

# 1 SATELLITE AND MINI SATELLITE SYMPOSIA

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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 **Mini-Satellite Symposia** shorter than Satellite Symposia and limited to 500 seats lecture rooms maximum, allow 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. These sessions are organized by exhibiting companies within the Congress Centre lecture rooms ranging from 120 to 500 seats.

Satellite Symposia and Mini-Satellite Symposia must be open to all registered delegates.

## 1.1 Procedure

To reserve a Satellite Symposium or a Mini-Satellite Symposium, the company must send an application form fully filled in. After confirmation and invoicing, the lecture room will be confirmed and invoiced. The company must provide, by deadline date, the Satellite Symposium or Mini-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](mailto:satellite@escardio.org)

**Annex 1: Industry Supported Educational Sessions application form**

### IMPORTANT

- **Your Satellite Symposium and Mini-Satellite Symposium 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 an Satellite Symposium and Mini-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 and Mini-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 2009: Application deadline with priority status.
- 14 December 2009: Satellite Symposia and Mini-Satellite Symposia invoices sent out.
- 29 January 2010: Notification of assignments of time slots and rooms.  
Lecture rooms invoices sent out.
- 31 March 2010: Deadline for receiving the complete scientific programme of the session.  
Official supplier's details and other logistical information sent out.
- 30 April 2010: Scientific programme of the session approval notification letters.

## 1.3 Exhibition Stand and Exhibitors badges

In order to obtain permission to hold a Satellite Symposium, an exhibition stand of minimum 50m<sup>2</sup> is required; 9 m<sup>2</sup> for Mini-Satellite Symposia. 1m<sup>2</sup> = basic price € 407 plus VAT.

Contact the ESC Exhibition team at [exhibition@escardio.org](mailto:exhibition@escardio.org)

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

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

## 1.4 Timeslots

### Satellite Symposia

- Saturday 28 August 2010:
  - 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.
  - The 14:00 – 15:30 timeslot is only open to the second half of a 180-minute session OR to a single 90-minute session if and only if the 12:00 – 13:30 timeslot is already reserved by that same company in the same lecture room for a first 90-minute session.
- Sunday 29 August 2010:
  - 12:45-13:30

This time slot is open to companies who have booked all existing Saturday, Monday and Tuesday time slots. This time slot is also open to companies who have not booked all existing Satellite Symposia time slots offered. In this case the basic price of a 90-minute session will be charged.

- Monday 30 August 2010:
    - 18:30 - 20:00
  - Tuesday 31 August 2010:
    - 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.
    - The 16:00 – 17:30 timeslot is only open to the second half of a 180-minute session OR to a single 90-minute session if and only if the 14:00 – 15:30 timeslot is already reserved by that same company in the same lecture room for a first 90-minute session.
- Satellite Symposia must comply with the standard times specified above.

### Mini-Satellite Symposia

- Monday 30 August 2010: 12:45 – 13:30
- Tuesday 31 August 2010: 12:45 – 13:30

## 1.5 Costs

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).

### Satellite Symposia basic price

a) A basic price of

- € 16 000 or € 24 000 – for one 45-minute session

This time slot is open to companies who have booked all existing Saturday, Monday and Tuesday Satellite Symposia time slots offered above. In this case the price of this 45-minute time slot is € 16 000. The company will receive 6 accrued points.

This time slot could also be open to companies who have not booked all existing Satellite Symposia time slots offered above. In this case the price of this 45-minute time slot is € 24 000, basic price of a 90-minute session. The company will receive 9 accrued points.

- € 24 000 - for one 90-minute session; the company will receive 9 accrued points.

- € 48 000 - for one 180-minute session; the company will receive 18 accrued points.

- Reduction of 10%, 15% and 20% for the 2nd, 3rd and 4th symposium respectively.

b) Plus room rental (not included in basic price):

- € 2.41 per seat for one 45-minute session

- € 4.82 per seat for one 90-minute session

- € 7.67 per seat for one 180-minute session

### Mini-Satellite Symposia basic price

€ 12 000 - for one 45-minute session

Room rental included (500 seats maximum)

## 1.6 Invoicing

Satellite Symposia and Mini-Satellite Symposia are invoiced in 14 December 2009 (deadline payment 30 days).

Lecture rooms are invoiced in 29 January 2010 (deadline payment 30 days).

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.

## 1.7 Cancellation fees

Cancellation must be sent in writing.

- Until 29 January 2010: no cancellation fees.
- From 30 January and until 26 February 2010: 25% of the total amount due.
- From 27 February and until 4 May 2010: 50% of the total amount due.
- After 4 May 2010: 100% of the total amount due.

## 1.8 Lecture Room

Lecture rooms assigned to Satellite Symposia and Mini-Satellite Symposia are located within the Congress centre only.

For Satellite Symposia, the points awarded for participation in the four previous ESC Congresses will determine the assignment of the lecture rooms.

For Mini-Satellite Symposia, the lecture rooms will be assigned in a first-come first-served basis.

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

[Annex 2: ESC Congress 2010 Overview](#)

[Annex 3: Lecture Rooms' floor plans](#)

## 1.9 Reception

When suitable space is available, Satellite Symposia and Mini-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). Receptions can only be organised with the ESC official caterer.

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

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

For Mini-Satellite Symposia only lunchboxes will be considered.

## 1.10 Speakers Assistance

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

[Annex 4: Speakers' Service Centre information](#)

## 1.11 Scientific programme

**The complete programme of Satellite Symposia and Mini-Satellite Symposia, typed on the appropriate form provided by the ESC, must reach the ESC offices before 31 March 2010**

A complete programme must include the following:

- Title of the Satellite Symposium or Mini-Satellite Symposium
- Names of the two chairpersons
- 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 Mini-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 **4 May 2010** 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 4 May 2010 cannot be printed in the Final Programme.

Details received between 4 May 2010 and 30 July 2010 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 and Mini-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.

### IMPORTANT

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

### **1.12 Logistical coordination**

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

ESC will provide Satellite Symposia and Mini-Satellite Symposia 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 Symposia and Mini-Satellite Symposia organisers can order additional AV or specific AV equipment.

- **Furniture**

In addition to lecture room basic equipment, Satellite Symposia and Mini-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.

[Annex 6: ESC Congress 2010 Official Suppliers' Details](#)

[Annex 7: Badge readers' brochure.](#)

### **1.13 Promotion**

- **Pre-Event**

Pre-Congress Mailing

Weblink

- **On site**

Information Screens

Delegate Bags Insert

Industry Welcome Desk

Invitations

Roll-ups

Posters

Official Display Racks

[Annex 13: Promotional Opportunities Application Form](#)

[Annex 15: Official Display Rack Information](#)

Contact the ESC Sponsorship team at [sponsorhip@escardio.org](mailto:sponsorhip@escardio.org)

### **1.14 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 2010 Branding Guidelines for precise graphic.

[Annex 8: ESC Congress 2010 branding guidelines.](#)

[Annex 9: Printed materials instructions.](#)

[Annex 10: On-Site Promotional material rules.](#)

[Annex 14: ESC Congress 2010 event visual and EBAC Logo](#)