



5-9 September 2020

e-ECE Hub Manual

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Key Deadline Dates

| REQUIRED SERVICE | MANDATORY/ OPTIONAL | Form/Link | DEADLINE DATE | WHERE TO SEND/CONFIRM |
|---------------------------------------------------------------------------|----------------------------------------------------------------------------|----------------------|--------------------------|---------------------------------------------------------------------------------------------------------------------|
| Company logo & profile* (max 300 words) | Mandatory | Email | Tuesday 30 June 2020 | Natalie Dass ece2020@endocrinology.org |
| Submission of proposed ECE Hub speakers and topics for Committee approval | Mandatory (please confirm if no changes to previously submitted proposals) | Email | Tuesday 7 July 2020 | Natalie Dass ece2020@endocrinology.org |
| Feedback on proposals provided to sponsors | Mandatory | Email | Tuesday 14 July 2020 | Natalie Dass ece2020@endocrinology.org |
| Submission of FINAL content, topics and speakers | Mandatory | Email | Tuesday 21 July 2020 | Natalie Dass ece2020@endocrinology.org |
| PDF proof Smart Bag Insert submitted for approval | Optional (additional cost) | Email PDF artwork | Wednesday 29 July 2020 | Natalie Dass ece2020@endocrinology.org |
| Lead Retrieval bookings made by sponsor (unlimited access sessions only) | Optional (additional cost) | Email | Wednesday 29 July 2020 | Victoria Withy Victoria.Withy@ese-hormones.org |
| Sponsor Registration Form Submitted | Mandatory – All | Form | Wednesday 29 July 2020 | Natalie Dass ece2020@endocrinology.org |
| Technical Rehearsal requests submitted (unlimited access sessions only) | Optional | Email | Wednesday 12 August 2020 | Natalie Dass ece2020@endocrinology.org |
| Content and slides for technical rehearsal uploaded to MEvents system | Mandatory (for companies with unlimited attendee package) | On system | Tuesday 1 September 2020 | MEvents System Queries: Natalie Dass ece2020@endocrinology.org |

*Digital company profiles include up to three (3) web links of your choice.

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

Contact: Natalie Dass

Tel: +44 (0)1454 642244

Email: ece2020@endocrinology.org

Web: www.ece2020.org

Technical and online support

M Events

Contact: Tamara Krönert

Tel: +49 (89) 189 659 322

Email: 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

Web: 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) in the first instance.

Introduction

This manual has been prepared to provide you with all the necessary information needed to enable you to organise your e-ECE Hub presentation. Sponsors 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 or Victoria Withy (Sales) at Victoria.Withy@ese-hormones.org. Full contact details are provided on page 4 of this Manual.

e-ECE Hub Session Details and Schedule

The e-ECE 2020 Congress will offer Companies the opportunity to hold a morning e-ECE Hub session of 30 minutes.

There are two types of e-ECE Hub session slot: **Unlimited attendee** and **Limited attendee**.

Unlimited attendee sessions are run as pre-recorded sessions and can include a live introduction and Q&A as part of the session. These are hosted on the main meeting platform in a similar way to a sponsored satellite symposium. The 30 minute time slots provided **include** the introduction and Q&A – we would therefore advise companies to plan a 20 minute presentation with 2 minutes for introduction and 8 minutes for Q&A as a minimum. Sessions cannot be extended beyond 30 minutes. Delegate numbers are not restricted for unlimited attendee sessions.

Limited attendee sessions are hosted via the Zoom platform (the link to and from the main meeting platform will be integrated seamlessly into the e-ECE 2020 environment and will have all necessary security restrictions applied). Limited attendee sessions take place as a live session. Limited attendee sessions will have a maximum capacity of 100 viewers.

The e-ECE Hub sessions have been created to allow companies to give a short presentation within the online environment:

Monday 7 September, 08:00-08:30:

Amryt Pharma
Ipsen
Siemens Healthineers

Tuesday 8 September, 08:00-08:30:

1 slot TBC
HRA Pharma
Recordati Rare Diseases

Wednesday 9 September, 08:00-08:30:

2 slots TBC
Recordati Rare Diseases

e-ECE Hub session sponsor entitlements

The following is the minimum each sponsor will receive:

- For unrestricted session packages, one (1) technical rehearsal of MAXIMUM 30 minutes, 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
- Loading of pre-recorded (unlimited access sessions) or recorded (limited access sessions) presentation content onto the sponsor online exhibition booth (unless otherwise requested)
- Inclusion of the e-ECE Hub session details on a dedicated e-ECE Hub page within the online congress environment and on the e-ECE website prior to e-ECE 2020
- Standard technical support throughout rehearsal and broadcast
- Content hosted for 7 days post-congress on the platform
- Publishing of the e-ECE Hub session details on a dedicated e-ECE Hub page within the e-ECE 2020 platform and on the Congress website
- Inclusion of e-ECE Hub session details within a pre-event email (one email combined to include all e-ECE Hub session details)
- Five (5) e-ECE Hub only registrations. These registrations are intended for use by staff working on the e-ECE Hub session **only** and not for faculty members. e-ECE Hub only registrations will allow access to the technical rehearsal and live e-ECE Hub session but not to any other scientific content or online exhibition spaces.

Sponsors must arrange all scientific content and recording of e-ECE Hub presentations, along with all speaker arrangements, including invitations, registration fees, publicity etc., and should meet all associated costs directly.

The content of each e-ECE Hub session is subject to approval by the Congress Programme Organising Committee (POC). **Please email proposed topic and speakers to the Congress Organiser for approval no later than Tuesday 7 July 2020.** Final approved agendas (following POC feedback) must be submitted by **Tuesday 21 July 2020.**

If a session proposal was already submitted and approved prior to the physical ECE event which was postponed from May 2020, and there are no changes to this proposal, please confirm this to the Congress Organiser. Any changes to topics or speakers will be subject to re-approval by the POC.

Please Note: It is the sponsor's responsibility to comply with all relevant regulations when delivering content for an e-ECE Hub session. 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

Set Up

Attendance at the e-ECE Hub is limited to 100 participants for **limited attendee** sessions (unlimited attendee sessions do not have restrictions on the number of delegate viewers allowed). Should you wish to increase the capacity of your session, please contact Victoria Withy (Victoria.Withy@ese-hormones.org) to discuss options and costs.

Full details of how to set up a limited attendee or unlimited attendee session will be available shortly via this page: <https://meventscross.freshdesk.com/support/solutions/16000060875>

Technical Rehearsal

Each e-ECE Hub unlimited attendee session package includes provision for one (1) technical rehearsal up to a maximum of **30 minutes**, to take place in 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. Presenters are welcome to attend if they wish, however content should be pre-recorded for unlimited attendee sessions.

Please contact Natalie Dass (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 depend on the availability of the technical team.

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

Advance Marketing Opportunities

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.

PDF Invitations pre-loaded into Smart Delegate Bags (additional charges apply)

Companies can include PDF invitations to their e-ECE Hub session in the online Smart Delegate Bag. This would incur an additional charge. Please contact Victoria Withy (Victoria.withy@ese-hormones.org) to discuss costs and options.

Invitation artwork must be approved by the e-ECE 2020 Organisers and any revisions will need to be re-submitted for approval. Please submit invitations for the attention of Natalie Dass, ece2020@endocrinology.org, no later than **Wednesday 29 July 2020**.

Use of the e-ECE 2020 or ESE logos are **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.

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 your webinar recording 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. For limited attendee e-ECE Hub sessions, you will be provided with a link to your recorded content which can be uploaded to the exhibit booth. For unlimited attendee sessions the recording will be available via the M Events platform for you to link to.

'Teaser' campaigns

Given the dynamic nature of the sponsor spaces, there will be the opportunity to produce sponsor-led 'teaser' campaigns, either for e-ECE Hub sessions 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 e-ECE Hub agenda, including talk titles and speaker names, will be included on the [e-ECE 2020 website](#) and also on the e-ECE 2020 site. Please note that this will be included in a dedicated e-ECE Hub section, separate to the main scientific programme.

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 e-ECE Hub session 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 e-ECE Hub session'*
- 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 e-ECE Hub session.

Marketing Opportunities – Congress Live Days

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 e-ECE Hub page

Within the online congress environment there will be a page dedicated to the e-ECE Hub content. This page will contain links to all the recorded e-ECE Hub sessions following the live broadcast 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 the e-ECE Hub, recorded e-ECE Hub content will sit in this area for the duration of the event (once the session has taken place), as well as 7 days 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 e-ECE Hub session, we would encourage this.

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

Lead retrieval

Sponsors of **unlimited attendee** sessions can purchase lead retrieval functionality for their e-ECE Hub session 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 e-ECE Hub session **Please note that it will not be possible to activate the lead retrieval function for limited attendee sessions.**
- 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 e-ECE Hub session: 'I agree to be contacted by the sponsoring company of this e-ECE Hub session, via the email address provided when registering for e-ECE 2020', with an option to select 'Yes' or 'No'.

Speaker Management

Please note that the format in which presentations are shared will depend on the type of package booked. Please refer to either option 1 or option 2 below.

A full FAQ and 'How to' guide is under continuous development and can be found here:

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

Option 1: e-ECE Hub Unlimited Attendee packages

For those companies which have booked an e-ECE Hub package for which there will be no maximum attendee numbers

Speaker presentation upload

It is mandatory to upload all presentations for unlimited attendee e-ECE Hub presentations via the M Events online system in the timeframes outlined on page 4. **Speakers will not be able to share slides directly via their own home devices.**

Companies can produce their own content and upload it to the system as an MP4 file no later than 1 September 2020, for broadcast on the day of the e-ECE Hub session.

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. During the technical rehearsal the live Q&A function can also be tested. Speakers may be invited to the technical rehearsal 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**.

It is recommended 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 e-ECE Hub session time.

Option 2: e-ECE Hub Limited Attendee packages

For those companies which have booked an e-ECE Hub package with a maximum possible attendance of 100 delegates.

e-ECE Hub sessions with maximum attendee number restrictions will be hosted via a secure Zoom channel. Please check the FAQ pages for information on slide upload and presentation management:

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

Sessions cannot be pre-recorded in this instance.

The recording of the e-ECE Hub presentation (including Q&A) must be enabled at the start of the session and this recorded MP4 file will then be shared on the company online exhibit booth, as well as on the dedicated e-ECE Hub page within the event platform, within 24 hours of the live session broadcast. Please review the FAQ pages for information about recording sessions: <https://meventscross.freshdesk.com/support/solutions/16000060875>

Cancellation of Contracts & Agreements

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