



European Society
of Endocrinology

ECE 2024

26th European Congress of Endocrinology

11-14 MAY 2024, Stockholm, Sweden



Technical Manual

ECE Hub sessions

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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.

With the ongoing success of the ECE Hubs, which provide companies with a more intimate, interactive setting than a full satellite symposium, we have retained this 30-minute session option, with sessions taking place in our purpose-built Hubs within the exhibition hall. 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 but who may not be ready to step up to a full satellite symposium. Mini-satellites will run alongside ECE Hub sessions, and more information about these sessions can be found in the Satellite symposia and Mini-satellite technical manual on the [ECE website](#). 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 ECE Hub session. Session 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 available to enhance your ECE Hub session – 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 online 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
Catering	You may provide catering at your session if you wish, however please note that ECE Hub sessions take place during the scheduled Congress refreshment breaks therefore tea and coffee will be available for delegates within the exhibition hall, close to the ECE Hubs. All catering must be provided by the designated venue caterer.
Hostesses	All ECE Hub bookings include one English-speaking hostess. Additional hostesses can be booked via the venue supplier.
Additional rehearsals	Each ECE Hub package includes one (1) 15-minute rehearsal. Additional rehearsal time can be booked, subject to availability, but will be charged.
Session-only passes	Each ECE Hub 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 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 ECE Hub agenda, for review and approval by the ECE 2024

Deadline	Item	Sent by	Sent to (if applicable)	Format	Important information
					Programme Organising Committee (POC). NOTE: Speakers should not be confirmed until the POC 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 (if purchased or part of sponsorship – ECE Hub packages do not include a Congress e-Bag insert as standard, but this can be purchased at a reduced rate if required)	Sponsor/Agency	Natalie.dass@ese-hormones.org	Email	ECE Hub packages <u>do not</u> include a Congress e-Bag insert as standard, but this can be purchased at a reduced rate if required.
21 March 2024	Pre-Congress HTML Email content submission (not included in package – available at additional cost)	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 (if purchased or part of sponsorship – ECE Hub packages do not include a Congress e-Bag insert as standard, but this can be purchased at a reduced rate if required)	Sponsor/Agency	Natalie.dass@ese-hormones.org	Email	ECE Hub packages <u>do not</u> include a Congress e-Bag insert as standard, but this can be purchased at a reduced rate if required.
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.kholmsmassan.se	Email	ECE Hub packages include one (1) hostess. Additional hostesses can be requested

Deadline	Item	Sent by	Sent to (if applicable)	Format	Important information
					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 times will depend on technician and Hub availability.
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.
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 – note that ECE Hub sessions take place during scheduled refreshment breaks where congress catering will be provided.
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		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

Deadline	Item	Sent by	Sent to (if applicable)	Format	Important information
					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. ECE Hub Session slots

ECE Hub session slots are allocated based on a priority order based on ESE Corporate Membership level, followed by level of ECE sponsorship. We try as far as possible to allocate based on sponsor preference, and to avoid scheduling sessions with similar topics/audiences at the same time.

There are up to 12 ECE Hub slots available across Sunday 12 May, Monday 13 May and Tuesday 14 May 2024, with a maximum of two ECE Hub sessions and two Mini-satellite sessions running concurrently. Sessions will last for 30 minutes and will take place at the following times (all times are listed in CEST):

Sunday 12 May	09:45-10:15 and 16:25-16:55
Monday 13 May	09:45-10:15 and 18:05-18:35
Tuesday 14 May	10:45-11:15 and 13:40-14:10*

*time may be subject to minimal changes – where changes are required, affected sponsors will be informed as soon as possible

7. ECE Hub structure, capacity and AV

There will be two ECE Hubs at ECE 2024, numbered Hub 1 and Hub 2. Both are located in the exhibition hall, close to session rooms A6 and A7 where concurrent Mini-satellites will take place.

The Hub structures will be purpose-built, with a total size of 100sqm and seating for around 100 delegates to. The areas will be carpeted and branded with the ECE 2024 Congress design and colour scheme. Should there be an overall ECE Hub sponsor(s), acknowledgement of that sponsorship including the sponsor logo will be incorporated into the Hub design. The sponsor may also be permitted to include specific fixed branding related to their activities on the Hub structure. Where this is the case, the design will be situated to avoid it appearing on individual session sponsors' video recordings or live streamed content.

Given the location of the ECE Hubs within the exhibition hall, and to reduce the potential impact of background noise, this year we will be implementing a system to allow session attendees to use their own devices and headphones to connect to a channel where they can listen to the speaker without interruption.

More information about this system will be made available in due course, and ECE Hub hostesses will be briefed to support delegates in connecting to the session audio.

8. Agenda preparation and approval

All ECE Hub session topic/speaker proposals should be submitted for review by the Programme Organising Committee (POC) **no later than 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:

- Title/topic (plus any proposed talk titles, if different)
- Date of session
- Speaker(s) name and affiliation (including city and country)

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

POC feedback on initial proposals will be returned no later than 11 February 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 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** (plus any proposed talk titles, if different)
2. Date of session
3. Speaker(s) name and affiliation (including city and country)

8.1 Compliance

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

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

8.2 Speaker engagement

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

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

ESE On Demand (www.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 ECE Hub 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.

8.3 Presentation format and Technical specifications

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

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

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.

The ECE Hubs include the following equipment as standard:

- One (1) standard lectern including:
 - Presentation laptop
 - Clicker
 - Fixed microphone
 - Fixed printed Congress branding
- One (1) microphone on stand for audience Q&A
- LCD screen

- AV technician

9. ECE Hub provider entitlements

Each ECE Hub session includes the following basic entitlements:

- Access to the allocated ECE Hub space for a minimum of 40 minutes (30 minutes presentation, plus 5 minutes set up, 5 minutes set down)
- AV technical support
- One (1) English speaking hostess
- Access to the speaker preview room during the Congress for presentation upload and preview
- One (1) 15 minute technical rehearsal in the allocated ECE Hub space, including AV technician (schedule subject to Hub and technician availability)
- One (1) standard lectern including:
 - Presentation laptop
 - Clicker
 - Fixed microphone
 - Fixed printed Congress branding
- Publishing of the ECE Hub programme in the ECE 2024 printed programme, on a dedicated ECE Hub session Congress e-Bag insert, and in a dedicated Industry section and on the Congress website
- Inclusion of the ECE Hub programme in a minimum of one (1) combined email alongside details of all ECE Hub sessions and Mini-satellites, sent to all delegates who have opted in to receive ECE 2024 programme updates and/or industry news and promotional messages.
- Permission to display one (1) promotional banner (max. 1.5m x 2.5m) adjacent to the allocated ECE Hub entrance as follows:
 - For morning/lunchtime sessions - from the end of the final refreshment break on the day before the ECE Hub session
 - For afternoon/evening sessions – from the end of the morning refreshment break on the day of the ECE Hub session

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

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

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

10. Optional additions – technical

10.1 Live streaming and online Q&A

Each ECE Hub includes one microphone on a stand which can be used by in-person attendees. For live-streamed sessions, questions can also be submitted online by delegates viewing the session remotely, via the online event platform. These will be sent through to a device on the lectern so that the speaker can view and answer them live.

Should you prefer that the online Q&A element is switched off so that only delegates in the Hub can ask questions, this can be done on request.

10.1.1 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.

10.2 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 ECE Hub in the 5 minutes directly **before** the scheduled session start time (e.g. if the session commences at 09:45, the video will begin at 09:40).

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.

10.3 Live Voting/polling

Informal polling can take place in-Hub (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.

10.4 Session Evaluation

It is permitted to distribute printed evaluation forms within the ECE Hubs, 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 2024**.

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.

10.5 Lead retrieval

Lead retrieval functionality can be booked to gather details of in-person attendees and/or online attendees.

Important note: To collect lead retrieval data for both online and in-person attendees, a combined lead retrieval package is required. Online lead retrieval must be purchased per 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. Additional devices can be hired. Alternatively, a license can be purchased for download to personal iOS devices (not compatible with Android) – one license per device.

10.5.1 In-person lead retrieval

In order to obtain the contact details of delegates attending your session in person, you can purchase an in-person lead retrieval package. One (1) iOS device is included in each separate in person lead retrieval booking. 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

10.5.2 Online lead retrieval

Details of attendees viewing the session online 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/organisation
- Email address

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

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

Filming will be carried out by our AV partners, M Events, and will include all audio (including questions asked via audience microphones during the Q&A).

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.

10.6.1 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](#).

10.6.2 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.

10.6.3 Edits to recorded content

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.

11. Optional additions – general

11.1 Catering

Catering can be provided adjacent to the ECE Hub if desired, however please note that the ECE Hub sessions take place during the scheduled refreshment breaks, therefore refreshments will be available to delegates. Food consumption is permitted in the ECE Hubs.

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

All catering bookings should be made **no later than 12 April 2024**.

11.2 Hostesses

ECE Hub session bookings include provision of one (1) English-speaking hostess. All hostesses will be briefed to support the facilitation of your session. You may request that your hostess also supports you with reasonable tasks such as badge scanning/checking or distribution of materials (e.g. evaluation forms).

Your included hostess will be available at the ECE Hub from 10 minutes prior to the session start time, until the end of the session. Should you wish to book additional hostesses or have hostesses available for a longer period either side of your session (e.g. in order to brief them on more specific requirements), you can make bookings via michelle.lindberg@stockholmsmassan.se.

Please be aware that the included hostess will be undertaking other Congress duties 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**.

12. Access and registration

12.1 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:

12.1.1 Exhibition Only – intended for exhibit booth staff

This pass allows access to the Exhibition areas (including ECE Hubs) **only**. If a sponsor has booked a hospitality/ meeting room the Exhibition Only pass will also 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 posters and catering.

12.1.2 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).

12.1.3 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.

12.2 Registration entitlements

Complimentary registrations are available based on Congress sponsorship 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

Additional exhibitor passes may also be included based on purchased exhibition space – please refer to the exhibitor manual (available January 2024) or contact [Natalie Dass](#) for information.

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 Congress venue 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.

12.2.1 Session only passes – NOT INTENDED FOR SPEAKERS

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

- Access to the ECE Hub for one (1) 15 minute technical rehearsal of the session, on or before the day of the session (rehearsal schedule to be agreed and is dependent on availability)
- Access to the ECE Hub a minimum of 5 minutes prior to the session start time
- Access to the ECE Hub for the duration of the session
- Access to the ECE Hub 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

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

Session 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).

12.3 Set up & break down

Access can be provided to the allocated ECE Hub a minimum of 10 minutes prior to the session start time (in some instances, earlier set up times may be possible depending on the scientific programme – please contact [Natalie Dass](#) to discuss).

Following the session, there will be a minimum of 5 minutes to allow you to remove any items related to your session.

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

12.4 Rehearsals

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

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

Rehearsals must be booked via [Natalie Dass](#) **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.

13. Branding

All ECE Hubs will be branded with the ECE 2024 fixed congress branding. Lecterns will also display this branding and it will not be possible to alter this. The display screen background will also display the ECE 2024 branding.

14. 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.

14.1 Summary of marketing activity

Activity (Item number)	Pre-event/On site/Post-event	Details
Individual session Pre-Congress email (only available if purchased separately, not included in ECE Hub packages)	Pre-event	If purchased, session sponsors can produce an email to advertise the ECE Hub session which will be sent to registered delegates ahead of the Congress. See email guidelines for details.
1 x combined pre congress email	Pre-event	Content (agenda) provided by sponsor and incorporated into a combined email, displaying details of all ECE Hub and Mini-satellite sessions. To be issued in the week leading up to the congress.
ECE 2024 website	Pre-event	ECE Hub session agenda posted to ECE 2024 website in advance of congress
Industry Spotlight email (Gold sponsors only)	Pre-event	For ECE Gold sponsors, session details will be included in an industry spotlight email which is developed and issued by the Congress team in advance of the Congress
Banners and signage	On site	Sponsors can produce and display one (1) banner next to the allocated ECE Hub entrance (see above for related restrictions). Additional banners can be placed on the sponsor's exhibition booth as desired
Post-congress promotional email (ESE On Demand packages only)	Post-event	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 session is only open to healthcare professionals who are registered for ECE 2024
- Please ensure that all advertisements, invitations or mailings relating to your session clearly state the following text (or similar): *'A [insert company name] sponsored ECE Hub session'*

If required, it is the responsibility of the sponsor to provide participants with a record of participation. **It is NOT permitted to use the ECE 2024 logo or the ESE logo on any marketing materials connected to the session.**

14.2 Advance Marketing

14.2.1 Promotional emails (PURCHASED ONLY – not included in ECE Hub package)

IMPORTANT SUBMISSION INFORMATION

ECE Hub session sponsors have the option to purchase an individual email to promote their session. The ECE 2024 Organisers will distribute this on behalf of the session sponsor, 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 within the week before the session.

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](#).

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] ECE Hub 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 ECE Hub session 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 issue your email.

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.

14.2.2 ECE Hub combined promotional email

The ECE 2024 Organisers will distribute one (1) email to promote all ECE Hub sessions. This email will be developed by the Congress organisers and sent to all registered delegates who have opted in to the following marketing preferences:

- Updates on ECE 2024 Programme
- Industry News and promotional messages from the European Society of Endocrinology's sponsors

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

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

Data and Reporting

The ECE 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 emails. 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 the ECE Hub promotional email. Email open and click rates are available upon request.

14.2.2 ECE 2024 Website

All ECE Hub 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.

14.3 On site promotion

14.3.1 Banners and signage

ECE Hub session sponsors are permitted to display promotional banners on the day of their session as per the rules detailed [in Section 8](#) above.

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

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

14.3.1a ECE Hub entrance banner (external)

One (1) banner may be displayed at the entrance to the allocated ECE Hub as follows:

- For morning/lunchtime sessions - from the end of the final refreshment break on the day before the ECE Hub session
- For afternoon/evening sessions – from the end of the morning refreshment break on the day of the ECE Hub session

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

Banners must be removed immediately following the end of the session. Failure to remove the banner may result in disposal charges being passed to the sponsoring company.

14.3.1b Exhibit booth banner

If you have an exhibition booth at ECE 2024, you may promote your ECE Hub session from your booth through the use of banners and flyers, throughout the Congress. Banners must remain within the footprint of your stand and cannot be placed in or across aisles and walkways.

14.3.2 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 a page within the Congress platform which contains promotional files (PDFs, videos, images, links) and will be accessible to all registered delegates, whether they are attending in person or online. ECE Hub session packages do not include a Congress e-Bag item however some sponsors have the opportunity to include a promotional item(s) in the Congress e-Bag as part of their sponsorship package. Alternatively, Congress e-Bag items can be purchased separately. Please see below for details of Congress e-Bag entitlements based on sponsorship level.

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

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

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

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

Congress e-Bag content must be received **no later than 12 April 2024**. 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.

14.3.2a Congress e-Bag entitlements

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

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

14.4 Post event Marketing

14.4.1 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, following the [above guidelines](#), 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](#).

15. About the Venue

ECE 2024 will take place at [Stockholmsmässan](#) in Stockholm, Sweden.

15.1 Venue Address

Stockholmsmässan
Mässvägen 1, 125 80 Stockholm, Sweden

15.2 How to get there

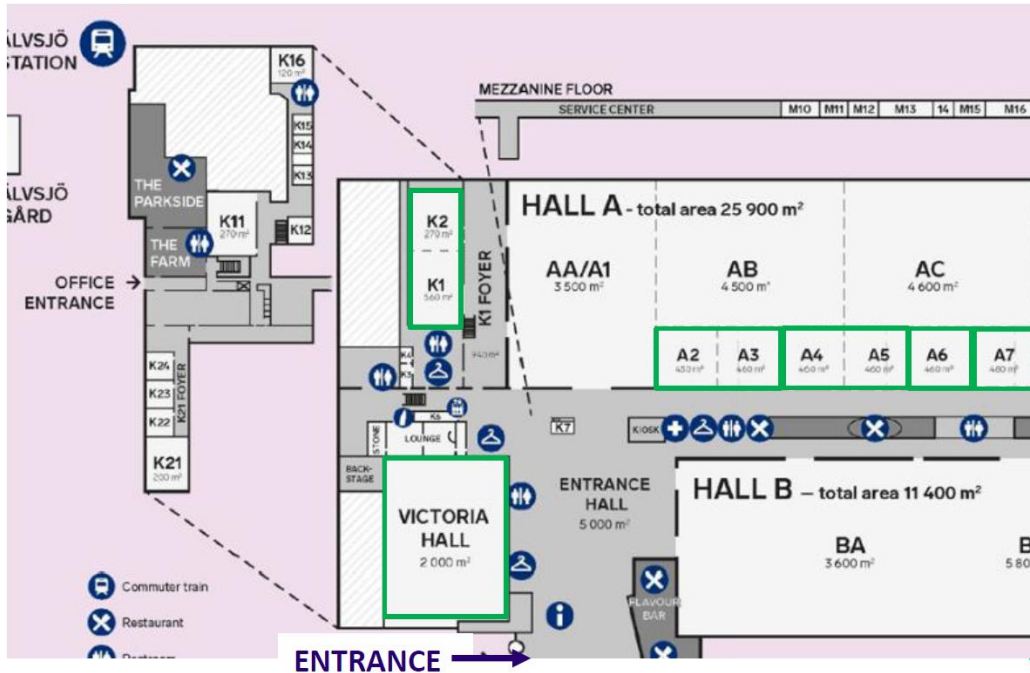
The Congress venue is situated adjacent to Älvsjö station which is serviced by the commuter train from Central Stockholm station. For more transport information and links [click here](#).

15.3 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 (not the East Entrance) 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 is accessed via a small foyer adjacent to the exhibition hall and various meeting rooms are accessible on the first floor.

The ECE Hubs are situated in the main exhibition hall, close to session room A7.

The Speaker Preview Room will be located off the Registration Hall and will be clearly signposted.



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



Exhibition Plan



16. 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.

17. Cancellation of Contracts and Agreements

Refer to ECE 2024 Supporter Contract.