

**EADV**  
Spring  
Symposium  
2021

**06-07 MAY 2021**  
**Industry Session Manual**



Version: January 2021



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## 1. INTRODUCTION

Dear industry session Organiser,

The EADV is pleased that you have planned to organize an Industry Session during the EADV Spring Symposium 2021.

The EADV Spring Symposium 2021 take place from 6 – 7 May 2021, as a completely virtual edition. Following the live event days mentioned above, the industry sessions content within the virtual event will be available for three full months on the virtual EADV event platform.

This manual has been prepared to provide you with all the relevant information such as contacts details, important information on key dates and set-up concerning your industry session.

Please share this information with the staff in your company and all third parties that may be involved with you in the organization or your session.

If you have any further queries, please do not hesitate to contact us.

Kind Regards,

### The EADV Industry Services Department



**Kimberley ZIMMERMANN**  
Head of Corporate Relations and  
Events



**Emanuele GRAZIANO**  
Industry Services and Events Manager



**Gabriele PIZZINO**  
Industry Services Specialist



**Filippo GHEZZI**  
Industry Services Coordinator



## 2. CONTACT INFORMATION

### Virtual Educational Platform provider

**JMARQUARDT Technologies GmbH**

Felix-Wankel-Str. 1

82152 Krailling

Germany

Web: [www.jmarquardt.com](http://www.jmarquardt.com)

**M EVENTS technical support:**

E-Mail: [industry@m-events.com](mailto:industry@m-events.com)

Tel: +49 17613133009

### Pre-recording service provider

**ACS audiovisual solutions**

Archangelkade 5 a-b

1013 BE Amsterdam

The Netherlands

Web: <http://www.acsaudiovisual.com>

**ACS technical support:**

E-Mail: [eadvvirtual2021@acsaudiovisual.com](mailto:eadvvirtual2021@acsaudiovisual.com)

Tel: +31 (0) 20 582 9801

### EADV

**European Academy of Dermatology and Venerology**

Via S. Balestra 22B

6900 Lugano

Switzerland

Web: [www.eadvsymposium2021.org](http://www.eadvsymposium2021.org)

Tel: +41 91 973 45 20

**EADV Industry Services Department**

E-Mail: [exhibition@eadvsymposium.org](mailto:exhibition@eadvsymposium.org)

**EADV Registration Department**

E-Mail: [group@eadvsymposium.org](mailto:group@eadvsymposium.org)

**EADV Abstract & e-Poster**

E-Mail: [viktor.trendafilov@eadv.org](mailto:viktor.trendafilov@eadv.org)



### 3. KEY DATES & DEADLINES

- Official sales' opening 22 January 2021
- Industry session application deadline 8 February 2021
- Send final session programme and speaker information 12 February 2021
- Send speaker bios and picture for session detail page 19 March 2021
- Send your final decision on the format of your session (fully live, simulive or fully recorded) 19 March 2021
- Send your final decision on pre-recording service provider (own or EADV supplier) 19 March 2021
- Opening of platform for pre-recording .mp4 /.pptx upload 22 March 2021
- Additional Services application deadline 26 March 2021
- Rehearsal slots booking starts 29 March 2021
- Deadline for receipt of final balance of payment 09 April 2021
- Deadline to complete recording with EADV supplier ACS 16 April 2021
- Deadline for pre-recording .mp4 /.pptx upload on M EVENTS system 19 April 2021
- Send session Trailer (if any) 19 April 2021
- Send artwork for Poster Gallery 19 April 2021
- Send Additional Services material (evaluation & polling, if any) 19 April 2021
- Rehearsal slots booking closes 19 April 2021
- Send company representatives details for rehearsal and aired industry session backend interface. 19 April 2021
- Industry Session rehearsal starts 20 April 2021
- EADV Spring Symposium 2021 Starts 06 May 2021
- EADV Spring Symposium 2021 Closes 07 May 2021



## 4. GENERAL REGULATIONS

### 4.1 Ancillary events

Companies are not permitted to organize Industry Symposia or other educational events outside the official EADV Virtual Platform during the black-out hours. The black-out hours are:

Thursday	06.05.2021	07:30 – 19:30
Friday	07.05.2021	07:30 – 19:30

For more information, please refer to the [Ancillary Events Guidelines](#).

### 4.2 EADV Corporate logo and Spring Symposium banner usage

The EADV Corporate logo and Spring Symposium Banner may only be used upon written approval by the EADV.

The “EADV Corporate [Logo and Spring Symposium Banner Request Form](#)” must be completed and sent to [exhibition@eadvsymposium.org](mailto:exhibition@eadvsymposium.org) for each individual use (e.g. use of the logo on an e-Blast, etc.).

### 4.3 Official language

The official language of the conference is English. No translation will be provided in any room or during any session. Sessions in other languages are not allowed. For specific exceptions, please contact the Industry services department.



## 5. VIRTUAL INDUSTRY SESSION OPTIONS

There are several options available to you with regards to the production and airing of your Industry session at EADV Spring Symposium 2021.

Please indicate which option you choose for your Industry session, by sending your preference to [exhibition@eadvsymposium.org](mailto:exhibition@eadvsymposium.org) by **19 March 2021**.

The options are:

### 5.1 Fully live session (must be managed by M EVENTS)

#### Processes and specifications

- a) You must upload your final program including chairs, speakers' information and synopsis if any via the [Industry Online Portal](#) by **12 February 2021**.  
Please also provide via e-mail to [exhibition@eadvsymposium.org](mailto:exhibition@eadvsymposium.org) all speakers' bios and picture to be used for your session detail page on the virtual platform by **19 March 2021**.
- b) M EVENTS will create an individual access account on behalf of the Industry session organising company in order for you to manage the Industry Session details and .pptx presentation slides upload. An e-mail with instructions will be provided to the industry main contact.
- c) Industry session organiser must upload the final .pptx slides in the M EVENTS system by and no later than **19 April 2021**.
- d) If any rehearsal is required and booked with the EADV, an appointment to test the live session and additional services functionalities (if any) together with M EVENTS technician must be requested between **29 March and 19 April 2021**. please note that a maximum of two industry representative + one Q&A moderator and the faculty are allowed to participate at any booked rehearsal
- e) The exact session access process for the above option is outlined in the next section of this manual.

**\*\*Neither EADV nor M EVENTS are responsible for the local individual internet connections of the speakers/chairs of your industry session; we recommend speakers and chairs to use a hard-wired internet connection during the live streaming of your symposia session - a stable internet connection with minimum 5mbit upload per second is required; of course, if any speaker or chair has any technical difficulty, there will be an M EVENTS technical team on hand to try and resolve last minute issues\*\***



## 5.2 Simulive session: pre-recording + live parts (Q&A, Introduction and/or closure)

If you choose this option, you need also to indicate by **19 March 2021** which supplier will you choose for the pre-recording:

- a) **pre-recording with your own agency + live parts managed by M EVENTS**  
Live parts imply speakers/moderators will be on video via zoom channel. Audience will send questions using the Q&A text feature. The organizing company is responsible to upload the recordings on the M-Events system.
- b) **pre-recording managed by ACS + live parts managed by M EVENTS**  
Live parts imply speakers/moderators will be on video via zoom channel. Audience will send questions using the Q&A text feature. ACS is responsible to provide to M EVENTS all pre-recording for upload on the system and a copy to the Industry session organising company.

### Processes and specifications

- a) You must upload your final program including chairs, speakers' information and synopsis if any via the [Industry Online Portal](#) by **12 February 2021**.  
Please also provide via e-mail to [exhibition@eadvsyposium.org](mailto:exhibition@eadvsyposium.org) all speakers' bios and picture to be used for your session detail page on the virtual platform by **19 March 2021**.
- b) M EVENTS will create an individual access account on behalf of the Industry session organising company in order for you to manage the Industry Session details and files upload. An e-mail with instructions is provided to the industry main contact.
- c) In case of session pre-recording with the EADV supplier ACS, speakers must complete the recording of their presentations with ACS by **18 April 2021**.
- d) Industry session organiser must upload the final .mp4 file in the M EVENTS system by and no later than **19 April 2021**. Pre-Recording should fit to the Full HD dimension of the live player (1920 x 1080 px). We recommend to prepare one .mp4 file per presentation with max. 2 GB per presentation. We suggest however to do the recording well in advance of the deadline.
- e) If any rehearsal is required and booked with the EADV, an appointment to test the pre-recorded session, live parts (Q&A, introduction and/or closure) and additional services functionalities (if any ordered) together with M EVENTS technician must be requested between **29 March and 19 April 2021**.  
Please note that a maximum of two industry representative + one Q&A moderator and the faculty are allowed to participate at any booked rehearsal
- f) The exact session access process for the above option is outlined in the next section of this manual.

**\*\*Neither EADV nor M EVENTS are responsible for the local individual internet connections of the speakers/chairs of your industry session; we recommend speakers and chairs to use a hard wired internet connection during the live streaming of your symposia session - a stable internet connection with minimum 5mbit upload per second is required; of course, if any speaker or chair has any technical difficulty, there will be a M EVENTS technical team on hand to try and resolve last minute issues\*\***





### 5.3 Fully pre-recorded session

If you choose this option, you need also to indicate by **19 March 2021** which supplier will you choose for the pre-recording:

a) **pre-recording with your own agency**

Pre-recorded session implies no live interaction between the speakers/chairs and the audience. If wished, audience will still be able to send questions and answered by the moderator using the Q&A text feature. The organizing company is responsible to upload the recordings on the M-Events system.

b) **pre-recording managed with EADV supplier ACS**

Pre-recorded session implies no live interaction between the speakers/chairs and the audience. If wished, audience will still be able to send questions and answered by the moderator using the Q&A text feature. ACS is responsible to provide to M EVENTS all pre-recording for upload on the system and a copy to the Industry organising company.

#### Processes and specifications

- a) You must upload your final program including chairs, speakers' information and synopsis if any via the [Industry Online Portal](#) by **12 February 2021**. Please also provide via e-mail to [exhibition@eadvsymposium.org](mailto:exhibition@eadvsymposium.org) all speakers' bios and picture to be used for your session detail page on the virtual platform by **19 March 2021**.
- b) M EVENTS will create an individual access account on behalf of the Industry session organising company in order for you to manage the Industry Session details and files upload. An e-mail with instructions is provided to the industry main contact.
- c) In case of session pre-recording with the EADV supplier ACS, speakers must complete the recording of their presentations with ACS by **16 April 2021**.
- d) Industry session organiser must upload the final .mp4 file in the M EVENTS system by and no later than **19 April 2021**. Pre-Recording should fit to the Full HD dimension of the live player (1920 x 1080 px). We recommend to prepare one .mp4 file per presentation with max. 2 GB per presentation. We suggest however to do the recording well in advance of the deadline.
- e) If any rehearsal is required and booked with the EADV, an appointment to test the pre-recorded session and additional services functionalities (if any ordered) together with M EVENTS technician must be requested between **29 March and 19 April 2021**. Please note that a maximum of two industry representative + one Q&A moderator and the faculty are allowed to participate at any booked rehearsal
- f) The exact session access process for the above option is outlined in the next section of this manual.

**\*\*Neither EADV nor M EVENTS are responsible for the local individual internet connections of the speakers/chairs of your industry session; we recommend speakers and chairs to use a hard wired internet connection during the live streaming of your symposia session - a stable internet connection with minimum 5mbit upload per second is required; of course, if any speaker or chair has any technical difficulty, there will be a M EVENTS technical team on hand to try and resolve last minute issues\*\***



#### 5.4 Important notes

- In order to use M EVENTS tool for either live or pre-recorded sessions, all speakers, moderators and technical support staff need to use CHROME or FIREFOX browser. A webcam and a microphone, either through laptop or external, are required.
- A stable internet connection with minimum 5 Mbit upload per second is required, and we recommend always using a hard-wired internet connection.
- Live session organiser must upload the .pptx slides in 16:9 format only.
- Pre-recorded session organiser must upload single presentations in .mp4 format and not exceeding 2 GB.
- Speakers, moderators and up to a maximum of two Industry staff representatives must do their rehearsal (if any ordered) on the same computer/device that they will be using on the day of the live event.
- At the end of each Industry session, the session will become available on demand (if not differently agreed).
- After the live event ends (07 May 2021), all sessions will be available on-demand until 31 July 2021.
- Participants will not be able to download the presentations.
- Please refer to this [video](#) for an explanation of how M EVENTS tool works.



## 6. INDUSTRY SESSION ACCESS

Faculty and the company representatives will join the backend interface of the aired session with dedicated links provided by M EVENTS. It is not necessary to be registered to the EADV Spring Symposium 2021 to access the industry session backend interface.

Please note that if your faculty and industry representatives need to attend the EADV scientific and other industry sessions, a regular Industry or Daily Ticket must be purchased in order to gain full access to the EADV Virtual Platform.

For more information about tickets, fee, deadlines and what is included please contact:

[group@eadvsymposium.org](mailto:group@eadvsymposium.org).

### 6.1 Processes and specifications:

48 hours before the scheduled time slot, the company's main contact will receive an e-mail from M EVENTS with the links to join the backend interface of the aired session.

Companies are then responsible to share these links to the Faculty members, chairs, moderators and up to a maximum of two industry representatives who will attend the Session.

M EVENTS will provide the following links:

- Link for Chairs
- Link for Presenter (if a presentation with slides is required during the Live session)
- Link for Speakers, who will just attend the live parts of the session (Q&A, Introduction and/or Closure if any)
- Link for Company representatives (Max. 2 representatives)
- Link for the Q&A moderation platform

15 minutes prior to the scheduled live session starts, speakers, chairs, moderators and up to maximum of two company representatives can access the dedicated Live Session Interface and start getting comfortable with the platform; no additional time will be provided. Companies and faculties must respect the assigned timeslot and the M EVENTS team will provide technical support during the scheduled live session.

### 6.2 Important notes

As a multidisciplinary audience will be attending the EADV Spring Symposium 2021, please make sure to select the right category, Healthcare Professionals (HCPs) and Non-Healthcare Professionals (NON-HCPs), during the registration process.

Access to any industry sessions where data or research of prescription medicines is presented will be limited exclusively to Healthcare Professionals (HCPs) only.

Industry Session organisers may limit participation to certain representative groups independently from EADV recommendations if deemed imperative to the achievement of the intended purpose of the Industry session. The organising company may reserve the right to refuse single tickets, in particular if not adequately related to the objective and purpose of the session. If the case the EADV must be informed in advance of any restrictions you wish to apply for approval by and no later than **19 March 2021**.




## 7. SESSION PROGRAMME SUBMISSION

The final agenda, speaker's information and synopsis if any must be uploaded and submitted via the Industry Online Portal by and no later than **12 February 2021** for approval.

Please also provide via e-mail to [exhibition@eadvsymposium.org](mailto:exhibition@eadvsymposium.org) all speakers' bios and picture to be used for your session detail page on the virtual platform by **19 March 2021**.

The agenda must include the title of the session, all presentations titles and timing in addition to chair(s) and speakers' details including e-mail addresses, by means of the form available for download on the dedicated task of [the Industry Online Portal](#).

The below task "Industry session programme and speakers' details submission" will be visible to all companies having booked and confirmed a Satellite Symposia and/or an Industry HUB.

 Open	<b>Industry sessions programme and speakers details submission</b>	Due Date <b>02/03/2021</b>
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From this task, Industry session organisers must download, complete and upload the completed form to the EADV for final validation. An automatic e-mail confirmation will be received if the submission has succeeded.

Please note that the task is accessible at any time. Should you need to submit an updated or additional Industry session programme, you can upload up to a maximum of 10 files.

For any further information do not hesitate to contact [exhibition@eadvsymposium.org](mailto:exhibition@eadvsymposium.org).

Once the title, programme and detailed content are approved, changes cannot be made without the specific approval of the EADV. All final, approved programmes will be listed on the Spring Symposium [website page](#) at least one month before the first event day. It is your responsibility to verify accuracy of the programmes' content. The EADV staff will not be held accountable for omissions and/or mistakes.

**Important:** In case of replacing/adding/cancellation of a speaker until 5 days before the event start date, the Organizing Secretariat or the Pharmaceutical Company must submit to EADV Industry Services Department a specific declaration, stating that no changes have been made to the scientific contents of the program.

The Industry session organisers are the solely responsible for keeping any of its industry sessions activities compliant with all relevant laws and regulations. EADV is not involved with or have any control over the content, quality, organization, operation, scientific integrity of the activity and materials. EADV is not involved in the selection of speakers, moderators and other faculty.



### 7.1 Invited speaker synopsis or main session description

We also remind you that submission deadline for Invited Speaker presentations synopsis or a more general session description is **12 February 2021**. Submission is not mandatory and must be included on the same form used for the Industry session programme submission.

Only molecule or active ingredient name can be included. Commercial drug names are not allowed.

The synopsis should cover a brief description of each individual presentation or a main session summary. In case of individual synopsis please clearly state to which presenter it is related to and in case of a general programme description this will be automatically linked to the first Chair of the session.

Each individual speaker presentation synopsis should contain no more than 1'000 characters, spaces included (excluding references). The same applies for the general programme description.

For descriptions received after the deadline, the EADV cannot be held liable in case of missing descriptions in the official Session detail page of the EADV Virtual Platform.



## 8. SESSION REHEARSAL: PROCESSES AND SPECIFICATIONS

Upon request, Satellite Symposium organisers are entitled with **one complimentary rehearsal slot/per Satellite Symposium session**. Any additional rehearsal ordered will be invoiced.

Industry HUB organiser are kindly requested to note that **no rehearsal slots are included** in the package.

Upon confirmation of this additional service by the EADV, the M EVENTS team will be sending to the main contact of the Industry session organizer, an e-mail containing the link to their booking platform in order to book between **29 March and 19 April 2021** your preferred date and time for the rehearsal. After this period of time no additional bookings will be accepted.

Upon confirmation of your rehearsal slot by M EVENTS, you will receive from [industry@m-events.com](mailto:industry@m-events.com) the dedicated link in order to access the session rehearsal interface. Please ensure to share this link with the date and time of your rehearsal with all your speakers and chairs involved in the presentation.

Please note that one rehearsal has the duration of 60 minutes and you will be prompted to select the room where your session will take place and one slot per each rehearsal booked with the EADV.

### 8.1 Important notes

In order to test the session and additional services functionalities (if any ordered) together with M EVENTS technician, a rehearsal slot must be requested between **29 March and 19 April 2021**.

In order for the rehearsal to take place, please ensure that all session material has been uploaded in the M EVENTS presentation system by and no later than **19 April 2021 at 23.59 CEST**.

Booked rehearsals will take place from **20 April 2021 onwards**.

Speakers, chairs, Q&A moderator (if any), and up to a maximum of two Industry staff representatives can join the rehearsal and must be on the same computer/device that they will be using on the day of the live event.



## 9. INDUSTRY SESSION STANDARD ANALYTICS

Following the live event days, you will receive a standard report of the analytics of your Industry Session from EADV.

This standard report includes the following:

- Number of people connected and average view time to your session, **when aired live**. You will also receive a second report of all **on-demand** session viewing activity following the two-month on-demand period. These reports will include the following:
- Number of people who watched your session detail page and individual on demand presentations, for the period after the live event days until closure of the virtual platform.

In case you need to implement individual terms and condition at the room access and retrieve more information about the participants who connected at your session, the lead retrieval system must be booked. For more information please consult the Industry sessions catalogue or contact [exhibition@eadvsymposium.org](mailto:exhibition@eadvsymposium.org).



## 10. INDUSTRY SESSION ADVERTISEMENT: SUPPORTING ITEMS SPECS AND DEADLINES

### 10.1 Session trailer

Upon request, one complimentary advertising trailer/per session to be hosted and repeated inside the confirmed room 15 minutes before the start of your session (EADV reserves the right to reduce the displaying time in case of need).

In case of interest please send to [exhibition@eadvsymposium.org](mailto:exhibition@eadvsymposium.org) an .mp4 file (1920 x 1080 px) of **MAX. 3 minutes** by and no later than **19 April 2021** and inform EADV about your interest well in advance.

Your session trailer video must be recorded and produced with your own agencies, EADV and M EVENTS do not manage the production of the industry session trailer videos.

For Industry session addressing issues or research related to prescription-only medicine or products, trailer must mention that the Symposium is restricted to Healthcare Professionals only.

### 10.2 Industry Session Poster Gallery

We are pleased to inform you that, as an industry session organiser, you are entitled to display one complimentary poster banner/per session, promoting your session details directly on the dedicated Gallery section of the EADV Virtual Platform.

In case of interest please send to [exhibition@eadvsymposium.org](mailto:exhibition@eadvsymposium.org) the required artwork by and no later than **19 April 2021** and inform EADV about your interest well in advance.

Poster Dimension and Format (suggested): 1400 px high x 800 px wide png or jpg

Poster Dimension and Format (Max. allowed): 1400 px high x 1400 px wide png or jpg

For Industry session addressing issues or research related to prescription-only medicine or products, poster must mention that the Symposium is restricted to Healthcare Professionals only.

### 10.1 Pre-Congress promotional e-Blast organised by the EADV

A one-time email e-blast including all Industry Session programmes, logos, titles and times, prepared by EADV approximately one month before the event starts and sent to all registered participants having accepted to receive Industry information related to the Spring Symposium. Industry sessions organisers will not receive a separate mailing list with contact details of registrants.

For this reason, the logo to be used along with the industry session programme catalogue must be included and uploaded on the [Industry Online Portal](#) together with the session programme details and speakers information form by **12 February 2021**.

For additional targeted e-blast or other opportunities to promote your symposium, please refer to the opportunities available on the [Industry Online Portal](#) or contact us at [exhibition@eadvsymposium.org](mailto:exhibition@eadvsymposium.org).





## 11. Additional services

For the upcoming Virtual Spring Symposium, the EADV is providing additional services for industry session organisers.

Lead retrieval solutions, session evaluation and polling are just few opportunities example in order to add inspirational quality to the content reaches of your participants.

More information are available on the EADV [Industry Online Portal](#) on the dedicated task **Additional services application**.

## 12. Official Italian Agency for AIFA Procedure

Any Italian pharmaceutical company supporting or participating in a congress abroad, is subjected to an authorization by AIFA (Italian Drug Agency), according to an Italian Government Decree (Decreto Legislativo 219/06 – art. 124).

The request of authorization must be submitted **within 60 days before the starting date of the event**. The appointed agency to collect all applications from pharmaceutical companies and file them with the AIFA is:

**AIM Group International - AIM Education S.r.l.**

**Cristina Ghidoli**

Via G. Ripamonti, 129

20141 Milan, Italy

Tel. +39 02 56601.1

FAX +39 02-70048585

e-mail: [aifa@aimgroup.eu](mailto:aifa@aimgroup.eu); [c.ghidoli@aimgroup.eu](mailto:c.ghidoli@aimgroup.eu)