

1 SATELLITE SYMPOSIUM AND WORKSHOP SESSION

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1 - SATELLITE SYMPOSIUM AND WORKSHOP SESSION

90 or 180 minutes **Satellite Symposia** allow review or update results from recent trials, ongoing studies and late breaking trial results, in order to update knowledge of available pharmaceuticals and devices. These sessions are organized by exhibiting companies within the Congress Centre lecture rooms ranging from 120 to 3000 seats.

45 minutes **Workshop Sessions** allow practice of medical devices and equipment, interactive discussion and demonstration.

These sessions are organized by device, equipment and biotech technology, nutrition and lifestyle exhibiting companies within the Congress Centre lecture rooms ranging from 200 to 700 seats.

Satellite Symposia and Workshop Sessions must be open to all registered delegates.

1.1 Procedure

To reserve a Satellite Symposium or a Workshop Session, the company must send an application form dully filled in. After confirmation and invoicing, the company must provide the Satellite or Workshop complete scientific programme in order to be submitted to the ESC Congress Programme Committee for approval. When the programme is approved the lecture room will be confirmed and invoiced. ESC will then provide the list of official suppliers in order to organise your session (Catering, additional AV equipment, additional furniture, hostesses...).

Contact the ESC Satellite team at satellite@escardio.org

Annex 1: Industry Sponsored Sessions application form

1.2 Agenda

16 November 2007: application deadline with priority status.

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

6 March 2008: scientific programme of the session approved or comments from the Congress Programme Committee.

31 March 2008: Official supplier's details and other logistical information sent out.

1.3 Exhibition Stand and Exhibitors badges

In order to obtain permission to hold a Satellite Symposium, an exhibition stand of minimum 50m² is required; 9 m² for Workshop Session. 1m² = basic price € 407 plus VAT.

Contact the ESC Exhibition team at exhibition@escardio.org

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

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

Stand size between:	Free Exhibitors Badges:	Diamond Exhibitor Registrations
9 and 49 m ²	15	
50 and 99 m ²	25	
100 and 199 m ²	45	1
200 and 299 m ²	55	2
300 and 399 m ²	65	4
400 and 499 m ²	75	6
500 and 599 m ²	85	8
600 and 699 m ²	95	10
700 and 799 m ²	105	15
800 and 899 m ²	115	20
More than 900 m ²	150	25

Additional badge Fees + VAT

- Early fee (until 21 July 2008) €60 (+VAT)
- Late fee (from 22 July 2008) €75 (+VAT)
- Name change (until 21 July 2008) €25 (+VAT)
- On-site fee €75 (+VAT)

Lost badges will not be replaced; a new badge must be purchased

Annex 2: Exhibition application form

1.4 Timeslots

Satellite Symposia

Saturday 30 August 2008:

- 12:00 – 13:30
- 14:00 -15:30 or 14:30 -16:00

- Companies organising a 180-minute session have a coffee break of 30 minutes or one hour.
- A single 90-minute session would be scheduled to start at 14:30 not 14:00.
- The same lecture room will be assigned for both 90-minute sections of a 180-minute session.

Monday 1 September 2008:

- 18:30 - 20:00

Tuesday 2 September 2008:

- 14:00 - 15:30
- 16:00 - 17:30 or 16:30 - 18:00

- Companies organising a 180-minute session must have a coffee break of either 30 minutes or one hour.
 - A single 90-minute session would be scheduled to start at 16:30 not 16:00.
 - The same lecture room will be assigned for both 90-minute sections of a 180-minute session.
- Satellite Symposia must comply with the standard times specified above.

Workshop Sessions

Monday 1 September 2008:

- 12:45 - 13:30

Tuesday 2 September 2008:

- 12:45 - 13:30

Annex 3: Anticipated Schedule

1.5 Costs

Satellite Symposia basic price

€ 21 780 - for one 90-minute session

€ 43 560 - for one 180-minute session

- Reduction of 10%, 15% and 20% for the 2, 3 and 4th Satellite Symposium respectively.
- Plus room rental (from 120 to 3000 seats).

Annex 4: Lecture Rooms' rental costs

Workshop Sessions basic price

€ 8 910 - for one 45-minute session

Room rental included (700 seats maximum)

Basic prices do not include the cost for any extras (i.e., catering service, extra audio-visual equipment, extra furniture, extra decoration, extra hostesses, etc).

1.6 Invoicing

Satellite Symposia and Workshop Sessions are invoiced in December 2007 (deadline payment 30 days).
Lecture rooms are invoiced in April 2008 (deadline payment 30 days).
Extras are invoiced directly by ESC official suppliers.

Accounting data must be provided on the application form. Change of data post invoicing and renewal of invoices will incur 70€ additional fees.

1.7 Cancellation fees

Cancellation must be sent in writing.

- Before 31 January 2008: no cancellation fees.
- Between 31 January and 6 March 2008: 25% of the total amount due.
- Between 6 March and 5 May 2008: 50% of the total amount due.
- After 5 May 2008: 100% of the total amount due.

1.8 Lecture Room

Lecture rooms assigned to Satellite Symposia and Workshop Sessions are located within the Congress centre only.

The points awarded for participation in the four previous ESC Congresses will determine the assignment of the lecture rooms.

The basic equipment of a lecture room is:

- 2 tables at the entrance of the assigned room
- Easels (1 at each entrance)
- Chairs arranged theatre-style
- A table and chairs for the 2 chairpersons on the stage
- 2 table microphones
- 1 monitor for the Chairpersons
- 1 lectern for the speakers with 2 fixed microphones
- 1 computer at the lectern, networked to the SSC
- 1 screen for projections
- 2 technicians
- 1 video data projector
- 1 - 2 external flat screens in front of the lecture room.
- 1 room hostess

[Annex 5: ESC Congress 2008 Overview](#)

[Annex 6: Lecture Rooms' floor plans](#)

1.9 Reception

Receptions can be organised before or after the sessions by our official caterer only.

Reception areas are located in front of each lecture room entrance doors.

Reception areas cannot be privatize and must be open to all registered Congress participants.

For Workshop Sessions only lunchboxes will be considered.

1.10 Speakers Assistance

ESC offers computerized presentation facilities called "Speakers' Service Centre" for all Satellite symposia and Workshop Sessions. The use of the SSC is mandatory on a free basis and offer audio-visual assistance to all speakers.

The SSC will be open:

- On Saturday 30 August 2008, from 08:00 to 18:00
- On Sunday 31 August 2008, from 7:30 to 18:00

- On Monday 1 September 2008, from 7:30 to 18:45
- On Tuesday 2 September 2008, from 7:30 to 18:00

Annex 7: Speakers' Service Centre information

1.11 Scientific programme

The Satellite and Workshop scientific programme must be provided on the appropriate session form.

A complete programme must include the following:

- Title of the Satellite or Workshop
- Names of the two chairpersons (no Chairpersons required for Workshop Session)
- Title and duration of each presentation
- Complete addresses of the chairpersons and speakers

No product names or brand names are allowed in the title or in the scientific programme of the session.

The session or presentation titles can contain a generic name.

No abstract forms need to be submitted for Satellite Symposia and Workshop Sessions.

Faculties Conflict of Obligation: As in the other parts of the scientific programme, speakers and chairpersons cannot participate in two parallel sessions within the same time slot. If it is found that this is the case in Satellite Symposia and Workshop Sessions programmes, both the companies and the speakers involved will be informed simultaneously and requested to resolve this conflict of obligation.

Change in the scientific programme / Erratum Policy

Once the title, programme and detailed content are approved, changes must not be made without the specific approval of the Congress Programme Committee.

The ESC kindly asks the Company to inform them of any modifications to the Scientific Programme before **5 May 2008** in order to be printed in the Final Programme.

Any changes must be approved by the Congress Programme Committee.

Late applications and/or content of programmes received after 5 May 2008 cannot be printed in the Final Programme.

Details received between 5 May 2008 and 31 July 2008 will appear in the ERRATUM with the title of the session, the name of the session organiser, the day, room and time only.

Changes in the scientific programme of Satellite Symposia and Workshop Sessions are not mentioned in the ERRATUM.

Failure to adhere to announced/approved programme content will be considered a violation of Guidelines for Industry Participation.

Annex 8: Scientific Session form

1.12 Logistical coordination

In order to assure the best levels of service, ESC coordinates all industries requirements with official suppliers.

ESC will provide Satellite and Workshop organisers with the "Requirements Form", the list of official suppliers selected for their professionalism and expertise.

- Audiovisual

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

- Furniture

In addition to lecture room basic equipment, Satellite and Workshop organisers can order additional easels, chairs & tables on the stage only;

Adding chairs for the audience in the room is not allowed inside or outside the room.

- Catering

To organise a reception, before or after a session within the congress centre in the reception area created for each lecture room. NO reception during any session to avoid noise.

- Hostesses

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

- Badge readers

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

Annex 9: Requirements form / official suppliers' details

Annex 10: Badge readers' brochure.

1.13 Promotion

- Pre-Event
Pre-Congress Mailing
PDA Advert
Weblink

- On site
Delegate Bags Insert
Industry Welcome Desk
Invitations
Posters
Standard Promotional Drop Banners

Contact the ESC Sponsorship team at sponsorship@escardio.org

1.14 Promotional material approval

Flyers, posters, standard promotional drop banners, inserts and weblink must received ESC approval before being printed.

Please refer to the ESC Congress 2008 Branding Guidelines for precise graphic.

[Annex 11: ESC Congress 2008 branding guidelines.](#)

[Annex 12: Printed materials instructions.](#)

[Annex 13: On-Site Promotional material rules.](#)

[Annex 20: ESC Congress 2008 event visual](#)