

A to Z

Accrued points

All exhibition, satellite, hotel and sponsorship requests will be dealt with according to the list of accrued points. The Accrued Point System has been established in order to ensure that participation in ESC Congress will earn companies priority according to the level of their involvement in the past 4 years.

- Satellite Symposium
90-minute session: 8 points awarded
180-minute session: 16 points awarded
- Workshop
45-minute session: 3 points awarded
- EBAC Accredited Educational Programme
45-minute session: 3 points awarded
90-minute session: 8 points awarded
180-minute session: 16 points awarded
- Primary Care Satellite Symposium
60-minute session: 5 points awarded
- Closed Industry Meeting
€ 2 700 spent = 1 point awarded
- Industry Welcome Desk
1 point awarded
- Pre-Congress Mailing
4 points awarded
- Delegate Bag Insert
2 points awarded
- Weblink
1 point awarded

Agenda

14 September 2007

— Invitation letters & Preliminary Application Forms sent out.

30 October 2007

— ESC Congress 2007 Industry Site Visit, Munich.

16 November 2007

— Deadline for receiving Preliminary Application Forms with priority status.

14 December 2007

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

— Invoices sent out.

31 January 2008

— Deadline for receiving the complete scientific programme(s) of the session(s).

6 March 2008

— Scientific programme(s) approval notification letters & assignments of rooms.

31 March 2008

— ESC Branding Guidelines sent out.

— Guidelines for Requirements and official suppliers' references sent out.

5 May 2008

— Deadline for printing late scientific programmes and/or content of programmes in the Final Programme.

— Proofs of the scientific programmes will be sent to all companies to be checked (printed matter).

30 May 2008

— Deadline for receiving the corrected proofs.*

30 June 2008

— Last deadline for payments.

July 2008

— All information concerning the Scientific Sessions and the Workshop Sessions will be available on the ESC Web Site:

www.escardio.org

30 August – 3 September 2008

— ESC Congress 2008

Cancellation fees

Satellite Symposia, Workshop Sessions and Nonprofit Organisation Symposia

- Before 31 January 2008: 0%
- 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.

Promotional Tools and Function Spaces

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

Closed Industry Meeting

During specific time slots, full furnished and AV equipped ESC lecture rooms (120 seats maximum) can be used to organise 60 minutes closed meeting on invitation only and not promoted neither in the Congress Centre nor in any ESC Congress 2008 publications.

[Annex 1: Industry Sponsored Sessions application form](#)

CME credits

Continuing Medical Education. 1 CME credit = 1 hour of educational activity.

Cost

Satellite Symposium basic price

- € 21 780 - for one 90-minute session (plus room rental).
- € 43 560 - for one 180-minute session (plus room rental).
- Reduction of 10%, 15% and 20% for the 2, 3 and 4th symposium respectively.

Workshop basic price

- € 8 910 - for one 45-minute session (room included).

Nonprofit Organisation Symposium basic price

- € 10 890 - for one 90-minute session (plus room rental 50% discount).

Primary Care Satellite Symposium

- € 14 520 - for one 60-minute session (plus room rental).

Closed Industry Meeting

- € 3 000 - for one 60-minute session / Additional cost per increment of 30-minute € 1 500.

Industry Welcome Desk

- € 2 700

Pre-Congress Mailing

- € 10 800

Delegate Bag Insert

- € 5 400

Weblink

- € 3 500

Delegate Bag Insert

The Delegate Bag Insert is a tool through which an invite created by Industry, in the form of a flyer, is placed in the official ESC Congress 2008 Delegate Bags (25,000). Utilise this opportunity to advertise your company satellite, exhibition or workshop activity at ESC Congress 2008 reaching the hands of every delegate on-site at the congress. Under no conditions may product name, logo or image be included. All content must gain prior approval by the ESC.

[Annex 19: Promotional Opportunities application form.](#)

EBAC

The European Board for Accreditation in Cardiology (EBAC) provides accreditation to educational programmes such as events and distance learning courses. The European Board for Accreditation in Cardiology provides accreditation to educational programmes such as events and distance learning courses. EBAC is an independent body constituted by European specialists in cardiology and medical education. EBAC accreditation confirms the scientific & educational quality of a programme, and allows the participants to receive CME credits for the time spent in the educational activity.

EBAC works in cooperation with the EACCME (European Accreditation Council for CME) and EBAC CME credits are recognised in most European countries which have a running CME system. EBAC CME credits can also be reported to the American Medical Association.

EBAC Accredited Educational Programme

A Satellite Symposium or Workshop with EBAC accreditation will be officially announced as "EBAC Accredited Educational Programme supported by an unrestricted educational grant from ..."

[Annex 14: EBAC information package.](#)

EBAC Accredited Educational Programme Promotion

Pre-ESC Congress 2008:

- Easy access and visibility via www.escardio.org.
- In addition all EBAC Accredited Educational Programmes will be listed on the events calendar on the EBAC website.
- Pre-Congress Mailing send to 25 000 attendees (ESC Congress 2007 active participants).

On site:

- EBAC Accredited Educational Programmes flyers (when template approved) would be distributed from the sponsor's Industry Welcome Desk.
- EBAC Accredited Educational Programmes would be promoted on drop banners in a specific area within the venue.
- Delegate Bag Insert flyers will be placed in the official ESC Congress 2008 Congress Bag (25 000).

Post-ESC Congress 2008:

EBAC Accredited Educational Programmes webcasts accepted by the ESC will be broadcast from the same platform as the regular WCC scientific sessions webcasts. No CME points shall be granted.

Erratum Policy

Change in the scientific programme

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

ESC approval

Satellite Symposia, Workshop Sessions, EBAC Accredited Educational Programmes and Nonprofit Organisation Symposia promotional materials created by these sessions' organisers (flyer, insert, poster, specific drop banner, weblink) must respect the ESC Branding Guidelines and receive ESC approval before printing or linking.

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

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

[Annex 15: EBAC branding guidelines.](#)

[Annex 16: EBAC Template.](#)

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

Event Visual

An Event Visual has been developed for the use at the ESC Congress 2008.

Exhibitors Badges

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

Exhibitors Stand

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

[Annex 2: Exhibition application form](#)

Function Spaces

Only a limited number of function spaces are located within the Congress centre and can be used as Hospitality Suite or Meeting Room:

- Hospitality Suites are room(s) reserved for the Congress Duration.
- Meeting rooms are room(s) reserved for occasional meetings.

[Annex 1: Satellite Symposium, Workshop Session, Closed Industry Meeting, Function Space application form](#)

Industry Welcome Desk

Industry are invited to rent Industry Welcome Desks, the perfect forum through which your company may take care of delegate registrations, client management and other important coordination and meeting point activity for your Industry/Invited Delegates on-site at ESC Congress 2008. Each desk, located in the Registration area of the Congress centre will comprise of a desk for 2 persons, chairs and storage area.

[Annex 17: Industry Welcome Desk order form.](#)

Invoicing

Satellite Symposia and Workshop Sessions are invoiced in December 2007.

Lecture rooms are invoiced in April 2008.

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

Deadline payment 30 days.

Invitations

Satellite Symposia, Workshop Sessions, EBAC Accredited Educational Programmes organizers and Nonprofit Organisation Symposia organizers can promote their sessions with flyers/invitations.

The Satellite Symposia and Workshop Sessions invitations must be A4 portrait format (21 cm X 29.7 cm) maximum.

The EBAC Accredited Educational Programmes invitations must be C5 portrait format (15 cm X 21 cm) only.

Invitation flyers must have the specific written approval of the ESC. The content of the invitation must not include any product names, brand names or specific quality or virtues of a sponsoring Industry and/or any of the Industry's product(s) either via text or visuals.

- Any and all unauthorized material will be immediately removed by the ESC.
- Posters and hostesses handing out invitations are not permitted in the Building other than on the booth, at the "Industry Welcome Desk" and in front of the assigned lecture room (no EBAC Accredited Educational Programmes invitations allowed on booths).

ESC discourages promotional material, stands or door drops in hotels.

Official display racks

Display of invitations in the official display racks located near the standard promotional drop banners.

The organising company is responsible for storing the invitations and keeping the racks supplied at the times given below.

Display times

Standard promotional drop banners and invitations will only be displayed during the following times:

- For sessions scheduled on Saturday 30 August 2008: Friday 29 August and Saturday 30 August 2008, all day.
- For sessions scheduled on Sunday 31 August 2008: Sunday 31 August 2008, all day.
- For sessions scheduled on Monday 1 September 2008: Sunday 31 August and Monday 1 September 2008, all day.
- For sessions scheduled on Tuesday 2 September 2008: Tuesday 2 September 2008, all day.

Lecture Room Invitations

Handing out of invitations at the entrance of the assigned room 30 minutes before the beginning of the session, material should not be distributed anywhere else in the Building other than on the booth and at the "Industry Welcome Desk".

Industry Welcome Desk

Display of one poster and invitations at the "Industry Welcome Desk" reserved by the industry.

Booth

Display of posters and invitations (not allowed for EBAC Accredited Educational Programmes).

Lecture room

Lecture rooms assigned to Satellite Symposia, Workshop Sessions, EBAC Accredited Educational Programmes and Nonprofit Organisation Symposia 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](#)

Lecture room rental

Lecture room rental cost applies for Satellite Symposia, EBAC Accredited Educational and Nonprofit Organisation Symposia only.

[Annex 4: Lecture Rooms' rental costs](#)

Nonprofit Organisation Symposia

The European Society of Cardiology invites, "not-for-profit" Organisations and non governmental organisations, to organise dedicated sessions as part of the ESC Congress 2008. These sessions are the perfect forum to address latest information, prevention messages and share joint interests and activities with a large audience. Satellite Symposia general rules applied for Nonprofit

Overflow

- Once the lecture room assignment is complete, if any suitable lecture rooms are remaining, companies are cordially invited to request an additional lecture room to create their own overflow area. However please note that this facility must be paid no later than one month prior to the congress, by the organising company. The ESC has the right to modify demands as it sees fit to best accommodate as many requests as possible. Onsite requests, made at the time of the session, will not be taken into consideration.
- Automatic Overflow on the external flat screens will be made available at the start of the session. Onsite and upon requests the automatic overflow could be switched off by the lecture room technicians.

Official supplier

ESC Congress 2008 official suppliers have been selected for their expertise.

The ESC Satellite Supervisor has an expert knowledge of customer management and requests and will work "hand in hand" with each ESC official suppliers.

The ESC count on each supplier's expertise to support our customers on their choice, requests and orders.

Our customer must receive the level of service they deserve.

The ESC wants to keep an excellent reputation and improve the quality of any services offer to our customers. The ESC and any official suppliers chosen by the ESC must work as a team to improve this overall quality of the ESC Congress 2008.

Poster

Satellite Symposia, Workshop Sessions, EBAC Accredited Educational Programmes and Nonprofit Organisation Symposia organizers, can promote their sessions with posters.

The advised size is A0 (83 cm X 118 cm) portrait format and rigid posters.

Instead of usual posters, two portable display units of maximum height of 2.5m and maximum width of 1m (no electrical connection, no light, and no sound) are also allowed.

Posters must have the specific written approval of the ESC. The content of the poster must not include any product names, brand names or specific quality or virtues of a sponsoring Industry and/or any of the Industry's product(s) either via text or visuals.

- Any and all unauthorized poster will be immediately removed by the ESC.
 - Posters and hostesses handing out invitations are not permitted in the Building other than on the booth, at the "Industry Welcome Desk" and in front of the assigned lecture room (no EBAC Accredited Educational Programmes posters allowed on booths).
- ESC discourages promotional material, stands or door drops in hotels.

Lecture Room Posters & Invitations

Display of two posters in front of the lecture rooms 1 hour before the beginning of the sessions on the 2 easels provided by ESC,

Industry Welcome Desk

Display of one poster at the "Industry Welcome Desk" reserved by the industry.

Booth

Display of posters and invitations (not allowed for EBAC Accredited Educational Programmes).

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

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

Pre-Congress Mailing

A special Envelope has been created exclusively to be mailed to approximately 25,000 addresses.

After the first Registration deadline (31 May 2008) the promotional inserts/invitations, contained in a custom made "Envelope".

Please note that the maximum weight for the insert is 20g, (extra weight to be charged). Under no conditions may product name, logo or image be included. All content must gain prior approval by the ESC.

[Annex 19: Promotional Opportunities Application Form.](#)

Primary Care Satellite Symposia

The ESC Congress 2008 will widen its audience to general practitioners who are faced on a daily basis with the diverse issues surrounding cardiac care. By opening access to the ESC Congress 2008 to general practitioners we will communicate our mission on the reduction of the burden of cardiovascular disease to an extended group of distinguished professionals while helping our industry partners foster an exchange with this important audience.

Registration category:

Tuesday all day & Wednesday am.

Requirements:

Proof of general practitioner profession.

Registration as part of industry group (not open to individual registration).

Price:

€294.12 early/ €352.94 late / €420.17 onsite (excl. VAT)

Timeslots reserved for Primary Care Satellite Symposia:

Tuesday 2 September 2008

18h15 – 19h15

Price of Primary Care Satellite Symposia:

€14,520 excl. VAT plus room rental.

Exhibition Stand:

9m² is required.

Reception

When suitable space is available, Satellite organizers may organise receptions before or after Satellite Symposia. The ESC does not guarantee that such space is available. Lunch boxes should preferably be distributed before or after the Satellite Symposia (not during the sessions).

Receptions can only be organised with the ESC official caterer.

Companies will have the right to serve alcoholic beverages during the receptions organised on:

Saturday 30 August 2008: after 16:00

Monday 1 September 2008: after 20:00

Tuesday 2 September 2008: after 18:00

Reception space must not be used for entertainment, poster displays, presentations or any other promotional purposes.

Reception space must be opened to all registered Congress participants.

Satellite Symposium

Exhibiting Companies are invited to organise scientific sessions open to all registered delegates as part of the ESC Congress 2008. These sessions are the perfect forum through which Industry can reach their target group audience with their latest scientific information and developments. All Satellite Symposia will be allotted dedicated time slots.

[Annex 1: Industry Sponsored Sessions application form](#)

Scientific Programme

The Satellite, Workshop and Nonprofit Organisation Symposia 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, Workshop Sessions and Nonprofit Organisation Symposia programmes, both the companies and the speakers involved will be informed simultaneously and requested to resolve this conflict of obligation.

Late applications and/or content of programmes received after 4 May 2007 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, Workshop Sessions and Nonprofit Organisation Symposia 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](#)

Speakers Assistance (Speakers Service Centre – SSC)

ESC offers computerized presentation facilities called "Speakers' Service Centre" for all Satellite symposia, Workshop Sessions, EBAC Accredited Educational Programmes and Nonprofit Organisation Symposia. 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](#)

Standard promotional drop banner

Companies organising sponsored sessions are offered 1 specific drop banner location per session to promote their events. Drop banners in this specific area will be available free of charge to Satellite Symposia, Workshop Sessions, EBAC Accredited Educational Programmes and Nonprofit Organisation Symposia organisers only.

For the sake of uniformity, production of the banners will be handled by the venue's graphic department.

Production costs are to be borne by the session organiser.

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

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 and Closed Industry Meetings

Monday 1 September 2008:

- 12:45 - 13:30

Tuesday 2 September 2008:

- 12:45 - 13:30

Nonprofit Organisation Symposia

Sunday 31 August 2008:

- 18:30 - 20:00

Primary Care Satellite Symposia

Tuesday 2 September 2008

18h15 - 19h15

Weblink

The weblink/hyperlink through which an invite created by Industry, in the form of a Page, is linked to the ESC Congress 2008 Satellite, Workshop, EBAC Accredited Educational Programmes and, Nonprofit Organisation Symposia or Exhibitor Listing. Available on ESC Congress 2007 website for Final, Preliminary and Advance Programme on-line this link has a life-span of up to 6 months.

[Annex 19: Promotional Opportunities application form.](#)

Workshop Sessions

The ESC invites device, equipment, biotech, medical technology, and nutrition and lifestyle companies, to organise dedicated sessions as part of the ESC Congress 2008. The purpose of these sessions is to address current practice and usage of medical device and equipment in the cardiovascular field. Presenters preside over an interactive discussion and, if desired, demonstration. Each speaker will give a presentation with the remainder of the session devoted to questions and discussion. Audience participation is an integral part of these sessions. Objectives for the participants are:

- Update his/her knowledge in the techniques, advancements, and new developments concerning the topic.
- Have the opportunity to interact with experts in question and answer sessions related to daily practice.
- To understand applications of the latest technical developments in the field.
- To participate actively in the session.

[Annex 1: Industry Sponsored Sessions application form](#)