



# Satellite Symposium Manual

Edinburgh International Convention Centre

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## 1. Introduction

Welcome to the SfE BES 2021 Satellite Symposium Technical Manual. This manual contains all the information you should need to enable you to organise your symposium. The manual covers timings, room availability, deadlines and AV kit.

Of course, if there's something we haven't covered, or you need more information, please do not hesitate to contact:

Charlotte Tite

Bioscientifica

Starling House

1600 Bristol Parkway North

Bristol BS34 8YU

Tel: +44 (0) 1454 640481

Email: SfEBESconference@endocrinology.org

### 1.1 Availability and timings

**Satellite Symposia will be held during the SfE BES lunch times:**

**Monday 8<sup>th</sup> November: 12:55-13:55 (Access from 12:35 – 14:00)**

- Pfizer
- Kyowa Kirin

**Tuesday 9<sup>th</sup> November: 14:05-15:05 (Access from 13:50 – 15:10)**

- Novo Nordisk Obesity
- Recordati Rare Diseases

**Wednesday 10<sup>th</sup> November: 13:05-14:05 (Access 12:55 – 14:10)**

- HRA Pharma
- Ipsen
- The rooms used for the satellite symposia will be Kilsyth & Moorfoot together (400 theatre) and Sidlaw Auditorium (300 theatre).
- Sessions must run to time, based on the above access times.
- Should you wish to use any session branding (branded lectern, head table etc.) the symposium room must be de-rigged as per the above times.
- We have capacity to run two parallel symposia. Corporate supporters are given priority bookings with any remaining sessions allocated on a first come first served basis.

## 2. Key contacts

### Exhibition, Sponsors and Satellite management

Any general queries should be sent to:

#### Sponsorship & Exhibition Team

Bioscientifica  
Starling House  
1600 Bristol Parkway North  
Bristol BS34 8YU

Charlotte Tite  
Tel: +44 (0) 1454 640481  
Email: SfEBESconference@endocrinology.org

#### Event Manager

Bioscientifica, Starling House,  
1600 Bristol Parkway North,  
Bristol, BS34 8YU

Alex Renahan  
Tel: +44 (0) 1454 642766  
Email: SfEBESconference@endocrinology.org

#### Exhibition and Sponsorship Sales

Bioscientifica, Starling House,  
1600 Bristol Parkway North,  
Bristol, BS34 8YU

Sophie Tovey  
Tel: +44 (0) 1454 640470  
Email: sophie.tovey@endocrinology.org

#### Venue

Edinburgh International Conference Centre (EICC)  
The Exchange  
Edinburgh  
EH3 8EE

Tanja Kunze  
Tel: +44 (0) 131 519 4032  
Email: events@eicc.co.uk

#### Accommodation

Online Link - <https://www.endocrinology.org/events/sfe-bes-conference/sfe-bes-2021/accommodation/>  
Email - conferences.hotels@endocrinology.org

#### Audio Visual/IT

Edinburgh International Conference Centre (EICC)  
The Exchange  
Edinburgh  
EH3 8EE

Kenneth Boak  
Tel: +44 (0) 131 519 4040  
Email: kennethb@eicc.co.uk

#### Electrical supply, Furniture, Graphics

Outline Event Services Ltd  
Station Yard, Station Road  
Oldmeldrum  
AB51 0EZ

Fraser Young  
Tel: + 44 (0)1651 872 475  
Email: fraser@outlineservices.com

#### Badge Scanners RefTech

RefTech  
1-3 The Pavilions  
Tamworth  
Staffordshire, B77 4RP

Tel: + 44 (0)1827 61666  
Email: scanners@reftech.co.uk  
Web: www.reftech.co.uk

**Freight Forwarding, Shipping and Delegate Inserts**

DHL Trade Fairs and Events (UK) Ltd.  
Unit 17 and 21 2nd Exhibition Avenue  
Birmingham,  
B40 1PJ

Matthew Spokes  
Tel: +44 (0) 121 782 4626  
Email: [matthew@dhl-exh.com](mailto:matthew@dhl-exh.com)

**Hostesses**

Each satellite package includes one hostess. Additional hostesses can be booked (subject to an additional charge) – please indicate your requirements on the [Satellite Specification form](#).

### 3. Key dates and deadlines

Item	Required	Form reference	Deadline date	Return to:
Logo and profile (max 200 words)	Mandatory	Email	7 July 2021	Charlotte Tite SfEBESconference@endocrinology.org
Provisional satellite programme for approval	Mandatory	Email	9 July 2021	Charlotte Tite SfEBESconference@endocrinology.org
Feedback back to sponsor for satellite programme	Mandatory	Email	23 July 2021	Sponsor
Final satellite programme	Mandatory	Email	20 August 2021	Charlotte Tite SfEBESconference@endocrinology.org
PDF proof of Delegate Bag Inserts, Programme book Adverts and any sponsored items for approval	Mandatory	No form – send in PDF of artwork	3 September 2021	Charlotte Tite SfEBESconference@endocrinology.org
Final HTML Email content for email	Mandatory if using email	Email – see guidelines on pages 10 and 11	17 September 2021	Bryony Nixon SfEBESconference@endocrinology.org
Satellite requirements form	Optional	<a href="#">Form B</a>	11 October 2021	Charlotte Tite SfEBESconference@endocrinology.org
Badge Scanner system	Optional	Email	11 October 2021	Charlotte Tite for details SfEBESconference@endocrinology.org
Exhibitor/Satellite attendee registration	Mandatory	<a href="#">Form A</a>	15 October 2021	Charlotte Tite SfEBESconference@endocrinology.org
Freight Forwarding and Delivery	Optional	<a href="#">Order Form</a> <a href="#">Shipping Guidelines</a> <a href="#">Tariffs</a>	22 October 2021	DHL <a href="mailto:matthew@dhl-exh.com">matthew@dhl-exh.com</a>
Delivery of Conference bag insert to DHL (contact organiser for quantity)	Optional	<a href="#">Bag insert information</a>	29 October 2021 LATEST	DHL <a href="mailto:simon@dhl-exh.com">simon@dhl-exh.com</a>

**Please help us to help you by returning the order forms as soon as possible. Failure to meet the deadline dates may result in surcharges or the contractors' inability to meet your precise requirements.**

## 4. Venue Information

- The EICC is located at 150 Morrison Street, Edinburgh, EH3 8EE
- Loading Access: The EICC Loading Bay, Off the West Approach Road, The Exchange, Edinburgh EH3 8EE
- Registration: Strathblane Hall, Level 0
- Exhibition Hall: Lennox Suite and Concourse, Level -1
- Session and Symposia Rooms:
  - Main session room: Pentland Auditorium and Fintry Auditorium together (Level 3)
  - Satellite symposia rooms will be:
    - Kilsyth and Moorfoot together (400 theatre – Level 0)
    - Sidlaw Auditorium (300 theatre – Level 3)

## 5. Satellite Information

### 5.1 Satellite Symposium Provider Entitlements

SfE BES Satellite symposia include the following:

- 75 minutes access to the conference room **where possible** (60 minutes actual symposium, 10 set up pre symposium, 5 minutes break down post symposium): this is subject to the requirements of the scientific programme for the event
- Filming of the session by our film team
- Editing of the session (when recorded by our film team), to a limited number of revisions.
- Standard audio-visual equipment (detailed on [page 11](#))
- 1 Host/Hostess
- Access to the speaker preview room
- Publishing of the Satellite Symposium programme in the SfE BES 2021 Final Programme both online, in print and on the event app
- Inclusion of the Satellite Symposium invitation into the delegate bags, provided the proofs and printed copies are provided on time as per the deadlines outlined on [page 6](#) of this manual.
- An email alert to registered delegates one month prior to the conference **w/c 4 October**
- An email alert to registered delegates one week prior to the conference **w/c 1 November**

#### Please note:

1. Sponsors of the symposium must arrange all scientific content, speaker arrangements including invites, travel, accommodation, registration fees, printed materials and publicity including all associated costs.
2. Any delegate refreshments required are subject to proposal.
3. Content of satellite symposia are subject to approval by the Programme Committee.
4. Please note that there are 5 satellite only passes included in the Package. These passes are intended for use by staff working on the symposium and **not** for use by faculty. All other passes must be paid for.

### 5.2 Access

If possible, and the room is not being used beforehand, the sponsor will have access to their rooms at least 10 minutes prior to their session starting, where possible. Access times are listed on [Page 3](#).

Access to the rooms on or before the day of your symposium for a technical rehearsal must be arranged in advance with Meeting Organiser ([SfEBESconference@endocrinology.org](mailto:SfEBESconference@endocrinology.org)). Please note these need to be worked

around the room usage for the Congress Programme so may not be at your 'ideal' time. Ordinarily, technical rehearsals will last a maximum of 30 minutes.

### 5.3 Marketing opportunities

The SfE Secretariat offers a number of marketing opportunities. Any extra activity you wish to carry out must comply with our guidelines regarding content and logo usage.

**SfE BES Secretariat marketing opportunities include:**

#### Invitations (delegate bag insert)

The satellite sponsorship includes a satellite symposium invitation which will be included in the delegate bags: this should be no bigger than A4 in size (double-sided inserts are allowed).

The invitations must be approved by the SfE Secretariat before they are printed and any proposed revisions should be submitted for approval. Please do not print invitations or advertisements before they have been approved by SfE. Use of the SfE or SfE BES 2021 logo is not permitted on any marketing materials unless previously approved.

Printed invitations will need to be sent directly to DHL at their warehouse in Birmingham by 29 October 2021 **at the latest** in order to be included in the delegate bags. Invitations received after this time **will not** be included in the delegate bags.

A copy of the PDF needs to be sent to SfE BES (SfEBESconference@endocrinology.org) for approval by 3 September 2021. Please contact the Meeting Organiser (SfEBESconference@endocrinology.org) ahead of arranging printing to find out the quantity of invitations you should print.

Please ensure that your packages are clearly labelled for the **SfE BES 2021 Conference**, and clearly show that they are **DELGATE BAG INSERTS**. Full details can be found in the [DHL Bag Insert Information](#).

#### Promotional Emails

The SfE Secretariat will send two emails on behalf of the sponsor to all registered delegates. The first email will go out **w/c 4 October**, and the second will go out **w/c 1 November**. **The deadline for content is the 17 September**.

#### **IMPORTANT: Guidelines for Promotional Emails**

The content of your email will need to be approved in advance by the SfE 2021 Secretariat and then uploaded into a format approved by you, so please allow at least seven (7) working days for this.

#### **Email design**

Sponsors have the option to supply a subject line. If they do not supply a subject line "SfE BES 2021: [Sponsor name] Satellite Symposium Invitation" will be used.

It is recommended that you consider the recipients' mail box settings during the design of your email. Most email inboxes do not automatically download images. So ensure that key information such as your satellite title, time and location are included as text. We also encourage that sponsors do not supply the entire email's content as an image for this reason.

Please note that you will not be able to send attachments with the email.

Please include the following text at the foot of your email:

***"Society for Endocrinology, Starling House, 1600 Bristol Parkway North, Bristol, BS34 8YU  
+44 (0)1454 642240 | SfEBESconference@endocrinology.org***



*You are receiving this email because you signed up to the SfE BES events mailing list, opted into industry news 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. Having trouble seeing this email? View it online.”*

We will add the unsubscribe link to your email.

Please note that the SfE BES 2021 Secretariat will not design or proof read your email nor will we test or check any links that you might include. The email will be forwarded to all registered delegates exactly as it is received.

Amendment of source code will not be possible and the responsibility 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 SfEBESconference@endocrinology.org for the attention of Bryony Nixon. 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 promotional email content have been set out to enable enough time for emails to be effectively tested and to ensure that the content of the emails do not break European advertising laws.

**Please ensure that these dates are added to your calendars, as delays to these deadlines may limit/cease our ability to launch your email in accordance to our timelines.**

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 employee's 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/cease our ability to launch your email to the necessary timelines.

The SfE BES 2021 delegate list is property of SfE and as a result any unsubscribes are considered unsubscribes to this mailing list and will not be supplied to sponsors.

The same email will be used for both promotional emails unless you notify the SfE BES 2021 Secretariat to the contrary. If you wish to supply different content for the second email blast this must be approved in advance by the SfE BES 2021 Secretariat and re-uploaded so please allow at least seven (7) working days for this.

## **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.

Failure to do this will impede our ability to efficiently test your email and launch your email to the necessary timelines.

Should you have any questions, please email SfEBESconference@endocrinology.org

Our system is not able to support responsive emails and is unable to layer text over images.

## Data and reporting

SfE will handle all unsubscribes. Any recipient who unsubscribes from the email will be added to a suppression list, which will be applied to any future satellite email. Recipients have the option to re-subscribe to the email list.

The SfE BES 2021 secretariat 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.

## Programme Book/Online Programme

The full agenda including talk titles and speaker names will be included in the online programme, the event app and the programme book which is distributed to all attendees at the start of the conference.

SfE Secretariat will update the online programme when we receive approved details. To get the session information in the programme book, full approved details will need to be provided by the print deadline (please contact the Meeting Organiser to confirm).

## Onsite opportunities

- The sponsor can place one (1) sign/roller banner (maximum 1m width x 2m height) in the Registration area and one (1) sign outside of their symposium room **on the day of the symposium**. These items must be removed immediately following the conclusion of the symposium. Failure to remove may incur a charge for disposal.
- The sponsor may also include roller banners inside the room during the symposium **but these must be removed immediately after the symposium**.
- Signs may also be placed within the exhibition booth area assigned to the sponsor.
- Sponsors may distribute literature and invitations from their exhibition booth or on the literature tables specifically assigned for distribution of literature.
- Additional signs may not be placed inside or around the congress venue. The SfE BES 2021 Secretariat has the right to remove additional signs without notice.
- The top table and lectern may be branded. For further information, please contact the Meeting Organiser ([SfEBESconference@endocrinology.org](mailto:SfEBESconference@endocrinology.org)). The venue will install and remove the signage before and after the satellite session. Please enquire about lectern dimensions, if needed.
- No signage can be attached to the walls, pillars etc.

## Other points to remember:

For purposes of clarity, the SfE respectfully suggests that you include on your advertisements, invitations or mailings that the symposium is only open to healthcare professionals registered for the SfE BES 2021 congress. If required, it is the responsibility of the satellite symposium provider to provide participants with a record of participation.

**Please note the SfE / SfE BES 2021 logo is not permitted to be used on any marketing materials.**

## 5.4 Room set up

The symposium room will be set up in theatre style to the maximum capacity UNLESS otherwise requested. Each room will be equipped with the following:

- Stage
- Top table for minimum 3 faculty/chairpersons
- Lectern

- Table adjacent to the main door for symposium materials, placement will depend on space available.
- Basic AV package (as detailed below)

To arrange an alternative set up, additional AV, hostesses etc. please see the checklist and deadlines on [page 6](#) of this manual for details.

## 5.5 Audio Visual

Each room will come with a basic AV package:

- Staging for lectern and top table
- Top table for minimum 3 people
- Lectern
- Screen (16:9 format preferred)
- Data/video front projector
- Lectern comfort monitor
- PowerPoint lectern control
- PA System
- Lectern microphone and table top mics
- Two hand held microphones on stands (for Q&A)
- 1 x AV technician

## 5.6 Other services

**Scanner system** Exhibitors wishing to use the scanner system to collect delegate information for their satellite symposium can hire scanners to do so, please contact Charlotte Tite ([SfEBESconference@endocrinology.org](mailto:SfEBESconference@endocrinology.org)) for further information.

**Speaker preview room** Speakers in each session will also have access to the speaker preview room where they can upload their presentations and check compatibility. **ALL presentations** MUST be provided to the technicians in the speaker upload room at least 2 hours before the session is due to start.

The presentations will then be patched to the relevant room where the technician will pick up the presentations, stitch them together to run during the session.

Please note speakers cannot give presentations from their own laptop.

### Catering

Lunch bags will be served prior to the satellite symposia at SfE BES 2021 in the Lennox Suite and Concourse (Exhibition and Poster Hall); these are included for each delegate as part of their registration fee. We will also place a small station outside the satellite room with an allocation of lunches.

Any sponsors wishing to serve their own catering will need to discuss this with the SfE BES Secretariat to see if this is possible in their allocated room at the time of their symposium.

Exhibitors are reminded that all food and drink, whether for eating or drinking within the Exhibition Hall or in the satellite symposia, must be obtained through the appointed caterer.