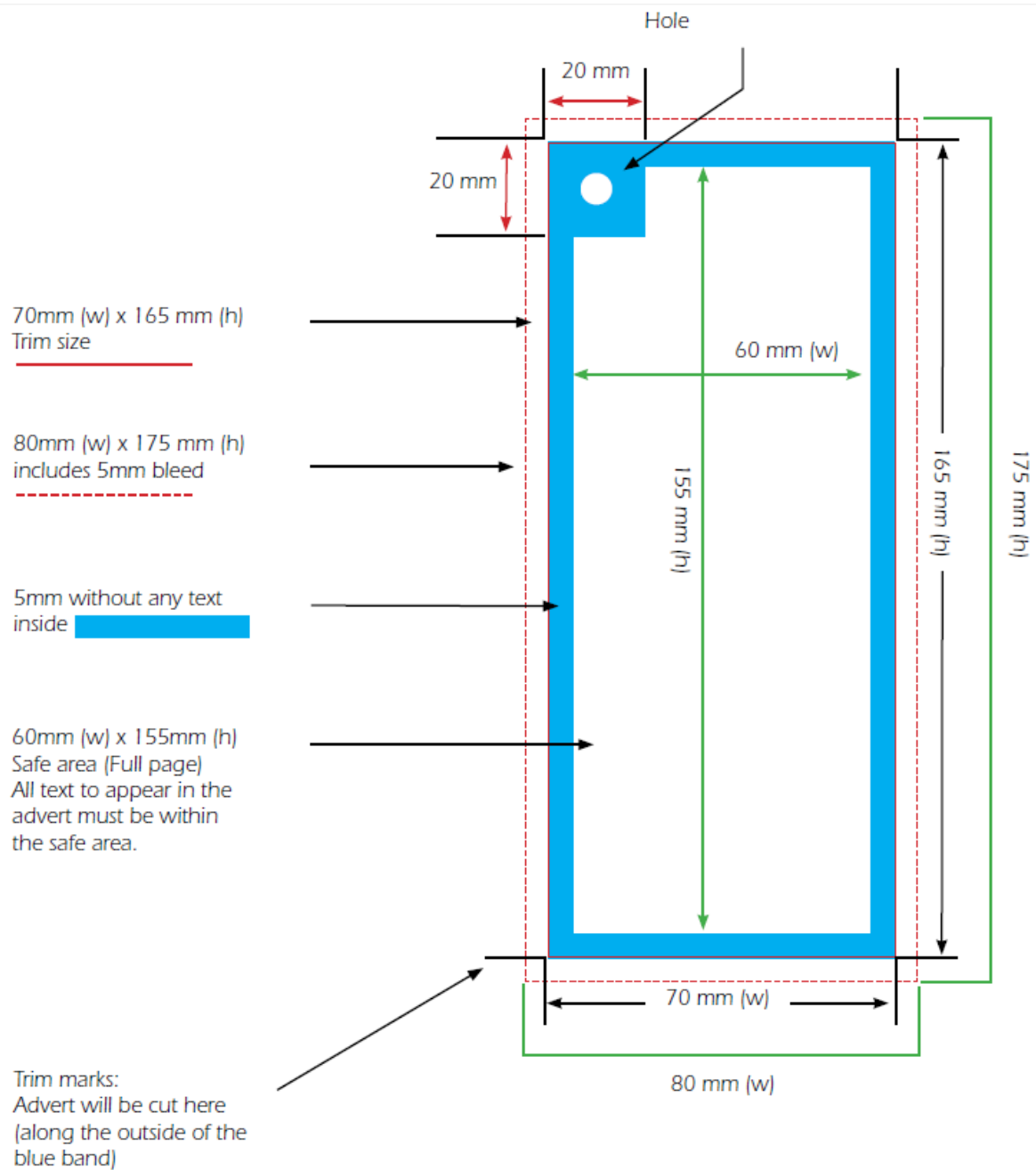
The bookmark is attached to the hard copy of the Final Programme which is included in each congress bag. This simple but popular delegate item provides significant visibility for the promoting company. Industry advertisement on both sides of the bookmark.

There will be 5 500 Bookmarks produced v(could be subject to modification).

**Specifications:**

Double sided:

- Artwork Size: 90mm x 175mm
- High-resolution PDF-file & JPEG with bleed and crop marks.
- Detailed specifications visual can be requested at [sponsorship@escardio.org](mailto:sponsorship@escardio.org)



## Live Broadcasting

Deadline: 13/04/2018

### **No Product advertising permitted**

Optimise your investment and extend the reach of your Satellite Symposia organised during Heart Failure 2018, by reaching out to a live audience with a live stream of your session from the congress centre.

Industry Live broadcast **will not be visible** or hosted on [www.escadrio.org](http://www.escadrio.org) with this service. The ESC and the official supplier CYIM are not responsible for any issues if you do not comply with this technical document.

### **Companies and their agencies are obliged to:**

- use the ESC Live-Broadcasting service as provided

- are not permitted to provide/create connexions of their own under any circumstances
- mandatory use the Speaker Service Centre
- provide slides in 16:9 format

Example of screen in a Lecture room at the congress centre during the congress:



The applicant of this service confirms that it is their responsibility to obtain the copyrights from each speaker who will present during the session to be live-broadcasted, & the speakers fully agree to provide the session organiser 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.**

Industry Sponsored Sessions content should be a true portrayal of the Industry Sponsored Sessions approved by the Heart Failure Congress Programme Committee. The ESC reserves all rights to remove content from the hosting website at any time where deemed necessary.

### INDUSTRY OBLIGATIONS:

The industry partner or its appointed agency must set up an independent/stand alone webpage to host the live-broadcast dedicated to the session and not contain any product advertising. The webpage should not be linked to any page and should not contain misleading information in the url: it can mention Satellite Symposium in the Url, and if you wish to mention the congress name it should be referred to correctly: **Heart Failure 2018**. The industry partner/or its agency is entirely responsible and in charge of creating this webpage. If you or your agency cannot create an independent webpage you may contact our

supplier CYIM (for a cost quotation) to create the webpage and embed the video files for you. CYIM will invoice you directly for these services: [congress@cyim.com](mailto:congress@cyim.com)

The stand alone webpage should:

- be dedicated to the live broadcasting
- not navigate to other pages
- not contain any product advertising
- not be hosted on your corporate website (must be independent page/website)
- be set up with an embedded player

The url streams will be sent to the player, by the ESC; the live-broadcasting services are exclusively provided by the ESC supplier: CYIM.

#### REQUIREMENTS FOR THE TECHNICAL TEST:

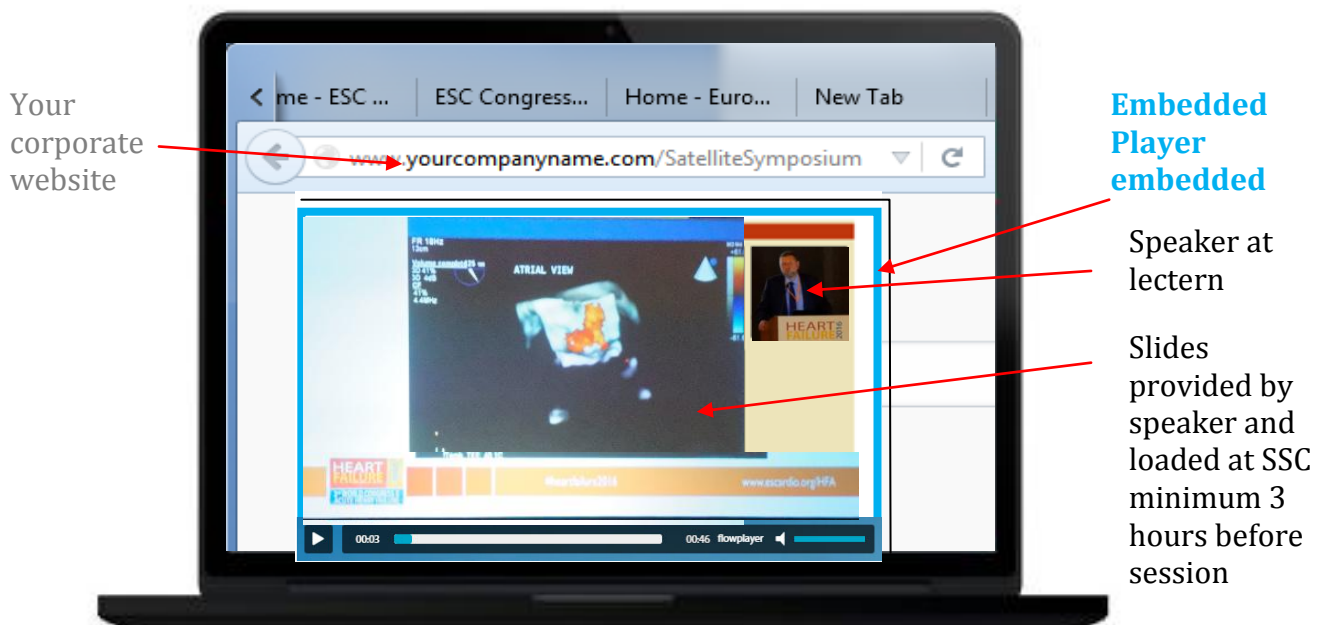
The industry and/or appointed agency is responsible for testing all the links provided by the ESC during the tests dates prior to the congress, and should inform the ESC of any issues which may occur during the test dates.

**IMPORTANT:** The ESC will not be held responsible for any technical issues if the industry and/or appointed agency did not test all the links provided, or omitted to provide the ESC with feedback after each test (on all devices).

The ESC does not provide analytical data regarding the connections: to analyse the quantity of viewers the industry should plan their own statistical analysis in the player and/or on the website.

Requests for extra test days will be charged as extra.

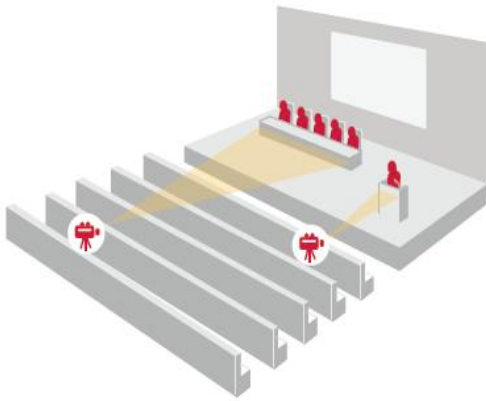
Here is an example of a webpage on your computer screen:



In the player you will see the same elements as in the room: slides and speaker

## PANEL DISCUSSION:

The Live Broadcasting will capture your speaker and slides. To ensure a second camera is available to film the panel discussion you need to confirm its session number(s) provided by your satellite symposia contact at the ESC. Please confirm session numbers to [sponsorship@escardio.org](mailto:sponsorship@escardio.org) before the **deadline: 02 May 2018**



Simultaneous view: Wide shot of chairpersons & speaker

If you wish to acquire “raw footage” (uninterrupted filming of the session), or have your Session in different languages: you must inform our supplier CYIM prior to the congress, CYIM will ensure to set up the room accordingly. Services will be invoiced by CYIM  
**DEADLINE: 02 May 2018**

## What do you and your agency need to do now?

### Timeline 2018

#### Before the Congress:

##### March - April:

- Only if required, contact [congress@cyim.com](mailto:congress@cyim.com) to create your stand alone webpage with embedded video if you cannot create this page.
- Confirm the technical contact's details to [sponsorship@escardio.org](mailto:sponsorship@escardio.org)
- Put into place all your tests for page views and data analytics if you plan to use these on your independent webpage.
- Send your webpage URL, where the live-broadcast will be hosted, to [sponsorship@escardio.org](mailto:sponsorship@escardio.org)
- Confirm which of your session(s) will be live-broadcasted (if you have several Satellite Symposia) to [sponsorship@escardio.org](mailto:sponsorship@escardio.org)
- Confirm your session(s) which have a panel discussion to [sponsorship@escardio.org](mailto:sponsorship@escardio.org)
- Inform CYIM at [congress@cyim.com](mailto:congress@cyim.com) if you wish to acquire the raw footage or have extra languages (extra charge, invoiced directly by CYIM)
- Confirm, in writing, you & your agency will be using the Speaker Service Centre (SSC) to [sponsorship@escardio.org](mailto:sponsorship@escardio.org)

##### April - May:

- Be available for all the Live broadcasting tests
- Test all the url links(HLS, DASH, HDS Flash) provided by the ESC, these links are to ensure visibility on webpages, smartphones and other devices. Please provide

feedback to ESC during the allotted test period for all of the devices to ensure they are all working properly. This is mandatory.

- The test links you receive are to test bandwidth, synchronisation, data analytics (for example player statistics) etc... These links are not the final links; they will need to be replaced in your webpages/player by the final links supplied a day or two before the beginning of the congress.

NOTE: Load tests to diagnose performance levels cannot be made at this stage, if required please inform us, this will be charged as extra.

- You must book a rehearsal slot during the Heart Failure 2018 Congress to make Live-broadcast tests with the final link by contacting [europacesatellite@escardio.org](mailto:europacesatellite@escardio.org)

#### During the Congress:

- The final url links (HLS, DASH, HDS Flash) will be provided onsite for your rehearsal and industry sponsored session, you are responsible for testing all links to ensure smooth running of the live-broadcast of your session(s).
- At the end of your session rehearsal you must confirm by email you have tested all links for all devices to [sponsorship@escardio.org](mailto:sponsorship@escardio.org)
- Each speaker presenting at the session must go to the Speaker Service Centre (SSC) at least 3 hours prior to the commencement of the session to upload their slides. This requirement is mandatory
- Before your session there is a 5 minute holding page with the congress visual.
- Speaker presentations must be played from the ESC computer located at the lectern (no personal computers allowed).
- A camera is adjusted on the lectern and the panel, and supervised throughout the session to ensure good framing. Just before the session starts, a person from your company or agency can inform the room technician about framing preferences for the session and framing preference for the panel discussion.

#### After the Congress:

- The ESC will provide the sponsor with 2 mp4 files per presentation (1 HD and 1 SD). This footage will be sent via box.com during the week following the congress.

No raw footage will be available unless ordered before the deadline of 02 May 2018.

Format H264 over mp4 with 2 frame size:

- 720p (HD) 3Mb/s (for computers and tablets with a good internet connection LAN / Wi-Fi)
- 360p (SD) 300 Kb/s (for Smartphone with a cellular internet connection 3G)

#### Reminders:

- This document must be communicated to your agencies (if applicable)
- The webpage for the live broadcast cannot be on a commercial or the corporate website.
- Extra services requested to CYIM will be invoiced to you directly. (webpage, extra languages ...etc)
- All links provide to you must be tested and feedback provided to the ESC
- Panel discussions must be confirmed to ensure proper filming
- Mandatory use of the SSC at all times
- Slides must be uploaded at least 3 hours before the session starts

## Online Heart Failure Congress News

Deadline: 23/04/2018

**No product advertising permitted - exclusive sponsorship**

A digital Congress News will be emailed to delegates everyday with the most up to date information regarding the Heart Failure 2018 congress. Take the opportunity to extend your visibility to delegates.

### Specifications:

- Industry advert can be a different one each day
- Size: 600 wide x 200 high px
- Web quality: 72 dpi
- Format: jpeg

## eBLAST – Pre-Congress

Deadline: 30/04/2018 & 07/05/2018

**ESC permits product advertising for exhibition advert only**

Reach out to Heart Failure 2018 pre-registered delegates prior the congress via an electronic invitation to your exhibition space, or Industry Sponsored Sessions. The eBlast is an ideal way to highlight your congress activities and your association with Heart Failure 2018. A customised mailing created exclusively will be mailed to pre-registered delegates from our database who have agreed to receive communications from the ESC (according to European data protection regulations) on 15 and 23 May 2018. Due to the limited number of electronic invitations, be sure to reserve early.

**30 April**      Deadline for 15 May eBlast

**07 May**        Deadline for 23 May eBlast

In order to offer a prime position to each advert, 10 different versions of the two eBlast mailings will be produced and a randomised version of each sent to the mailing list of pre-registered delegates.

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 permitted only to a standalone webpage. The focus of this page should be the activity mentioned in the advert.

eBlast sponsors must provide:

- 1 advert visual for mailing content - size: 185px x 92px - weight: 50 ko max (recommendation: include your logo)
- 1 Pdf format advert – weight: 1MB max

## eBLAST – Post-Congress

Deadline: 11/06/2018

**ESC permits product advertising for exhibition advert only**

Reach out to Heart Failure 2018 registered delegates and our healthcare professional database after the congress via an electronic message regarding your products or your Industry Sponsored Sessions.

The post-congress eBlast is an ideal way to highlight your congress activities and your association with ESC Congress.



A customised mailing created exclusively will be mailed to the healthcare professionals from our database who have agreed to receive communications from the ESC (according to European data protection regulations) on 26 June 2018. Due to the limited number of electronic invitations, be sure to reserve early.

In order to offer a prime position to each advert, 10 different versions of the eBlast mailing will be produced and a randomised version of each sent to the mailing list of pre-registered delegates.

Hyperlinks permitted only to a standalone webpage. The focus of this page should be the activity mentioned in the advert.

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.

- 1 advert visual for mailing content - size: 185px x 92 px - weight: 50 ko max (recommendation: include your logo)
- 1 Pdf format advert – weight: 1MB max

#### **Delegate Congress Bags**

Deadline will be communicated upon request

***No product advertising permitted - exclusive sponsorship***

Secure high corporate visibility and association with the congress by exclusive sponsorship of the Heart Failure 2018 congress bag distributed to each delegate. About 5 500 will be produced (could be subject to modification).

#### **Specifications:**

High resolution corporate logo in .ai and .eps formats (white + colour)

#### **Delegate Badge Laces**

Deadline will be communicated upon request

***No product advertising permitted - exclusive sponsorship***

Print your logo on this highly visible Delegate Badge Holder which will be worn by all delegates throughout the event, ensuring extensive exposure (could be subject to modification).

#### **Specifications:**

High resolution corporate logo in .ai and .eps formats (white + colour)

## 4. Partner Services

### Contents

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### 4.1 KEY DATES

<b>10 November 2017</b>	Rooms at Heart Failure application deadline with priority status
<b>Until 30 November 2017</b>	Cancellation fee 10% of total amount due
<b>From 1 December 2017 to 28 February 2018</b>	Cancellation fee: 50% of total amount due
<b>From 1 March 2018</b>	Cancellation fee 100% of total amount due
<b>26 – 29 May 2018</b>	Heart Failure 2018

### 4.2 ROOMS AT HEART FAILURE

Please refer to the ESC Guidelines for Industry @ Congresses for further information.

#### **Embargo regulations**

Industry meetings open to Heart Failure 2018 delegates are strictly forbidden outside the official Heart Failure 2018 offer (Industry Sponsored Sessions and Rooms at Heart Failure) from Saturday 26 May to Tuesday 29 May 2018.

## Meeting Room

The ESC allows companies to host a limited number of guests and organise small and informal meetings (up to approximately 20 pax) in a range of rooms available within the congress centre.

Unless agreed otherwise, Meeting Rooms are rented for 4 days, from Friday 25 May to Monday 28 May 2018.

Standard set-up included in rental price. Organisers are responsible for additional furniture, AV equipment and catering arrangements.

Room sizes	Prices	Accrued Points
Room of 32 m <sup>2</sup>	€3 500	1
Room of 48 m <sup>2</sup>	€5 000	2
Room of 64 m <sup>2</sup>	€6 500	2

### Access schedule

#### Friday 25 May 2018

08:00 – 20:00	Access for exhibitors to the Meeting Rooms for set up. Access for delegates not allowed
08:00 – 20:00	Vehicle access (time slot to book with Fairexx)
From 20:00	Empty packing cases must be removed from the Meeting Rooms and from the aisles

#### Saturday 26 and Sunday 27 May 2018

07:30 – 18:30	Access for exhibitors
07:30 – 18:30	Access for delegates

#### Monday 28 May 2018

07:30 – 22:00	Access for exhibitors
07:30 – 18:30	Access for delegates
18:30 – 22:00	Removal of Meeting Rooms valuables. Vehicle access from 18:30 - 22:00 (deposit required for all vehicles entering the exhibition ground, note this is a very busy period and priority is given to trucks delivering bulk packaging materials)

#### Tuesday 29 May

07:30 – 13:30	Meeting Rooms closed
13:30 – 22:00	Dismantling – full vehicle access
From 22:00	Any materials left in the Meeting Rooms will be cleared by the organisers and destroyed at the exhibitor's expenses. The ESC accepts no liability for packing materials not removed in due time.

### Daily Meeting Room

Depending on availability and on request only, a limited number of Daily Meeting Rooms might be available for one-shot occasional meetings.

- Daily Meeting Rooms includes standard set-up (furniture and AV equipment), standard electricity supply, air-conditioning and daily cleaning.
- Change of room set-up, additional furniture, additional AV and catering services need be ordered to ESC official suppliers, and are billable as extras.

### Closed Industry Meeting

The ESC allows companies to organise staff meetings, briefings, investigator or other type of closed meetings in and around the congress centre.

- Closed Industry Meetings within the congress centre will be held in fully furnished and AV equipped lecture rooms up to 200 seats (theatre style only – No alteration of the room set-up allowed).
- Rental period: the ESC deals with requests on an individual basis. Closed Industry Meetings are permitted within the congress centre from 07:30 to 18:30 from Saturday 26 May to Monday 28 May 2018 and from 07:30 to 13:00 on Tuesday 29 May 2018.
- From February 2018, the ESC will confirm the time slot and room reserved for the meeting to the closed industry meetings organisers.
- Rental costs (excl. VAT): €3 000 per 60-minute meeting – Additional @1 500 charged per increment of 30 minutes. The organiser must include the 30-minute set up in their rental cost.

Please refer to the Industry Prospectus and ESC Guidelines for Industry @ Congresses for further information.

### Business Suite

When suitable space is available, the ESC allows industries to reserve spaces or unused restaurants within the congress centre to organise industry Business Suites. In case of unavailability, the construction of outdoor lounges might be envisaged. The ESC deals with requests on an individual basis.

Rental costs: prices communicated at a later date depending on availability.

### Assignment of Rooms at Heart Failure

The accrued points ranking and the date of receipt of the signed order form at the ESC offices (before the application deadline with priority status), determine the assignment of Rooms at Heart Failure.

Applications received after the application deadline with priority status are treated on a first-come, first-served basis with no guarantee of availability.

### Room set-up

- **Meeting Rooms:** will include standard set-up, standard electricity supply, air conditioning and daily cleaning. Change of set-up, additional furniture, AV and electricity supply over and above the standard need to be ordered from ESC official suppliers and are billable as extras.
- **Daily Meeting Rooms:** rooms will include standard boardroom set-up, standard electricity supply, air-conditioning, AV and daily cleaning. Additional furniture, additional AV and change of set-up need to be ordered from ESC official suppliers and are billable as extras.
- **Closed Industry Meetings:** within the congress centre Closed Industry Meetings will be held in fully furnished and AV equipped lecture rooms up to 200 seats (theatre style only – no alteration of the room set-up allowed).
- **Business Suites:** the ESC deals with requests on an individual basis.

### Catering

- Catering services can be organised with the ESC official caterer at the sponsor's cost. The Official Caterer of the Heart Failure 2018 is Gerstner.
- Companies will have the right to serve alcoholic beverages during the receptions organised at the following dates and times only:

Date	Times
Saturday 26 May 2018	from 20:30
Sunday 27 May 2018	from 19:45
Monday 28 May 2018	from 19:30
Tuesday 29 May 2018	from 12:30

### Extra services

The costs for any extra orders (i.e. catering service, audio-visual equipment, furniture, extra decoration, hostesses, etc) are not included in the Rooms at Heart Failure rental price.

Extra services within Rooms at Heart Failure can be organised with the ESC official suppliers at the sponsor's cost.

## 4.3 GROUP REGISTRATION

Group Online services are available on [www.escardio.org](http://www.escardio.org) through your "My ESC" account.

### Deadlines

23 March 2018	Early Fee Registration Deadline
20 April 2018	Late Fee Registration Deadline

Please refer to the ESC Guidelines for Industry @ Congresses for further information.

#### 4.4 HOTEL SERVICES

Companies participating to Heart Failure 2018 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/travel-hotel-city](http://www.escardio.org/Congresses-&-Events/Heart-Failure/travel-hotel-city)

For information and requests, please contact by email [HFhotels@escardio.org](mailto:HFhotels@escardio.org) or visit the hotel accommodation section on the Heart Failure 2018 web page [www.escardio.org/Congresses-&-Events/Heart-Failure/travel-hotel-city](http://www.escardio.org/Congresses-&-Events/Heart-Failure/travel-hotel-city)

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

#### 4.5 ACCRUED POINTS

An Accrued Point System has been established to ensure participation at Heart Failure congress will earn companies priority according to the level of their involvement over the past 4 years.

Please refer to the Industry Prospectus and ESC Guidelines for Industry @ Congresses for further information.

## 5. Finance and Invoicing

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It is the ESC's policy that all invoices be paid by the date indicated on the invoice or before the opening of the congress on 26 May 2018, should this date fall first.

#### Value added taxation

Austrian VAT rules will apply for, exhibitor badges, registration fees and hotel accommodation sales.

All other services are subject to French VAT according to general EU services directive and reverse charge procedure may apply. In this case the customer must auto reverse the VAT in their home country; companies registered in a country outside of the European Union are encouraged to seek advice on reclaiming VAT payment.

### 5.1 EXHIBITION

#### Invoicing

- Exhibition space will be invoiced for the requested service following assignment of your stand.
- Payment for exhibition space must be made within the payment deadline (30 days from date of invoice) and latest by 26 May 2018.

#### Cancellation policy

If the sponsor cancels its participation, cancellation fees will apply as of receipt of the signed order form as follows:

- 10% until 30 November 2017
- 50% from 1 December 2017 to 28 February 2018
- 100% from 1 March 2018

Cancellation fees will be charged despite unprocessed payments.

Requested stand size may be revised downwards by the client with no cancellation fees up until 30 November 2017, any down-sizing post this date will be subject to cancellation fees as outlined above.

**Cancelling your exhibition space will mean:**

- Pay the non-exhibitor fee for your Industry Sponsored Sessions.
- Cancelling your Sponsorship items if no Industry Sponsored Sessions has been ordered
- Cancelling your Meeting Rooms, Industry Daily Room, Closed Industry Meeting and Business Suites if no Industry Sponsored Sessions has been ordered
- Loose your Exhibitor rights, which includes Exhibitor badge allocation (General Exhibitor, Scientific Exhibitor badges).

**5.2 INDUSTRY SPONSORED SESSIONS**

**Invoicing**

- Industry Sponsored Sessions will be invoiced for the requested service following confirmation of your time slot.
- Once these deadlines have passed, Industry Sponsored Sessions will be invoiced on submission of their application.
- Payment for Industry Sponsored Sessions must be made within the payment deadline (30 days from date of invoice) and latest by 26 May 2018.

**Cancellation policy**

If the sponsor cancels its participation, cancellation fees will apply as of receipt of the signed order form as follows:

- 10% until 30 November 2017
- 50% from 1 December 2017 to 28 February 2018
- 100% from 1 March 2018

Cancellation fees will be charged despite unprocessed payments.

**Cancelling your non-exhibitor Industry Sponsored Session will mean:**

- Cancelling your Meeting Rooms, Daily Meeting Room, Closed Industry Meeting and Business Suites if no Industry Sponsored Sessions has been ordered
- Loose your Industry Sponsored Session sponsor rights, which includes Exhibitor badge allocation (General Exhibitor, Scientific Exhibitor badges).

**5.3 SPONSORSHIP**

**Invoicing**



- Sponsorship items will be invoiced for the requested service following signature of the appropriate order form.
- Payment for Sponsorship items must be made within the payment deadline (30 days from date of invoice) and latest by 26 May 2018.

#### Cancellation policy

If the Industry cancels its participation, cancellation fees will apply as of receipt of the signed order form as follows:

- 10% until 30 November 2017
- 50% from 1 December 2017 to 28 February 2018
- 100% from 1 March 2018

Cancellation fees will be charged despite unprocessed payments.

#### **IMPORTANT**

For given Sponsorship & Advertising products ESC permits product advertising. Local regulatory approval is incumbent on the company selecting the product. The ESC acts in good faith and is not liable for refund of contracted services in the case of regulatory or legislative bodies refusing the content of same.

### 5.4 ROOMS AT HEART FAILURE

#### Invoicing

- Meeting Rooms, Daily Meeting Rooms, Closed Industry Meeting and Business Suites will be invoiced for the requested service following signature of the appropriate order form.
- Payment for Rooms at Heart Failure must be made within the payment deadline (30 days from date of invoice) and latest by 26 May 2018.

#### Cancellation policy

If the Industry cancels its participation, cancellation fees will apply as of receipt of the signed order form as follows:

- 10% until 30 November 2017
- 50% from 1 December 2017 to 28 February 2018
- 100% from 1 March 2018

Cancellation fees will be charged despite unprocessed payments.

### 5.5 FRUSTRATIONS AND ADMINISTRATIVE FEES

All invoices will be raised using the Invoicing Data provided by the company on the various application forms. Please ensure the information provided is correct for invoicing. Please provide a PO number when submitting an application form.

An administrative fee of €70 + VAT will be charged for any requested changes to an invoice once it has been issued.

**IMPORTANT**

Given serious or unforeseen causes the ESC is entitled to postpone, to curtail the duration, to close the Congress completely or in part for any period, or to cancel the Congress.

In the event of complete or part postponement or curtailment, the order form is regarded as valid for a possible new date and new duration for the said congress and location only. If, for any reason, Heart Failure 2018 has to be cancelled, the ESC will refund to the Industry the sum paid to the ESC for contractual commitments less 10% expenses incurred in preparation of these contracts as administrative fees.