



# CANADIAN CARDIOVASCULAR CONGRESS

## OCTOBER 20 – 23, 2021



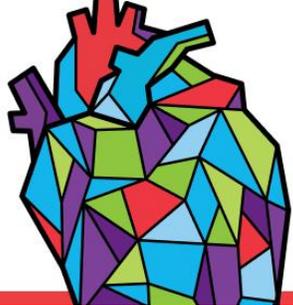
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## EXHIBITOR MANUAL

### Table of contents

1. Important information
2. Company details
3. Contact info
4. Booth representatives
5. Resources
6. Product Showcase
7. Tips and Tricks



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## IMPORTANT INFORMATION

### Key dates

Sep 22 – Booth build finalized

Sep 22 – Oct 6 – Booth review by CCS

Oct 7 – Virtual system launch (delegates have access to the site)

Oct 20 – CCC 2021 begins

### Booth changes (outside of video chat staff/schedules which can be done on own)

Sep 22 – Oct 19 – changes will be made within 2 working days

Oct 20 – 23 – one change allowed within 24hrs

Oct 24 – Oct 19, 2022 – one change a month to be done within 10 business days

### PAAB References

Where relevant, there are notes with further information as it relates to submissions to the Pharmaceutical Advertising Advisory Board (PAAB). This is only relevant for exhibitors promoting prescription, non-prescription, biological and natural health products.

As a reminder advertising items must also be part of your PAAB submission. Where relevant, further details will be provided by CCS at a later date.

Please note lead retrieval will be sent out per the Investor Metric Package selected as part of your investment, no additional work is required on your part.



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## COMPANY DETAILS

- **Company name:** pulls from the account information
- **Banner:** 1920 x 250px JPEG or PNG image, can include a click-thru URL
- **Intro video:** 0:30-5:00; 200 mb or less
- **Company description:** maximum of 375 characters
- **Area of interest:** up to three can be selected from the predetermined list

The screenshot displays the landing page for the Canadian Cardiovascular Congress. At the top is a banner with the event title in both English and French, the dates, and the hashtag #CCongress. Below the banner is the Canadian Cardiovascular Society logo. A video player shows an 'Intro Video/Image' with a progress bar at 0:00 / 0:29. To the right of the video is the company name 'Canadian Cardiovascular Society' and a 'Company Name' label. Below the video is a 'Company Description' section containing text about the CCS and its mission. At the bottom is a navigation menu with 'Company Details' selected, and other options like 'Contact Info (1 representative)', 'Resources (4 items)', and 'Product Showcase (1 product)'. There are also buttons for 'Education Materials/Teaching Aids' and 'Organizations' under an 'Area of Interest' label.

**PAAB Consideration:** If the image/video on this page contains marketing claims, it is recommended that the video in the feature area begin with the indication on screen for a sufficient time for the average person to read. Option 2. include the indications in the Company description section. Option 3. Option to not show a video/image on the landing page.



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## PAAB Considerations for Exhibit Listing

### How it works:

Delegates will access the exhibit hall from the main menu left side bar or an image in the center of the main landing page.

When clicking on it, they will arrive at a listing of all booths in alphabetical order.

This page offers its own search menu, each exhibitor will have their logo on this listing page.

In addition to the company name it will include badges assigned by the CCS including as appropriate: Sponsor level, or other activities a company is involved in (Virtual Run, Sessions).

Sponsors will be required to submit to PAAB the copy and visuals/badges used in this space.



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## PAAB Considerations for Area of Interest

### How it works:

- Sponsor will have the ability to select up to 3 areas of interest
- When clicking on the area of interest tags, delegate will then see the list of companies in alphabetical order.
- Within an exhibitor booth you will see the list of interest tags and these tags will show in alphabetical order.
- Sponsor has no control over how the tags are shown.
- List of tags chosen for an exhibit will need to be submitted to PAAB.



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## CONTACT INFO

Add your company website, social media accounts and Administrative Assistant information (optional)



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#CCCongress



Canadian Cardiovascular Society  
222 Queen Street  
Suite 1100  
Ottawa, ON K1P 5V9  
Telephone: (613) 569-3407  
<http://www.ccs.ca>



**Melissa Keown**  
*Director, Congress &  
Business Systems*



Company Details

Contact Info (1 representative)

Resources (4 items)

Product Showcase (1 product)



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## BOOTH REPRESENTATIVES

Get face to face with attendees by setting up to FOUR reps for video chats. Reps in the “Assigned Booth Representative” list will appear on the Video Chat tab of the Virtual Booth. Minimum 1 representative must be setup. Each representative must be registered. Representatives can be updated on own through congress days.

◀ ▶ Like 📍 Locate this booth 🖨️ Print ✕

**cadmiumCD**  
Bring Your Event Together

Company Details

Contact Info (4 representatives)

**Video Chat** (4 representatives)

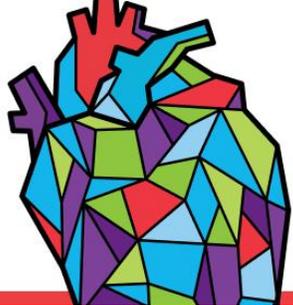
### Video Chat Representatives

Please note that exhibitors will ONLY be available during the times they have listed in their availability. Please hover over the video chat buttons below to view each representative's availability.

When you click the chat buttons below you can pick one of two ways to join the chat. You can use your computer (modern browsers such as the latest versions of Google Chrome, Microsoft Edge, and Firefox are supported) or you can also join with the eventScribe Live app on your mobile device (a great alternative if you have problems connecting with your computer).

|   |  |
|---|--|
|  <p><b>Eva Montgomery</b><br/>Video Chat</p>                               |  <p><b>Joe Felperin</b><br/>Video Chat<br/>Hover here for availability</p>    |
|  <p><b>Sandy Brown</b><br/>Video Chat<br/>Hover here for availability</p> |  <p><b>Michelle Wyatt</b><br/>Video Chat<br/>Hover here for availability</p> |

**PAAB Consideration:** See next page.



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## PAAB Considerations for Chat Feature

### How it works:

1. Delegates can come and go in a video chat
2. Previous text conversations will be visible to delegates who just enter

### Exhibitors have the following options:

1. Disable group chat outright
2. If the exhibitor does wish to use the chat function,
  - a) For booths that do NOT contain marketing claims within the face of the booth (e.g. titles/descriptions of materials from the content tabs and feature area):
    - i. The indication must appear on the main screen (Company Details) in clear and prominent font. For videos, the opening screen of the video should include the indication statement.
      - For booths with multiple brand mention, the indications for each of the brands should be presented in the feature area.
      - The indications should remain on screen for a duration of time that allows the average user to consume all copy.
    - ii. 'Safety Information' content providing the highest level of fair balance for the product(s) mentioned within the booth should be added (Resources section). For booths with multiple brand mention, the fair balance for all brands may be included in one content document/link in the Resources section.
    - iii. The first message posted to the group chat should be the highest level fair balance or middle level fair balance directing the user to the 'Safety Information' item in the Resources section.
  - b) For booths containing marketing claims within the face of the booth:
    - i. The indication AND either middle fair balance directing the user to the 'Safety Information' item; OR the indication AND highest level of fair balance should appear in the Resources section of the virtual booth
    - ii. 'Safety Information' content providing the highest level of fair balance for the product(s) mentioned within the booth should be added (Resources section). For booths with multiple brand mention, the fair balance for all brands may be included in one content document/link in the Resources section.
    - iii. The first message posted in the group chat should be the highest level fair balance or middle level fair balance directing the user to the 'Safety Information' item in the Resources section



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### UPDATE!

## Exhibit Hall Hours

Attendees will be directed to check out booths during these times. It is encouraged to have your booth staffed throughout the conference, but especially advised to do so during the times noted.

As a reminder, booth staff/schedules can be updated regularly via the Investor Services Centre. Also, you can have as few as one and as many as four staff “live” at any time.

- Wednesday Oct 20  
None
- Thursday Oct 21  
9:00 –10:00  
11:50 –12:30  
14:30 –15:00  
16:50 –17:20
- Friday Oct 22  
9:00–10:00  
11:50 –12:30  
14:30 –15:00  
16:50 –17:20
- Saturday Oct 23  
9:00 –10:00  
12:40 –13:40



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## RESOURCES

Upload up to six (6) PDF resources  
and up to six (6) web links.

★ Favorite Like Locate this booth Print

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PDF Files

- Guidelines Postcard
- InfoGraphic1
- InfoGraphic2

Web Links

- CCS Website

Company Details

Contact Info (1 representative)

Resources (4 items)

Product Showcase (1 product)

Website Request Information

**PAAB Consideration:** If any product/marketing items are mentioned in your booth, at minimum one link or file should be related to 'Safety Information'



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**UPDATE!**

## PRODUCT SHOWCASE\*

This tab allows you to call out your products by adding an image, video, and/or URL to the showcase directly. This allows you to focus your product resources here, freeing up your booth resources for more content.

\*Up to 20 products can be presented in the Product Showcase, now available for all exhibitors

The screenshot shows a product showcase interface with a blue header bar containing social media icons for Favorite, Tweet, Locate this booth, and Request Information. The main content area features the title "Heart Failure Guidelines" in red, followed by the organization "Canadian Cardiovascular Society" and "Booths: 0, 0, 0". A large text block describes the update to the heart failure (HF) guidelines, mentioning comprehensive recommendations and practical tips for the pharmacologic management of patients with HF with reduced ejection fraction (HFrEF). To the right of the text is a hero image of a poster titled "IS IT HEART FAILURE AND WHAT SHOULD I DO?" with a "2021 UPDATE" badge. At the bottom of the interface, there is a "3 views" indicator and a blue button labeled "Heart Failure Guideline".

Hero image

**PAAB Consideration:** See next page.



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## PAAB Considerations for Product Showcase

### How it works:

1. For products that do NOT contain marketing claims within the face of the booth (e.g. titles/descriptions of materials from the content tabs and feature area):
  1. The indication must appear on the main surface/screen. The indication should appear in the feature area in clear and prominent font. For videos, the opening screen of the video should include the indication statement.
    1. For booths with multiple brand mention, the indications for each of the brands should be presented in the feature area.
    2. The indications should remain on screen for a duration of time that allows the average user to consume all copy.
  2. A 'Safety Information' content tab leading to the highest level of fair balance for the product(s) mentioned within the booth should be added. For booths with multiple brand mention, the fair balance for all brands may be included in one content tab. This safety tab should be added to the content tab located on the right-hand side.
  3. The first message posted to the group chat should be the highest level fair balance or middle level fair balance directing the user to the 'Safety Information' content tab on the face of the booth
2. For products containing marketing claims within the face of the booth:
  1. The indication AND either middle fair balance directing the user to the 'Safety Information' tab on the face of the booth should appear in the feature area of the booth; OR the indication AND highest level of fair balance should appear in the feature area of the booth.
  2. A 'Safety Information' content tab leading to the highest level of fair balance for the product(s) mentioned within the booth should be added. For booths with multiple brand mention, the fair balance for all brands may be included in one tab (e.g. menu item). This safety tab should be added to the content tabs located on the right-hand side.
  3. The first message posted in the group chat should be the highest level fair balance or middle level fair balance directing the user to the 'Safety Information' content tab on the face of the booth



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**UPDATE!**

## TIPS AND TRICKS

1. Booth Preview: In the ISC, select the “Preview Your Exhibit” button for a booth preview

The screenshot shows the Investor Services Centre (ISC) interface for the Canadian Cardiovascular Congress 2021. At the top, there is a navigation bar with the following items: "CCC 2021 - Investor Services Centre", "Log Out", a progress indicator, "Task Progress", "Investor Toolkit", "Congress Details", and "Technical Support". The main content area is divided into three columns:

- EVENT INFORMATION** (with an information icon 'i'):
  - Dates: Oct 20 – 23, 2021 (Wed — Sat)
  - Location: TBC, Québec City
  - More Information: [Website](#)
- YOUR INFORMATION** (with a user profile icon):
  - Canadian Cardiovascular Society:  
User: Kate Stilwell (3 logins)
  - Preview Your Exhibit** (button highlighted with a red dashed box)
- INVESTOR TOOLKIT** (with a folder icon):
  - We always welcome feedback and want to hear what you like and your suggestions. [Give feedback Now](#)
  - [View / Edit Your Profile](#)

Below these columns is a **COMMUNICATION** section (with a speech bubble icon) for the **Congress Team** (Fulfillment Department, Email: [ccc-exhibits@ccs.ca](mailto:ccc-exhibits@ccs.ca)). A message states: "As you are completing the below tasks please reference the [2021 Advertising Guide](#) for specifications. All content must be provided to the CCC Team through the identified method in this document."

At the bottom is a **PRODUCT SHOWCASE** section (with a gift icon) showing **1 product** (10 views) and a **View Product** button.



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## TIPS AND TRICKS

2. Product Showcase: Once confirmed you can quickly setup/review your products by clicking on the “View Product” button

CCC 2021 - Investor Services Centre | Log Out | Task Progress | Investor Toolkit | Congress Details | Technical Support

**EVENT INFORMATION**  **YOUR INFORMATION**  **INVESTOR TOOLKIT** 

 Dates: Oct 20 – 23, 2021 (Wed — Sat)

 Location:  
TBC  
Québec City

 More Information: [Website](#)

 Canadian Cardiovascular Society:  
User: Kate Stilwell (3 logins)

 [Preview Your Exhibit](#)

 We always welcome feedback and want to hear what you like and your suggestions. [Give feedback Now](#)

 [View / Edit Your Profile](#)

**COMMUNICATION** 

 **Congress Team**  
Fulfillment Department  
Email: [ccc-exhibits@ccs.ca](mailto:ccc-exhibits@ccs.ca)

As you are completing the below tasks please reference the [2021 Advertising Guide](#) for specifications. All content must be provided to the CCC Team through the identified method in this document.

**PRODUCT SHOWCASE** 

 1 product (10 views) [View Product](#)



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## TIPS AND TRICKS

2. Booth Staff: You can add well over 4 “staff” to your booth, but you can only assign up to four at any given time. If you know you’ll have a large group rotating through the booth, add all your booth reps using the relevant task, then just assign the ones scheduled for the first day, and reassign as needed.

All “Assigned Booth Representative” are required to have a JPEG/PNG headshot (or company logo).

When it comes time for your Team Member(s) to enter the video chat, you can do one of two things:

1. Provide your Team Members with YOUR username and access code for the task page to click the “Launch Video Chat” button pictured below.
2. Log in to the task page and click the “Launch Video Chat” button for each Team Member, then copy the URL from the video chat window and send to the individual Team Members.

### FAQ

Can I change my Team Members from one day to the next?

YES! Simply navigate back to this page, remove any Team Members who are NOT going to be manning a video chat channel from the “Assigned Booth Representative” list and add any new Team Members by either adding them or clicking on a name from the “Available Booth Representative” list.

Assign between 1 and 4 booth representatives to the list below. 1 booth representative currently assigned

| Canadian Cardiovascular Society Booth Representatives (Records: 1) |               |     | Search |
|--|---------------|-----|--------|
| Name   | Photo         | Bio |        |
| Assigned Booth Representative (1)                                  |               |     |        |
| 1  | Kate Stilwell |     |        |