1 SATELLITE SYMPOSIA

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45 or 60 or 90 minutes Satellite Symposia allow review or update results from recent trials and ongoing studies, in order to update knowledge of available pharmaceuticals and devices. These sessions are organized by exhibiting companies within the Congress Centre in fully furnished and AV equipped ESC lecture rooms ranging in size from 120 to 3000 seats.

Satellite Symposia must be open to all registered delegates.

CME Accredited Educational Programmes
Satellite Symposia can be CME Accredited. The supporting company is free to choose his CME Provider and support the programme via an unrestricted educational grant.
Satellite Symposia can be accredited by EBAC, the European Board for Accreditation in Cardiology.

EBAC accreditation confirms the scientific and educational quality of a programme, and allows the participants to receive CME credits for the time spent in the educational activity.

A Satellite Symposium with EBAC accreditation will be officially announced as “EBAC Accredited Educational Programme supported by an unrestricted grant from company X”

EBAC Accredited Educational Programmes should be booked in the same time slots as Satellite Symposia. Satellite Symposia rates and rules apply except for specific EBAC promotional restrictions.

1.1 Procedure

To reserve a Satellite Symposium, the company must send an e-application form duly filled in. After invoicing of the time-slot, the lecture room will be confirmed and invoiced. The company must provide, by deadline date, the Satellite Symposium complete scientific programme in order to be submitted to the ESC Congress Programme Committee for approval. 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
- Deadline for Application: 14 November 2011

IMPORTANT
- Your Satellite Symposium Session Number must be included in all communications by the Satellite organisers and their appointed agencies in order to have a concise working relationship.
- In order to eliminate confusion and miscommunication, mails that do not contain this Session Number will not be immediately treated.
Companies should inform the ESC, in writing, which agency is appointed for which symposium, with the corresponding Session Number. Otherwise no requests from agencies will be taken into account.

The ESC has created the “Guidelines for Industry Participation” as an essential tool for how to host a Satellite Symposium. It is obligatory that every appointed agency read these Guidelines in order to have a proper working relationship with the ESC Congress Division.

The company is responsible for communicating these guidelines to its staff and its appointed agencies.

The ESC reserves the right to inform the Satellite Symposia organisers if the appointed agencies have not examined or understood the reasoning behind the Guidelines and the companies will ensure smooth communication is re-established.

1.2 Agenda

14 November 2011: Application deadline with priority status.

31 January 2012: Notification of assignments of time slots and rooms.

30 March 2012: Deadline for receiving the complete scientific programme of the session.

1.3 Exhibition Stand and Exhibitor badges

In order to obtain permission to hold a Satellite Symposium, an exhibition stand is required:

- 45 minutes Satellite Symposium : 9 m²
- 60 minutes Satellite Symposium : 30 m²
- 90 minutes Satellite Symposium : 50 m²

Contact the ESC Exhibition team at exhibition@escardio.org

Exhibitors’ badges allowed access to the Exhibition Hall and to Industry Sponsored Sessions. Access to ESC Scientific Sessions is not allowed. All Exhibitor badges should be collected at the Exhibitor Registration Desk.

1.4 Timeslots and Costs

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

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).

<table>
<thead>
<tr>
<th>Saturday 25 August</th>
<th>Sunday 26 August</th>
<th>Monday 27 August</th>
<th>Tuesday 28 August</th>
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<tbody>
<tr>
<td>08:30 - 12:30 ESC Scientific Sessions</td>
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<td>13:00 – 14:00 (60 mins)</td>
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<td>13:00 – 14:30 (90 mins)</td>
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<td>14:45 – 15:30 (45 mins)</td>
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**Lecture Room rental**
- 120 seats: € 700
- 200 seats: € 1 000
- 500 seats: € 2 000
- 1 000 seats: € 4 000
- 3 000 seats: € 10 000

### 1.5 Invoicing
Companies will be invoiced for the requested service on submission of their application. Lecture rooms will be invoiced in 31 January 2012. Extras are invoiced directly by ESC official suppliers.

Accounting data must be provided on the application form. Precise and definitive accounting information must be provided on the initial application form. Any and all changes post invoicing (addition of Purchase Order, changes of billing address, etc...) will not be taken into account, meaning invoices will not be reissued.

### 1.6 Cancellation fees
Cancellation must be sent in writing.
- Before 1 December 2011: no cancellation fees.
- From 2 December 2011 and until 31 January 2012: 30% of the total amount due.
- From 1 February 2012 and until 31 March 2012: 60% of the total amount due.
- After 31 March 2012: 100% of the total amount due.
1.7 Lecture Room
Lecture rooms assigned to Satellite 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
• 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 screen for projections
• 1 technician
• 1 video data projector
• 1 - 2 information screens in front of the lecture room.
• 1 room hostess

1.8 Reception
Receptions can only be organised with the ESC official caterer.
When suitable space is available, Satellite Symposia organisers may organise receptions before or after the session. The ESC does not guarantee that such space is available. Lunch boxes should preferably be distributed before or after the sessions (not during the sessions).
Reception areas cannot be privatize and must be open to all registered Congress participants.

1.9 Speakers Assistance
ESC offers computerized presentation facilities called “Speakers’ Service Centre” for all Satellite symposia. The use of the SSC is mandatory on a free basis and offer audio-visual assistance to all speakers.

1.10 Scientific programme
The complete programme of Satellite Symposia, typed on the appropriate “Session Form” provided by the ESC, must reach the ESC offices before 30 March 2012.

A complete programme must include the following:
• Title of the Satellite Symposium
• Topic number choose on the ESC Congress 2012 Topic List
• Names of the Chairperson(s)
2 mandatory for 90-minute Satellite Symposia
1 mandatory for 45 and 60-minute Satellite Symposia
• 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.

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 31 May 2012 in order to be printed in the Final Programme.
Any changes must be approved by the Congress Programme Committee.

IMPORTANT
Late applications and/or content of programmes received after 31 May 2012 cannot be printed in the Final Programme.
Details received between 31 May 2012 and 31 July 2012 will appear in the ERRATUM

Only changes of the title of the session, the name of the session organiser, the day, the room and the time will appear in the ERRATUM.
Changes in the scientific programme of the Satellite Symposia content (presentations titles and durations, names and details of faculties...) are not mentioned in the ERRATUM.

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

Disclosure of Conflict of Interest
The session organiser confirms that All Speakers/Chairpersons participating in this programme have fully agreed to provide the session organiser with any potential conflicts of interest that may arise from their presentations.

The existence of potential conflicts of interest does not necessarily indicate a bias. However it is the session organiser's obligation to inform the ESC and participants so that they are made aware of any relationship that might cause unintentional bias.

A potential conflict of interest may arise from various relationships, past or present, such as employment, consultancy, investments and stock ownership, funding for research, family relationship, etc...

A potential bias relevant to the topic of the accredited programme/text must be disclosed:
- at the beginning of the presentation for events
- on the introductory page of the CD ROM or Web module
- at the beginning or at the end of the CME article/text

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

ESC will provide Satellite Symposia organisers with the ESC Congress 2012 Official Suppliers' Details selected for their professionalism and expertise.

- Audiovisual
  In addition to lecture room basic equipment, Satellite Symposia organisers can order additional AV or specific AV equipment.
- Furniture
  In addition to lecture room basic equipment, Satellite Symposia 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.

1.12 Promotion
- Pre-Event
  Pre-Congress Mailing
  Weblink
- On site
  Invitation Flyer Display Racks
  Information Screens
  Delegate Bags Insert
  Industry Welcome Desk
  Fyers/Invitations
  Roll-ups
- Post-Event
  Webcast

Contact the ESC Sponsorship team at sponsorship@escardio.org

1.13 Promotional material approval
Flyers, roll-ups, posters, standard promotional drop banners, inserts and weblink must received ESC approval before being printed.

Please refer to the ESC Congress 2012 Branding Guidelines for precise graphic.