



ECE 2023

25th European Congress
of Endocrinology

13 – 16 May 2023, Istanbul, Turkey

Satellite Symposium 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.

Following feedback from 2022, the satellite symposia opportunities have been adapted to include both 60- and 75-minute options, with sessions scheduled to ensure maximum delegate attendance. This manual has been prepared to provide you with all the necessary information 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 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 instant responses displayed. Up to four questions per session unless by prior agreement | All | €1,000 |
| 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 online 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 |
| Lectern branding (11.1.1) | All session rooms are equipped with digital lecterns. These can be personalised for your session | All | €800 |
| Chair table branding (11.1.2) | All session rooms are equipped with digital top tables (max. 4 speakers). These can be personalised for your session | All | €800 |
| Screen background branding | This is the background which appears behind your slides/speaker video within the online platform | All | €800 |
| Combined session branding package: three items | This package includes screen background, chair table and lectern branding as detailed above | All | €2,250 |
| Combined session branding package: two items | Choose two out of three branding options as detailed above (Lectern, chair table, screen background) | All | €1,500 |
| 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. | All | Standard/ Standard Plus: €8 000 Included for Premium/ Premium Plus |
| 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 |

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|-----------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|----------------------------------------------------------|
| 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 |
| Satellite only passes (10.2.1) | Each satellite package includes up to five (5) passes for staff/agency who are working on the session. These passes are intended for use by agency staff ONLY and not for speakers or company representatives attending other parts of the Congress | All | Included – additional can be arranged by prior agreement |
| 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.

| 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 satellite agenda proposal sent to Congress Organiser | Sponsor/Agency | Amber Nutt ece2023@endocrinology.org | Email | 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 all information asked for on the form is included in your submission 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. |

| Deadline | Item | Sent by | Sent to (if applicable) | Format | Important information |
|------------------|---------------------------------------------------------|----------------|--------------------------------------------------------------------------------------------|---------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 22 February 2023 | Final agenda submitted | Sponsor/Agency | Amber Nutt ece2023@endocrinology.org | 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 |
| 22 February 2023 | Satellite agenda uploaded to event website | Bioscientifica | - | Upload | Bioscientifica will upload the agenda to the event website NOTE: There may be a delay in uploading agendas if received after the submission date. Agendas are uploaded into a fixed system template therefore changes to the template design/layout are not possible |
| 15 March 2023 | Congress e-Bag content draft PDF submitted for approval | Sponsor/Agency | Amber Nutt ece2023@endocrinology.org | 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 any Congress e-Bag content included as part of overall sponsorship packages) |
| 5 April 2023 | Pre-Congress HTML Email content submission | Sponsor/Agency | Amber Nutt ece2023@endocrinology.org | Email | Please ensure email content is submitted as outlined in the Email guidance below |
| 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 complimentary passes you are eligible for. |
| 12 April 2023 | Book technical rehearsal(s) | Sponsor/Agency | Amber Nutt ece2023@endocrinology.org | Email | Technical rehearsal availability will depend on the availability of session rooms during the Congress. |
| 12 April 2023 | Polling/voting questions submitted (if purchased) | Sponsor/Agency | Amber Nutt ece2023@endocrinology.org | Email | A maximum of four (4) polling questions per session, with a maximum of five (5) possible answers each, can be provided. Questions should be submitted as a word document attached to an email. Where there is a correct answer, this should be clearly indicated. |

| Deadline | Item | Sent by | Sent to (if applicable) | Format | Important information |
|----------------|---------------------------------------------------------------------------------------|----------------|------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 12 April 2023 | Evaluation forms submitted (if purchased) | Sponsor/Agency | Amber Nutt ece2023@endocrinology.org | Email (External evaluation links can be embedded if provided) | Where an evaluation form built within the Congress platform is purchased, questions should be submitted as a word document attached to an email. Questions can be in the following formats: - Free text - Multiple choice (one possible answer) - Multiple choice (more than one possible answer) - Rating scale (e.g. 1-5). When selecting this question type please ensure you add details of the rating titles, e.g. 1 = Poor, 5 = Excellent Where an embed of a link to a company-managed evaluation form is purchased, the link to the form should be provided. Note: ESE and its suppliers do not take any responsibility for the functionality or data output of external links. |
| 12 April 2023 | Lead retrieval bookings made (if not 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 satellite package, this can be purchased as a separate item |
| 12 April 2023 | Session catering booked (if desired) | Sponsor/Agency | Amber Nutt ece2023@endocrinology.org | Form will be available shortly | Catering and additional services can be booked via contacting Bioscientifica. Although, lunch bags will be available outside of the session rooms. |
| 12 April 2023 | Additional hostesses booked (if required) | Sponsor/Agency | Mr. Batuhan Hamurkaroglu mailto:temd@feniksturizm.com.tr / +90533 030 7012 | Email | Each Standard/Standard Plus satellite symposium package includes one (1) hostess. Each Premium/Premium Plus satellite symposium package includes two (2) hostesses. Additional hostesses must be booked in advance. |
| 5 May 2023 | Top table, lectern and screen branding files submitted (if purchased/part of package) | Sponsor/Agency | Amber Nutt ece2023@endocrinology.org | Email/File Transfer Programme | Digital screens will be in place for the duration of the Congress and can be changed to display sponsor branding for the duration of the satellite symposium |
| 13-16 May 2023 | 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. Satellite symposium slots

Satellite slots are allocated on a priority booking basis taking into account ESE Corporate Membership and ECE sponsorship level (contact [Natalie Dass](#) for details). We will try as far as possible to allocate sessions based on sponsor preference.

There are 9 satellite symposium slots across Sunday 14 May and Monday 15 May 2023, with a maximum of three sessions running concurrently, as follows (all times are listed as Turkish time (TRT)):

Sunday 14 May

3 x lunchtime slots: 12:40-13:55 TRT

3 x afternoon slots: 17:35-18:35 TRT

Monday 15 May

3 x lunchtime slots: 12:40-13:55 TRT

7. Agenda preparation and approval

All proposed satellite symposium agendas 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 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 2023:

- [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:

1. Title
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)***)

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. 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 – note that, while arrangements can be made for speakers to present remotely, we would, as far as possible, prefer all speakers to present in person)

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 2023 will take place in Istanbul, Turkish compliance as well as the [EFPIA Code of Practice](#) is mandatory.

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 Amber Nutt (ece2023@endocrinology.org) no later than 12 April 2023.

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), 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 satellite 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.

6.4 Format and Technical specifications

Preparation of satellite symposium content, including all speaker arrangements, is the responsibility of the sponsoring company.

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.

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:

- Chair table and fixed microphones for up to 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

While we would prefer that all speakers are present at the Congress, if a situation arises where not all speakers are able to travel to Istanbul, 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 them 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 however we would prefer that all speakers are able to join live, either in person or remotely. Should you wish to discuss pre-recording options please contact Amber Nutt (ece2023@endocrinology.org) to discuss this.

7. Satellite symposium provider entitlements

Each satellite symposium includes the following basic entitlements:

- Room hire for a minimum of 90 minutes for lunchtime sessions (10 minutes set up, 75 minutes satellite symposium, 5 minutes set down) or 75 minutes for afternoon sessions (10 minutes set up, 60 minutes satellite symposium, 5 minutes set down)
- AV technician support
- One (1) English speaking room hostess for Standard/Standard Plus packages and Two (2) English speaking hostesses for Premium/Premium Plus packages
- 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 up to four (4) speakers, including
 - Fixed microphones
 - Electronic branding (ECE 2023 branding – sponsor branding available at additional cost)
 - Water refreshed prior to session start
 - Comfort monitor
 - Countdown timer
- Lectern, including
 - Fixed microphone
 - Electronic branding (ECE 2023 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 printed Congress Programme, in a dedicated Satellite Symposium section, and on the Congress website
- Inclusion of one (1) satellite symposium invitation/promotional item in the Congress e-Bag, which will be accessed via a QR code displayed on the Congress e-Bag wall at the venue
- Provision for the ECE Organisers to send emails promoting the satellite symposium, on behalf of the supporting company, as follows:
 - **All packages:** Inclusion of satellite symposium title, chair, time and date, and sponsor company logo in a combined email containing details of all satellite symposia at ECE 2023
 - **Standard/Standard Plus Packages:** One (1) email (content provided by the sponsoring company) to be issued in the week prior to the Congress start date
 - **Premium packages:** As above, plus one (1) email (content provided by the sponsoring company) to be issued in the two weeks post-Congress, to promote the availability of the session recording on ESE On Demand
 - **Premium Plus packages:** All of the above, plus inclusion of the session details on an 'Industry Spotlight' email which will be developed by the Congress Organisers to highlight key industry activities at the Congress
- 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 are responsible for all speaker arrangements and costs, 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 Standard satellite packages (live only) the option of online Q&A is not available. For packages containing a live stream element (Standard plus, Premium and Premium Plus packages), 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 Amber Nutt no later than 5 May 2023 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, on request, 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 – please note that if question

moderation is not requested, all questions submitted online will be visible to the session chair as soon as they are asked. Please contact Amber Nutt (ece2023@endocrinology.org) should you wish to switch on question moderation.

8.2 Live Voting/polling

Informal polling can take place in-room (show of hands) or, for more accurate polling which accounts for responses from both in person and online attendees (when booking packages which include live streaming of the session) polling can be conducted via the online platform. Polling can take place in real time with a maximum of four (4) questions per session.

Should you wish to include online polling, this must be purchased separately via Natalie Dass (natalie.dass@ese-hormones.org). All polling questions must be provided to Amber Nutt (ece2023@endocrinology.org) **no later than 12 April 2023.**

The polling functionality will be activated by the technical host so that the question becomes visible to the audience, along with a QR code which in person delegates can scan to access and vote in the poll on their personal devices. Results are released and made visible to the audience at the request of the speaker/chair as appropriate.

8.3 Session Evaluation

Printed 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 wish for delegates (in person or online) to submit feedback electronically, there are two online evaluation form options available.

1. **Evaluation form created within Congress platform:** If you purchase this option, you can provide up to ten (10) questions in a word document. These will be uploaded directly into the Congress platform and a link will be sent to you for testing and approval prior to the Congress.

A link to the evaluation form link will then sit alongside your session video for easy access by online viewers, and you will also be provided with a QR code which can be included on your presentation slides to allow in-person attendees to provide feedback via their mobile devices.

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. Evaluation outputs will be provided as a single report which will be sent to you after the Congress.

2. **Company-provided evaluation link for embed into Congress platform:** Should you prefer to create and manage your session evaluation via your own systems, you can create your own evaluation survey and provide a link to this which can be embedded into the Congress platform alongside your session video and which will link directly to your evaluation site. Note that ESE and its suppliers cannot be held accountable for any content or functionality of externally hosted surveys.

Should you wish to create your own externally hosted survey, you can of course include a QR code in your presentation slides to direct delegates to it, as well as having it embedded in to the Congress platform.

Should you wish to create your own survey but **not** have it embedded into the congress platform, you are welcome to do this and include a QR code in your session slides to allow attendees to complete the survey directly through your chosen provider, however the link to this survey will not appear anywhere else on the Congress platform.

Responsibility for collection of responses and data from externally hosted surveys lies solely with the sponsoring company and/or their agency. ESE and its suppliers will not be able to access this data.

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 via Natalie Dass (natalie.dass@ese-hormones.org) **no later than 12 April 2023**.

Important note: To collect lead retrieval data for both online and in-person attendees, a combined lead retrieval package must be purchased. Online lead retrieval must be purchased per activity, for example if both a satellite symposium and an ECE Hub session is booked, separate online lead retrieval must be purchased for each session. For in person lead retrieval, one device can be used to cover both activities, however all data will be provided in a single report. Data will be time-stamped to allow the sponsor to decipher which leads relate to which activity.

In person lead retrieval bookings include one scanning device (hostess not included unless part of the sponsorship package). Additional devices can be hired at a cost of €125 each or, alternatively, personal iOS devices (software not compatible with Android) can be used since 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 at a cost of €1,000 (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:

- 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.

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 €1,500.

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)

8.4.3 Combined lead retrieval (online and in person)

New for 2023, it is now possible to purchase a combined lead retrieval package which includes the features of both the in person and the online packages, at a cost of €2,000. One iOS device is included in the package to support the in person element of the lead retrieval, and online lead retrieval can be set up as per the information above.

8.5 Digital top table/Lectern/main screen branding (satellite symposia only)

All session rooms at ECE 2023 will be equipped with digital top table (max. 4 speakers) and lectern branding. These, along with the main screen background, will display ECE 2023 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): €800

Digital lectern: €800

Main screen branding: €800

Combined session branding (2 items): €1,500

Combined session branding (3 items): €2,250

Note that Premium Plus satellite symposium packages include session branding as part of the package.

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 only Premium Plus satellite packages include the provision of an MP4 file unless this is purchased/selected as part of 'included value'. Standard Plus satellite packages include 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.

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

Premium and Premium Plus 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 indefinitely after ECE 2023 (available to registered delegates only for 60 days post-congress and for ESE Members who registered for ECE 2023 from 61-364 days post-congress, and for all ESE Members after 365 post-Congress). Should you wish for your session recording to be removed from ESE On Demand at any time, please contact Amber Nutt (ece2023@endocrinology.org).

8.6.2 Reviewing 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

An initial edit (tidying up start/finish and audio) will be carried out prior to the recording being shared with the sponsoring company. Additional edits can be requested but will incur additional fees, quoted on a case-by-case basis. Alternatively, if an MP4 file download is included in the satellite package or is purchased, the sponsor is permitted to make their own edits and return a final file for upload to ESE On Demand.

Please note that it will only be possible for sponsors to make their own edits if an MP4 file is purchased.

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.

Please note that lunch, tea and coffee will be provided in the exhibition hall during lunch breaks and there are catering points in each of the session room foyers. Should you wish to provide a separate lunch for delegates attending your satellite symposium, we would advise that you request additional hostesses/rope and pole (charges apply) 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 12 April 2023**.

9.2 Hostesses

Standard and Standard Plus satellite symposium packages include one hostess while Premium and Premium Plus packages include two hostesses. All hostesses 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(es) 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 contacting Amber Nutt (ece2023@endocrinology.org).

Please be aware that the included hostess (es) 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 12 April 2023**.

10. Room access and registration

10.1 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 this 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:

10.1.1 Exhibition Only – intended for exhibit booth staff

This pass allows access to the Exhibition areas (including registration) **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 also include access to the poster hall, ECE Hubs and Catering.

10.1.2 Full registration to ECE in Istanbul and ECE@Home – 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 up to 60 days to allow viewing of the congress presentations post-event. (ESE Members will retain access post-60 days).

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 selected 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 ePosters will be available and accessible via the Congress platform.

*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 |
|--------------------------------------------------------|-----------|--------|--------|------|
| 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 |

*Additional registrations are available for ESE Corporate Members – please contact Natalie Dass (Natalie.dass@ese-hormones.org) for details.

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 Amber Nutt (ece2023@endocrinology.org) if you are unsure whether you need to purchase a registration for your speaker(s).

If your satellite speaker intends to attend the Congress on the day of your session only, please contact Amber Nutt to discuss the availability of Day Delegate passes.

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 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

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 Amber Nutt, (ece2023@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 5 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 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 three (3) hours prior to the session start time.

11.Branding

11.1 Digital top table, lectern and main screen branding

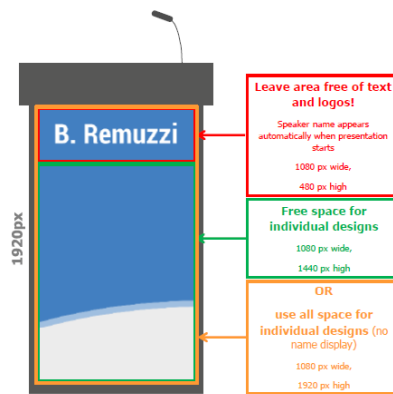
All session rooms at ECE 2023 will be equipped with digital branding affixed to the speaker table and lectern along with a digital main screen background. This will display ECE 2023 branding throughout the congress, along with Chair and speaker names for each session.

Premium Plus satellite symposium packages include the option to provide your own company branding to appear on these screens. Alternatively, if your package does not include session branding, this can be purchased as an additional item and provided as follows:

11.1.1 Digital lectern branding = €800

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

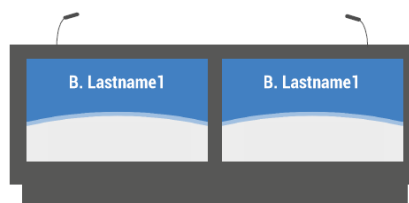
- One (1) background image (PNG, JPG or similar graphic format), 1080px wide and 1920px high, 96dpi
- If you wish for your speaker name to be displayed, leave the top 480px blank and define the colour in which the name should appear (using RGB colour code)
- If the speaker name will not be displayed,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



Please contact Amber Nutt (ece2023@endocrinology.org) to confirm where these items should be sent. All branding files should be provided **no later than 5 May 2023**.

11.1.2 Digital top table branding = €800

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:

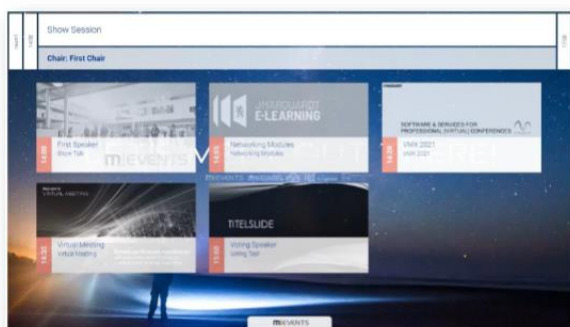


Each screen has a resolution of 1920px wide, 1080px high, 96dpi. Please provide:

- 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 Amber Nutt (ece2023@endocrinology.org) to confirm where these items should be sent. All branding files should be provided **no later than 5 May 2023**.

11.1.3 Digital main screen branding = €800

The main screen in each room will display ECE 2023 branding as a background in between presentations unless main screen branding is purchased. This background will be applied to 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 selection pane between presentations however **please note** that your screen branding will not be visible to in-person delegates during presentations since the whole screen will be taken up with the powerpoint presentation. Screen branding will, however, be visible to online attendees at all times throughout 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 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.

12.1 Summary of marketing activity

| Package | Activity (Item number) | Pre-event/On site/Post-event | Details |
|-------------------|----------------------------------------------|------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| All | Pre-Congress promotional email (12.2.1) | Pre-Congress | Content and design provided by sponsor. One email issued by ESE one week before congress |
| All | ECE 2023 website (12.2.2) | Pre-Congress | Satellite symposium agenda posted to ECE 2023 website in advance of congress |
| Premium Plus only | Industry Spotlight email | Pre-Congress | Premium Plus hub details will be included in an industry spotlight email which is developed and issued by the Congress team in advance of the Congress |
| All | Banners and signage (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 during the session and/or on the sponsor's exhibition booth at the sponsor's discretion |
| All | Congress e-Bag (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 within the Congress platform so that it can be accessed |

| | | | |
|--------------------------|--------------------------------------------------------------------------------------------------------------------------------------|---------------|-----------------------------------------------------------------------------------------------------------------|
| | | | by online attendees. A QR code will be added to the Congress e-Bag wall (see details in section 12.3.2 below) |
| Premium and Premium Plus | Post-Congress promotional 12.4 Post event Marketing (Premium and Premium Plus packages only)email | Post-Congress | Content and design provided by the sponsor. One email issued by ESE within two weeks of the final Congress day. |

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 2023
- 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 2023 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 2023 Organisers will distribute one (1) pre-congress email invitation and one post-Congress email (Premium and Premium Plus packages only) on behalf of satellite symposium sponsors, to all registered delegates who have opted into 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 approximately one week prior to the session date.

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 5 April 2023**.

For additional information on how to develop your email please refer to the Dot Digital [website](#):

(<https://support.dotdigital.com/hc/en-gb/sections/360003525920>)

HTML Email template

Should sponsors be unable to produce/provide the components required to build an HTML email, the Congress Organisers have developed a standard template into which text and images can be placed. This is a fixed template and the layout cannot be adjusted, however font and background colours, text content and images can be changed to suit your needs. Please contact Amber Nutt (ece2023@endocrinology.org) should you wish to find out more about this.

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] 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 | ece2023@endocrinology.org*

This email contains a message from [INSERT SPONSOR NAME] regarding their satellite 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 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 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.

12.2.2 ECE 2023 Website

All satellite symposium 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 satellite symposium 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 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 are responsible for all design, production and shipping costs and arrangements of promotional banners

Responsibility for set up and removal of banners lies solely with 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 2023 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 2023, you may promote your satellite symposium from your booth throughout the duration of the Congress 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 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. 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. 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 13 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.

12.4 Post event Marketing (Premium and Premium Plus packages only)

12.4.1 Promotional emails

Following the close of ECE 2023, the scientific sessions will be made available online via the Congress platform and then via ESE On Demand. Premium and Premium Plus satellite packages include the opportunity for the sponsoring company to send an email (via the Congress organiser) to promote availability of their online content to registered delegates.

Content must be submitted to Amber Nutt (ece2023@endocrinology.org) no later than 10 days prior to send date and all post-Congress emails will be issued within two weeks of the final Congress day. 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 Natalie Dass (natalie.dass@ese-hormones.org).

13. 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..

8.1 Venue Address

Sutluce Mah,

Karaagac Cad. No 19

34445 – Beyoglu

Istanbul, Turkey

13.2 How to get there

13.2.1 By Air

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

13.2.2 By Car

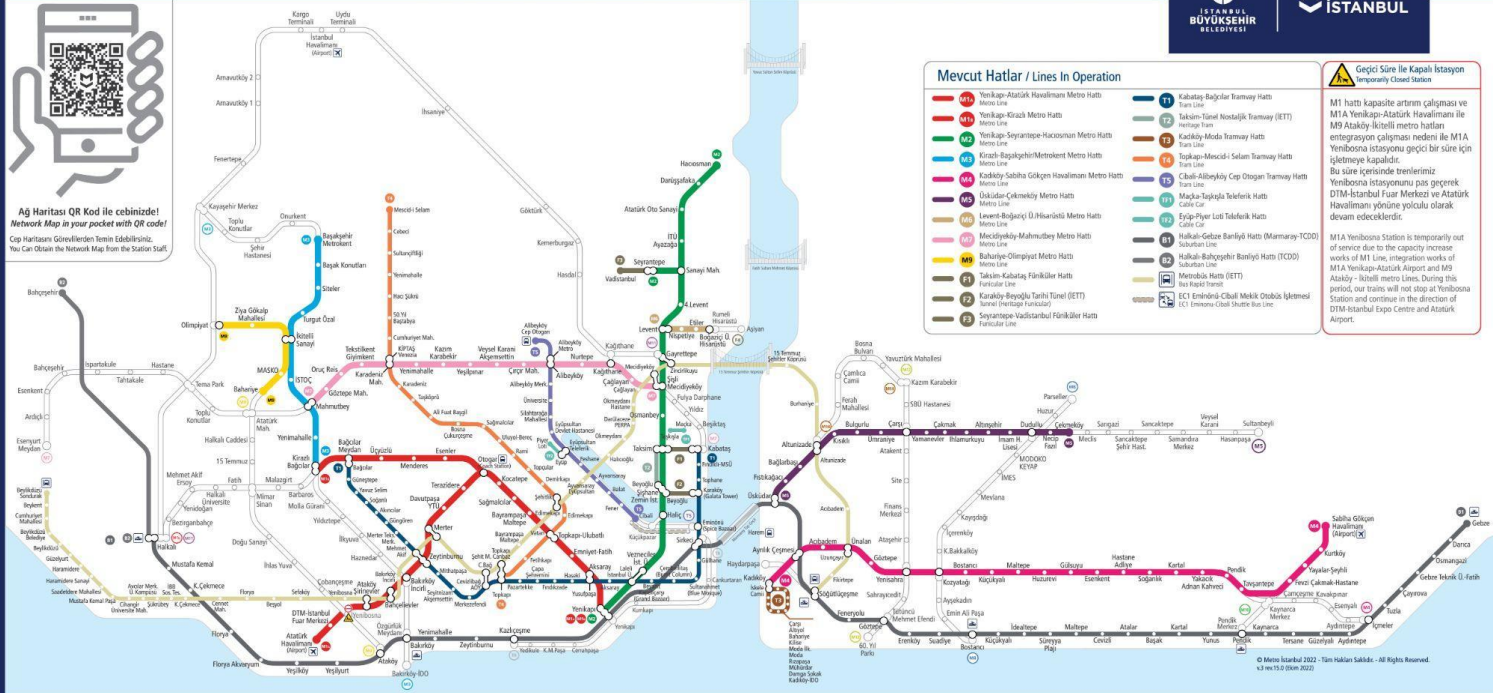
Parking is available on-site at a charge of 3.51 (65TL) per day, there is a secure, covered car park available for 300 cars and secure outside space available for 400 cars.

13.2.3 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 Haliç Congress Website for all information regarding public transport to the venue:

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

İstanbul Raylı Sistemler Ağ Haritası / Istanbul Railway Network Map



| Yapımı Devam Eden Hatlar / Lines Under Construction | İşaretler / Signs | Bilgilendirme / Information | İletişim / Contact |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> 11A Kirazlı-Bağcılar Hattı Uzatması Metro Line Extension 12A Bakırköy İDO ve Kayışehir Uzatmaları Metro Line Extensions 13A Tavaştepe-İçmeler Uzatması Metro Line Extension 14A Çekmeköy-Sarıyer Uzatması Metro Line Extension 15A Eserinyurt Meydan ve Kabataş Uzatmaları Metro Line Extensions 16A Bostancı-Dudullu-Parseller Metro Hattı Metro Line 17A Bahariye-Ataköy Uzatması Metro Line Extension 18A Pendik Merkez-Fevzi Çakmak Uzatması Metro Line Extension 19A Gayrettepe-İstanbul Hvi-Halkalı Metro Hattı Metro Line 20A Göztepe-Ümraniye-Kazım Karabekir Metro Hattı Metro Line 21A Altunizade-Kazım Karabekir Metro Hattı Metro Line 22A Rumeli Hisari-Üstü-Asiyan Füniküler Hattı Funicular Line 23A Cibali-Eminönü Uzatması Train Line Extension 24A Sirkeci-Kadıköy Tramvay Hattı Train Line | <ul style="list-style-type: none"> İstasyon-Durak / Station-Stop Hatt Başı-Sonu / Terminus Aktarma İşaretleri / Transfer Signs Boğaz Köprüleri / Bosphorus Bridges Boğaz Su Altı Geçiş / Underwater Tunnel | <ul style="list-style-type: none"> İşletme saatleri ve yoğun saat sefer aralıklarını Metro İstanbul cep haritalarından, sefer tarifelerini İstasyonlarda yer alan bilgilendirme panolarından ve web sitemizden öğrenebilirsiniz. You can find about the operating hour and rush hour headways from Metro İstanbul pocket maps and find more information about timetables from our website and information boards at the stations. T2 Taksim-Tünel ve T3 Kadıköy-Moda tramvay hatları ile T4 tramvay hattı Cumhuriyet Mahallesi İstasyonu haricindeki tüm raylı sistem İstasyonları entegre edilmiştir. All rail lines except for T2 Taksim-Tünel and T3 Kadıköy-Moda line, and all stations except for Cumhuriyet Mahallesi station of T4 Topkapı-Mecidi-İ-Selam tram line are accessible for disabled passengers. | <ul style="list-style-type: none"> İletişim / Contact metroistanbul 0552 153 00 34 metroistanbul metroistanbul metroistanbul ALO 153 |

13.2.4 Taxi

Please come to registration for assistance with booking taxis.

13.3 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 catering point. To the left of the 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. Also accessed vis 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.

13.3.1 Exhibition Floor plan



Exhibition 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

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 a priority booking order. Room options are as follows:

13.4.1 Halic Auditorium

Location: Golden Horn Block

Capacity: 3,004 (~2,000 main seating, 1,000 balcony seating)

Dimensions: H: 17m

13.4.2 Sadabad Auditorium

Location: Sadabad Block

Capacity: 1,131 (~800 main seating, 300 balcony seating)

Dimensions: H: 12.54m

13.4.1 Eyup Auditorium

Location: Pera Block

Capacity: 266

Dimensions: N/A

13.4.2 Topkane Auditorium

Location: Pera Block

Capacity: 206

Dimensions: N/A

13.4.3 Fener Auditorium

Location: Pera Block

Capacity: 266

Dimensions: N/A

13.4.5 Galata Ballroom

Location: Opposite Tower Block (external access)

Capacity: 700

Dimensions: H: 3.12m x W: 29m x L: 40m

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 2023

15. Cancellation of Contracts and Agreements

Refer to ECE 2023 Supporter Contract.