

# A to Z

## Accrued points

All exhibitions, satellite Symposia, Mini-Satellite Symposia, 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  
45-minute session: 6 or 9 points awarded  
90-minute session: 9 points awarded  
180-minute session: 18 points awarded
- Mini-Satellite Symposium  
45-minute session: 4 points awarded
- EBAC Accredited Educational Programme  
45-minute session: 6 or 9 points awarded  
90-minute session: 9 points awarded  
180-minute session: 18 points awarded
- Hands-on Tutorials  
11 points awarded
- Pre-Congress Mailing  
4 points awarded
- Delegate Bag Insert  
2 points awarded
- Weblink  
1 point awarded

## Agenda

14 September 2009

— Invitation letters & Preliminary Application Forms sent out.

4 November 2009

— ESC Congress 2010 Industry Site Visit, Stockholm, Sweden

16 November 2009

— Deadline for receiving Preliminary Application Forms with priority status.

14 December 2009

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

— Industry Supported Educational Sessions 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(s) of the session(s).**

— ESC Congress 2010 Branding Guidelines sent out.

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

**30 April 2010**

**Scientific programme(s) approval notification letters**

4 May 2010

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

30 June 2010

— Last deadline for payments.

July 2010

— All information concerning the Scientific Sessions and the Industry Supported Educational Sessions will be available on the ESC Web Site: [www.escardio.org](http://www.escardio.org)

28 August - 1 September 2010

— ESC Congress 2010

## **Cancellation fees**

### Industry Supported Educational Sessions

- 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.

### 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 to 200 pax maximum) can be used to organise 60 minutes closed meeting on invitation only and promoted neither in the Congress Centre nor in any ESC Congress 2010 publications.

[Annex 1: Industry Supported Educational Sessions Application Form](#)

## **CME credits**

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

## **Cost**

Satellite Symposium basic price

- € 16 000 or € 24 000 - for one 45-minute session (plus room rental).

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 (plus room rental).
- € 48 000 - for one 180-minute session (plus room rental).
- Reduction of 10%, 15% and 20% for the 2, 3 and 4th symposium respectively (90 or 180-minute sessions).

Mini-Satellite Symposium

- € 12 000 - for one 45-minute session (room included).

Hands-on Tutorials

- € 30 000

Closed Industry Meeting

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

Pre-Congress Mailing

- € 11 000

Delegate Bag Insert

- € 6 500

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 2010 Delegate Bags (25,000). Utilise this opportunity to advertise your company satellite symposium, mini-satellite symposium, EBAC Accredited Educational Programmes, Hands-on Tutorials and exhibition activity at ESC Congress 2010 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 13: Promotional Opportunities application form.](#)

### **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

### **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 Mini-Satellite Symposium with EBAC accreditation will be officially announced as "EBAC Accredited Educational Programme supported by an unrestricted educational grant from ..."

[Annex 11: EBAC information package.](#)

### **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 **4 May 2009** 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 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 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 Mini-Satellite 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.

### **ESC approval**

Satellite Symposia, Mini-Satellite Symposia, EBAC Accredited Educational Programmes and Hands-on Tutorials promotional materials created by these sessions' organisers (flyer, insert, roll-up, poster, weblink) must respect the ESC Branding Guidelines and receive ESC approval before printing or linking.

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

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

[Annex 12: EBAC branding guidelines & template.](#)

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

### **Event Visual**

An Event Visual has been developed for the use at the ESC Congress 2010.

### **Exhibitors Badges**

Exhibitors badges will give access to exhibition halls, to your own Satellite Symposia and Mini-Satellite Symposia, other Satellite Symposia, Mini-Satellite Symposia and ESC lectures when space is available. All Exhibitor badges should be collected at the Exhibitor Registration Desk.

### **Exhibitors Stand**

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 Symposium. 1m<sup>2</sup> = basic price €407 plus VAT.

### **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 17: Closed Industry Meeting & Function Space Order Form](#)

### **Hands-On Tutorials**

During the ESC Congress 2010, the ESC will offer companies a means of associating with the educational requirements of delegates in an exclusive and intimate environment through the organisation of Hands-On Tutorials. These tutorials will provide participants with user-training and an opportunity for hands-on learning from clinical and/or technical experts on specific areas of expertise. The Hands-On Tutorial rooms will be located in the Exhibition Area offering multiple branding opportunities and the possibility to direct delegates from your stand.

### **Invoicing**

Satellite Symposia and Mini-Satellite Symposia are invoiced in 14 December 2009.

Lecture rooms are invoiced on 29 January 2010.

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

Deadline payment 30 days.

### **Invitations**

Satellite Symposia, Mini-Satellite Symposia and EBAC Accredited Educational Programmes organizers can promote their sessions with flyers/invitations.

The Satellite Symposia and Mini-Satellite Symposia 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, roll-ups 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.

### Invitation flyer display racks

Companies organising Industry Supported Educational Sessions are offered specific display racks located at the congress centre main entrance to promote their events; one allocated space on the rack per session.

These display racks will be available free of charge to Satellite Symposia, Mini-Satellite Symposia, EBAC Accredited Educational Programmes and Hands-on Tutorials organisers only.

The invitation flyers must be approved by the ESC before 30 June 2010. Unapproved invitation flyers will be removed by the ESC.

Companies organising Industry Supported Educational Sessions are responsible for storing the invitations and keeping the racks supplied at the times given below.

The display racks will be available from Friday 27 August to Wednesday 1 September 2010. An hostess in charge of informing the delegates on the various Industry Supported Educational Sessions will be available, in front of these display racks, from Friday 27 to Tuesday 31 August 2010;

### 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, Mini-Satellite Symposia and EBAC Accredited Educational Programmes 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 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](#)

### **Lecture room Hostess**

The room hostess will be in charge of welcoming and briefing the Chairpersons and the Speakers on technical facilities, and will ensure that the session is running on time.

The room technician will be in charge of light/audio and beamer facilities.

### **Lecture room rental**

Lecture room rental cost applies for Satellite Symposia and EBAC Accredited Educational Programme only.

### **Mini-Satellite Symposia**

Participating companies may organise Mini-Satellite Symposia during specific 45 minute time slots. These 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.

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.

In order to hold a Mini-Satellite Symposium, an exhibition stand of minimum 9 m<sup>2</sup> is required.

(1 m<sup>2</sup> = € 407 early fee / € 447 late fee).

Mini-Satellite Symposia will be held within the Congress centre in lecture rooms ranging in capacity from 120 to 500 seats.

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

### **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.

- Overflow on the information screens in front of the lecture rooms will be made available upon requests by the ESC room hostess.

### **Official supplier**

ESC Congress 2010 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 2010.

### **Poster and Roll-ups**

Satellite Symposia, Mini-Satellite Symposia and EBAC Accredited Educational Programmes, can promote their sessions with roll-ups.

Two Roll-ups of maximum height of 2.5m and maximum width of 1m (no electrical connection, no light, and no sound) can be displayed in front of the lecture rooms 1 hour before the beginning of the sessions

**NB: please note that contrary to previous years, the ESC will not be able to provide easels as support.**

Roll-ups must have the specific written approval of the ESC. The content of the roll-ups 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 roll-ups will be immediately removed by the ESC.

- Roll-ups 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 roll-ups allowed on booths).

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

### Lecture Room roll-ups & Invitations

Display of two roll-ups 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 or roll-up at the "Industry Welcome Desk" reserved by the industry.

### Booth

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

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

[Annex 10: 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 2010) 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 13: Promotional Opportunities Application Form.](#)

### **Reception**

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

Receptions can only be organise with the ESC official caterer.

For Mini-Satellite Symposia only lunch boxes will be considered.

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

- Saturday 28 August 2010: after 16:00

- Sunday 29 August 2010: after 20.00

- Monday 30 August 2010: after 20:00
- Tuesday 31 August 2010: 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.

Exhibitors are also encouraged to guarantee a healthy and balanced catering service to their delegates.

### **Satellite Symposium**

Participating companies may organise special scientific sessions called Satellite Symposia.

These industry organised sessions are the perfect forum through which companies may reach their target audience with their latest scientific information and developments.

- In order to hold a Satellite Symposium, an exhibition stand of minimum 50 m<sup>2</sup> is required.

(1 m<sup>2</sup> = € 407 early fee / € 447 late fee).

Satellite Symposia, will be held within the Congress centre in lecture rooms ranging in capacity from 120 to 3 000 seats.

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

### **Scientific Programme**

**The complete programme of Satellite Symposia, Mini-Satellite Symposia, and Hands-On Tutorials 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, Mini-Satellite Symposia and Hands-On Tutorials.

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, Mini-Satellite Symposia and Hands-On Tutorials 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 2009 cannot be printed in the Final Programme.

Details received between 4 May 2009 and 30 July 2010 will appear in the ERRATUM.

Only changes of the title of the session, the name of the session organizer, the day, the room and the time will appear in the ERRATUM.

Changes in the scientific programme of Industry Supported Educational Sessions 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.

### **Speakers Assistance (Speakers Service Centre – SSC)**

ESC offers computerized presentation facilities called "Speakers' Service Centre" for all Satellite symposia, Mini-Satellite Symposia and EBAC Accredited Educational Programmes. 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 28 August 2010, from 08:00 to 18:30
- On Sunday 29 August 2010, from 7:30 to 18:30
- On Monday 30 August 2010, from 7:30 to 19:00
- On Tuesday 31 August 2010, from 7:30 to 18:30

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

## **Speakers' presentations**

To avoid unexpected technical problems at the last minute, companies are strongly encouraged to make sure their speakers use the Speakers Service Centre to preload all presentations.

If speakers choose to use their own laptop, this is the responsibility of the company organising the session.

## **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

## **Weblink**

The weblink/hyperlink through which an invite created by Industry, in the form of a Page, is linked to the ESC Congress 2010 Satellite Symposia, Mini-Satellite Symposia, EBAC Accredited Educational Programmes and Hands-On Tutorials listing. Available on the ESC Congress 2010 Scientific Programme Online (SPO).

[Annex 13: Promotional Opportunities application form.](#)