Heart Failure 2019
World Congress on Acute Heart Failure

25-28 May
Athens
Greece

Organised by the Heart Failure Association of the ESC

Heart Failure • From Alpha (α) to Omega (Ω)

www.escardio.org/heartfailure
ESC Guidelines for Industry @ Heart Failure 2019

CONGRATULATIONS
You have decided to partner Heart Failure 2019, the Annual Meeting of the Heart Failure Association of the ESC.

Heart Failure 2019 will take place in Athens and gather the core professionals in all category fields, into what will be the key meeting held within Europe for 2019.

We look forward to working closely with you over the coming months towards a rich and innovative Heart Failure 2019.

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 2019, within complementary ESC Guidelines for Industry @ Congresses and also in any updates posted on www.escexhibition.org/HeartFailure2019.

Please carefully note the key deadlines marked at the start of each chapter. To ensure we deliver a successful Heart Failure 2019, we will not be able to deviate from these deadlines.

The ESC Congresses Industry portal: www.escexhibition.org/HeartFailure2019. 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 the Heart Failure 2019. Please contact the following people as necessary for your queries.

Exhibition, Industry Sponsored Sessions, Rooms at Heart Failure 2019: Mrs. Maud Mallet
heartfailureservices@escardio.org

Sponsorship: Ms. Julia Meunier
sponsorship@escardio.org

Orders and Industry Relations: industry@escardio.org

Exhibitor Registration: HFregistration@escardio.org

Accommodation: HFhotels@escardio.org

Any other queries: fcalabrese@escardio.org
Mr. Fabrice Calabrese
BOOKING PROCEDURE
Application forms available on the ESC Industry portal: www.escexhibition.org/HeartFailure2019

APPLICATION DEADLINE
9 November 2018: Application deadline with priority status: Stand, Industry Sponsored Sessions, Meeting Rooms and Sponsorship

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 rooms at Heart Failure 2019 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’ time slots, sponsorship items or rooms at 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.escexhibition.org website in order to have a proper working relationship with the ESC Industry Team. 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 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.
1. EXHIBITION

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1.1 KEY DATES

9 November 2018  Application deadline with priority status

Until 30 November 2018  Cancellation fee: 10% of total amount due

From 1 December 2018 to 28 February 2019  Cancellation fee: 50% of total amount due

12 February 2019  Company and product description deadline

From 1 March 2019  Cancellation fee: 100% of total amount due

15 March 2019  Deadline for stand design submission. All exhibitors must submit their insurance certificates

12 April 2019  Stand activity declaration deadline

12 April 2019  Internet orders and wired internet deadline. After this date the service cannot be provided.

17 April 2019  Stand services deadline - After this date orders will incur an extra cost and the service cannot be guaranteed.

25 April 2019  Free Exhibitor badge deadline

26 April 2019  Audiovisual orders deadline

10 May 2019  Catering orders deadline

25 – 28 May 2019  Heart Failure 2019

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.

<table>
<thead>
<tr>
<th>Price</th>
<th>Minimum Spaces</th>
<th>Accrued Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry €440/m² excl. VAT</td>
<td>9m²</td>
<td>5 points participation per exhibiting company +</td>
</tr>
</tbody>
</table>
1.3 STAND ASSIGNMENT
Stands will be assigned in accordance with the accrued point ranking if received by 9 November 2018. Points will be rewarded in line with participation in the past four 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 15 March 2019. To ensure a proper announcement of the stand spaces in the Heart Failure 2019 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 Wednesday 22 May: 14:00 to 20:00 (Build-up for stand more than 60m²)
- On Thursday 23 May and Friday 24 May: 08:00 to 20:00
- On Saturday 25 May: From 08:00 to 10:00 for stand decoration only

Reduced rate: €330/m² excl. VAT
1 point per 9m² occupied

1 point per 9m² occupied
5 points
participation
per exhibiting
company + 1
point per 9m²
occupied

Publishers,
food/nutrition
specialists &
non-for-profit
organisations
During build-up and dismantling period the Exhibition Halls don’t have any air-conditioning.

**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.escexhibition.org/HeartFailure2019

<table>
<thead>
<tr>
<th>Unloading for vehicles</th>
<th>Vehicle access for stands over 60m²</th>
<th>Vehicle access for stands over 20m²</th>
<th>Vehicle access for all stands</th>
</tr>
</thead>
<tbody>
<tr>
<td>sizes/date</td>
<td>Wednesday</td>
<td>Thursday</td>
<td>Friday</td>
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<tr>
<td></td>
<td>From 14:00 to 20:00</td>
<td>From 08:00 to 14:00</td>
<td>From 08:00 to 20:00</td>
</tr>
<tr>
<td></td>
<td>22 May</td>
<td>23 May</td>
<td>24 May</td>
</tr>
</tbody>
</table>

All construction must be completed by 20:00 on Friday 24 May, goods must be removed from aisles to allow cleaning of aisles. Stand decoration is possible on Saturday 25 May from 08:00 to 10:00. No further vehicle access to the exhibition ground from Saturday 25 May until Monday 27 May 2019 at 18:30.

Daily deliveries should be sent to the Fairexx office, where transport to the exhibition area may be arranged.

**Opening Hours**

**Saturday 25 May**

08:00 – 10:00 Stand decoration

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, 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 in the Catering Area near Agora 1
Sunday 26 May
09:00 – 18:00     Exhibition opens

Monday 27 May
09:00 – 18:00     Exhibition opens
18:30 – 22:00     Removal of valuables

Tuesday 28 May
09:00 – 13:30     Exhibition closed
13:30 – 24:00     Dismantling

IMPORTANT
On Sunday 26 May and Monday 27 May, stand personnel may enter the building 1 hour
before the opening of the exhibition. Outside of "Exhibition opens" periods, delegates
will walk through the exhibition to access lecture rooms. Please note that exhibitors
will therefore be responsible for securing they own stands outside these hours; ESC will
not seek to manage this traffic and full liability is with the exhibitors regarding any
measures related to their stand.

1.5 TECHNICAL GUIDELINES

EXHIBITION LOCATION AND BUILDING INFORMATION
The exhibition accompanying Heart Failure 2019 will be held in the Muses Foyer (Level
0) and Skalkotas Foyer (Level -1) of the Megaron - Athens International Conference
Centre.

Zone Information
- Exhibition Halls shared with lecture rooms, poster and catering areas
- Gross area dedicated to exhibits approx. 3,000 m² in 2 areas
- Skalkotas Foyer (Level -1) is limited to 3.5 meters of building height maximum
  and 4 meters in the Muses Foyer (Level 0) – refer to Exhibition floor plan for
  more details on each stand height restriction
- Exhibition Halls floor weight loading is of approximately 500kg/m²
- Electricity & internet delivered by cable at floor level
- Water & waste are not available in the Exhibition area
- Dimensions of loading doors:
  - Trianti Level -> 1st door (ramp): 2,45m width X 2,05m height, 2nd door
    (near the cloakroom): 2,06m width X 2,08m height and 3rd door (next to
    the elevators): 2,06m width X 2,23m height
  - Skalkotas Level -> 1st door (ramp): 1,9m width X 1,9m height, 2nd door
    (next to the elevators): 1,3m width X 2,07m height
- First Aid is located next to Kokkali Room
- Natural lighting in the Muses Foyer (Level 0) and partial natural light in the
  Skalkotas Foyer (Level -1)
- Exhibition floor will not be carpeted (unless customised by an exhibitor in order
to join two stands)
- Floor of the Exhibition area should be protected in order to avoid any damage
  underneath the stand. Floor is marble and require specific care before building
  up a stand
STAND CONSTRUCTION

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

SUSPENSION POINTS
Use of suspension points is not possible at the Megaron - Athens International Conference Centre. All displays should be self-standing.

SECURITY

Due Diligence
All entities involved in Heart Failure 2019 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 the 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 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 15 March 2019: Exhibitors renting a shell scheme stand should inform ESC Industry Team accordingly
- A public liability insurance document should be sent by exhibitor to the ESC Industry Team.

A choice of two turn-key stand solutions is available at attractive package prices for stands up to 25m², namely:

- Structure: walls, roll carpet, fascia board with exhibitor name & stand number, assembly charges and daily basic stand cleaning.
- Lighting: general lighting by spots (1 spot per 3m²), 1 switchboard for general lighting, electrical consumption.
- Furniture package: storage 1x1m (option), counter with stool, brochure holder, table and 3 chairs.

The stand module (6m² – 25m²) 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 15 March 2019 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 the ESC Guidelines for Industry @ Congresses for further information.

HEALTH & SAFETY CERTIFICATION
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 the ESC Guidelines for Industry @ Congresses for further information.

Stand Module
By 15 March 2019 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 the venues’ Health & Safety Team 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 the 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.
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 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 3m
• 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...)

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 the 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 m² floor area of each stand and is as follows:

6m² - 24m² 2.5m
25m² - 39m²   3m
40m² - 59m²   3.5m except F3 with 2.8m
60m² and over   4m except D area with 3m

**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 place stand elements on the open sides of island, peninsula, corner or in-line stands within this 30cm perimeter.

Erecting walls or glazed surfaces is permitted within the 30cm perimeter or at the edge of the stand, as long as there is no equipment or material integrated or placed on these surfaces, aiming to attract visitors and thus creating a crowd on the aisles bordering the stand.

**IMPORTANT**
- It is forbidden to place stand elements (i.e desks, monitor, kiosk...) likely to attract visitors and cause a crowd onto the aisles on the edge of the stands. The stand should be designed to contain all interested parties without affecting the exhibition’ traffic flow.
- All Exhibitors should have plans to prevent congesting the aisles and disrupting neighboring exhibits. All attendees visiting booths should be inside booth boundaries at all times. Attendee congestion in the aisles outside a booth is an indicator of the need for a larger booth, which may be required by the ESC for the exhibitor to participate in future ESC exhibitions.

**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 the 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 the 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
• Erecting walls or glazed surfaces is permitted within the 30cm perimeter or at the edge of the stand, as long as there is no equipment or material integrated or placed on these surfaces, aiming to attract visitors and thus creating a crowd on the aisles bordering the stand.
• Peninsula, corner and in-line stands must be separated from neighboring stands by means of separation wall(s). In principle this separation wall(s) should be 2.5m high. If two neighboring exhibitors come to an agreement regarding the separation wall, the height of this wall must be approved by the ESC. These walls cannot be higher than 3m.
• According to the stand element height allowance, walls higher than 2.5m or 3m erected on stands must be 1m inset from the separation wall(s).

Please refer to the 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 the 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.

All stand services can be ordered via the Exhibitor Shop available on www.escexhibition.org.

For further information on services available, please contact Vision to orders@vision.gr

Service Points (Electricity)
Electricity will reach stands via cables. Connections must be made by the venues’ Technical Exhibition Service 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](http://www.escexhibition.org).

**Please refer to the 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 ESC Congresses has become a challenge. In order to avoid interferences between Wi-Fi devices on stands (routers, access points, controllers ...) the ESC strongly recommends getting in touch with the official supplier, Vision, for all connection needs. The supplier will provide internet connections (via cable) and Wi-Fi capabilities for internet browsing and email reading. The Wi-Fi settings will be coordinated with those of your neighboring booths to avoid interferences for you and other exhibitors as best possible. For this reason it is extremely important that every stand owner operates his Wi-Fi on the settings assigned to him. This will ensure that interferences with your own Wi-Fi and the network of others are kept to a minimum. The ESC, supplier and the venues’ IT and Telecommunications Support has the right to require exhibitors to modify the settings and/or remove these devices if judged necessary.

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 shop on: [www.escexhibition.org](http://www.escexhibition.org).

‘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 the 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 2019 is Aria Fine Catering. Catering can be ordered online from the order form available on: www.escexhibition.org.

LOGISTICS
Transport regulations/handling
The official forwarder for ESC Congresses is:
Fairexx Logistics for Exhibitions GmbH
Email: 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 the 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/HeartFailure2019.

Delivery Address
The address for all deliveries will be made available in the Fairexx freight forwarder manual available online on www.escexhibition.org. Note that this will be the only delivery address to be used for consignments delivered direct to Megaron - Athens International Conference Centre. 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 24 May 2019. 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. Storage on stand is limited to daily basis used. No extra storage will be allowed in Exhibition halls.

1.6 SAFETY AND TECHNICAL SPECIFICATIONS

Please refer to the ESC Guidelines for Industry @ Congresses and venue’ Rules and Regulations available on www.escexhibition.org/HeartFailure2019.

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 Shop available on [www.escexhibition.org/HeartFailure2019](http://www.escexhibition.org/HeartFailure2019).

**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 6 “General Terms and Conditions” of this Guidelines and to Chapter 5 “General terms and conditions” § 5.3 INSURANCE of the ESC Guidelines for Industry @ Congresses.

**1.7 EXHIBITOR REGISTRATION**

Please refer to the 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 2019 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
• Opportunity to purchase additional General Exhibitor badges
• 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 2019 Scientific Sessions
• Access to Industry Sponsored Sessions
• No congress bag
• No journal subscription
• Electronic version of the Final Programme on Mobile App and Website
• 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.

<table>
<thead>
<tr>
<th>Stand size</th>
<th>General Exhibitor badges</th>
<th>Scientific Exhibitor badges</th>
</tr>
</thead>
<tbody>
<tr>
<td>between:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9 - 49m²</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>50 - 99m²</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>100m² +</td>
<td>13</td>
<td>13</td>
</tr>
</tbody>
</table>
EXHIBITOR BADGE ORDER

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 badge 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.

Badge Fees And Order Deadlines
Additional General Exhibitor badges may be pre-ordered at the early fee of €40 (excl. VAT) per badge before 25 April 2019.

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 and to the official opening time of the congress. 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 the 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 cause, 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.

**NOTE**
Each exhibitor is asked to seriously consider these recommendations and self-regulate. Refusal to lower the sound level or halt an activity will be considered a violation of these Guidelines and will cause the penalty of removal of half of the company’s accrued points accumulated for the congress.

**PROMOTIONAL REGULATIONS**

**Items which may be advertised**
It is prohibited to advertise goods and services which have not been admitted to Heart Failure 2019 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 sent by the ESC Industry Team.
2. INDUSTRY SPONSORED SESSIONS

2.1 KEY DATES

9 November 2018  Deadline for application with priority status

From 9 November 2018  Notification of assignments of time slots and rooms

Until 30 November 2018  Cancellation fee 10% of total amount due

From 1 December 2018 to 28 February 2019  Cancellation fee: 50% of total amount due

From 1 January 2019  Cancellation fee: 100% of total amount due

22 January 2019  Deadline for receiving complete scientific programmes

During February 2019  Notification of scientific programmes approval

1 March 2019  Deadline for printing scientific programmes in the Final Programme
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 45-minute, 60-minute, 75-minute or 90-minute session.

**TIME SLOT AND COSTS**

<table>
<thead>
<tr>
<th>Satellite Symposia</th>
<th>Exhibitor Prices</th>
<th>Non-exhibitor Prices</th>
<th>Accrued Points</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Saturday 25 May 2019</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:15 – 13:15 60 mins</td>
<td>€40,000</td>
<td>€50,000</td>
<td>16</td>
</tr>
<tr>
<td>13:30 – 14:30 60 mins</td>
<td>€40,000</td>
<td>€50,000</td>
<td>16</td>
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<tr>
<td><strong>Sunday 26 May 2019</strong></td>
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<td></td>
</tr>
<tr>
<td>12:45 – 13:45 60 mins</td>
<td>€44,000</td>
<td>€54,000</td>
<td>17</td>
</tr>
<tr>
<td>12:45 – 14:00 75 mins</td>
<td>€47,000</td>
<td>€57,000</td>
<td>18</td>
</tr>
<tr>
<td>18:15 – 19:15 60 mins</td>
<td>€30,000</td>
<td>€40,000</td>
<td>12</td>
</tr>
<tr>
<td>18:15 – 19:30 75 mins</td>
<td>€32,500</td>
<td>€53,000</td>
<td>13</td>
</tr>
<tr>
<td>18:15 – 19:45 90 mins</td>
<td>€36,000</td>
<td>€56,000</td>
<td>14</td>
</tr>
<tr>
<td><strong>Monday 27 May 2019</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:45 – 13:45 60 mins</td>
<td>€40,000</td>
<td>€50,000</td>
<td>16</td>
</tr>
<tr>
<td>13:00 – 14:00 75 mins</td>
<td>€43,000</td>
<td>€53,000</td>
<td>17</td>
</tr>
</tbody>
</table>

*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?**

- Lecture room rental
- Standard lecture room set-up
- Promotional package
  - 1 Congress News Insert Page advert
  - 1 Weblink
  - 1 Information Screen Advert
- Standard lecture room set-up
- Dedicated listing in the Scientific Programme & Planner, 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 in 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 4 microphones
- 1 lectern + 2 microphones + lectern networked with the Speakers’ Service Centre
- 1 screen for projections
- 1 technician
- 1 video projector
- 1 40” Information Screen (Room Gate Monitor) in front of the lecture room
- 1 ESC room hostess
- 1 table per the number of entrances of the assigned room

NOTE
Installation of extra materials or any alterations the AGORA or lecture rooms is not allowed. Further information will be communicated at a later stage on www.escexhibition.org/HeartFailure2019. Any installations or alterations to regular lecture rooms may only be made with explicit approval of the ESC.

Lecture Room Access
Satellite Symposia organisers will have access to the lecture rooms 10 minutes before their scheduled timeslot (under the condition that the previous session has cleared the room and approval to enter has been given by the ESC staff) and must clear the lecture room 10 minutes after their scheduled timeslot.

PROMOTIONAL REGULATIONS

Invitations
Invitations can be distributed at the entrance of the assigned regular lecture rooms and in the direct vicinity of the assigned AGORA 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 lecture room.
door(s) and in the direct vicinity of the assigned AGORA 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. Satellite Symposia - Experts on the Spot can be organised by exhibiting or non-exhibiting companies and must be open to all registered delegates. The condition to hold a Satellite Symposium - Experts on the Spot session is to already hold a Satellite Symposium.

NOTE

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

Satellite Symposia – Experts on the Spot are arranged in the state of the art AGORA rooms located on the ground floor of Megaron - Athens International Conference Centre

TIME SLOTS AND COSTS

<table>
<thead>
<tr>
<th>Satellite Symposia-Experts on the Spot (Rooms rental included)</th>
<th>Exhibitor Prices</th>
<th>Non-exhibitor Prices</th>
<th>Accrued Points</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sunday 25 May 2019</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:15–10:45 30 mins</td>
<td>€6,000</td>
<td>€9,000</td>
<td>2</td>
</tr>
<tr>
<td>15:55 – 16:25 30 mins</td>
<td>€6,000</td>
<td>€9,000</td>
<td>2</td>
</tr>
<tr>
<td><strong>Monday 26 May 2019</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:15–10:45 30 mins</td>
<td>€6,000</td>
<td>€9,000</td>
<td>2</td>
</tr>
<tr>
<td>15:55–16:25 30 mins</td>
<td>€6,000</td>
<td>€9,000</td>
<td>2</td>
</tr>
</tbody>
</table>

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 rooms is not allowed)
- Dedicated listing in the Scientific Programme & Planner, Final Programme and Mobile App
- Promotion allowed in front of the session room (roll-up and/or invitations)
- Slot for your invitation flyer to promote the session onsite in the “Industry Sponsored Sessions Display Racks”

LECTURE ROOM SET-UP

Agora standard room set-up:
• Chairs arranged in theatre-style
• Central rounded stage for up to 4 to faculties + 4 wired microphones + 1 video monitor
• 1 lectern + 2 microphones + lectern networked with the Speakers’ Service Centre
• 1 screen for projections with 1 video projections or 1 led screen
• 1 technician
• 2 microphones for the audience
• 2 60” Information Screen (Room Gate Monitor) in front of the lecture room
• 1 ESC room hostess

NOTE
Installation of extra materials or any alterations to the AGORA rooms is not allowed. Further information will be communicated at a later stage on www.escexhibition.org/HeartFailure2019.

Lecture room access
Satellite Symposia - Experts on the Spot organisers will have access to the lecture rooms 5 minutes before their scheduled timeslot and must clear the lecture room 5 minutes after their scheduled timeslot.

PROMOTIONAL REGULATIONS

Invitations
Invitations can be distributed only in the direct vicinity of the assigned AGORA room 30 minutes before the beginning of the session. It is forbidden to distribute invitations in the vicinity of the other rooms or AGORA 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 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 can be organised by exhibiting or non-exhibiting companies and must be open to all registered delegates.

Practical Tutorials are organised in state of the art temporary rooms of 63m², 50m² and 51m². One room is allocated per company for the duration of the congress. Sessions can be organised from Saturday 25th May to Monday 27 May 2019, between 08:30 and 18:00.
Practical Tutorials (Room rental included)  

<table>
<thead>
<tr>
<th></th>
<th>Prices</th>
<th>Accrued Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitors</td>
<td>€15,000</td>
<td>6</td>
</tr>
<tr>
<td>Non-Exhibitors</td>
<td>€20,000</td>
<td>6</td>
</tr>
</tbody>
</table>

All prices are exclusive of VAT

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

What is included in the cost?

- Standard 50m² to 62m² sound-reduced room
- Rooms will include standard theatre set-up, standard electricity supply, air-conditioning and daily cleaning
- Promotional package
  - 1 Congress News Insert Page advert
  - 1 Weblink
- Dedicated listing in the Scientific Programme & Planner, Final Programme and Mobile App
- Promotion allowed in front of the session room (roll-up, invitations and/or information screen)
- Slot for your invitation flyer to promote the session onsite in the “Industry Sponsored Sessions Display Racks”

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 24 May 2019 at 08:00. Goods and empty cases must be removed from aisles by 20:00 on Friday 24 May 2019.
- Removal of Practical Tutorials rooms’ valuables can start on Monday 27 May 2019 at 18:30 and must be completed on Monday 27 May 2019 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.
- Storing materials in the spaces behind or close to Practical Tutorials is strictly forbidden.

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

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 24 May 2019
08:00–20:00 Access to the Practical Tutorials rooms for set-up
08:00–20:00 Vehicle access (time slot to book with Fairexx)
From 20:00 Empty packaging cases must be removed from the Practical Tutorials rooms and from the aisles

Saturday 25 May 2019 and Sunday 26 May
07:30–18:30 Access for exhibitors
08:30–18:00 Access for delegates

Monday 27 May 2019
07:30–18:30 Access for exhibitors
08:30–18:00 Access for delegates
18:30 – 22:00 Removal of Practical Tutorials 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 28 May 2019
07:30–13:30 Practical Tutorials closed
13:30 – 22:00 Dismantling – full vehicle access
From 22:00 Any materials left in the Practical Tutorials 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. Practical Tutorial organisers may place signage on the facade wall of the assigned room; this signage cannot carry product names, logos or references and should be limited to the company name, corporate logo, congress image and Practical Tutorials Agenda. The titles of official ESC
sessions such as “Meet the Expert”, “Symposium”, “Experts on the Spot”, etc must not be used by Practical Tutorials organisers. Room signage must receive prior approval from the ESC.

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 2019 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.escexhibition.org/HeartFailure2019.

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):**
- 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 2019. 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).

HFA 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 Faculty¹ involved in HFA scientific sessions will benefit from:

- Free registration
- Hotel accommodation up to 3 nights in faculty hotel²
- Reimbursement of their travel expense claim³
- Extras remains the responsibility of the faculty member

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

Faculty engagement
Following the approval of your session programmes by the Congress Programme Committee, the ESC encourages Industry Sponsored Session organisers to visit the Congress Scientific Programme & Planner (SP&P) to identify Faculty participating in multiple sessions from Industry or ESC Scientific Programme.

For Faculty only involved in Industry Programmes, the ESC will facilitate contact between Industry Sponsored Session organisers to discuss Faculty arrangements amongst themselves. Nevertheless, the ESC will not engage in communication on Faculty arrangements and expense management.

Please note that the ESC reserves all rights to modify the programme Faculty at any time without prior notification, the SP&P will reflect the changes made.

¹Faculty with a minimum 1 role as Speaker or 2 roles of Chairperson. Role in Industry Sponsored Sessions do not contribute to the count for entitlements.

²Fourth night may be considered according to HF Scientific Programme role assignment.
³According to the instructions sent by the Scientific Programmes team; allowance vary based on country of origin.

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 (film crew, technicians, participants…) must have a valid badge:
General Exhibitor¹ and Scientific Exhibitor², active participant or day ticket.

¹General 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.

²Scientific Exhibitor Badges for Non-Exhibitors will give the holder access to the scientific sessions of the ESC Congresses. 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:

<table>
<thead>
<tr>
<th>Date</th>
<th>Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday 24 May 2019</td>
<td>14:00 - 18:00</td>
</tr>
<tr>
<td>Saturday 25 May 2019</td>
<td>07:30 - 18:30</td>
</tr>
<tr>
<td>Sunday 26 May 2019</td>
<td>07:03 - 18:30</td>
</tr>
<tr>
<td>Monday 27 May 2019</td>
<td>07:30 – 18:30</td>
</tr>
<tr>
<td>Tuesday 28 May 2019</td>
<td>07:30 – 12:30</td>
</tr>
</tbody>
</table>

OVERFLOW
Once the lecture room assignment is complete, if suitable lecture rooms remain, companies are cordially invited to request an additional lecture room to create their own overflow area. The use of the Speaker Service Centre is mandatory.

Catering
• Catering services can be organised with the ESC official caterer at the sponsor’s cost. The Official Caterer of Heart Failure 2019 is Aria Fine Catering.
• Companies will have the right to serve alcoholic beverages during the receptions organised at the following dates and times only:

<table>
<thead>
<tr>
<th>Date</th>
<th>Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday 25 May 2019</td>
<td>from 19:00</td>
</tr>
<tr>
<td>Sunday 26 May 2019</td>
<td>from 18:00</td>
</tr>
<tr>
<td>Monday 27 May 2019</td>
<td>from 18:00</td>
</tr>
</tbody>
</table>
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 2019 on www.escexhibition.org/HeartFailure2019.

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 rooms and AGORA, 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 1 hour before the sessions start.
- Satellite Symposia – Experts on the Spot: 2 roll–ups may be displayed in the direct vicinity of the assigned room or AGORA 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.

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 12 April 2019.

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.escexhibition.org/HeartFailure2019.
3. SPONSORSHIP

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3.1 KEY DATES

9 November 2018  Deadline for application with priority status

Until 30 November 2018  Cancellation fee 10% of total amount due

From 1 December 2018 to 28 February 2019  Cancellation fee: 50% of total amount due

18 December 2018  Deadline to submit first content for Mobile App sponsor (Logo and an “about sponsor”)

From 1 March 2019  Cancellation fee 100% of total amount due

22 March 2019  Deadline to Heart Failure Congress News Back Cover advert (for 4 days)
Deadline to submit Congress News inserts

22 March 2019  Deadline to submit Final Programme Back Cover adverts
Deadline to submit Final Programme Bookmark

22 March 2019  Elements included with your Satellite Symposium:
Deadline to submit advert in the Congress News
Deadline to submit Weblink advert
Deadline to submit Industry Sponsored Session Information Screen

30 March 2019  Deadline to submit Mobile App Splash advert and Push Notifications

12 April 2019  Deadline to confirm your Live-Broadcast Session orders
Deadline to confirm your Webcast Session orders

29 April 2019  Deadline to send visuals for eBlast emailing date 14 May
02 May 2019  Deadline to order Badge Lead Management System
              Deadline to order Live broadcast raw footage

03 May 2019  Deadline to submit Online Heart Failure Congress advert

06 May 2019  Deadline to send visuals for eBlast emailing date 22 May

10 June 2019  Deadline to send visuals for eBlast emailing date 23 June

25 - 28 May 2019  Heart Failure 2019

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 § 3.7 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.escexhibition.org/HeartFailure2019.

By 15 March 2019 onsite advertising items files must be sent to ESC Offices (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 HEART FAILURE EVENT VISUAL
A specific version of the Heart Failure 2019 event visual (picto) is provided for facultative use by our Industry Partners to promote their congress activities. This picto is the only Heart Failure 2019 visual that may be used and it must not be distorted or altered in any way. The picto size should be used in a manner which gives the reader the impression of a stamp of participation. Therefore, the visual size should not be larger than 10% the size of the page upon which it appears.

Industry Partners may not create letterheads, invitations, or other materials that give the impression of being official Heart Failure 2019 materials. The materials must clearly and primarily carry the branding of the Industry Partner.

The use of the ESC or ESC Association logos is not allowed.

Exhibitors or their agencies are not allowed to reproduce texts that have been specially produced by ESC or ESC Associations for use in publications or any material posted on the ESC Website or Mobile App.

3.6 OFFICIAL NAME OF OUR CONGRESSES

When referring to a congress in a specific year:

- Acute Cardiovascular Care 20XX
- EHRA 20XX
- EuroPrevent 20XX
- EuroHeartCare 20XX
- EuroCMR 20XX
- ICNC 20XX
- Frontiers in Cardiovascular Biology 20XX
- Heart Failure 20XX
- ESC Congress 20XX
- ESC Digital Summit 20XX
- ESC Asia with APSC and AFC
- EuroEcho 20XX

When referring to the congress in general:

- Acute Cardiovascular Care Congress
- EHRA Congress
- EuroPrevent Congress
- EuroHeartCare
- EuroCMR Congress
- ICNC meeting
- Frontiers in Cardiovascular Biology meeting
- Heart Failure Congress
- ESC Congress
- ESC Digital Summit
- ESC Asia with APSC and AFC Congress
- EuroEcho Congress

3.7 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.escexhibition.org/HeartFailure2019.

MOBILE APP  
Deadline: 18/12/2018

Product advertising permitted in sponsor button only - Exclusive sponsorship

Previous years have demonstrated the success of the App with over 3,464 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 FFFFFF – 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 – HexB8B8B8 – 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 2019.

**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)

ONSITE ADVERTISING  Deadline: 15/03/2019  
**ESC permits product advertising on selected items**  
Blend your company name with the venue and communicate on your therapeutic areas of research and innovation, promote your Industry Sponsored Sessions or encourage delegates to visit your stand by branding various highly visited locations available throughout the congress centre. Please see the complete offer on www.escexhibition.org/HeartFailure2019

FINAL PROGRAMME  Deadline: 22/03/2019  
**ESC permits product advertising - Multi-sponsorship**  
Delegates have clearly demonstrated their need for both digital and print media when it comes to the Final Programme; the ESC will offer print copies of the Final Programme for delegates to consult during the congress with many of them taking it home for future reference. There will be 5,500 Final Programmes produced.

Deadline for inside pages (inside page is double sided)

Deadline for back cover and inside back cover:

Printable size of artwork:
- Width: 16cm
- Height: 22cm
- Safety zone: 19 (H) x 13 (W)
- All files should be high-res printable PDF-files (min 300dpi), with bleed and crop marks (5mm)

Please find the complete technical specifications on www.escexhibition.org/HeartFailure2019

BOOKMARK IN FINAL PROGRAMME  Deadline: 22/03/2019  
**ESC permits product advertising - Exclusive sponsorship**  
The bookmark is attached to the hard copy of the Final Programme. This simple but popular delegate item provides significant visibility for the promoting company. Industry advertisement is on both sides of the bookmark. There will be 5,500 Bookmarks produced.

- Double sided
- Artwork Size: 9 x 17.5cm (may be subject to modifications)
- High-resolution PDF-file & JPEG with bleed and crop marks.

Please find the complete technical specifications on www.escexhibition.org/HeartFailure2019

INDUSTRY SPONSORED SESSION WEBLINK  Deadline: 22/03/2019  
_No product advertising permitted (is included in the Satellite Symposia & Practical Tutorials package)_
Create an invitation in pdf or jpg format to invite delegates to your Industry Sponsored Sessions from the Heart Failure 2019 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

INDUSTRY SPONSORED SESSION INFORMATION SCREEN  Deadline: 22/03/2019
No product advertising permitted (is included in the Satellite Symposia package only)
Display details of your session on the 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 10 sec, final slide 8sec)

Please name the file with your company name when sending it to sponsorship@escardio.org

INDUSTRY SPONSORED SESSION CONGRESS NEWS INSERT  Deadline: 22/03/2019
No product advertising permitted (is included in the Satellite Symposia & Practical Tutorials package)
The insert will be in the middle of the Heart Failure 2019 Congress News, available everyday of the congress, and will allow you to promote your Satellite Symposium and Practical Tutorials on the day they take place.

HEART FAILURE 2019 CONGRESS NEWS INSERT  DEADLINE: 22/03/2019
No product advertising
An insert can be added to the inside pages of the Congress News. You can choose the date of publication of your insert in one of the 3 editions.
Please find complete technical specifications on www.escexhibition.org/HeartFailure2019

HEART FAILURE 2019 CONGRESS NEWS  Deadline: 22/03/2019
No product advertising permitted
Printed daily and delivered & distributed in the congress center and key delegate hotels in time for breakfast each day of the congress. Advertisement spaces are available on 5 pages: p3, p5, center page (p6), p9 and back page (p12).

Advertisement artwork size:
- Height: 182mm Width: 264mm (may be subject to change)
- No bleed-off / crop area required. There is no requirement for ‘border’ incorporation.
- High Definition PDF (Press quality or more). All fonts embedded.
Formats:
Adobe Indesign CS 4, Adobe Illustrator CS 3 (save file as *.eps) AdobePhotoshop CS 3 (save file as *.tiff or *.eps) resolution at 300dpi at actual print size.

Colour Mode:
- All full colour images must be saved in CMYK mode, as *.tiff or *.eps files at actual print size.
- Provide CMYK (Cyan-Magenta-Yellow-Black) percentages for Pantone colours used.

**MOBILE APP SPLASH ADVERT & PUSH NOTIFICATIONS**  
**Deadline: 30/03/2019**

**No product advertising**

A virtual 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’ 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 2019 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 “splash advert”. It will include the hyperlink to the Satellite Symposia Session in the mobile app.

The push will remain in chronological order in the news feed Sales based on accrued points ranking.

Send 12 versions of their advert in various sizes, listed below, to accommodate all platforms of the app (such as: portrait and landscape formats for iPhones, iPads, Android devices...)

Please provide jpegs in the following formats:
LIVE BROADCASTING

No product advertising permitted

Optimise your investment and extend the reach of your Satellite Symposia organised during the Heart Failure 2019, by reaching out to a live audience with a live stream of their session from the congress centre. Industry Live broadcast will not be visible or hosted on www.escardio.org or ESC 365 Platform with this service. No Live Broadcasting permitted outside this product.

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

What is included in the Live broadcasting?
- Lecture room with relevant supplies (listed in these guidelines page 23)
- Streaming of the session on lectern camera and panel camera in 1 language (English)
- Supply of live-stream of the session (this must be to be integrated in a webpage)
- Supply files of each presentation after the congress
- Supply of a “congress holding page” before the session starts

Not included:
- The web page to integrate the stream
IMPORTANT
The applicant confirms that they are responsible to obtain the copyrights from each speaker who will present during the session to be live-broadcasted, and the speakers fully agree to provide the session organiser with any potential conflicts of interest that may arise from their presentations.

Under no circumstances can the ESC 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 Programme Committee. The ESC reserves all rights to remove content from their 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 industry partner/or its agency is entirely responsible and in charge of creating the 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

The stand-alone webpage should:
- be dedicated to the live broadcasting,
- must not contain any product advertising
- cannot be hosted on your corporate website (must be independent page/website)
- must be set up with an embedded player

The 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.
Your page may have a corporate background. If you do not supply a background, the congress background will be visible by default. 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 before the deadline: **2 May 2019**

After the congress you will receive the files of each individual presentation. If you wish to acquire the unedited footage or the raw footage, this needs to be requested, prior to the congress, by contacting CYIM and set up before the congress commences. This will be invoiced by CYIM accordingly. Deadline to order: **2 May 2019**

Please find the complete technical specifications on [www.escexhibition.org/HeartFailure2019](http://www.escexhibition.org/HeartFailure2019)

**WEBCAST**
*Deadline: 12/04/2019*

*No product advertising permitted*
Extend the reach of your Satellite Symposia and Satellite Symposia Experts-on-the Spot by posting the webcast of your session on ESC 365.

*Note: Unless specified otherwise, all the webcasted sessions presentations (videos and slides), are visible on ESC 365.*

A recording in the form of a webcast means that the speaker’s voice is recorded with the PowerPoint slides (including videos) and video of your speaker(s). The webcast is recorded as 1 video per presentation, not as 1 video for the entire session. To acquire raw footage you must order this to our supplier CYIM before the deadline: **2 May 2019**. The company CYIM will invoice extra accordingly.

**ADVANTAGES**
- Enables a perfect integration of your brand and communication elements.
- Provides an overall more dynamic performance.
- Ensures more comfortable display for everyone in the room, including those seated at the back.

**WHAT IS INCLUDED IN THE WEBCAST?**
- Lecture room with relevant supplies (listed in these guidelines page 23)
- Filming of the session in the language of the congress (English)
- Supply files of each presentation after the congress.

**IMPORTANT**
The applicant (industry partner or agency) confirms that it is their sponsor’s responsibility to obtain the copyrights from each speaker who will present during the session to be webcast, & speakers fully agree to provide the session organiser with any potential conflicts of interest that may arise from their presentations.

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**ADVANTAGES**
- Enables a perfect integration of your brand and communication elements.
- Provides an overall more dynamic performance.
- Ensures more comfortable display for everyone in the room, including those seated at the back.

**WHAT IS INCLUDED IN THE WEBCAST?**
- Lecture room with relevant supplies (listed in these guidelines page 23)
- Filming of the session in the language of the congress (English)
- Supply files of each presentation after the congress.

**IMPORTANT**
The applicant (industry partner or agency) confirms that it is their sponsor’s responsibility to obtain the copyrights from each speaker who will present during the session to be webcast, & 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 webcast content should be a true portrayal of the Industry Sponsored Sessions approved by the Heart Failure Programme Committee. The ESC reserves all rights to remove content from their web site at any time where deemed necessary.

**LAYOUT OF A WEBCAST**
The Webcast identically reproduces the elements visible on the lecture room projection screen. The recording lasts the entire duration of each presentation of your Industry Sponsored Session. The presentation is available on the ESC 365 platform for 5 years.

**PANEL DISCUSSION**
The Webcast 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 before the deadline: **2 May 2019**.

If you wish to acquire the complete unedited session or the raw footage, this needs to be requested, prior to the congress, by contacting CYIM and set up before the congress commences. This will be invoiced by CYIM accordingly: **Deadline to order: 2 May 2019**.

**EBLAST – PRE-CONGRESS**
**Deadline: 29/04/2019 & 06/05/2019**

*ESC permits product advertising for exhibition advert only*
Promote your exhibition space or sponsored sessions to all Heart Failure pre-registered delegates a few days prior to the congress to increase awareness surrounding your activities with the pre-congress eBlast. It is an ideal way to highlight your congress activities and your association with Heart Failure 2019. 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 14 and 22 May 2019.

Due to the limited number of electronic invitations, be sure to reserve early.

- **29 April 2019**: Deadline for 14 May eBlast
- **06 May 2019**: Deadline for 22 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. A hyperlink can be included in your pdf however it must only lead 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: 284px x 142px - weight: 50 ko max (recommendation: include your logo)
• 1 Pdf format advert – weight: 1MB max

Please refer to specification document on [www.escexhibition.org/HeartFailure2019](http://www.escexhibition.org/HeartFailure2019)

BADGE LEAD MANAGEMENT SYSTEM  
Deadline: 02/05/2019

_No product advertising_

Does your company have its own lead tracking solution for events? Are you looking for a way to use your company’s own lead management system(s) in conjunction with Heart Failure 2019 registration protocol?

Access information from Heart Failure 2019 delegate badges in real time, enabling your exhibit or symposium staff to store, edit and amend delegate data using your own hardware and software by scanning this information from the delegate badges to your database.

The sponsor will implement a programme to use this interface in order to retrieve the delegate information during the congress period. The industry partner must conform to the technical details that will be provided by the ESC. Please refer to complete technical specifications on [www.escexhibition.org/HeartFailure2019](http://www.escexhibition.org/HeartFailure2019)

HEART FAILURE E-CONGRESS NEWS  
Deadline: 03/05/2019

_No product advertising – Exclusive Sponsorship_

A digital version of the Congress News will be emailed to delegates everyday during the congress, with the most up to date Scientific information regarding Heart Failure 2019 Congress. The edition will be addressed to congress delegates and EHRA members.

• Size: 600 x 200 px
• Web quality: 72 dpi
• Format: jpeg

Please refer to specification document on [www.escexhibition.org/HeartFailure2019](http://www.escexhibition.org/HeartFailure2019)

EBLAST – POST-CONGRESS  
Deadline: 10/06/2019

_ESC permits product advertising for exhibition advert only_

Reach out to Heart Failure 2019 registered delegates and our healthcare professional database who have agreed to receive communications from the ESC (according to European data protection regulations) 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 Heart Failure 2019. A customised mailing created exclusively will be mailed to approximately 10,500 healthcare professionals (registered delegates and HFA database, note that HFA Members who attend the Congress are counted as delegates) on 25 June 2019.

Due to the limited number of electronic invitations, be sure to reserve early.

Deadline for 25 June eBlast: 10 June 2019
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.

A hyperlink can be included in your pdf however it must only lead to a standalone webpage or your session on ESC 365. 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: 284px x 142px - weight: 50 ko max (recommendation: include your logo)
- 1 Pdf format advert – weight: 1MB max

Please refer to specification document on [www.escexhibition.org/HeartFailure2019](http://www.escexhibition.org/HeartFailure2019)

### 4. PARTNER SERVICES

#### 4.1 KEY DATES

9 November 2018  
Rooms at Heart Failure application deadline with priority status

Until 30 November 2018  
Cancellation fee 10% of total amount due

From 1 December 2018 to 28 February 2019  
Cancellation fee: 50% of total amount due

From 1 March 2019  
Cancellation fee 100% of total amount due

25 – 28 May 2019  
Heart Failure 2019
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 2019 delegates are strictly forbidden outside the official Heart Failure 2019 offer (Industry Sponsored Sessions and Rooms at ESC) from Saturday 25 May to Tuesday 28 May 2019.

MEETING ROOMS
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 3 days, from Saturday 25 May to Monday 27 May 2019.

IMPORTANT
No Hands-on training of products/therapies, showcasing of products/therapies, or announcement of scientific results may take place in the Meeting Rooms. Non respect of this rule will be considered a violation of these Guidelines and will cause the penalty of removal of half of the company’s accrued points accumulated for the congress.

<table>
<thead>
<tr>
<th>Room sizes</th>
<th>Prices</th>
<th>Accrued Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room of 44m²</td>
<td>€5,000</td>
<td>2</td>
</tr>
</tbody>
</table>

ACCESS SCHEDULE

Friday 24 May 2019
08:00–20:00  Access for exhibitors - Room set-up and decoration allowed
08:00–20:00  Vehicle access (time slot to book with Fairexx)
From 20:00  Empty packaging cases must be removed from the Meeting Rooms and from the aisles

Saturday 25 May and Sunday 26 May 2019
07:30–18:30  Access for exhibitors
07:30–18:30  Access for delegates

Monday 27 May 2019
07:30–18:30  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 28 May 2019
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
include standard set-up (furniture and AV equipment), standard electricity supply, air-
conditioning and daily cleaning. Change or room set-up, additional furniture, additional
AV and catering services need be ordered to ESC official suppliers, and are billable as
extras.

**IMPORTANT**
No Hands-on training of products/therapies, showcasing of products/therapies, or
announcement of scientific results may take place in the Daily Meeting Rooms. Non
respect of this rule will be considered a violation of these Guidelines and will cause the
penalty of removal of half of the company’s accrued points accumulated for the
congress.

**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 150 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 March 2019, 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.

**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**
Permanent venue rooms will include standard boardroom set-up, standard electricity supply, air-conditioning and daily cleaning. Extra furniture, AV and electricity supply over and above the standard need to be ordered from ESC official suppliers and are billable as extras. Storing materials in the spaces behind or close to Meeting Rooms is strictly forbidden.

- Daily Meeting 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 150 seats (theatre style only – no alteration of the room set-up allowed).

**Catering**
- Catering services can be organised with the ESC official caterer at the sponsor’s cost. The Official Caterer of the Heart Failure 2019 is XXX.
- Companies will have the right to serve alcoholic beverages during the receptions organised at the following dates and times only:

<table>
<thead>
<tr>
<th>Date</th>
<th>Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday 25 May 2019</td>
<td>from 19:00</td>
</tr>
<tr>
<td>Sunday 26 May 2019</td>
<td>from 18:00</td>
</tr>
<tr>
<td>Monday 27 May 2019</td>
<td>from 18:00</td>
</tr>
</tbody>
</table>

**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 Exhibition Column Branding**
Exhibitors can associate the column(s) adjacent to their stand(s) to their promotion. Only the column(s) located nearby a stand can be branded. Column(s) can only be branded by the exhibitor assigned in direct vicinity to column(s).

Within the Exhibition area, each column dimensions and Health & Safety requirements could be different. Please contact us for further details at heartfailureservices@escardio.org

- Subject to ESC approval
- Branding fee: € 1500 per column (excluding VAT and production cost)
- Product advertising permitted
• The sponsor can either organise the production of the visuals at its own expenses either via its own stand building agency or via the local supplier, Vision, email: orders@vision.gr

**NOTE**
Columns located into the perimeter of a stand are not subject to any branding fee and the way to integrate it into the stand design is left to the Exhibitors' discretion.

### 4.4 GROUP REGISTRATION

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

**Deadlines**

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>22 March 2019</td>
<td>Early Fee Registration Deadline</td>
</tr>
<tr>
<td>19 April 2019</td>
<td>Late Fee Registration Deadline</td>
</tr>
</tbody>
</table>

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

### 4.5 HOTEL SERVICES

Companies participating to Heart Failure 2019 may wish to make group hotel reservations for employees and invited guests.

For information and requests, please contact by email HFhotels@escardio.org or visit the hotel accommodation section on the Heart Failure 2019 web page [www.escardio.org/Congresses-&-Events/Heart-Failure/Hotels-and-Transport](http://www.escardio.org/Congresses-&-Events/Heart-Failure/Hotels-and-Transport)

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

### 4.6 ACCRUED POINTS

An Accrued Point System has been established to ensure participation at Heart Failure 2019 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

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 24 May 2019.

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 2018
- 50% from 1 December 2017 to 28 February 2019
- 100% from 1 March 2019

Cancellation fees will be charged despite unprocessed payments.

5.2 INDUSTRY SPONSORED SESSIONS

INVOICING
CANCELLATION POLICY

5.3 SPONSORSHIP

INVOICING
CANCELLATION POLICY

5.4 ROOMS AT HEART FAILURE

INVOICING
CANCELLATION POLICY

5.5 FRUSTRATION AND ADMINISTRATIVE FEES

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 24 May 2019, should this date fall first.

VALUE ADDED TAXATION
Greek 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 24 May 2019.

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 2018
- 50% from 1 December 2017 to 28 February 2019
- 100% from 1 March 2019

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 2018, 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
- Lose your Exhibitor rights, which include Exhibitor badge allocation (General Exhibitor and Scientific Exhibitor).

### 5.2 INDUSTRY SPONSORED SESSIONS

**INVOICING**
Industry Sponsored Sessions will be invoiced for the requested service following confirmation of your time slot. Lecture rooms will be invoiced upon assignment of the rooms. Once these deadlines have passed, Industry Sponsored Sessions & lecture rooms will be invoiced on submission of their application.

Change of lecture room capacity once the invoice has been issued will occur a 100% cancellation fee. Payment for Industry Sponsored Sessions and lecture rooms must be made within the payment deadline (30 days from date of invoice) and latest by 24 May 2019.

**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 2018
- 50% from 1 December 2017 to 28 February 2019
- 100% from 1 March 2019

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
- Lose your Industry Sponsored Session sponsor rights, which includes Exhibitor badge allocation (General Exhibitor and Scientific Exhibitor).

### 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 24 May 2019.
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 2018
- 50% from 1 December 2018 to 28 February 2019
- 100% from 1 March 2019

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 24 May 2019.

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 2018
- 50% from 1 December 2018 to 28 February 2019
- 100% from 1 March 2019

Cancellation fees will be charged despite unprocessed payments.

5.5 FRUSTRATION 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 €85 + 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
6. GENERAL TERMS AND CONDITIONS

INSURANCE
All industries must send a copy of their insurance certificate to the ESC Industry Team with their stand design submission by communicated deadlines. In the event that, the ESC Industry Team does not receive the certificate in due time or does not receive the certificate at all, please be informed that the ESC will not automatically send a reminder and only the Industries would be held responsible for this lack of information which can be, at the discretion of ESC, considered as a breach of contract.

The civil liability and professional insurances shall cover all damages to persons and property that may be caused by its employees, agents or subcontractors as well as damages caused by guests, visitors or those participating in the event.

While on the rented premises, exhibition goods and packaging materials shall be insured at the expense and risk of the Industry. Industry should therefore contact its own insurance company.

The Industry shall take out as well adequate insurance for third-Party Liability. The Industry will be liable for the safety of participants on and around their stand area. In accepting the ESC terms of sale, the Industry undertakes to indemnify the ESC against any and all losses resulting from an unsafe construction, unsafe exhibits or the actions/inactions of its staff. The Industry, personnel engaged by or on behalf of the Industry, and third parties such as other participants, subcontractors, guests, visitors are in the rental area at the risk of the Industry, or, as the case may be, these third parties. The ESC is not required to insure these risks.

The Industry shall indemnify the ESC against all claims which third party may be able to enforce against the ESC in connection with acts and omissions of the Industry or of persons for whom the Industry is liable or who are present on account of the Industry.

In the Event that the Industry does not have adequate insurance, or in the event local regulations or requirements are not covered in the standard policy to which the Industry has subscribed to, the ESC can provide a web link to a third party’s platform insurer covering the event. At no time shall the ESC be held liable for any contracts the Industry may enter into with a third party Insurance.