



Technical Manual Satellite Symposia And Mini-satellites

1. Contents

Click on the item to be taken to the relevant page

1.	Contents	2
2.	Introduction	4
3.	Contact information	4
4.	Session enhancements	4
5.	Dates and Deadlines	5
6.	Session times	7
	Satellite symposia	7
	Mini-satellites (all 30 minutes)	7
7.	Agenda preparation and approval	8
	6.1 Compliance	9
	6.2 Access restrictions	9
	6.3 Speaker engagement	9
	6.4 Format and Technical specifications	9
	Presentation upload – session Convenors	9
	Equipment	10
8.	Satellite provider entitlements	10
	Satellite symposia	10
	Mini-satellites	11
9.	Optional session enhancements - technical	12
	9.1 Live streaming and online Q&A	12
	9.1.1 Question moderation	12
	9.2 Pre-session video	12
	9.2 Live Voting/polling	12
	9.3 Session Evaluation	13
	9.4 Lead retrieval	14
	9.4.1 In-person lead retrieval	14
	9.4.2 Online lead retrieval	14
	9.5 Digital chair table/lectern branding	14
	9.5.1 Digital lectern branding	15
	9.5.2 Digital chair table branding	15
	9.6 Filming/Recording (including details about ESE On Demand)	15
	9.6.1 ESE On Demand	16
	9.6.2 Reviewing of recorded content for compliance purposes	16
	9.6.3 Edits to recorded content (MP4 file download purchases only)	16
10.	Optional additions – general	16
	10.1 Catering	16
	10.2 Hostesses	16
11.	Room access and registration	17
	11.1 Registration and Passes	17
	11.1.1 Exhibition Only – intended for exhibit booth staff	17

11.1.2 Full registration (includes in-person access to ECE in Stockholm and online to ECE@Home) – intended for company representatives (usually medics) who wish to attend scientific sessions	17
11.1.3 ECE@Home registration – intended for company representatives (usually medics) who will not attend the Congress in person but wish to view selected live-streamed scientific and sponsored* sessions online	17
11.2 Registration entitlements	17
11.2.1 Satellite only passes – NOT INTENDED FOR SPEAKERS	18
11.3 Set up and break down	18
11.4 Rehearsals.....	19
12. Marketing.....	19
12.1 Summary of marketing activity.....	19
12.2 Advance Marketing.....	20
12.2.1 Promotional emails - IMPORTANT SUBMISSION INFORMATION	20
Email design	20
12.2.2 ECE 2024 Website	22
12.3 On site promotion.....	22
12.3.1 Banners and signage	22
12.3.1.a Registration banner.....	22
12.3.1.b Session room banner (external).....	22
12.3.1.c Session room banner (internal)	23
12.3.1.d Exhibit booth banner	23
12.3.2 Congress e-Bag content	23
12.4 Post event Marketing.....	23
12.4.1 Promotional emails (only available for ESE On Demand bookings)	23
13. About the Venue	24
8.1 Venue Address	24
13.2 How to get there.....	24
13.3 Venue layout.....	24
13.3.1 Exhibition Floor plan (<i>subject to change – correct at 31 October 2023</i>)	25
13.4 Session rooms	25
Satellite symposia	25
Mini-satellites	25
14. Compliance.....	25
15. Cancellation of Contracts and Agreements.....	25

2. Introduction

The 26th European Congress of Endocrinology (ECE 2024) will run as a hybrid event, with delegates able to join in person in Stockholm, Sweden as well as online via ESE's dedicated Congress platform, ECE@Home.

Following the success of the format at ECE 2023, we have retained the 60- and 75-minute satellite symposium options. In addition, we have introduced a new concept, the Mini-satellites, which provide an option mid-way between an ECE Hub session and a full satellite symposium. These 30-minute sessions provide a perfect platform for companies which have outgrown the smaller ECE Hub spaces, or who might wish to host a shorter, more focussed session with one or two speakers, alongside a satellite symposium. All sessions are scheduled to support maximum visibility and attendance.

This manual has been prepared to provide you with all the necessary information enable you to organise your satellite symposium or Mini-satellite. Satellite providers are required to use the preferred suppliers identified in this manual.

If you have any questions that are not addressed here, or if you need additional advice or information then please contact ESE Business Development Manager, Natalie Dass, natalie.dass@ese-hormones.org in the first instance. Full contact details are provided below.

3. Contact information

Role	Contact Name	Contact number	Email	Company
Business Development Manager	Natalie Dass	+44 7894 293377	natalie.dass@ese-hormones.org	ESE
Sponsorship & Exhibition Manager	Giulia Esposito	Please contact Natalie Dass in the first instance		
Presentation Management & Congress Plattform Support	M Events	-	industry@m-events.com	M Events
Venue contact (AV Support)	Alexander Avelin	-	Alexander.avelin@stockholmsmassan.se	Stockholmsmässan
Shipping	Matthew Spokes	+44 7957 434 312	matthew@dhl-exh.com	DHL
Event Manager	Elizabeth Blake	+44 7854 758 288	ece2024@endocrinology.org	Bioscientifica

4. Session enhancements

There are multiple opportunities to enhance your satellite – the table below provides details of these, which are available at additional cost. Should you wish to book any additional functionality or enhancements please contact [Natalie Dass](#).

Opportunity (item number)	Description
Pre-session videos	You can create a video which will play directly before the start of your session, instead of the standard ECE holding slides. Videos can be a maximum of five minutes long and must be related to your session content.
Lead retrieval	It is possible to obtain the contact details (name, email address and country) of both live and in-person attendees. Handheld devices allow you to scan delegate badges to collect their data, which can be used to send them follow-up materials after your session. Online attendees will be able to opt in to hear from you (fully compliant with GDPR) when accessing your session.

Session recording	We can provide you with an MP4 file recording of your session to use as you wish post-event (editing available at additional cost).
ESE On Demand session upload	ESE On Demand is our bespoke platform, where delegates can access recordings of all Congress sessions for up to 60 days post-congress. After 60 days, recordings will be available to ESE members who registered for ECE 2024. From 365 days post-congress, all ESE members will be able to access this content. Companies have the option to review and approve recordings prior to them being made available on the platform.
Online Q&A	Live-streamed sessions include the facility for online delegates to ask questions via the online platform, which can be posed directly to the session speakers. Online question screening/moderation including iPad is available if required – additional costs may apply.
Online evaluation	Feedback can be sought from session attendees via a link within the Congress platform. An evaluation form can be built directly into the platform or, if you prefer, you can provide a link to your external evaluation which can be embedded into the platform so that you can receive responses directly.
Interactive voting/polling	Gauge your audience’s understanding of, and reaction to, your session content in real time through online polls – easy to access by both in person and online attendees, the bespoke voting system allows for instant response display and comparison. Up to four questions are included per session, unless by prior agreement
Lectern branding	All session rooms are equipped with digital lecterns. These can be personalised for your session, to include your company brand along with speaker names.
Chair table branding	All session rooms are equipped with digital top tables (max. 4 speakers). These can be personalised for your session, to include your company brand along with speaker names.
Combined session branding package	As above – Lectern and Chair table branding can be booked separately or as a combined package.
Catering	You may provide catering at your session if you wish – all catering must be provided by the designated venue caterer.
Hostesses	All satellite symposium bookings include two (2) English-speaking hostesses, while Mini-satellite bookings include one English-speaking hostess. Additional hostesses can be booked via the venue supplier.
Additional rehearsals	Each satellite symposium package includes one (1) 30-minute rehearsal. Each Mini-satellite package includes one (1) 15-minute rehearsal. Additional rehearsal time can be booked, subject to availability, but will be charged.
Satellite only passes	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.

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
23 November 2023	Confirmation of agency contacts sent to Congress Organiser, if applicable	Sponsor	Natalie.dass@ese-hormones.org	Email	If you are working with a contractor or agency on you session, please inform us of this so that we can ensure we only liaise with authorised individuals/organisations.
18 January 2024	Company logo and profile sent to organiser	Sponsor/Agency	Natalie.dass@ese-hormones.org	Email	All companies should submit their logo in a high resolution format, along with a company profile (max. 200 words) for inclusion in event materials.
26 January 2024	Draft session agenda proposal sent to ESE	Sponsor/Agency	Natalie.dass@ese-hormones.org	Email	All companies must submit an initial proposal for their satellite symposium agenda, for review and approval by the ECE 2024 Programme Organising Committee (POC). NOTE: Speakers should not be confirmed until the POC

Deadline	Item	Sent by	Sent to (if applicable)	Format	Important information
					has provided feedback on the initial proposals.
23 February 2024	Final session agenda submitted	Sponsor/Agency	Natalie.dass@ese-hormones.org	Email	Final agendas should be emailed. Please indicate clearly that this is the final version of the programme and can be uploaded to the relevant event web pages, and included in printed materials.
23 February 2024	Congress e-Bag content draft PDF submitted for approval (satellite symposia only – available to purchase for Mini-satellites)	Sponsor/Agency	Natalie.dass@ese-hormones.org	Email	All satellite symposium packages include the provision to include one (1) piece of content in the Congress e-Bag. Mini-satellite packages do not include this however a Congress e-Bag flyer may be purchased for additional cost.
21 March 2024	Pre-Congress HTML Email content submission (satellite symposia only – available to purchase for Mini-satellites)	Sponsor/Agency	Natalie.dass@ese-hormones.org	Email	Please ensure email content is submitted as outlined in the Email guidance below.
21 March 2024	Final Congress e-Bag content submitted (satellite symposia only – available to purchase for Mini-satellites)	Sponsor/Agency	Natalie.dass@ese-hormones.org	Email	
21 March 2024	Deadline for session convenor contacts	Sponsor/Agency	Natalie.dass@ese-hormones.org ; industry@m-events.com	Email	Contact details from the person(s) who is responsible for: Presentation upload, moderation (if booked), OnDemand review and publishing (if booked), session recording download (if booked)
29 March 2024	Additional hostesses booked (if required)	Sponsor/Agency	michelle.lindberg@stoc.kholmssmassan.se	Email	Satellite symposium packages include two (2) hostesses. Mini-satellite packages include one (1) hostess. Additional hostesses can be requested and will be charged separately.
12 April 2024	Pre-session video submitted (if booked)	Sponsor/Agency	Natalie.dass@ese-hormones.org	Email/file transfer programme	Videos should be a maximum of 5 minutes in length and must be provided as an MP4 file.
12 April 2024	Book technical rehearsal(s)	Sponsor/Agency	Natalie.dass@ese-hormones.org	Email	Technical rehearsal availability will depend on the availability of session rooms during the Congress.
12 April 2024	Polling/voting questions submitted (if purchased)	Sponsor/Agency	Natalie.dass@ese-hormones.org	Email	A maximum of four (4) polling questions per session (unless by prior agreement), with a maximum of five (5) possible answers each, can be provided.
12 April 2024	Evaluation forms submitted (if purchased)	Sponsor/Agency	Natalie.dass@ese-hormones.org	Email (External evaluation links can be embedded if provided)	Where an embed of an external link to a company-managed evaluation form is purchased, ESE and its suppliers do not take any responsibility for the functionality or data output received.

Deadline	Item	Sent by	Sent to (if applicable)	Format	Important information
12 April 2024	Session catering booked (if desired)	Sponsor/Agency	ece.catering@massrestauranger.se	Email	Catering and additional services can be booked via the venue caterers.
12 April 2024	Chair table/lectern branding files submitted (if purchased)	Sponsor/Agency	Natalie.dass@ese-hormones.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/Mini-satellite (charges apply).
25 April 2024	Sponsor and exhibitor registrations submitted	Sponsor/Agency	Natalie.dass@ese-hormones.org	Email form	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.
10 May 2024	Internet upload deadline for presentations on the congress platform backend	Sponsor/Agency	Via platform	Powerpoint upload	All content must be uploaded no later than this deadline – can be a first version. Final presentation can be reviewed and uploaded on-site.
11-14 May 2024	Attend technical rehearsal	Sponsor/Agency	N/A	In person	Details of rehearsal arrangements will be issued when the rehearsal is booked.
11-14 May 2024	Final 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 3 hours prior to the session start time, to ensure correct upload and rendering.
16 May 2024	If booked, OnDemand content can be reviewed, and session recording can be downloaded via congress platform backend	Sponsor/Agency	N/A	Congress platform	Convenor can review and download session recording via the congress platform backend (if booked)
30 May 2024	Publishing deadline for OnDemand content (if booked)	Sponsor/Agency	N/A	Congress platform backend	

6. Session times

Satellite symposium and Mini-satellite slots are allocated on a priority booking basis. We try as far as possible to allocate sessions based on sponsor preference, and to avoid clashes of similar topics.

Satellite symposia

There are nine (9) possible satellite symposium slots across Sunday 14 May and Monday 15 May 2023, with a maximum of three sessions running concurrently, as follows:

Sunday 12 May 2024

3 x lunchtime slots: 12:40-13:55 CEST (75 minutes)

3 x afternoon slots: 17:00-18:00 CEST (60 minutes)

Monday 13 May 2024

3 x lunchtime slots: 12:40-13:55 CEST (75 minutes)

Mini-satellites (all 30 minutes)

Sunday 12 May 2024

2 x morning slots: 09:45-10:15 CEST
2 x afternoon slots: 16:25-16:55 CEST

Monday 13 May 2024

2 x morning slots: 09:45-10:15 CEST
2 x afternoon slots: 18:05-18:35 CEST

Tuesday 14 May 2024

2 x morning slots: 10:45-11:15 CEST
2 x lunchtime slots: 13:40-14:10 CEST

All times and allocations correct at 13 November 2023.

7. Agenda preparation and approval

All proposed satellite symposium and Mini-satellite agendas should be submitted for review by the Programme Organising Committee (POC) **no later than 26 January 2024**. 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 2024:

- [ESE Executive Committee](#)
- ECE 2024 [Organising Committee Members](#)
- ESE [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 Natalie.dass@ese-hormones.org, and **must** include the following information:

1. Title of session
2. Time and date of session
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 by 11 January 2024 (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 23 February 2024**.

Please note: Failure to meet this deadline may mean that the session details cannot be included in some 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 session
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)***)

6.1 Compliance

Please Note: It is the sponsor's responsibility to comply with all relevant regulations when delivering content for a satellite symposium or Mini-satellite. As ECE 2024 will take place in Stockholm, Sweden, compliance with relevant Swedish pharmaceutical regulations as well as the [EFPIA Code of Practice](#) is mandatory.

6.2 Access restrictions

Access to sessions will be restricted to only those individuals with a full congress registration (see [Registration & Passes](#) for further information about staff access). **PLEASE NOTE that this includes Patient Advocacy Group representatives** unless sponsors express in writing that these individuals should **not** be given access. Should you wish to discuss access to your session please email [Natalie Dass](#) no later than 12 April 2024.

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 approved the suggested speakers, you may confirm and contract faculty. 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 2024. If the sponsoring company has agreed to it as part of their session package, your presentation will be recorded and uploaded to ESE On Demand and will be available in perpetuity following presentation at ECE 2024. 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 content, including all speaker arrangements, is the responsibility of the sponsoring company. In exceptional circumstances, it is possible for speakers to present remotely or provide pre-recorded presentations, however as a live meeting we would prefer that all speakers attend the Congress to deliver their presentations in person. Should your speaker be unable to attend in person, please contact [Natalie Dass](#) at the earliest opportunity to discuss remote presentation options.

A short rehearsal is included – see [Rehearsals](#) section for details.

Presentation upload – session Convenors

Session convenors are nominated representatives from the sponsoring company or agency who are provided with access to the back end of the Congress platform, to enable them to manage certain elements of the session.

Where possible, presentations should be uploaded to the Congress platform in advance (note that this can be a first version – changes and new versions can be uploaded on site if needed). In order to do this, a **session convenor/convenors** should be nominated. Session convenors will have the ability to:

- Upload presentations on behalf of speakers, in advance of the Congress
- Add speaker photos and biographies to the session listing
- Review session recordings to approve them for On Demand publication (if booked)
- Download MP4 file recordings of the sponsored session from the Congress platform (if booked)

Pre-Congress uploads can be done up to and including **no later than 10 May 2024**. Presentations should be produced in PowerPoint in a **16:9 format**. Final presentations can be reviewed and uploaded on-site to the speaker preview room **no later than 3 hours prior to the session time**. Should you wish to view the presentation during your technical rehearsal, please ensure slides are uploaded via the speaker preview room in advance. If changes to the

presentation are required following the rehearsal, the updated slide deck can be re-uploaded via the speaker preview room.

Sponsor or agency representatives are permitted to upload presentations on behalf of speakers. Each individual speaker presentation should be provided as a separate file.

Equipment

All session rooms include the following equipment as standard:

- Digital chair tables including:
 - Three preview monitors (2 for presentation preview, 1 for session interactivity)
 - Fixed microphones for up to four (4) speakers (some set-ups will have two microphones between four speakers)
 - Speech timer (countdown timer based on individual presentation time)
- One (1) digital lectern including:
 - Presentation laptop
 - Clicker
 - Speech timer (countdown timer based on presentation time)
 - Fixed microphone
- Two (2) microphones on stands for audience Q&A
- Comfort monitor for speakers
- Standard screen and projector
- AV technician for the duration of the session and rehearsal

8. Satellite provider entitlements

Satellite symposia

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 throughout the session and rehearsal
- Two (2) English speaking room hostess
- 'Convenor' access to the Congress platform to upload presentations, speaker photos and biographies, plus 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
- Two (2) digital chair tables including:
 - Three preview monitors (2 for presentation preview, 1 for session interactivity)
 - Fixed microphones for up to four (4) speakers (some set-ups will have two microphones between four speakers)
 - Branded front display screens (standard ECE 2024 branding – sponsor branding available at additional cost)
 - Speech timer (countdown timer based on presentation time)
 - Water refreshed prior to session start
- One (1) digital lectern including:
 - Presentation laptop
 - Clicker
 - Speech timer (countdown timer based on presentation time)
 - Fixed microphone

- Front screen for branding (standard ECE 2024 branding – sponsor branding available at additional cost)
- Five (5) satellite only passes which should be used for staff working on the session, not for speakers/Chairs*
- Publishing of the satellite symposium programme in the final printed Congress Programme, in a dedicated industry sessions 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 or via the Congress e-Bag within the Congress platform
- Provision for the ECE Organiser to send emails promoting the satellite symposium, on behalf of the supporting company, as follows:
 - 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 2024
 - One (1) email (content provided by the sponsoring company) to be issued in the week prior to the Congress start date
- 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.**

Mini-satellites

Each Mini-satellite includes the following basic entitlements:

- Room hire for a minimum of 40 minutes (5 minutes set up, 30 minutes session, 5 minutes set down)
- AV technician support
- One (1) English speaking room hostess
- ‘Convenor’ access to the Congress platform to upload presentations, speaker photos and biographies, plus access to the speaker preview room during the Congress for presentation upload and preview
- One (1) 15-minute technical rehearsal in the allocated session room (schedule subject to scientific programme requirements), including AV technician
- Two (2) digital chair tables (for up to four (4) speakers, however in general we advise limiting Mini-satellites to a maximum of two (2) speakers), including:
 - Three preview monitors (2 for presentation preview, 1 for session interactivity)
 - Fixed microphones for up to four (4) speakers (some set-ups will have two microphones between four speakers)
 - Front screens for branding (ECE 2024 branding – sponsor branding available at additional cost)
 - Speech timer (countdown timer based on presentation time)
- One (1) digital lectern including:
 - Presentation laptop
 - Clicker
 - Speech timer (countdown timer based on presentation time)
 - Fixed microphone
 - Front screen for branding (ECE 2024 branding – sponsor branding available at additional cost)
- Five (5) satellite only passes which should be used for staff working on the session, not for speakers/Chairs*

- Publishing of the Mini-satellite programme in the final printed Congress Programme, in a dedicated industry sessions section, and on the Congress website
- Inclusion of Mini-satellite title, chair/speaker, time and date, and sponsor company logo in a combined email containing details of all Mini-satellites and ECE Hub sessions at ECE 2024, produced and sent by the Congress organiser
- Permission to display one (1) promotional banner (max. 1.5m x 2.5m) in the registration area on the day of the Mini-satellite (to be removed by the sponsoring company immediately following the completion of the session)
- 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 session)

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.**

9. Optional session enhancements - technical

9.1 Live streaming and online Q&A

Each session room includes two microphones on stands which can be used by in-person attendees. For packages containing a live stream element, questions can also be submitted by delegates viewing the session remotely, via the online event platform. These will be sent through to a device on the Chair table so that questions can be posed to the speakers in real time.

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 on request.

9.1.1 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.

If required, it will however be possible to pre-screen and moderate questions submitted via the Q&A functionality in the online platform (costs may apply).

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 [Natalie Dass](#) should you wish to enable question moderation.

9.2 Pre-session video

New for 2024, session sponsors have the opportunity to show a pre-recorded video prior to their session start. This will be displayed in the session room in the 5 minutes directly **before** the scheduled session start time (e.g. if the session commences at 12:40, the video will begin at 12:35).

Video content should be related to the session topic and videos can be a maximum of 5 minutes in length.

All videos must be pre-recorded and provided as MP4 files **no later than 12 April 2024**. Video files should be emailed to [Natalie Dass](#) using a file transfer programme such as Wetransfer. Please also send an email to ensure the file has been received.

9.2 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, polling can be conducted via the online platform. Polling can take place in real time with a maximum of four (4) questions per session (unless by prior agreement).

All polling questions must be provided to [Natalie Dass](#) **no later than 12 April 2024**.

Where polling is required, a slide should be included in the presentation displaying the question and all possible answers, along with a QR code (provided by the technical team in advance of the Congress) to allow in-person attendees to vote. The polling functionality will then be activated by the technical host to allow attendees to answer, for around 30 seconds, after which the poll will close and the results will be released and made visible to the audience at the request of the speaker/chair as appropriate. This functionality can be tested during technical rehearsal.

9.3 Session Evaluation

It is permitted to distribute printed evaluation forms within session rooms, however in the interest of the environment, we encourage companies to use one of our online options to gather feedback. Where printed forms are provided, 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:** This option allows you to provide up to 10 questions in a word document. A form using these questions will be built 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 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 give feedback via their mobile devices.

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

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

All questions should be provided to [Natalie Dass](#) **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. 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 are welcome to include a QR code (provided by you) in your presentation slides to direct delegates to it, as well as having it embedded into 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.

9.4 Lead retrieval

Lead retrieval functionality can be booked to gather details of in-person attendees and/or online attendees (dependent on package booked). All lead retrieval bookings must be made via [Natalie Dass](#).

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 a Mini-satellite are 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). Additional devices can be hired at additional cost. Alternatively, a license can be purchased for download to personal iOS devices (software not compatible with Android) – one license per device.

9.4.1 In-person lead retrieval

In order to obtain the contact details of delegates attending your session in person, you can purchase the on-site lead retrieval package. One (1) iOS device is included in each separate in person lead retrieval booking. Depending on the expected number of participants and the number of entrances to the symposium, additional devices can be hired at additional cost. Alternatively, a license can be purchased for download to personal iOS devices (software not compatible with Android) – one license per device. 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

9.4.2 Online lead retrieval

Details of attendees viewing the session online (either via live stream or On Demand, if purchased) can be gathered using the online lead retrieval function. This appears as a 'pop up' when delegates click to view the session, which asks them to either opt in or opt out of 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

9.5 Digital chair table/lectern branding

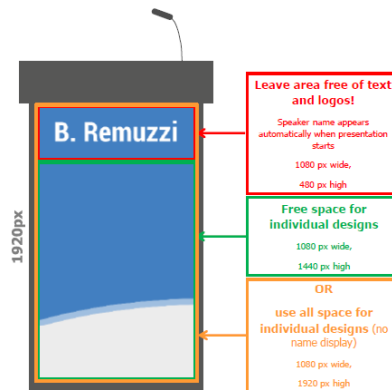
All session rooms at ECE 2024 will be equipped with two (2) digital chair tables (max. 4 speakers) and one (1) digital lectern. These will display ECE 2024 branding throughout the Congress, along with speaker names. Should you wish to display your own company branding on the digital displays during your satellite symposium or Mini-satellite, this can be enabled (additional costs apply). Digital branding can be viewed during technical rehearsals if required.

Details of how to supply your company branding are as follows:

9.5.1 Digital lectern branding

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



All branding files should be provided to [Natalie Dass](#) **no later than 12 April 2024**.

9.5.2 Digital chair table branding

The digital chair 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. Where there are fewer than four speakers, the screen will show the company branding without a name:



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
- All branding files should be provided to [Natalie Dass](#) **no later than 12 April 2024**.

9.6 Filming/Recording (including details about ESE On Demand)

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.

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). Where applicable, remote speakers and pre-recorded presentations 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, 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 session, all recordings must be done by M Events.

9.6.1 ESE On Demand

Where an On Demand option has been purchased, the session recording via the congress platform backend will be available **from the 16 May 2024 at the latest**. After content approval from the session sponsor (please see below regarding content review for compliance purposes), content will remain on ESE On Demand indefinitely after ECE 2024 (available to registered delegates only for 60 days post-congress and for ESE Members who registered for ECE 2024 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 [Natalie Dass](#).

9.6.2 Reviewing of recorded content for compliance purposes

The convenor can review the content and download the session recording via the congress platform backend. A file download will not be provided. Should you require any edits to be made in this instance, additional costs will apply, quoted on a case-by-case basis.

9.6.3 Edits to recorded content (MP4 file download purchases only)

Where an ESE On Demand upload or an MP4 file download have been purchased, session convenors will be able to make basic edits (setting jump marks, cutting session starts and endings) within the Congress platform, as well as being able to download and upload the session recordings by themselves via the congress platform backend (instructions will follow as soon as available). Additional edits can be requested but will incur additional fees, quoted on a case-by-case basis. Alternatively, the sponsor is permitted to make their own edits and upload a final file to ESE On Demand.

Please note that it will only be possible for sponsors to make their own edits if it is purchased. **Please note** that we aim to have all On Demand content published on the On Demand platform **by 30 May 2024**, to tie in with post-Congress promotional activities.

10. Optional additions – general

10.1 Catering

Catering can be provided outside the session 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 scheduled breaks. Should you wish to provide separate catering for delegates attending your session, 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. Catering can be booked by emailing the venue supplier: ece.catering@massrestauranger.se

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 2024**.

10.2 Hostesses

Satellite symposium bookings include the provision of two (2) English-speaking hostesses, while Mini-satellite bookings include provision of one (1) English-speaking hostess. All hostesses will be briefed to ensure that 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 michelle.lindberg@stockholmsmassan.se.

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

Hostess bookings should be made **no later than 29 March 2024**.

11. Room access and registration

11.1 Registration and Passes

There are three types of registration available to ECE 2024 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 in full](#) and returning it to [Natalie Dass](#) **no later than 25 April 2024**. Late submission of registration forms, or submission of incomplete forms, may result in a delay in processing, meaning delegates may not receive some pre-Congress emails.

Sponsors wishing to purchase additional passes can do this via the ECE 2024 [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 areas (including registration) **only**. 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.

11.1.2 Full registration (includes in-person access to ECE in Stockholm and online to 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).

11.1.3 ECE@Home registration – intended for company representatives (usually medics) who will not attend the Congress in person but wish to view [selected 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 view session recordings (normally uploaded 1-2 hours after the session ends). 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 agreed to this.

11.2 Registration entitlements

Complimentary registrations are available based on support level as follows:

Registration type	Supporter	Bronze	Silver	Gold
Exhibition Only	2	5	10	15

Full registration to ECE in Stockholm and ESE On Demand	2	3	4	5
Full Registration for ECE@Home	0	2	4	6

In addition to these entitlements, **ESE Corporate Membership** includes complimentary registrations for ECE as follows:

- ESE Premium Corporate Members: 2 Full Congress registrations,
- ESE Corporate Members: 1 Full Congress registration.

Contact [Natalie Dass](#) if you would like to find out more about ESE's Corporate Membership scheme.

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

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

If your session speaker intends to attend the Congress on the day of your session only, please contact [Natalie Dass](#) to discuss the availability of Day Delegate passes.

11.2.1 Satellite only passes – NOT INTENDED FOR SPEAKERS

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

- Access to the session room for one (1) 30 minute technical rehearsal of the satellite symposium or one (1) 15 minute technical rehearsal of the Mini-satellite, on or before the day of the session (rehearsal schedule to be agreed and is dependent on room availability)
- Access to the session room a minimum of 10 minutes prior to the session start time for satellite symposia, or 5 minutes prior to the session start time for Mini-satellites
- Access to the session room for the duration of the session
- Access to the 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 or Mini-satellite 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).

11.3 Set up and break down

Access can be provided to the session room a minimum of 10 minutes prior to the satellite symposium start time, or 5 minutes prior to the Mini-satellite start time (in some instances, earlier set up times may be possible depending on the scientific programme – please contact [Natalie Dass](#) 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 at least 5 minutes prior to the following session to allow you to remove any items related to your session. **Please note:** All printed materials and evaluation forms related to your session must be removed. Failure to do so may result in a charge being applied for clearing of the room.

Any changes to electronic top table and lectern branding will be managed by M Events.

11.4 Rehearsals

Each satellite symposium 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. Each Mini-satellite package includes provision for one (1) 15-minute technical rehearsal prior to the session time, in the room in which the session takes place.

The rehearsal schedule is dependent on the room access requirements of the scientific programme therefore it may not be possible to accommodate exact time/date requests.

Rehearsals must be booked via [Natalie Dass](#) **no later than 12 April 2024**. 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 2024 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.

12. Marketing

There are a number of marketing opportunities available at ECE 2024. Any extra activity you wish to carry out must comply with our guidelines regarding content and logo usage, as well as with the EFPIA Code of Conduct. Please feel free to contact [Natalie Dass](#) 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
Satellite symposia (<u>not</u> Mini-satellites, unless purchased separately)	Pre-Congress promotional email	Pre-Congress	Content and design provided by sponsor. One email issued by ESE, one week before Congress.
All	ECE 2024 website	Pre-Congress	Satellite symposium/Mini-satellite agenda posted to ECE 2024 website, in a section dedicated to industry sessions, in advance of Congress.
All	Banners and signage	On site (in person)	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 for 15 minutes prior to 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.

Satellite symposia (not Mini-satellites, unless purchased separately)	Congress e-Bag (12.3.2)	On site (in person and online)	Satellite symposium 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.
ESE On Demand bookings only	Post-Congress promotional 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 2024
- Please ensure that all advertisements, invitations or mailings relating to your symposium clearly state the following text (or similar): ‘A [*insert company name*] sponsored 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 2024 logo or the ESE logo on any marketing materials connected to the session.**

12.2 Advance Marketing

12.2.1 Promotional emails - IMPORTANT SUBMISSION INFORMATION

The ECE 2024 Organisers will distribute one (1) pre-congress email invitation on behalf of satellite symposium sponsors only (not included with Mini-satellite sessions, but can be purchased separately if required), to all registered delegates who have opted into the following marketing preferences:

- Updates on ECE 2024 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 2024 Organisers and then uploaded into a format approved by you, therefore please submit all email content **as specified below, no later than 21 March 2024.**

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 [Natalie Dass](#) should you wish to find out more about this.

PLEASE NOTE: Failure to adhere to the submission deadlines provided and in the format required 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 2024: [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 therefore ensure that key information such as your session 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 | ece2024@endocrinology.org*

This email contains a message from [INSERT SPONSOR NAME] regarding their satellite at ECE 2024. 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 into 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 2024 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 [Natalie Dass](#). Please ensure all image names match the labels in the HTML.

A JPEG or PDF should be provided of the email in its correct state as a reference for the source code loading process. The deadlines for email invitation content have been set out to enable enough time for emails to be effectively tested and to ensure that the content of the emails does not break European advertising laws.

Please ensure that all deadline dates are added to your calendars, as delays to these deadlines may limit our ability to launch your email to the necessary timelines or, in cases of extreme delay in receipt of content, we may be unable to fulfil this part of your satellite package.

If you are working with an external agency to produce these emails and are not in a position to make edits directly to the HTML of the emails (in the event of issues with the HTML or its content), **please can the relevant agency contact details be passed to us** before sending of the HTML.

Please clearly identify the person responsible for sign off of the final email.

Supplying the email HTML code

All emails need to be provided to us in the following file formats: .html or .txt

If the supplied email is not in this file type, we will be unable to launch the email. Any delays in providing this file type may limit our ability to launch your email to the necessary timelines.

The ECE 2024 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.

Data and reporting

The ECE 2024 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 2024 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 2024 Website

All session agendas will be posted to the ECE 2024 website in a section dedicated to sponsored sessions.

Should you require sight of your session listing on the congress website for approval, prior to this being made live, please inform [Natalie Dass](#).

Please note that the ECE 2024 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 promotion

12.3.1 Banners and signage

Satellite symposium and Mini-satellite 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. We encourage you to consider the environment when sourcing your banners and use recyclable materials where possible.

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 2024 Team on site) on the day of the session. For morning sessions, this can be placed 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 session 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 5-10 minutes prior to the session start time, once the previous session has finished. Electronic chair table and lectern branding (if booked) will be managed by M Events and will be in place ready for the start of your session.

12.3.1d Exhibit booth banner

If you have an exhibition booth at ECE 2024, you may promote your session 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. Companies without an exhibit booth are not permitted to advertise their sessions in any general spaces of the Congress venue.

All promotional banners and signage must be removed from the registration hall and session room as soon as the session 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 2024, we will again be implementing the Congress e-Bag. The Congress e-Bag will be hosted within the congress platform and will contain key Congress information such as the online Abstract book and Meet the Expert Handbook. All content (PDFs, videos, images, links) 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. Mini-satellite sessions do not include a Congress e-Bag item and this will need to be purchased separately if required).

Once on site, the **Congress e-Bag Wall** will sit in the exhibition hall. This 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 hosted 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 made accessible to registered delegates or, alternatively, can be provided as a link to a sponsor website or externally 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 2024.** Items received after this time cannot be guaranteed to appear on the Congress e-Bag wall in the venue but it may still be possible to add them to the online Congress e-Bag.

12.4 Post event Marketing

12.4.1 Promotional emails (only available for ESE On Demand bookings)

Following the close of ECE 2024, the scientific sessions will be made available online via the Congress platform and then via ESE On Demand. Where an ESE On Demand upload has been purchased, this includes the opportunity for the sponsoring company to send an email (via the Congress organiser) to promote availability of their session recording to registered delegates.

Content must be submitted to [Natalie Dass](#) no later than 10 working days prior to the required send date and all post-Congress emails should 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](#).

13. About the Venue

8.1 Venue Address

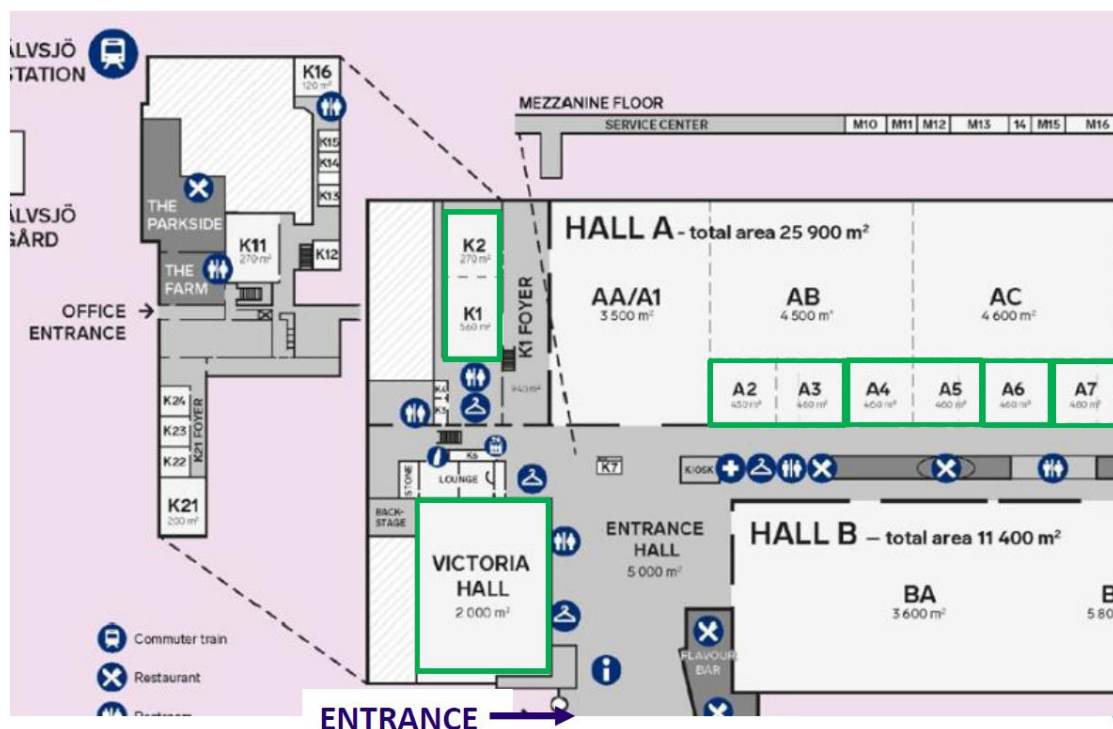
Stockholmsmässan
Mässvägen 1, 125 80 Stockholm, Sweden

13.2 How to get there

The Congress venue is situated adjacent to Älvsjö station which is serviced by the commuter train from Central Stockholm station. For more transport information and links [click here](#).

13.3 Venue layout

ECE 2024 will take place in Victoria Hall, Hall A, Hall K and the surrounding meeting rooms. Entry to the Congress is via the main venue Entrance Hall, where Registration will be located and will be clearly signposted from Älvsjö station. Once badges have been collected (either from the self-service machines or the staffed registration desk) a cloakroom is available within the registration area. The Victoria Hall (main plenary space) can be accessed directly from the registration hall, while session rooms A2-A7 can be accessed from the foyer area or directly from the exhibition hall. Rooms K1-K2 are accessed via a small foyer adjacent to the exhibition hall and various meeting rooms are accessible on the first floor. The Speaker Preview Room will be located off the Registration Hall and will be clearly signposted.



13.3.1 Exhibition Floor plan (subject to change – correct at 31 October 2023)



13.4 Session rooms

Satellite symposia

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:

- **Victoria Hall:** Capacity 2,000, tiered seating
- **K1 & K2 (combined):** Capacity 879, tiered seating
- **A2-A3 (combined):** Capacity 800, flat seating
- **A4-A5 (combined):** Capacity 800, flat seating
- **A6:** Capacity 430, flat seating
- **A7:** Capacity 430, flat seating

Mini-satellites

Mini-satellite sponsors have a choice of two (2) rooms in which to hold their session, as follows:

- **A6:** Capacity 430, flat seating
- **A7:** Capacity 430, flat seating

14. Compliance

Please Note: It is the sponsoring company’s responsibility to comply with all relevant regulations when delivering content for satellite symposia and Mini-satellites. 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 2024.

15. Cancellation of Contracts and Agreements

Refer to ECE 2024 Sponsorship Contract.