



ACCRUED POINTS CALCULATION GUIDELINES

**For Exhibition, Satellite, Mini-Satellites, EBAC, Hands-On Tutorials,
Closed Industry Meetings,
Sponsorship, Advertising & Promotional opportunities and Group Registration**

The Accrued Points Ranking System was established to ensure a company's participation at the ESC Congress would earn them priority status according to the level of their involvement over the past four (4) ESC Congresses.

The Accrued Point system only applies to the **ESC Congress 2011**.

1. How to accrue points

Points are only accrued via the following activities:

- **Participation** at ESC Congress 2011 Exhibition area
- **Exhibition** Stand Space
- **Satellite** or **Mini-Satellite** Symposia, **EBAC** sessions or **Hands-On Tutorials**
- **Sponsorship, Advertisement & Promotional** Opportunities
- **Group Registration**

2. Important information

- Companies must have an exhibition stand in order to accrue points.
- All calculations are rounded down. No partial points are allowed.
- Read these guidelines completely and carefully to understand how to calculate points.
- Use page 7 to recap the totals for each activity.
- Mergers and/or acquisitions:
 - Please provide a formal letter stating which company should receive the points and return it to us before **12 August 2011**. Any mergers after that date will be taken into account the following year.
- More information can be found in Chapter 6 of the Guidelines for Industry Participation for ESC Congress 2011.
- The ranking for the ESC Congress 2012 will be presented in the Guidelines for Industry Participation at ESC Congress 2012 during the Industry Site Visit on 11 October in Munich, Germany.

Deadline to confirm your points: 14 September 2011.



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A. EXHIBITION & PARTICIPATION

EXHIBITION

1. Exhibitors **automatically** receive 5 points for participation.
2. 1 point is accrued per **9 full square metres taken**, for example a 30m² stand will accrue 3 points.
3. **ETSA stands accrue 5 points for participation**, but 0 points for stand space.
4. **Special booths & National Societies** do not accrue points as they are assigned earlier than other stands.

Exhibition Activity		Points
Exhibition Participation points		5
Stand Size	How many m ² ?	Divide m ² by 9
Size of your stand	_____ m ²	_____
Total Stand Points: Add participation points to stand points. Please <u>round down</u> your figure. No partial points are allowed.		_____
Example: 17.7 = 17 pts		

Example:

Stand size = **150 m²**

Divide 150m² by 9 m² = **16.6**
Round that figure **down** to **16**

Total accrued points for Exhibition are **5 + 16 = 21 pts**

5. Please tick the box if your company had an **Industry Welcome Desk**



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B. INDUSTRY EDUCATIONAL SESSIONS

SATELLITE SYMPOSIA

1. EBAC and Satellite Sessions of 90 minutes accrue 10 points.
2. EBAC and Satellite Sessions of 180 minutes accrue 20 points.
3. **Shared** Satellite Sessions (90 minutes) accrue *5 points each*.
4. **Always include your session numbers** as well as the name of the company with whom you shared the session if it was shared.

Satellite Symposia organised by your company at ESC Congress 2011

Date	Session N°	Time-Slot	Points
Saturday 27 August	_____	12:00 - 13:30	_____
	_____	14:00 - 15:30	_____
	_____	14:30 - 16:00	_____
Sunday 28 August	_____	12:45 - 13:30	_____
Monday 29 August	_____	18:30 - 20:00	_____
Tuesday 30 August	_____	14:00 - 15:30	_____
	_____	14:00 - 17:30	_____
	_____	16:30 - 18:00	_____
Total Satellite Symposia Points			_____

Session number _____ shared with _____
Session number _____ shared with _____
Session number _____ shared with _____
Session number _____ shared with _____



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C. EBAC, MINI SATELLITES & HANDS-ON TUTORIALS

Mini-Satellite Symposia and Hands-On Tutorials

1. EBAC and Mini-Satellites accrue **6 points** per session.

Mini-Satellite Symposia and EBAC sessions taken at ESC Congress 2011

Date	Session N°	Time-Slot	Points
Monday 29 August	_____	12:45 - 13:30	_____
Tuesday 30 August	_____	12:45 - 13:30	_____
Total Mini-Satellite Symposia Points			_____

2. Hands-On Tutorial session accrue **11 points per room**

Hands-On Tutorials	Room number	Points
_____	_____	_____

Total Points (Mini Satellites, EBAC + Hands-On Tutorials)_____



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D. SPONSORSHIP, ADVERTISEMENT & PROMOTION

SPONSORSHIP

1. For **€ 2,700 spent per item**, as listed in the Guidelines for Industry Participation 2011, a company will accrue 1 point.
2. Complete the following table item by item, with the cost of the item paid and the relevant points (and Bonus points if applicable) per item.
3. **FOCUS** Sponsor Group and **Onsite Advertising** should be listed below.
4. **Industry Welcome Desks** are added on [page 2](#)
5. **Hands-On Tutorials** are added on [page 3](#)
6. If you shared items with another company **please indicate how the points should be split and with whom you share the points.**
7. There are no partial points, please **round numbers down**.

Sponsorship item	Quantity taken	Price paid	Points on application form	BONUS points, if any
Total Sponsorship Points:			_____	_____



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E. GROUP REGISTRATION

REGISTRATION

1. For 9 fully-paid delegate registrations i.e., Standard fee and Nurse/Technician fees you will accrue 1 point.
2. The following do not accrue points: *Fellows, Invited Speakers, chairpersons, accompanying persons & day tickets.*
3. The total number of registrations: Standard fee and Nurse/Medical Technician should be **divided by 9 and then rounded down.**

Group Registration – please complete the table below – see example below the table

Group number: PAR/	Number of paying registrations in the group	Agency that registered your delegates, if used*	Agency contact person

Please refer to your invoices; the categories are clearly identified.

Use the example below to understand – only paid registrations can be counted:

Group Number: PAR/xxx **900 total registrations**

Valid (paid) Registrations

Standard Fee	800
Nurse/Medical Technician	56

Non-valid (unpaid) Registrations

Emeritus Fellows	10
Accompanying persons	10
Fellow & Nurse Fellows	4
Day tickets	20

Only 856 of the 900 registrations can be counted (only VALID registrations are counted)

Example: 856 Registrations divided by 9 = 95.11. Rounded down is 95 points

*Mandatory, if this information is not indicated we cannot count your delegates



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ESC Congress 2011 - Paris, France
27 – 31 August

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**ACCRUED POINTS TOTAL
(ALL CONGRESS ACTIVITY AT THE ESC CONGRESS 2011)**

		Points
PARTICIPATION POINTS		5
TOTAL A: EXHIBITION	Stand Size m ² _____ IWD <input type="checkbox"/>	_____
TOTAL B: EBAC & SATELLITE SYMPOSIA		_____
TOTAL C: MINI-SATELLITES, EBAC & HANDS-ON TUTORIALS		_____
TOTAL D: SPONSORSHIP, ADVERTISING & PROMOTIONAL OPPORTUNITIES		_____
TOTAL E: GROUP REGISTRATION	Number of Standard fees _____	_____
	Number of Nurses/Technicians fees _____	_____
TOTAL POINTS		_____

Deadline to confirm your points: 14 September 2011.

After 14 September, we will be unable to accept any documentation whatsoever.

Should you have any questions please contact Sponsorship@escardio.org