



**ECE 2022**

24th European Congress of Endocrinology

21-24 May 2021, Milan, Italy

# Satellite Symposium 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 satellite symposia, which in previous years have recorded an average attendance of 375 delegates.

This manual has been prepared to provide you with all the necessary information needed to enable you to organise your satellite symposium. Satellite symposium 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="#">Online Q&amp;A</a> (8.1)                                   | Session Q&A functionality incorporated into the online platform to allow remote attendees to ask questions  | 2, 3, 4                | Included                                   |
| <a href="#">External session evaluation link embed</a> (8.3)           | Evaluation survey upgrades can be purchased (or selected as part of 'included value' - €1 500) 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 cost will be charged for embedding of the survey link. | 2, 3, 4                | €350                                       |
| <a href="#">Additional Lead retrieval devices</a> (one included) (8.4) | 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   | 1, 2, 3, 4             | €125 (one week's hire, in person in Milan) |

|   |   |   |   |
|---|---|---|---|
|   | (software not compatible with Android). Additional devices can be hired at a cost of €125 for the duration of the session/congress.   |   |   |
| <a href="#">Online lead retrieval</a> (8.4.2)       | In person lead retrieval can be purchased or selected as part of 'included value'. Online lead retrieval must be purchased separately.  | 2, 3, 4   | €1 000                                    |
| <a href="#">Lectern branding</a> (11.1.1)           | All session rooms are equipped with digital lecterns. These can be personalised for your session  | 1, 2, 3, 4  | €650                                      |
| <a href="#">Top table branding</a> (11.1.2)         | All session rooms are equipped with digital top tables (max. 4 speakers). These can be personalised for your session  | 1, 2, 3, 4  | €650                                      |
| <a href="#">Main screen branding</a> (11.1.3)       | All session room main screens will display the ECE 2022 branded background. This can be personalised for your session (personalisation will also appear in online view, where applicable) | 1, 2, 3, 4  | €650                                      |
| <a href="#">MP4 edits</a> (8.6.3)                   | 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)  | 3 (if MP4 selected), 4, OR if MP4 file download purchased | Quoted based on edits requested           |
| <a href="#">Edits to session recordings</a> (8.6.3) | 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              | 3 (if ESE On Demand selected)                             | Quoted based on edits requested           |
| <a href="#">Catering</a> (9.1)                      | You may provide catering at your session if you wish.   | 1, 2, 3, 4  | Quoted based on requirements              |
| <a href="#">Hostesses</a> (9.2)                     | One hostess is included in the satellite package. Additional hostesses may be booked if required.   | 1, 2, 3, 4  | Quoted based on requirements              |
| <a href="#">Additional rehearsals</a> (10.4)        | Each satellite package includes one (1) 30 minute rehearsal. Additional rehearsal time can be booked, subject to availability, but will be charged  | 1, 2, 3, 4  | Quoted based on requirements/availability |
| <a href="#">Satellite only passes</a> (10.2.1)      | Each satellite package includes up to five (5) passes for staff/agency who are working on the session   | 1, 2, 3, 4  | Included                                  |

## 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 satellite 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<br><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<br><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.  |
| 1 February 2022 | Draft satellite agenda proposal sent to Congress Organiser | Sponsor/Agency | Natalie Dass<br><a href="mailto:ece2022@endocrinology.org">ece2022@endocrinology.org</a> | <a href="#">Email form</a> | All companies should submit an initial proposal for their satellite symposium agenda, for review and approval by the Programme Organising Committee (POC). A form is provided however you may submit in your own format if you wish - please ensure that |

| Deadline         | Item   | Sent by  | Sent to (if applicable)  | Format                     | Important information   |
|------------------|--|--|--|----------------------------|---|
|                  |  |  |  |                            | all information asked for on the form is included in your submission <b>NOTE:</b> Speakers should not be confirmed until the POC has provided feedback on the initial proposals   |
| 15 February 2022 | POC feedback on proposal   | Natalie Dass<br><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. |
| 1 March 2022     | Final agenda submitted   | Sponsor/Agency   | Natalie Dass<br><a href="mailto:ece2022@endocrinology.org">ece2022@endocrinology.org</a> | Email                      | Final agendas should be emailed. Should you wish to use the form previously provided for submission of proposals please ensure this clearly indicates that it is the FINAL version of the programme   |
| 1 March 2022     | Satellite agenda uploaded to event website   | Bioscientifica   | -  | Upload                     | Bioscientifica will upload the agenda to the event 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  | Sponsor/Agency   | Natalie Dass<br><a href="mailto:ece2022@endocrinology.org">ece2022@endocrinology.org</a> | Email                      | All satellite symposium packages include the provision to include one (1) piece of content in the Congress e-Bag (this is in addition to Congress e-Bag content included as part of overall sponsorship packages)   |
| 12 April 2022    | HTML Email content submission  | Sponsor/Agency   | Natalie Dass<br><a href="mailto:ece2022@endocrinology.org">ece2022@endocrinology.org</a> | Email                      | Please ensure email content is submitted as outlined in the <a href="#">Email guidance</a> below  |
| 19 April 2022    | Final Congress e-Bag content submitted   | Sponsor/Agency   | Natalie Dass<br><a href="mailto:ece2022@endocrinology.org">ece2022@endocrinology.org</a> | Email                      |   |
| 19 April 2022    | Sponsor and exhibitor registrations submitted  | Sponsor/Agency   | Natalie Dass<br><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<br><a href="mailto:ece2022@endocrinology.org">ece2022@endocrinology.org</a> | Email                      | Technical rehearsal availability will depend on the availability of session rooms during the congress.  |
| 19 April 2022    | Polling questions submitted (if purchased or selected as part of 'included value' package) | Sponsor/Agency   | Natalie Dass<br><a href="mailto:ece2022@endocrinology.org">ece2022@endocrinology.org</a> | Email                      | A maximum of ten (10) polling questions per session, with a maximum of 5 possible answers, can be provided. Questions should be submitted as a word document attached to an email. Where there is a   |

| Deadline        | Item  | Sent by  | Sent to (if applicable)   | Format  | Important information   |
|-----------------|---|--|---|---|---|
|                 |   |  |   |   | correct answer, this should be clearly indicated.   |
| 19 April 2022   | Evaluation forms submitted (if purchased or selected as part of 'included value' package) | Sponsor/Agency   | Natalie Dass<br><a href="mailto:ece2022@endocrinology.org">ece2022@endocrinology.org</a>  | Email<br><br>(External evaluation links can be embedded if provided)                    | Evaluation questions should be submitted as a word document attached to an email. Questions can be in the following formats:<br>- Free text<br>- Multiple choice (one possible answer)<br>- Multiple choice (more than one possible answer)<br>- Rating scale (e.g. 1-5).<br>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<br><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 satellite package, this can be purchased as a separate item  |
| 19 April 2022   | Session catering booked (if desired)  | Sponsor/Agency   | Silvia Bonichini<br><a href="mailto:silvia.bonichini@compass-group.it">silvia.bonichini@compass-group.it</a>                                | <a href="https://es.fiera.milanocongressi.it/">https://es.fiera.milanocongressi.it/</a> | Catering and additional services can be booked via the online order form.   |
| 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 satellite symposium package includes one (1) hostess. Additional hostesses must be booked.   |
| 10 May 2022     | Pre-recorded presentation files provided  | Sponsor/Agency   | Natalie Dass<br><a href="mailto:ece2022@endocrinology.org">ece2022@endocrinology.org</a>  | File Transfer programme (e.g. Wettransfer)  | Files should be provided in MP4 format, maximum file size 5GB   |
| 17 May 2022     | Top table and lectern branding files submitted (if required)                              | Sponsor/Agency   | Contact Natalie Dass<br><a href="mailto:ece2022@endocrinology.org">ece2022@endocrinology.org</a> to confirm where files should be submitted | Email/File Transfer Programme   | Digital signage will be in place on top tables and lecterns and can display sponsor branding for satellite symposia   |
| w/c 16 May 2022 | Speaker links issued (remote speakers only)   | Natalie Dass<br><a href="mailto:ece2022@endocrinology.org">ece2022@endocrinology.org</a> | Speakers/sponsor/agency   | Email   | Speaker links can be sent to sponsor/agency contact for dissemination to speakers if preferred  |
| 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/pre-recorded videos 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. Satellite symposium slots

Satellite 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 12 satellite symposia slots across Sunday 22 May and Monday 23 May 2022, with a maximum of three sessions running concurrently, as follows:

### Sunday 22 May

3 x lunchtime slots: 13:30-14:30 CEST

3 x afternoon slots: 16:50-17:50 CEST

## Monday 23 May

3 x lunchtime slots: 13:30-14:30 CEST

3 x afternoon slots: 16:20-17:20 CEST

## 7. Agenda preparation and approval

All proposed satellite symposium agendas should be submitted for review by the Programme Organising Committee (POC) **no later than** 1 February 2022. The POC will review all submissions to ensure no duplication of speakers or topics between satellite symposia 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 satellite symposia 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:

8. Title
9. Time and date of satellite symposium
10. Chair name and affiliation (including city and country)
11. Faculty names and affiliations (including cities and countries)
12. Individual presentation titles and times (e.g. ***Chairperson's welcome (5 mins)***)

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 15 February 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 1 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. Time and date of satellite symposium
3. Chair name and affiliation (including city and country)
4. Faculty names and affiliations (including cities and countries)
5. Individual presentation titles and times (e.g. ***Chairperson's welcome (5 mins)***)
6. Detail of the presentation format (live in person, remote live speaker, pre-recorded presentation)

### 6.1 Compliance

**Please Note:** It is the sponsor's responsibility to comply with all relevant regulations when delivering content for a satellite symposium. 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)

## 6.2 Access restrictions

Access to live satellite symposia will be restricted to only those individuals with a full congress registrations (see [Registration & Passes](#) for further information about staff access). **PLEASE NOTE that this includes Patient Advocacy Group representatives** unless sponsors express in writing that these individuals should not be given access. Should you wish to discuss access to your session please email Natalie Dass ([ece2022@endocrinology.org](mailto:ece2022@endocrinology.org)) no later than 19 April 2022.

## 6.3 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 speakers, 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 satellite 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.**

## 6.4 Format and Technical specifications

Preparation of satellite symposium content, and recording of pre-recorded presentations (if applicable), including all speaker arrangements, is the responsibility of the sponsoring company. **Should you require one of our suppliers to assist you by recording your content, this can be arranged however will incur additional costs. Please contact Natalie Dass ([ece2022@endocrinology.org](mailto:ece2022@endocrinology.org)) no later than 1 April 2022.**

You will have the option to run your satellite symposium in one of the following ways:

### 6.4.1 Fully live

*This is the recommended format for satellite symposia and is the way in which the bulk of the main scientific sessions will be presented. A short rehearsal is included – see [Rehearsals](#) section for details.*

If all speakers are able to travel to Milan for ECE 2022, the satellite symposium can be delivered live in the allocated breakout room. 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.

All breakout rooms include the following equipment as standard:

- Tribunal table and fixed microphones for four (4) speakers
- Lectern and microphone
- Two (2) microphones on stands for audience Q&A
- Comfort monitors for speakers
- Countdown timer
- Standard screen and projector
- Presentation laptop and clicker
- AV technician

#### 6.4.2 Live presentation plus remote speaker or chair

If not all speakers are able to travel to Milan, it will be possible for speakers to dial in to the room to present their slides and/or participate in the live Q&A. A link will be provided to the speaker (via the sponsor/agency) to allow the speaker to follow the live presentations and to present their own slides. They will be visible on screen in the session room alongside the slides during the presentation and then again during the Q&A.

Speakers dialling in remotely will not be able to see the audience but will be able to hear questions asked via the in-room microphones.

In some cases, speakers who are unable to attend in person may wish to pre-record their presentation and then join remotely for the Q&A only. This is possible – please see below the details for how to provide the pre-recorded presentation.

#### 6.4.3 Live presentation plus pre-recorded presentation(s)

If a speaker is unable to attend in person, and is unable to dial in to participate in the session via web link, they can provide a pre-recorded video file which will be displayed in the session room. This video file should be provided **no later than 10 May 2022**, in the following format:

- MP4 File
- HD Quality 1920 x 1080px
- Maximum size 5GB

Should you require assistance with pre-recording your speaker presentation(s), please contact Natalie Dass ([ece2022@endocrinology.org](mailto:ece2022@endocrinology.org)) to discuss options (supported pre-recording can be provided at additional cost).

#### 6.4.4 Recording your content (PowerPoint with audio - .pptx files)

Should you be unable to provide an MP4 file, your speakers can also record their own presentations using Microsoft PowerPoint (see '[How to record narration via PowerPoint](#)' section below). This will not allow for the speaker to be seen however the audio function will enable them to record their talk alongside their presentation slides. PowerPoint presentations should be created in 16:9 format and saved as a .pptx file. A static image of your speaker can then appear alongside the slides during the session, if provided by you in advance of the session.

An individual .pptx file should be provided for **each speaker/talk** for which a pre-recorded presentation will be used.

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

## 7. Satellite symposium provider entitlements

Each satellite symposium includes the following basic entitlements:

- Room hire for a minimum of 80 minutes (60 minutes satellite symposium, 10 minutes set up, 10 minutes set down)
- AV technical support
- One (1) English speaking room hostess
- Access to the speaker preview room during the congress for presentation upload and preview
- One (1) 30 minute technical rehearsal in the allocated session room (schedule subject to scientific programme requirements), including AV technician
- Top table for 4 speakers, including
  - Fixed microphones
  - Electronic branding (ECE 2022 branding – sponsor branding available at additional cost)

- Water refreshed prior to session start
- Comfort monitor
- Countdown timer
- Lectern, including
  - Fixed microphone
  - Electronic branding (ECE 2022 branding – sponsor branding available at additional cost)
  - Comfort monitor
  - Presentation device and clicker
  - Countdown timer
- Five (5) satellite only passes which should be used for staff working on the satellite, not for speakers/Chairs\*
- Publishing of the satellite symposium programme in the ECE Final Conference Programme in a dedicated Satellite Symposium section and on the Congress website
- Inclusion of one (1) satellite symposium invitation/promotional item in the Congress eBag, which will be accessed via a QR code displayed on the Congress eBag wall at the venue
- Provision for the ECE Organisers to send two (2) email invitations, on behalf of the supporting company, for the satellite symposium to all registered delegates approximately one month prior to the meeting and then again approximately one week prior to the meeting
- Permission to display one (1) promotional banner (max. 1.5m x 2.5m) in the registration area on the day of the satellite symposium (to be removed by the sponsoring company immediately following the completion of the satellite symposium)
- Permission to display one (1) promotional banner (max. 1.5m x 2.5m) outside the room in which the session will take place, from 15 minutes prior to the session start time (to be removed by the sponsoring company immediately following the completion of the satellite symposium)

**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.**

## 8. Optional additions – technical

### 8.1 Live Q&A

Each session room includes two microphones on stands which can be used by in-person attendees. For satellite package 1 (live only) the option of online Q&A is not available. For packages containing a live stream element (packages 2-4), questions can also be submitted by delegates viewing the session remotely, via the online event platform. These will be sent through to the speaker view in the session room so that speakers can respond as appropriate in the live environment.

Should you prefer that the online Q&A element is switched off so that only delegates in the room can ask questions, this can be done. Please inform Natalie Dass no later than 17<sup>th</sup> May 2022 if this is your preference.

#### 8.1.1 Question moderation

As with any live in-person event, it is of course not possible to moderate/pre-screen questions which may be posed by delegates in the room. It will however be possible to pre-screen questions submitted via the Q&A functionality in the online platform. Pre-screening can be done via a link which will be sent to the relevant sponsor/agency representative in the two weeks prior to the congress, if requested.

## 8.2 Live Voting/polling

Informal polling can take place in-room (show of hands) or, for a more accurate polling when booking packages including live streaming, polling can be conducted via the online platform. Polling can take place in real time with a maximum of three (3) questions per session.

Should you wish to include online polling, this must be booked separately via Victoria Withy ([Victoria.withy@ese-hormones.org](mailto:Victoria.withy@ese-hormones.org)). All polling questions must be provided to Natalie Dass ([ece2022@endocrinology.org](mailto:ece2022@endocrinology.org)) **no later than 19 April 2022.**

The polling functionality will be activated by the technical host so that the question becomes visible to the audience, with results released and made visible at the request of the speaker/chair as appropriate.

## 8.3 Session Evaluation

Evaluation forms can be distributed within session rooms 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 live streaming and/or 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 satellite packages which include live streaming and/or 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 (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.

## 8.4 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 live streamed/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.

#### 8.4.1 In-person attendees

In order to obtain the contact details of delegates attending your satellite symposium 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.

#### 8.4.2 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 satellite symposium online (either via live stream or On Demand) can be gathered using the online lead retrieval function. This appears as a 'pop up' when delegates click to view the satellite symposium, 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)

#### 8.5 Digital top table/Lectern/main screen branding

All session rooms at ECE 2022 will be equipped with digital top table (max. 4 speakers) and lectern branding. These, along with the main screen background, will display ECE 2022 branding throughout the congress. Should you wish to display your own company branding on the digital displays and main screen during your satellite symposium, these items can be purchased as follows:

**Digital top table (max. 4 speakers):** €650

**Digital lectern:** €650

**Main screen branding:** €650

Please see technical [details below regarding top table, lectern and main screen branding](#).

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

Please note that satellite packages 1 and 2 **do not include recording unless an MP4 download is purchased/selected as part of 'included value'**. Satellite package 2 includes live streaming however once the session has concluded there will not be a recording/video file available.

**It is very important that, if you wish to review or obtain a recording of your satellite symposium, 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.**

Satellite packages 3 and 4 include filming of the satellite symposium, 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 via in-room microphones during the Q&A). This will also include any remote speakers and pre-recorded presentations, which will be incorporated directly in to the recording.

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 (or your purchased background – [see below](#)), slides and video feed (talking head of speaker focussed on lectern). The recording will also incorporate the symposium details (Speaker name, presentation title).

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

### 8.6.1 ESE On Demand

Satellite package 3 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. Satellite package 4 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).

### 8.6.2 Reviews of recorded content for compliance purposes

If an MP4 file download is **not** purchased/included in your satellite 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.

### 8.6.3 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.

## 9. Optional additions – general

### 9.1 Catering

Catering can be provided outside the satellite symposium room if desired. Food consumption is permitted in all session rooms.

For options and to book catering please refer to your online booking portal: <https://es.fieramilanocongressi.it/>

Please note that lunch, tea and coffee will be provided in the exhibition hall during lunch breaks in which the earlier satellite symposia will take place. Should you wish to provide a lunch for delegates attending your satellite symposium, we would advise that you request additional hostesses/rope and pole to ensure that only those delegates attending your session take any catering you provide.

Following the session, you will be required to clear the session room of any items related to your catering, or to book a hostess/hostesses to support you with this task. If additional cleaning of the rooms is required (as a result of your provided catering) between your session and the following session, or if the room is left in an unacceptable state, additional charges may apply.

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

## 9.2 Hostesses

Your satellite symposium package includes one hostess who will be briefed to ensure that all speakers have fresh water and that the top table and lectern are 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 session room 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/>.

Please be aware that the included hostess will be undertaking general room management for the sessions directly before and after your satellite symposium therefore they must be allowed to complete these duties without interference.

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

## 10. Room access and registration

### 10.1 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 this 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:

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

This pass allows access to the Registration Hall, Balcony and Exhibition Hall **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.

#### 10.1.2 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.

### 10.1.3 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 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 content will only be live streamed if the sponsoring company has purchased a satellite package which includes this.

## 10.2 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 – Satellite speaker registrations:** Sponsors can allocate complimentary full registrations to their satellite symposium 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 session 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).

### 10.2.1 Satellite only passes – NOT INTENDED FOR SPEAKERS

In addition to the above entitlement, all satellite symposium sponsors are entitled to up to five (5) satellite only passes. These passes include the following:

- Access to the satellite session room for one (1) 30 minute technical rehearsal of the satellite symposium on or before the day of the session (rehearsal schedule to be agreed)
- Access to the satellite session room a minimum of 10 minutes prior to the session start time
- Access to the satellite session room for the duration of the session
- Access to the satellite session room for a maximum of 10 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

Satellite only passes are intended for company and agency staff who are working on the satellite symposium in a supporting capacity and not for speakers (see above).

Satellite only 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 satellite package).

## 10.3 Set up & break down

Access can be provided to the session room a minimum 10 minutes prior to the satellite symposium start time (in some instances, earlier set up times may be possible depending on the scientific programme – please contact Natalie Dass, [ece2022@endocrinology.org](mailto:ece2022@endocrinology.org), to discuss).



On occasion, previous sessions can over-run and while we will do our best to ensure that all sessions finish on time, we cannot guarantee that there will not be a few minutes' delay in providing room access. We therefore advise that you keep items which require manual set up to a minimum.

Following the session, there will be a minimum of 10 minutes prior to the following session to allow you to remove any items related to your satellite symposium.

Any changes to electronic top table and lectern branding will be managed by M Events (see details below).

## 10.4 Rehearsals

Each satellite package includes provision for one (1) 30 minute technical rehearsal prior to the session time, in the room in which the session will take place.

The rehearsal schedule is dependent on the room access requirements of the 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 three (3) hours prior to the session start time.

## 11.Branding

### 11.1 Digital top table, lectern and main screen branding

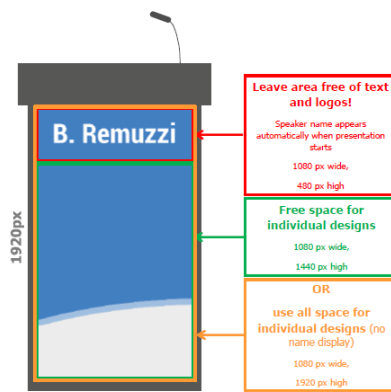
All session rooms at ECE 2022 will be equipped with digital branding affixed to the speaker table and lectern along with a digital main screen background. This will display ECE 2022 branding throughout the congress, along with Chair and speaker names for each session.

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

#### 11.1.1 Digital lectern branding = €650

One (1) digital lectern with one integrated 40" vertical front display, resolution 1080px wide, 1920 px high, 96dpi. Please provide:

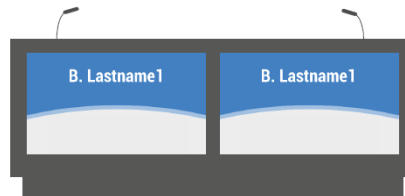
- One (1) background image (PNG, JPG or similar graphic format), 1080px wide and 1920px high, 96dpi
- If you wish for your speaker name to be displayed, leave the top 480px blank and define the colour in which the name should appear (using RGB colour code)
- If the speaker name will not be displayed, provide a full screen image



Please contact Natalie Dass ([ece2022@endocrinology.org](mailto:ece2022@endocrinology.org)) to confirm where these items should be sent. All branding files should be provided **no later than 17 May 2022**.

### 11.1.2 Digital top table branding = €650

The top tables will be set up for a maximum of four (4) speakers, with individual screens in front of each speaker position. Speaker names will be displayed on the top part of each screen:



Each screen has a resolution of 1920px wide, 1080px high, 96dpi. Please provide:

- One (1) background image, 1920px wide, 1080px high (PNG, PJG or similar graphic format), ensuring the top half of the graphic is plain to allow for speaker name display
- RGB colour code for speaker name
- Please contact Natalie Dass ([ece2022@endocrinology.org](mailto:ece2022@endocrinology.org)) to confirm where these items should be sent. All branding files should be provided **no later than 17 May 2022**.

### 11.1.3 Digital main screen branding = €650

The main screen in each room 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 live streaming 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.

## 12. 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.

### 12.1 Summary of marketing activity

| Activity (Item number)                          | Pre-event/On site/Post-event    | Details  |
|---|---------------------------------|--|
| <a href="#">2 x Promotional emails</a> (12.2.1) | Pre-event                       | Content and design provided by sponsor. One email one month before congress, reissued one week before congress   |
| <a href="#">ECE 2022 website</a> (12.2.2)       | Pre-event                       | Satellite symposium agenda posted to ECE 2022 website in advance of congress   |
| <a href="#">Banners and signage</a> (12.3.1)    | On site                         | Sponsors can produce and display one (1) banner in the registration area on the day of the session and one (1) banner outside the session room on the day of the session. Additional banners can be placed in the room and/or on the sponsor's exhibition booth  |
| <a href="#">Congress e-Bag</a> (12.3.2)         | On site                         | Sponsors can provide one (1) item of content for the Congress e-Bag, to promote their symposium. This will be displayed on the Congress e-Bag wall on site and the Congress e-Bag will be promoted to online attendees. A QR code will be added to the Congress e-Bag wall (see details in section 12.3.2 below) |
| <a href="#">Promotional email</a> (12.4.1)      | Post-event (ESE On Demand only) | Details of satellite symposia available on ESE On Demand after the congress will be included on post event emails  |

#### 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 ECE 2022
- 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 ECE 2022 logo or the ESE logo on any marketing materials connected to the satellite symposium.

### 12.2 Advance Marketing

#### 12.2.1 Promotional emails - IMPORTANT SUBMISSION INFORMATION

The ECE 2022 Organisers will distribute two (2) email invitations on behalf of sponsors 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

One email will be sent out approximately one month prior to the start of the congress, with the second email being sent approximately one week prior to the start of the congress.

The content of the email will need to be approved in advance by the ECE 2022 Organisers and then uploaded into a format approved by you, therefore please submit all email content **as specified below, no later than 12 April 2022**.

For additional information on how to develop your email please refer to the [dot.digital HTML template guidelines](#).

**PLEASE NOTE: Failure to adhere to the submission deadline may mean that we cannot deliver one or all of the promotional emails. In cases where the one month out send schedule is missed due to a delay in receipt of the email content from the sponsoring company or agency, only the one week out email will be launched (assuming all content has been received and approved 7 days prior) so as not to put competing companies who have submitted via the deadline at a disadvantage.**

### Email design

Sponsors have the option to supply a subject line. If they do not supply a subject line then the generic subject line “ECE 2022: [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:

*“ECE Organiser, Starling House, 1600 Bristol Parkway North, Bristol, BS34 8YU  
+44 (0)1454 642240 | [ece2022@endocrinology.org](mailto:ece2022@endocrinology.org)*

*This email contains a message from [INSERT SPONSOR NAME] regarding their satellite at ECE 2022. If you are having trouble seeing this email you can view it online.*

*You are receiving this email because you signed up to the ECE events mailing list, opted in to industry news or programme updates, 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 ECE 2022 Organisers will not design or proofread your email nor will we test or check any links that you might include. You will receive a test email for approval, and then the email will be forwarded to all registered delegates (who have opted in to receive this type of email) exactly as approved.

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 [ece2022endocrinology.org](http://ece2022endocrinology.org) for the attention of **Natalie Dass**. 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 ECE 2022 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.

Our system is not able to support responsive emails and is unable to layer text over images.

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 Natalie Dass at [ece2022@endocrinology.org](mailto:ece2022@endocrinology.org).

### 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 industry satellite email. 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 a sponsor's email. Email open and click rates are available upon request.

#### 12.2.2 ECE 2022 Website

All satellite symposium 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 satellite symposium 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.

## 12.3 On site Marketing

### 12.3.1 Banners and signage

Satellite symposium 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.**

#### 12.3.1.a Registration banner

One (1) banner may be displayed in the registration hall (exact position to be agreed with a member of the ECE 2022 Team on site) on the day of the satellite symposium. This can be erected the evening before **once all scientific sessions have concluded** if required.

#### 12.3.1b Session room banner (external)

One (1) banner may be displayed outside the room in which the satellite symposium will take place from 15 minutes prior to the session start time.

#### 12.3.1c Session room banner (internal)

Should you wish to display banners or branding within the session room, this can be set up in the 10 minutes prior to the session start time, once the previous session has finished.

#### 12.3.1d Exhibit booth banner

If you have an exhibition booth at ECE 2022, you may promote your satellite symposium 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.

**All promotional banners and signage must be removed from the registration hall and session room as soon as the satellite symposium has ended.** Failure to remove these items in a timely manner may result in disposal charges which will be passed on to the sponsoring company.

### 12.3.2 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. Satellite symposium sponsors have the opportunity to include one (1) promotional item in the Congress e-Bag as part of their package (additional items may be included as part of sponsorship, or can be purchased separately).

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.

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

### 12.4.1 Promotional emails

Following the close of ECE 2022, the scientific sessions will be made available online via ESE On Demand. Satellite packages 3 and 4 include the option to have the satellite recording made available in the same way (satellite package 3 offers the option of either ESE On Demand hosting or MP4 file download).

ESE On Demand content will be promoted via email to all registered delegates in the weeks post-congress (exact schedule TBC) and any uploaded satellite symposium 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)).

## 13. 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.

### 13.1 Venue Address

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

### 13.2 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>

#### 13.2.1 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.

#### 13.2.2 By Train

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

### 13.2.3 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).

### 13.2.4 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>

### 13.2.5 Taxi

There is a taxi rank situated alongside the MiCo building.

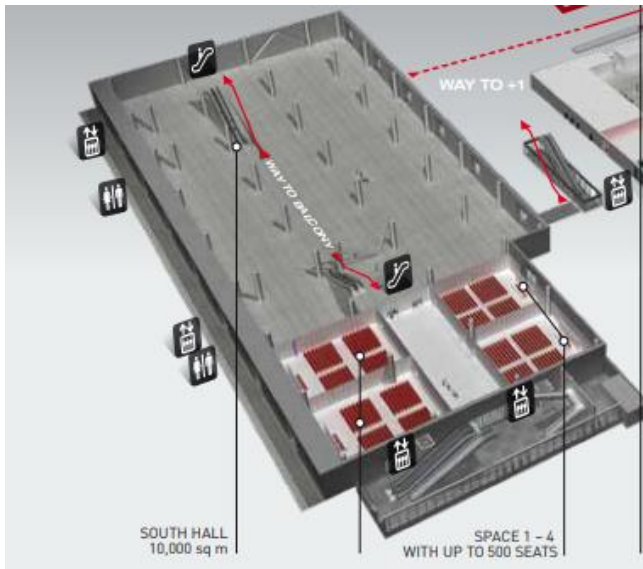
## 13.3 Venue layout

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 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.

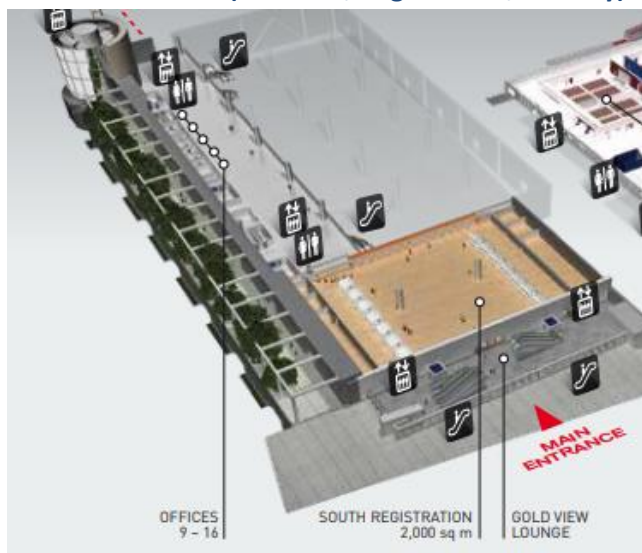
Additional hospitality rooms can also be found on the Level 2 Mezzanine which is accessed via stairway or lift from Level 2.

### 13.3.1 Level 0 (Exhibition Hall, Breakout Rooms)

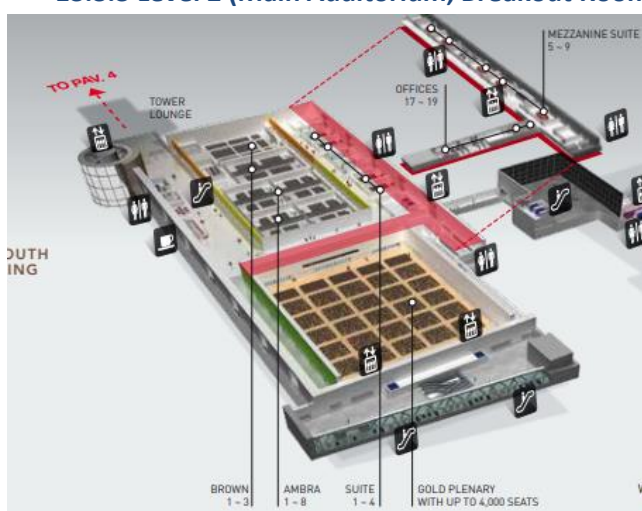




### 13.3.2 Level 1 (Entrance, Registration, Balcony)



### 13.3.3 Level 2 (Main Auditorium, Breakout Rooms, Meeting/Hospitality Rooms)



## 13.4 Satellite symposium rooms

Satellite symposium sponsors will have a choice of rooms in which to hold their session. Rooms will be allocated based on level of sponsorship. Please note that, if COVID-19 restrictions (such as social distancing) are in place at the time of the congress, room capacities will be reduced however sufficient overflow space will be added in case of capacity being exceeded. Room options are as follows:

#### 13.4.1 Space 1

**Level:** 0 **Same level as:** Exhibition Hall (including catering & posters), Spaces 2, 3 & 4  
**Capacity:** 400 **Dimensions:** H: 4.9m, W: 18.3m, L: 20.09m  
**Accessed via:** Exhibition Hall **Also used for:** Breakout Room 2 (scientific sessions)

#### 13.4.2 Space 2

**Level:** 0 **Same level as:** Exhibition Hall (including catering & posters), Spaces 1, 3 & 4  
**Capacity:** 450 **Dimensions:** H: 4.9m, W: 18.9m, L: 20.09m  
**Accessed via:** Exhibition Hall **Also used for:** Breakout Room 3 (scientific sessions)

#### 13.4.3 Space 3

**Level:** 0 **Same level as:** Exhibition Hall (including catering & posters), Spaces 1, 2 & 4  
**Capacity:** 404 **Dimensions:** H: 4.9m, W: 18.3m, L: 20.15m  
**Accessed via:** Exhibition Hall **Also used for:** Breakout Room 4 (scientific sessions)

#### 13.4.4 Space 4

**Level:** 0

**Same level as:** Exhibition Hall (including catering & posters), Spaces 1, 2 &

**Capacity:** 396

**Dimensions:** H: 4.9m, W: 18.85m, L: 20.15m

**Accessed via:** Exhibition Hall

**Also used for:** Breakout Room 5 (scientific sessions)

#### 13.4.5 Amber 1 & 2 (combined)

**Level:** 2

**Same level as:** Plenary hall, Meeting Rooms, Organisers Office, Speaker Preview

**Capacity:** 300

**Dimensions:** H: 4.9m, W: 18.05m, L: 14.4m,

**Accessed via:** 2<sup>nd</sup> floor corridor entrance

**Also used for:** Breakout Room 5 (scientific sessions)

## 14. Compliance

Please Note: It is the sponsoring company's responsibility to comply with all relevant regulations when delivering content for satellite symposia. 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

## 15. Cancellation of Contracts and Agreements

Refer to ECE 2022 Supporter Contract.