Organisational Guide for

SYMPOSIA

All information and updates can be found at the Industry Programme Website

www.easd-industry.com
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KEY DATES 2014

Friday 28 March
Submission of the draft Programme (title and estimated timing)

Friday 30 May
Deadline for the submission of the Programme and the advertisements for the Symposia Brochure and the Exhibitor Catalogue

Friday 4 July
Deadline for additional AV equipment orders

Friday 1 August
Deadline for additional hostess orders
Deadline for furniture and printing orders

Friday 22 August
Deadline for catering orders

Friday 29 August
Deadline for bus parking orders

Monday 1 September
Deadline for additional webcast & presentation system orders
A. GENERAL INFORMATION

1. Contacts for the Symposium Organisation

General Co-ordination of Symposia

INTERPLAN
Congress, Meeting & Event Management AG
Landsberger Strasse 155
80687 Munich
Germany

Contact: Mr Juergen Meier
Phone: +49 89 54 82 34 67
Mobile: +49 176 10 29 09 25
E-Mail: j.meier@interplan.de

Contact: Ms Raphaela Knaus
Phone: +49 89 54 82 34 774
E-Mail: r.knaus@interplan.de

Site Information / Site Inspection

Reed Messe Wien
Messeplatz 1
1020 Vienna
Austria

Contact: Ms Verena Hanisch
Phone: +43 1 72 72 02 314
E-Mail: Verena.Hanisch@messe.at

Catering

Young Hall, Pyke Hall, Oberdisse Hall, Sutherland Hall, Derot Hall, Renold Hall
Gerstner Exhibition & Congress Catering
Messeplatz 1
1020 Vienna
Austria

Contact: Ms Andrea Jann
Phone: +43 1 31 66 52 420
E-Mail: jann@gerstner.at

Randle Hall, Creutzfeldt Hall, De Duve Hall, Lundbaeck Hall, Beringer Hall
GourmetGroup
Zdarskystrasse 3
3106 St. Pölten
Austria

Contact: Ms Caroline Pell
Phone: +43 50 87 62 514
E-Mail: caroline.pell@gourmet.at

Presentation System & Webcast

M-Events Cross Media GmbH
Heimstrasse 5a
82152 Krailling
Germany

Contact: Ms Diana Paiva
Phone: +49 89 21 90 99 621
E-Mail: diana.paiva@m-events.com

Audio Visual Technical Supplier

JMarquardt Technologies GmbH
Grubmühl 20
82131 Stockdorf
Germany

Contact: Mr Robert Oberhauser
Phone: +49 89 21 90 99 610
E-Mail: Robert.Oberhauser@jmarquardt.com
A. GENERAL INFORMATION

1. Contacts for the Symposium Organisation

Furniture Hire / Printings

Expoxx Messebau GmbH
Messeplatz
1020 Vienna
Austria

Contact:  Ms Karin Beuchert
Phone:    +43 1 72 72 06 211
E-Mail:   karin.beuchert@expoxx.at

Local DMC Services

Mondial Congress & Events
Operngasse 20b
1040 Vienna
Austria

Accomodation / Social Events
Contact:  Ms Monika Nikolaus
Phone:    +43 1 58 80 41 11
Fax:       +43 1 58 80 41 85
E-Mail:    accommodation_easd2014@mondial-congress.com

Bus Parking at Reed Messe Wien
Contact:  Ms Doris Sequeira-Seidl
Phone:    +43 1 58 80 41 67
E-Mail:    seidl@mondial-travel.com

Hostesses
Contact:  Ms Kerstin Hofmann
Phone:    +43 1 58 80 41 89
E-Mail:    hofmann@mondial-congress.com

Freight Forwarding (INTERPLAN Service Partner)
PLEASE NOTE: NO DELIVERY POSSIBLE TO THIS ADDRESS

Schenker Deutschland AG
Paul-Henri-Spaak-Strasse 8, Tor 21
81829 Munich
Germany

Contact:  Mr Jordi Llinàs
Phone:    +49 89 94 92 43 04
E-Mail:   interplan@dbschenker.com

For the correct delivery address depending on the used means of transportation, please contact Schenker directly.
A. GENERAL INFORMATION

2. Dates & Time Slots

The symposia on the occasion of the 50th EASD Annual Meeting will take place on Monday, 15 September 2014.

Morning slot: 10:00 – 12:30
Afternoon slot: 14:30 – 17:00
Full day slot: 10:00 – 17:00

3. Access to the Halls on the Symposia Day

Access to the conference venue will be possible on Monday, 15 September 2014 from 08:00 onwards. Symposia rooms will be available for preview checking one hour before the symposium starts (09:00 / 13:30) and have to be vacated at least 30 minutes after the official end of the symposium (13:00 / 17:30). All material (programme leaflets, etc.) has to be removed immediately after the end of the Symposium. Extension of these time slots is only possible upon request and will be charged additionally.

If you need extra time for set-up, rehearsal, technical check or delivering material for your symposium, please contact INTERPLAN, Mr Juergen Meier for availability and costs.

During the EASD scientific meeting (Tuesday – Friday) the opening times are from 08:00 – 18:45.

4. Badges

Due to safety reasons, the entrance to the conference site during the symposia on the occasion of the 50th Annual Meeting of the EASD will be controlled.

This means that regular delegates and guests for your symposium but even all company own staff, technicians and hostesses will be identified as authorised persons to enter the meeting area on 15 September. To facilitate the logistics, our security staff will only accept the following types of badges or name labels:

- Regular delegate badge
- Regular exhibitor badge
- Special name tags, provided by the company itself

We, as the organisers, do not provide extra badges and leave it with you to ensure that everybody wears a badge during the symposia day.
A. GENERAL INFORMATION

5. Embargo Regulations

During the entire period of the EASD Annual Meeting, companies are not permitted to run any scientific related activities. Please communicate these regulations to your officially appointed agencies!

6. Appointed Agencies

Each company must inform INTERPLAN about their officially appointed agency / agencies. Queries received from third party companies which are not officially mandated by company will not be answered. For a smooth and efficient circulation of information, please complete the Agency form in Appendix 1.

Please note that only the main designated person will have the right to order services before the congress and on-site.

7. EASD Logo Use & Use of the Meeting Name

The EASD Meeting logo is free for use with the condition that no changes, amendments etc. will be made on it and all printed materials showing the logo should be sent in advance for approval to INTERPLAN, Mr. Juergen Meier.

The use of the EASD Society logo in any publicity, advertising, signage, printed matter etc. is strictly prohibited.

Symposia organisers may refer to the meeting on printed materials but have to use the following wording:

“Symposium on the occasion of the 50th Annual Meeting of the European Association for the Study of Diabetes”

If you need the EASD Meeting logo please contact INTERPLAN directly.

The use of the name “Satellite symposium” in any publication, advertising, signage, printed matter, etc. is strictly prohibited.

Please send your documents for approval to INTERPLAN, Mr. Juergen Meier.
B. SYMPOSIUM PROGRAMME

1. Submission and Approval of the Programme

Please make a note of the following deadlines for providing INTERPLAN with your symposium programme:

1. 28 March 2014: First draft agenda including title of the symposium and estimated timing for the online programme on www.easd-industry.com.

2. 30 May 2014: Deadline for entry of the final programme into the Symposia Brochure.

The Programme Committee expects companies to abide by the final detailed programme of the symposium (including times, presentation-titles, names and countries of both speakers and chairpersons) which has to be submitted to INTERPLAN and approved by the EASD Scientific Programme Committee for publication in the Symposia Brochure. Please submit your agenda as a word-file.

After approval the detailed symposium programme will be announced on the EASD Industry Programme Website www.easd-industry.com and in the Symposia Brochure.

2. Abstracts

INTERPLAN does not require or publish abstracts from symposia speakers. Companies however are allowed to publish their abstracts/papers for distribution amongst the attendees of their symposium on their own.
C. HALL OVERVIEW

<table>
<thead>
<tr>
<th>Conference halls</th>
<th>No. of seats</th>
<th>Theatre style</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beringer Hall</td>
<td>4,000</td>
<td></td>
</tr>
<tr>
<td>Lundbaeck Hall</td>
<td>2,000</td>
<td></td>
</tr>
<tr>
<td>Young Hall</td>
<td>2,000</td>
<td></td>
</tr>
<tr>
<td>Creutzfeldt Hall</td>
<td>1,500</td>
<td></td>
</tr>
<tr>
<td>Renold Hall</td>
<td>980</td>
<td></td>
</tr>
<tr>
<td>Randle Hall</td>
<td>870</td>
<td></td>
</tr>
<tr>
<td>De Duve Hall</td>
<td>870</td>
<td></td>
</tr>
<tr>
<td>Sutherland Hall</td>
<td>400</td>
<td></td>
</tr>
<tr>
<td>Derot Hall</td>
<td>400</td>
<td></td>
</tr>
<tr>
<td>Pyke Hall</td>
<td>380</td>
<td></td>
</tr>
<tr>
<td>Oberdisse Hall</td>
<td>190</td>
<td></td>
</tr>
</tbody>
</table>

Set-up in theatre style is obligatory.
D. TECHNICAL EQUIPMENT

1. Technical Equipment included in Room-Rental Fee

- Audio system
- Front projection screen (no. of screens depending on the size of the relevant hall)
- Video & data projector connected with the presentation computer (at the lectern)
- One networked laptop at the lectern. No standalone use. Presentations must be checked in via speakers service centre “Speakers’ Lounge”
- Stand microphones for questions from the audience according to the capacity of the room
- One chairpersons desk with six chairs and three microphones and one LCD monitor for previewing
- One lectern with two microphones
- Two pin microphones
- One laser pointer

More detailed information regarding the included AV equipment as well as a 3D rendering of the auditoriums will be provided in April 2014.

In Beringer Hall, Lundbaek Hall, Young Hall, Creutzfeldt Hall, Renold Hall and Randle Hall there will be two panels with the EASD-Logo on the stage which can be branded individually on request.

The A/V will be managed by the official EASD service partner company JMarquardt Technologies, which is dealing with additional technical requests for symposia. Please send all requests for technical requirements until 04 July 2014 directly to JMarquardt Technologies. The accordant services will be invoiced directly by this company.

If you prefer to bring your own AV supplier please get in touch with INTERPLAN.

All additional AV equipment is subject to approval by INTERPLAN.
D. TECHNICAL EQUIPMENT

2. Technical Staff and Hostesses

A technician will be at the sponsor’s service for the duration of the session and also one hostess as room assistant for rooms with a capacity of < 500, or two hostesses for a hall with a capacity of > 500.

The technician (at least one according to the capacity of the room) will be in charge of light / audio and projection facilities. The room assistant will be in charge of welcoming the chairperson[s] and the speakers and will assist them with all technical facilities [e.g. pin microphone installation, access to the PowerPoint presentations from the PC]. In case of problems, he / she will be able to contact INTERPLAN.

If you don’t need the hostess(es) for the above mentioned jobs, please feel free to give him / her your own special instructions.

Control of delegate flow and attendance

It is the company’s responsibility to select a room large enough to accommodate the number of delegates likely to attend its Symposium. The reservation is for seating room only.

It is the company’s responsibility to control entrances with trained staff and monitor the number of participants entering the room. All doors must be covered by the company’s staff to prevent overcrowding and infringement of health and safety regulations. Companies must plan appropriate staffing and/or security ahead of time to avoid any problems.

In cases in which this is not respected and for obvious security reasons, the venue has complete authority to block entrance into the rooms. Companies will be charged for any extra security required.

3. Wifi / Internet

A free Wifi internet connection will be available for delegates in all lecture halls. This service is for standard internet usage. If you have special requirements (voting system etc.) please contact Juergen Meier at INTERPLAN.
E. TECHNICAL DETAILS

1. Digital Lectern

Beringer Hall, Lundbæck Hall, Young Hall, Creutzfeldt Hall, Renold Hall and Randle Hall are equipped with digital lecterns.

A conference specific design will be provided for the digital lectern. It is possible to create your own CI-background.

2. Presentation System

During the EASD Meeting 2014 a network-based presentation system will be used along with a conference specific interface to ensure perfect quality of all presentations.

Presentations must be handed in and reviewed at the Speakers’ Lounge at least 2 hours prior to the beginning of the symposium.

A conference specific design will be provided for the presentation interface. It will be possible to create your own CI-background.

For further information on CI-designs please contact Diana Paiva.

If you are planning to use your own presentation system, please inform INTERPLAN, Juergen Meier, latest until 1 September 2014.

3. Webcast and Additional Services

M-Events can offer additional services such as video webcast or voting systems. Please see the attached information sheet from M-Events or contact Ms Diana Paiva for more information and costs. Please see Appendix 2 for further information.
F. ORGANISATIONAL DETAILS
FOR SPEAKERS AND CHAIRPERSONS

1. Registration of Speakers and Chairpersons

Please note that it is the companies’ responsibility that speakers and chairpersons of their symposia are contacted to arrange official registration for the EASD Meeting 16 – 19 September 2014.

No registration fees incur for the symposia day. However badges are required on 15 September. For more information about the badges see page 6.

Please note: Travel and accommodation issues are the companies’ responsibility.

2. Details for Presentations

Presentations must be handed in and reviewed at the Speakers’ Lounge at least 2 hours prior to the beginning of the symposium.

The Speakers’ Lounge is located on the basement floor of the congress center. Upon arrival, speakers should submit their presentations straight away there.

The used presentation system supports all major presentation formats and versions except from keynote.
All computer movie formats are supported (.mp4 format is recommended).

Speakers are not allowed to connect their own notebooks in the conference rooms.
All data access is treated confidentially.

Please address all questions directly to Diana Paiva.

If you are planning to use your own presentation system, your speakers don’t have to hand in their presentations at the Speaker’s Lounge. Please make sure that you inform INTERPLAN latest until 01 September 2014.
G. ANNOUNCING / SIGNPOSTING THE SYMPOSIUM

1. Before the meeting

Congress publications
Time, dates and the full session programme of the symposium will be announced in the Symposia Brochure. The Symposia Brochure will be distributed in July 2014 to all EASD members and already registered non-members.

The symposium programme will also be published on the EASD Industry Programme Website www.easd-industry.com.

Please note: Due to data protection legislation INTERPLAN does not provide companies with a list of registered participants prior to or after the conference.

There is no possibility to insert documents into the congress bags.

2. On-site

Please note that there are strict regulations on promoting the symposium on-site.

Symposia wall
Companies are asked to provide INTERPLAN with one poster which will be mounted on the official symposia announcement wall located near the entrance area. Please deliver the poster on-site at the INTERPLAN registration counter on Sunday 14 September between 08:00 – 18:00 or on Monday 15 September before 10:00. INTERPLAN is in charge of mounting your poster.

- 1 x DIN A0, portrait format: 841mm x 1189mm (33.1 x 46.8 inches) if you have your agenda on one poster
- 2 x DIN A2, portrait format: 420mm x 594mm (16.5 x 23.3 inches) if you split your agenda in morning / afternoon sessions
- The poster has to be made of Depafit / Kapaline (light carton-sheet with a thickness of 3–5 mm maximum)

Roll-ups
In addition to this poster, companies are allowed to use a maximum of 4 Roll-ups (provided by company). Roll-up size: maximum height: 2 metres; maximum width: 1 metre – alternatively 4 posters on easels.

These roll-ups / posters can be placed as follows:

- 1 roll-up / poster at the entrance of the relevant hall where the symposium takes place
- 3 roll-ups / posters around the lecture hall (maximum 3 Meters around) or at the entrance doors of the relevant lecture hall.

Any further displays or signs will be removed by the organisers and any costs related to this...
G. ANNOUNCING / SIGNPOSTING THE SYMPOSIUM

work will be charged to the related company!

Distribution of brochures, guidance or any other promotional material through hostesses is allowed only at the entrance of the hall where the relevant symposium takes place (1 person per door only). All other areas cannot be used for any kind of activities except promotion hostesses (see below) have been ordered.

Hostess Promotion
Due to the specific layout of the Reed Messe Wien, we offer Hostess Promotion for this year’s symposia on the occasion of the EASD Annual Meeting.

Three hostesses can be ordered through INTERPLAN for the purpose of flyer distribution and signposting before and during your symposium.

Please contact Juergen Meier at INTERPLAN for further information, costs and restrictions.

H. PROMOTIONAL OPPORTUNITIES

There are various opportunities for promotion at EASD:

- Advertisement in the Symposia Brochure
  The Symposia Brochure will be printed in DIN A4 format (210x297mm) and a PDF-version will be available on the Industry Programme Webpage www.easd-industry.com.

- Advertisement in the Exhibitors Catalogue
  The Exhibitors’ Catalogue will be printed in DIN A5 format (210 x 148 mm) and handed out to each delegate on-site (inserted in the congress bags, print run appr. 18,000).

Only promotion activities sold by INTERPLAN are allowed.
I. CATERING

Limited facilities are available for symposium catering. If companies wish to serve lunch or coffee in separate areas, the organisers will try to provide additional space but on request only. Please contact INTERPLAN for further information.

Note that INTERPLAN has to be informed about your catering planning in order to guarantee a smooth service.

If a catering area will be provided it is strictly forbidden to use this area for other activities than catering.

All other promotional activity has to take place within the dedicated symposium hall. INTERPLAN is allowed to stop any activities violating this regulation at each stage of the congress, even on-site!

Please note that only one main, delegated person will have the right to order catering services on-site. You have to provide INTERPLAN and the caterer with the name of this contact person. This is requested to avoid various conflicting orders and misunderstandings on-site.

J. INDUSTRY PRESS CONFERENCES & MEETING ROOMS

1. Industry Press Activities

The official EASD Press Center will be located on the first floor of the congress centre. INTERPLAN will provide a special hall for industry press conferences. The rentable time slots will be available in mid-June. Please send your requests to INTERPLAN, Ms Raphaela Knaus.

2. Meeting Rooms

INTERPLAN can provide a limited number of meeting rooms in order to organise private meetings or hospitality areas at the congress centre. Meeting rooms are rentable from 14 September to 19 September 2014. Please contact INTERPLAN, Ms Raphaela Knaus, for availability and costs.
K. ACCESS TO THE CONFERENCE CENTER

1. Delivery Vehicles

Schenker Deutschland AG has been chosen as official forwarding agent. This means that companies must arrange loading / unloading and transportation at the congress centre to and from other locations (e.g. a symposia room) with Schenker Deutschland AG.

Schenker Deutschland AG
Paul-Henri-Spaak-Strasse 8, Tor 21
81829 Munich
Germany
Contact: Mr Jordi Llinàs
Phone: +49 89 94 92 43 03
Fax: +49 89 94 92 43 39
E-Mail: interplan@dbschenker.com

Schenker Deutschland AG is also able to offer storage facilities and can provide assistance with freight forwarding to / from Vienna.

A representative of Schenker Deutschland AG is on hand at the conference venue during build-up and breakdown times. He will be reachable through the exhibition office on-site.
Please contact Schenker directly to know the delivery address as it depends on the transportation.

**Courier shipments sent directly to the address of the Reed Messe Wien will be returned directly!**

2. Bus Parking

Mondial is in charge of the bus parking at Reed Messe Wien.

Please note that there is no access to the parking grounds to drop-off or pick-up delegates without a permission.

For permission and information please contact

Mondial
Operngasse 20b
1040 Wien
Austria
Contact: Ms Doris Sequeira-Seidl
Phone: +43 1 58 80 41 67
E-Mail: seidl@mondial-travel.com

For more information about the EASD Scientific Programme and Registration please visit the website www.easd.org
EASD 2014
Vienna . Austria
15 – 19 September 2014

50th Annual Meeting of the European Association for the Study of Diabetes
OFFICIAL APPOINTED AGENCIES

Each exhibitor / sponsor company must inform INTERPLAN about their official appointed agency / agencies. Queries received from third party companies which are not officially mandated by the exhibitor / sponsor will not be answered.

For a smooth and efficient circulation of information, please complete the following contact list:

<table>
<thead>
<tr>
<th>Overall Coordination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact person: ___________________________ Company Name: __________________________</td>
</tr>
<tr>
<td>Address: _______________________________ ZIP _____________ City: ________________________</td>
</tr>
<tr>
<td>Country: _______________________________ Telephone: ___________________________ E-Mail: ___________________________</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Press / Communication agency (if applicable)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact person: ___________________________ Company Name: __________________________</td>
</tr>
<tr>
<td>Address: _______________________________ ZIP _____________ City: ________________________</td>
</tr>
<tr>
<td>Country: _______________________________ Telephone: ___________________________ E-Mail: ___________________________</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Exhibition Technical Support agency (if applicable)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact person: ___________________________ Company Name: __________________________</td>
</tr>
<tr>
<td>Address: _______________________________ ZIP _____________ City: ________________________</td>
</tr>
<tr>
<td>Country: _______________________________ Telephone: ___________________________ E-Mail: ___________________________</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Satellite Symposium Coordination / Logistics agency (if applicable)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact person: ___________________________ Company Name: __________________________</td>
</tr>
<tr>
<td>Address: _______________________________ ZIP _____________ City: ________________________</td>
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<tr>
<td>Country: _______________________________ Telephone: ___________________________ E-Mail: ___________________________</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Satellite Symposium Content agency (if applicable)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact person: ___________________________ Company Name: __________________________</td>
</tr>
<tr>
<td>Address: _______________________________ ZIP _____________ City: ________________________</td>
</tr>
<tr>
<td>Country: _______________________________ Telephone: ___________________________ E-Mail: ___________________________</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Meeting room Coordination / Logistics agency (if applicable)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact person: ___________________________ Company Name: __________________________</td>
</tr>
<tr>
<td>Address: _______________________________ ZIP _____________ City: ________________________</td>
</tr>
<tr>
<td>Country: _______________________________ Telephone: ___________________________ E-Mail: ___________________________</td>
</tr>
</tbody>
</table>
ORDER FORM INDUSTRY DESIGN OPTIONS

Please return the completed order form to:

M Events Cross Media GmbH
Ms. Diana Paiva
diana.paiva@m-events.com

Important deadlines

- **Order Deadline: 1 September 2014**
  Together with your order, the following material needs to be provided by 1 September 2014:
  - If designs shall be made by M Events: Please provide adequate design material.
  - If designs are made by the company or an agency: Please provide the ready-made designs.
- **Orders after deadline:**
  All orders received after the above stated deadline will be charged with a surcharge of 25%.

General Information

Please find below the details on the various options and formats for the integration of company screen designs. The design packages require the installation of the m|talk.pro presentation management system and the m|look.pro and m|lectern signage system for the respective session room.

Please check if the m|look.pro (session room overview) or m|lectern (digital lectern) infrastructure is available for your session room before ordering.

The designs need to be made according to the M Events design pattern. All screen designs are still images and no animations or presentations. Example designs are shown on the last pages of this document. Kindly note that no merged presentations are allowed while uploading via the on-site presentation management system, as this has an effect on the display of session, speaker information etc.
ORDER FORM INDUSTRY DESIGN OPTIONS

Design options and requirements

- m|lectern  (digital lectern)
- m|look    (session information overview)
- m|talk    (presentation interface)

m|lectern
- 40” vertical screen integrated into the lectern
- Resolution: 768 px wide, 1366 px high, 72 dpi
- The top part (330px) is reserved for displaying the speaker’s name and the bottom part is free for your design. The speaker name will be displayed automatically as soon as the speaker starts his/her presentation. Please see the example design for the lectern screen on the last page. Please provide an image (PNG, JPEG or similar graphic format) with 768 px wide and 1030 px high (available free space for company add) in 72 dpi or a full screen add if the speaker name shall not be projected.

m|look - session room overview
- 40” horizontal screen placed in front of the lecture room on a stand
- Resolution: 1920 px wide, 1080 px high, 72 dpi
- For the room signage in front of the lecture room you can use part of the screen for company advertisement or to display the company logo. Please see an example design on figure 2 & 3 on the next pages.
- Please provide a background image in PNG, JPEG or similar graphic format with 1920 px wide, 1080 px high, 72 dpi.
- To place your company logos and adds etc. use the bottom part of the screen in following respective area 1920 px wide and 145 px high.

m|talk – presentation interface
- Resolution: 1024 px wide, 768 px high, 72 dpi
- For the background image for the presentation interface, please see an example design on the last page displaying the automated session information (speaker name buttons, session title, presentation start time, M Events button, etc.). This areas are generated automatically out of the system and can’t be removed.
- Please provide an image in PNG, JPEG or similar graphic format with 1024px wide and 768px high in 72 dpi. A plain background image is required, as all session related information will be filled-in by the onsite system.
ORDER FORM INDUSTRY DESIGN OPTIONS

Please fill in your order and return latest by **deadline 1 September 2014** to: diana.paiva@m-events.com

<table>
<thead>
<tr>
<th>Screen Design Package for Satellite Symposia (one form per symposium)</th>
<th>Unit Price</th>
<th>Quantity</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Option A:</strong> Design for **m</td>
<td>lectern, m</td>
<td>look** and **m</td>
<td>talk** made by M Events per symposium (incl. one revision)**</td>
</tr>
<tr>
<td><em>Design material like logo, color/design patterns/visuals need to be provided to M Events with order.</em></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Important note:</strong> Will be charged based on actual spent hours on design preparations.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Option B (fig. 1):</strong> Integration of one ready-made basic design for **m</td>
<td>lectern** per symposium. Design to be provided by the company or an agency.</td>
<td>€450,00</td>
<td></td>
</tr>
<tr>
<td><strong>Option C (fig. 2 and 3):</strong> Integration of one ready-made design for **m</td>
<td>look** per symposium. Design to be provided by the company or an agency.</td>
<td>€550,00</td>
<td></td>
</tr>
<tr>
<td><strong>Option D (fig. 4):</strong> Integration of one ready-made design for **m</td>
<td>talk** per symposium. Design to be provided by the company or an agency.</td>
<td>€750,00</td>
<td></td>
</tr>
<tr>
<td><strong>Option E (combination of option B + C + D):</strong> Integration of one design for **m</td>
<td>lectern, m</td>
<td>look** and **m</td>
<td>talk**. Design provided by the company or an agency per symposium.</td>
</tr>
</tbody>
</table>

**Surcharge of 25% for orders after deadline 1 September 2014**

*Note VAT: All payments and prices are understood plus enforceable statutory VAT or sales tax rates. If VAT has not to be charged for invoices to recipients of services out of Germany due to law or any treaty on tax exemption, the rates shall be charged without VAT provided the client disclosed the VAT ID number to M Events.

<table>
<thead>
<tr>
<th>Total net (EUR) *</th>
<th></th>
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</table>
# ORDER FORM INDUSTRY DESIGN OPTIONS

<table>
<thead>
<tr>
<th>Company Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Symposium Date and Time</td>
</tr>
<tr>
<td>Symposium Title</td>
</tr>
<tr>
<td>Company Name</td>
</tr>
<tr>
<td>Invoice Address</td>
</tr>
<tr>
<td>Zip Code</td>
</tr>
<tr>
<td>Name of the Purchaser (capital letters)</td>
</tr>
<tr>
<td>E-mail</td>
</tr>
<tr>
<td>Date, Stamp and Signature</td>
</tr>
</tbody>
</table>

**Important Note:** All stated prices are net and maybe subject to applicable VAT.

**Payment Conditions:** 100% payment three weeks prior to the conference with receipt of invoice. If payments are delayed, we have no obligation to deliver the service.
Design Example m|lectern

**m|lectern (fig.1)**
Screen design for m|lectern with speaker name display.

Free space for individual designs 768 px wide and 1030 px high
**Design Examples m|look screen**

**m|look (fig.2)**
Screen design for m|look with recommended position of logos and adds, etc.

**m|look (fig.3)**
Screen design example for a plain background image to brand the entire m|look screen.
**Design Example m|talk screen**

**m|talk (fig. 4)**
Screen example with up-to-date session and presentation related data (like speaker name, presentation title, session title, session room, chair names, etc.)
Please provide a plain background image, as all session related information will be filled-in by the onsite system.

---

**Testssson EASD/ESC symposium: Heart failure and diabetes: a deadly intersection**

08.30h

<table>
<thead>
<tr>
<th>11.30 R. Zigeuner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eroffnung Einleitung</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>11.35 M. Schmidinger</th>
</tr>
</thead>
<tbody>
<tr>
<td>„State-of-the-art“-lecture zur 2nd line mRCC; Umfassende Gegenüberstellung (Wirksamkeit, Verträglichkeit) der derzeitigen</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>11.55 G. Pfleger</th>
</tr>
</thead>
<tbody>
<tr>
<td>„Die optimale Therapiesequenz: Erfahrung aus der täglichen Praxis anhand eines Fallbeispiels“ Vorstellung eines Patienten aus</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>12.15 F. Stoiber</th>
</tr>
</thead>
<tbody>
<tr>
<td>„Neue Impulse in der Behandlung des therapieresistenter mRCC. Ein- und Ausblicke“</td>
</tr>
</tbody>
</table>
ORDER FORM RECORDING OPTIONS FOR SPONSORED SESSIONS

Recording options
Please find below the details on the various additional recording options during the Annual EASD 2014 congress.

A. Audio-recording (mp3)
Order deadline for audio-recording (mp3):
➢ 48 h prior to the session date

Possibility:
➢ The full mp3-audio recording will be ready within 24h and can be provided on a
  o USB-Stick or CD in the Speaker Service Centre on-site;
  o or via a download link.
➢ No installation of m|talk and m|cast is needed.

B. m|cast.live (network-based conference broadcasting)/live webcast
Order deadline for m|cast.live:
➢ 30 August 2014, later on request only

Requirements:
➢ Installation of m|talk (presentation management) and m|cast (webcast system) in the respective session room where a transmission is needed from.
➢ Only presentations presented via the m|talk presentation management system can be broadcasted. Additional AV equipment or cabling is not needed.
➢ Internet: A direct broadband internet connection of min. 15 MBIT upstream has to be provided in the Server Room and must be available upon arrival on site. A static IP address is required.

Possibility:
➢ m|cast.live is a network based m|talk transmission (presentation slides and speakers voice) to the internet.
➢ M Events provides the client with a web link (to be published on a website or sponsor) which is connected to the corresponding session room live stream.

Limitation:
➢ Please note that a failure free streaming through the internet cannot be guaranteed as the internet connection for the upstream (provided by the venue) as well as the internet connection at the destination (individual online visitor) is beyond our control.
➢ The live stream (Powerpoint slides together with audio) is only available when a presentation is open via the m|talk interface and the live stream stops when the presentation is closed.
C. m|cast (automated webcast system)

Order deadline for m|cast:
- Order deadline: 30 August 2014, afterwards on request only

Requirements:
- Installation of m|talk (presentation management) and m|cast (webcast system) in the respective session room where a recording is needed from.
- Only presentations presented via the m|talk presentation management system can be recorded.
- All presentations which shall be recorded have to be uploaded to the centralized presentation system through the M Events Speaker Service Centre at least 2 hours prior to the start of the Symposium.
- Please note: The recording starts with opening the PowerPoint presentation and stops with closing the presentation. For discussions, M Events recommends to keep the current presentation open until the discussion has finished.
- An XLR audio feed from the PA system back to the notebook is needed for recording purposes and is to be provided by others. The audio setup for m|cast has to be installed in each room before the recording of sessions begins.
- The connection of own hardware or other devices (USB sticks, Cue-light systems, etc.) is strictly forbidden.

Possibility:
- A fully-integrated webcast solution, which allows the presentation to be viewed in high-resolution in full screen mode and scalable. The slides, including any animations and videos move in synchronization with the presenter's voice, exactly as they did during the presentation itself.
- A photograph of the speaker can also be integrated to appear in the webcast as a pop-up window. Synchronization between picture and sound is done automatically and does not require additional personnel to monitor the session during recording.

Limitation:
- Provision is not made for manual adaptations of single webcasts. If a manual adaptation is required this service is being charged separately on a work time basis (125€/h charged based on actual spent time).
- If voting is included in the session, the webcast includes only the slides which have been uploaded via the SSC. The answers/results of the votes are not part of the webcast as these are being generated via an external notebook in the session room. If requested these slides can be integrated to the webcast and is being charged on work time basis (125€/h charged based on actual spent time). The voting questions and answer slides need to be provided by the client.
D. Post-congress symposium webcast CD production

**Deadlines for post-congress production of webcast CDs:**

- Order deadline: 22 August 2014, afterwards on request only
- Deadline for provision of design material by client: 22 August 2014
- Deadline for provision of ready-made designs by client: 22 August 2014

**Requirements:**

- The services m|talk (presentation management) and m|cast (webcast system) must be installed in each room where recordings shall be made.
- All presentations which shall be recorded have to be uploaded to the centralized presentation system through the M Events Speaker Service Centre at least 2 hours prior to the start of the Symposium.
- Please note: The recording starts with opening the PowerPoint presentation and stops with closing the presentation. For discussions M Events recommends to keep the current presentation open until the discussion is finished.
- An XLR audio feed from the PA system back to the notebook is needed for recording purposes and is to be provided by others. The audio setup for m|cast needs to be installed in each room before the recording of sessions begins.
- The connection of own hardware or other devices (USB sticks, Cue-light systems, etc.) is strictly forbidden.
- Shipping costs are being charged additionally and based on actuals.

**Design requirements:**

- All CD covers and labels are pre-produced prior to the congress.
- The ready-made designs must be provided due to stated deadlines by the client or sponsoring company if not ordered from M Events. If designs shall be made by M Events adequate graphic materials like company logo(s) and visuals need to be provided by the client or the company.

**Possibility:**

- Availability of webcasts of a symposium on a portable medium (CD) to distribute to customers.
- The slides, including any animations and videos move in synchronization with the presenter’s voice, exactly as they did during the presentation itself.

**Limitation:**

- No webcast option can be provided if the satellite organizer use their own hardware.
- Provision is not made for manual adaptations of single webcasts. If a manual adaptation is required this service will be charged separately on a work time basis (125€/h charged based on actual spent time) and may delay the production process.

**Production of CD:**

- Recording: possible for any symposium using the central system
- Preparation CD Master: post conference
- Production: post conference
- Delivery: details to be defined on receipt of order
E. m|cast.cam (webcast system plus integrated videocapturing)

Deadlines for m|cast.cam:
- Order deadline: 30 August 2014, afterwards on request only

Requirements:
- Installation of m|talk (presentation management) and m|cast (webcast system) in the respective session room where a recording is needed from.
- Only presentations presented via the m|talk presentation management system can be recorded.
- All presentations which shall be recorded have to be uploaded to the centralized presentation system through the M Events Speaker Service Centre at least 2 hours prior to the start of the Symposium.
- Please note: The recording starts with opening the PowerPoint presentation and stops with closing the presentation. For discussions M Events recommends to keep the current presentation open until the discussion has finished.
- Open, symmetrically as well as galvanically isolated 0db XLR audio feed from the PA system back to the notebook is needed for recording purposes and is to be provided by others. The audio feed should also feature Q&A microphones, apart from the sound which is being provided by the m|talk notebook. The audio setup for m|cast has to be installed in each room before the recording of sessions begins.
- The video source, as already existent, is per SD-SDI, BNC.
- The connection of own hardware or other devices (USB sticks, Cue-light systems, etc.) is strictly forbidden.

Possibility:
- A fully-integrated webcast solution, which allows the presentation to be combined with the captured video of the speaker. In the lecture room it is addionally installted a roboter camera, which can be centrally steered from the backoffice. The slides, including any animations and videos move in synchronization with the presenter’s voice and video captured.

Limitation:
- Provision is not made for manual adaptations of single webcasts. If a manual adaptation is required this service is charged separately on a work time basis (125€/h charged based on actual spent time).
- There is an offset between slide transition and video up to 5 seconds.
ORDER FORM RECORDING OPTIONS FOR SPONSORED SESSIONS

Please fill in your order per symposium and return it to M Events to the attention of email: diana.paiva@m-events.com.

<table>
<thead>
<tr>
<th>Recording Options</th>
<th>Unit Price</th>
<th>Quantity</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OPTION A: audio recording (per session)</strong></td>
<td></td>
<td></td>
<td>€150,00</td>
</tr>
<tr>
<td>Package including following services:</td>
<td></td>
<td></td>
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<tr>
<td>➢ Audio recording will be provided as mp3</td>
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<tr>
<td>➢ On a USB-stick, CD or via download link</td>
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<tr>
<td>**OPTION B: m</td>
<td>cast.live (per session)**</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Package including following services:</td>
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<td></td>
<td></td>
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<tr>
<td>➢ m</td>
<td>cast.live licence</td>
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<tr>
<td>➢ hosting costs for live stream (250 concurrent visitors)</td>
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<tr>
<td>➢ streaming engineer-offsite (for preparation, setup and support)</td>
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<tr>
<td>**OPTION C: m</td>
<td>cast (per presentation)**</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Package including following services:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>➢ recording of presentation slides and corresponding audio of a complete satellite symposium and production of webcasts</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>➢ editing of webcasts, e.g. change of speaker pictures, cut off slides, audio or integration of voting slides will be charged based on actual working hours 125€/h</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**OPTION D: Post-production of webcast CD (per session)**

Package including following services:
- Restricted software licence and adaption fee incl. customization of CD menu and interface design, data preparation, data import & production of CD master.
- CD cover and label design needs to be provided aligned to design pattern with order. Details will be forwarded with order.
- Shipping costs will be charged additionally, based on actuals.

**OPTION D-1:** Production and delivery of **500** CDs incl. cardbox

**OPTION D-2:** Production and delivery of **1000** CDs incl. cardbox

<table>
<thead>
<tr>
<th>Option D-1</th>
<th>Option D-2</th>
</tr>
</thead>
<tbody>
<tr>
<td>€4,500.00</td>
<td>€7,850.00</td>
</tr>
</tbody>
</table>

**Option E: m|cast.cam (per session)**

Package including following services:
- recording of presentation slides and corresponding audio including video capturing (talking heads)

Please contact diana.paiva@m-events.com to receive a detailed offer for your symposium.

*Note VAT: All payments and prices are understood plus enforceable statutory VAT or sales tax rates. If VAT has not to be charged for invoices to recipients of services out of Germany due to law or any treaty on tax exemption, the rates shall be charged without VAT provided the client disclosed the VAT ID number to M Events.*
### Company Details

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Invoice Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Symposium Date and Time</td>
<td>Symposium Room</td>
</tr>
<tr>
<td>Symposium Title</td>
<td></td>
</tr>
<tr>
<td>Name of the Purchaser (capital letter)</td>
<td>PO Number (if applicable)</td>
</tr>
<tr>
<td>E-mail</td>
<td>Phone</td>
</tr>
<tr>
<td>Date, Stamp and Signature</td>
<td></td>
</tr>
</tbody>
</table>

### Important Note:

All stated prices are net and subject to applicable VAT.

Payment Conditions: 100% payment with receipt of invoice. If payments are delayed, we have no obligation to deliver the service.

### Important Information and Conditions

**Change Requests**

Once the client has accepted the offer, any subsequent client request to change the scope or services may only be considered by M Events if received at least two weeks prior to the congress and for outside Europe four weeks prior to the congress.

Changes may have cost implications for the client. If request is to increase the scope of services, M Events will charge for the extras according to its pricing schedule. In the event of fewer requirements than indicated, changes of up to 20% of the contract amount will be taken into account if indicated to us at least four weeks prior to the congress.

For any software changes or other change requested by the client the following rates per hour apply: €95 per hour plus applicable VAT for design changes and €125 per hour plus applicable VAT for any functional changes.

Technical consulting prior to the congress will be charged with €125 per hour. Additional Project Management will be charged with €125 per hour.

Our general contract conditions apply (see [www.m-events.com](http://www.m-events.com)).