



ECE 2023

25th European Congress
of Endocrinology

13 - 16 May 2023, Istanbul, Turkey

ECE Hub

Technical Manual

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2. Introduction

The 25th European Congress of Endocrinology (ECE 2023) is a hybrid Congress, with delegates able to join in person in Istanbul, Turkey as well as online via ESE's dedicated Congress platform, ECE@Home. The hybrid format proved a great success at ECE 2022, and this concept is being developed and enhanced to make ECE 2023 even better.

The European Congress of Endocrinology is one of the leading meetings in the annual endocrinology calendar and as a hybrid Congress, ECE 2023 extends beyond the in-person event. ECE 2022 welcomed over 4,000 delegates to the Congress, with 75% attending in person in Milan and 25% attending online.

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 Amber Nutt (Logistics), ece2023@endocrinology.org, or Natalie Dass (Sales), natalie.dass@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 if confirmed through Amber Nutt (amber.nutt@bioscientifica.com) first. 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
Business Development Manager	Natalie Dass	+44 7894 293377	natalie.dass@ese-hormones.org	ESE
Sponsorship & Exhibition Manager	Amber Nutt	+44 (0) 1454 642244	ece2023@endocrinology.org	Bioscientifica
AV Support	M Events	-	industry@m-events.com	M Events
Event Manager	Elizabeth Blake	+44 (0) 1454 642770	ece2023@endocrinology.org	Bioscientifica

4. Additional items and costs

In addition to the items outlined in the [ECE 2023 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
Online Q&A (8.1)	Session Q&A functionality incorporated into the online platform to allow remote attendees to ask questions	Standard Plus, Premium, Premium Plus	Included
Online evaluation	Request feedback from session attendees via an online evaluation form. This can be created for you directly within the online Congress platform (€1 250) or you can create your own evaluation survey and provide a link to be embedded in the platform alongside your session listing (€500), which will allow you to receive responses directly	All	Congress platform hosted: €1,250 Link provided by company and embedded in platform: €500
Interactive voting/polling	Gauge your audience's understanding of, and reaction to, your session content in real time through online polls – easy to participate and with	All	€1,000

	instant responses displayed. Up to four questions per session unless by prior agreement		
Lead retrieval (combined package)	Collect the details of your session attendees to allow you to contact them post-Congress via our in-person and online lead retrieval package (one device included). <i>Additional lead retrieval devices can be hired at a cost of €125 each.</i>	Standard Plus, Premium, Premium Plus	Standard Plus: €2,000 Included for Premium/ Premium Plus
Lead retrieval (in person)	Collect the details of your session attendees to allow you to contact them post-Congress via our in-person lead retrieval package (one device included). <i>Additional lead retrieval devices can be hired at a cost of €125 each.</i>	All	Standard/ Standard Plus: €1,000 Included for Premium/ Premium Plus
Lead retrieval (online)	Collect the details of your session attendees to allow you to contact them post-Congress via our online lead retrieval package (live stream and On Demand as applicable)	Standard Plus, Premium, Premium Plus	Standard Plus: €1,500 Included for Premium/ Premium Plus
Screen background branding	This is the background which appears behind your slides/speaker video within the online platform	All	€800
ESE On Demand	Expand the reach of your session by making it available on ESE On Demand (ESE's online content platform). Recordings will be available to all ECE 2023 Congress delegates for 60 days post-Congress and for all ESE Members who registered for ECE 2023 from 61-364 days post-Congress. After this time, the recording will become available to all ESE Members or can be removed at your request.		
MP4 file download	Extend the reach of your content beyond ECE to your other internal and external audiences. MP4 file recordings are provided post-Congress via downloadable link and can be used as desired by the sponsoring company, provided it is made clear that the content was first presented at ECE 2023. Editing of MP4 files is not included but can be provided at additional cost if required.	All	Standard, Standard Plus, Premium: €5,000 Included for Premium Plus
Catering (9.1)	You may provide catering at your session if you wish – all catering to be provided by the designated venue caterer.	All	Quoted based on requirements
Hostesses (9.2)	Standard and Standard Plus packages include one hostess. Premium and Premium Plus packages include two hostesses. Additional hostesses may be booked if required.	All	Quoted based on requirements
Additional rehearsals (10.4)	Each satellite package includes one (1) 30-minute rehearsal. Additional rehearsal time can be booked, subject to availability, but will be charged.	All	Quoted based on requirements/ availability
Edits to session recordings (8.6.3)	If MP4 file download is not purchased, session recordings can be reviewed via a non-downloadable link to ensure compliance needs are met. Any edits requested will be chargeable on a case-by-case basis	Premium Also available in cases where ESE On Demand hosting is purchased separately	Quoted based on edits requested

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
25 January 2023	Confirmation of agency contacts sent to Congress Organiser	Sponsor	Amber Nutt ece2023@endocrinology.org	Email form	We would like to keep the number of individuals to be liaised with to a minimum to avoid confusion therefore please provide key contact details only
25 January 2023	Company logo and profile sent to organiser	Sponsor/Agency	Amber Nutt ece2023@endocrinology.org	Email	All companies should submit their logo and company profile (max. 200 words) for inclusion in event materials.
25 January 2023	Draft ECE Hub proposal sent to Congress Organiser	Sponsor/Agency	Amber Nutt ece2023@endocrinology.org	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). NOTE: Speakers should not be confirmed until the POC has provided feedback on the initial proposals
8 February 2023	POC feedback on proposal	Bioscientifica	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.
22 February 2023	Final agenda submitted	Sponsor/Agency	Amber Nutt ece2023@endocrinology.org	Email	Final agendas should be emailed.
22 February 2023	ECE Hub details uploaded to congress website	Bioscientifica	-	Upload	Bioscientifica will upload the agenda to the congress website NOTE: There may be a delay in uploading agendas if received after the submission date
15 March 2023	Congress e-Bag content draft PDF submitted for approval	Sponsor/Agency	Amber Nutt ece2023@endocrinology.org	Email	Premium and Premium Plus ECE Hub packages include the provision to include one (1) piece of content in the Congress e-Bag. Some sponsorship packages also include an option to include Congress e-Bag content. Additional Congress e-Bag inserts can be purchased if required.
12 April 2023	Final Congress e-Bag content submitted	Sponsor/Agency	Amber Nutt ece2023@endocrinology.org	Email	
12 April 2023	Sponsor and exhibitor registrations submitted	Sponsor/Agency	Amber Nutt ece2023@endocrinology.org	Email form on website	Please complete the form in full. Failure to provide complete information may result in a delay to your registration being processed. See ' Registration & Passes ' if you are unsure how many

Deadline	Item	Sent by	Sent to (if applicable)	Format	Important information
					complimentary passes you are eligible for.
12 April 2023	Book technical rehearsal(s)	Sponsor/Agency	Amber Nutt ece2023@endocrinology.org	Email	Rehearsal times will depend on the availability of the ECE Hubs and the related technical staff
12 April 2023	Online evaluation links provided (if purchased)	Sponsor/Agency	Amber Nutt ece2023@endocrinology.org	Email	If purchased, companies can provide a link to an evaluation survey created by them, to be embedded in to the Congress platform
12 April 2023	Evaluation form questions submitted (if purchased)	Sponsor/Agency	Amber Nutt ece2023@endocrinology.org	Email	If an inbuilt evaluation form has been purchased, evaluation questions should be submitted as a word document attached to an email. Questions can be in the following formats, with a maximum of 10 possible questions per session: <ul style="list-style-type: none"> - 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
12 April 2023	Lead retrieval bookings made (if not already booked/part of package)	Sponsor/Agency	Natalie.dass@ese-hormones.org	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
12 April 2023	Additional hostesses booked (if required)	Sponsor/Agency	Mr. Batuhan Hamurkaroglu temd@feniksturizm.com.tr / +90533 030 7012	Email	Each ECE Hub session package includes one (1) hostess. Additional hostesses must be booked in advance if required.
28 April 2023	Post-Congress email content provided (Premium Plus packages only)	Sponsor/Agency	Amber Nutt ece2023@endocrinology.org	Email	Premium Plus packages only. Please ensure email content is submitted as outlined in the Email guidance below
13-16 May 2022	Attend technical rehearsal	Sponsor/Agency		In person	Details of rehearsals will be issued when the rehearsal is booked
13-16 May 2023	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 a priority order based on ESE Corporate Membership level, followed by level of ECE sponsorship. We will try as far as possible to allocate based on sponsor preference.

There are up to 20 ECE Hub slots available across Saturday evening 13 May, Sunday 14 May, Monday 15 May and Tuesday 16 May 2023, with a maximum of three sessions running concurrently. Sessions will last for 30 minutes and will take place at the following times (all times in Turkish Time, TRT):

Saturday 13 May	18:45-19:15
Sunday 14 May	09:45-10:15 and 17:05-17:35
Monday 15 May	09:45-10:15 and 18:05-18:35
Tuesday 16 May	10:45-11:15 and 12:45-13:15

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** 25 January 2023. 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 2023 [Local 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 ece2023@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 8 February 2023 (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 22 February 2023**.

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 a satellite symposium. As ECE 2023 will take place in Istanbul, compliance with Turkish rules as well as with the [EFPIA Code of Practice](#) is mandatory.

Note: the ECE Hubs will be located across the venue 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, arrangements 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.esondemand.org), the digital platform where the congress scientific content can be viewed, was introduced in 2017 and will also be available for ECE 2023. If the sponsoring company has agreed to it as part of their Hub package, your presentation will be recorded and uploaded to ESE On Demand and will be available in perpetuity following presentation at ECE 2023. 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 and costs, is the responsibility of the sponsoring company.

All ECE Hub sessions must be delivered live and in person – 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
- Headphones/silent listening system
- 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 40 minutes (30 minute presentation, plus 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 spaced and 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 2023 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 as follows:
 - For morning/lunchtime sessions - from the beginning of the lunch break on the day before the ECE Hub session
 - For evening sessions – from the morning on the day of the ECE Hub session

All banners must be removed by the sponsoring company immediately following the completion of the session. Priority placement of banners is given to the session next scheduled to take place in each individual Hub

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

Printed 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 live streaming or hosting on ESE On Demand and wish to obtain feedback from online delegates, an online evaluation survey can be purchased as an additional item. Should you wish to purchase this please contact Natalie Dass (Natalie.Dass@ese-hormones.org). The evaluation survey 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 Amber Nutt (ece2023@endocrinology.org) **no later than 12 April 2023.**

Company logos can be included on online evaluation forms – should you wish to include your company logo please provide this when submitting your questions. Once questions are uploaded in to the online platform, a link will be sent to allow you to test the form and provide sign off.

You will be sent a full report containing all feedback responses in the week following the Congress.

Alternatively, you can provide a link to an external evaluation form which is set up and managed by you. This can be embedded into the online platform during the congress live days (only for packages including live streaming and/or hosting on ESE On Demand). Should you wish to create your own survey but **not** have it embedded into 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.

Please note that the Congress organiser, ESE and its suppliers cannot accept any responsibility for the functionality of externally built evaluation surveys, nor can they provide support in obtaining response data from such surveys.

9.2 Lead retrieval

Lead retrieval functionality is included in Premium and Premium Plus ECE Hub packages, and is available to purchase for Standard/Standard Plus packages. All lead retrieval bookings must be made **no later than 12 April 2023**.

9.2.1 In-person attendees (Included for Premium and Premium Plus packages)

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 online will not be available. Combined lead retrieval packages, such as that included in Premium and Premium Plus ECE Hub bookings, will capture both online and in person attendee data (online attendees can opt in to share their data – data of individuals who do not opt in to share their data will still be able to view the session, and will be included in the session metrics, however their individual data will not be shared).

In order to obtain the contact details of delegates attending your ECE Hub session in person, you will require an in-person lead retrieval package (contact Natalie Dass, Natalie.Dass@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 as entered by the delegate at the point of registration:

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

Should you require additional information, please inform Amber Nutt (ece2023@endocrinology.org) **no later than 12 April 2023** to discuss your requirements.

9.2.2 Online attendees (included for Premium and Premium Plus packages)

Details of attendees viewing the session 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 session in the congress platform, 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 accessible to the sponsoring company via the congress platform.

The standard report will contain the following information as entered by the delegate at the point of registration:

- 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 Standard and Standard Plus ECE Hub packages **do not** include recording unless an MP4 download is purchased.

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

Premium and Premium Plus ECE Hub packages include filming of the session, in order to or host the session recording on ESE On Demand or provide an MP4 file (Premium Plus only).

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

Premium and Premium Plus ECE Hub packages include the option to have content shared for On Demand viewing via 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 after ECE 2023 (available to registered delegates only for 60 days post-congress, to registered all ESE Members from 61-364 days post-congress and to all ESE Members thereafter). Should you wish for your content to be removed at any point, please contact ece2023@endocrinology.org. It may take up to 72 hours for content to be removed.

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

Please note that edits beyond an initial tidy up of the start and end of the session along with an audio check are not included. Should you wish for edits to be made to your recorded content, additional charges will apply. Edits can be requested via Amber Nutt (ece2023@endocrinology.org) and will be 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 contacting Amber Nutt (ece2023@endocrinology.org)

Hostess bookings should be made **no later than 12 April 2023**.

11. Access and registration

11.1 Registration & Passes

There are three types of registration available to ECE 2023 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 Amber Nutt (ece2023@endocrinology.org) **no later than 12 April 2023**. Late submission of registration forms may result in a delay in processing.

Sponsors wishing to purchase additional passes can do so via the ECE 2023 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 Exhibition Hall (including registration, catering and ECE Hubs) and the poster 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 online viewing.

11.1.2 Full registration to ECE in Istanbul 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, as well as to the congress platform via ECE@Home. In addition, access will be provided to ESE On Demand for viewing of the congress presentations for up to 60 days post-event (for non-members of ESE) and in perpetuity for ESE Members.

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, however posters will be viewable via the online poster hall.

*Sponsored satellite symposia will only be live streamed/available on demand if the sponsoring company has purchased an ECE Hub package which includes this.

11.2 Registration entitlements

Complimentary registrations are available based on support level as follows:

Registration type	Supporter	Bronze	Silver	Gold
Exhibition Only	3	5	10	15
Full registration to ECE in Istanbul and ESE On Demand	1	2	3	4
Full Registration for ECE@Home	2	3	4	5

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 Amber Nutt (ece2023@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 minimum of 5 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 etc.).

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 Amber Nutt, ece2023@endocrinology.org, to discuss).

Following the session, there will be a minimum of 5 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 Amber Nutt (ece2023@endocrinology.org) **no later than 12 April 2023**. 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 2023 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

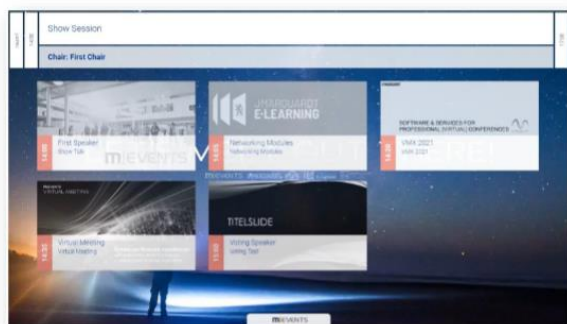
All ECE Hubs will be branded with the ECE 2023 fixed congress branding. Lecterns will also display this branding and it will not be possible to alter this.

The display screen background will also display the ECE 2023 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 = €800

The main screen in each ECE Hub will display ECE 2023 branding as a background unless main screen branding is purchased. This background will be applied to the online view only (where packages include live streaming and/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 2023. 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 2023 organiser (ece2023@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
1 x combined pre congress email (12.2.1)	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.
ECE 2022 website (12.2.2)	Pre-event	ECE Hub session agenda posted to ECE 2023 website in advance of congress
Industry Spotlight email (Premium Plus only)	Pre-event	Premium Plus ECE Hub session details will be included in an industry spotlight email which is developed and issued by the Congress team in advance of the Congress
Banners and signage (12.3.1)	On site	Sponsors can produce and display one (1) banner next to the allocated ECE Hub entrance (see above for related restrictions). Additional banners can be placed on the sponsor's exhibition booth as desired

Post-congress promotional email (Premium Plus packages only)	Post-event	Content and design provided by the sponsor. One email issued by ESE within two weeks of the final Congress day.
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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 2023
- 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 2023 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 2023 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 2023 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 2023 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 2023 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 2023 Website

All ECE Hub session agendas will be posted to the ECE 2023 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 Amber Nutt (ece2023@endocrinology.org).

Please note that the ECE 2023 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 as per the rules detailed in Section 8 above.

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 as follows:

- For morning/lunchtime sessions - from the beginning of the lunch break on the day before the ECE Hub session
- For evening sessions – from the morning on the day of the ECE Hub session

All banners must be removed by the sponsoring company immediately following the completion of the session. Priority placement of banners is given to the session next scheduled to take place in each individual Hub

Banners 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 2023, you may promote your ECE Hub session from your booth through the use of banners and flyers, throughout the congress. 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 2023, we will again be implementing the Congress e-Bag as seen at ECE 2022 in Milan. 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. 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 12 April 2023.** 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
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Number of Congress e-Bag Items included	0	0	1	2
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Premium and Premium Plus ECE Hub packages also include the option to include one (1) Congress e-Bag item. This must be used to promote the ECE Hub session.

Additional Congress e-Bag items can be purchased at a cost of €2 000 for ECE Sponsors (€3 000 for non-sponsors) – please contact Natalie Dass (Natalie.dass@ese-hormones.org) for more information.

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

13.4.1 Promotional emails (Premium Plus packages only)

Following the close of ECE 2023, the scientific sessions will be made available online via the Congress platform for up to 14 days, and thereafter via ESE On Demand. Premium and Premium Plus ECE Hub packages include the option to have the session recording made available in the same way.

Premium Plus packages only include the option for the sponsoring company to send one (1) stand-alone email to promote the availability of their on demand session, in the two weeks following the Congress. Please note the email submission rules in the section below.

All 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 2023 team). It is therefore extremely important that recordings are approved for upload as quickly as possible.

13.4.2 Data and reporting

The ECE 2023 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 2023 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 and will be provided as part of the post-event statistics sent to each sponsor following the Congress.

Should you wish to discuss additional stand-alone promotional emails following the congress, please contact Natalie Dass (Natalie.Dass@ese-hormones.org).

13.4.2 Submission rules

The content of the email will need to be approved in advance by the ECE 2023 Organisers and then uploaded into a format approved by you, therefore please submit all email content **as specified below, no later than 28 April 2023.**

PLEASE NOTE: Failure to adhere to the submission deadlines provided may mean that we cannot deliver your promotional email(s).

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 2023: [Sponsor name] on demand Hub session 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 | ece2023@endocrinology.org*

This email contains a message from [INSERT SPONSOR NAME] regarding their on demand Hub session at ECE 2023. 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 2023 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 and related costs 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 ece2023@endocrinology.org for the attention of **Amber Nutt**. 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 Hub 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 2023 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 Amber Nutt at ece2023@endocrinology.org.

Data and reporting

The ECE 2023 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 2023 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 and will be provided as part of the post-event statistics sent to each sponsor following the Congress.

14. About the Venue

ECE 2023 will take place at the [Haliç Congress Centre in Istanbul](#). The venue includes: five state-of-the-art auditoriums which have a seating capacity from 216 up to 3,004 people; foyer and gallery areas ideal for commercial exhibitions, located on a 102 000 sqm secure site, accessed via staffed security gates.

14.1 Venue Address

Sutluce Mah,

Karaagac Cad. No 19

34445 – Beyoglu

Istanbul, Turkey

14.2 How to get there

14.2.1 By Air

Halic Congress Centre is located 35 minutes from Istanbul Airport and 45 minutes from Sabiha Gokcen Airport.

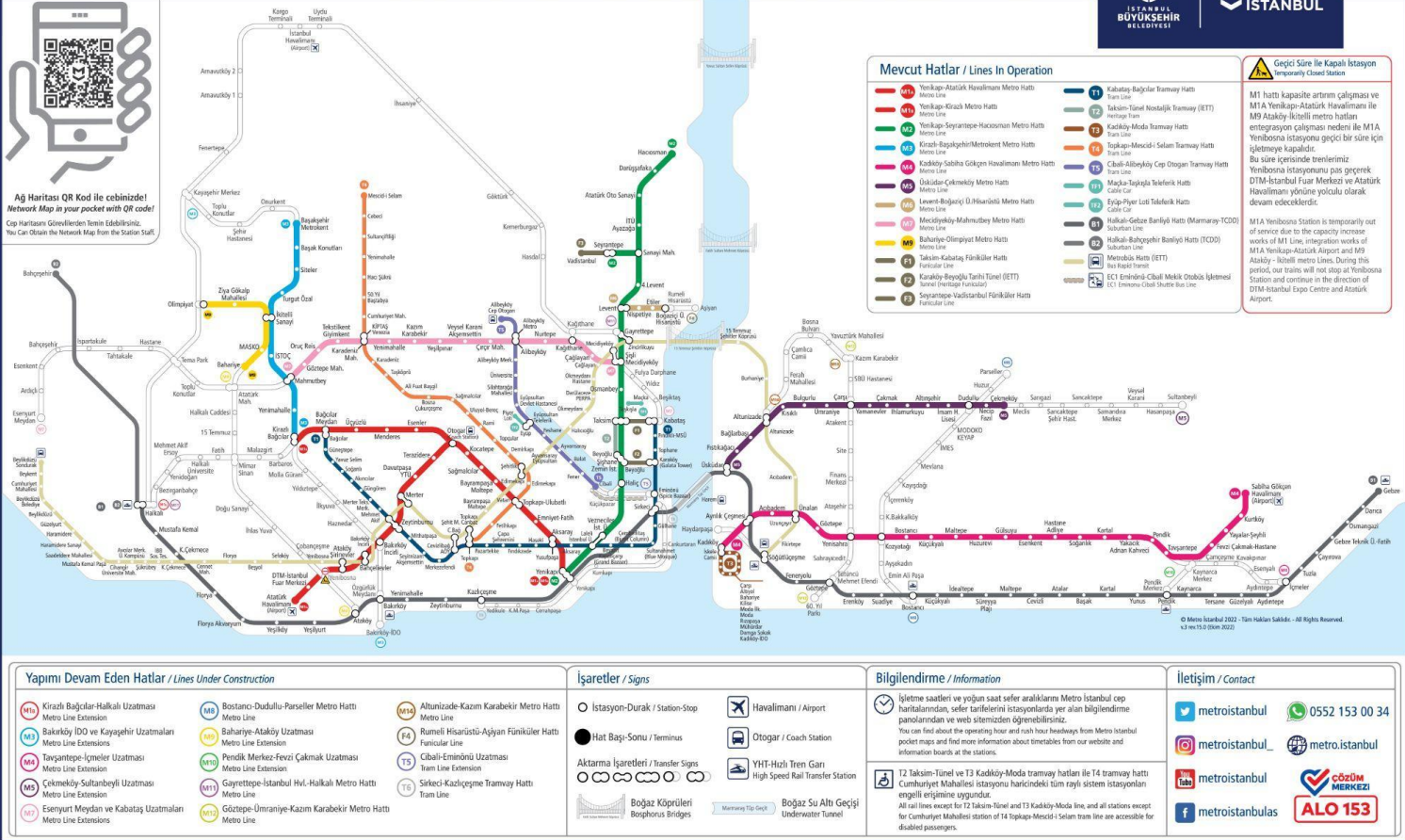
14.2.2 By Car

Parking is available on-site at a charge of 3.51 (65TL) per day, there is a secure, covered car park available for 300 cars and secure outside space available for 400 cars.

14.2.3 By Public Transport

There are two tramway lines available in Istanbul, T1 and T4, and there is a Metro line which is open from 6:15am until midnight, the nearest bus stop to the Haliç is a 5 minute walk from the congress centre itself. There are 400 bus lines and Metro Buses that run on reserved lanes to avoid congestion. Please see below a map of public transport routes and the Halic Congress Website for all information regarding public transport to the venue:

<https://halic.com/tr/ulasim/#bus>



14.2.5 Taxi

Please come to registration for assistance with booking taxis.

14.3 Venue layout

ECE 2023 will take place across the Haliç Congress Centre which is all on one level. Entry is via Gallery 2 into the Registration Hall. From the Registration entrance, delegates will walk straight into part of the exhibition area, where there will be seating and catering available. To the right of the Registration entrance the delegates will have access into Pera Building which holds three Auditoriums- Eyüp, Tophane and Fener, plus ECE Hub 1 and a catering point. To the left of Gallery 2 delegates will be able to walk through to more exhibition stands in the Haliç foyer which also contains ECE Hubs 2 and 3, cloakrooms, catering and seating as well as access to the main Haliç Auditorium where the Plenary sessions will take place. From the Haliç foyer, Gallery 1 can be accessed where additional stands, catering and seating along with the exit to access the Galata Ballroom can be found. Also accessed via Gallery 1 is the Sadabad Foyer which includes the Speaker Preview Room, Patient Experience Zone and access to the Sadabad Auditorium. From the Sadabad Foyer, the Tower Block containing the e-posters, posters, and additional meeting rooms can be reached.

14.3.1 Exhibition Floor plan



Stand No	Size	Dimensions	Stand No	Size	Dimensions	Stand No	Size	Dimensions	Stand No	Size	Dimensions	Stand No	Size	Dimensions
1	18m ²	3m x 6m	10	20m ²	4m x 5m	16	40m ²	8m x 5m	22	6m ²	3m x 2m	28	9m ²	3m x 3m
2	30m ²	6m x 5m	11	30m ²	6m x 5m	17	20m ²	5m x 4m	23	9m ²	3m x 3m	29	9m ²	3m x 3m
5	18m ²	3m x 6m	12	25m ²	5m x 5m	18	20m ²	5m x 4m	24	9m ²	3m x 3m			
6	20m ²	5m x 4m	13	25m ²	5m x 5m	19	20m ²	5m x 4m	25	9m ²	3m x 3m			
8	30m ²	6m x 5m	14	30m ²	5m x 6m	20	6m ²	3m x 2m	26	30m ²	6m x 5m			
9	18m ²	3m x 6m	15	40m ²	8m x 5m	21	6m ²	3m x 2m	27	9m ²	3m x 3m			

KEY
Seating areas
Catering

Floorplan subject to change – correct at 15 December 2022

14.4 The ECE Hubs

There will be three ECE Hubs at ECE 2023. These will be spread across the venue with one Hub located in the Pera building and two others in the Haliç foyer. Should you wish to select a specific ECE Hub in which to host your session, please contact Natalie Dass (Natalie.dass@ese-hormones.org) to discuss this. Requests will be dealt with based on priority ranking, however we will do our best to satisfy all requests. Each Hub will be set up to seat between 50 and 75 delegates, with space for lectern, screen and the relevant AV equipment. ECE Hubs will be carpeted and bordered with ECE 2023 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 2023

16. Cancellation of Contracts and Agreements

Refer to ECE 2023 Supporter Contract.