

# Industry Sponsored Sessions Manual

ean  
congress

7<sup>th</sup> Congress of the  
European Academy  
of Neurology

virtual  
2021

June 19 – 22



[www.ean.org/vienna2021](http://www.ean.org/vienna2021)  
#ean2021   

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## Welcome

Dear industry partner,

Thank you for participating at the 7<sup>th</sup> Congress of the European Academy of Neurology.

This Industry Sponsored Session manual will guide you in the necessary steps of your participation as a sponsor at the EAN Congress 2021 and will answer all major questions that may arise during the planning of your participation.

Beside basic information and regulations referring to Industry Sponsored Sessions, you will find the contact details of our exclusive suppliers as well as other major contractors that are at your disposal for any requests.

Please read this document carefully and share it with the necessary colleagues and agencies involved in the organisation of your EAN Congress 2021 activities.

Observation of the deadlines marked on page 6 guarantees the best possible service by all contractors involved and avoids surcharges. To ensure a successful participation at the EAN Congress 2021, we will not be able to deviate from these deadlines.

If you need further assistance, our team will be happy to support you in your preparation for the EAN Congress 2021. Please find all relevant contact details on the following page.

For any further information about the 7<sup>th</sup> Congress of the European Academy of Neurology please visit the congress website [www.ean.org/congress2021/](http://www.ean.org/congress2021/).

We look forward to working closely with you over the upcoming months to a successful EAN Congress 2021.

With best regards,

EAN Industry Liaison Department

## Important Addresses

### Industry Liaison & Technical Production

EAN Head Office  
Elisabeth Starkl  
Peter Hofmann  
Antonia Boesch  
+43 1 889 05 03 28  
[industry@ean.org](mailto:industry@ean.org)

### Hotel

AIM Group International, Vienna Office  
+43 1 402 77 55 0  
[hotel@ean.org](mailto:hotel@ean.org)

### Registration

EAN Head Office  
+43 1 889 05 03  
[registration@ean.org](mailto:registration@ean.org)

### Scientific Programme and Society Administration

EAN Head Office  
+43 1 889 05 03  
[vienna2021@ean.org](mailto:vienna2021@ean.org)  
[www.ean.org/congress2021](http://www.ean.org/congress2021)

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### Congress Venue

Austria Center Venna  
Marion Lueftenegger  
Bruno-Kreisisky-Platz 1/ A-1220 Vienna  
[Marion.Lueftenegger@acv.at](mailto:Marion.Lueftenegger@acv.at)

### Virtual Congress Platform Provider

MEEvents Cross Media GmbH  
JMarquardt Technologies GmbH  
<https://www.eanvirtualcongress.org/>  
[industry@ean.org](mailto:industry@ean.org)

### Technical Supplier for Industry Sponsored Sessions (exclusive provider)

MEEvents Cross Media GmbH  
Lennart Schillhabel  
+49 89 189 65 9329  
[industry@m-events.com](mailto:industry@m-events.com)

### Lead Retrieval & M-anage

JMarquardt Technologies GmbH  
[industry@m-events.com](mailto:industry@m-events.com)

## Important Dates and Deadlines

### 7 April 2021

- “Early registration deadline”

### 20 April 2021

- Submission of technical production details for Industry Sponsored Sessions
- Delivery of inserts as preview .pdf for Congress Packages and all other promotional material artworks

### 3 May 2021

- Deadline for submission of **final** programmes of industry sponsored sessions
- Delivery deadline for high resolution company logos and company descriptions to be included in the congress publications
- Delivery deadline for submission of PDF Invitation for mail blast to pre-registered participants
- Latest acceptance of acceptance of print ready files to our printing partner

### 5 May 2021

- “2<sup>nd</sup> deadline for reduced registration fee”
- Submission of concept for blocking of User Groups to [industry@ean.org](mailto:industry@ean.org)
- Arrival of printed Congress Kit inserts if printed with external supplier
- Submission of concept for blocking of User Groups to [industry@ean.org](mailto:industry@ean.org)

### 27 May 2021

- Individual Livestream Branding artworks submission to [industry@ean.org](mailto:industry@ean.org)
- Live Ticker | Web-Push | Social Media Boosts templates to be submitted to [industry@ean.org](mailto:industry@ean.org)
- Submission of Polling | Entrance/Exit Polling if booked
- Submission of “Show Flow Template” for Industry Sessions to [industry@ean.org](mailto:industry@ean.org)
- Submission of supplements via Group Upload System
- Submission of Individual Evaluation Forms if booked
- Submission of promotional material to be approved by EAN
- **Submission of own produced Pre- Recordings for Industry Sponsored Sessions**

### 15 June 2021

- Industry Network Areas will be published on the Virtual Congress Platform
- Congress Participants have received the Congress Package (first come – first serve; max 4.500)

### 19 - 22 June 2021

- 7<sup>th</sup> Congress of the European Academy of Neurology

## 1. Industry Download Center

Each exhibitor/sponsor will receive a link to the Industry Download Center from [industry@ean.org](mailto:industry@ean.org). With this link you do not need any additional log-in details and you can easily share it with your colleagues, agencies, and service providers that are involved in your participation at the EAN Congress 2021. It will be updated regularly with information and forms essential to your congress participation planning.

It will especially provide the following information:

- Industry Sponsored Session Manual
- Technical Sponsorship Manual
- Information and Order Form for Industry Sponsored Sessions
- Lead Retrieval Information
- Technical Specifications of Sponsorship Items
- Templates for live Tickers, Push Notifications etc.
- Standard Session Evaluation Questionnaire
- Logos and corporate CI

## 2. Industry Sponsored Sessions from A-Z

The industry sponsored programme consists of scientific sessions sponsored by the industry:

### Session Types:

- Satellite Symposia
- 3-Day Satellite Sessions
- Early Bird Satellite Sessions
- Forum Talks

They may be attended by registered congress participants without any extra charges.

Session Rooms	Session Types
<i>Room Oslo</i>	Satellite Symposium
<i>Room Vienna</i>	Satellite Symposium
<i>Room Lisbon</i>	Satellite Symposium
<i>Room Amsterdam</i>	Satellite Symposium
<i>Room Helsinki</i>	3-Day Satellite Session/ Early Bird Satellite Sessions
<i>Room Istanbul</i>	3-Day Satellite Session/ Early Bird Satellite Sessions
<i>Room Budapest</i>	Early Bird Satellite Sessions
<i>Room Seville</i>	Early Bird Satellite Sessions
<i>Scientific Theatre</i>	Forum Talks

### Benefits – Satellite Symposia and 3 Day Satellite Sessions

Standard production and usage of presentation management system	Any changes and requests must be announced to M-events. Additional costs may occur.
Production	Please refer to point 2.11 “Production”.
Content Upload	Please refer to point 2.16 “Group Upload System”.
One Rehearsal slot	Rehearsal Slots will be allocated by M-events. Expected Rehearsal dates 16 – 17 June 2021.
5 free Virtual Congress Registrations	Please refer to point 2.14 “Registration”.
Announcement of the programme in the designated industry section on the congress website and the Virtual Congress Programme	<p>Please refer to point 2.2 “Chair and Speakers”</p> <p><b>Deadlines:</b></p> <p><b>3 May 2021</b> Deadline for submission of final programmes of industry sponsored sessions</p> <p>Send the programmes of your industry sponsored session within deadline to <a href="mailto:industry@ean.org">industry@ean.org</a></p>
Possibility to be part of a joint e-mail blast to our pre-registered delegates	Refer to point 2.9 “Mail blast to pre-registered participants”.
Free electronic advert on “Today’s Symposia Board”	Refer to point 2.4 “Today’s Symposia Board”.

### Benefits – Early Bird Satellite Sessions

Standard production and usage of presentation management system	Any changes and requests must be announced to M-events. Additional costs may occur.
Production	Please refer to point 2.11 “Production”.
Content Upload	Please refer to point 2.16 “Group Upload System”.
One Rehearsal slot	Rehearsal Slots will be allocated by M-events. Expected Rehearsal dates 16 – 17 June 2021.
2 free Virtual Congress Registrations	Please refer to point 2.14 “Registration”.
Announcement of the programme in the designated industry section on the congress website and the Virtual Congress Programme	<p>Please refer to point 2.2 “Chair and Speakers”</p> <p><b>Deadlines:</b></p> <p><b>3 May 2021</b> Deadline for submission of final programmes of industry sponsored sessions</p> <p>Send the programmes of your industry sponsored session within deadline to <a href="mailto:industry@ean.org">industry@ean.org</a></p>
Possibility to be part of a joint e-mail blast to our pre-registered delegates	Refer to point 2.9 “Mail blast to pre-registered participants”.
Free electronic advert on “Today’s Symposia Board”	Refer to point 2.4 “Today’s Symposia Board”.

### Benefits - Forum Talks

Standard production and usage of presentation management system	Any changes and requests must be announced to M-events. Additional costs may occur.
Content Upload	Please refer to point 2.16 "Group Upload System".
1 free Virtual Congress Registrations	Please refer to point 2.14 "Registration".
Announcement of the programme in the designated industry section on the congress website and the Virtual Congress Programme	Please refer to point 2.2 "Chair and Speakers" <b>Deadlines:</b>  <b>3 April 2020</b> Deadline for submission of final programmes of industry sponsored sessions  Send the programmes of your industry sponsored session within deadline to <a href="mailto:industry@ean.org">industry@ean.org</a>
Possibility to be part of a joint e-mail blast to our pre-registered delegates	Refer to point 2.9 "Mail blast to pre-registered participants".
Free electronic advert on "Today's Symposia Board"	Refer to point 2.4 "Today's Symposia Board".

### **2.1. Abstracts**

Abstracts of Industry Sponsored Sessions are not published in the official abstract supplement. Organisers are however free to publish their own symposia supplements. Please refer point 2.16 Group Upload System to upload content as supplement to your livestream.

### **2.2. Chair and Speakers**

Speakers can only participate twice in the industry sponsored programme but only once as chairperson. Members of the EAN Board, the local organising committee or the programme committee must not chair or speak at an industry sponsored session.

The lectures presented during an industry sponsored session underlie the full responsibility of the speakers. Speakers at industry sponsored sessions will have to include a Conflict of Interest statement on the first slide of their presentations.

Approved speakers and co-chairs are to be invited by the sponsoring company, which will also cover their full congress registration fee, hotel accommodation and travel expenses. This also applies without exception to speakers who are a part of the scientific congress programme (i.e. sessions organised by the society).

### **2.3. Company Profile**

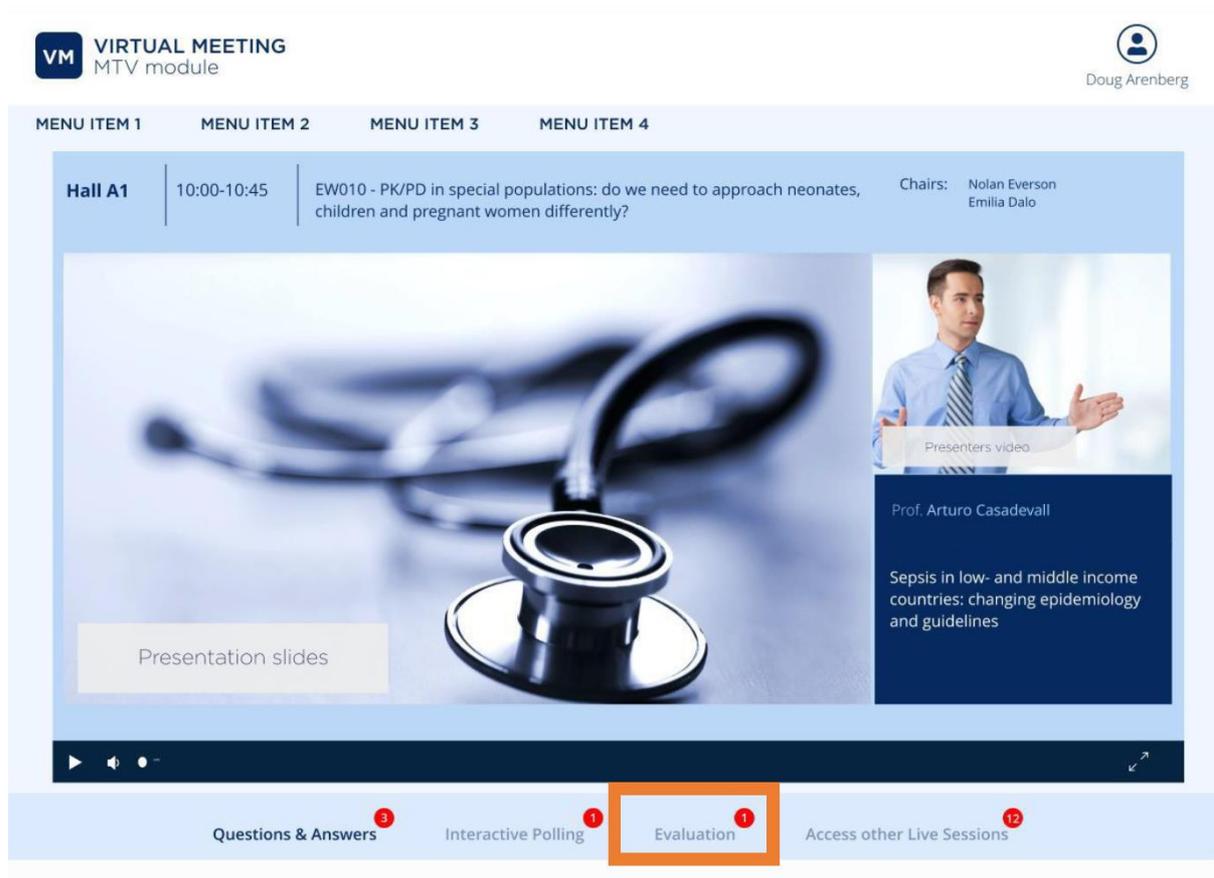
#### **Deadline for submitting**

**3 May 2021**

Each sponsor has the opportunity to publish the company description and the corporate logo on the EAN Congress Website ([www.ean.org/congress2021](http://www.ean.org/congress2021)). The company profile must be sent to [industry@ean.org](mailto:industry@ean.org).

## 2.4. Evaluation Forms

EAN implemented a session evaluation system for the EAN Virtual Congress. EAN participants are used to this system as it is linked to their certificate download. Find here a mock-up of the evaluation “pop-up” in the participants Livestream view:



After a certain “watchtime”, a notification pops up and participants have the opportunity to evaluate the session while they can comfortably continue watching it. For sponsors there are two possibilities to receive feedback from the audience via:

### 2.4.1. Standard Evaluation Forms

This type of Evaluation Form for Industry Sponsored Sessions is the standard questionnaire EAN uses for its session. Please find a template of the evaluation form [here](#) or in the Industry Download Center.

### 2.4.2. Individual Evaluation Forms

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This type of Evaluation Form allows each sponsor to provide up to 10 questions of three different question types within the Virtual Congress Platform. The results will be shared in an excel export. A company logo can be included if provided. The following three question types are available:

- Single/Multiple Choice
- Full Text entry
- Ratings

Below an example of the participants view:

**EVALUATION FORM**

**Helsinki: Testsession 2**

---

Date: Wednesday, 20.04, 2020, 16:00 - 17:00

My major professional activity at present is:

- Clinical Practice
- Academic/Research
- Administration
- Other

	above	on target	below	no answer
<b>Matthias Testa (Test Talk 2)</b>				
Greater understanding of the topic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relevant for my practice?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of slides	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Speaker was able to attract my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	above	on target	below	no answer
Would you recommend this session to your colleagues?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Was the information provided overall free of commercial bias?

- Yes
- No (please provide more information in the comments section)

Comments and suggestions for future courses/topics:

## 2.5. Individual Livestream Branding

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The content (session title, session room name, chair names, speaker name and presentation title etc.) as well as PPT and speaker photo will be inserted automatically from the system and always be placed overlaying your background design (light blue area with orange frame in the example beside).

These items cannot be modified or removed. Background design will be visible during the entire session (during presentations, discussions, speaker change etc.).

Requirements:

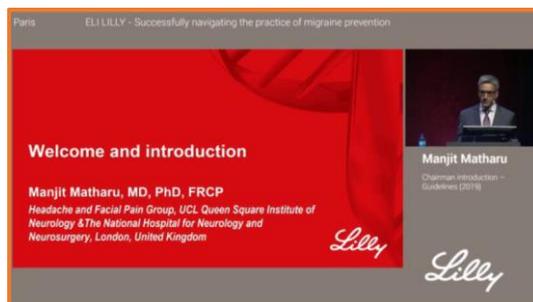
- Please provide 1 background image (PNG, JPEG) in 96 dpi with 1920 px wide and 1080 px high (for 16:9 projection format) until 2 weeks prior to the congress.
- All designs to be provided by the company until 27 May 2021 directly via the Group Upload System.

### Remark:

- If the pre-recordings are not recorded via the specified EAN way or the session will not be a live session using the default presentation management system and an own produced PIP pre-recording including camera video is submitted, this pre-recording will be shown in full screen and the individual background will only be visible between, before and after the presentations and not during the presentations.

### Examples:

Individual session branding (brown area) during presentation in PIP view if default EAN setting will be used. If Pre-Recording in PIP view will be delivered, the prerecording will be shown in full screen mode.



Individual Session branding (M Events graphic) during agenda view before 1<sup>st</sup> presentation will start or before the chair welcome starts. Session details will be overlaid automatically from the Presentation Management System



## 2.6. “Today’s Symposia & Sessions” on the Industry Information Wall

Today’s Symposia Banner is provided by EAN. The Board is filled with information as provided via the Final Programme submission. The Today’s Symposia Board will be separated from the Virtual Industry Information Wall and link to a dedicated overview page gathering all Industry Sponsored Sessions to be filtered per day and/or topic. Preliminary Design of Today’s Symposia Board:

**TODAY'S SYMPOSIA BOARD**

09:00 – 10:00  
Full Company Dummy Name GmbH  
EW010 - PK/PD in special populations: do we need to approach neonates, children and pregnant women differently?

11:00 – 12:00  
Full Company Dummy Name GmbH  
EW010 - PK/PD in special populations: do we need to approach neonates, children and pregnant women differently?

13:00 – 14:00  
Full Company Dummy Name GmbH  
EW010 - PK/PD in special populations: do we need to approach neonates, children and pregnant women differently?

15:00 – 16:00  
Full Company Dummy Name GmbH  
EW010 - PK/PD in special populations: do we need to approach neonates, children and pregnant women differently?

17:00 – 18:00  
Full Company Dummy Name GmbH  
EW010 - PK/PD in special populations: do we need to approach neonates, children and pregnant women differently?

Find more Symposias here: [Go to Symposia Wall](#)

## 2.7. Liability

The Industry shall ensure it is compliant with all national, international regulations

- EFPIA (European Federation of Pharmaceuticals Industries & Associations) [www.efpia.org](http://www.efpia.org)
- IFPMA (International Federation of Pharmaceutical Manufacturers & Associations) [www.ifpma.org](http://www.ifpma.org)
- MedTech Europe (alliance of EDMA and Eucomed) [www.medtecheurope.org](http://www.medtecheurope.org)
- Code of Practice on the Promotion of Medicines
- Any other that was not mentioned in this list.

## 2.8. Link to Industry Network Area (Industry Network Area required)

Sponsors who have booked an Industry Network Area and an Industry Sponsored Session automatically receive a link to their Industry Network Area during their live session free of charge.

### 2.9. Mail blast to pre-registered participants

Each industry sponsored session organiser has the possibility to be part of **one** joint mail blast sent by EAN to all pre-registered delegates. The mail blast lists the titles of the industry sponsored sessions. Each title links to an official invitation provided by the sponsor. This e-mail will be sent a few days prior to the congress.

Please provide a pdf. invitation until **3 May 2021** to [industry@ean.org](mailto:industry@ean.org).

### 2.10. Polling | Entrance/Exit Question

**27 May 2021**

EAN provides the opportunity to include Pollings and Entrance/Exit questions in the Livestream of your Industry Sponsored Session. Please review the instructions and the template in the Industry Download Center.

### 2.11. Production

**20 April 2021**

There are various production styles possible please review the production information [here](#) or in the Industry Download Center. EAN provides a recording service via its partner M Events. Please contact [industry@ean.org](mailto:industry@ean.org) and inform us about this latest until **20 April 2021**.

Furthermore, all sponsors of Industry Sponsored Sessions are asked to provide EAN with a “Show Flow” of the Sponsors session. This document is intended to provide a short overview for the room host and technician to better understand the concept of your session. Please use the template provided in the Industry Download Center.

### 2.12. Programme

The industry sponsored programme is part of the official scientific programme but organised by a sponsoring company.

The company has to submit the preliminary programme (**including title, speakers and lectures**) until the deadline **10 February 2021** to the Programme Committee for approval of the scientific content. In order to avoid duplication of content and speakers within the main congress programme, companies are asked to carefully review the congress programme on the website (<https://www.ean.org/congress-2021/discover/schedule/preliminary-programme> or <https://www.eanvirtualcongress.org/#!events/316/programs/2021-06-19>)

Approved industry sponsored sessions will be mentioned as such in the final programme. Changes in the topic are unacceptable after booking. Changes in the programme must be submitted no later than **3 May 2021**.



Therefore, the submission deadline for the final programme is **3 May 2021**.

Industry sponsored programmes must not include any product names or information. No commercial names may appear in the titles of the industry sponsored session or in the titles of the individual presentations.

### 2.13. Publications / Promotion

All publications and printed material issued in association with an industry sponsored session (also post-congress publications; in print and electronic) must be submitted to the Programme Committee for approval and must mention: "Satellite Symposium/3-Day satellite session/Early Bird Satellite Session/Forum Talk at the EAN Congress 2021".

Please submit your promotional materials no later than **27 May 2021** to [industry@ean.org](mailto:industry@ean.org) and allow 4 working days for approval.

The sponsor is responsible for involving his chairs and speakers in development of such printed materials and must have their approval prior to printing and distribution. Material related to industry sponsored sessions must not contain any product information. The congress logo may be used on invitations to the industry sponsored programme and can be found together with a CI in the Industry Download Center.

Recordings of the scientific & educational sessions of EAN will be available from the first day of the Congress. After the live stream, EAN will publish the live streamed webcast incl. discussions on the next day of the Congress.

Per default EAN will also publish recordings of Industry Sponsored Sessions from the first day of the Congress. If a Sponsor wants its Industry Sponsored Sessions to be made available on demand after the live stream as a webcast, please inform EAN via [industry@ean.org](mailto:industry@ean.org).

### 2.14. Registration

For the EAN Congress 2021 all Congress Tickets for Industry Partners will allow access to all areas of the Congress and is like a regular Congress Registration. Complementary badges have been allocated according to sponsorship level and the type of Industry Network Area and Industry Sponsored Session purchased:

<b>Sponsorship Level</b>	Premium Sponsor	Major Sponsor	Top Sponsor
Complementary Registrations	20x	15x	10x
<b>Industry Network Area</b>	Basic Package	Plus Package	Superior Package
Complementary Registrations	10x	20x	30x
<b>Session Types</b>	Complementary Registrations		
Satellite Symposia	5		
3-Day Satellite Sessions	5		
Early Bird Satellite Sessions	2		
Forum Talks	1		

### How to register your staff and affiliates

Registering as an exhibitor for an EAN Congress is only possible for the one spokesperson/ contact person of the industry partner. Once your exhibitor registration is open, you will receive an e-mail notification which directs you to the registration process.

Please have your MyEAN credentials at hand as you need to log into your account to start your registration. Once you are logged in on [my.ean.org](http://my.ean.org), go to the tab EAN Events and select the EAN congress you want to register for.

1. As your registration type select “IPR” registration and another field will appear that contains your company’s name – you can edit as desired. Proceed to next step.
2. Indicate the amount of congress registrations you need. As an Industry Partner the EAN grants you a certain number of free registrations depending on your sponsoring level. The number of free registrations is indicated below the text box. Please put in the full number of registrations you need (free + potential additional registrations). Every additional ticket will be charged with the full registration fee of 250€.
3. Once you have entered the ticket amount proceed to the next step.
4. Please read and accept our registration terms and conditions otherwise you will not be able to proceed.
5. After reviewing your registration order, please click on finish to select your payment method.  
**Please be aware that, by clicking finish, your registration is registered in our system.** If you cancel the process after this, you might have problems with starting it again. If there are any problems, please contact us at [registration@ean.org](mailto:registration@ean.org).
6. For IPR registration the only payment option is bank transfer. Click on the symbol and proceed.
7. The process is completed, yet your congress registration will only be regarded as complete upon the arrival of the outstanding amount on EAN’s bank account.

### After payment is received

Upon arrival of the outstanding amount, you can now assign your industry badges to your staff or participants. To do so, please log into your MyEAN again, go to EAN Events and click on the tab “My registrations”. Select your Industry Partner registration. Here you must insert the email addresses of your group members – this must be the same e-mail as indicated in their MyEAN profile. If they do not have one then you can invite them to the community by putting in their email.

Please note that this must be completed by **7 June 2021** at the latest.

### Ticket reassignment or changes

In case of any changes please make use of our change request function. For that please log into your MyEAN account, go to EAN Events and click on the tab change request. Change request options that are available to you are:

- Full group cancellation – please note that no refund of any registrations fees can be made.
- Ticket transfer/ name change

Please be aware that for each change request that is accepted, we will charge a processing fee of 50 €.

### 2.15. Rules & Regulations

Please download our Rules and Regulations from the Industry Download Center and read them carefully.



### 2.16. Group Upload System

**27 May 2021**

EAN will provide a dedicated Satellite Symposium Group Upload System which allows Industry representatives to conveniently upload following content:

- Session description
- Individual Speakers Presentations/Pre-Recordings
- Up to 3x pdf documents per session (maximum 3 files, 250Mb per file)
- Session teasers (up to 2 minutes)
- Upload of session preview image

Please find a more detailed explanation of functionalities [here](#) or in the Industry Download Center.

### 3. How to promote your Industry Sponsored Session



#### LATE BREAKING INDUSTRY SPONORED SESSION UPGRADES

##### 3.1. Virtual Break Out Rooms during Live Sessions

*Class C*

This new feature allows Virtual Break Out Rooms during the livestream of your Industry Sponsored Session and includes the Set-up of a company zoom channel and integration of a “join meeting” button.

- 4 Virtual Break Out Rooms
- 100 participants each
- Maximum of 60 minutes
- Multiple Break Rooms can only be activated at same time

#### Requirements:

- E-mail of a company representative
- Availability timeframe of each Break Out Room during Livestream
- It is the sponsors liability to inform participants in case of recordings.
- Name of Break-Out Channel Button must be provided
- One company representative should accompany each channel as a Host in a Break-Out Channel.

- 1x Virtual Break Out Room	<b>€ 5,000</b>
- 2x Virtual Break Out Room	<b>€ 9,000</b>
- 3x Virtual Break Out Room	<b>€ 12,000</b>
- 4x Virtual Break Out Room	<b>€ 14,000</b>

**3.2. Additional Post Congress e-mail blast to registered participants**

*Class C*

As the format of the Congress has changed, EAN offers all sponsors, which have also booked an Industry Network Area, to participate in an additional Post Congress e-mail blast. The aim of this e-mail blast is to draw attention to the sponsors Industry Network Area and ergo the Industry Session of the sponsor. Two different categories are available. Allocation of position will be upon Sponsorship Level.

Additional Post E-mail blast Prime Position* (2 positions available)	<b>€ 10.000 per sponsor</b>
Additional Post E-mail blast Basic Position (6 positions available)	<b>€ 5.000 per sponsor</b>

Mailing to be **sent by EAN** on behalf of the sponsor. No product placement is allowed, and content needs to be approved by EAN. Only Sponsors which have booked an Industry Network Area can participate in this Post Congress e-mail blast.

**INDUSTRY SPONORED SESSION UPGRADES**

**3.3. Live Stream of Industry Sponsored Session Tile**

**€ 5.000,00**

*Class C*

Embed a Live Stream Channel within your Industry Network Area and have your Industry Sponsored Sessions directly shown there. Before the live stream an invitation to your Industry Sponsored Session can be displayed. After the live stream Industry Sponsored Sessions are visible as webcast and can be viewed within the area

This item can increase the participants time spent at your Industry Network Area and may lead to higher engagement within the platform. After the live session and as soon as your webcast is available participants can watch your Industry Sponsored Sessions directly on the Industry Network Area



Example of the "Live Stream of Industry Sponsored Session Tile" as in on demand view

### 3.4. Live Ticker

€ 15.000

*Class C*

Live Ticker will be seen on most pages of Virtual Congress Platform. The Live Ticker is a powerful tool and visible to participants without opening any message notification or use of the App.

- One Message (text only) visible for **30 minutes** on all pages of the EAN Virtual Congress Platform (excl. Industry Network Areas)
- No product placements allowed
- Content needs to be approved by EAN
- EAN has the final decision on time slots
- Adaption of time slots may be required due to possible Congress Programme adaptations
- No interference of Live Tickers during Satellite Symposia, 3-Day Satellite Sessions, Early Bird Satellite Sessions!

Available slots with a maximum of two sponsors during all Congress days (all times CEST):

- |                        |                        |
|------------------------|------------------------|
| - <b>06:45 – 07:15</b> | - <b>10:45 – 11:15</b> |
| - <b>08:00 – 08:30</b> | - <b>11:15 – 11:45</b> |
| - <b>08:30 – 09:00</b> | - <b>11:45 – 12:15</b> |
| - <b>09:00 – 09:30</b> | - <b>18:00 – 18:30</b> |

Please indicate your preferred time slot during the re-allocation process. Any requests after the re-allocation process will be served on a first come – first serve basis.

### 3.5. Entrance/Exit question or Polling

€ 3.000

*Class C*

Includes 1x entrance and exit question or 1x polling during your Industry Sponsored Session.

These questions provide an easy self-assessment on learn effectivity or opinion for your session participants.

### 3.6. Lead Retrieval

*Class C*

If Lead Retrieval is booked, participants are asked to allow to share name, city, country and e-mail address to our Industry partners. All participants who have agreed so and who join the Sponsor's Industry Sponsored Session are sharing the contact details as described above. After the live Congress data will be shared with the Sponsor.

- Lead Retrieval for live session only **€ 5,000 per session**
- Lead Retrieval for live session & on-demand (until 6 June 2020) **€ 8,000 per session**

For legal reasons, each Sponsor of this item needs to provide an E-mail address where participants can request to unsubscribe from receiving information and to delete her/his data accordingly and needs to include its own terms and conditions on the lead retrieval system via the CMS tool.

### 3.7. Participant Metrics

*Class C*

Per default, EAN provides the number of participants who have joined the live part of your Industry Sponsored Sessions. This item gives the opportunity to receive more insights into the participants who visited your Industry Sponsored Session:

- Country
- Prescriber/Non-Prescriber
- Log-in time (CEST)
- Watchtime

- Early Bird Satellite Sessions/Forum Talks **€ 1,000 per session**
- Satellite Symposium/3 Day Satellite Sessions **€ 2,000 per session**

### 3.8. Session Blockings for user groups

€ 3,000

*Class C*

Industry Sponsored Sessions can be blocked for certain User Groups based on the Registration System:

- By Profession
- By Country
- By prescriber/Non-prescriber

The requested blockings need to be approved by EAN.

### 3.9. Banner advertisement on EAN congress website

*Class C*

- Banner advertisement on the EAN congress website ([www.ean.org/vienna2021](http://www.ean.org/vienna2021)) inclusive link to your company website designed and provided by sponsor
- Content needs to be approved by EAN and needs to be congress related
- congress website statistics: average unique visitor per month: 19,122

Banner visibility from March 2021

€ 7,000

Specifications for banner advertisement:

- Format: GIF, JPEG, PNG
- Size: 1280 x 256 px
- 72 dpi
- Max size of file is 20kb
- Provide URL to which banner should be linked

### 3.10.

**W**

#### **eb push notification**

€ 5,000

#### **(for industry sponsored session organiser only)**

*Class C*

- One timed web push notification per day during the congress via the EAN Virtual congress website available
- Your text with up to 30 characters for the header and 100 characters for the body will be seen as a pop-up web notification by all EAN Virtual congress participants (also on mobile devices), who agrees to receive web push notifications
- Subscribed Users: 17.989 (as of 23<sup>rd</sup> June 2020)

**3.11. Break slides (for industry sponsored session organiser only) € 8,000**  
Class C

- Your advertisement (1 slide) will be shown on the EAN Virtual Congress website during “streaming breaks” – same timing as for the classic break slides.
- Exclusive opportunity for industry sponsored session organisers to promote their satellite symposium or session (not available for forum talks).
- Satellite Symposia and 3 Day Satellite Session: break slide on the day of the symposium or session(s)
- Early Bird Satellite Session: break slide the day before the session

**3.12. Industry Information Wall – Digital Advert** Class C

EAN will implement an information page for congress participants to learn about upcoming Industry Sponsored Sessions, products and/or other congress related activities from our sponsors and association partners.

**Facts:**

- An Industry Network Area is compulsory to book this advert
- Digital advert designed and provided by sponsor
- Content needs to be approved by EAN
- Content visible for the whole duration of the Congress

**Types:**

- *Standard* Advert on Industry information Wall € 5,000
- *Reduced* Advert on Industry information Wall (for Industry Sponsored Session Organisers only) € 3,500
- *Upgrade add-on* - 1x Video & 1x external link possible € 3,000

### 3.13. Session Evaluation

€ 2,000 / € 3,000

Class C



EAN implemented a session evaluation system both for the physical congress and the EAN Virtual Congress. EAN participants are very used to this system as it is linked to their certificate download. For sponsors there are two possibilities to receive feedback from the audience through this EAN system.

- EAN standardised evaluation form € 2,000 per session
- Individual evaluation form € 3,000 per session

### 3.14.

#### Congress Kit - insert

€ 5,000

Class C

- Promotional leaflet (max. A4 and 8 pages)
- Content needs to be approved by EAN

Special discount rate for Industry sponsored session organisers

€ 3,500

- Content: Invitation to the symposium and/or session only
- Please refer to the your Symposium or Session as “Satellite Symposium, 3 Day Satellite Sessions, Early Bird Session or Forum Talk at the 7<sup>th</sup> EAN Congress”

### 3.15. All in one - Industry Session Upgrade Package

€ 25,000

Class C

Have it All-in-one. This package provides you with all essential items to significantly increases the technical functionalities and promotion possibilities of your Industry Sponsored Sessions.

Following items are included:

- 1x Live Ticker
- 1x Participants Metrics
- 1x Standard Session Evaluation
- 1x Lead Retrieval (incl. on demand)
- 1x Link to “EAN Industry Network” Area
- 1x Exit Question Polling or 1x Polling

#### 4. ORDER FORM FOR ADDITIONAL PROMOTION

Satellite Symposium organiser: .....

Agency in charge: .....

Key contact  Mr  Ms .....

Date and time of Satellite Symposium: .....

Invoice address: .....

.....

.....

Purchase order no: .. VAT no: .....

**Please tick the box of your requested additional promotional activities**

Break Out Rooms during Live Sessions

- |  |          |
|--|----------|
| <input type="checkbox"/> 1x Break Out Room | € 5,000  |
| <input type="checkbox"/> 2x Break Out Room | € 9,000  |
| <input type="checkbox"/> 3x Break Out Room | € 12,000 |
| <input type="checkbox"/> 4x Break Out Room | € 14,000 |

Post Congress Email Blast

- |  |          |
|--|----------|
| <input type="checkbox"/> 1x Prime Position                             | € 10,000 |
| <input type="checkbox"/> 2x Basic Position                             | € 5,000  |
| <input type="checkbox"/> Livestream of Industry Sponsored Session Tile | € 5,000  |
| <input type="checkbox"/> Liveticker                                    | € 15,000 |
| <input type="checkbox"/> Polling of Entrance/Exit Question             | € 3,000  |

Lead Retrieval System

- |  |         |
|--|---------|
| <input type="checkbox"/> Lead Retrieval for Live Session only        | € 5,000 |
| <input type="checkbox"/> Lead Retrieval for Live Session & on-demand | € 8,000 |

Participant Metrics

- |   |  |
|---|--|
| <input type="checkbox"/> Early Bird Satellite Sessions/Forum Talks    | € 1,000                                    |
| <input type="checkbox"/> Satellite Symposium/3 Day Satellite Sessions | € 2,000                                    |
| <input type="checkbox"/> Congress Kit insert                          | € 3,500 (reduced fee)   € 5,000 (standard) |
| <input type="checkbox"/> Session Blockings for User Groups            | € 3,000                                    |

- |  |  |                                 |
|--|--|---------------------------------|
| <input type="checkbox"/>                   | Banner advertisement on EAN congress website                 | € 7,000 visible from March 2021 |
| Industry Information Wall – Digital Advert |  |                                 |
| <input type="checkbox"/>                   | <i>Reduced</i> Advert on Industry information Wall           | € 3,500                         |
| <input type="checkbox"/>                   | <i>Standard</i> Advert on Industry information Wall          | € 5,000                         |
| <input type="checkbox"/>                   | <i>Upgrade add-on</i> - 1x Video & 1x external link possible | € 3,000                         |
| <input type="checkbox"/>                   | Break slides   | € 8,000                         |
| <input type="checkbox"/>                   | Web Push notification  | € 5,000                         |
| <input type="checkbox"/>                   | Standard Session Evaluation Form                             | € 2,000 per session             |
| <input type="checkbox"/>                   | Individual Session Evaluation Form                           | € 3,000 per session             |
| <input type="checkbox"/>                   | All in One Package   | € 25,000 per session            |

Date: ..... Signature: .....

Please return this order form by 20 April 2021 to [industry@ean.org](mailto:industry@ean.org).