



5-9 September 2020

Online Exhibition Technical Manual

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Essentials checklist and deadlines

REQUIRED SERVICE	MANDATORY/ OPTIONAL	Form/Link	DEADLINE DATE	WHERE TO SEND/CONFIRM
Company name, logo and profile for congress programme and website	Mandatory – All	Email	Tuesday 30 June 2020	Natalie Dass ece2020@endocrinology.org
Submit email addresses of individuals requiring access to company profile backend*	Mandatory	Email	Friday 3 July 2020	Natalie Dass ece2020@endocrinology.org
Requests for additional booth customisation	Optional	Email	Wednesday 15 July 2020	JMarquardt Technologies support@jmarquardt.com
PDF proof of 'Smart' congress bag insert for approval	Mandatory – if part of agreed package	Email PDF artwork	Wednesday 29 July 2020	Natalie Dass ece2020@endocrinology.org
Exhibition booth content uploaded via MEvents system	Mandatory	MEvents System*	Wednesday 29 July 2020	Company to upload content to company profile in industry backend
Lead Retrieval bookings made	Optional	Email	Wednesday 29 July 2020	Victoria Withy Victoria.Withy@ese-hormones.org
Exhibitor Registration form submitted	Mandatory – All	Form	Wednesday 29 July 2020	Natalie Dass ece2020@endocrinology.org
Booth additions to be agreed	Optional	Email	Monday 17 August 2020	Victoria Withy Victoria.Withy@ese-hormones.org
Custom text provided for lead retrieval opt-in	Optional	MEvents System*	Wednesday 19 August 2020	Upload to company profile in industry backend

***PLEASE NOTE:** Access to the MEvents system will not be possible until the name and email address of at least one company/agency representative has been provided. Once one individual has access, they can grant/amend access to others within their organisation

A full list of 'how to' guides and FAQs is in development and will be made available here:

<https://meventscross.freshdesk.com/support/solutions/16000060875>

This is being updated on a daily basis in line with the platform development therefore please use it, along with this manual, to find answers to any key questions you may have.

Contact Information

Sales and Marketing Manager (including for ESE On Demand packages and Lead retrieval)

European Society of Endocrinology

Contact: Victoria Withy

Tel: +44 (0)7761 800855

Email: Victoria.Withy@esehormones.org

Sponsorship and Exhibition Manager

Bioscientifica Ltd

Starling House

1600 Bristol Parkway North

Bristol, BS34 8YU, UK

Contact: Natalie Dass

Tel: +44 (0)1454 642244

Email: ece2020@endocrinology.org

Web: www.ece2020.org

Technical support company profiles

JMarquardt Technologies

Email: support@jmarquardt.com

Congress Organisers

Bioscientifica Ltd

Starling House

1600 Bristol Parkway North

Bristol, BS34 8YU, UK

Contact: Niki Cripps

Tel: +44 (0)1454 640476

Email: ece2020@endocrinology.org

Web: www.ece2020.org

About the Exhibition

Company Profile Text

Please email your company profile (Gold Sponsors: 300 words, Silver Sponsors: 200 words, Bronze Sponsors/Others: 100 words) and logo to the e-ECE 2020 Organisers **no later than Tuesday 30 June 2020**.

'Smart' Delegate Bag inserts

Gold sponsors are entitled to include one (1) PDF document in the 'Smart' Delegate Bags as part of their sponsorship package. Other companies may purchase an item for inclusion in this online space (please contact Victoria Withy, Victoria.Withy@ese-hormones.org).

We advise limiting PDF documents to a single page to avoid extensive scrolling in the online environment, however documents may be up to two (2) pages and can be black and white or colour. Please bear in mind when designing these items that, should delegates choose to print, this may be done in black and white. PDFs may include **up to three (3)** hyperlinks of your choosing. Functionality of these links **will not** be tested by the e-ECE 2020 Organisers therefore please ensure all links work as you require prior to submitting your designs.

The PDF inserts must be approved by the e-ECE 2020 Organisers before they can be loaded into the online environment. Any revisions must be resubmitted for approval. Please submit documents for the attention of Natalie Dass, ece2020@endocrinology.org, no later than **Wednesday 29 July 2020**.

Once approved, Smart delegate bag inserts should be loaded into the sponsor exhibition booth and the e-ECE 2020 organiser will then enable their addition to the Smart delegate bag. For instruction on how to upload content to your online exhibition booth, [click here](#).

Should you wish for your document to exist **only** in the Smart Delegate Bag and **not** on your company profile, please inform Natalie Dass who will then upload it on your behalf.

Use of the e-ECE 2020, ECE 2020 or ESE logos is **not** permitted on any marketing materials.

Adjustments to exhibition booth packages

Sponsors and exhibitors are provided with an online exhibition package commensurate with the level of support provided to the congress. Should you wish to add an element to your online exhibition booth which does not form part of your current package, please contact Victoria Withy (Victoria.Withy@ese-hormones.org) to discuss options and costs.

Additional elements include:

- Extra live meeting channels
- Increased file download capacity
- Smart Delegate Bag inserts

Please note that all additions must be confirmed and contracted no later than **Tuesday 30 June 2020** in order to allow enough time for these to be added and tested in the online environment.

Populating your exhibition space

Online exhibition functions are provided commensurate with the level of support the exhibiting company is providing to the Congress, as follows:

Item	Gold	Silver	Bronze	Exhibitor
Company profile	300 words	200 words	100 words	100 words

Branded environment	Upload of stand design file, rotating banner or corporate video	Upload of up to 2 image files	Upload of single image file	Upload of single image file
'Smart' congress bag insert	1 item included	Available to purchase (€2,000)	Available to purchase (€2,000)	Available to purchase (€2,000)
Items on booth for file download	15	12	9	6
Live meeting channels (additional channel at € 2000)	Up to 3 channels	Up to 2 channels	Up to 1 channel	Up to 1 channel
Full congress registrations	15	10	5	0
Exhibitor registrations	15	10	5	2

How to populate you online exhibition booth

The M Events system is simple to use and access to the 'back end' of the system can be granted to company and/or agency staff to allow the upload of content prior to the environment being made live.

Please provide the names and email addresses of the individuals requiring access to Natalie Dass (ece2020@endocrinology.org) no later than **Friday 3 July 2020** in order that this can be enabled. Once initial details have been received and profiles set up, companies will be able to add and amend users as required.

Technical support will be available in the run up to the event as well as at all times during the live hours of the Congress. Please contact Natalie Dass (ece2020@endocrinology.org) in the first instance.

Full instructions on how to populate your online exhibition booth can be found [here](#). Navigate to the 'Answers for Industry Representatives' section and click on 'Company Profiles – Industry CMS Instructions'.

Live Meeting Channels

Live Meeting Channels allow your company representatives to speak to delegates in real time. You have the option to operate this using the integrated meeting platform (via Zoom) or via your own internal company platform, e.g. Zoom, Microsoft Teams, GoToMeeting etc.

Live Meeting Channels can be displayed to show that the representative is 'In a Meeting', 'Available' or 'Offline', meaning that sponsors can manage their presence at the event according to individual requirements and availability.

Further details on how to set up Live Meeting Channels and functionality will be available [here](#) in due course.

Sound and audio

It is not possible to include audio on access to the company landing page, however file downloads (e.g. videos/podcasts) can include sound/audio. In addition, MP4 files can be included in the file download section.

Restricting Access to content

Should you wish to restrict access to your exhibition booth, e.g. for delegates from specific countries, please contact Natalie Dass (ece2020@endocrinology.org) with full details of any restrictions and this will be configured on your behalf.

Note: Patient Advocacy Representatives will not be permitted access to the industry exhibition booths, in line with EFPIA guidelines.

Incorporating medical content vs. commercial content

It is possible to host separate medical and commercial spaces on the online platform. Please contact Victoria Withy (Victoria.Withy@ese-hormones.org) to discuss the addition of a separate online space, should you feel this is necessary (additional costs may apply dependent on current package agreements). Medical and commercial booths can be linked, with access restrictions possible where appropriate. Linking and access restrictions can be requested via Natalie Dass (ece2020@endocrinology.org). Please detail the specific restrictions required.

Content for separate booths can be uploaded as shown above. Once content is uploaded, booths can be linked on your behalf. Please contact Natalie Dass to enable this (ece2020@endocrinology.org).

Lead retrieval

Sponsors can purchase lead retrieval functionality for their exhibition booth by contacting Victoria Withy (Victoria.Withy@ese-hormones.org). The Lead Retrieval functionality is provided by M Events. They offer a system which includes:

- A text opt-in/opt-out option (text can be defined by company) for delegates on entering the satellite symposium
- Downloads during the event with access to data 24 hours after the show closes

Lead retrieval should be booked via Victoria Withy, no later than **Wednesday 29 July 2020**. Should you wish to customise the opt-in text which is presented to delegates, you can add this text via the company backend. If you do not wish to provide customised text, the following message will appear to delegates when accessing your exhibition booth: 'I agree to be contacted by the company responsible for this exhibition booth, via the email address provided when registering for e-ECE 2020', with an option to select 'Yes' or 'No'.

Additional information regarding Lead Retrieval can be found [here](#).

Additional customisation of online exhibition booth

Additional customisation of online exhibition booths, beyond elements already available within the system, will need to be discussed directly with JMarquardt (support@jmarquardt.com) and will incur additional charges.

Customisation requests will be dealt with on a case by case basis and the ability of the team to deliver requested alterations will depend on timeframes, resources required and system capabilities. Therefore, it may not be possible to fulfil all requests.

Copyright

Please note that the e-ECE 2020 Organisers have no copyright responsibility in respect of any exhibiting company.

Exhibitors are reminded that third party copyrights should not be infringed. Proper dispensation must be obtained and any royalties due, paid prior to the use of materials.

Should any copyright dispute arise, the e-ECE 2020 Organisers will not be liable for any resulting loss or damages, sustained by any Exhibitor or third party.

Online Exhibition Opening

The online exhibition will be open and accessible from 7 days prior to the congress live days, throughout the live congress days and then for 7 days following the congress (up to 16th September 2020). Should you wish for your online booth to be accessible only for specified days during this period, please inform the e-ECE 2020 Organiser (ece2020@endocrinology.org) as soon as possible. Live Meeting Channels can be staffed as deemed appropriate by the individual sponsor. It is possible to set the live meeting channel to show that it is offline, and delegates can also 'request a meeting' if the channel is not currently live.

There will be dedicated time within the live congress programme where delegates are encouraged to visit the industry exhibition.

The scientific programme will be made available on the [e-ECE 2020 website](#) and will be updated with further information as it is finalised.

Exhibitor Registration and Entitlements

Sponsors

Sponsors will receive the following complimentary entitlements:-

Gold Sponsors receive:

- 15 x complimentary e-ECE 2020 Full Congress registrations (access to all scientific content and exhibition)
- 15 x complimentary Exhibitor passes (access to the online exhibition environment only)

Silver Sponsors receive:

- 10 x complimentary e-ECE 2020 Full Congress registrations (access to all scientific content and exhibition)
- 10 x complimentary Exhibitor passes (access to the online exhibition environment only)

Bronze Sponsors receive:

- 5 x complimentary e-ECE 2020 Full Congress registrations (access to all scientific content and exhibition)
- 5 x complimentary Exhibitor passes (access to the online exhibition environment only)

Non-Sponsors

If you have not purchased a Gold, Silver or Bronze sponsorship package but you have bought one of the Exhibition Packages at the Congress you will be entitled to the following complimentary allowances:

- 2 x complimentary Exhibitor passes (access to the online exhibition environment only)

All sponsors must provide names for their complimentary registrations and Exhibitor passes. Please complete the Exhibitor Registration spreadsheet (see [page 3](#)) and return by **Wednesday 29 July 2020**. Note: Individual complimentary registration access must not be shared between multiple attendees. One complimentary pass is intended solely for use by the named individual.

If you wish to purchase additional registrations, these can be ordered via the [online registration system](#) at a cost of €100 each.

Registration for individual members of ESE is free and will be validated during the online registration process.

Should you wish to order a number of additional passes, and require a single invoice to cover all bookings, please include any additional passes on your registration form and you will be invoiced prior to the congress. Additional

passes required following the 29th July deadline will need to be booked using the online registration system and paid for at the time of booking. There is a group booking option available via the online registration system.

Terms and Conditions of Exhibiting

Cancellation of Contracts & Agreements

Refer to ECE 2020 Support Agreement and the e-ECE 2020 Agreement Amendment.

Advertising

Advertising of goods and services on behalf of companies and organisations who have not ordered any exhibition area, or have not applied as sharing companies, or their participation has been rejected, is strictly forbidden.

Exhibitors are not permitted to exhibit or use a trademark, name, etc., which is contradictory or offensive to other exhibitors or visitors.

1. Definitions

The terms 'e-ECE 2020 Supporter' or 'Sponsor' or 'Exhibitor' in all cases refers to the company supporting e-ECE 2020. The term 'Exhibition' in all cases refers to the online exhibition being held in conjunction with the 22nd European Congress of Endocrinology. The term 'Exhibitor' includes any person, firm, company or corporation and its employees and agents to whom an online exhibition booth has been allocated for the purpose of exhibiting at the event. The term 'e-ECE 2020 Organiser' means Bioscientifica on behalf of the ESE.

2. Staffing of the online environment

Companies are encouraged to staff their live meeting channels as they see fit during the open hours of the online exhibition, and to ensure their live meeting channels are marked as 'offline' when a member of staff is not available to answer delegate communications. A full programme detailing opening hours and time dedicated to the industry exhibition will be shared prior to the congress.

3. Registrations

See page 8 for information about allocation of company registrations.

4. Sharing of online exhibition booths by multiple companies/organisations

Exhibitors are not permitted to share with others any online booth space allotted to them without prior written consent from the organisers.

5. Sub-letting

Exhibitors shall not sub-let the whole or any part of the online booth allotted to them without the written consent of the organisers.

6. Downloadable files

Product identification is permitted on downloadable files available at the online exhibition booth. Contests, lotteries and raffles are subject to approval by the organisers.

7. Product disclaimer

The acceptance of a product or service for exhibition does not in any manner constitute an endorsement by the ESE or the e-ECE 2020 organisers. Each exhibitor and/or sponsor is responsible for the material and information they make available at the congress. Exhibitors and sponsors should only present material and information which has been approved by their legal departments and is in compliance with online legislation. It is the responsibility of exhibitors and sponsors to address these issues and any conflicts arising from such matters directly among themselves as the Organisers will not arbitrate in any way in legal issues of this nature.

The International Pharmaceutical Congress Advisory Association's (IPCAA) Code of Conduct, Medical Congress Guidelines and Housing Guidelines, the Code of Practice of the European Federation of Pharmaceutical Industries

and Associations (EFPIA), and the Association of the British Pharmaceutical Industry (ABPI) Code of Practice should also be adopted.

Exhibitor FAQs

How do I book additional registrations for exhibition personnel?

Please see page 8 of this manual for information about registrations.

I wish to display both medical and commercial content but these must be viewed separately. Is this possible?

Yes. Information about how medical and commercial content can be linked via separate booths is available on page 6 of this manual, or you can contact Victoria.Withy@ese-hormones.org to discuss your requirements.

Some of my online exhibition booth content should not be made available to delegates from certain countries. Is it possible to restrict access?

Yes. It is possible to restrict access to certain content, or to the entire booth, based on your internal compliance requirement. See page 6 of this manual for more information.

Please also check the FAQ Page of our technical provider via:

<https://meventscross.freshdesk.com/support/solutions/16000060875>