



**ECE 2022**

24th European Congress of Endocrinology

21-24 May 2021, Milan, Italy

# **ECE Hub**

# **Technical Manual**

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## 2. Introduction

After two years without a face to face meeting, we are delighted that the 24<sup>th</sup> European Congress of Endocrinology (ECE 2022) will once again take place in a physical format. The congress is set to attract over 3 500 participants from all areas of endocrinology and from over 100 countries, including clinicians, nurses, basic researchers, fellows and trainees – all experts and key opinion leaders in the field of endocrinology.

With the continued uncertainty of the COVID-19 pandemic, and the impact this has on many people to be able to travel, we are excited to be offering a hybrid event with the opportunity for delegates to attend in person, watch live streamed sessions with ECE@Home or catch up on the sessions after the event via ESE On Demand.

Significant opportunities have been created within the conference programme to provide maximum delegate exposure to the ECE Hub sessions.

This manual has been prepared to provide you with all the necessary information needed to enable you to organise your ECE Hub session. ECE Hub session providers are required to use the preferred suppliers identified in this Manual.

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 (Logistics), [ece2022@endocrinology.org](mailto:ece2022@endocrinology.org), or Victoria Withy (Sales), [Victoria.Withy@ese-hormones.org](mailto:Victoria.Withy@ese-hormones.org). Full contact details are provided below.

## 3. Contact information

**Please note that orders to the Venue or Venue partners will ONLY be accepted via the Venue booking link provided. The Venue and their suppliers will contact you directly should you have any bespoke requests outlined in your order.**

Role	Contact Name	Contact number	Email	Company
Sales and Marketing Manager	Victoria Withy	+44 (0) 7761 800855	<a href="mailto:Victoria.Withy@ese-hormones.org">Victoria.Withy@ese-hormones.org</a>	ESE
Sponsorship & Exhibition Manager	Natalie Dass	+44 (0) 1454 642244	<a href="mailto:ece2022@endocrinology.org">ece2022@endocrinology.org</a>	Bioscientifica
Venue Management	MiCo	-	<a href="mailto:ece2022@fieramilanocongressi.it">ece2022@fieramilanocongressi.it</a>	MiCo
AV Support	M Events	-	<a href="mailto:industry@m-events.com">industry@m-events.com</a>	M Events
Event Manager	Gemma Boyd	+44 (0) 1454 642760	<a href="mailto:ece2022@endocrinology.org">ece2022@endocrinology.org</a>	Bioscientifica

## 4. Additional items and costs

In addition to the items outlined in the [ECE 2022 prospectus](#), there are other opportunities to support your brand awareness and congress participation detailed in this manual. For ease of reference, these are detailed below along with associated costs.

Opportunity (item number)	Description	Available for packages	Cost
<a href="#">External session evaluation link embed</a> (On Demand only) (9.1)	Evaluation survey upgrades can be purchased (or selected as part of 'included value' - €1 500) for sessions which will be available for On Demand viewing, however should you wish to provide your own evaluation link, this can be embedded in to the congress platform to allow remote delegates to complete it. In this case, the only cost will be for embedding of the survey link.	2, 3	€350
<a href="#">Additional Lead retrieval devices</a> (one included) (9.2)	Lead retrieval software for in person attendance can be purchased or included as part of 'included value' (€750), and downloaded to iOS devices. One (1) iOS devices is included with each lead retrieval booking (software not compatible with Android). Additional	1, 2, 3	€125 (one week's hire, in person in Milan)

	devices can be hired at a cost of €125 for the duration of the session/congress.		
<a href="#">Online lead retrieval</a> (On Demand only) (9.2.2)	In person lead retrieval can be purchased or selected as part of 'included value'. Online lead retrieval must be purchased separately.	2, 3	€1 000
<a href="#">MP4 edits</a> (9.3.3)	If purchased/included, MP4 file downloads will include one (1) round of edits. Additional edits will be charged (quoted on a case by case basis)	2 (if MP4 selected), 3, OR if MP4 file download purchased	Quoted based on edits requested
<a href="#">Edits to session recordings</a> (9.3.3)	If MP4 file download is <u>not</u> purchased, session recordings can be reviewed via a non-downloadable link. Any edits requested will be chargeable on a case by case basis	2 (if ESE On Demand selected), 3	Quoted based on edits requested
<a href="#">Hostesses</a> (10.1)	One hostess is included in the ECE Hub package. Additional hostesses may be booked if required.	1, 2, 3	Quoted based on requirements
<a href="#">Additional rehearsals</a> (11.4)	Each ECE Hub package includes one (1) 15 minute rehearsal. Additional rehearsal time can be booked, subject to availability, but will be charged	1, 2, 3	Quoted based on requirements/ availability

## 5. Dates and Deadlines

The dates outlined below are provided to ensure that all elements of your sponsorship can be delivered. While we will aim to deliver all items and booked services, failure to meet these deadlines may lead to delays or an inability to deliver on the item in question.

**Please note:** A number of services can be booked via the venue's online booking link, as detailed below. When your ECE Hub booking is confirmed, an email will be sent to you to obtain the contact details of any individual who requires access to book these services. A login will then be created and issued to all relevant individuals.

Deadline	Item	Sent by	Sent to (if applicable)	Format	Important information
1 February 2022	Confirmation of agency contacts sent to Congress Organiser	Sponsor	Natalie Dass <a href="mailto:ece2022@endocrinology.org">ece2022@endocrinology.org</a>	<a href="#">Email form</a>	We would like to keep the number of individuals to be liaised with to a minimum to avoid confusion therefore please provide <b>key contact</b> details only
1 February 2022	Company logo and profile sent to organiser	Sponsor/Agency	Natalie Dass <a href="mailto:ece2022@endocrinology.org">ece2022@endocrinology.org</a>	Email	All companies should submit their logo and company profile (max. 200 words) for inclusion in event materials.
15 February 2022	Draft ECE Hub proposal sent to Congress Organiser	Sponsor/Agency	Natalie Dass <a href="mailto:ece2022@endocrinology.org">ece2022@endocrinology.org</a>	Email proposed title/topic and speaker	All companies should submit an initial proposal for their ECE Hub session, for review and approval by the Programme Organising Committee (POC). <b>NOTE:</b> Speakers should not be confirmed until the POC has provided feedback on the initial proposals
1 March 2022	POC feedback on proposal	Natalie Dass <a href="mailto:ece2022@endocrinology.org">ece2022@endocrinology.org</a>	Sponsor/Agency	Email	Bioscientifica will manage the feedback process and will pass all comments from the POC back to the sponsor/agency. Should the sponsor/agency wish to contact the POC directly, this will be managed on a case by case basis however Bioscientifica should be copied on all correspondence.
8 March 2022	Final agenda submitted	Sponsor/Agency	Natalie Dass <a href="mailto:ece2022@endocrinology.org">ece2022@endocrinology.org</a>	Email	Final agendas should be emailed.

Deadline	Item	Sent by	Sent to (if applicable)	Format	Important information
22 March 2022	ECE Hub details uploaded to congress website	Bioscientifica	-	Upload	Bioscientifica will upload the agenda to the congress website <b>NOTE:</b> There may be a delay in uploading agendas if received after the submission date
22 March 2022	Congress e-Bag content draft submitted for approval (only if purchased or included in sponsorship)	Sponsor/Agency	Natalie Dass <a href="mailto:ece2022@endocrinology.org">ece2022@endocrinology.org</a>	Email	ECE Hub packages <b>do not</b> include the provision to include one (1) piece of content in the Congress e-Bag, however some sponsorship packages include this entitlement. Alternatively, Congress e-Bag inserts can be purchased
19 April 2022	Final Congress e-Bag content submitted (only if purchased or included in sponsorship)	Sponsor/Agency	Natalie Dass <a href="mailto:ece2022@endocrinology.org">ece2022@endocrinology.org</a>	Email	
19 April 2022	Sponsor and exhibitor registrations submitted	Sponsor/Agency	Natalie Dass <a href="mailto:ece2022@endocrinology.org">ece2022@endocrinology.org</a>	<a href="#">Email form</a>	Please complete the form in full. Failure to provide complete information may result in a delay to your registration being processed. See ' <a href="#">Registration &amp; Passes</a> ' if you are unsure how many complimentary passes you are eligible for.
19 April 2022	Book technical rehearsal(s)	Sponsor/Agency	Natalie Dass <a href="mailto:ece2022@endocrinology.org">ece2022@endocrinology.org</a>	Email	Rehearsal times will depend on the availability of technical staff
19 April 2022	Evaluation forms submitted (if purchased or selected as part of 'included value' package)	Sponsor/Agency	Natalie Dass <a href="mailto:ece2022@endocrinology.org">ece2022@endocrinology.org</a>	Email  (External evaluation links can be embedded if provided – please note that costs differ if using this option)	Evaluation questions should be submitted as a word document attached to an email. Questions can be in the following formats: - Free text - Multiple choice (one possible answer) - Multiple choice (more than one possible answer) - Rating scale (e.g. 1-5). When selecting this question type please ensure you add details of the rating titles, e.g. 1 = Poor, 5 = Excellent
19 April 2022	Lead retrieval bookings made (if not part of package)	Sponsor/Agency	Natalie Dass <a href="mailto:ece2022@endocrinology.org">ece2022@endocrinology.org</a>	Email	If lead retrieval is not included or purchased as part of the sponsorship or ECE Hub package, this can be purchased as a separate item
19 April 2022	Additional hostesses booked (if required)	Sponsor/Agency	<a href="https://es.fieramilanocongressi.it/">https://es.fieramilanocongressi.it/</a>	<a href="https://es.fiera.milanocongressi.it/">https://es.fiera.milanocongressi.it/</a>	Each ECE Hub session package includes one (1) hostess. Additional hostesses must be booked.
21-24 May 2022	Attend technical rehearsal	Sponsor/Agency		In person	Details of rehearsals will be issued when the rehearsal is booked
21-24 May 2022	Presentations to be uploaded via Speaker Preview Room	Sponsor/Agency	Speaker Preview Room (on site)	Upload (please bring content on a USB stick)	All content must be uploaded no later than 4 hours prior to the session start time, to ensure correct upload and rendering

## 6. ECE Hub Session slots

ECE Hub session slots are allocated based on level of sponsorship, with platinum sponsors being allocated first, followed by gold, silver and bronze. Following this, any remaining slots will be allocated on a first come, first served basis. We will try as far as possible to allocate based on sponsor preference.

There are up to 12 ECE Hub slots available across Sunday 22 May, Monday 23 May and Tuesday 24 May 2022, with a maximum of four sessions running concurrently. Sessions will last for 20 minutes and will take place at 09:45-19:05 each day, during the morning refreshment break.

## 7. Agenda preparation and approval

All ECE Hub session topic/speaker proposals should be submitted for review by the Programme Organising Committee (POC) **no later than** 15 February 2022. The POC will review all submissions to ensure no duplication of speakers or topics between sessions or conflicts with the main scientific programme.

Please note that individuals from the following groups must not be engaged to chair or speak at sponsored sessions during ECE 2022:

- [ESE Executive Committee](#)
- [ECE 2022 Organising Committee](#)
- [Focus Area Leads](#)

You may begin discussions with speakers prior to receiving POC feedback however please note that **speakers should not be confirmed/contracted** until proposals are fully approved.

All proposals must be submitted via email to [ece2022@endocrinology.org](mailto:ece2022@endocrinology.org), and **must** include the following information:

- Title/topic
- Date of session
- Speaker(s) name and affiliation (including city and country)

Please ensure, when submitting proposals, that you **clearly state who feedback should be sent to** (sponsor contact, agency contact or both) and also who will provide the final sign-off of the programme (if different).

POC feedback on initial proposals will be returned no later than 1 March 2022 (please note that if the initial submission deadline is missed then POC feedback may be delayed).

Following receipt of POC feedback, final agendas must be submitted **no later than 15 March 2022**.

**Please note:** Failure to meet this deadline may mean that the session details cannot be included in some scheduled pre-event marketing materials.

Final agendas must include the following information:

1. Title **exactly as you wish it to appear on the event website/promotional materials**
2. Date of session
3. Speaker(s) name and affiliation (including city and country)

### 7.1 Compliance

**Please Note:** It is the sponsor's responsibility to comply with all relevant regulations when delivering content for an ECE Hub session. As ECE 2022 will take place in Italy, compliance with [AIFA requirements](#) as well as the [EFPIA Code of Practice](#) is mandatory.

The Congress Organisers work with Alijet & Fargo International to obtain the relevant Italian approvals for ECE 2022 and sponsors may contact **Benedetta Cambria** to assist with their requirements: [b.cambria@alifargoint.it](mailto:b.cambria@alifargoint.it).

**Note:** the ECE Hubs will be located within the exhibition hall and as such will be open to **all** registered delegates, including patient groups and students. It will not be possible to restrict access to specific delegates. Please ensure, therefore, that content is appropriate for this environment.

## 7.2 Speaker engagement

Speakers may be approached prior to POC feedback being received, however please note that **speakers should not be confirmed/contracted** until POC feedback/approval has been received. **All speaker contracts and expenses, including registration fees, are the sole responsibility of the sponsoring company.**

Once the POC has provided feedback on the proposed agenda and speaker(s), you may confirm and contract speakers. When doing this, please ensure that all speakers are aware of the following in relation to their presentations:

*ESE On Demand ([www.eseondemand.org](http://www.eseondemand.org)), the digital platform where the congress scientific content can be viewed, was introduced in 2017 and will also be available for ECE 2022. If the sponsoring company has agreed it as part of their ECE Hub package, your presentation will be recorded and uploaded to ESE On Demand and will be available in perpetuity following presentation at ECE 2022. You will have the opportunity to remove any slides (for example, if they contain unpublished data) at the time of the congress and your agreement to speak at the congress assumes acceptance of this video-recording requirement.*

## 7.3 Format and Technical specifications

Preparation of ECE Hub content, including all speaker arrangements, is the responsibility of the sponsoring company.

All ECE Hub sessions must be delivered live – due to the format and set-up of the Hub spaces, it will not be practical to have full presentations pre-recorded or delivered via video link, although it will be possible to include short video clips within presentations.

Presentations should be uploaded to the speaker preview room **no later than 4 hours prior to the session time.** Presentations should be produced in Powerpoint in a 16:9 format. Should you wish to schedule a rehearsal of your session, please ensure slides are uploaded via the speaker preview room in advance of the rehearsal. If changes to the presentation are required following the rehearsal, the updated slide deck can be re-uploaded via the speaker preview room.

The ECE Hubs include the following equipment as standard:

- Lectern and microphone
- Presentation laptop and clicker
- LCD screen
- Directional speakers
- AV technician

## 8. ECE Hub provider entitlements

Each ECE Hub session includes the following basic entitlements:

- Access to the allocated ECE Hub space for a minimum of 30 minutes (20 minute presentation, 5 minutes set up, 5 minutes set down)
- AV technical support
- One (1) English speaking hostess
- Access to the speaker preview room during the congress for presentation upload and preview
- One (1) 15 minute technical rehearsal in the allocated ECE Hub space, including AV technician (schedule subject to technician availability)
- Lectern, including



- Fixed microphone
- Presentation device and clicker
- Publishing of the ECE Hub programme in the ECE Final Conference Programme in a dedicated Industry section and on the Congress website
- Inclusion of the ECE Hub programme in a minimum of one (1) combined email alongside details of all ECE Hub sessions, sent to all delegates who have opted in to receive ECE 2022 programme updates and/or industry news and promotional messages.
- Permission to display one (1) promotional banner (max. 1.5m x 2.5m) adjacent to the allocated ECE Hub entrance from the beginning of the lunch break on the day before the ECE Hub session (to be removed by the sponsoring company immediately following the completion of the session)

**Sponsors must arrange all scientific content and speaker arrangements, including invitations, travel, accommodation, registration fees\*, publicity etc., and should meet all associated costs directly.**

**\*Speaker and Chair registrations must be purchased by either the individual or the sponsoring company. Complimentary passes are not provided to speakers and chairs at sponsored sessions. Day delegate rates are available on request.**

## 9. Optional additions – technical

### 9.1 Session Evaluation

Evaluation forms can be distributed during sessions by handing them out at the point of entry or alternatively placing them on the seats. In this case, all evaluation forms, used or unused, must be collected up by the sponsor at the end of the session.

Should you have purchased a package which includes ESE On Demand and wish to obtain feedback from online delegates, the evaluation survey upgrade can be purchased as an additional item, or included as part of your sponsorship 'included value' (only available for ECE Hub packages which include ESE On Demand). Should you wish to purchase this please contact Victoria Withy ([Victoria.Withy@ese-hormones.org](mailto:Victoria.Withy@ese-hormones.org)). The evaluation survey upgrade includes generation of a QR code which can be displayed at the end of the session to allow in-person attendees to scan and complete the evaluation form.

The inbuilt evaluation tool allows up to ten (10) questions in the following formats:

- Free text entry
- Rating scale (please provide the scale used e.g. 1=Poor, 5=Excellent)
- Multiple Choice

All questions should be provided to Natalie Dass ([ece2022@endocrinology.org](mailto:ece2022@endocrinology.org)) **no later than 19 April 2022.**

Company logos can be included on online evaluation forms – should you wish to include your company logo please provide this when submitting your questions.

**Alternatively**, you can provide a link to an external evaluation form which is set up and managed by you. This can be embedded in to the online platform during the congress live days (only for packages including ESE On Demand - a cost of €350 applies for embedding of external links). Should you wish to create your own survey but **not** have it embedded in to the congress platform, you may include a QR code in your session slides to allow attendees to complete the survey directly through your chosen provider.

## 9.2 Lead retrieval

Lead retrieval functionality can be booked to gather details of in-person attendees and/or online attendees (if applicable). All lead retrieval bookings must be made **no later than 19 April 2022**.

**Important note:** Separate lead retrieval bookings will be required for in-person and online. For example, if only in-person lead retrieval is purchased, the data of those delegates who have their badges scanned on entry to the session will be collected while the data of those who view the session On Demand will not be requested. In person lead retrieval software can be purchased at a cost of €750 and downloaded to iOS devices (the technology will not work through Android devices). Each in person lead retrieval booking includes the hire of one (1) iOS device. Additional devices can be hired at a cost of €125 or, alternatively, personal iOS devices can be used. The lead retrieval software can be downloaded to multiple devices once purchased.

### 9.2.1 In-person attendees

In order to obtain the contact details of delegates attending your ECE Hub session in person, you can purchase the on-site lead retrieval package (contact Victoria Withy, [Victoria.withy@ese-hormones.org](mailto:Victoria.withy@ese-hormones.org) for details). One (1) iOS device is included in each separate in person lead retrieval booking. Additional devices can be hired at a cost of €125 or, alternatively, lead retrieval can be activated via your personal iOS device at no extra cost. The system allows you to scan the badges of attendees and you will then be able to download a report of attendee data.

The standard report will contain the following information:

- First Name
- Surname
- Country
- Institution/organisation
- Email address

Should you require additional information, please inform Natalie Dass ([ece2022@endocrinology.org](mailto:ece2022@endocrinology.org)) **no later than 19 April 2022** to discuss your requirements.

### 9.2.2 Online attendees – ADDITIONAL CHARGES APPLY

Online lead retrieval can be purchased **in addition to** in person lead retrieval at a cost of €1 000.

Details of attendees viewing the session On Demand can be gathered using the online lead retrieval function. This appears as a 'pop up' when delegates click to view the session recording, which asks them to either opt in or opt out to sharing their data with the sponsoring company (individual company terms and conditions can be included here).

Only the data of those individuals who have opted in to share it will be provided to the sponsor in a report which will be issued after the congress.

The standard report will contain the following information:

- First Name
- Surname
- Country
- Institution
- Email address
- Field of Interest (if entered at registration)

## 9.3 Filming/Recording (including details about ESE On Demand)

Please note that ECE Hub package 1 **does not** include recording unless an MP4 download is purchased/selected as part of 'included value'.

**It is very important that, if you wish to review or obtain a recording of your ECE Hub session, whether for internal or external use or for compliance reasons, you select/purchase an MP4 file download in advance. It will not be possible to create/retrieve a recording of the session once it is completed.**

ECE Hub packages 2 and 3 include filming of the session, in order to provide an MP4 file, or host the session recording on ESE On Demand, or both.

Filming will be carried out by our AV partners, M Events, and will include all audio (including questions asked during the Q&A) as well as the presentation slides.

The filming will be done via one remote camera and will be produced to include a picture-in-picture view which will incorporate the congress background, slides and video feed (talking head of speaker focussed on lectern). The recording will also incorporate the session details (Speaker name, presentation title).

It is not possible for sponsors to bring their own hardware/external filming company to record the ECE Hub session, all recordings must be done by M Events.

### 9.3.1 ESE On Demand

ECE Hub package 2 contains the option to have content shared for On Demand viewing via ESE On Demand, or for an MP4 file download to be provided to the sponsors. ECE Hub package 3 includes both the MP4 file download and hosting on ESE On Demand.

Content placed on ESE On Demand will be made available via the congress platform within 48 hours of receipt of content approval from the session sponsor (please see below regarding content review for compliance purposes), and will remain on ESE On Demand for one year after ECE 2022 (available to registered delegates only for 60 days post-congress and for all ESE Members from 61-364 days post-congress).

### 9.3.2 Reviews of recorded content for compliance purposes

If an MP4 file download is **not** purchased/included in your package, a link to review the session recording will be provided to allow you to review and sign off the recording prior to it being published however this will **not** be a downloadable file. A file download will not be provided without prior purchase. Should you require any edits to be made in this instance, additional costs will apply, quoted on a case by case basis.

### 9.3.3 Edits to recorded content

**One** (1) round of edits is included where an MP4 file is purchased. Edits can be requested via Natalie Dass ([ece2022@endocrinology.org](mailto:ece2022@endocrinology.org)). Edits requested after the first round will be subject to an additional charge which will be dependent on the level of editing required, and quoted on a case by case basis.

## 10. Optional additions – general

### 10.1 Hostesses

Your ECE Hub session package includes one hostess who will be briefed to ensure that your speaker has fresh water and that the lectern is reset prior to and following your session. You may request that your hostess also supports you with reasonable tasks such as badge scanning/checking or distribution of materials (e.g. evaluation forms).

Your included hostess will be available at the allocated ECE Hub from 10 minutes prior to the session start time, until the end of the session. Should you wish to book additional hostesses or have hostesses available for a longer period either side of your session (e.g. in order to brief them on more specific requirements), you can make bookings via your online booking portal: <https://es.fieramilanocongressi.it/>.

Hostess bookings should be made **no later than 19 April 2022**.

## 11. Access and registration

## 11.1 Registration & Passes

There are three types of registration available to ECE 2022 sponsors and these are allocated based on level of support. All passes must be named – it will not be possible to provide generic company passes. Complimentary passes can be ordered by completing the [registration form](#) and returning it to Natalie Dass ([ece2022@endocrinology.org](mailto:ece2022@endocrinology.org)) **no later than 19 April 2022**. Late submission of registration forms may result in a delay in processing.

Sponsors wishing to purchase additional passes can do so via the ECE 2022 registration system or by adding these to the booking form. All passes booked using the form will be invoiced after the congress.

The registration types are as follows:

### 11.1.1 Exhibition Only – intended for exhibit booth staff

This pass allows access to the Registration Hall, Balcony and Exhibition Hall (including ECE Hubs) **only**. In addition, if a sponsor has booked a hospitality/meeting room the Exhibition Only pass will allow the individual holding it access to that room. No access will be given to scientific or sponsored sessions, either for in-person or On Demand viewing. Exhibition only passes include access to the poster hall, ECE Hubs and Catering as these are all located within the Exhibition Hall.

### 11.1.2 Full registration to ECE in Milan and ESE On Demand – intended for company representatives (usually medics) who wish to attend scientific sessions

This pass will allow full access to all areas of the congress, including the Exhibition Hall, scientific and sponsored sessions. In addition, access will be provided to ESE On Demand for viewing of the congress presentations post-event.

### 11.1.3 Full registration for ECE@Home – intended for company representatives (usually medics) who wish to view the live streamed scientific and sponsored\* sessions online

This pass provides remote online access to the congress platform through which certain sessions will be live streamed in real time. Access will also be provided to On Demand content to allow the pass holder to view sessions again or catch up on sessions they may have missed. There is no online exhibition therefore this pass does not include any exhibition access.

\*Sponsored satellite symposia will only be live streamed if the sponsoring company has purchased a satellite package which includes this. ECE Hub sessions will not be live streamed however, if the relevant package is purchased, a recording may be made available for On Demand viewing.

## 11.2 Registration entitlements

Complimentary registrations are available based on support level as follows:

Registration type	Supporter	Bronze	Silver	Gold	Platinum
Exhibition Only	2	4	6	8	10
Full registration to ECE in Milan and ESE On Demand	1	2	3	4	5
Full Registration for ECE@Home	4	4	4	4	4

**IMPORTANT – ECE Hub speaker registrations:** Sponsors can allocate complimentary full registrations or exhibitor registrations to their ECE Hub speakers if they wish. Alternatively, **all speaker registrations will need to be purchased** either by the speaker or the sponsoring company, as it will not be possible to access the congress without a valid pass.

ESE does not provide complimentary passes to speakers at sponsored sessions however if a speaker is also speaking as part of the main scientific programme they may be entitled to a complimentary pass. Please contact Natalie Dass ([ece2022@endocrinology.org](mailto:ece2022@endocrinology.org)) if you are unsure whether you need to purchase a registration for your speaker(s).

### 11.2.1 Staff/agency passes – NOT INTENDED FOR SPEAKERS

In addition to the above entitlement, all ECE Hub sponsors are entitled to up to two (2) ECE Hub only passes. These passes include the following:

- Access to the allocated ECE Hub (situated in the exhibition hall) for one (1) 15 minute technical rehearsal of the ECE Hub session on or before the day of the session (rehearsal schedule to be agreed)
- Access to the allocated ECE Hub a minimum of 10 minutes prior to the session start time
- Access to the allocated ECE Hub for the duration of the session
- Access to the ECE Hub for a maximum of 15 minutes following completion of the session
- Access to the Speaker preview room to support speakers/upload presentations on the speaker's behalf on or before the day of the rehearsal/session

Staff/agency only passes are intended for company and agency staff who are working on the ECE Hub session in a supporting capacity and not for speakers (see above).

Staff/agency passes do not include access to ECE@Home or ESE On Demand however access will be provided to recordings for approval purposes if required (MP4 files only provided if purchased or part of ECE Hub package).

**Staff/agency passes do not include access to the congress catering facilities (tea & coffee, lunches).**

### 11.3 Set up & break down

Access can be provided to the allocated ECE Hub a minimum of 10 minutes prior to the session start time (in some instances, earlier set up times may be possible however technical staff will only be available from 10 minutes prior – please contact Natalie Dass, [ece2022@endocrinology.org](mailto:ece2022@endocrinology.org), to discuss).

Following the session, there will be a minimum of 15 minutes to allow you to remove any items related to your session.

All literature and evaluation forms must be cleared from the ECE Hub by the sponsoring company at the end of the session. Failure to do so may result in additional charges for cleaning being passed on to the sponsor.

### 11.4 Rehearsals

Each ECE Hub package includes provision for one (1) 15 minute technical rehearsal prior to the session time, in the allocated ECE Hub.

The rehearsal schedule is dependent on the availability of technical staff (who will also be supporting the main scientific programme) therefore it may not be possible to accommodate exact time/date requests.

Rehearsals must be booked via Natalie Dass ([ece2022@endocrinology.org](mailto:ece2022@endocrinology.org)) **no later than 19 April 2022**. Time slots will be allocated on a first come, first served basis. We will hold requested times for a maximum of 7 working days to allow you time to liaise with staff and speakers, after which we will release any unconfirmed slots.

All rehearsals will be conducted with the support of a member of ECE 2022 organising staff along with an AV technician.

**Please note:** should you wish to preview your presentation slides during your technical rehearsal, these must be uploaded via the Speaker Preview Room no less than three (3) hours prior to the rehearsal. Presentations can be adjusted following rehearsal and, if so, should be re-uploaded via the Speaker Preview Room no less than four (4) hours prior to the session start time.

## 12. Branding

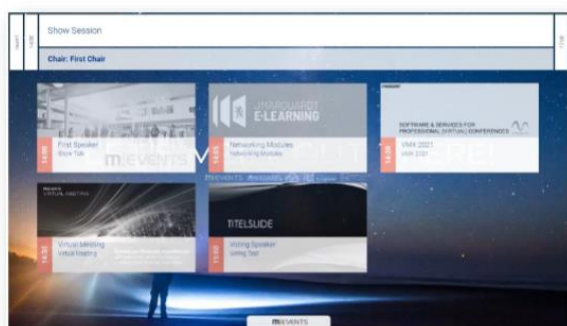
All ECE Hubs will be branded with the ECE 2022 fixed congress branding. Lecterns will also display this branding and it will not be possible to alter this.

The display screen background will also display the ECE 2022 branding as standard however this can be changed to company branding if desired.

Should you wish to provide your own company branding to appear on this screen, this can be purchased as an additional item and provided as follows:

### 12.1 Digital main screen branding = €650

The main screen in each ECE Hub will display ECE 2022 branding as a background unless main screen branding is purchased. This background will be applied to both in person screens and the online view (where packages include or On Demand). The background will also appear on MP4 recordings (where purchased). Branding will appear behind the presentation:



Content such as speaker/session names will be generated automatically and overlaid on the background design.

Please provide one background image (PNG, JPEG or similar) of 1920px wide and 1080px high, for 16:9 projection format. Please ensure that any graphics or logos are kept to the bottom right of the screen to ensure they are not covered or partially covered by the presentation.

## 13. Marketing

There are a number of marketing opportunities available at ECE 2022. Any extra activity you wish to carry out must comply with our guidelines regarding content and logo usage. Please feel free to contact the ECE 2022 organiser ([ece2022@endocrinology.org](mailto:ece2022@endocrinology.org)) should you wish to discuss a specific activity.

### 13.1 Summary of marketing activity

Activity (Item number)	Pre-event/On site/Post-event	Details
<a href="#">1 x combined pre congress email (12.2.1)</a>	Pre-event	Content (agenda) provided by sponsor and incorporated in to a combined email, displaying details of all ECE Hub sessions. To be issued in the week leading up to the congress.
<a href="#">ECE 2022 website (12.2.2)</a>	Pre-event	ECE Hub session agenda posted to ECE 2022 website in advance of congress
<a href="#">Banners and signage (12.3.1)</a>	On site	Sponsors can produce and display one (1) banner next to the allocated ECE Hub entrance on the day of the session. Additional banners can be placed on the sponsor's exhibition booth as desired

#### Points to remember

- For the purpose of clarity, we suggest that you include a reminder on all your advertisements, invitations or mailings that the session is only open to healthcare professionals who are registered for ECE 2022

- Please ensure that all advertisements, invitations or mailings relating to your session clearly state the following text (or similar): ‘A [insert company name] sponsored 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 ECE 2022 logo or the ESE logo on any marketing materials connected to the ECE Hub session.

## 13.2 Advance Marketing

### 13.2.1 ECE Hub combined promotional email

The ECE 2022 Organisers will distribute one (1) email to promote all ECE Hub sessions. This email will be developed by the congress organisers and sent to all registered delegates who have opted in to the following marketing preferences:

- Updates on ECE 2022 Programme
- Industry News and promotional messages from the European Society of Endocrinology’s sponsors

This email will be sent out approximately one week prior to the start of the congress.

The content of the email will be based on the final agendas as submitted by the session sponsor. Any agendas not finalised by this time will not be included in the mailing.

### Data and reporting

The ECE 2022 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 emails. Recipients have the option to re-subscribe to the list.

The ECE 2022 Organiser will not supply the personal data of any recipient who receives or interacts with the ECE Hub promotional email. Email open and click rates are available upon request.

### 13.2.2 ECE 2022 Website

All ECE Hub session agendas will be posted to the ECE 2022 website in a section dedicated to sponsored sessions. Due to CME accreditation requirements, we are unable to list sponsored session agendas directly in the scientific programme, however generic listings will indicate the timings of sponsored sessions within the scientific programme, with links made to the sponsored content.

Should you require sight of the ECE Hub session listing on the congress website prior to this being made live, please inform Natalie Dass ([ece2022@endocrinology.org](mailto:ece2022@endocrinology.org)).

Please note that the ECE 2022 website is a public access site and therefore can be accessed by both HCPs and members of the public, therefore please ensure that the session agenda provided for use on the congress website complies with the relevant EFPIA guidelines.

## 13.3 On site Marketing

### 13.3.1 Banners and signage

ECE Hub session sponsors are permitted to display promotional banners on the day of their session. Sponsors may produce and ship their own promotional banners, alternatively banners can be purchased via MiCo (the congress venue) and supplied locally – please contact Natalie Dass ([ece2022@endocrinology.org](mailto:ece2022@endocrinology.org)) should you wish to arrange your promotional banners via MiCo.

Responsibility for all production, shipping costs, set up and removal of banners is the sole responsibility of the sponsoring company.

**Banners can measure a maximum of 1.5m wide and 2.5m high.**

### 13.3.1a ECE Hub entrance banner (external)

One (1) banner may be displayed at the entrance to the allocated ECE Hub on the day of the session. **This banner must be removed immediately following the end of the session.** Failure to remove the banner may result in disposal charges being passed to the sponsoring company.

### 13.3.1b Exhibit booth banner

If you have an exhibition booth at ECE 2022, you may promote your ECE Hub session from your booth through the use of banners and flyers. Banners must remain within the footprint of your stand and cannot be placed in or across aisles and walkways.

### 13.3.2 Congress e-Bag content

In the interest of the environment and reducing the amount of printed materials on site at ECE 2022, this year we will be implementing the Congress e-Bag. The Congress e-Bag will be a page within the congress platform which contains promotional files (PDFs, videos, images, links) and will be accessible to all registered delegates, whether they are attending in person or online. ECE Hub session packages do not include a Congress e-Bag item however some sponsors have the opportunity to include a promotional item(s) in the Congress e-Bag as part of their sponsorship package. Alternatively, Congress e-Bag items can be purchased separately. [Please see below](#) for details of Congress e-Bag entitlements based on sponsorship level.

The Congress e-Bag will be promoted to registered delegates via email in advance of the congress. Once on site, the Congress e-Bag Wall will sit in the exhibition hall, directly opposite the entrance to the downstairs session rooms. This wall will display a preview image of all e-Bag materials accompanied by a QR code which, when scanned, will link the delegate directly to the selected file for download to their phone or mobile device.

For files held within the congress platform, a QR code will be generated on your behalf and included on the congress e-Bag wall. For externally hosted files, for example if you wish your link to take delegates to content on your company website, **you will need to provide the QR Code for this purpose, to be included on the congress e-Bag wall.**

Congress e-Bag content can be provided as a stand-alone file (PDF, JPG, MP4) which will be uploaded to the congress platform and is accessible only to registered delegates or, alternatively, can be provided as a link to a sponsor website or hosted file. **If provided as an external link, the sponsor must provide a related QR code along with the preview image they would like to use.**

Please note that files over 5GB cannot be hosted on the congress platform and will need to be hosted externally with a link and QR code provided.

Congress e-Bag content must be received **no later than 19 April 2022**. Items received after this time cannot be guaranteed to appear on the Congress e-Bag wall in the venue but can still be added to the online Congress e-Bag.

### 13.3.2a Congress e-Bag entitlements

Sponsorship Level	Supporter	Bronze	Silver	Gold	Platinum
Number of Congress e-Bag Items included	0	1	2	3	3

## 13.4 Post event Marketing (only applicable to packages including ESE On Demand)

### 13.4.1 Promotional emails

Following the close of ECE 2022, the scientific sessions will be made available online via ESE On Demand. ECE Hub session packages 2 and 3 include the option to have the session recording made available in the same way (ECE Hub package 2 offers the option of either ESE On Demand hosting or MP4 file download. Promotional emails will only include details of sessions available On Demand).



ESE On Demand content will be promoted via email to all registered delegates in the weeks post-congress (exact schedule TBC) and any uploaded ECE Hub session recordings will be included as part of these emails (designed by the ECE 2022 team). It is therefore extremely important that recordings are approved for upload as quickly as possible.

Should you wish to discuss additional stand-alone promotional emails following the congress, please contact Victoria Withy ([Victoria.Withy@ese-hormones.org](mailto:Victoria.Withy@ese-hormones.org)).

## 14. About the Venue

ECE 2022 will take place in Milan at the [Milano Convention Centre](#) (MiCo) South Wing. MiCo is the largest convention centre in Europe with the South Wing housing multiple session and meeting rooms as well as the South Hall, over 8 000sqm of exhibition space.

MiCo is a **Gold Healthy Venue**. The Healthy Venue Award forms part of World Obesity's Action Initiative, a mechanism for stimulating action to help reduce obesity across a wide range of industries.

### 14.1 Venue Address

MiCo – Milano Convention Centre  
Piazzale Carlo Magno  
1 – 20149 Milano  
Italy

### 14.2 How to get there

Entry to MiCo for delegates will be via Gates 1 and 2, in to the Registration Hall in the **South Wing**.

You can download a simple map of Milan and the area around MiCo here:

<https://www.micomilano.it/Sites/MiCo/Download/Maps/MilanMap.pdf>

This map also shows the nearby metro stations and hotels:

<https://www.micomilano.it/Sites/MiCo/Download/Maps/MiCoAreaMap.pdf>

#### 14.2.1 By Air

Milan is served by two main airports, Malpensa and Linate, both of which can be easily accessed via public transport from MiCo, as well as two smaller airports, Bergamo and Orio al Serio.

#### 14.2.2 By Train

Milano Centrale railway station is within easy reach of MiCo either via taxi, bus or Metro.

#### 14.2.3 By Car

Milan is surrounded by a network of Motorways including the A50 from Tangenziale Ovest, A4 from Venezia, A8 from Varese and A9 from Como. Use the Fieramilano and Pero-fieramilano exits. Parking is available nearby – please contact Natalie Dass should you require long stay parking near the venue (additional charges may apply).

#### 14.2.4 By Public Transport

Milan is home to an extensive Metro network with MiCo being situated adjacent to the Portello Metro station on the Purple Line. More information about Milan's public transport network can be found here:

<https://www.atm.it/en/Pages/default.aspx>

#### 14.2.5 Taxi

There is a taxi rank situated alongside the MiCo building.

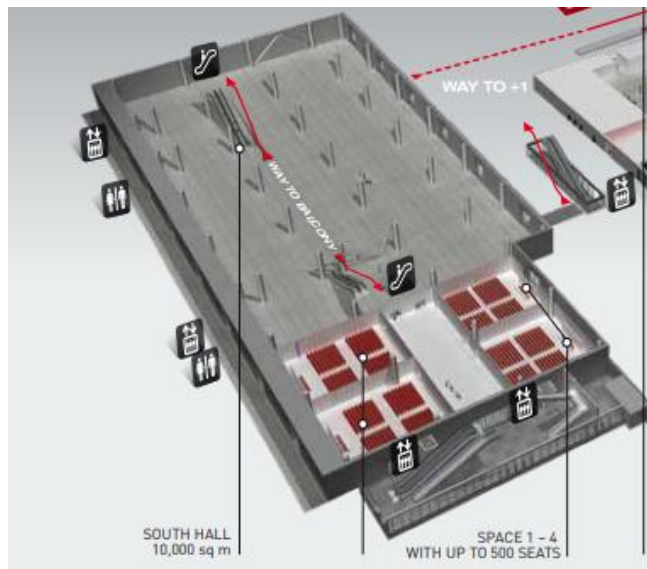
### 14.3 Venue layout

ECE 2022 will take place in the South Wing. Entry is via Gates 1 and 2 into the Registration Hall which is on Level 1. From the Registration Hall, delegates will access the Level 1 Balcony which overlooks the Exhibition Hall on Level 0. Delegates can then proceed down the first escalator to access Level 0 which houses the Exhibition Hall, including ECE Hubs, as well as Spaces 1/2 and Spaces 2/3, which are breakout rooms.

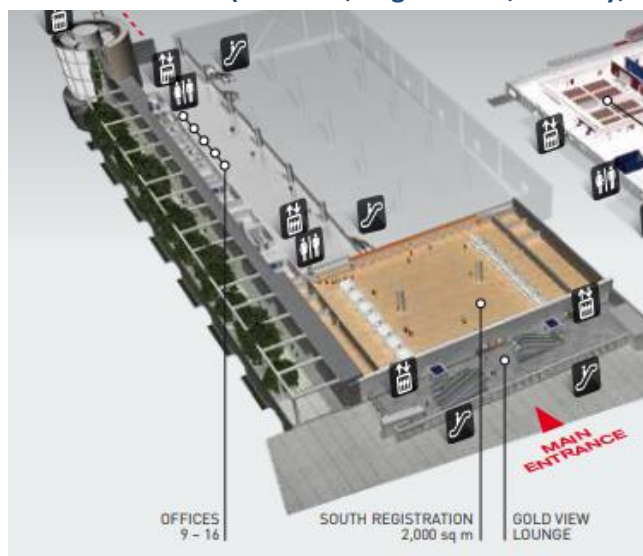
Alternatively, delegates can continue along the balcony to the far escalator and proceed up to Level 2, to the Amber rooms (breakout/meeting rooms) and the Gold Plenary room (main auditorium) as well as hospitality rooms.

Additional hospitality rooms can also be found on the Level 2 Mezzanine which is accessed via stairway or lift from Level 2.

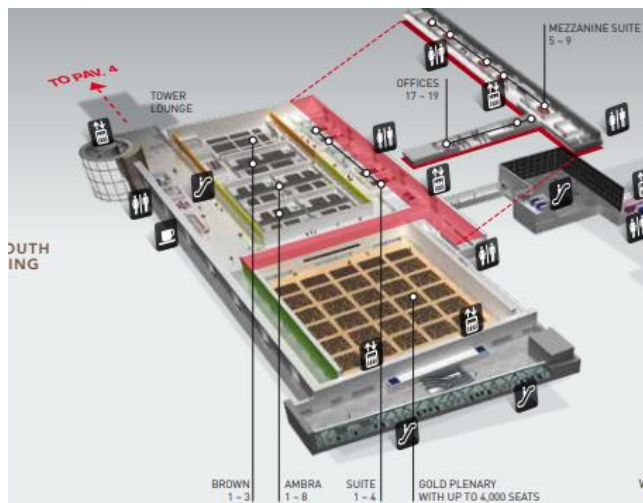
### 14.3.1 Level 0 (Exhibition Hall, ECE Hubs, Posters, Breakout Rooms)



### 14.3.2 Level 1 (Entrance, Registration, Balcony, Offices)



### 14.3.3 Level 2 (Main Auditorium, Breakout Rooms, Meeting/Hospitality Rooms, Speaker Preview, Organiser's Office)



#### 14.4 The ECE Hubs

There will be three ECE Hubs constructed within the Exhibition Hall at ECE 2022. All Hubs will be adjacent to one another to ensure equal foot flow and so the spaces will be allocated on your behalf. Each Hub will be set up to seat around 50 delegates, with space for lectern, screen and the relevant AV equipment. ECE Hubs will be carpeted and bordered with ECE 2022 branding along with any additional sponsor branding (if overall Hub sponsorship is purchased).

### 15. Compliance

Please Note: It is the sponsoring company's responsibility to comply with all relevant regulations when delivering content for ECE Hub sessions. All content, promotional materials and signage must comply with the [EFPIA Code of Practice](#) at a minimum.

This responsibility extends to the activities carried out by companies or agencies contracted by the sponsoring company in support of their presence at ECE 2022

### 16. Cancellation of Contracts and Agreements

Refer to ECE 2022 Supporter Contract.