



# **Partners' Services Manual@ESC Congress 2023**

## Thank you for reading this Manual

Please note that a successful application for participation at ESC Congress 2023 implies an acceptance of the requirements contained within:

- **ESC Guidelines for Industry@Congresses** with common rules applicable to our congresses
- **ESC Partner Portal** [escpartnerportal.escardio.org](https://escpartnerportal.escardio.org) providing updates, key dates, not-to-be-missed information, technical specifications and much more
- **Partners' Services Manual@ESC Congress 2023** which contains the technical specifications and deadlines

Each ESC partner is responsible for communicating these documents and materials to its agencies or contractors and for providing them with the necessary information to prepare their activities in relation with the ESC Congresses.

## **Blackout times and parallel activities**

We kindly inform our Industry Partners that any meeting gathering congress participants outside of the ESC offer are forbidden from the first day when the programme starts until the last day end of the programme.

Exceptions may be granted for meetings that take place evenings of congress days: start at least 60min after the last session of the programme, are outside the venue, are not presented as ESC event and are not formal scientific presentations to delegates.

To check that your event can be authorised, you can contact [industry@escardio.com](mailto:industry@escardio.com) by indicating: Sponsor's name, event type, agenda, number of expected attendees, date and time.

In any case, all Industry events & meetings are forbidden during the Official Congress hours:

- Friday 25 August 2023 08:30 to 19:30
- Saturday 26 August 2023 08:30 to 19:30
- Sunday 27 August 2023 08:30 to 19:30
- Monday 38 August 2023 08:30 to 19:30

## YOUR CONTACTS

A dedicated team is happy to assist you in your preparations. Please contact the following people as necessary for your queries.

### **Exhibition**

Mr. Axel Browne

[exhibition@escardio.org](mailto:exhibition@escardio.org)

### **Digital Health Area**

Mrs. Julia Meunier

[exhibition@escardio.org](mailto:exhibition@escardio.org)

### **Satellite Symposia**

Mrs. Lisa Merolli

[satellite@escardio.org](mailto:satellite@escardio.org)

### **Rooms & Tutorials**

Mrs. Estelle Delaude

[roomservices@escardio.org](mailto:roomservices@escardio.org)

### **Sponsorship & Onsite Advertising**

Mrs. Angéline Sciacca

[sponsorship@escardio.org](mailto:sponsorship@escardio.org)

### **Orders and Industry Relations**

[industry@escardio.org](mailto:industry@escardio.org)

### **Registration**

[groups@escardio.org](mailto:groups@escardio.org)

### **ESC Press contact**

[press-services@escardio.org](mailto:press-services@escardio.org)

# TABLE OF CONTENTS

---



**EXHIBITION**

**INDUSTRY  
SPONSORED  
SESSION**

**SPONSORSHIP**

**PARTNERS  
SERVICES**

ONSITE EXHIBITOR SPACE REGULATIONS

Key dates	Badge fees and order deadlines - Working Passes	Service points (electricity, water, compressed air) - Waste and cleaning management - Stand Assignment
Construction schedule and Exhibition access timetable - Vehicle access for unloading	Exhibition location and building information - Stand activity	Catering - Transport regulations/handling
Opening hours	Stand module - Shell scheme stand Submission deadlines - Custom stand design Stands drawing	Suspension points - Exhibition services
Extra security - Exhibitor badge allocation - Safety and Technical Specifications	Health & Safety certification Stand module - Stand height allowance	

DIGITAL HEALTH AREA

Digital Health Area Industry Sessions
Digital Health Area Exhibition - Stand activity - Stand promotion
Badges

ONLINE EXHIBITION REGULATIONS

Key dates
Exhibition page schedule - Exhibitor main page
Dedicated Exhibitor page
Virtual listing
Exhibitor administrator access - Congress registration

## Key dates

<b>30 November 2022</b>	Application deadline for Top 10-point holders
<b>More than 150 days before the first day:</b>	Cancellation fee: 30% of total amount due
<b>From 150 to 90 days:</b>	Cancellation fee: 50% of total amount due
<b>Less than 90 days:</b>	Cancellation fee: 100% of total amount due
<b>15 December 2022</b>	Application deadline for Top 11 to 20-point holders
<b>15 January 2023</b>	Application deadline with priority status
<b>Until 31 March 2023</b>	Stand rental @ early fee (€420/m <sup>2</sup> and €270/m <sup>2</sup> for the reduced rate)

<b>From 1st April 2023</b>	Stand rental (€460/m <sup>2</sup> and €300/m <sup>2</sup> for the reduced rate)
<b>12 May 2023</b>	Deadline for stand design submission and stand activity declaration. All exhibitors must submit their insurance certificates. For custom stands, risk assessments and method statements are requested for all structures.
<b>31 May 2023</b>	Early onsite registration deadline
<b>04 July 2023</b>	Deadline to order stand packages
<b>31 July 2023</b>	Free Exhibitor badge deadline Additional General Exhibitor badge order deadline
<b>19 August 2023</b>	Stand services deadline - After this date orders will incur a 20% cost increase and the service cannot be guaranteed.
<b>25-28 August 2023</b>	<b>ESC Congress 2023</b>

## Construction schedule and Exhibition access timetable

The hall is open for construction on:

- |                            |   |
|----------------------------|---|
| • Monday 21 August 2023    | 08:00 to 20:00 – overnight extra hours can be ordered for a fee   |
| • Tuesday 22 August 2023   | 08:00 to 20:00 – overnight extra hours can be ordered for a fee   |
| • Wednesday 23 August 2023 | 08:00 to 20:00 – overnight extra hours can be ordered for a fee   |
| • Thursday 24 August 2023  | 08:00 to 18:00 (followed by decoration <b>only</b> from 18:00 to 24:00) - no extra hours can be ordered |

## Vehicle access for unloading

Note that a [working pass](#) is required to access the hall during build-up. See p.17 for more information on this.  
Access with an Exhibitor Badge from Thursday 24 August only – before that date a working pass will be required.

Slots should be booked in advance from Fairexx through the time slot request form available on the [Partner Portal](#)

### Vehicles access for unloading:

- |                                     |                          |                     |
|-------------------------------------|--------------------------|---------------------|
| • For stands over 300m <sup>2</sup> | Monday 21 August 2023    | From 08:00 to 11:00 |
| • For stands over 200m <sup>2</sup> | Monday 21 August 2023    | From 11:00 to 13:00 |
| • For stands over 150m <sup>2</sup> | Monday 21 August 2023    | From 13:00 to 18:00 |
| • For stands over 100m <sup>2</sup> | Tuesday 22 August 2023   | From 08:00 to 13:00 |
| • For stands over 30m <sup>2</sup>  | Tuesday 22 August 2023   | From 13:00 to 18:00 |
| • For all stands                    | Wednesday 23 August 2023 | From 08:00 to 18:00 |
| • For all stands                    | Thursday 24 August 2023  | From 08:00 to 18:00 |

All construction must be completed by 18:00 on Thursday 24 August, goods must be removed from aisles to allow cleaning and carpeting of aisles. Stand decoration is possible until 24:00. No further vehicle access to the exhibition ground is possible from Friday 25 August until Monday 28 August 2023 at 20:00.

Please check the [Traffic Guide](#) to understand how to access the congress venue.

## Opening hours

### Friday 25 August 2023

07:00 Hall access for exhibitors  
10:00 – 17:00 Exhibition opens

### Saturday 26 August 2023

07:00 Hall access for exhibitors  
10:00 – 17:00 Exhibition opens

### Sunday 27 August 2023

07:00 Hall access for exhibitors  
10:00 – 17:00 Exhibition opens

From Friday 25 August 2023 until Monday 28 August 2023, stand personnel may enter the building 3 hours before the opening of the exhibition.

### Monday 28 August 2023

07:00 Hall access for exhibitors  
10:00 – 17:00 Exhibition opens  
\*19:00 Packing up of valuables onto the stand and unplugging of electronic equipment within the stand area. Nothing must be placed on the aisles as that would hinder the removal of the carpet  
\*19:00 Removal of the carpet in the aisles as well as unlocking of rigging mechanisms (aisles must not be obstructed in any way), followed by delivery of empty packaging cases by Fairexx (if booked)  
\*20:00 – 24:00 Full dismantling/ Access permitted for working passes  
20:30 – 22:30 Vehicle access

### Tuesday 29 August 2023

00:00 – 23:30 Full dismantling/ Access permitted for working passes  
07:30 – 22:30 Vehicle access

\*the start of these actions is subject to the ESC's approval and is susceptible to changes

## Exhibition location and building information

The exhibition accompanying ESC Congress 2023 will be held in Hall 1 of RAI Amsterdam.

- Gross area dedicated to exhibition: approx. 15 000m<sup>2</sup>
- Ceiling heights range from 7.9m at the lowest point to 16.5m at the highest
- Exhibition hall floor weight loading: 3,000kg/m<sup>2</sup>
- Electricity, water, waste & telecoms delivered by service ducts at floor level at regular intervals across the hall)
- Rigging from the roof – maximum weight per point is 300kg (more details can be found [here](#))
- Loading doors located in the top section (door 6.4) is 4.8m wide by 5m high, while the one located in the bottom section of the exhibition (door 1.2) is 3.8m wide by 4.1 high
- First Aid is located in the nearby Hall 4, opposite the Café Amsterdam
- Hall ceiling will be darkened.
- Carpeting colour within aisles is dark-grey-anthracite (unless customised by an exhibitor to join two stands)

## Stand activity

Stand activities should be declared before Friday 12 May 2023 using the eform available on the [Partner Portal](#)

## Stand module - Shell scheme stand - Submission deadlines

By Friday 12 May 2023: Exhibitors renting a shell scheme stand should inform ESC Industry Team accordingly. A public liability insurance document should be sent by exhibitor to the ESC Industry Team.

A choice of two turn-key stand solutions is available at attractive package prices for stands up to 25m<sup>2</sup>, which include:

- Structure: walls (Basic 2,5m (h)/ Pro 3m (h)), tile carpet, fascia board with exhibitor name, assembly charges and daily basic stand cleaning.
- Lighting: Lighting LED 20w (1 light per 3m<sup>2</sup>), 1 switchboard with 3kw for 4 days
- Furniture package: storage 1x1m, lockable counter with stool, table and chairs.
- Full detailed list of what is included can be found on the [RAI's Webshop](#)

The stand modules (6m<sup>2</sup> – 25m<sup>2</sup>) provided by the official stand service supplier are different in terms of height and design. Basic stand partition walls will be 2.5m high, graphics & signage may be an additional of 0.5m.

## Custom stand design - Stands drawing

By Friday 12 May 2023 every exhibitor must submit to the ESC Industry Team, an exact statement of the dimensions of their stand as well as plans and descriptions of this stand. Details on the ESC rules and regulations in terms of stand design can be found in the [ESC Guidelines for Industry](#), from p.15 onward.

A public liability insurance document must be submitted as well as all additional certification documentation required for complex structures. All documents for construction certification are required.

Health & Safety  
certification - Stand  
module

By Friday 12 May 2023 exhibitors renting a stand module from the official stand supplier should submit the package type, dimensions & non-standard items such as display screens and catering areas. There is no need to provide any specific documentation for a stand construction certification apart from the public liability insurance document.

Stand height allowance

The maximum height allowance is in direct proportion to the m<sup>2</sup> floor area of each stand and is as follows:

Height allowance for the self-standing items

DH Totem 4m <sup>2</sup>	2.4m
DH Circle Booth unit 8m <sup>2</sup>	2.5m
6m <sup>2</sup> - 25m <sup>2</sup>	2.5m
26m <sup>2</sup> - 45m <sup>2</sup>	3.5m
46m <sup>2</sup> - 60m <sup>2</sup>	4m
61m <sup>2</sup> - 80m <sup>2</sup>	4.5m
81m <sup>2</sup> - 100m <sup>2</sup>	5m
101m <sup>2</sup> - 300m <sup>2</sup>	6m
301m <sup>2</sup> - 500m <sup>2</sup>	6.5m
501m <sup>2</sup> - 600m <sup>2</sup>	7m
Over 600m <sup>2</sup>	7.5m

Suspension points

Exhibitors with a stand size from 60m<sup>2</sup> will be able to benefit from the possibility of having a portion of their stand design suspended.

The suspended height allowance will be in direct proportion to the m<sup>2</sup> floor area of each stand and the slings around the truss will be adjusted accordingly. The following hanging points are permitted:

Under 60m <sup>2</sup>	not permitted
60m <sup>2</sup> - 100m <sup>2</sup>	6m
101m <sup>2</sup> - 300m <sup>2</sup>	6.5m
301m <sup>2</sup> - 500m <sup>2</sup>	7m
Over 500m <sup>2</sup>	7.5m

Important

Exhibitors taking advantage of having a portion of their stand design suspended should ensure that the stand design clearly indicates the truss structure or rigging point used to hang components. The suspended heights allowance indicated above are from the hall floor to the bottom of the truss or to the rigging point if no truss is used.

Exhibition services

For all your stand service orders and the latest exhibition logistics information, please visit the ESC [Partner Portal](#)

All stand services can be ordered via the RAI’s Webshop available [here](#)

For further information on services available, please contact the RAI Amsterdam Technical Department: [exhibitorservices@rai.nl](mailto:exhibitorservices@rai.nl)

## Service points (electricity, water, compressed air)

For complete details on electrical rules and regulations for stand installation, refer to the venues' Rules and Regulations available on the [Partner Portal](#)

## Waste and cleaning management

Exhibitors should manage (contract and pay for) their waste removal through the official cleaning supplier. This can be ordered through the RAI's Webshop [here](#)  
'Wild tipping' or disposing of bulk waste within the fairground without payment will be considered a serious violation.

## Stand Assignment

Stands will be assigned in accordance with the accrued point ranking if received by 15 January 2023.

After confirmation of stand assignment, any alteration of the stand type may be requested to ESC before Friday 12 May 2023.

Catering

Catering can be ordered online from the RAI’s Webshop available [here](#)

Transport regulations/handling

The official forwarder for ESC Congress is:  
Fairexx Logistics for Exhibitions GmbH  
Email: [contact@fairexx.com](mailto:contact@fairexx.com)

Their order forms can be found on the [Partner Portal](#), under “Official suppliers”.

LOW EMISSION ZONE:

Amsterdam has new low-emission zones that keep the most polluting passenger cars, trucks, delivery vans, taxis, buses and scooters out of the city. With the low-emission zone, Amsterdam wants to improve the air quality in the city. The new low-emission zones for Amsterdam fit within the national harmonization scheme for low-emission zones. During the harmonization in 2020, the low-emission zone has been aligned within the A10 ring road, as a result of which the RAI has come to lie within the low-emission zone.

In the coming years, the requirements that apply within the low-emission zone will be tightened up further. From 2022 this will have an impact on traffic around the RAI. The aim is also to have 100% emission-free transport in the low-emission zones from 2025 - 2030.

The overview to the right lists the requirements for which type of vehicle around the RAI. Full details can be found [here](#).

Type	Requirements
Car	Only diesel vehicles with emission class 4 and higher are welcome, year of construction 2005
Delivery van	Only diesel vehicles with emission class 4 and higher are welcome, year of construction 2005
Taxi	Diesels from 2009 and newer are welcome around the RAI
Truck	Only diesel trucks with the highest emission class 6 are welcome around the RAI
Bus/ touring car	Only diesel buses/touring cars with the highest emission class 6 are welcome around the RAI

Safety and Technical Specifications

Please refer to venue’ Rules and Regulations available on the [Partner Portal](#)

Extra security

The ESC will provide general surveillance of the hall; however, the ESC reminds exhibitor of their responsibility for their stand surveillance.

Stand security can be ordered via the RAI’s Webshop available [here](#)

Exhibitor badge allocation

Stand size between	General Exhibitor badges	Scientific Exhibitor badges
DH Totem/unit and up to 8m²	3	1
6m² and 8m²	3	1
9 and 49 m²	10	3
50 and 99 m²	15	5
100 and 199 m²	25	10
200 and 299 m²	30	13
300 and 399 m²	35	15
400 and 499 m²	40	18
500 and 599 m²	45	20
600 and 699 m²	50	23
700 and 799 m²	55	25
800 and 899 m²	60	28
More than 900 m²	75	38

## Badge fees and order deadlines

Additional General Exhibitor badges may be pre-ordered at the early fee of €140.49 (excl. 21% VAT) per badge before 31 July 2023. Please contact [groups@escardio.org](mailto:groups@escardio.org) for any information.

From 1 August 2023, no additional General Exhibitor badges can be ordered.

Badge fees (All fees excl VAT)

Fee	until 31 July 2023	€140.49 (HT)
-----	--------------------	--------------

### Important notice

To comply with the French anti-gift law (article L. 1453-11 of the French Public Health Code) and to respect the timeline for declaration or application to the French Regional Health Agency please note the purchase of extra exhibitor badges is limited to a maximum of 12.

It is the responsibility of the agency/industry to process a declaration to the French Regional Health Agency at least 8 days before the congress starting date.  
No extra orders can be made onsite.

## Working Passes

Working passes for build-up and dismantling are not managed by Fairexx this year but by the RAI Amsterdam. Make sure to register your booth builders early on to avoid any delays onsite by consulting [this manual](#).

**Important:** only working passes are valid between Monday 21 and Wednesday 23 August. From Thursday 24 August onwards though, exhibitor badges are also valid.

**Important:** safety shoes and safety helmets are required from Monday 21 to Wednesday 23 August.

**Digital Health Area****What is the Digital Health Area?**

From big data and electronic health records to wearables devices and mobile apps, Digital Health is supporting and transforming healthcare. At ESC Congress 2023, find out more about these new technologies and how they are impacting research and clinical practice in our dedicated Digital Health Area including scientific sessions and industry innovations.

The 1 800m<sup>2</sup> area is tailor-made to accommodate the needs of delegates from across the globe, looking for all of the latest cutting-edge technology which is transforming healthcare for patient and caregivers.

The area is at the entrance of Hall 1 ensuring optimal visibility. Prebuilt stands are available for our exhibitors. In the Digital Health Area, stands also our Digital Health Stage, which will be used for scientific sessions related to Digital transformation and its implications for daily practice today and in the near future. Speakers will be able to present their latest solution innovations. The stage is reserved exclusively for partners present within the area. Questions relating to Digital Health participation should be addressed to the ESC Industry Team ([industry@escardio.org](mailto:industry@escardio.org))

**Digital Health Area  
Industry Sessions**

Digital Health Area exhibitors have the opportunity to organise Satellite Symposia included in the ESC Congress 2023 Scientific Programme on the Digital Health topic. In addition, Digital Health Area exhibitors have the high-value opportunity to organise 20-minute sessions that provide a focused and insight into their latest innovative equipment and technologies. These sessions will also be featured in the ESC Congress 2023 Scientific Programme.

Sessions can be organised from Friday, 24 August to Monday, 28 August 2023, on specific timeslots. Included:

- Fully equipped and strategically Digital Health Stage with a capacity of 250pax (installation of extra materials or any alterations to Digital Health Stage is not allowed)
- No product advertising permitted
- Promotion allowed in front of the session room (roll-up, invitations and/or information screen)
- The 20-min Industry sessions will be made available on ESC365 from 11 September 2023

**Digital Health Area  
Exhibition****Digital Health Totem (4m<sup>2</sup>)**

A Digital Health Totem will be made available to organisations for a price of @5,000 excl. VAT. 2 points are awarded for exhibiting at ESC Congress 2023.

What is included in the cost?

- Carpentry structure with printed banner
- Carpet
- 1kw main electricity connection & consumption
- 1 spotlights + 2 sockets (1 double socket + 1 for the TV)
- 1 high table & 2 stools
- 1 40" TV screen
- Daily stand cleaning

Internet access, and electricity supply over and above the totem need to be ordered on the [RAI's Webshop](#) and are billable as extras.

**Digital Health Circle Booth Unit (8m<sup>2</sup>)**

A Digital Health Circle Booth Unit will be made available to sponsors for a price of @8,000 excl. VAT. 3 points are awarded for exhibiting at ESC Congress 2023.

What is included in the cost?

- Carpentry structure with printed banner + low walling
- Carpet
- 3kw main electricity connection & consumption
- 4 spotlights + 3 embedded sockets (1 for the desk, 1 for the TV and 1 for the wall)
- 1 counter with printed palboard
- 1 high table & 2 stools
- 1 40" TV screen
- Daily stand cleaning

Internet access, electricity supply over and above the Circle Booth unit need to be ordered on the [RAI's Webshop](#) and are billable as extras.

The Totem and the Circle Booth Unit provided by the official stand service supplier 4ForEverything will be uniform stands with uniform graphics, height and design. Alternative proposals can be made in term of furniture by the supplier, after ESC approval. These amendments are billable as extra.

Do not hesitate to contact Alex should you have any questions. Alex: [esc@4foreverything.com](mailto:esc@4foreverything.com) will be your main contact during your congress preparation.

A public liability insurance document should be sent by exhibitor to the ESC Industry Team.



### Digital Health Area Exhibition

#### DH Custom stand design (9m<sup>2</sup> minimum)

Every exhibitor will receive a custom quotation (including structure, carpet, furniture, light, AV equipment, power consumption, cleaning) from our official supplier 4ForEverything. 4ForEverything is the official and mandatory supplier of the area. Please do not hesitate to contact Anna: [anna.armengol@4foreverything.com](mailto:anna.armengol@4foreverything.com) & Marc: [marc.verdaguer@4foreverything.com](mailto:marc.verdaguer@4foreverything.com) for a design proposal.

By 13 May 2023, a public liability insurance document should be sent by the exhibitor to the ESC Industry Team.

For all your stand service orders (such as plants, internet lines, extra security, hostesses, catering) and the latest exhibition logistics information, please visit the [Partner Portal](#). These services can be ordered via the RAI's Webshop available on [here](#). For further information on these services, please contact the RAI Amsterdam Technical Department at [exhibitorservices@rai.nl](mailto:exhibitorservices@rai.nl)

### Stand Activity

Stand activities should be declared before Friday 12 May 2023 using the eform available on the [Partner Portal](#)

### Stand Promotion

In order to keep the Digital Health Area nice and airy to our delegates, I would like to ask for your cooperation on this matter. Please avoid bringing any extra roll up to your booths which blocks the visibility within the aisles. Each stand includes graphics and TV, which is sufficient to promote your activities.

**Exhibitor badge  
allocation**

Stand size between	General Exhibitor badges	Scientific Exhibitor badges
DH Totem/unit and up to 8m <sup>2</sup>	3	1
9 and 49 m <sup>2</sup>	10	3

**Badge fees and order  
deadlines**

Additional General Exhibitor badges may be pre-ordered at the early fee of €150 (excl. 21% VAT) per badge before 31 July 2023. Please contact [groups@escardio.org](mailto:groups@escardio.org) for any information.

From 1 August 2023, no additional General Exhibitor badges can be ordered.

Badge fees (All fees excl VAT)

Fee	until 31 July 2023	€150
-----	--------------------	------

**Important notice**

To comply with the French anti-gift law (article L. 1453-11 of the French Public Health Code) and to respect the timeline for declaration or application to the French Regional Health Agency please note the purchase of extra exhibitor badges is limited to a maximum of 12.

It is the responsibility of the agency/industry to process a declaration to the French Regional Health Agency at least 8 days before the congress starting date.

No extra orders can be made onsite.

## Key dates

15 January 2023	Application deadline with priority status
20 June 2023	Opening of the access to the backend of the Dedicated Exhibitor Page
15 August 2023	Closing of the backend of the Dedicated Exhibitor Page and deadline to provide logo and link for Virtual Listings.
25 August 2023	Online Exhibition page open
26 August 2023	Free Exhibitor registration deadline for access to online platform
25-28 August 2023	ESC Congress 2023
12 September 2023	Online Exhibition page closed

## Exhibition page schedule

Delegates have access to the Exhibition page and Exhibitor profiles from 25 August 2023 until 12 September 2023.

Exhibitors' administrator accesses are valid from 20 June 2023 until 12 September 2023.

Unless agreed otherwise, exhibitors can only update the Agenda section if needed during and after the congress until the online congress platform remains open. Once the backend of the Dedicated Exhibitor page is closed updates of any other fields are not allowed. After the congress the virtual meeting room as well as the book an appointment feature will no longer be operational.

Traffic on the platform continues following the live Congress, so exhibitors are encouraged to keep their profiles alive.

## Exhibitor main page

All Exhibitors opting for one of the two online options will be listed with their logo on the main Exhibition page on the congress platform.

Exhibitors must provide their corporate or the product logo of their choice and the subtitle to be shown under their logo. An exhibitor may choose to use a corporate logo or the product logo of his/her choice. If a product logo is used, the exhibitor's name must appear in the subtitle.

Corporate or product logo format:

- 400 x 400 px (png or jpg)
- Transparent version + white background version
- Max weight 200ko
- Subtitle file format: 150 characters maximum, spaces included

## Dedicated Exhibitor page

This option includes:

### **Exhibitor Name and Logo**

(same as the one used in the Exhibition main page)

### **Exhibitor description**

The exhibitor's name and general company description are placed next to the exhibitor's corporate logo. One company website link can be included below the text in a dedicated button. The text should not exceed 500 characters maximum, spaces included.

### **Exhibitor Website**

The Website tab can accommodate an external virtual stand or other webpage dedicated to the sponsor activities during the event and design especially for the congress.

### **Book an appointment**

This tab will open a form to be used by the visitors to book appointment with an industry partner. The form is customizable, 2 fields are available: subject and slot. Industry partners are allowed to put the subject and the slot of their choice.

### **Face to Face chat**

An integrated chat is available on each selected package. Delegates can contact exhibitor representatives via this written and video feature.

File format:

- Sponsor's representative picture (100x 100px)
- Name, position, email, social media links



## Dedicated Exhibitor page

### Promotional video

Exhibitor's promotional video is placed in the middle of Exhibitor's profiles page.

This video aims at creating brand awareness in which you can introduce overall information about your company, on your products or activities. The recommended length of this video is 3 minutes. A promotional video is not a session including scientific presentations. During the on-demand period following the congress, it is not allowed to update these videos.

Video File format:

- Video Thumbnail: 480x270px
- mp4 format, at least 720p
- Max weight 512mo

### Agenda

In this section Exhibitors can share their activity during the congress. For each agenda Entries it is possible to add:

- the title of the activities
- the dates
- a description
- a web link (can be external link)
- A thumbnail with an external link: Image 200x200px - Max weight 1Mo

### Sessions On Demand

In this section the sessions organised during the congress will be placed after they will be broadcast. This will be automatically done by the ESC supplier. This section will accommodate up to 3 players. Content can be Satellite Symposium or Tutorials. If an industry organises more than 3 sessions, it will be necessary to choose the 3 sessions among those organised that will appear on the exhibitor profile.



## Dedicated Exhibitor page

### Documents and Resources

These 2 sections are dedicated to Depending on selected exhibitor package a limited number of to present further products or leaflets shared through link or download button. Exhibitors can place:

- 5 pdf items in the Documents section (pdf only)
- 5 items in the Resources section (can be pdf, text and weblink). Each item will be shown with a thumbnail image. Other display options in listing or carousel format are available and will be suggested by our supplier CYIM.

File format:

- Pdf file format: Max 64Mo, pdf only
- Thumbnail product images format : Image: 200 x 200px - Weight: 200ko
- Click option: Open pdf, open link, open Pop-up with text + link or pdf

### Exhibitor social media links

Social media links are placed at the bottom of the exhibitor profile. The number of icons is limited to 6 links: Mail, Twitter, Facebook, LinkedIn, YouTube, Instagram.

### Statistics and Leads

Exhibitors will have access to a real time data tool (Dataviz) accessible from the Dedicated Exhibitors Page. These data can be downloaded at any time from 25 August 2023 until 12 September 2023.

## Virtual Listing

This option includes a logo placed in the Exhibition main page that will direct to a website of choice.

## Exhibitor administrator access

Exhibitor opting for the Dedicated Exhibitors Page will get 10 administrator accesses. These accesses will be provided by our official supplier CYIM. Exhibitors are asked to confirm the primary “Exhibitor profile administrator” to CYIM as soon as possible.

Exhibitors' administrator accesses are valid from 20 June 2023 until 12 September 2023.

## Congress registration

Exhibitor opting for the Dedicated Exhibitors Page will get 10 individual congress registrations to have full access to the Congress. These free registrations are only intended for use by industry representatives.

Sponsors also have the possibility to register Groups of delegates:

For information, deadlines, fees and requests, please contact [groups@escardio.org](mailto:groups@escardio.org) or visit the [Congress registration page](#)

# INDUSTRY SPONSORED SESSIONS

## ONSITE INDUSTRY SPONSORED SESSIONS REGULATIONS

Key dates

Satellite Symposia

Submitting your scientific programme

Speaker Service Centre (SSC)

Catering

Transport regulations/handling

Industry Sponsored Session display racks

## ONLINE INDUSTRY SPONSORED SESSIONS REGULATIONS

Key dates

Online Satellite Symposia

Submitting your scientific programme

Collection of audience leads and analytics

Sessions On Demand

## TUTORIALS REGULATIONS

Tutorials

Tutorials Scientific Programme submission

Tutorials Access Schedule

Tutorials Catering & Furniture

[Home](#)

[Menu](#)

## INDUSTRY SPONSORED SESSIONS

*Onsite Industry Sponsored Sessions Regulations*

## Onsite Industry Sponsored Sessions Regulations

During Satellite Symposia slots, a maximum of 7 Industry sessions will run simultaneously. Onsite - Live Streamed sessions are entitled to priority assignment in line with the accrued point ranking. Following this, the accrued point ranking will then determine the assignment of timeslots and lecture rooms for onsite sessions and online sessions.

## Key dates

From 1 December 2022	Notification of assignments of time slots and rooms following ranking and date of order.
22 May 2023	Scientific programmes submission due
During May & June 2023	Notification of scientific programmes approval
8 July 2023	Deadline for reception of promotional materials (invitations/flyers/branding) for approval by ESC
25-28 August 2023	ESC Congress 2023

## Satellite Symposia

Satellite Symposia should fit in the standard time unit of a 45-minutes or 60 -minutes sessions. Included:

- Standard lecture room set-up if onsite session (customization needs to be approved by the ESC and ordered through our supplier at extra cost)
- Roll-up in front of or in close vicinity of the lecture room 20 minutes before the session starts if onsite session
- Invitations distributed in front of or in close vicinity of the lecture room 20 minutes before the session starts if onsite session
- Dedicated listing in the Congress Programme on our online congress platform

Companies organising an onsite non-exhibitor Satellite Symposium will be provided with an allocation of 10 General Exhibitor badges and 3 Scientific Exhibitor badges.

### **Onsite presence for onsite satellite symposia & Onsite live-streamed satellite symposia**

All Satellite Symposia speakers need to be present onsite without exception. If a speaker cannot be present in Amsterdam, they must be replaced.

In the case of exceptional last-minute\* absence of the speaker, the ESC will accept a recorded presentation only (no live, no Q&A). Any additional costs related to these changes are to be fully covered by the sponsor.

\*Last-minute defined as less than 48 hours' notice

### **Webcast**

To extend the reach of your onsite Satellite Symposia to all those who were not able to attend your session, the production of a webcast is included and will be made available on ESC 365. For online Satellite Symposia, your session will be available on the congress platform on demand and on ESC 365 afterwards.

### **Lecture room set-up**

Lecture room specifications will be made available on the [Partner Portal](#)



## Satellite Symposia

### Lecture rooms:

- Bucharest 1200 seats
- Oslo 700 seats
- Stockholm 500 seats
- Riga 400 seats
- Vilnius 400 seats
- Lisbon 300 seats
- Bratislava 300 seats
- Luxembourg 300 seats
- Podgorica 200 seats

### Hubs:

- Vermeer 400 seats
- Rembrandt 400 seats
- Van Gogh 250 seats

### Lecture room access

There can be a total intersession time of 15 minutes between the end of an ESC session and the start of the Satellite Symposium. Satellite Symposia organisers can access their assigned lecture rooms 15 minutes before the start of their sessions. This will allow ESC to finalise the ESC sessions, allow for over-run or continuing discussions and prepare the lecture rooms. Industry partners are requested to wait for ESC faculty to leave the stage before starting branding. Our commitment is to ensure the lecture rooms are ready and available for the session organisers 15 minutes preparation. Satellite Symposium organiser must clear the lecture room 5 minutes after their scheduled timeslot.

## Submitting your scientific programme

By 22 May 2023 the complete scientific programme of Industry Sponsored Sessions must be sent to the ESC. The scientific programme must be submitted on the appropriate form [here](#) made available to you on the confirmation email.

### Note

- Industry Sponsored Sessions are announced in all publications as “sponsored by company X”. Sessions’ sponsor can use a different wording to announce the session on promotional material. The ESC approval is mandatory.
- Satellite Symposia chairperson(s): 1 mandatory for 45-minute and 60-minute Satellite Symposia
- The number and duration of Tutorials sessions is not restricted. It is left to the appreciation of the organisers.

## Speaker Service Centre (SSC)

ESC Congresses offers computerised presentation facilities for all lectures. The use of the Speaker Service Centre is mandatory, free, and offers audio-visual assistance to all speakers.

The Speaker Service Centre will be open as follows:

Date	Times
24 August 2023	14:00 – 19:00
25 August 2023	07:00 – 19:00
26 August 2023	07:00 – 19:00
27 August 2023	07:00 – 19:00
28 August 2023	07:00 – 19:00

## Catering

Catering services can be organised with the ESC official caterer at the sponsor's cost. The Official Caterer of ESC Congress 2023 is RAI Amsterdam. Companies will have the right to serve alcoholic beverages during the receptions organised at the following dates and times only:

Date	Times
25 August 2023	from 18:00
26 August 2023	from 18:00
27 August 2023	from 18:00
28 August 2023	from 18:00

## Transport regulations/handling

The official forwarder for ESC Congresses is:  
Fairexx Logistics for Exhibitions GmbH  
Email: [contact@fairexx.com](mailto:contact@fairexx.com)

## Industry Sponsored Session Display Racks

No display racks in Amsterdam.

[Home](#)

[Menu](#)

## TUTORIALS REGULATIONS

## Tutorials

Tutorials can be organised from Friday, 24 August to Monday, 28 August 2023, 09:00 to 18:00.

Tutorials must be ordered by a single company, which must be the sole name for the contract, the allocation of accrued points, the organisation of the tutorial and the scientific programme. On request of the company organising the tutorial it will be possible to acknowledge on the programme a collaboration with another company in the format: Sponsored by Company 1 in collaboration with Company 2. With the condition that all sessions throughout the programme are concerned by this collaboration.

Included:

- Standard room (customisation must be approved by the ESC, the venue's Health & Safety authorities and needs to be ordered through our suppliers at extra cost)
- Rooms will include standard electricity supply, air-conditioning, daily cleaning and large hinged door locked key code.
- Promotion allowed in front of the session room (roll-up, invitations and/or information screen)

Non-exhibiting organising companies will be provided with an allocation of 10 General Exhibitor badges and 3 Scientific Exhibitor badges.

### Room access and set-up

Unless agreed otherwise, Tutorials organisers will have access to their assigned room from Wednesday 23 August 08:00 am to 08:00 pm and Thursday 24 Aug 2023 from 08:00 am to 08:00pm.

- Dismantling (Removal of Tutorials rooms' valuables) can start on Monday 28 Aug 2023 at 06:30pm and must be completed by 8pm
- Tutorials organisers must bring their own consoles, projectors and other necessary equipment.

### Transport regulations/handling

The official forwarder for ESC Congresses is:

Fairexx Logistics for Exhibitions GmbH

Email: [contact@fairexx.com](mailto:contact@fairexx.com)

## Access Schedule

### Wednesday 23 August 2023

08:00-20:00 Access to the Tutorials rooms for set-up

### Thursday 24 August 2023

08:00-20:00 Access to the Tutorials rooms for set-up  
From 18:00 Empty packing cases must be removed from the Tutorials rooms and from the aisles in the Exhibition area

### Friday 25 August 2023

07:00 – 20:00 Access for exhibitors  
09:00-18:00 Access for delegates

### Saturday 26 August 2023

07:00 – 20:00 Access for exhibitors  
09:00-18:00 Access for delegates

### Sunday 27 August 2023

07:00 – 20:00 Access for exhibitors  
09:00-18:00 Access for delegates

### Monday 28 August 2023

07:00 – 20:00 Access for exhibitors  
09:00-18:00 Access for delegates  
20:00-22:00 Full dismantling

## Tutorials Scientific Programme submission

By 22 May 2023 the complete scientific programme of Industry Sponsored Sessions must be sent to the ESC at [industryprogramme@escardio.org](mailto:industryprogramme@escardio.org). The scientific programme must be submitted on the appropriate form [here](#) made available to you on the confirmation email.

## Tutorials furniture's

We are pleased to announce that sponsors will be able to customize their tutorials again this year via an online catalogue. Catalogue and order form will be available on StudioArancio website **from 15th April at this [link](#)**. For any queries on these services, please contact our ESC official supplier **StudioArancio:** [congress@studioarancio.net](mailto:congress@studioarancio.net).

## Tutorials catering

Catering must be ordered from **RAI**, ESC official caterer and is billable as extras. Catering can be ordered through the order form available on the [Partner Portal](#), the deadline to order will be the **28 of July**. For any catering information, please contact [exhibitorservices@rai.nl](mailto:exhibitorservices@rai.nl)

Home

Menu

## INDUSTRY SPONSORED SESSIONS

*Online Industry Sponsored Sessions Regulations*

## Key dates

**22 May 2023**

By this date, your agenda must be provided to the ESC for submission to the Congress Programme Committee (CPC).

**13 July 2023**

Satellite Symposia video pre-recorded files submission deadline.

## Online Satellite Symposia

The official provider for Industry Sessions is CYIM:

esc.congress-supplier@cyim.com

Emilien Matte - 00 33 (0) 6 65 37 55 48

Caroline Bressol – 00 33 (0) 6 52 67 93 71

Companies organising an online non-exhibitor Satellite Symposium will be provided with an allocation of 10 free individual registrations for industry staff to access the online event.

## Submitting your scientific programme

By 22 May 2023, the complete scientific programme of Satellite Symposia must be submitted via the appropriate service provided by the ESC.

## Collection of audience leads and analytics

All registered profile information and details will be shared with Satellite Symposia organisers. We will provide you with the following data for all individuals who view your session: title, first name, family name, age, gender, country, state/province, email address, and profile information. This information will be available 15 days after the Congress for the Live report, 45 days after the Congress for the on-demand report and 1 month after upload on ESC 365.

## Sessions On Demand

All content from the programme will be made available to registered delegates as video on demand on the platform until 11 September 2023.

The event resources will be uploaded and archived on the renowned ESC 365 platform on 12 September 2023. Content will be available to ESC Professional members except for Industry Sponsored Sessions content which will be accessible to all for 1 year (MyESC account is required to access resources).

### Industry Sponsored Sessions upload process

After the broadcast, the full recording of Satellite Symposia will be automatically uploaded to the replay section of the event platform within 48 hours. On request, we can disable the publication of your entire video footage in the replay section. If your internal compliance processes require you to obtain validation of live elements, we recommend that you record your footage in full before broadcast. Pre-publication of pre-recorded footage in the replay section is not permitted.

# SPONSORSHIP



## Advert Broadcast

*Product advertising permitted – Artwork Deadline: Friday 4 August 2023*

Promote your activities with packages of four 30-second intersession video spots which will be broadcast as follows each of the 4 days of the Congress.

### Product specifications

- Orders are limited to 2 packages per sponsor and per day
- Maximum 2 industry advert broadcasts per intersession
- No mono-sponsorship with same sponsor in the same intersession
- Possibility to provide different video spots in each package
- The key message of your video should be simple and easy to remember
- The video itself should be eye-catching and can contain some light music to help it stand out between scientific presentations
- The ESC will be managing the distribution and programming of each Advert Broadcast at specific times in both the Channels and the Live Programmes. There will be no test version available, and the exact schedule will not be known in advance, therefore the unveiling of your advert will be made at the launch of the Congress. You can trust the ESC will do its utmost to ensure your adverts are broadcast at the best possible times and are efficiently delivered throughout the day.

### Elements to be provided by the Sponsor:

High definition MP4 format video(s) of 30 seconds each with the channel's choices in :

- Format: MP4
- Resolution: Full HD (1920 x 1080 pixels, format 16/9)
- Codec: H264
- Frame Rate: 25P

**Note:** The ESC will be managing the distribution and programming of each Advert Broadcast at specific times in both the Channels and the Live Programmes. There will be no test version available and **the exact schedule will not be known far in advance**, therefore the unveiling of your advert will be made at the launch of the Congress. You can trust the ESC will do its utmost to ensure your adverts are broadcast at the best possible times and are efficiently delivered throughout the day.

## Badge Lead Management System

Access information from ESC Congress 2023 delegate badges in real time, enabling your exhibit, edit and amend delegate data using your own hardware and software by scanning this information from the delegate badges to your database.

The sponsor will implement a programme to use this interface in order to retrieve the delegate information during the congress period. The industry partner must conform to the technical details that will be provided by the ESC.

This will allow you to synchronise your CRM with the ESC database effortlessly.

Note that this product does not include the rental of badge readers. You will find further information on this product via the technical user guide.

## Congress News Advertisement Spaces

*No product advertising permitted – Artwork Deadline: Friday 23 June 2023*

The highly popular Congress News is a daily publication providing delegates with an update on ESC Congress 2023 news and events. This newspaper is a must-have and is read daily by a large number of delegates. Your message will be printed on a half-page advert.

### Elements to be provided by the Sponsor:

- High Resolution .PDF file format and .PSD – 300 dpi
- The source file is always needed should ESC need to resize the advert
- 4 colour process (CMYK) - (RGB or Spotcolour not accepted)
- Size: half-page 267mm (w) x 195mm (h)

## Onsite Advertising

Onsite advertising items files must be sent to ESC [sponsorship@escardio.org](mailto:sponsorship@escardio.org) for approval and production at the latest on **Friday 23 June 2023**. Sending the artwork at a later stage will impact the delivery time and the production will not be guaranteed.

### Important:

Once files are approved, they will be forwarded to the RAI Amsterdam Official Supplier for production. Approved files should not be modified, otherwise this will incur extra production costs at the expense of the sponsor.

## eBlasts

### *No product advertising permitted*

Take the opportunity to reach out to the audience before, during and after the event via an electronic invitation. The eBlast is the ideal way to drive our Cardiology Community to your activities and resources, including sessions. Up to 12 visuals will be displayed, the order will be assigned in line with the accrued point ranking.

If you do not wish to link the advert to a PDF, please inform us about the below alternative option chosen:

- Dedicated Exhibitor Page (available for Event eBlast)
- Satellite Symposium online page (available for Event and Post-event eBlast)
- Satellite Symposium's Recorded video (Post-event eBlast only)

### **Elements to be provided by the Sponsor:**

- 1 advert image - Exact size: 600px x 300px – Maximum weight: 50 ko
- 1 PDF format advert (Maximum weight 1MB) or other below mentioned alternative option

### **Mandatory rules to follow:**

- No product advertising permitted for Satellite Symposium promotion
- Product advertising permitted only for stand promotion
- If a Satellite Symposium is promoted, use the exact wording "Satellite Symposium" with both "S" in capital letters. All other wording will not be validated by ESC.
- To mention the Congress, please use the Official pictogram of the Congress available on the [ESC Industry Portal](#) or use the exact wording "ESC Congress 2023"

### **Hyperlinks rules:**

Delegates will be able to open an enlarged PDF version of each of the sponsor's adverts by clicking on the advert visual or the session title. As an alternative to the PDF, a direct link can be used, please see below the available options.

- Dedicated Exhibitor Page (for Event eBlast only)
- Satellite Symposium online programme page (for Event and Post-event eBlast)
- Satellite Symposium's Recorded video (ESC365 link, for Post-event eBlast only)
- Hyperlinks to an external website or virtual booth are not permitted



## eBlasts

**Target and deadline**

- **Pre-event eBlasts**

Reach out to My ESC Account owners who have expressed an interest in ESC Congress 2023 and pre-registered delegates via an electronic invitation sent out prior the event.

- **Event eBlast**

Reach out to registered delegates and place your event activities at the forefront of all delegates minds by reaching out to them via a dedicated email invitation sent out during the event.

- **Post-event eBlasts**

Place your Congress activities posted on the on-demand platform and ESC 365 at the forefront of all registered delegates' minds by reaching out to them via a dedicated email invitation sent out post-event.

Product ordered	Deadline to sent the artwork
Pre-event Eblast – 28 July	Thursday 14 July 2023
Pre-event Eblast – 4 August	Friday 21 July 2023
Pre-event Eblast – 11 August	Friday 28 July 2023
Pre-event Eblast – 18 August	Friday 4 August 2023
Event Eblasts (25-26-27-28 August)	Wednesday 9 August 2023

Product ordered	Deadline to sent the artwork
Post-Event Eblast 31 August	Friday 18 August 2023
Post-Event Eblast 7 September	Wednesday 23 August 2023
Post-Event Eblast 14 September	Friday 1 September 2023
Post-Event Eblast 21 September	Thursday 7 September 2023

## eDaily Bulletin Banner

*No product advertising permitted - Artwork Deadline: Friday 4 August 2023*

Extend your visibility and promote your Satellite Symposium or exhibition activities via our dedicated congress bulletin highlighting the most up-to-date scientific information from ESC Congress 2023. It will be emailed to our database of healthcare professionals with a My ESC account.

Day 1 bulletin will be emailed to all registered delegates (onsite & online), and to all owners of a My ESC account who have agreed to receive ESC communications and expressed an interest in the fields and who are yet to register.

Day 2, 3 and 4 will be emailed to registered delegates (onsite & online) only, who have agreed to receive ESC communications.

### **Elements to be provided by the Sponsor:**

- 1 bannervisual: Format: JPG/ PNG- Maximum size: 600px \* 150px, 72 dpi
- Specify hyperlink chosen between the two following options: Dedicated Exhibitor Page or Satellite Symposium Online Page

### **Mandatory rules to follow:**

- Hyperlinks to an external website or virtual booth are not permitted, however a hyperlink to your Dedicated Exhibitor Page or the Satellite Symposium online page is permitted.
- If a Satellite Symposium is promoted, use the exact wording "Satellite Symposium" with both "S" in capital letters. All other wording will not be validated by ESC.
- To mention the Congress, Sponsor can use the Official pictogram of the Congress available on the [ESC Industry Portal](#) or use the exact wording "ESC Congress 2023"

Collection of audience leads and analytics

All registered profile information and details will be shared with Sponsorship and Advertisement items’ sponsors. We will provide you with the following data for all individuals who consult these items.

Product ordered	When	What
Homepage Rotating Banner Exhibition section rotating banner Session Video page static banner	End of Congress + 15 days End of Congress + 45 days	<ul style="list-style-type: none"><li>Number of viewers who clicked on the banners and listing of viewers with title, first name, family name, age, gender, country, state/province, city, email address, stage in career, professional activity, place of work, primary specialty.</li></ul>
eDaily Bulletin Banner	End of Congress + 15 days	<ul style="list-style-type: none"><li>Number of people the eDaily Bulletin was sent to, opening rate and number of clicks on the sponsor’s banner, for both Registered and Non-Registered (whenever separate emailings are sent out).</li></ul>
eCongress news rotating banner Online Programme rotating banner	End of Congress + 15 days	<ul style="list-style-type: none"><li>Global stats summary: sum of unique clicks, sum of % unique clicks.</li></ul>
Advert Broadcast	End of Congress + 15 days	<ul style="list-style-type: none"><li>Number of people on the platform during the X-minute intersession video (no listing of viewers available). Number of unique viewers for each instance that each industry interlude was broadcast, including the date, time and topic channel</li><li>Distinct demographics (graphics related to age, gender, country, stage in career, professional activity, place of work, primary specialty) relating to each instance that each industry interlude was broadcast</li></ul>



Collection of audience  
leads and analytics

Product ordered	When	What
Pre-event Eblast	End of Congress + 15 days	<ul style="list-style-type: none"><li>Global stats on email: sends, total deliveries, total delivery rate, unique opens, open rate, unique clicks, click rate, clicks on your advert(s), clicks on all sponsorads.</li><li>Global stats summary: sum of unique clicks, sum of % of unique clicks</li><li>Demographics for global audience vs engaged audience: geographic spread, Top 20 Countries, age/gender, Top 20 represented Professions</li></ul>
Event Eblast	End of Congress + 15 days	<ul style="list-style-type: none"><li>Global stats on email: sends, total deliveries, total delivery rate, unique opens, open rate, unique clicks, click rate, clicks on your advert(s), clicks on all sponsorads.</li><li>Global stats summary: sum of unique clicks, sum of % of unique clicks</li><li>Demographics for global audience vs engaged audience: geographic spread, Top 20 Countries, age/gender, Top 20 represented Professions</li></ul>
Post-Event Eblast	End of Congress + 45 days	<ul style="list-style-type: none"><li>Global stats on email: sends, total deliveries, total delivery rate, unique opens, open rate, unique clicks, click rate, clicks on your advert(s), clicks on all sponsorads.</li><li>Global stats summary: sum of unique clicks, sum of % of unique clicks</li><li>Demographics for global audience vs engaged audience: geographic spread, Top 20 Countries, age/gender, Top 20 represented Professions</li></ul>
Educational Grants	End of Congress + 15 days End of Congress + 45 days After 1 month on ESC365	<ul style="list-style-type: none"><li>Number of Unique User, Average Time spent in session (in %), Median Time spent in session (in %)</li><li>Stats related to graphics related to age, gender, country, stage in career, professional activity, place of work, primary specialty</li><li>Geographic data on session attendance (i.e. what country is the viewer sitting in – not necessarily the same as the country on their My ESC Account)</li></ul>

## Programme at a Glance Advertisements

*No product advertising permitted - Artwork Deadline: Friday 16 June 2023*

This essential pocket guide is made available to all onsite congress delegates. Your message will be placed in one of three areas of this concise and efficient day-to-day Programme and ensure your company name is seen frequently.

The Programme at a glance is also available on the congress programme online.

### **Elements to be provided by the Sponsor:**

#### **Inside Back Over and Outside Back Cover**

- Vertical format only
- File format: PDF - CMJN - 300 DPI
- Trim size: 148,5 (W) x 210 (H) mm
- Type Area: 128 (W) x 190 (H) mm
- Bleed size: 158,5 (W) x 220 (H) mm
- Note Pad Area: 130 (W) x 180 (H) mm

#### **Inside page**

- Horizontal format only
- File format: PDF - CMJN - 300 DPI
- Trim size: 210 (H) x 148,5 (W) mm
- Type Area: 190 (H) x 128 (W) mm
- Bleed size: 220 (H) x 158,5 (W) mm
- Note Pad Area: 180 (H) x 130 (W) mm

## Industry Sponsored Session Display Screen

*No product advertising permitted - Artwork Deadline: Friday 21 July 2023*

Highlight your Sponsored Sessions by broadcasting an advertisement on the large information screen located in a prime location.

This particular screen is strictly reserved for the promotion of Industry Sponsored Sessions. The sponsor must send the advert artwork for approval by the ESC.

### **Elements to be provided by the Sponsor:**

- PowerPoint file format
- Resolution: 1366 x 768
- Format: 16:9
- Duration: 30" (if multiple slides, timing must be included into presentation)
- Presentations will run until the session has taken place during the congress

### **Mandatory rules to follow:**

- 1 Advert promotes 1 event (Satellite Symposium, Satellite Symposium - Experts on the Spot, Practical Tutorials).
- 1 Advert promotes 1 Session with reference to the booth will be considered as 1 Advert.
- The key message of your advert have to be easy to understand and to remember.
- No trademarks, no product name or product logo will be allowed.

## PLATFORM BANNERS ADVERTISING

Homepage Rotating Banner

eCongress News Rotating Banner

Exhibition Section Rotating Banner

Session Video Page Static Banner

Online Programme  
Rotating Banner

## Homepage Rotating Banner

*No product advertising permitted* - Deadline: Friday 4 August 2023

Promote your Satellite Symposium or Dedicated Exhibitor Page on the ESC Congress 2023 Homepage Rotating Banner. This sliding banner will rotate every 7 seconds in a pre-determined order and will include 4 sponsors. This item is limited to 2 banners per sponsor.

### **Note:**

The carousel does not start on a random banner but rather is dependent on the position that was chosen by the sponsor, meaning that “Position 1” will always be shown during the first 7 seconds of the 28 seconds carousel, while “Position 4” will always appear during the last 7 seconds.

### **Elements to be provided by the Sponsor:**

- 1 banner visual for desktop: Format: JPG / PNG / GIF - Size: 970px \* 90px, 72 dpi - Colors: RGB
- Specify hyperlink chosen between the two following options: Dedicated Exhibitor Page or Satellite Symposium Online Page

### **Mandatory rules to follow:**

- Hyperlinks to an external website or virtual booth are not permitted, however a hyperlink to your Dedicated Exhibitor Page or the Satellite Symposium Online page is permitted.
- No product advertising is permitted
- If a Satellite Symposium is promoted, use the exact wording “Satellite Symposium” with both “S” in capital letters. All other wording will not be validated by ESC.
- To mention the Congress, Sponsor can use the Official pictogram of the Congress available on the [ESC Industry Portal](#) or use the exact wording “ESC Congress 2023”

## eCongress News Rotating Banner

*No product advertising permitted* - Deadline: Friday 4 August 2023

The Congress News is also available online on the event platform. Partners have the opportunity to promote their digital sessions or Dedicated Exhibitor Page via hyperlink, with a sliding banner advertisement in the eCongress News. This sliding banner will rotate every 7 seconds in a predetermined order and will include 2 sponsors.

### **Elements to be provided by the Sponsor:**

- 1 banner visual for desktop: Format: JPG / PNG / GIF - Size: 970px \* 90px, 72 dpi - Colors: RGB
- Specify hyperlink chosen between the two following options: Dedicated Exhibitor Page or Satellite Symposium Online Page

### **Mandatory rules to follow:**

- Hyperlinks to an external website or virtual booth are not permitted, however a hyperlink to your Dedicated Exhibitor Page or the Satellite Symposium Online page is permitted.
- No product advertising is permitted
- If a Satellite Symposium is promoted, use the exact wording “Satellite Symposium” with both “S” in capital letters. All other wording will not be validated by ESC.
- To mention the Congress, Sponsor can use the Official pictogram of the Congress available on the [ESC Industry Portal](#) or use the exact wording “ESC Congress 2023”

## Exhibition Section Rotating Banner

*Product advertising permitted* - Deadline: Friday 4 August 2023

Promote your message, Satellite Symposium or Dedicated Exhibitor Page on the ESC Congress 2023 Exhibition Section Rotating Banner. This sliding banner will rotate every 7 seconds in a pre-determined order and will include 4 sponsors. This item is limited to 2 banners per sponsor.

### **Note:**

The carousel does not start on a random banner but rather is dependent on the position that was chosen by the sponsor, meaning that “Position 1” will always be shown during the first 7 seconds of the 28 seconds carousel, while “Position 4” will always appear during the last 7 seconds.

### **Elements to be provided by the Sponsor:**

- 1 banner visual for desktop: Format: JPG / PNG / GIF - Size: 970px \* 90px, 72 dpi - Colors: RGB
- Specify hyperlink chosen between the two following options: Dedicated Exhibitor Page or Satellite Symposium Online Page

### **Mandatory rules to follow:**

- Hyperlinks to an external website or virtual booth are not permitted, however a hyperlink to your Dedicated Exhibitor Page or the Satellite Symposium Online page is permitted.
- No product advertising is permitted
- If a Satellite Symposium is promoted, use the exact wording “Satellite Symposium” with both “S” in capital letters. All other wording will not be validated by ESC.
- To mention the Congress, Sponsor can use the Official pictogram of the Congress available on the [ESC Industry Portal](#) or use the exact wording “ESC Congress 2023”

## Session Video Page Static Banner

*No product advertising permitted* - Deadline: Friday 4 August 2023

Promote one of your Satellite Symposium or your Dedicated Exhibitor Page during your Satellite Symposium. Price is valid for 1 session.

This banner will be visible during the Satellite Symposium of your choice and can be linked to the Dedicated Exhibitor Page or to the promoted Satellite Symposium online page.

### **Elements to be provided by the Sponsor:**

- 1 banner visual for desktop: Format: JPG / PNG / GIF - Size: 970px \* 90px, 72 dpi - Colors: RGB
- Specify hyperlink chosen between the two following options: Dedicated Exhibitor Page or Satellite Symposium Online Page

### **Mandatory rules to follow:**

- Hyperlinks to an external website or virtual booth are not permitted, however a hyperlink to your Dedicated Exhibitor Page or the Satellite Symposium Online page is permitted.
- No product advertising is permitted
- If a Satellite Symposium is promoted, use the exact wording "Satellite Symposium" with both "S" in capital letters. All other wording will not be validated by ESC.
- To mention the Congress, Sponsor can use the Official pictogram of the Congress available on the [ESC Industry Portal](#) or use the exact wording "ESC Congress 2023"

## Online Programme Rotating Banner

*No product advertising permitted* - Deadline: Friday 4 August 2023

Promote your session programmes, exhibitor profile or onsite activities on our ESC Congress 2023 Online Programme Rotating Banners. This sliding banner promoting 2 ESC messages and 2 sponsored messages will rotate every 7 seconds in a pre-determined order. The Online Programme page will be a public webpage and sponsors will be invited to include a disclaimer provided by the ESC in the visual of their banners.

**Note:** The carousel does not start on a random banner but rather is dependent on the position that was chosen by the Sponsor, ESC will be using position 1 and 2. "Position 1" will always be shown during the first 7 seconds of the 28 seconds carousel, while "Position 4" will always appear during the last 7 seconds.

### Elements to be provided by the Sponsor:

- 1 banner visual for desktop: Format: JPG / PNG / GIF - Size: 970px \* 90px, 72 dpi - Colors: RGB
- Specify hyperlink chosen between the two following options: Dedicated Exhibitor Page or Satellite Symposium Online Page

### Mandatory rules to follow:

- Hyperlinks to an external website or virtual booth are not permitted, however a hyperlink to your Dedicated Exhibitor Page or the Satellite Symposium Online page is permitted.
- No product advertising is permitted
- If a Satellite Symposium is promoted, use the exact wording "Satellite Symposium" with both "S" in capital letters. All other wording will not be validated by ESC.
- To mention the Congress, Sponsor can use the Official pictogram of the Congress available on the [ESC Industry Portal](#) or use the exact wording "ESC Congress 2023"

## Educational Grant

### *No product advertising permitted*

- The content of the programme is managed completely by the scientific programme committee.
- The name of the sponsor as well as its corporate logo will be announced on a slide broadcast before and after the selected supported session.
- This slide will also appear when the session is available on the congress platform on demand and on ESC 365 afterwards.
- The name of the sponsor will appear in the congress programme on our online congress platform.
- Session reports will be shared with the sponsor with general statistics on session attendance. This will not include audience leads and profile information for all individuals who viewed the supported session.
- Educational Grant sponsors will receive a report 15 days after the Congress for the Live report, 45 days after the Congress for the on-demand report and 1 month after upload on ESC 365.
- The following session attendance information will be provided: Number of unique viewers including time spent watching the session on demand and on ESC 365. General statistics on the viewers related to age, gender, country and other geographic data, stage in career, professional activity, place of work, and primary specialty.

### **Elements to be provided by the Sponsor:**

- Sponsor corporate logo
- High-definition file and vectorial format (svg. Format is optimal)

Key dates & Access Schedule	Meeting rooms location – Zone 1
Meeting rooms furniture's & catering	General conditions & description
Industry Coach Parking	Closed Industry Meeting
Group Registration	Hotel Services

### Key dates & Access Schedule

15 January 2023

Rooms at ESC application deadline with priority status

Meeting Rooms are rented for 4 days, from Friday 25 to Monday 28 August 2023.

**Access Schedule Meeting Rooms – Zone 1 :** A large number of non-furnished rooms are available for rental and are located on hall 5. Prices are for rental only. Organisers are responsible for furnitures, AV equipment and catering arrangements.

### Thursday 24 August 2023

08:00-20:00 Access for exhibitors - Room set-up and decoration allowed  
08:00 - 18:00 Vehicle access (time slot to book with Fairexx)  
From 18:00 Empty packing cases must be removed from the Meeting Rooms and from the aisles in the Exhibition area

### Friday 25 August 2023

07:00 - 20:00 Access for exhibitors  
07:00 - 20:00 Access for delegates

### Saturday 26 August 2023

07:00 - 20:00 Access for exhibitors  
07:00 - 20:00 Access for delegates

### Sunday 27 August 2023

07:00 - 20:00 Access for exhibitors  
07:00 - 20:00 Access for delegates

### Monday 28 August 2023

07:00 - 20:00 Access for exhibitors  
07:00 - 18:00 Access for delegates

20:00 – 22:00 Access to the Meeting Rooms for dismantling - Vehicle access from 18:00 to 20:00 (time slot to book with Fairexx). Any materials left in the rooms will be cleared by the organisers and destroyed at the organiser's expenses. The Organiser accepts no liability for packing materials not removed in due time.

## Meeting rooms location – Zone 1

### ESC Congress 2023 Amsterdam

Joining forces  
to protect the heart



25-28 August  
Onsite & Online

	METRO STATION
	BUS STATION
	INFO POINT
	FOOD COURT
	CLOAKROOM
	MEDICAL CARE
	ELEVATOR



Meeting rooms location  
– Zone 1

**Exhibition  
area**



## General conditions & description

### Meeting rooms are including:

- Meeting room with ceiling & soundproofed
- Standard electricity supply up to 3Kw. 18sqm (2 plugs) 36sqm (3 plugs) 54sqm (4 plugs). All plugs has schuko connection
- Adjustable air-conditioning
- Vinyl adhesive logo outside the room
- Lockable door with digital code provided before congress start
- Daily cleaning

### Meeting rooms are NOT including:

- AV equipment
- Setup
- Internet connection
- Furniture
- Graphic customisation inside the room
- Catering
- Additional electricity supply for catering or other equipment

- It's not allowed to have a welcome desk in front of meeting room
- It's not allowed to put a specific/customized sentence on the door
- It's not allowed to order or consume alcohol beverages before 6pm
- No hands-on training of products/therapies, showcasing of products/therapies, or announcement of scientific results may take place in the Meeting rooms. Non respect of this rule will be considered a violation of these Guidelines and will cause the penalty of removal of half of the company's accrued points accumulated for the congress
- Please note that is not possible to add a door. 1 Meeting room = 1 door.

## Meeting rooms furniture's

Please order your Meeting Room's furniture's to our official supplier Studio Arancio. Catalogue and order form will be available on Studio Arancio website **from 15 April 2023** at this [link](#). **The deadline to order is the 15 July 2023.** For any queries on these services, please contact our ESC official supplier **Studio Arancio**: [congress@studioarancio.net](mailto:congress@studioarancio.net).

## Meeting rooms catering

Catering must be ordered from **RAI**, ESC official caterer and is billable as extras. Catering can be ordered through the order form available on the [Partner Portal](#), the deadline to order will be the **28 July 2023**. For any catering information, please contact [exhibitorservices@rai.nl](mailto:exhibitorservices@rai.nl)

## Closed Industry Meeting

Rental period: the ESC deals with requests on an individual basis.

Closed Industry Meetings are permitted within the congress centre **from 07:00 to 20:00 from Friday 24 August 2023 to Monday 28 August 2023.**

## Industry Coach Parking

ESC Congress 2023 will have a strict traffic plan to allow congestion free access to all delegates. Buses and coaches will not be allowed to drop off or pick up in the streets adjacent to the venue. All companies organising ground transport to and from the venue are urged to reserve parking space using the form available on [escpartnerportal.escardio.org](https://escpartnerportal.escardio.org), **before 13 July 2023.**

## Group Registration

Group Online services are available on [www.escardio.org](http://www.escardio.org) through your “My ESC” account.

**31 May 2023**

Early Fee Registration Deadline

**31 July 2023**

Late Fee Registration Deadline

For information, deadlines, fees and requests, please contact [groups@escardio.org](mailto:groups@escardio.org) or visit the [Congress registration page](#)

## Hotel Services

Companies participating in the ESC Congresses may wish to make group hotel reservations for employees and invited guests.

For information and requests, please visit the hotel accommodation section [here](#).

Requests received will be dealt with according to the Accrued Points System until and then on a first come first served basis.