

## INDUSTRY PRESS GUIDELINES

**ESC Congress 2004, Munich  
28 August – 1 September 2004**

1. The ESC provides two rooms in the congress centre, available for hire by Industry officials and their communications agents, for Industry press activities and the dissemination of Industry-related press materials.
  - A. **Industry Press Display Room: 1,100 Euros for full 5-day display space package**
  - B. **Industry Press Conference Room: 1,100 Euros per hour for room rental**
2. A new third room – the Industry Press Interview Room – will be available for the first time this year. This room is for industry-sponsored press interviews/filming and has a view over the exhibition area below. To book this room in advance, please contact the ESC Press & PR Office. To book on-site, please see the On-site Assistant in the Industry Press Display Room. There is no charge for the usage of the Industry Press Interview Room, although booking periods will be limited to one hour per booking.
3. The distribution of Industry-related press materials or press conference promotion materials beyond these two rooms is strictly prohibited. The only exception that may be tolerated, on application, is minimal display of Industry press materials on the Industry contact's official stand within the exhibition area, provided that it is clearly marked that such materials/activities are for press audiences only.
4. Industry press packs and/or promotional materials relating to press activities placed in and around the Congress centre (with the exception of the booked press rooms and the stand) will be confiscated and points will be deducted from the Accrued Points of the Industry company concerned.
5. Industry press exhibitors and their PR representatives should register for the Congress as 'Exhibitors' in the Industry contact's name. Press accreditation is not available to Industry / PR representatives.
6. The ESC press rooms are restricted-access areas and entry is only allowed to registered press attendees and speakers involved in the ESC Press Conference / interview schedule. Industry / PR representatives are eligible for entry into the Industry press rooms which they have booked for use, but not for entry into the main ESC press rooms.
7. Industry press exhibitors wishing to make photocopies, send faxes or print out documents are advised to use the services of the Business Centre. There will be a computer and printer provided in the Industry Press Display Room but Industry Press exhibitors are requested to leave this free for the press attendees for whom it is provided.
8. All Industry Press Display Room and Industry Press Conference bookings are handled according to the following set procedures and restrictions. The word of the ESC Press & PR Office is final.
  - A. Telephone applicants are requested to send their application for either Industry Press Room by email. Received emails are logged according to time received and requests therein.
  - B. Applicants are sent out the appropriate Booking Request form(s) in order to fill in further details required for the processing of the booking.
  - C. Bookings are allocated according to the individual room's booking criteria in order to best meet with the Industry wishes whilst also complying with the ESC regulations and restrictions. The criteria for each room are outlined overleaf.
9. ESC media lists / press lists or lists of press attendees from former Congresses and events are not made available or sold to the Industry and their communications representatives.

## **A. Industry Press Display Room**

### **A.1 Description:**

The Industry Press Display Room is a room designated for the display of Industry press materials such as press packs, press materials or other Industry-related materials aimed at the Congress press attendees and relevant to the Congress proceedings. The room facilities include all-day coffee break catering, a small lounge area and a computer / printer available for press. Industry representatives are requested to not use the lounge area for lengthy meetings or briefing sessions that may be disrupting to others.

### **A.2 Location:**

The Industry Press Display Room is located a short walk from the ESC Press Zone, next to the Industry Press Conference Room and the Industry Press Interview Room.

### **A.3 Access:**

Entry to the Industry Press Display Room is restricted to press attendees and exhibitors.

### **A.4 Rented area:**

Each Industry booking is for a display area consisting of a table of approximately 1m<sup>2</sup> (final dimensions to be confirmed) display space and a small storage area below for excess stock. Behind each table is a poster-board area enabling each exhibitor to display a poster or collection of posters not exceeding A2 portrait (vertical) in size. This may be for example a poster of the Industry logo, an enlargement of the press material or a flyer / invitation to the Industry press conference concerned. Unless otherwise indicated, the ESC logo should not be used by Industry for such promotional materials.

### **A.5 ESC Promotion:**

The ESC will promote the Industry Press Display Room and list the exhibitors both in the ESC Press Centre and via the ESC Virtual Press Office ([www.escardio.org/vpo](http://www.escardio.org/vpo)).

### **A.6 Materials:**

All press materials (press packs and posters) to be exhibited within the Industry Press Display area must be sent in hard copy form for review by the ESC Press & PR Office by 13 August 2004 at the latest.

Exhibitors are requested to not remove / pick-up any press packs belonging to any other Industry press display exhibitors. At the end of the Congress, should any excess press materials remain, Industry press exhibitors may then take one press pack from each of their fellow exhibitor's display areas for their records, with the consent of the Industry official responsible.

### **A.7 Staff:**

A member of staff overseeing to the Industry Press Display Room will be available throughout the Congress period as follows:

Friday 27 August 2004:	14:00 – 18:30
Saturday 28 August 2004:	09:00 – 19:00
Sunday 29 August 2004:	08:00 – 19.00
Monday 30 August 2004:	08.00 – 19.00
Tuesday 31 August 2004:	08:00 – 19.00
Wednesday 1 September 2004:	08:00 – 16.00

This staff member will be responsible for badge-checking entrants of the room, the general upkeep of the room, the answering of press enquiries and the replenishment of individual display tables supplies. This staff member will not be responsible for Industry-related tasks such as photocopying or secretarial duties.

#### **A.8 Catering:**

An all-day coffee break will be provided in the lounge area of the Industry Press Display Room at no extra charge. Whilst Industry may partake of this, it is reminded that this is aimed primarily at the press attendees.

#### **A.9 Computer facilities:**

A single computer and printer will be provided in the Industry Press Display Room. Industry press exhibitors are reminded that this is provided for usage by the press attendees and Industry press exhibitors should avail of the Business Centre on-site for administrative activities. A badge-reader enabling the printing out of contact information from attendee badges will also be available in the Industry Press Display room at no extra charge.

#### **A.10 Set-up and dismantling:**

Industry press exhibitors are requested to set up on the afternoon of Friday 27 August in order to ensure that all displays are ready and in position from Saturday 28 August onwards when the main Congress proceedings commence.

Industry press exhibitors are requested to visit their display regularly, both to ensure the upkeep of the display area by the staff member is satisfactory and to be available to answer specific press questions and enquiries.

Industry press exhibitors are requested to not remove any of their display materials until the Congress officially closes at 13.00 on Wednesday 1 September. Equally, industry press exhibitors are requested to organise the collection and/or disposal of their excess materials following the closure of the Congress.

#### **A.11 Cost and payment:**

Display area in the Industry Press Display Room is rented out only on 5-day package basis.

A 5-day display area package costs 1,100 Euros.

Payment for this should be conducted by credit card, the details of which should be indicated on the Booking Request Form. Payments will not be processed before 13 August 2004, but any cancellations received after this date will be subject to a 100% cancellation charge. Space is limited so bookings will be handled on a first-come first-served basis until all display spaces have been filled.

Please use the Industry Press Display Room Booking Request Form to formally apply for display space within the Industry Press Display Room. Approval of this request and confirmation of the booking will be sent to all applicants by the ESC Press & PR Office. The approval notification should be brought to the Industry Press Display Room and presented to the member of staff in order to enable entry and set-up.

#### **A. 12 Questions / queries:**

All queries regarding Industry Press Display Room bookings and regulations should be directed to the ESC Press & PR Office on the contact details below:

Telephone numbers: +33 (0)4 92 94 86 27  
Facsimile number: +33 (0)4 92 94 86 69  
E-mail address: [press@escardio.org](mailto:press@escardio.org)

## **B. Industry Press Conference Room**

### **B.1 Description:**

The Industry Press Conference Room is the recommended venue for Industry press conferences and press briefings relevant to the Congress proceedings. Industry officials are advised to hold Industry Press Conference on-site to facilitate matters for both speakers and press attendees, as well as availing from the promotion opportunities available from the ESC Press & PR Office. This year's room for Munich 2004 has a capacity of 100, extensive audiovisual facilities (listed below) and a full-time technician.

### **B.2 Location:**

The Industry Press Conference Room is located next to the Industry Press Display Room and Industry Press Interview Room, within close proximity of the main ESC Press Zone.

### **B.3 Access:**

Entry to the Industry Press Conference Room is restricted to press attendees and Industry press conference organisers (Industry officials and their PR / event management representatives) during the booked periods.

### **B.4 Facilities:**

The Industry Press Conference Room accommodates an audience of up to 100 in theatre style set-up. The top table will be set up to allow for up to 7 speakers in a row, although this can be extended / adjusted according to needs.

#### **Speaker facilities:**

- 1 speaker lectern with both cabled microphone and clip-on cabled microphone
- 1 computer (located at back of room close to and operated by the technician)
- 2 laptop plug-in connections at the speaker table
- 7 cabled microphones at the speaker table
- 2 audio monitors on speaker table
- 2 LCD monitors at speaker table/lectern to view projected presentations
- 1 laser pointer

#### **Presentation facilities:**

- 1 video data projector
- 1 flip chart with paper and pens

#### **Press audience facilities:**

- 4 microphones in the room for questions from the audience (cabled to minimise interference)
- Stage lights to facilitate video capture
- 8 audio lines from the sound board on a special platform at the back of the room for audio recordings

#### **Staff members:**

- 1 full-time technician located at the back of the room in the projection cabin
- 1 full-time member of staff to check badges and generally oversee proceedings

#### **Further resources:**

- A badge reader/printer for the recording and printing out of press attendee contact information

## **B.5 ESC Promotion:**

The ESC will promote the Industry Press Conference Room and list the exhibitors / press conferences both on-site in the ESC Press Centre and on-line via the ESC Virtual Press Office ([www.escardio.org/vpo](http://www.escardio.org/vpo)).

## **B.6 Materials:**

Industry Press Conference Room clients may minimally decorate the room but should be advised that all periods of setting-up and dismantling must be booked and will be charged at the standard rental fee (and pro-rata for periods of less than an hour). Plans to dress the room should be forwarded to the ESC Press & PR Office for approval. All press materials (press packs and posters) to be distributed within the Industry Press Conference area must be sent in hard copy form for review by the ESC Press & PR Office by 13 August 2004 at the latest. Signage / room dressing may not extend beyond the room itself. No ESC logos may be used unless otherwise indicated. Please contact the ESC Press & PR Office if you have any queries over ESC logo usage.

## **B.7 Staff:**

A member of staff dedicated to the Industry Press Conference Room will be available throughout the Congress period as follows:

Friday 27 August 2004:	14:00 – 18:30
Saturday 28 August 2004:	09:00 – 19:00
Sunday 29 August 2004:	08:00 – 19.00
Monday 30 August 2004:	08.00 – 19.00
Tuesday 31 August 2004:	08:00 – 19.00
Wednesday 1 September 2004:	08:00 – 16.00

This staff member will be responsible for badge-checking entrants of the room, the general upkeep of the room, the answering of press enquiries and the overseeing of the bookings and activities. This staff member will not be responsible for Industry-related tasks such as photocopying or secretarial duties. Should you require any specific room decoration, you should organise your own staff to handle this directly.

## **B.8 Catering:**

Industry press conference organisers requiring catering before, during or after their press conferences should contact the catering company (see details below) directly and keep the ESC Press & PR Office updated on all arrangements. Please note that time used for catering set-up and catering breaks within the room will be charged at the full room rental rate and the area is limited (e.g. small buffet capacity). Extension of the catering outside the room should be kept to a bare minimum to minimise disruption to the press activities being conducted nearby. Alcohol may not be served during day-time events.

Cathleen Stein / Simone Schmid  
Käfer Service GmbH  
Prinzregentenstrasse 73  
81675 München  
Germany

Tel: +49 (0)89 4168-355 / +49 (0)89 4168 238  
Fax: +49 (0)89 4168 291 / +49 (0)89 4168 290  
E-mail: [c.stein@feinkost-kaefer.de](mailto:c.stein@feinkost-kaefer.de) /  
[s.schmid@feinkost-kaefer.de](mailto:s.schmid@feinkost-kaefer.de)

## **B.9 Set-up and dismantling:**

Time required for set-up, room dressing, pre-conference briefings and dismantling will be charged at the full rental rate. The pre- and post-conference time quotas required should therefore be indicated on the Booking Request Form.

## **B.10 Cost and payment:**

Rental of the Industry Press Conference Room is charged at 1,100 Euros per hour.

The times required for set-up, pre-conference briefings and dismantling are also charged at the full rate and thus should be indicated on the Booking Request Form. The ESC will endeavour to fulfil these as much as possible according to other bookings and time restrictions. For peak hour bookings, please minimise your bookings to the shortest time required to ensure the room is available for other bookings.

Payment for the Industry Press Conference Room should be conducted by credit card, the details of which should be indicated on the Booking Request Form. Payments will not be processed before 13 August 2004, but any cancellations received after this date will be subject to a 100% cancellation charge. Space is limited so bookings will be handled according to the Bookings Allocation Procedure outlined below.

Please use the appropriate Booking Request Form to formally apply for time slot(s) within the Industry Press Conference Room. Approval of this request and confirmation of the booking will be sent to all applicants by the ESC Press & PR Office. The approval notification should be brought to the Industry Press Conference Room and presented to the member of staff in order to enable entry and set-up.

## **B.11 Booking Allocation Procedure**

Since only one Industry Press Conference Room is available on-site, bookings are competitive and thus are allocated according to the following 5 point procedure set by the ESC Press & PR Office. The word of the Press & PR Office is final regarding all booking allocations and no booking requests are official until confirmed in writing by the Press & PR Office.

1. Industry Press Conferences **must not clash with the main ESC Press Conferences**, which are held daily during the break times of the Congress (10.10-10.50; 12.40-13.20; 15.40-16.20).
2. If Industry Press Conferences relate specifically to a scientific session / presentation within the ESC Congress programme, these must only be held **after the session** itself.
3. If an ESC Press Conference is also to be held on the topic of the Industry Press Conference, the Industry Press Conference must take place **after the ESC Press Conference**.
4. Booking priority is treated on a **first-come, first-served** basis. This relates to the time of the initial enquiry (email receipt time) referring to the specific time requested.
5. In rare situations when two or more bookings are received at the same time and requesting the same booking slot, the ESC Press & PR Office will refer to the **Accrued Points System** and each Industry's Points to date to resolve the issue. The Industry with the higher number of Points will be given priority.

The ESC press conferences will be confirmed in terms of topics and timings at a meeting in late May 2004, therefore it is envisaged that no press conference timing requests can be formally confirmed until June 2004 at the earliest.

## **B.12 Questions / queries:**

All queries regarding Industry Press Conference Room bookings and regulations should be directed to the ESC Press & PR Office on the contact details below:

Telephone numbers: +33 (0)4 92 94 86 27  
Facsimile number: +33 (0)4 92 94 86 69  
E-mail address: [press@escardio.org](mailto:press@escardio.org)