



**5-9 September 2020**

# **Sponsored Satellite Symposium Manual**

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## Key Deadline Dates

REQUIRED SERVICE	MANDATORY/ OPTIONAL	Form/Link	DEADLINE DATE	WHERE TO SEND/CONFIRM
Company logo and profile submitted	Mandatory	Email	Tuesday 30 June 2020	Natalie Dass <a href="mailto:ece2020@endocrinology.org">ece2020@endocrinology.org</a>
Submission of updated satellite Symposia speakers, topics and times for Committee approval	Mandatory if changed from previously approved agenda	Email	Tuesday 30 June 2020	Natalie Dass <a href="mailto:ece2020@endocrinology.org">ece2020@endocrinology.org</a>
Confirmation of satellite On Demand package	Mandatory (if OD package being booked)	Contact Victoria Withy	Tuesday 30 June 2020	Victoria Withy <a href="mailto:Victoria.Withy@ese-hormones.org">Victoria.Withy@ese-hormones.org</a>
Submission of FINAL content, topics and speakers for upload to congress website	Mandatory if alterations made following POC feedback	Email	Friday 10 July 2020	Natalie Dass <a href="mailto:ece2020@endocrinology.org">ece2020@endocrinology.org</a>
PDF proof Smart Bag Insert submitted for approval	Mandatory	Email PDF artwork	Wednesday 29 July 2020	Natalie Dass <a href="mailto:ece2020@endocrinology.org">ece2020@endocrinology.org</a>
Speaker permissions obtained <u>by sponsor</u>	Mandatory	MEEvents system	Wednesday 29 July 2020	MEEvents system Queries: Natalie Dass <a href="mailto:ece2020@endocrinology.org">ece2020@endocrinology.org</a>
Speaker profile and photo uploaded <u>by sponsor</u>	Mandatory	MEEvents system	Wednesday 29 July 2020	MEEvents system Queries: Natalie Dass <a href="mailto:ece2020@endocrinology.org">ece2020@endocrinology.org</a>
Submission of content for first satellite email invitation	Mandatory	Email (see page 13 for guidelines)	Wednesday 29 July 2020	Roisin Evans <a href="mailto:ece2020@endocrinology.org">ece2020@endocrinology.org</a>
Lead retrieval bookings made	Optional	Email	Wednesday 29 July 2020	Victoria Withy <a href="mailto:Victoria.Withy@ese-hormones.org">Victoria.Withy@ese-hormones.org</a>
Sponsor Registration Form submitted	Mandatory – All	<a href="#">Form</a>	Wednesday 29 July 2020	Natalie Dass <a href="mailto:ece2020@endocrinology.org">ece2020@endocrinology.org</a>
Custom text provided for lead retrieval opt-in	Optional	Via MEEvents system	Wednesday 29 July 2020	M Events <a href="mailto:Support@m-anage.com">Support@m-anage.com</a> cc. <a href="mailto:ece2020@endocrinology.org">ece2020@endocrinology.org</a>
Technical Rehearsal requests submitted	Optional (advised)	Email	Wednesday 12 August 2020	Natalie Dass <a href="mailto:ece2020@endocrinology.org">ece2020@endocrinology.org</a>
Content and slides for technical rehearsal delivered to MEEvents	Mandatory (if technical rehearsal booked)	Via MEEvents system/email as appropriate	Tuesday 1 September 2020	MEEvents system Queries: Natalie Dass <a href="mailto:ece2020@endocrinology.org">ece2020@endocrinology.org</a>
Technical rehearsals to take place	Optional (advised)	On system	w/c 31 August 2020	MEEvents system Slots via: Natalie Dass <a href="mailto:ece2020@endocrinology.org">ece2020@endocrinology.org</a>

**ESE On Demand – Optional Extras (available at additional cost).**

<b>OPTIONAL EXTRA</b>	<b>REQUIREMENT</b>	<b>DEADLINE DATE</b>
Polling Package*	Polling questions for approval	Wednesday 26 August 2020
Q&A Feedback & Evaluation Package	Evaluation questions submitted	Wednesday 26 August 2020

**Enquiries and bookings for all packages should be directed to Victoria Withy:**  
[Victoria.Withy@ese-hormones.org](mailto:Victoria.Withy@ese-hormones.org)

**All bookings must be made by 30 June 2020.**

**\*PLEASE NOTE: only ONE polling question will be permitted PER SPEAKER**

## Contact Information

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### 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](mailto:Victoria.Withy@esehormones.org)

### Sponsorship and Exhibition Manager

Bioscientifica Ltd

Contact: Natalie Dass

Tel: +44 (0)1454 642244

Email: [ece2020@endocrinology.org](mailto:ece2020@endocrinology.org)

Web: [www.ece2020.org](http://www.ece2020.org)

### Technical and online support

M Events

Contact: Tamara Krönert

Tel: +49 (89) 189 659 322

Email: [industry@m-events.com](mailto:industry@m-events.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](mailto:ece2020@endocrinology.org)

Web: [www.ece2020.org](http://www.ece2020.org)

### FAQ

Please note that a dedicated FAQ site is in development and can be accessed here:

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

This site is under constant review and continuously being updated as the event platform is being developed, therefore please continue to refer to this. Should you be unable to find the information you require within this manual or on the FAQ page please contact Natalie Dass ([ece2020@endocrinology.org](mailto:ece2020@endocrinology.org)) in the first instance.

## Introduction

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This manual has been prepared to provide you with all the necessary information needed to enable you to organise your online satellite symposium. Satellite providers are required to use the preferred suppliers identified in this manual. Full contact details are supplied to enable you to deal with each supplier directly.

If you have any questions that are not addressed in this manual or if you need additional advice or information then please contact Natalie Dass (Operations) at [ece2020@endocrinology.org](mailto:ece2020@endocrinology.org) or Victoria Withy (Sales) at [Victoria.Withy@ese-hormones.org](mailto:Victoria.Withy@ese-hormones.org). Full contact details are provided on page 5 of this Manual.

## Satellite Symposium Slots

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The e-ECE 2020 Congress will offer Companies the opportunity to hold an evening symposium session of 60 minutes (including suggested Q&A).

These sessions have been created to allow each Company the opportunity to showcase their organisation to their target audience. Satellite symposium slots are available at the following times:

### **Monday 7 September**

20:00-21:00 (3 time slots):

- HRA Pharma
- Pfizer
- Takeda

### **Tuesday 8 September**

20:00-21:00 (3 time slots):

- Amryt Pharma
- Ipsen
- Novo Nordisk

### **Wednesday 9 September**

18:00-19:00 (3 time slots):

- Advanced Accelerator Applications
- International Medical Press
- Recordati RRD

## Satellite Symposium Provider Entitlements

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The following is the minimum each sponsor will receive:

- One (1) technical rehearsal of MAXIMUM one (1) hour, within the two days prior to the Congress (time to be agreed with the e-ECE 2020 Organiser, based on availability) and technical support leading up to the congress days
- 15 minute set-up time allocation before the session starts
- Digital branding of the online satellite symposium environment
- Loading of pre-recorded content onto the sponsor online exhibition booth (unless otherwise requested)
- Inclusion of the satellite symposium content on a dedicated industry programme page within the online congress environment and on the e-ECE website prior to e-ECE 2020
- Standard technical support throughout rehearsal and broadcast
- One (1) Push Notification on the day of the satellite (within the e-ECE 2020 platform) PLUS content hosted for 7 days post congress on the platform
- Posting of satellite symposium information on e-ECE 2020 landing page on the day of the symposium
- 1 x PDF document (maximum 2 pages) for inclusion in the pre-filled online Smart Delegate Bag (artwork including all hyperlinks to be provided by sponsor and approved by e-ECE Organiser)
- Publishing of the satellite symposium programme in the online e-ECE 2020 Conference Programme (provided to online delegates) in a dedicated Satellite Symposium section, and on the Congress website
- Provision for the e-ECE Organiser to send one (1) email invitation, on behalf of the supporting company, for the satellite symposium to all registered delegates (who have opted in to receive such communications) in the month prior to the event (exact schedule to be specified by the e-ECE 2020 Organiser in consultation with sponsoring company)
- Inclusion of satellite symposium details within a minimum of two (2) combined satellite emails, to be sent out between 20 July and 26 August
- A delegate list (of registered delegates who have opted in to appear on this) sent approximately one month prior to the start of the online congress, and again approximately one week prior to the start of the online congress, as well as a final delegate list one week after the congress. This list will include first name, surname, institution and country but **will not** contain any contact details.
- Five (5) satellite only registrations. These registrations are intended for use by staff working on the satellite symposium **only** and not for faculty members. Satellite only registrations will allow access to the technical rehearsal and live satellite symposium but not to any other scientific content or online exhibition spaces.

**Sponsors must arrange all scientific content and recording of satellite symposium presentations, along with all speaker arrangements, including invitations, registration fees, publicity etc., and should meet all associated costs directly.**

The content of each satellite symposium is subject to approval by the Congress Programme Organising Committee (POC). Previously approved content should be resubmitted with any updates to content/times clearly marked.

**Please Note: It is the sponsor's responsibility to comply with all relevant regulations when delivering content for an online satellite symposium. As the ESE headquarters are in the UK, we advise compliance with the [ABPI Code of Practice](#) at a minimum.**



## Set up, Access, Rehearsals and Timings

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### Set Up

Technical support will be provided up to 15 minutes prior to the start of your allotted session time to ensure all faculty are connected and prepared to manage the Q&A etc. for the session.

### Technical Rehearsal

Each Satellite package includes provision for one (1) technical rehearsal up to a maximum of **one hour**, to take place within the two days prior to the Congress. The purpose of the technical rehearsal is for you to view your content through the online system in the way in which it will be seen by delegates. Faculty members are welcome to attend if they wish, **however we strongly advise that all content should be pre-recorded.**

Please contact Natalie Dass ([ece2020@endocrinology.org](mailto:ece2020@endocrinology.org)) in order to book your technical rehearsal **no later than 12 August 2020**. As far as possible, we will endeavour to meet your scheduling requirements however this will be dependent on the availability of the technical team. **PLEASE NOTE:** Technical rehearsals will take place in the two days prior to the start of the Congress only.

If you wish to conduct additional rehearsals, additional charges will apply for technical support. Please contact Natalie Dass ([ece2020@endocrinology.org](mailto:ece2020@endocrinology.org)) to discuss your requirements.

## Advance Marketing Opportunities

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There are a number of marketing opportunities available at e-ECE 2020. Any extra activity you wish to carry out must comply with our guidelines regarding content and logo usage. **We would encourage you to be creative with your online content and use this as dynamically as you wish, within the parameters of your contracted support.** Please feel free to contact the e-ECE 2020 organiser should you wish to discuss a specific activity.

### e-ECE 2020 Marketing Opportunities

#### PDF Invitations pre-loaded into Smart Delegate Bags

Each company can include one (1) PDF satellite symposium invitation in the Smart Delegate Bags. We advise companies to limit these documents to one (1) page however they may be up to two (2) pages in length and can be black and white or colour and can include hyperlinks. Please bear in mind when designing these items that, should delegates choose to print, this may be done in black and white.

PDF invitation must be approved by the e-ECE 2020 Organisers before they can be loaded into the online system. Any revisions must be resubmitted for approval. Please submit invitations for the attention of Natalie Dass, [ece2020@endocrinology.org](mailto:ece2020@endocrinology.org), no later than **Wednesday 29 July 2020**. Once approved, invitations can be uploaded by the sponsor into their online exhibition booth. From here, the e-ECE 2020 Organiser will add them to the pre-loaded conference 'Smart Delegate Bag'.

If you wish to include your satellite symposium invitation in the Smart Delegate Bag only and not on your online exhibit booth, please inform Natalie Dass ([ece2020@endocrinology.org](mailto:ece2020@endocrinology.org)) and she will upload the document on your behalf.

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

#### iCalendar reminders

Seven days prior to the live dates of e-ECE 2020 the congress platform will be open to registered delegates to review the industry and scientific programmes and select sessions to view more details. Within the pages relating to each session will be the option to 'add to calendar'. Delegates can click on this and the session will then be added to their personal Outlook calendar as a reminder to ensure that they do not miss the session in question. This functionality will be included as standard across all sessions.

#### Email Invitations

The e-ECE 2020 Organisers will distribute one (1) email invitation on behalf of sponsors to all registered delegates. This email will be sent out during the week prior to the start of the Congress.

The content of the email will need to be approved in advance by the e-ECE 2020 Organisers and then uploaded into a format approved by you, so **please allow at least seven (7) working days for this.**

#### Email design

Sponsors have the option to supply a subject line. If they do not supply a subject line "e-ECE 2020: [Sponsor name] Satellite Symposium Invitation" will be used. It is recommended that you consider the recipients mailbox settings during the design of your email. Most email inboxes do not automatically download images. Please ensure that key information such as your satellite title, time and location are included as text. We also encourage sponsors not to supply an image as the entire email's content for this reason.

Please note that you will **not** be able send attachments with the email.

Please include the following text at the foot of your email:

*“e-ECE Office, Starling House, 1600 Bristol Parkway North, Bristol, BS34 8YU  
+44 (0)1454 642240 | [ece2020@endocrinology.org](mailto:ece2020@endocrinology.org)*

*This email contains a message from [INSERT SPONSOR NAME] regarding their satellite at e-ECE 2020. If you are having trouble seeing this email you can view it online.*

*You are receiving this email because you signed up to the e-ECE events mailing list, opted in to industry news or at some point have worked with us. If you no longer wish to receive these emails, you can update your mailing preferences or Unsubscribe. ”*

We will add the unsubscribe link to your email.

Please note that the e-ECE 2020 Organisers will not design or proofread your email nor will we test or check any links that you might include. The email will be forwarded to all registered delegates exactly as it is received.

Amendment of source code will not be possible and the responsibility for fixing any coding issues will rest solely with the sponsor.

### **Procedure for emails**

Each sponsor should provide the email as an html document with a folder containing any images to be embedded to [ece2020@endocrinology.org](mailto:ece2020@endocrinology.org) for the attention of **Roisin Evans**. Please ensure all image names match the labels in the HTML.

A JPEG or PDF should be provided of the email in its correct state as a reference for the source code loading process. The deadlines for email invitation content have been set out to enable enough time for emails to be effectively tested and to ensure that the content of the emails does not break European advertising laws.

**Please ensure that all deadline dates are added to your calendars, as delays to these deadlines may limit our ability to launch your email to the necessary timelines or, in cases of extreme delay in receipt of content, we may be unable to fulfil this part of your satellite package.**

If you are working with an external agency to produce these emails and are not in a position to make edits directly to the HTML of the emails (in the event of issues with the HTML or its content), please can the relevant agency contact details be passed to us before sending of the HTML.

Please clearly identify the person responsible for sign off of the final email.

### **Supplying the email HTML code**

All emails need to be provided to us in the following file formats: .html or .txt

If the supplied email is not in this file type, we will be unable to launch the email. Any delays in providing this file type may limit our ability to launch your email to the necessary timelines.

The e-ECE 2020 delegate list is property of ESE and as a result any unsubscribes are considered unsubscribes to this mailing list and will not be supplied to sponsors.

### **Images within the email**

All relevant images must be supplied alongside the HTML code unless the images will be hosted on a domain that

you have set up. If images are supplied to us, it is your responsibility to correctly label the images, for us to correctly build your email.

Failure to do this will impede our ability to efficiently test your email and launch your email to the necessary timelines.

Should you have any questions, please email Roisin Evans at [ece2020@endocrinology.org](mailto:ece2020@endocrinology.org). Our system is not able to support responsive emails and is unable to layer text over images.

### **Data and reporting**

The e-ECE 2020 Organiser will handle all unsubscribes. Any recipient who unsubscribes from an email will be added to a suppression list, which will be applied to any future industry satellite email. Recipients have the option to re-subscribe to the list.

The e-ECE 2020 Organiser will not supply the personal data of any recipient who receives or interacts with a sponsor's email. Email open and click rates are available upon request.

### **Social Media**

Sponsors are encouraged to share details of e-ECE 2020 and their participation via social media channels, tagging #eECE2020. While we cannot directly post sponsor content from our social media channels, we will be happy to share/retweet sponsor posts in which the above tag is used.

### **Dynamic exhibition 'booths'**

As an online event, e-ECE 2020 offers a dynamic space which, unlike a live exhibition space, can be readily adapted and modified before, during and after the event dates. The online exhibition will go live on the platform seven days prior to the start of the event (unless otherwise requested), and content can be changed or updated daily should you wish to do this. It will be possible for you to link to your virtual booth (if you have booked one) and content from your company social media channels and web pages should you wish to do so.

### **'Teaser' campaigns**

Given the dynamic nature of the sponsor spaces, there will be the opportunity to produce sponsor-led 'teaser' campaigns, either for satellite symposia or to promote your overall participation at e-ECE 2020. The exhibition booth provides the ability to upload videos and documents, and these items can be changed as regularly as you wish both prior to and during the congress.

### **Online Programme**

The full satellite symposium agenda, including talk titles and speaker names, will be included on the [e-ECE 2020 website](#) and also on the e-ECE 2020 site within ESE On Demand. Please note that this will be included in a separate section from the main scientific sessions.

The online programme will be updated when approved details are received by the e-ECE 2020 Organiser.

### **Points to remember**

- For the purpose of clarity, we suggest that you include a reminder on all your advertisements, invitations or mailings that the symposium is only open to healthcare professionals who are registered for e-ECE 2020
- Please ensure that all advertisements, invitations or mailings relating to your symposium clearly state the following text (or similar): 'A [*insert company name*] sponsored satellite symposium'
- If required, it is the responsibility of the sponsor to provide participants with a record of participation
- It is NOT permitted to use the e-ECE 2020 logo or the ESE logo on any marketing materials connected to the satellite symposium.

## Marketing Opportunities – congress live days

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If you have questions about whether a specific functionality is available within the platform please contact Victoria Withy to discuss this further.

### Online Marketing and Social Media

We encourage companies to promote their activities at e-ECE 2020 via their own social media channels with the tag #eECE2020. While we cannot post directly about company involvement, we will be happy to share/retweet company posts which use the above tag.

### Dedicated Sponsored Satellite Symposia page

Within the online congress environment there will be a page dedicated to the industry satellite symposia. This page will show links to all the pre-recorded sponsored satellite content and will also link delegates back to the relevant sponsor's exhibition content.

### Online exhibition booth

All sponsors will have an online exhibition booth. Within this will be a section relating to satellite symposia, and the pre-recorded satellite symposia content will sit in this area for the duration of the event, as well as 7 day pre- and post-congress. The exhibition booth is dynamic, therefore should sponsors wish to adapt content throughout the congress live days in order to drive people to their satellite symposium, we would encourage this.

The online exhibition booth can be linked to externally, however delegates will need to register for the congress (and confirm that they are a healthcare professional) in order to view sponsored content.

### 'Up next' and 'Happening now' reminders

Throughout the congress live days, the main congress pages will display what content is 'up next' and 'happening now'. This will be applied equally to the satellite symposia and delegates will be able to click on these reminders to add them to their calendar or join the session in progress, directly from the congress home page.

### Satellite symposium branding

Branding of the satellite symposium environment is included as part of the online satellite package. Companies should provide their company logo to M Events ([industry@m-events.com](mailto:industry@m-events.com)) who will arrange for this to be displayed in the relevant satellite symposium environment.

Placement of the company branding can be viewed and tested during the technical rehearsal.

### Lead retrieval

Sponsors can purchase lead retrieval functionality for their satellite symposium by contacting Victoria Withy ([Victoria.Withy@ese-hormones.org](mailto: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 satellite symposium: 'I agree to be contacted by the sponsoring company of this satellite symposium, via the email address provided when registering for e-ECE 2020', with an option to select 'Yes' or 'No'.

## Content upload and management

**We strongly advise that all satellite symposium content is pre-recorded** and uploaded as a PowerPoint or MP4 file. It is mandatory to upload all content for satellite symposia via the M Events online system in the timeframes outlined on page 3.

*Should you wish to hold your satellite symposium fully live (**we strongly advise against this**), please contact the e-ECE 2020 Organisers to discuss your requirements. In this instance, ESE and the e-ECE 2020 Organisers and partners cannot be held responsible for any issues with speaker connectivity, internet issues or other technical problems which may arise.*

We advise every company to book a technical rehearsal during which presentations can be reviewed within the system and displayed as they will be during the session. Speakers may be invited to this session however this is not intended as a full run through, more a chance for any questions to be asked of the technical team. Presentations should be uploaded to the system no later than Tuesday 1 September 2020.

PowerPoint presentations should be created in 16:9 format and it would be preferable for speakers to record their narration using the audio narration tool in Microsoft PowerPoint as outlined below and saving it as a pptx file.

**Please note:** Should you choose to upload your file in this way, the image of your speaker will be a static photograph adjacent to your presentation.

Alternatively, companies may produce their own 'picture in picture' MP4 file.

### **How to record narration via Powerpoint (for companies not wishing to produce a picture-in-picture MP4 file)**

On opening their presentation, speakers should navigate to the 'Slide Show' menu at the top of the screen. Within this there is the option to 'Record Slide Show'. When ready to record their audio, speakers can select this option and begin to record their narration whilst advancing their slides manually.



It is mandatory that each speaker presentation is uploaded individually so it can be searched for, and retrieved by users of the digital platform. Should companies wish to adjust presentations following a technical rehearsal, all final materials must be uploaded no later than 24 hours prior to the scheduled satellite symposium time, otherwise M events cannot guarantee processing it in time.

Content upload tutorials for speakers can be found [here](#).

Should you wish to manage all uploads centrally or via an agency, this can be done via a group upload function. This feature is currently in development however full details of how to upload group presentations will be available [here](#) in due course.

## Registration for Satellite Symposia

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### **Staff/Agency access**

Each Company holding a satellite symposium will receive five (5) complimentary registrations which will allow access to the online satellite symposium and related technical rehearsal **only**. These registrations can be allocated to any personnel working on your symposium who require access to the session, for example agency and company staff. They are not intended for use as registration for your Faculty or other guests/personnel who may be attending your symposium as part of the Congress. In the case of the latter you should register these in the usual way by completing the online registration form on the [e-ECE website](#).

## Satellite Symposium – Terms and Conditions

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### **Cancellation of Contracts & Agreements**

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