



EUROPEAN SOCIETY OF RADIOLOGY
ECR 2024

PROMOTION TOOLS DIGITAL

CATALOGUE & ORDER FORM

WE ARE THE WORLD OF MEDICAL IMAGING

ESIR EUROPEAN SOCIETY
OF RADIOLOGY

MYESR.ORG

DON'T WAIT TILL ECR 2024

Now is the time to reach out to your target groups
and get your company out there!



This document is interactive. On [page 12](#) you will find the Promotion Tools order form. Please make your selection, complete the form and return it to promotion@myESR.org. Detailed technical specifications to be supplied after submission of completed booking form and booking confirmation.

DIGITAL

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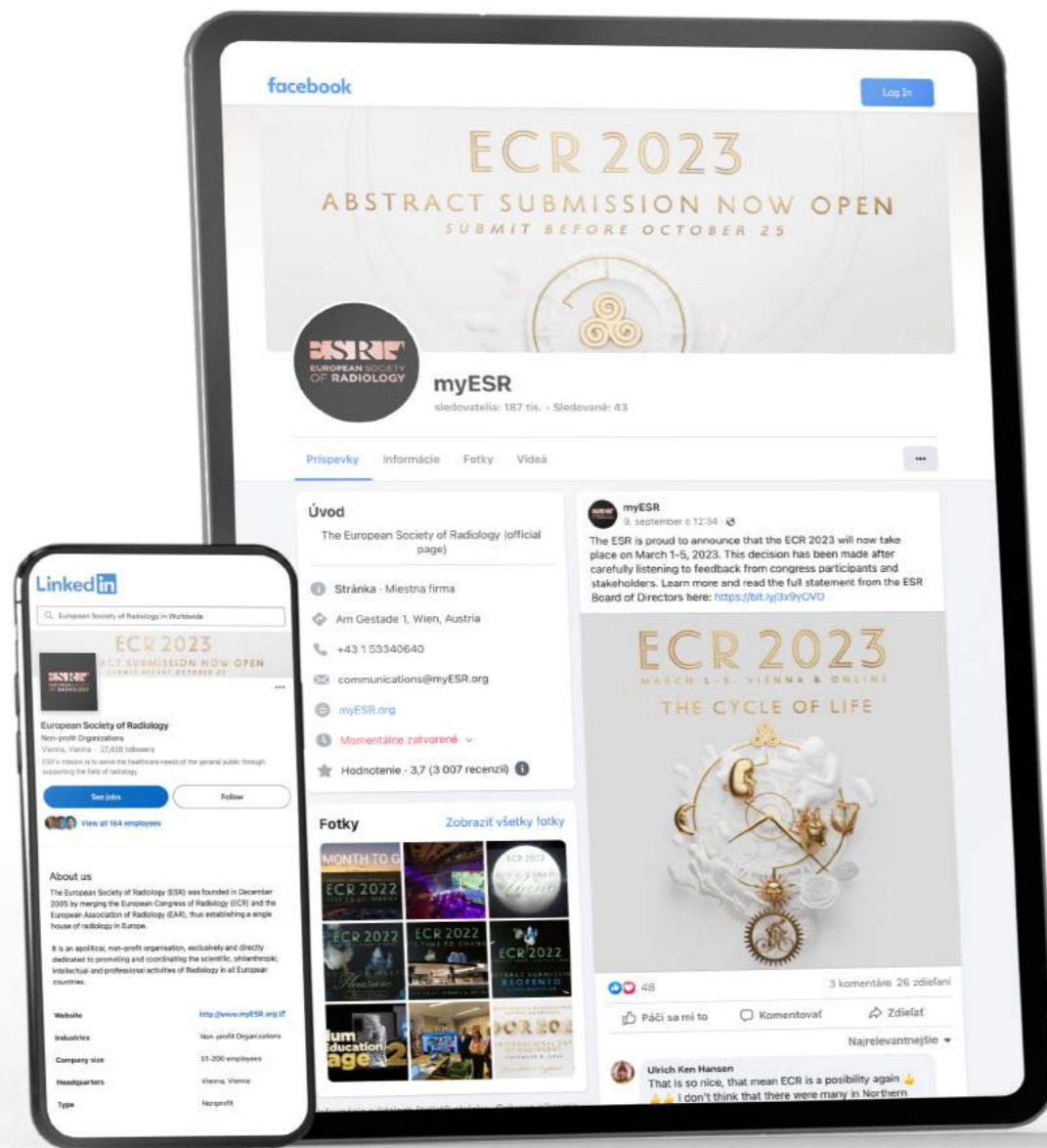
f 40,178 Avg. Reach per Month **in 123,558 Avg. Reach per Month**

With our Facebook or LinkedIn posts we'll provide you with the reach (up to 190,000 fans within our community) and the opportunity to be featured (text, link, picture or video) on one of the most active and liked imaging related pages worldwide.

Please contact our Social Media team at socialmedia@myESR.org to discuss the possibilities!

Please note:

- All content on the ESR Facebook page needs to conform to the ESR's standards of quality



ADVERTISING RATE

Before and after ECR 2024 / per update (Facebook)*	€990
Before and after ECR 2024 / per update (LinkedIn)*	€990
During February 28 – March 3 (ECR 2024) / per update (Facebook)	€1,310
During February 28 – March 3 (ECR 2024) / per update (LinkedIn)	€1,310

*Except February 28 – March 3

Social Media Package Deal

We're excited to offer you a special deal for our Social Media Package, that includes postings on all popular platforms such as Facebook, LinkedIn, Twitter, and Instagram, as well as our social media consulting service. Our social media experts will provide guidance on selecting the right images and make content tweaks where necessary. Whether you want to increase your reach or engagement, through our service we want to make sure your postings achieve the best possible outcome for your money spent.

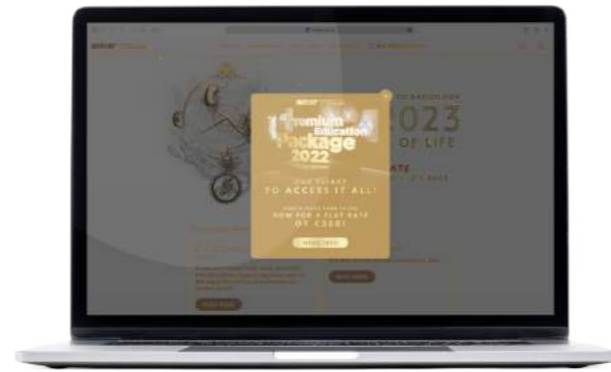
ADVERTISING RATE

Before & after ECR 2024 / per update on all social media platforms* and our personalized consulting service	€2,900
During ECR 2024, February 28 – March 3 / per update on each all social media platforms* and our personalized consulting service	€3,900

*Facebook, LinkedIn, Twitter, Instagram

on myESR.org/congress – The Official ECR 2024 Webpage
 (Avg. Monthly Page Views 89,000)

ANIMATED OVERLAY



ADVERTISING RATE	
April 2023 – January 2024	€9,900/month
February – March 2024	€10,900/month

TOP ADVERT BANNER

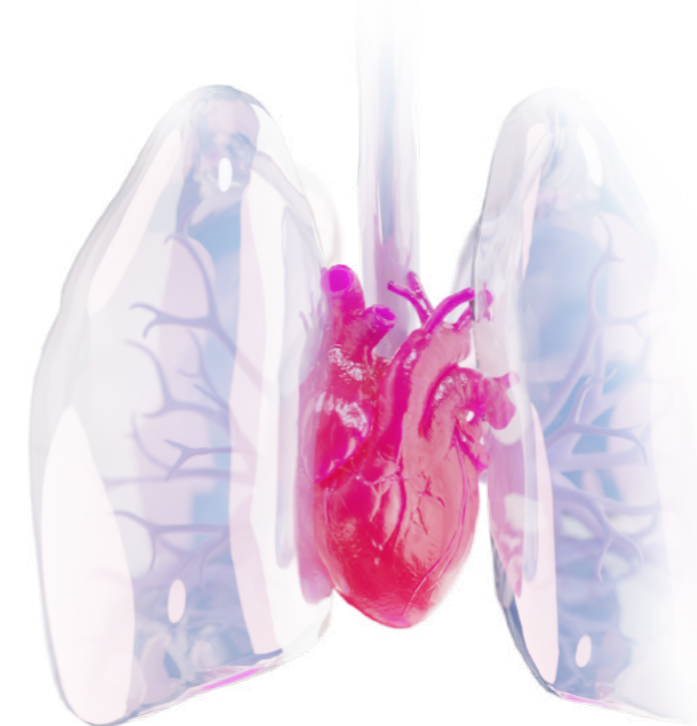


ADVERTISING RATE	
April 2023 – January 2024	€4,100/month
February – March 2024	€5,100/month

FLYING CARPET ADVERT



ADVERTISING RATE	
April 2023 – January 2024	€4,490/month
February – March 2024	€4,690/month



on connect.myESR.org – The ECR Streaming Platform

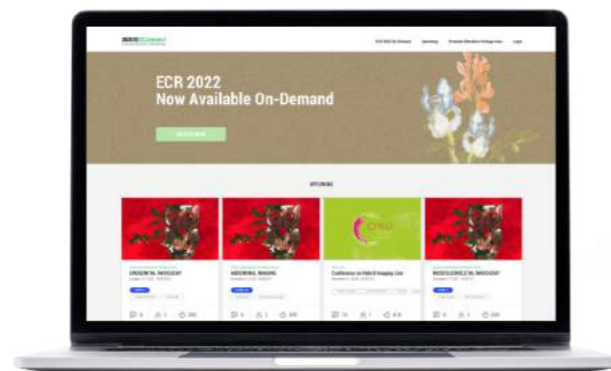
(Avg. Monthly Page Views 179,000)

ANIMATED OVERLAY



ADVERTISING RATE	
April 2023 – January 2024	€15,000/month
February – March 2024	€17,000/month

TOP ADVERT BANNER

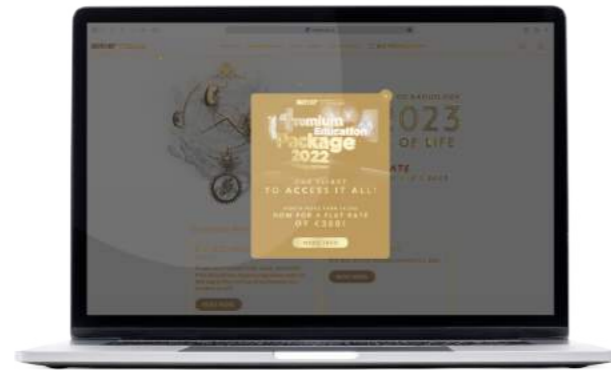


ADVERTISING RATE	
April 2023 – January 2024	€4,900/month
February – March 2024	€5,400/month



on Eurorad.org – The Largest Peer-Reviewed Radiological Teaching Case Database
(Avg. Monthly Page Views 91,200)

STATIC OVERLAY



ADVERTISING RATE

April 2023 – March 2024

€4,400/month

Specifications: To be supplied on demand.
Month is considered from 1st to last day of respective month.

ADVERT SIDE BANNER



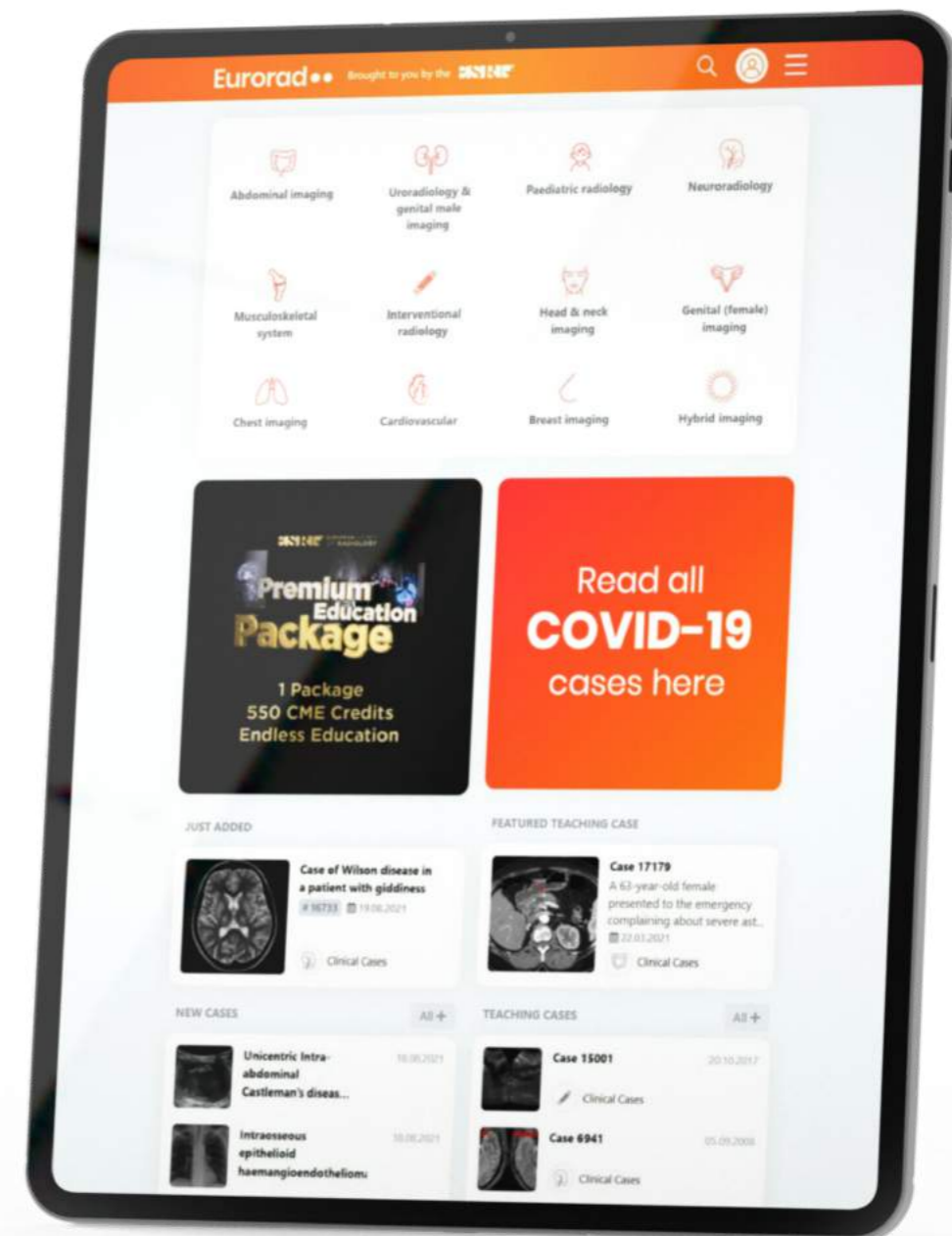
ADVERTISING RATE

April 2023 – March 2024

€2,690/month

Specifications: To be supplied on demand.
Month is considered from 1st to last day of respective month.

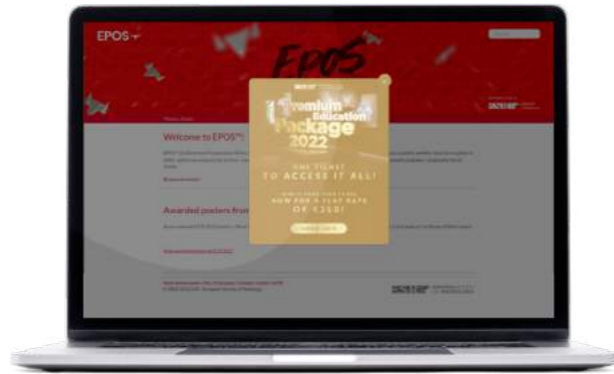
Eurorad



on EPOS.myESR.org – The Online Database For Electric Posters

(Avg. Monthly Page Views 89,000)

STATIC OVERLAY



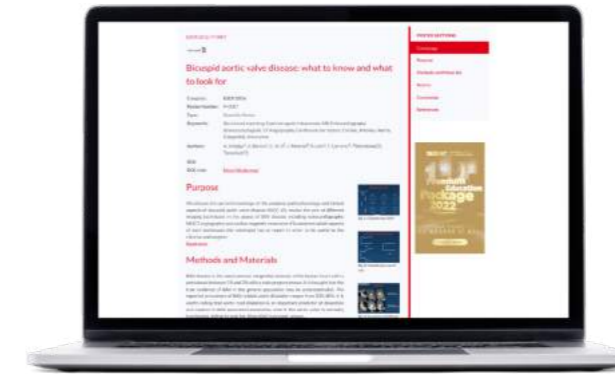
ADVERTISING RATE

April 2023 – March 2024

€25,000/month

Specifications: To be supplied on demand.
Month is considered from 1st to last day of respective month.

ADVERT SIDE BANNER ON ALL EPOS POSTER VIEWING PAGES



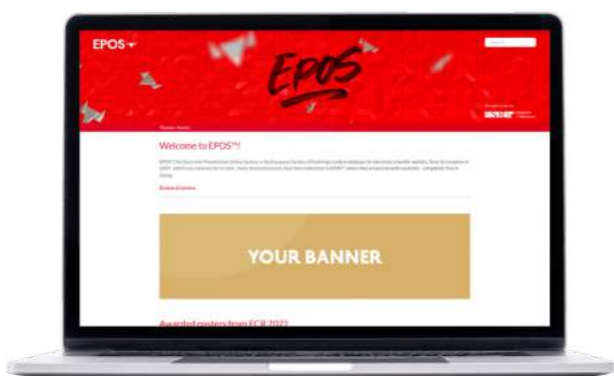
ADVERTISING RATE

April 2023 – March 2024

€4,500/month

Specifications: To be supplied on demand.
Month is considered from 1st to last day of respective month.

ADVERT BANNER FRONT PAGE



ADVERTISING RATE

April 2023 – March 2024

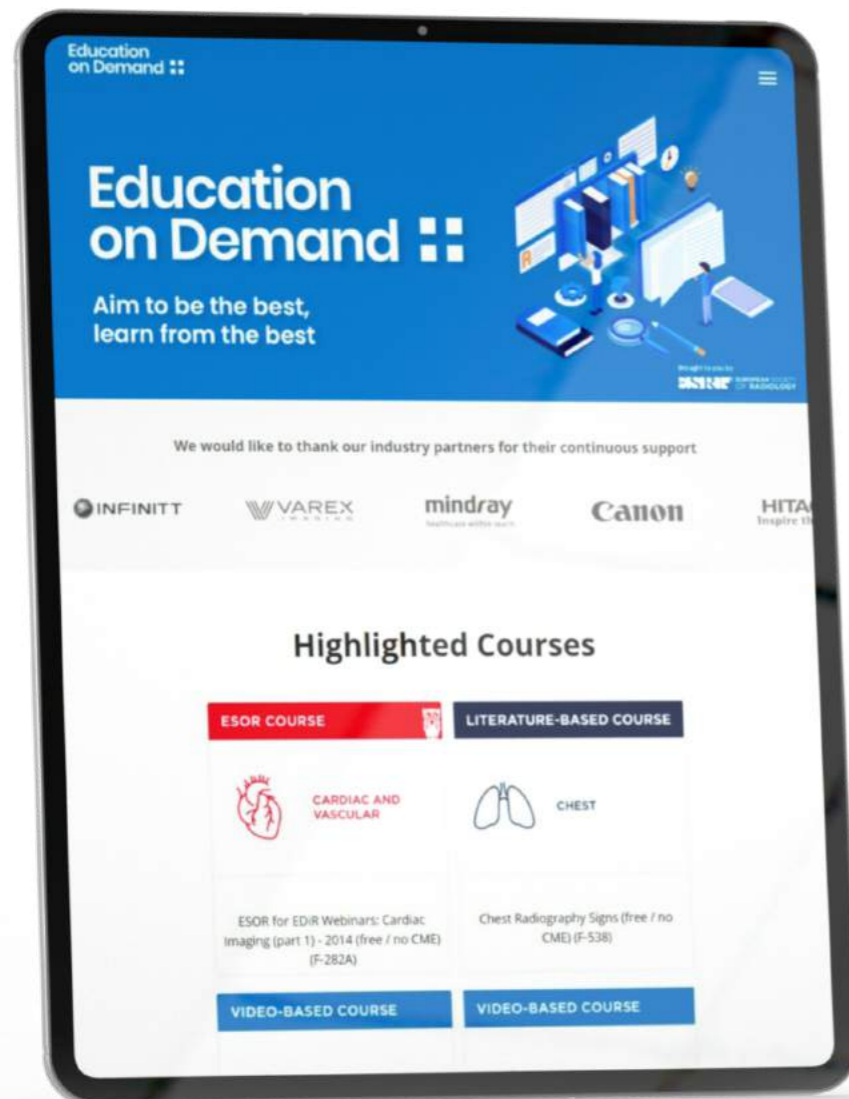
€12,500/month

Specifications: To be supplied on demand.
Month is considered from 1st to last day of respective month.



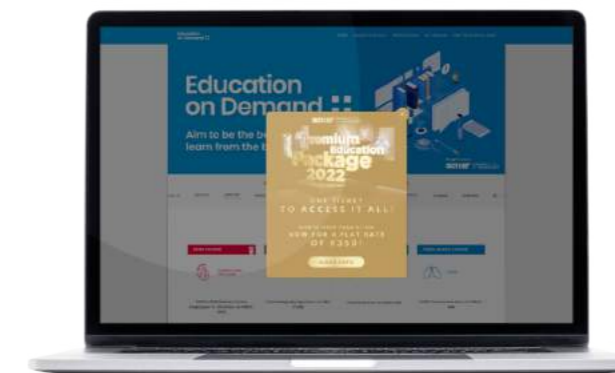
Education on Demand

★ Premium



on learn-myesr.talentlms.com – The ESR E-Learning Platform
(Avg. Monthly Page Views 34,000)

STATIC OVERLAY



ADVERTISING RATE

April 2023 – March 2024

€4,500/month

Specifications: To be supplied on demand.
Month is considered from 1st to last day of respective month.

ESR Journal Highlights Mailings

ADVERT BANNER IN MAILING

- Approx. 100,000 recipients
- Opening rate approx. 30%



ADVERTISING RATE

Two banners available per mailing / once per month

€1,900/banner

Specifications: To be supplied on demand.

Get Ready For ECR 2024

ADVERT BANNER IN MAILING

- Get Ready Mailing sent to all congress participants
- Opening rate approx. 50%

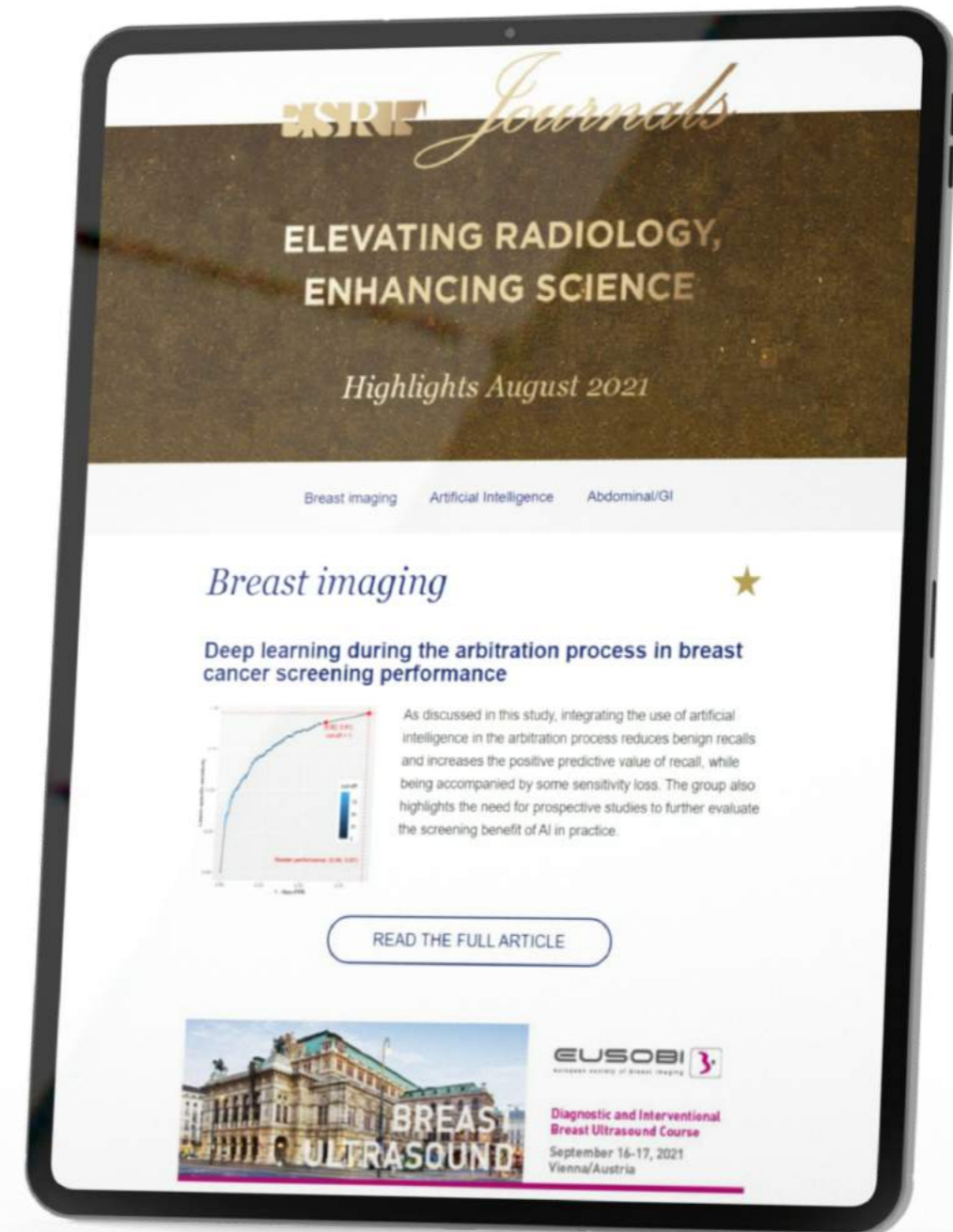
ADVERTISING RATE

ECR 2024 (1-5 Days before ECR) (non-exclusive / 2 slots available)

€4,950

Specifications: To be supplied on demand.

ESRF Journals



ECR 2024 Mailings

ADVERT BANNER IN MAILING

A number of ECR 2024 mailings will be sent to the entire ESR database to promote the upcoming congress and to inform about the latest updates.

- Up to 150,000 recipients
- Average opening rate: 31%
- Click-to-open-rate: 6-8%

ADVERTISING RATE		
November 2023 – January 2024	Two banners available per mailing / 2 mailings per month	€4,950/banner
February 2024	Two banners available per mailing / 4 mailings per month	€4,950/banner

Specifications: To be supplied on demand.

ECR 2024 Daily Content Alert

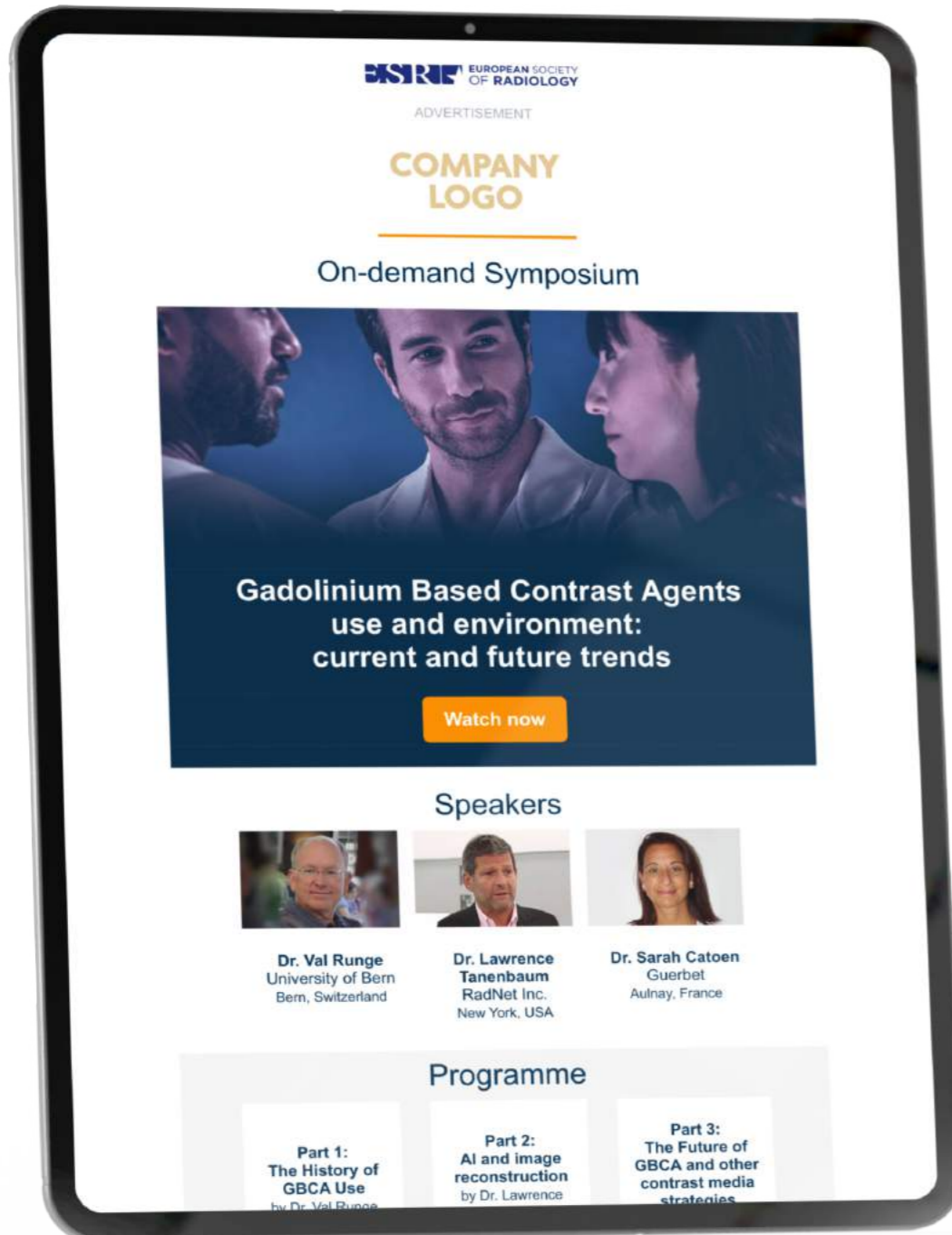
ADVERT BANNER IN MAILING

During the week of ECR 2024, a Daily Content Alert mailing is sent out each day to provide attendees with a general overview of the upcoming programme and key topics of the day.

- Average opening rate: 45%
- Click-to-open-rate: 20-22%

ADVERTISING RATE		
February 28, 2024	Two banners available per mailing / 1 mailing per day	€3,390/banner
February 29, 2024	Two banners available per mailing / 1 mailings per day	€3,390/banner
March 1, 2024	Two banners available per mailing / 1 mailings per day	€3,390/banner
March 2, 2024	Two banners available per mailing / 1 mailings per day	€3,390/banner
March 3, 2024	Two banners available per mailing / 1 mailings per day	€3,390/banner

Specifications: To be supplied on demand.



ECR 2024 eBlast

An eBlast means delivery of your custom made html content from a dedicated myESR e-mail address.

The ESR will send your eBlast file to all or specific groups of ESR members and non-members. Addresses can be filtered by country/profession/field of interest as you desire.

ESR will be pleased to share the list of categories you may choose from upon request.

- Up to 120,000 recipients possible
- Ideal access to a specific target market
- Average Opening Rate: 31%
- Average CTOR 6%
- Minimum order value of €1,900 excl. VAT

ADVERTISING RATE

eBlast to Custom Recipients

minimum €1,900

Specifications: To be supplied on demand.

This document is interactive, please review your selections and adjust them if needed.

After selecting all your desired promotion tools, and completing the payment details on [page 12](#), please save & send this document to promotion@myESR.org.

We will create an official offer for you, based on your selections.

PLEASE INSERT YOUR COMPANY NAME

No.	CATEGORY	PROMOTION TOOL	PRICE
01	Digital	Social Media Post	
		Before and after ECR 2024 / per update (Facebook)	€ 990
		Before and after ECR 2024 / per update (Linkedin)	€ 990
		During February 28 – March 3 (ECR 2024 Spring) / per update (Facebook)	€ 1,310
		During February 28 – March 3 (ECR 2024 Spring) / per update (Linkedin)	€ 1,310
		Before & after ECR 2024 / per update on all social media platforms and our personalized consulting service	€ 2,900
		During ECR 2024, February 28 – March 3 / per update on each all social media platforms and our personalized consulting service	€ 3,900
02	Digital	Banners & Overlays – myESR.org	
		Animated Overlay – April 2023 – January 2024	€ 9,900
		Animated Overlay – February – March 2024	€ 10,900
		Flying Carpet Advert – April 2023 – January 2024	€ 4,490
		Flying Carpet Advert – February – March 2024	€ 4,690
		Top Advert Banner – September 2023 - January 2024	€ 4,100
		Top Advert Banner – February – March 2024	€ 5,100
03	Digital	Banners & Overlays – connect.ESR.org	
		Animated Overlay – April 2023 – January 2024	€ 15,000
		Animated Overlay – February – March 2024	€ 17,000
		Top Advert Banner – April 2023 – January 2024	€ 4,900
		Top Advert Banner – February – March 2024	€ 5,400
04	Digital	Banners & Overlays – Eurorad.org	
		Static Overlay – April 2023 – March 2024	€ 4,400
		Advert Side Banner – April 2023 – March 2024	€ 2,690

No.	CATEGORY	PROMOTION TOOL	PRICE
05	Digital	Banners & Overlays – EPOS.ESR.org	
		Static Overlay – April 2023 – March 2024	€ 25,000
		Advert Banner Front Page – April 2023 – March 2024	€ 12,500
		Advert Side Vabber on all EPOS poster viewing pages – April 2023 – March 2024	€ 4,500
06	Digital	Banners & Overlays – Education On Demand	
		Static Overlay – April 2023 – March 2024	€ 4,500
07	Digital	Mailing Banners	
		ESR Journal Highlights Mailing – Advert Banner in Mailing	€ 1,900
		Get Ready For ECR 2024 mailing banner	€ 4,950
08	Digital	Mailing Banners	
		ECR 2024 Mailing – Advert Banner in Mailing – January 2024	€ 4,950
		ECR 2024 Mailing – Advert Banner in Mailing – February 2024	€ 4,950
		ECR 2024 Daily Content Alert – Advert Banner in Mailing – February 28, 2024	€ 3,390
		ECR 2024 Daily Content Alert – Advert Banner in Mailing – February 29, 2024	€ 3,390
		ECR 2024 Daily Content Alert – Advert Banner in Mailing – March 1, 2024	€ 3,390
		ECR 2024 Daily Content Alert – Advert Banner in Mailing – March 2, 2024	€ 3,390
		ECR 2024 Daily Content Alert – Advert Banner in Mailing – March 3, 2024	€ 3,390
09	Digital	eBlast	
		eBlast to Custom Recipients	€ 1,900

Booking details

Promotion Tools may be booked by companies in the imaging industry. Detailed technical specifications to be supplied after submission of completed booking form and booking confirmation.

All individual orders (also for spaces not included in this catalogue) must be placed via ECR's Industry Relations Team (promotion@myESR.org).

Payment details

Upon booking confirmation, the entire advertising rate is due within 4 weeks (2 weeks for provision of invoice details, 2 weeks for the actual full payment).

For bookings and payments affected after the indicated dates, the Exhibition & Corporate Retailing GmbH is entitled to charge a surcharge amounting to 15% of the regular fee.

Terms of Cancellation

Cancellations will be accepted in writing only.

If notice of cancellation is received within four weeks after the confirmation, the Exhibition & Corporate Retailing GmbH is entitled to charge 10% of the regular Advertising Rate for compensation.

If notice of cancellation is received before January 18, 2024 50% of the fee will be refunded.

If notice of cancellation is received after January 18, 2024 no refund will be given.

In case of Force Majeure the General Terms and Conditions (GTC) of Exhibition & Corporate Retailing GmbH (ExCR) apply.

GENERAL INFORMATION

Company

Contact person

Address

Postcode

City

City

Phone

Fax

E-mail

INVOICE ADDRESS

Company

For the attention of

Address

Postcode

City

City

VAT number (if available)

PO number (if necessary)

Please note: if you do not have an EU-registered VAT-number, please supply us with a proof of Tax-registration (issued in the current year) together with the completed order form. Otherwise the ExCR will be entitled to charge VAT (20%).

I need an official offer from the ESR office to create a PO.

With my signature I certify that I understand and agree with the terms and the conditions (page 14).

Place, Date

Name of the official representative

BANK TRANSFER

We will make the payment via bank transfer after receiving the invoice.

IBAN: AT45 2011 1839 9839 2700

BIC: GIBATWXXXX

Bank: Die Erste Bank

Company stamp and signature of the official representative

Please return this form to the ESR Office via **e-mail (promotion@myESR.org)**



1. Geltung

- 1.1. Die AGB regeln die allgemeinen Bedingungen, zu denen ExCR mit Kunden Verträge abschließt.
- 1.2. Die AGB gelten für alle, auch zukünftigen Geschäfte zwischen ExCR und dem Kunden.
- 1.3. 1Allgemeine Geschäftsbedingungen des Kunden werden ausdrücklich abgelehnt und sind auch keiner schlüssigen Annahme durch ExCR, etwa durch Erbringung der Leistung, zugänglich.

2. Vertragsabschluss

- 2.1. Angebote von ExCR sind freibleibend und können bis zur Erteilung der Auftragsbestätigung durch ExCR von ExCR geändert werden.
- 2.2. Aufträge des Kunden haben schriftlich, per Fax oder per E-Mail zu erfolgen. Mündlich oder telefonisch erteilte Aufträge bedürfen einer entsprechenden Bestätigung durch den Kunden.
- 2.3. Aufträge des Kunden gelten erst mit Bestätigung durch ExCR als angenommen. Die Annahme kann ausschließlich schriftlich, durch Fax, E-Mail oder durch Erfüllung des Auftrages durch ExCR angenommen werden.

3. Zahlungen

- 3.1. ExCR ist berechtigt, vom Kunden Vorauszahlung zu verlangen.
- 3.2. Rechnungen von ExCR sind binnen 14 Tagen ab Rechnungsdatum zur Zahlung fällig.
- 3.3. Im Falle des Verzugs schuldet der Kunde unternehmerische Verzugszinsen gemäß § 352 UGB, mindestens jedoch in der Höhe von 12% p.a.
- 3.4. Gerät der Kunde in Zahlungsverzug, ist ExCR berechtigt, entweder eine Nachfrist von 7 Tagen zu setzen und bei deren Verstreichen den Rücktritt vom Vertrag zu erklären oder unter Setzung einer Nachfrist von 7 Tagen den Rücktritt vom Vertrag zu erklären, der mit Verstreichen der Nachfrist wirksam wird.

4. Gewährleistung und Haftung

- 4.1. ExCR erbringt seinen Leistungen mit der Sorgfalt eines ordentlichen Unternehmers.
- 4.2. Beauftragt der Kunde ExCR mit der Erbringung von Werbeleistungen, ist für den Inhalt der Werbung ausschließlich der Kunde verantwortlich. ExCR trifft keine Verpflichtung zur Überprüfung der vom Kunden bereitgestellten Werbeinhalte. Im Falle der Inanspruchnahme von ExCR wegen rechtswidriger Werbeinhalte des Kunden hat der Kunde ExCR schad- und klaglos zu halten.
- 4.3. Mängel in der Leistung von ExCR sind binnen 14 Tagen ab deren Erkennbarkeit schriftlich, per Telefax oder E-Mail unter Angabe des Mangels gegenüber ExCR anzuzeigen, widrigenfalls der Kunde Ansprüche auf Gewährleistung und Schadenersatz sowie aus einem Irrtum über die Mangelfreiheit der Leistung nicht mehr geltend machen kann.
- 4.4. Ansprüche des Kunden aus einer Mangelhaftigkeit der Leistung von ExCR verjähren nach 6 Monaten. Die Beweislast der Mangelhaftigkeit einer Leistung von ExCR trifft uneingeschränkt den Kunden.
- 4.5. Die Haftung von ExCR für leicht fahrlässig herbeigeführte Schäden ist ausgeschlossen.

5. Aufrechnung

Die Aufrechnung mit Forderungen des Kunden gegen Forderungen von ExCR ist ausgeschlossen, sofern die Forderung des Kunden von ExCR nicht ausdrücklich anerkannt oder rechtskräftig gerichtlich festgestellt wurde.

6. Sonstiges

- 6.1. Änderungen von Vereinbarungen einschließlich des Abgehens vom Formgebot der Schriftlichkeit haben für ihre Wirksamkeit schriftlich, per Fax oder per E-Mail zu erfolgen.
- 6.2. Gerichtsstand und Erfüllungsort ist 1010 Wien.
- 6.3. Sämtliche Verträge mit ExCR unterliegen österreichischem Recht.
- 6.4. Es gilt die deutsche Fassung der AGB, die englische Fassung dient ausschließlich Übersetzungszwecken.

7. Nachträgliche Unmöglichkeit, Risikoteilung und Ersatzleistung

- 7.1. Sollte aus irgendeinem Grund, insbesondere aus Gründen höherer Gewalt wie Stromausfall, Streiks, Naturkatastrophen, Epidemien, Pandemien, behördlichen Anordnungen, Internetausfall oder Hackerangriffen die Durchführung der Fachmesse unmöglich oder wirtschaftlich nicht vertretbar sein, wird das damit verbundene wirtschaftliche Risiko zwischen der ExCR GmbH und dem Kunden insoweit geteilt, als die ExCR GmbH berechtigt ist, 30 % der vom Kunden gezahlten Ausstellungsgebühr zur anteiligen Deckung der bereits mit der Organisation der Fachmesse angefallenen Kosten einbehalten.
- 7.2. Für die verbleibenden 70% der Ausstellungsgebühr ist die ExCR GmbH berechtigt, dem Kunden statt der Abhaltung einer Fachmesse digitale Ersatzleistungen in angemessenem Umfang zu erbringen. Die von der ExCR GmbH zu erbringenden Ersatzleistungen umfassen die Besorgung von durch die Europäische Gesellschaft für Radiologie – European Society of Radiology (ESR) zu erbringende Online-Services, wie z.B. Animated Overlay, Top Advert Banner, Flying Carpet, Industry Commercial auf connect.myESR.org, ESR Connect Episode, ESR Social Media (LinkedIn, Facebook, Instagram), Industrie-Mailing (Eblasts), Werbemöglichkeiten in ESR-Mailings und während ESR-Online-Veranstaltungen wie einer virtuelle Ausstellung, virtuelle Standflächen, Online-Satellitensymposien und Workshops.
- 7.3. Nimmt der Kunde die von der ExCR angebotene Ersatzleistung aus welchen Gründen auch immer nicht in Anspruch, verfällt der restliche Betrag von 70% der von Kunden bezahlten Ausstellungsgebühr und der Kunde hat keinen Anspruch auf Rückerstattung.

1. Coverage

- 1.1. The GTC regulate the general terms and conditions under which ExCR enters into contracts with customers.
- 1.2. The GTC shall cover all, including future contracts between ExCR and customer.
- 1.3. Customer's general terms and conditions are rejected explicitly and shall not be subject to conclusive acceptance by ExCR, including but not limited to acceptance by performance of services.

2. Conclusion of contract

- 2.1. Offers by ExCR are not binding and are subject to amendment and alterations by ExCR until an acceptance of order is issued by ExCR.
- 2.2. 1Orders of customers have to be issued in writing, by fax or by e-mail. Oral orders or orders made on the telephone require a respective confirmation by customer.
- 2.3. 1Customer's orders are subject to confirmation of acceptance by ExCR. Such acceptance can be issued in writing, by fax or by ExCR's e-mail or by actual performance of customer's order.

3. Payments

- 3.1. ExCR is entitled to request advance payment from customers.
- 3.2. ExCR's invoices shall become due for payment within 14 days after the date of invoice.
- 3.3. In case of delayed payment, customer shall be subject to default interest applicable between business undertakings according to Section 352 of the Austrian Commercial Code (Unternehmensgesetzbuch; UGB), at least, however, in the amount of 12% per annum.
- 3.4. In case of customer's delay with payment, ExCR is entitled either to set a grace period of 7 days and to declare withdrawal from contract in case no payment has been effected until then or to declare cancellation of contract by setting a grace period of 7 days in which case the contract shall be rescinded in case no payment has been effected by then.

4. Warranty and Liability

- 4.1. ExCR shall render its services with the care of a diligent businessman.
- 4.2. In case of ExCR rendering advertising services, customer shall be responsible for the content of the advertising. ExCR is under no obligation to examine advertising content provided by customer. In case of ExCR being held liable due to unlawful content of customer's advertising, customer shall indemnify ExCR.
- 4.3. Defaults in the services of ExCR are to be notified to ExCR within 14 days after recognisability of the default in writing, by fax describing the default, otherwise the customer shall not be entitled to make any claims under warranty, liability or some misapprehension with regard to the services being free from default.
- 4.4. Any claims resulting from the default of services rendered by ExCR shall become time-barred after a period of 6 months. The default of any services rendered by ExCR always has to be proven by the customer.
- 4.5. ExCR shall not be liable for any damages caused by negligence.

5. Set-off

Customer shall not be entitled to set-off with claims against ExCR unless such claims were explicitly accepted by ExCR or finally assessed by a court of law.

6. Miscellaneous

- 6.1. Any amendment of a contract including the waiver to written form has to be effected in writing, by fax or e-mail in order to become valid.
- 6.2. Place of venue and place of performance shall be 1010 Vienna.
- 6.3. All contracts and agreement entered into with ExCR shall be governed by Austrian law.
- 6.4. The German version of the GTC are valid, the English version is for translation purpose only.

7. Subsequent Frustration, Risk Sharing and Replacement Services

- 7.1. If, for any reason, including but not limited to reasons of force majeure such as blackout, strikes, natural disasters, epidemics, pandemics, government regulations, internet failure or hacker attack it becomes impossible or economically not justifiable to hold the Technical Exhibition, the respective economic risk shall be shared between ExCR and Customer and ExCR shall be entitled to withhold 30% of the exhibition fee paid by Customer for the proportionate cover of costs already accrued with the organization of the Technical Exhibition.
- 7.2. For the remaining 70% of the exhibition fee, ExCR GmbH is entitled to provide Customer with digital replacement services to an appropriate extent instead of holding a Technical Exhibition .The replacement services to be provided by ExCR GmbH include the procurement of online services to be provided by the European Society of Radiology (ESR) such as animated overlay, top advert banner, flying carpet, industry commercial on connect.myESR.org, ESR connect Episode, ESR Social Media (LinkedIn, Facebook, Instagram), Industry mailing (eblasts), advertisements options in ESR mailings and during ESR online events such as virtual exhibition, virtual booth space, online satellite symposia and workshops.
- 7.3. In the event Customer does not make use of the replacement service offered by ExCR for whatever reason, the remaining amount of 70% of the exhibition fee paid by Customer is forfeited and Customer shall not be entitled to any refund.

Coordination

Exhibition & Corporate Retailing GmbH
Karlgasse 17, 3430 Tulln, Austria
Phone: (+ 43 1) 533 40 64-0
E-mail: promotion@myESR.org
www.myESR.org

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