



EUROPEAN SOCIETY OF RADIOLOGY
ECR 2024

PROMOTION TOOLS ONSITE

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!

Explore our digital offers [here](#).

This document is interactive. On [page 31](#) 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.

U1 SUBWAY STATION

No. 01 Subway Station Branding – Kaisermühlen/VIC 3

ACV

No. 02	ACV Walkway – Branding Staircase	4
No. 03	ACV Walkway – Promenade Branding	5
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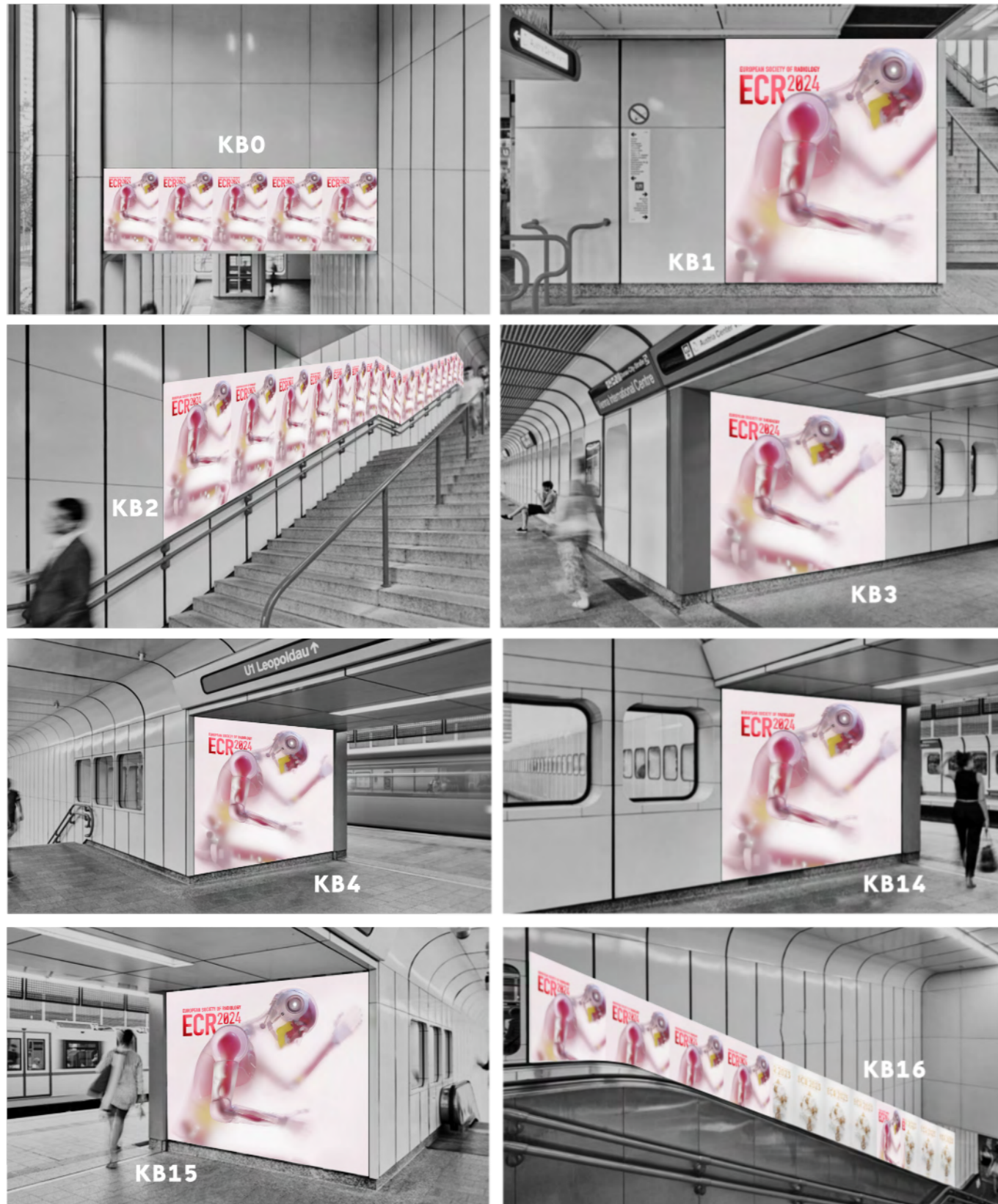
EXHIBITION

No. 24	Banners Entrance EXPO X2	26
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No. 26	Banners EXPO X4	28

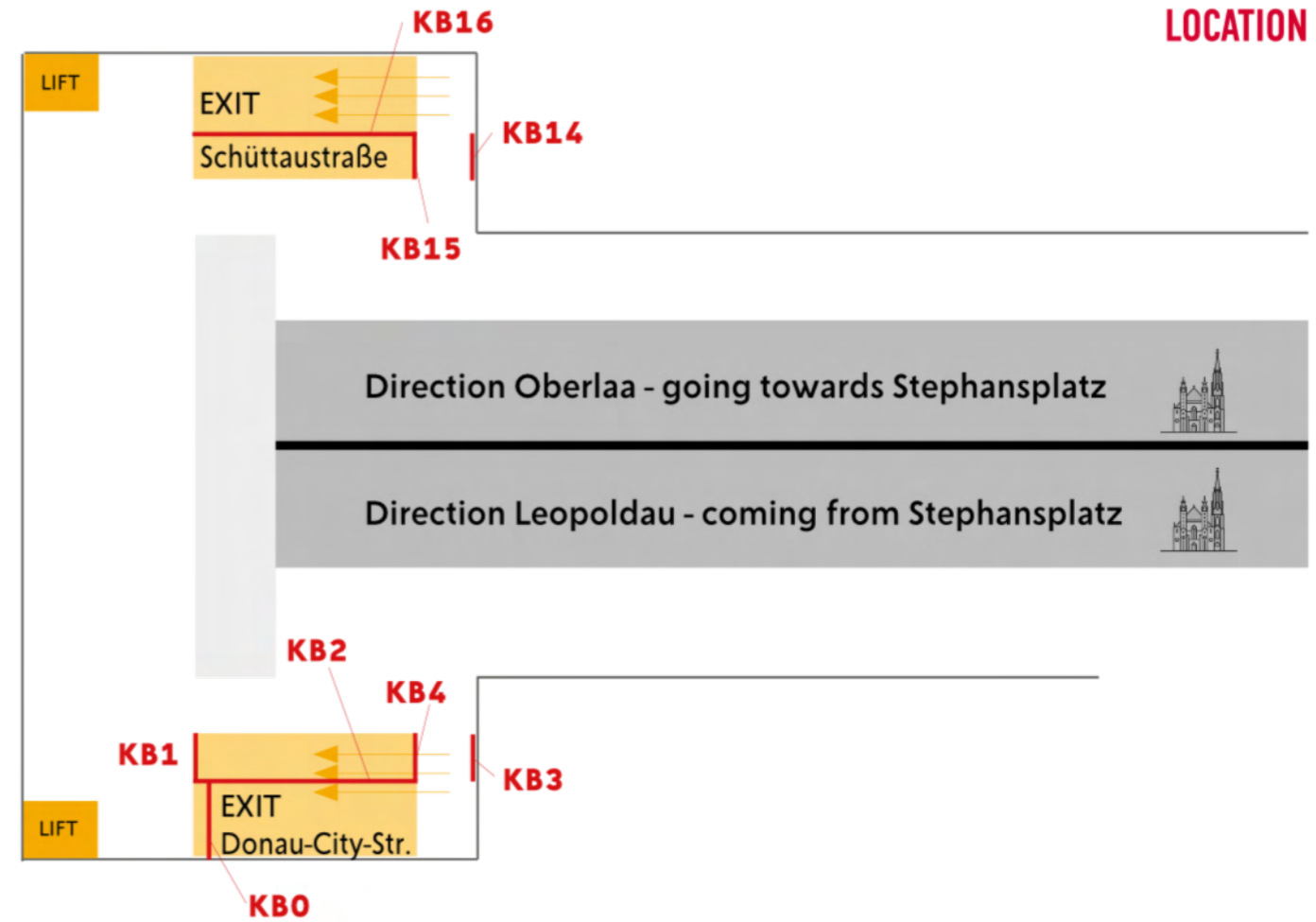
DIGITAL

No. 27	ECR Online 2024 App – Sponsorship	29
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LOCATION



ADVERTISING RATE

Subway Station Branding Kaiserermühlen/VIC - total of 85 m²

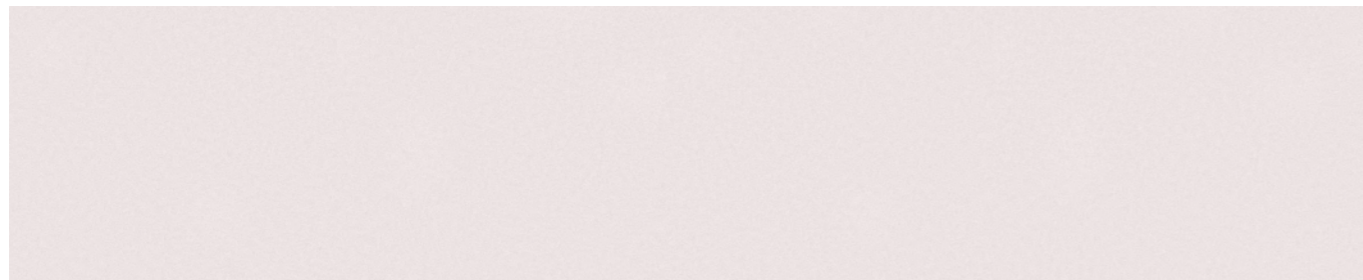
€49,000 **SOLD**

Production costs included, published during February 28 – March 3, 2024.

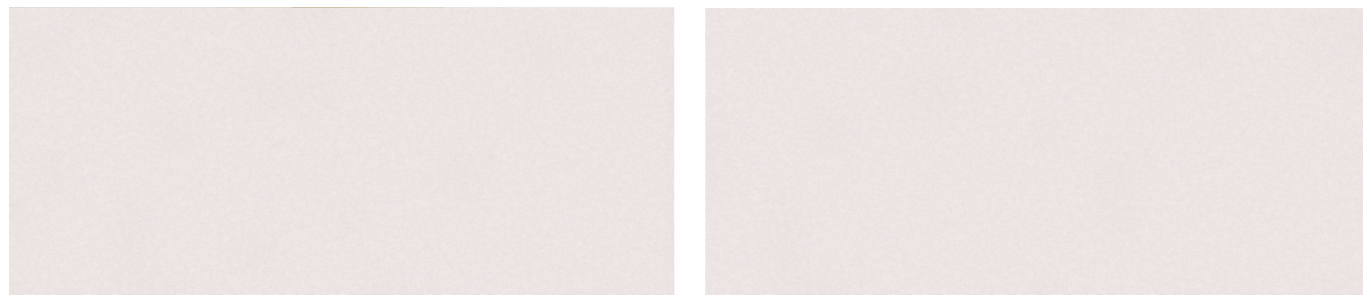


MEASUREMENTS

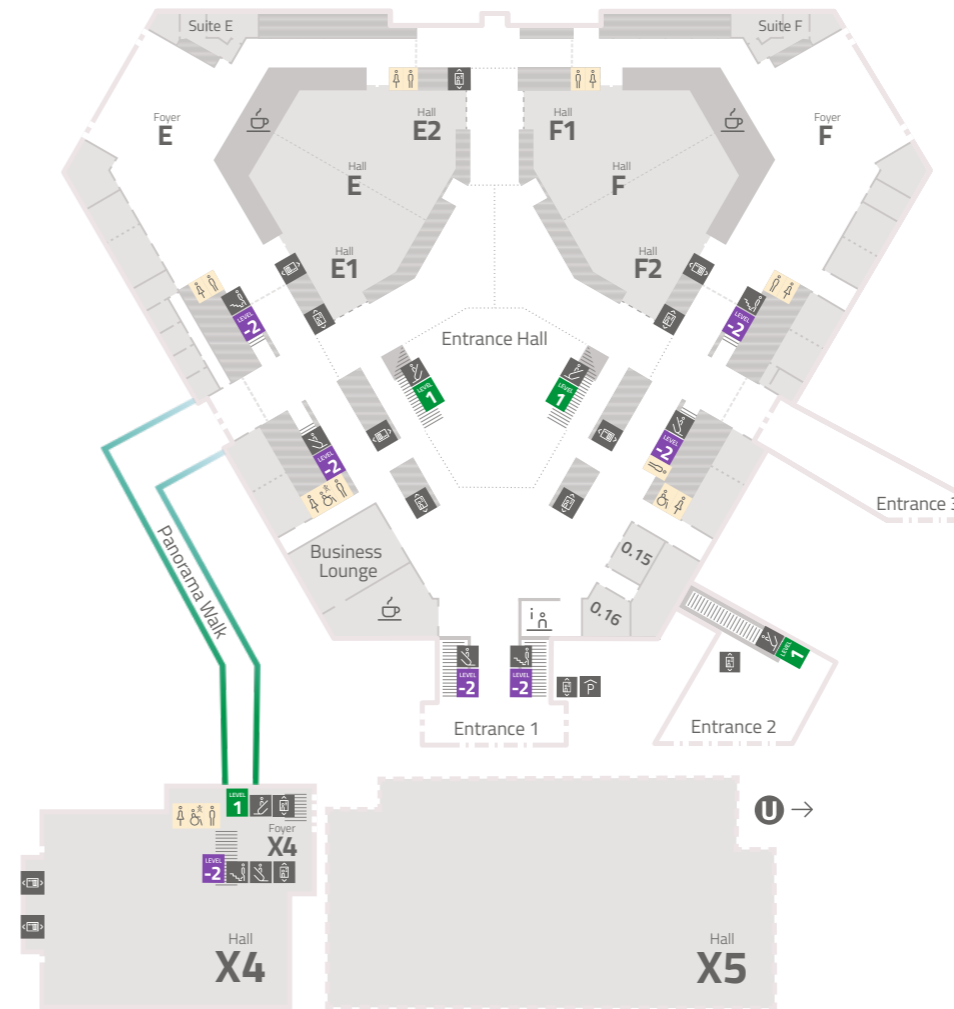
STAIRCASE TOP – 4,52 × 1,44 m



STAIRCASE BOTTOM – 2 areas of each 2,25 × 1,08 m



LOCATION



ADVERTISING RATE

Branding Staircase - Total of 21 steps

€14,900

Production costs included, published during February 28 – March 3, 2024.

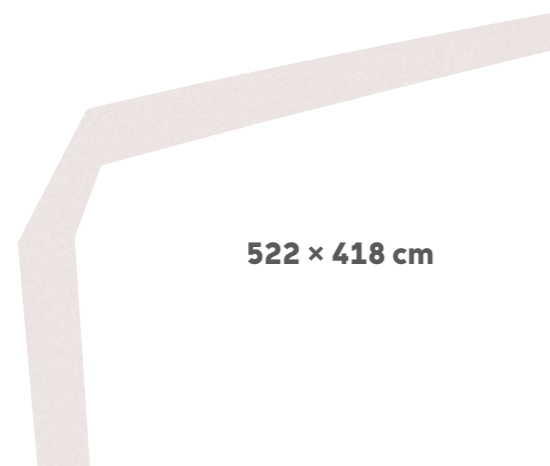


LOCATION



MEASUREMENTS

PROMENADE – measurements inside view in cm (width × height)

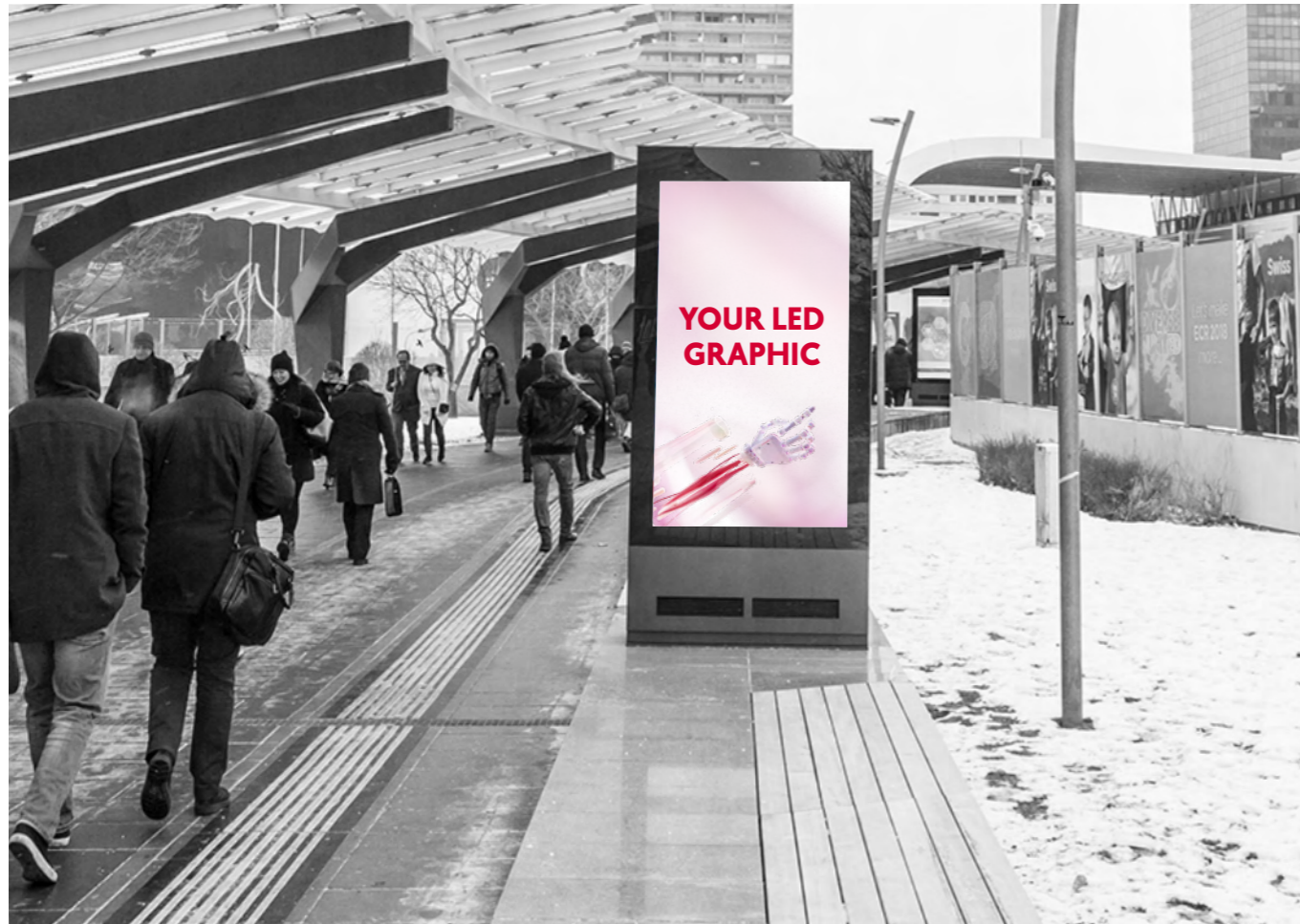


ADVERTISING RATE

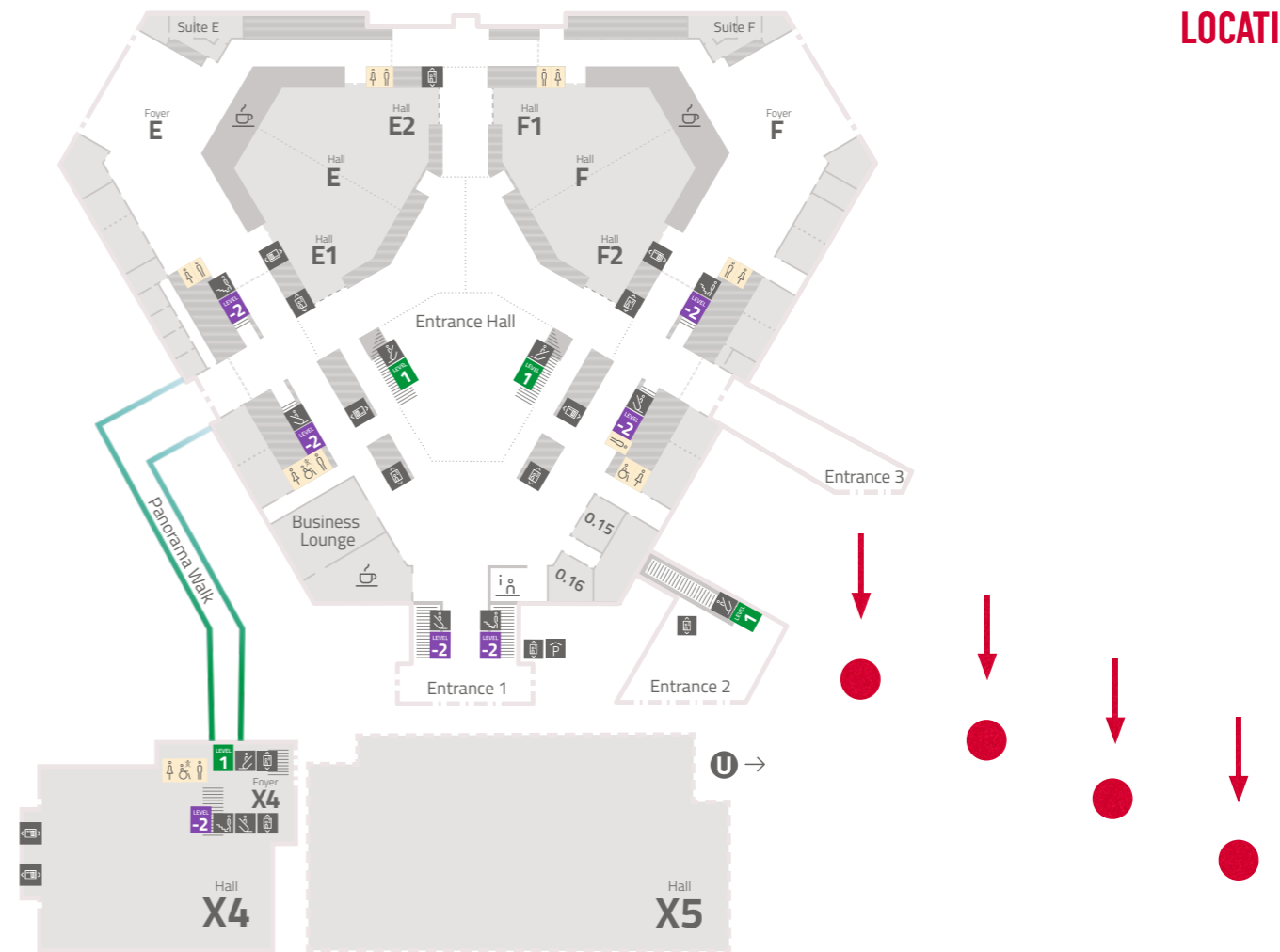
16 pieces of promenade (front and back)

€21,900 **SOLD**

Exclusive option. Template for graphics will be provided.



LOCATION



MEASUREMENTS

DIGITAL DISPLAYS – measurements in px (width × height)



SUPPORTED FORMATS

Images	.png / .jpg
Videos	.mp4

ADVERTISING RATE

Total of 8 Displays (front & back)

€36,900

Non-exclusive option.

Production costs included, published during February 28 – March 3, 2024.



MEASUREMENTS

BANNER ROOFTOP – measurements in cm (width × height)

4000 × 450 cm

ADVERTISING RATE

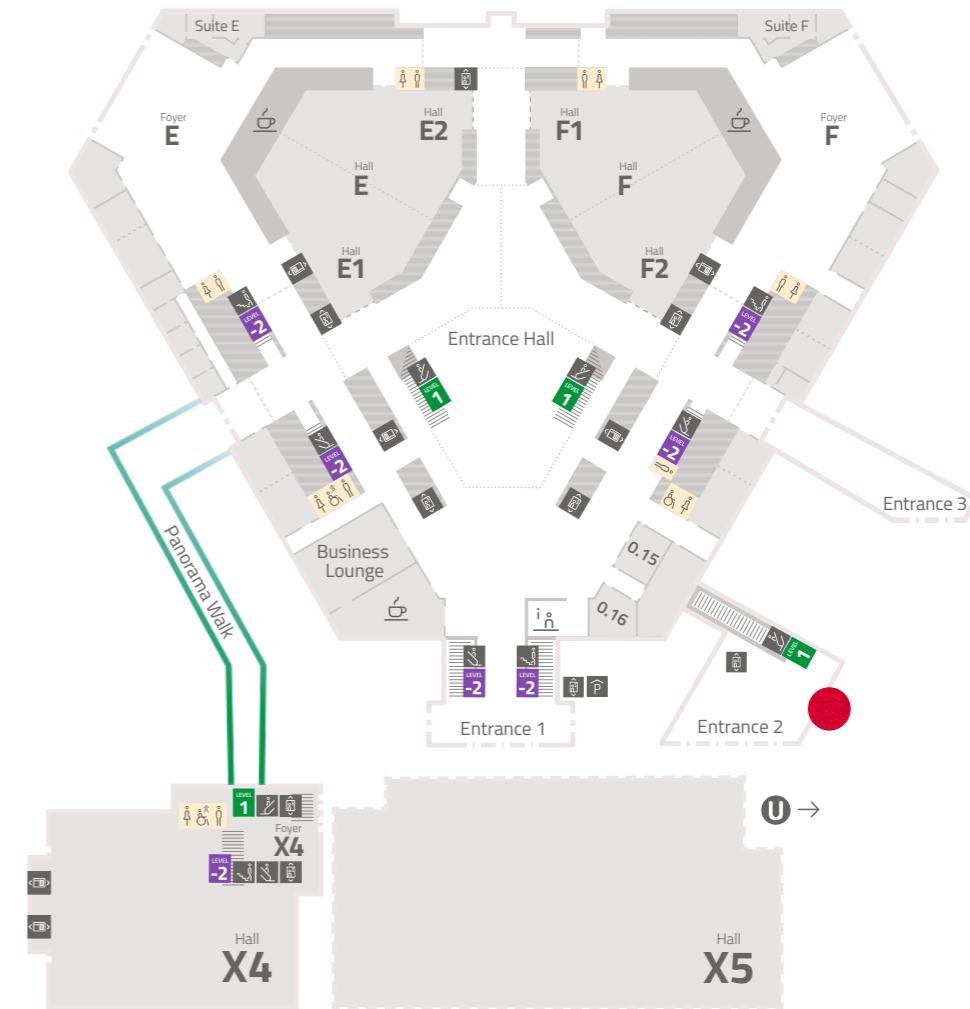
Banner Rooftop

€21,900 **SOLD**

Production costs included, published during February 28 – March 3, 2024.

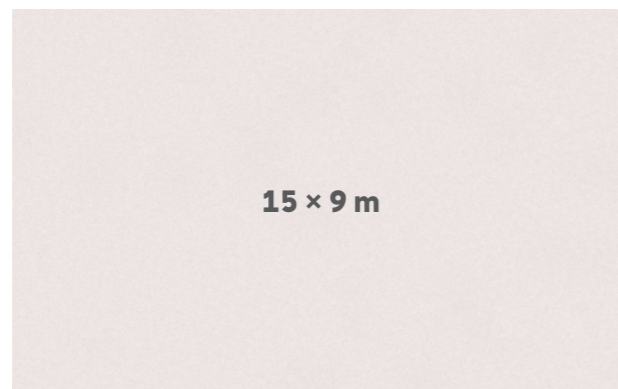


LOCATION



MEASUREMENTS

BRANDING WALL – measurements in m (width × height)

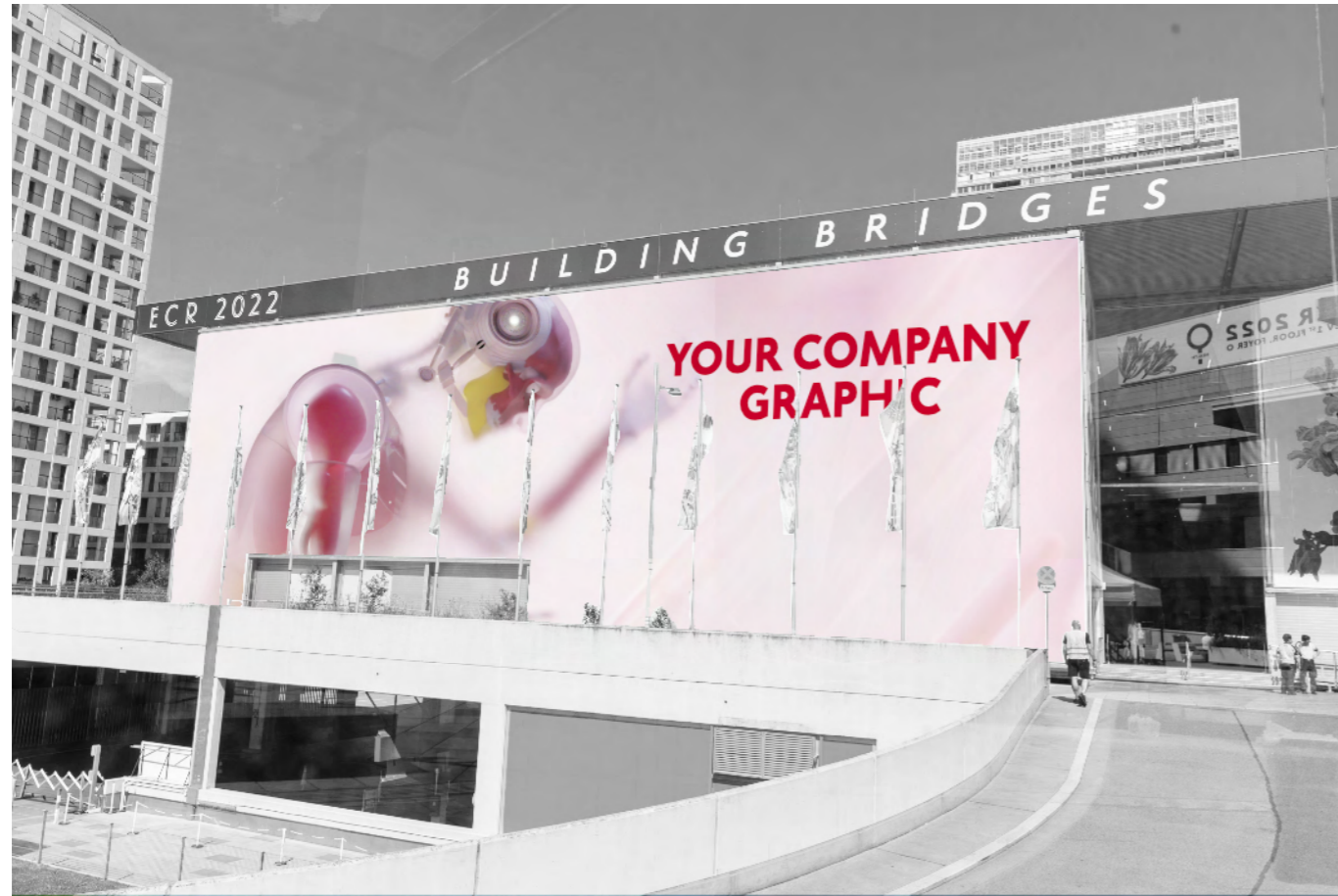


ADVERTISING RATE

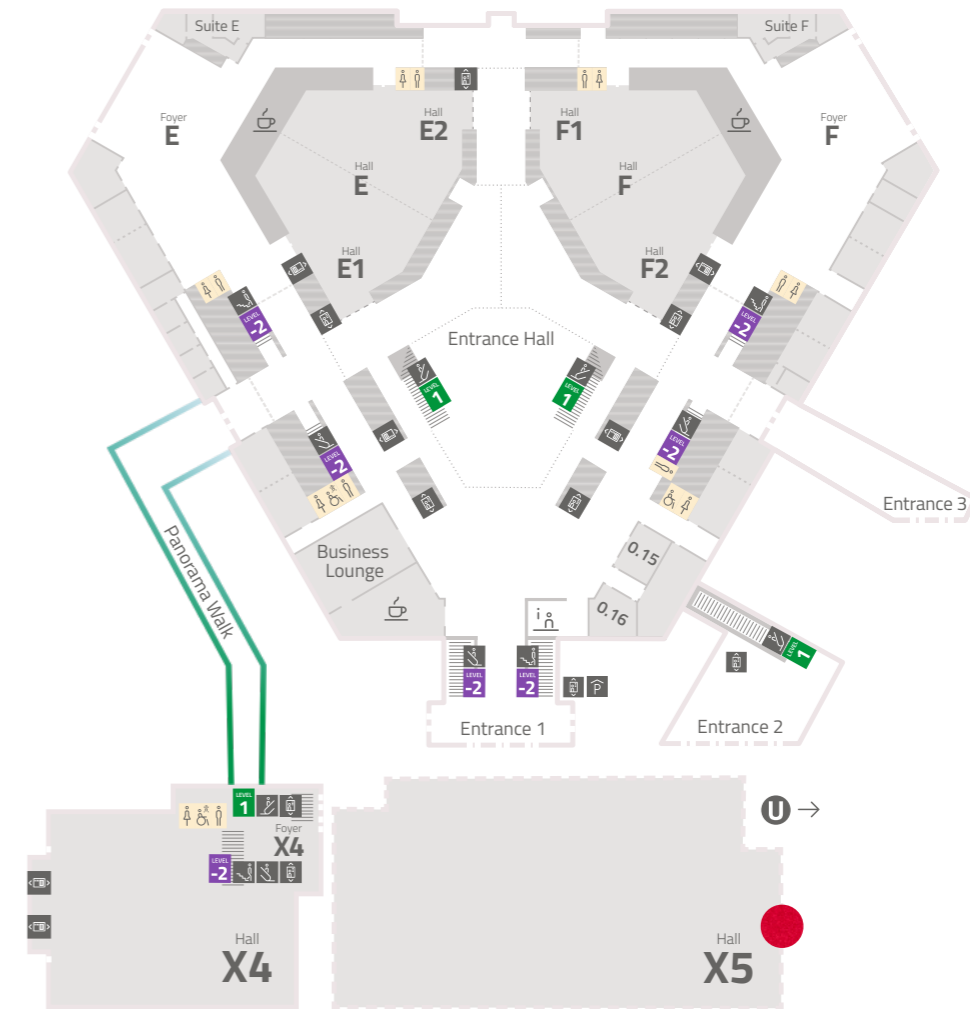
Branding Wall

€34,000 **SOLD**

Production costs included, published during February 28 – March 3, 2024.



LOCATION



MEASUREMENTS

BRANDING WALL – measurements in m (width × height)

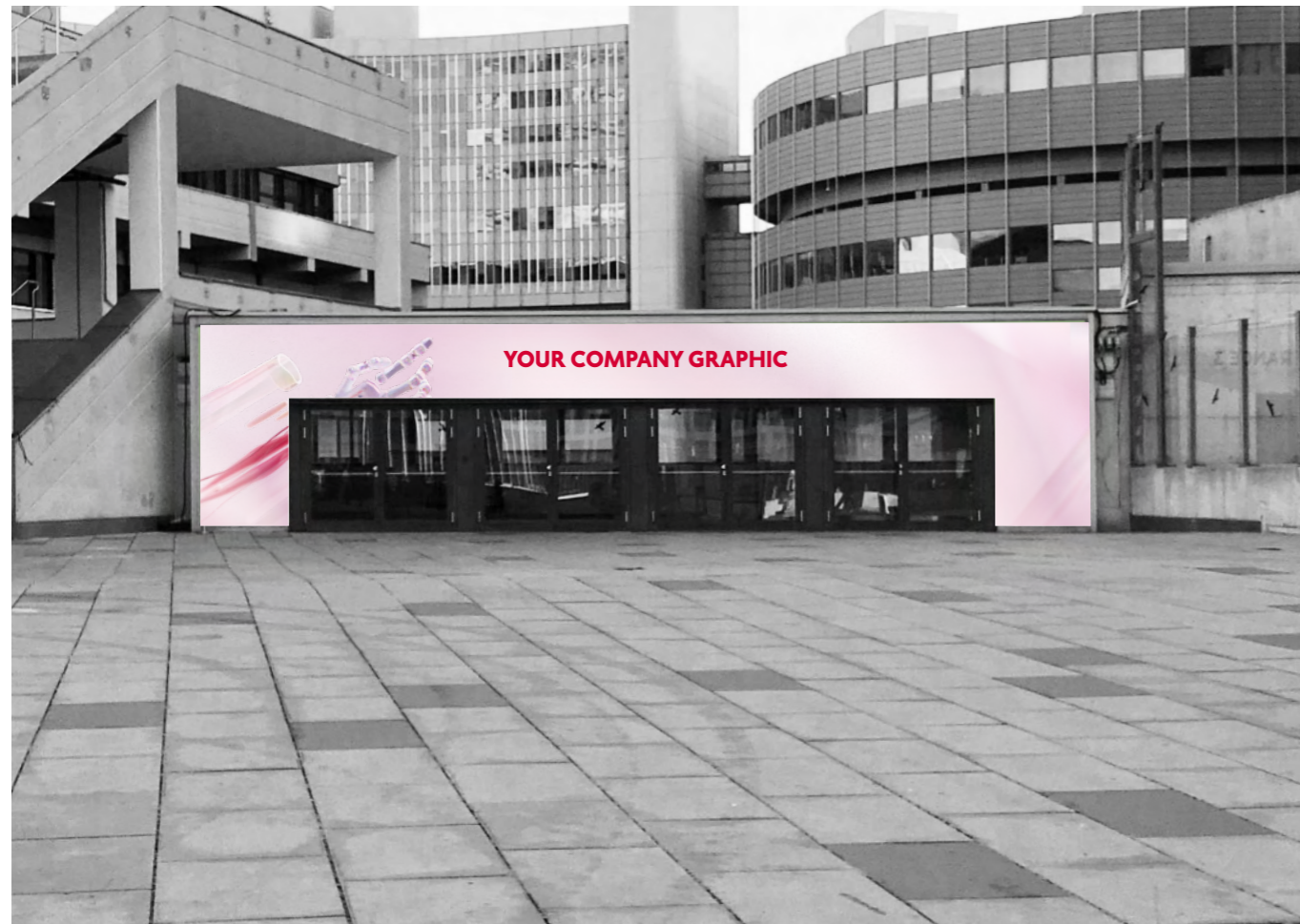


ADVERTISING RATE

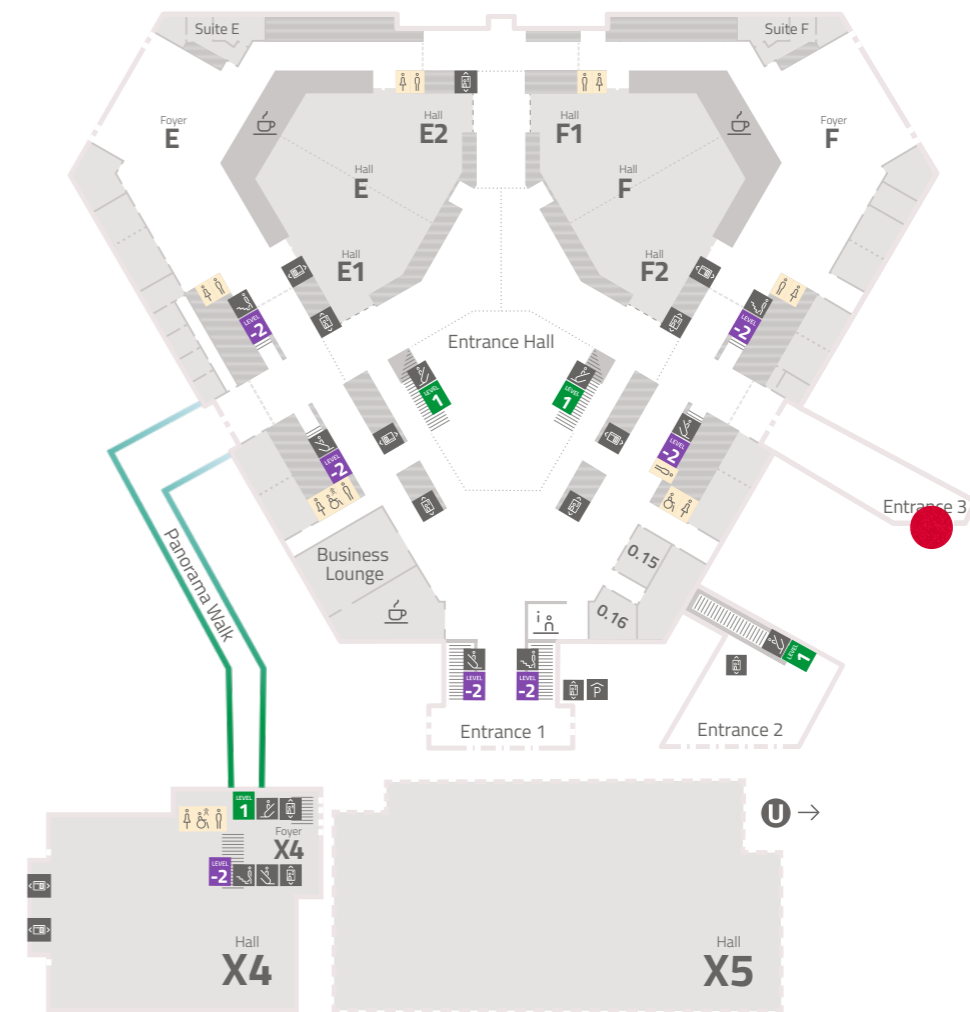
Branding Wall

€84,000 **SOLD**

Production costs included, published during February 28 – March 3, 2024.



LOCATION



MEASUREMENTS

EXTERIOR ENTRANCE – measurements in cm (width × height)



TOP	1450 cm × 110 cm
LEFT	145 cm × 210 cm
RIGHT	145 cm × 210 cm

ADVERTISING RATE

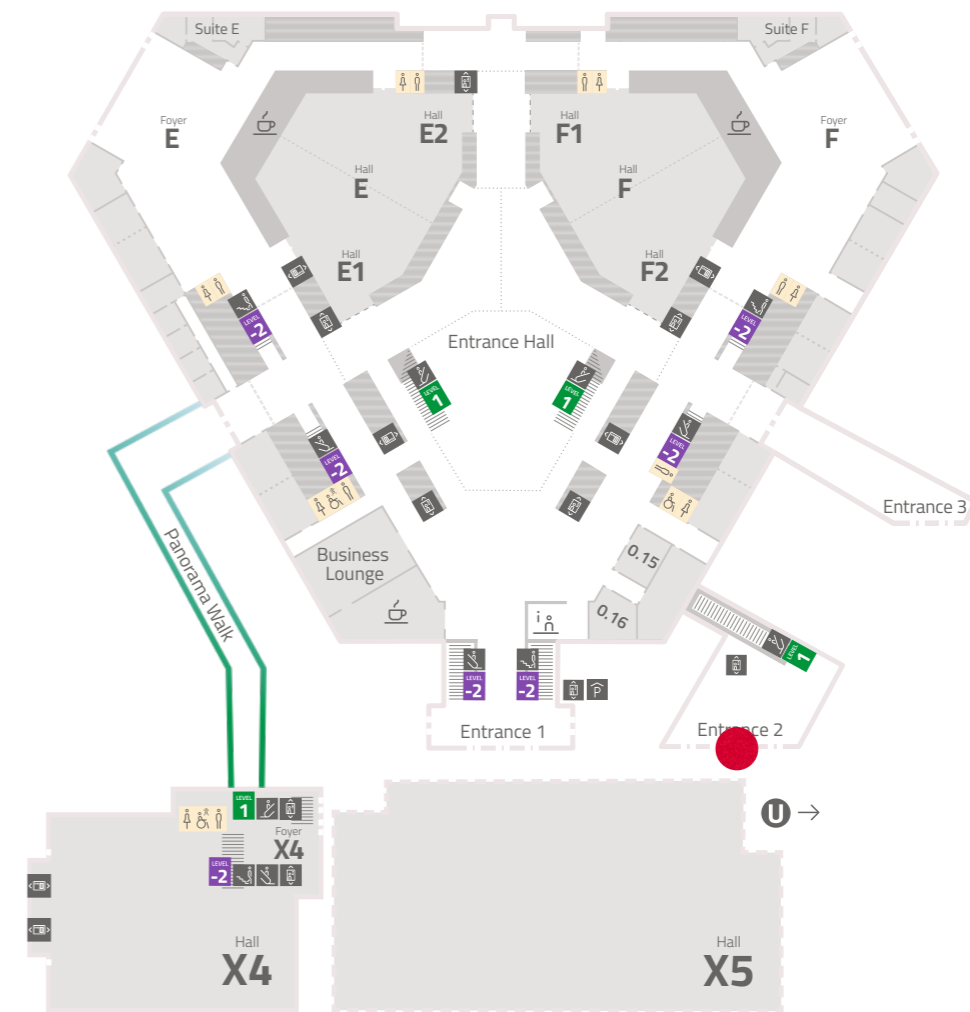
Branding Exterior ACV Entrance 3

€24,900

Production costs included, published during February 28 – March 3, 2024.

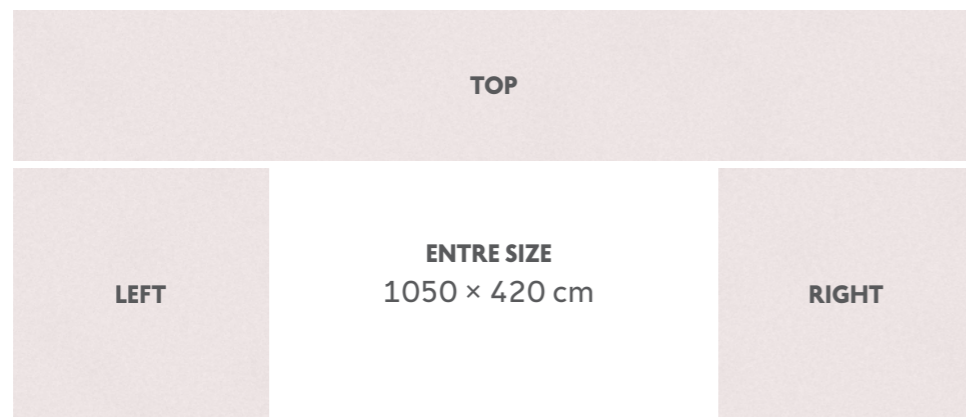


LOCATION



MEASUREMENTS

EXTERIOR ENTRANCE – measurements in cm (width × height)



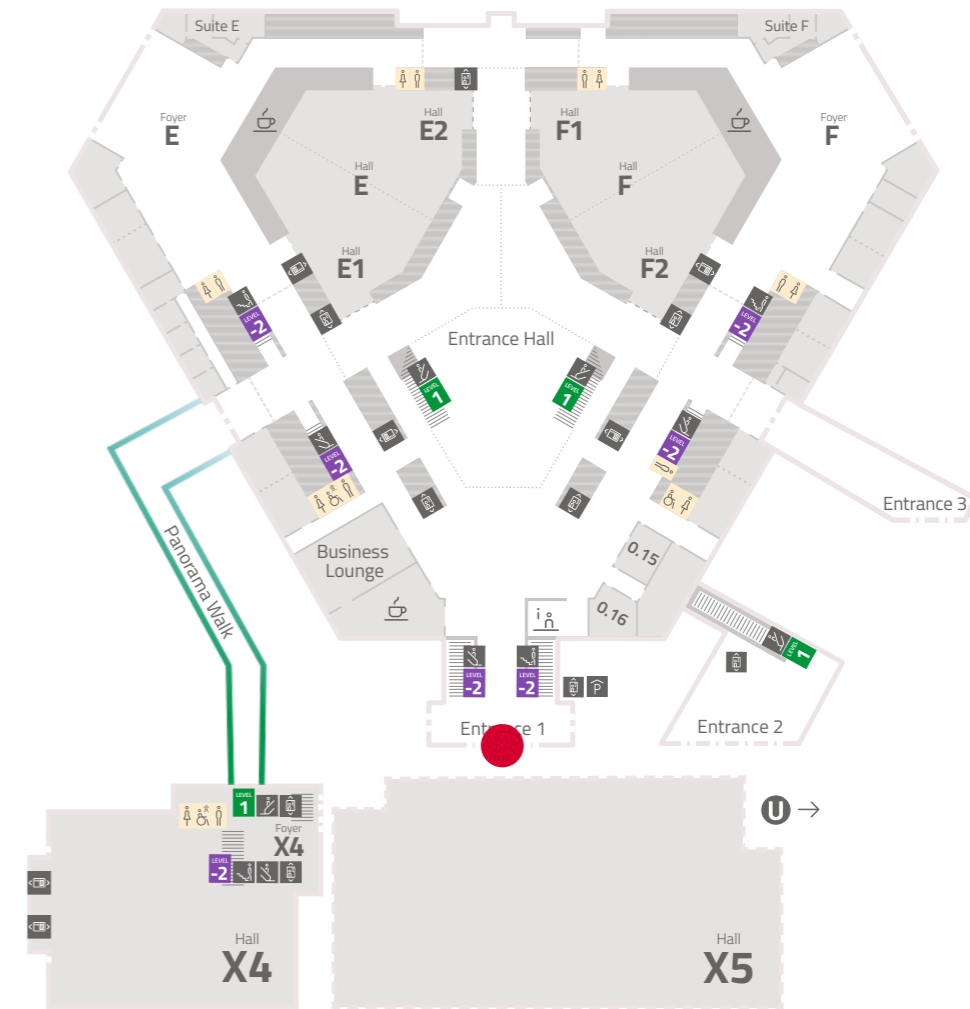
ADVERTISING RATE

Branding Exterior ACV Entrance 2 **€29,000**

Production costs included, published during February 28 – March 3, 2024.



LOCATION



MEASUREMENTS

EXTERIOR ENTRANCE – measurements in px (width × height)

ENTRE SIZE
 2 000 × 450 cm
 5,120 × 1,152 px

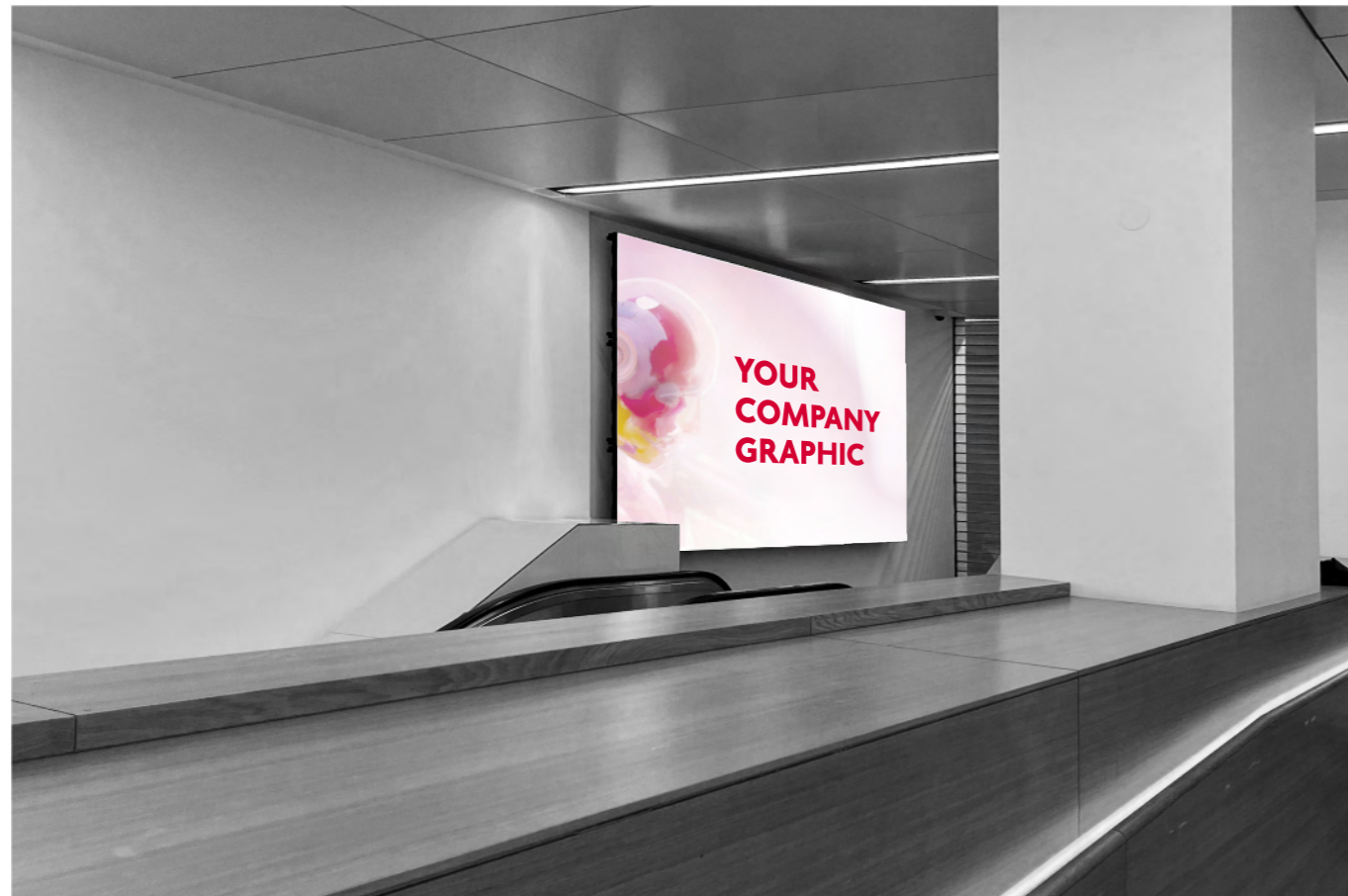
ADDITIONAL INFORMATION

Pixelpitch	3,900 mm
Wall	5,120 × 1,152 px 50 fps

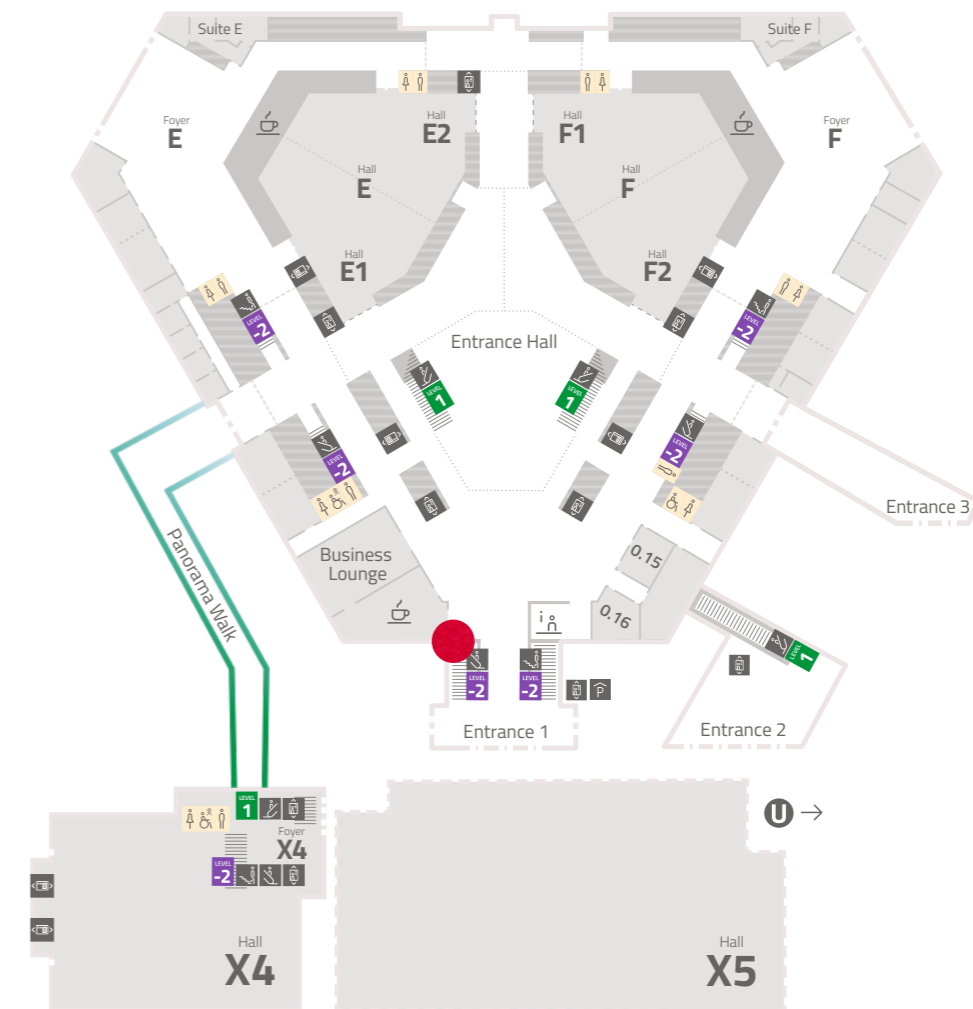
ADVERTISING RATE

Branding Exterior ACV Entrance 1 €50,000

Non-exclusive option.
 Published during February 28 – March 3, 2024.



LOCATION



MEASUREMENTS

DISPLAY – measurements in px (width × height)

1 1920 × 1080 px	2 1920 × 1080 px	3 1920 × 1080 px
4 1920 × 1080 px	5 1920 × 1080 px	6 1920 × 1080 px
7 1920 × 1080 px	8 1920 × 1080 px	9 1920 × 1080 px

ADVERTISING RATE

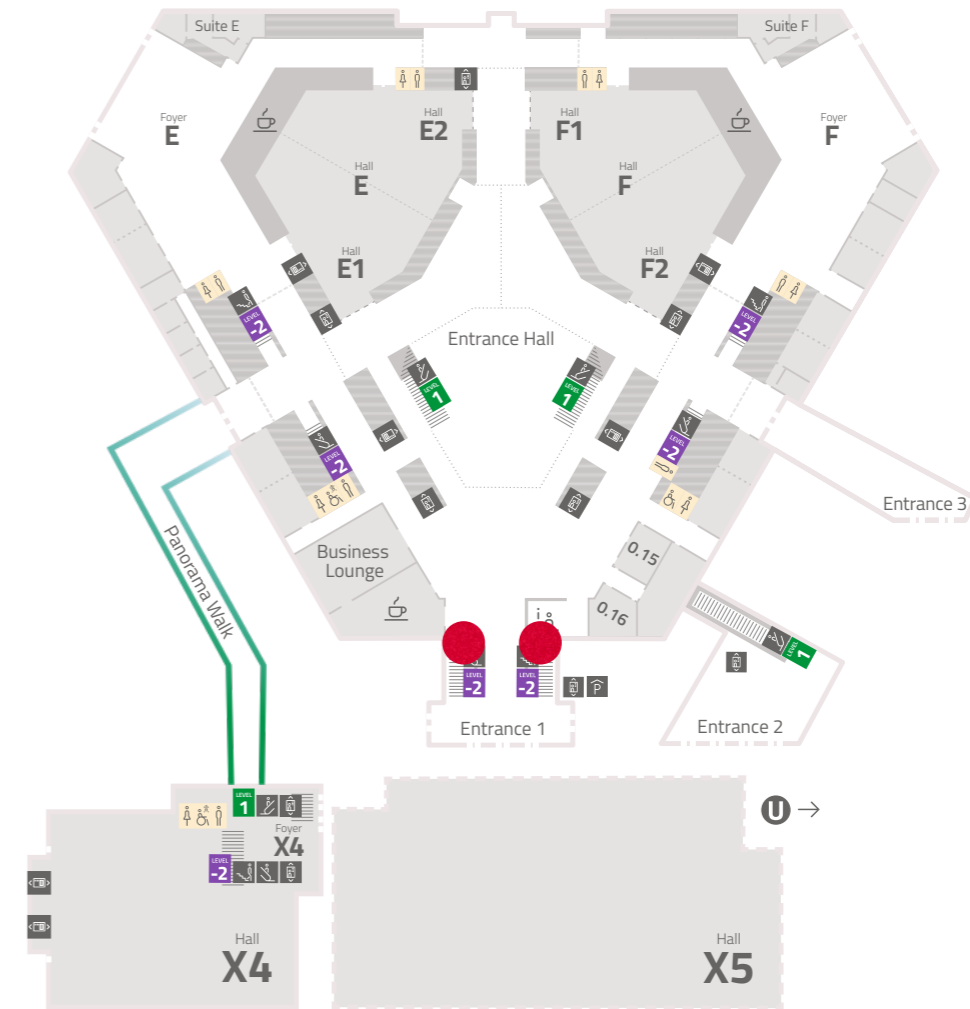
Screen (Escalator Area)

€19,000

Non-exclusive option for up to 2 companies.
Published during February 28 – March 3, 2024.

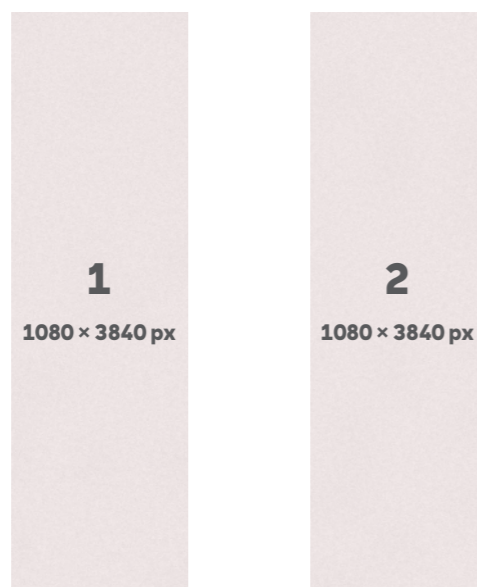


LOCATION



MEASUREMENTS

PILLARS – measurements in px (width × height)

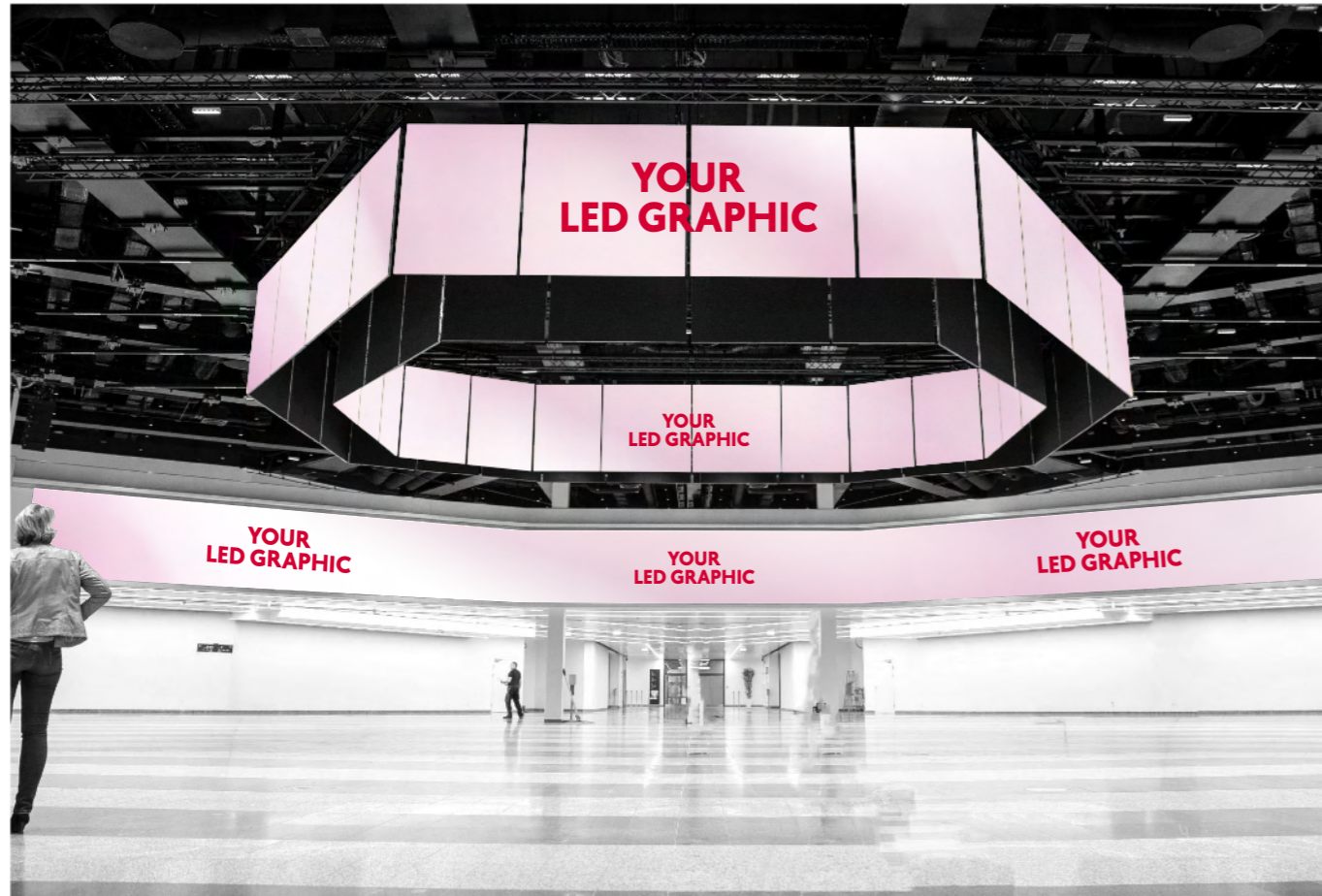


ADVERTISING RATE

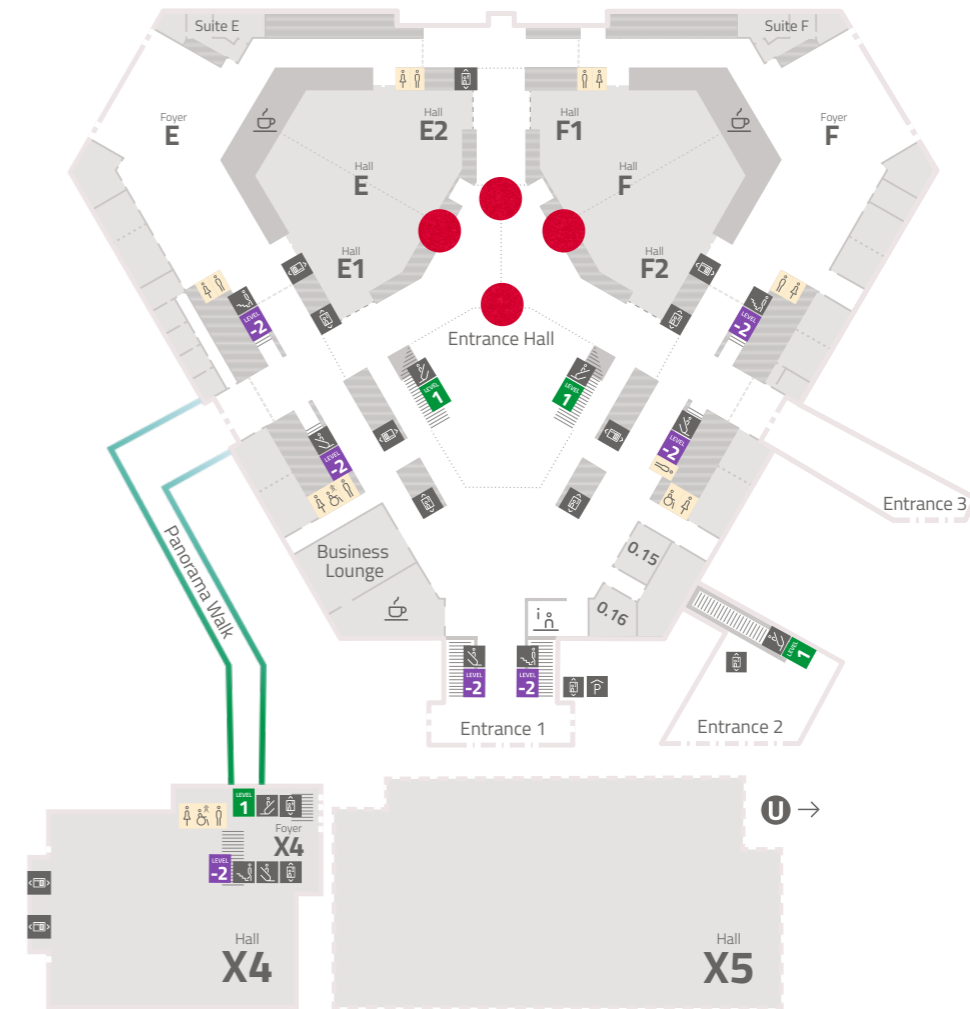
Entrance LED pillars

€11,900

Exclusive option. Video shown must be in accordance with ECR's overall design and approved by ESR. Published during February 28 – March 3, 2024.



LOCATION



MEASUREMENTS

LED WALL – measurements in px (width × height)

1 6720 × 1080 px	2 5120 × 1080 px	3 6720 × 1080 px
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ADDITIONAL INFORMATION

Entire Resolution	18560 × 1080 px
Pixelpitch	1,875 mm
Dimensions	34,8 × 2,03 m

SUPPORTED FORMATS

File Format	HAP-Q
Codec	coolux codec

ADVERTISING RATE

LED Wall and Dome*

€50,000

*Non-exclusive. Extra change of video material submitted after beginning of ECR 2024 incurs additional costs. Video shown must be in accordance with ECR's overall design and approved by ESR.

Published during February 28 – March 3, 2024.

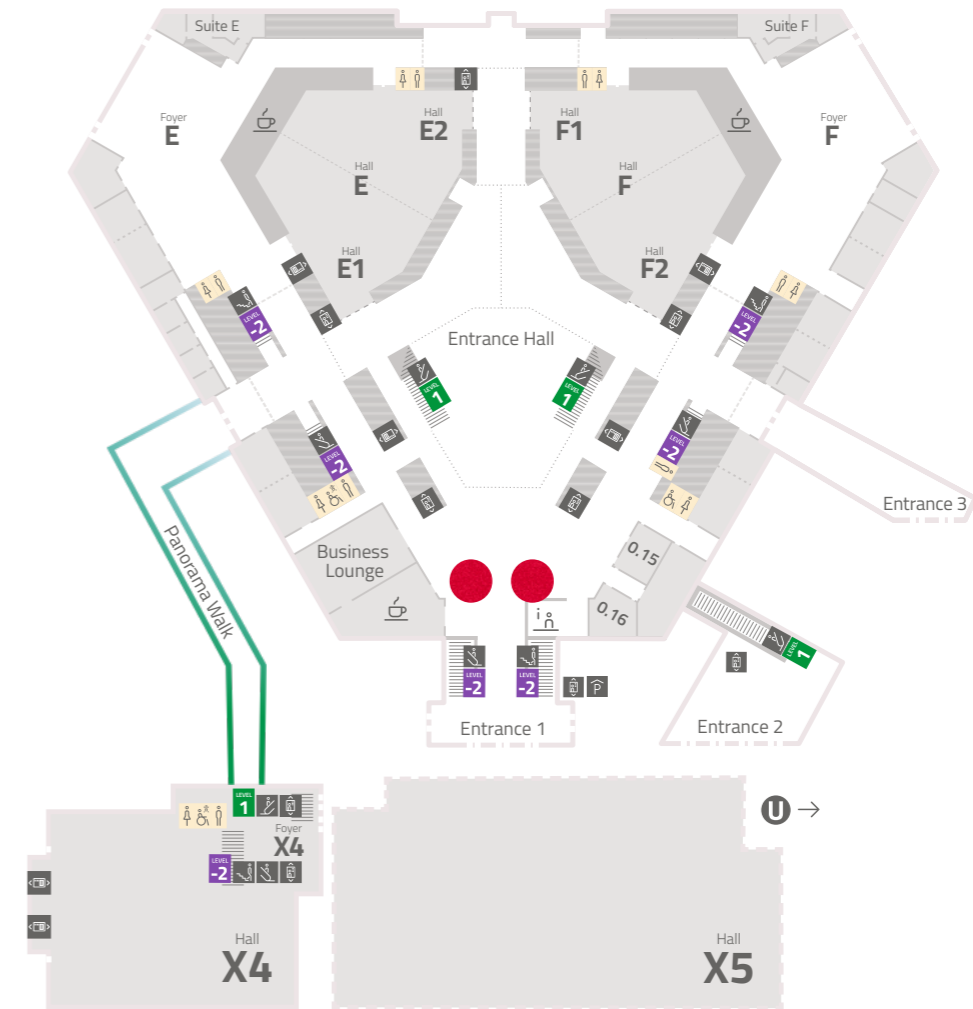


MEASUREMENTS

PILLAR CLADDING – measurements in mm (width × height)



LOCATION



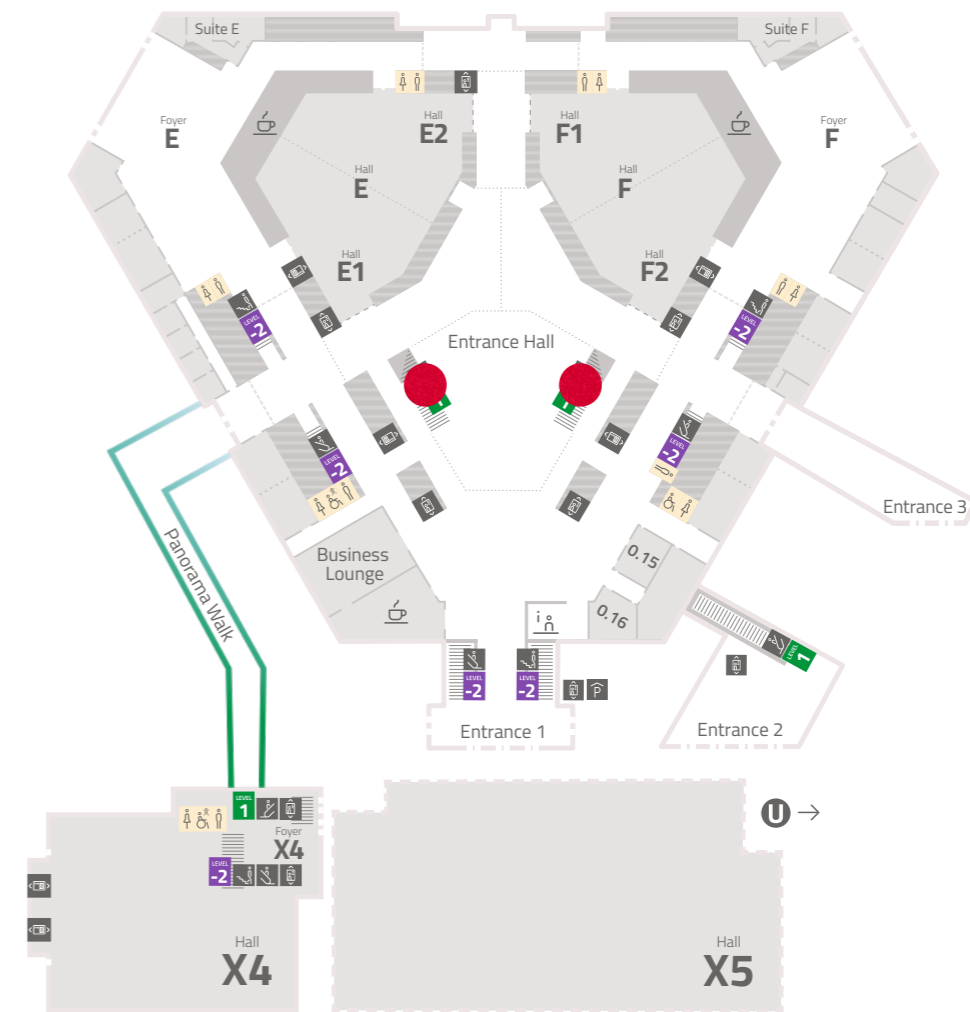
ADVERTISING RATE

Pillar Cladding – 4 pieces – right	€14,900	N/A
Pillar Cladding – 4 pieces – left	€14,900	N/A

Production costs included, published during February 28 – March 3, 2024.



LOCATION



MEASUREMENTS

ESCALATOR ENTRANCE HALL (inner surface) – right – measurements in mm (width × height)

8500 × 570 mm

ESCALATOR ENTRANCE HALL (inner surface) – left – measurements in mm (width × height)

8500 × 570 mm

ADVERTISING RATE

Escalator Entrance Hall (inner surface) – right	€14,100	SOLD
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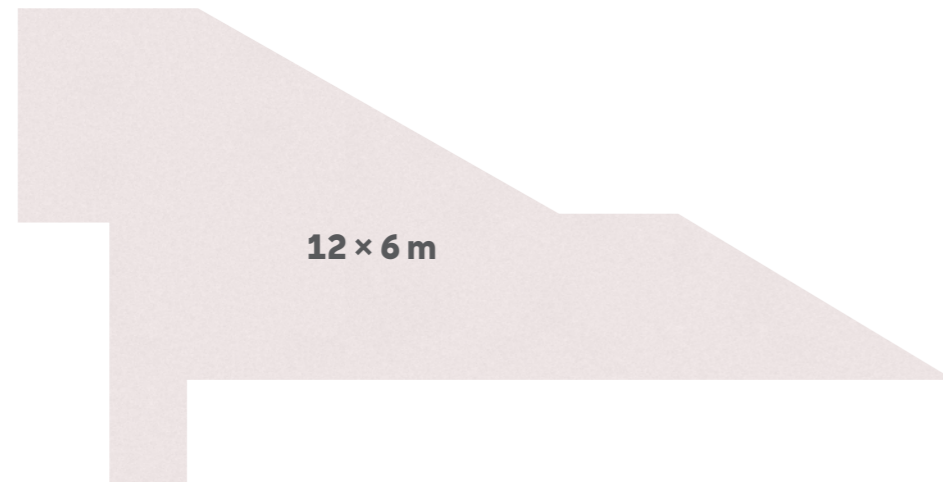
Escalator Entrance Hall (inner surface) – left	€14,100	SOLD
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Production costs included, published during February 28 – March 3, 2024.

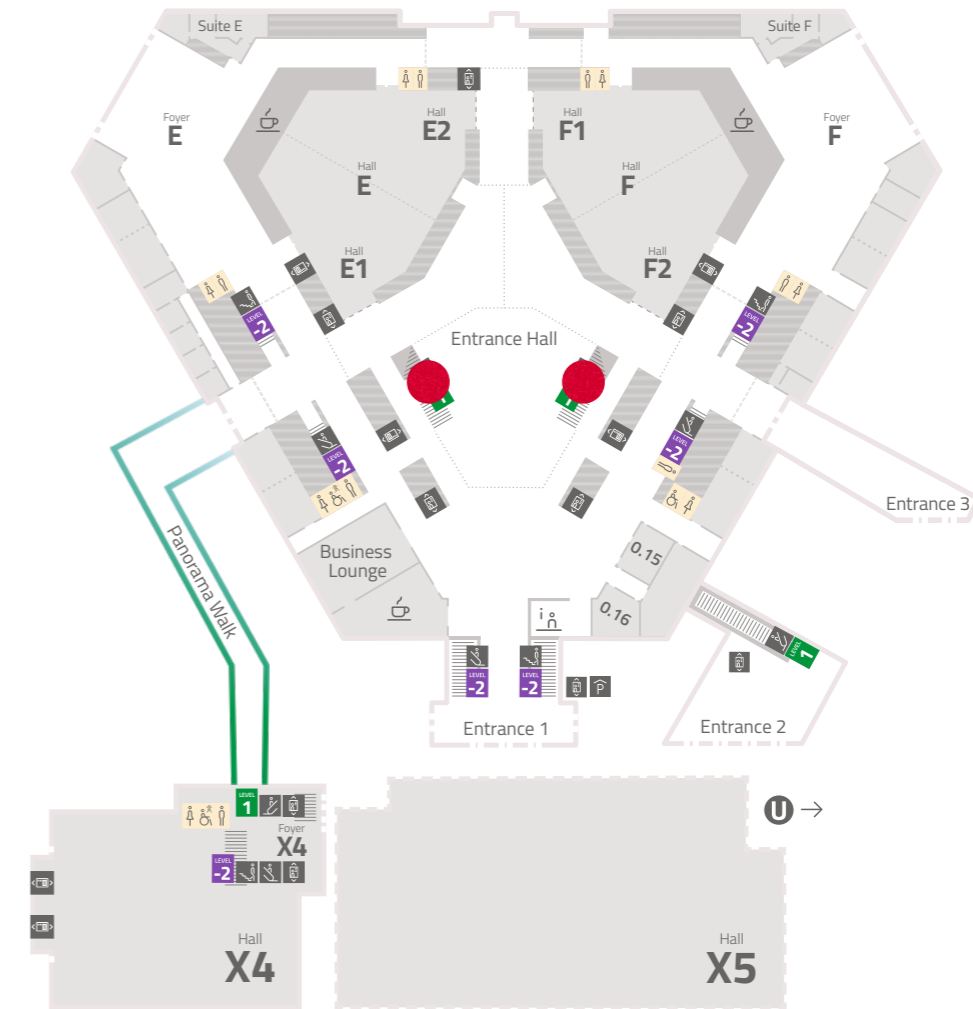


MEASUREMENTS

ESCALATOR WALL ENTRANCE HALL – right – measurements in m



ESCALATOR WALL ENTRANCE HALL – left – measurements in m



LOCATION

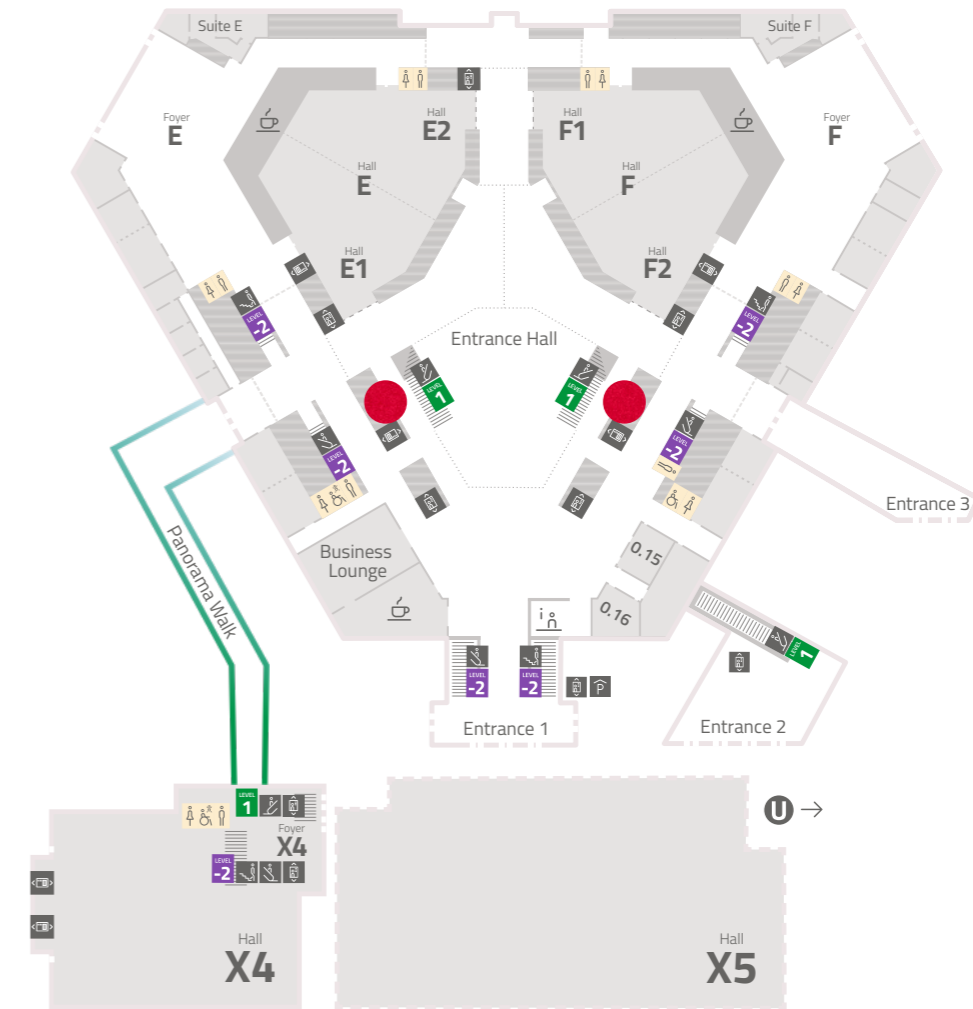
ADVERTISING RATE

Escalator Wall Entrance Hall – right	€15,900	SOLD
Escalator Wall Entrance Hall – left	€15,900	SOLD

Production costs included, published during February 28 – March 3, 2024.

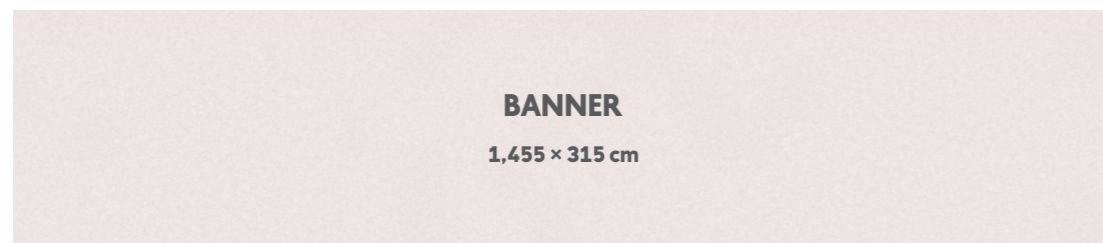


LOCATION



MEASUREMENTS

BANNER – measurements in cm (width × height)



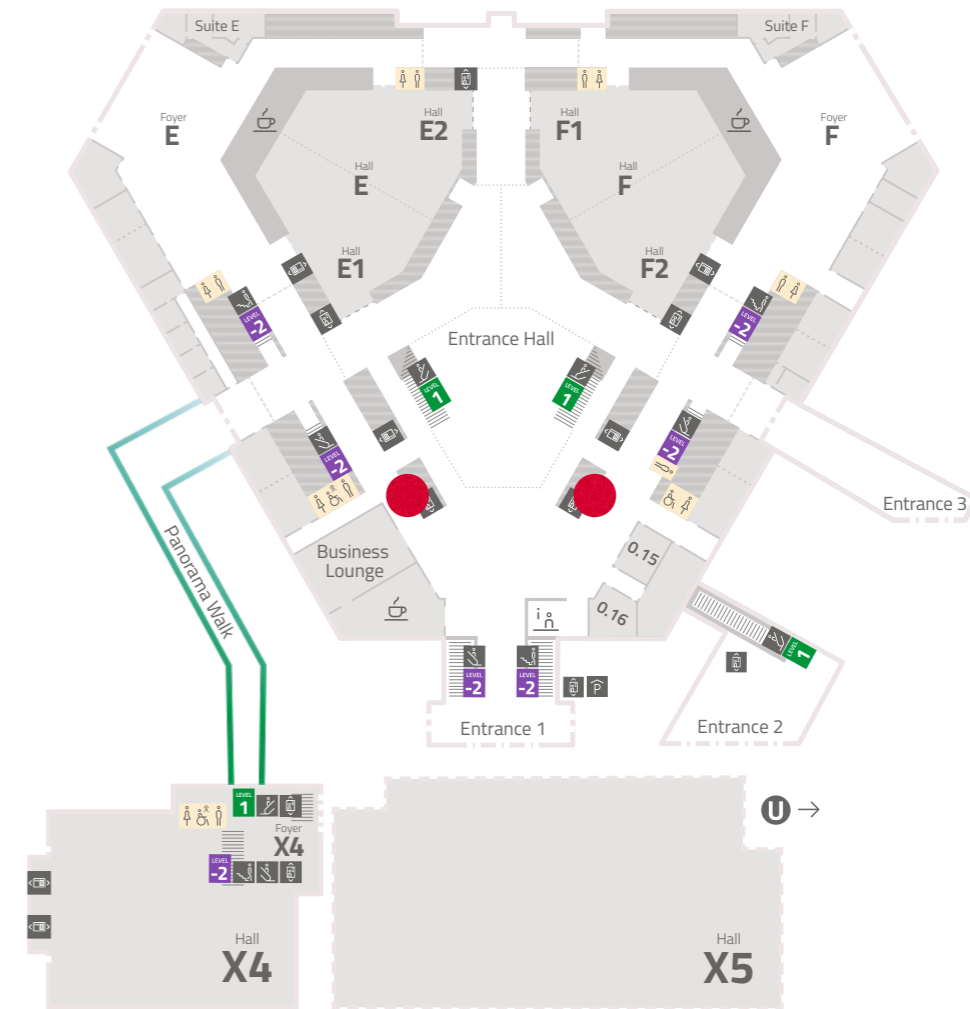
ADVERTISING RATE

Banner – right side	€15,400	SOLD
Banner – left side	€15,400	SOLD

Production costs included, published during February 28 – March 3, 2024.



LOCATION

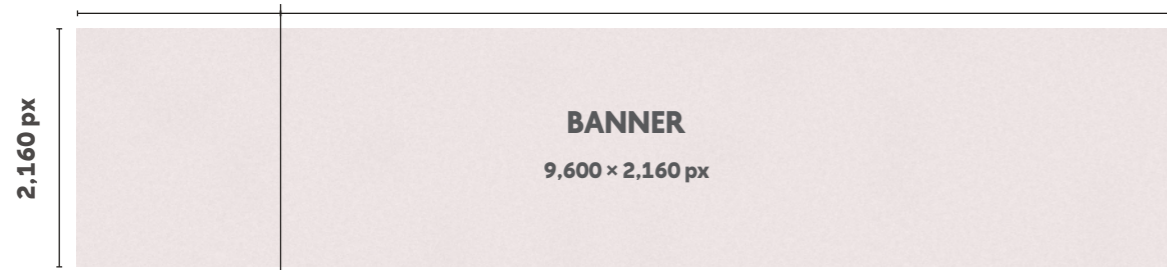


MEASUREMENTS

BANNER – measurements in px (width × height)

Wing: 1,920 px

Main: 7,680 px



ADDITIONAL INFORMATION

Pixelpitch	1,250 mm	
Wing	1,920 × 2,160 px	50 fps
Main	7,680 × 2,160 px	50 fps

ADVERTISING RATE

Side LED Wall – right side	€20,900	SOLD
Side LED Wall – left side	€20,900	SOLD

Production costs included, published during February 28 – March 3, 2024.



MEASUREMENTS

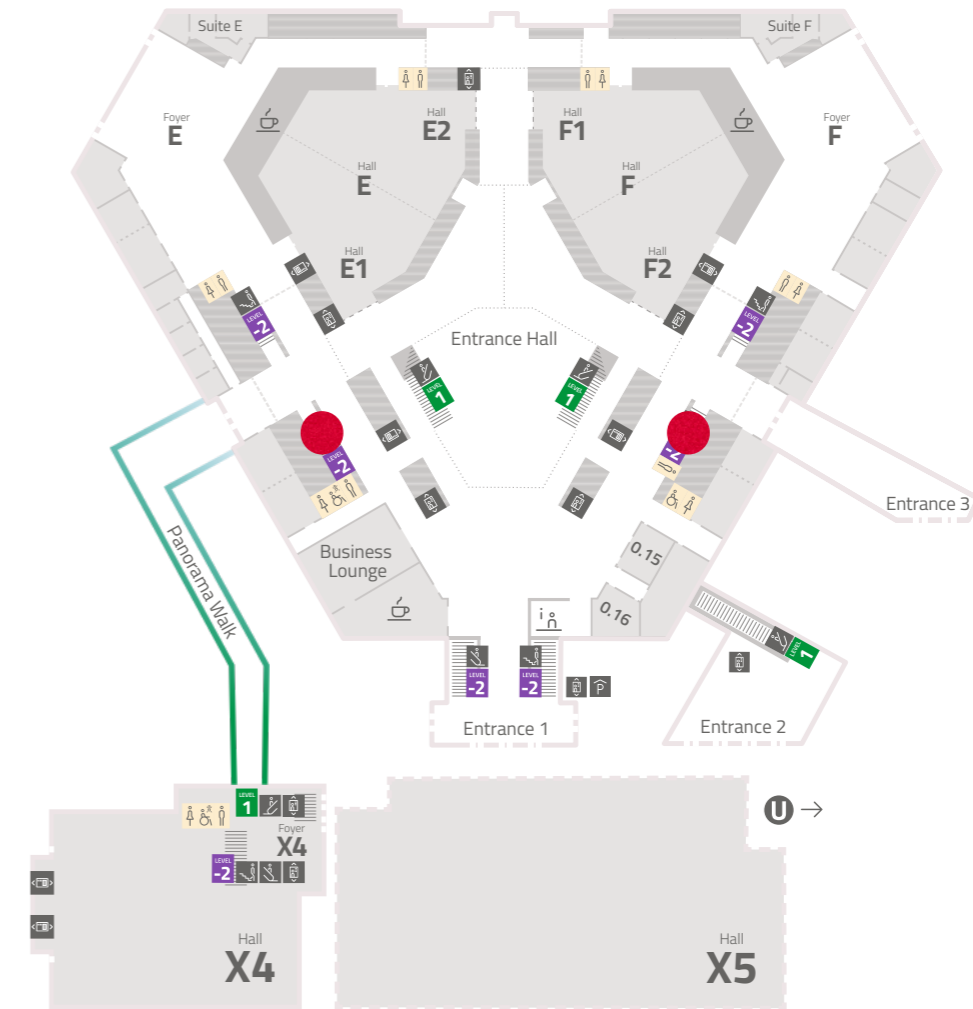
ENTRANCE LEVEL to LOWER LEVEL – measurements inside view in m (width × height)

12 × 0,55 m

ENTRANCE LEVEL to LOWER LEVEL – measurements top view in m (width × height)

12 × 0,20 m

LOCATION



ADVERTISING RATE

Entrance Level to Lower Level – right side	€14,900
Entrance Level to Lower Level – left side	€14,900

Production costs included, published during February 28 – March 3, 2024.



MEASUREMENTS

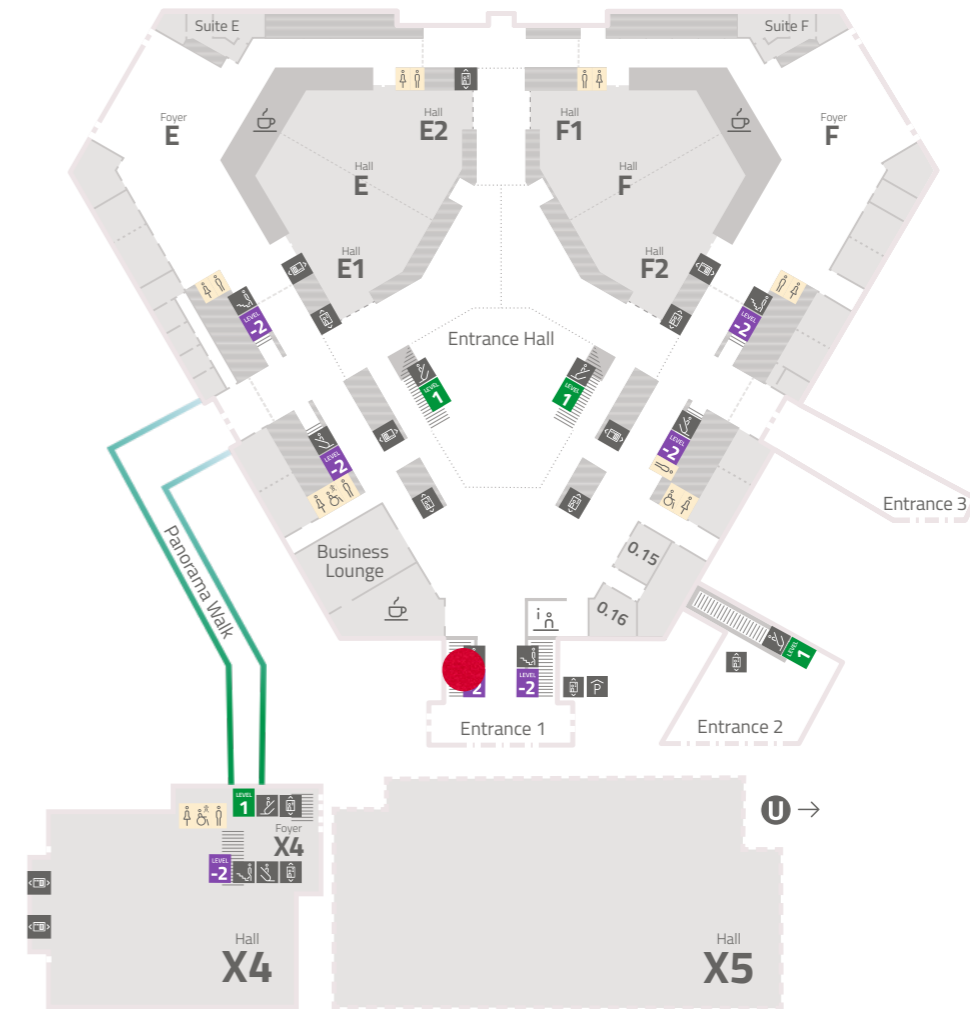
ENTRANCE LEVEL to LOWER LEVEL – measurements inside view in m (width × height)

12 × 0,55 m

ENTRANCE LEVEL to LOWER LEVEL – measurements top view in m (width × height)

12 × 0,20 m

LOCATION



ADVERTISING RATE

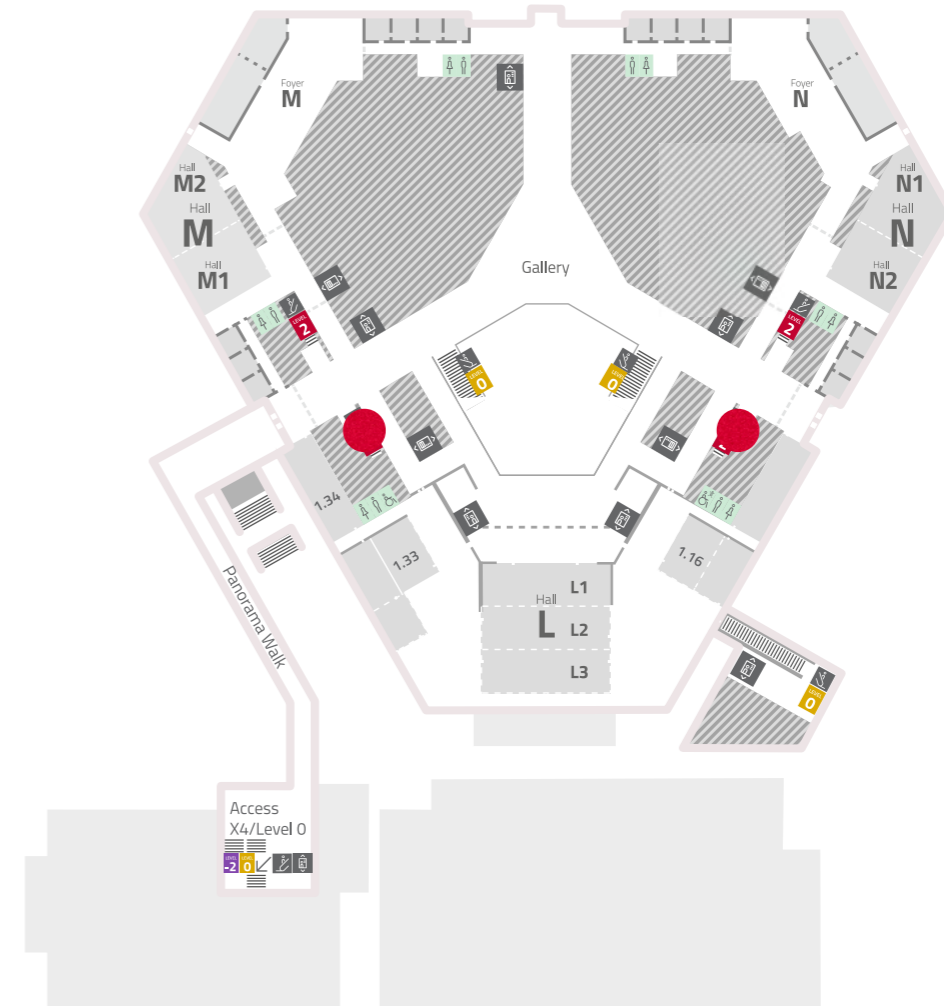
Entrance Level to Lower Level – left side

€14,900

Production costs included, published during February 28 – March 3, 2024.



LOCATION



MEASUREMENTS

FIRST LEVEL to SECOND LEVEL – measurements inside view in m (width × height)

12 × 0,55 m

ENTRANCE LEVEL to LOWER LEVEL – measurements top view in m (width × height)

12 × 0,20 m

ADVERTISING RATE

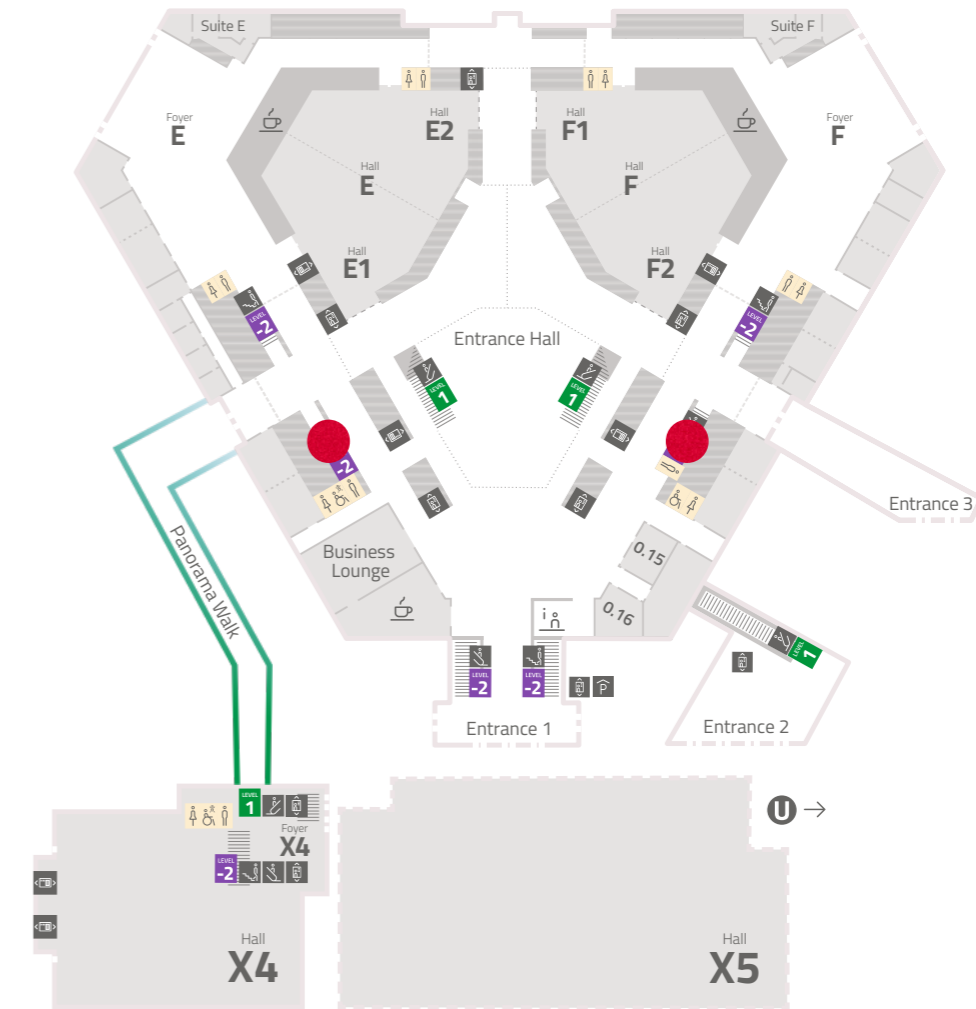
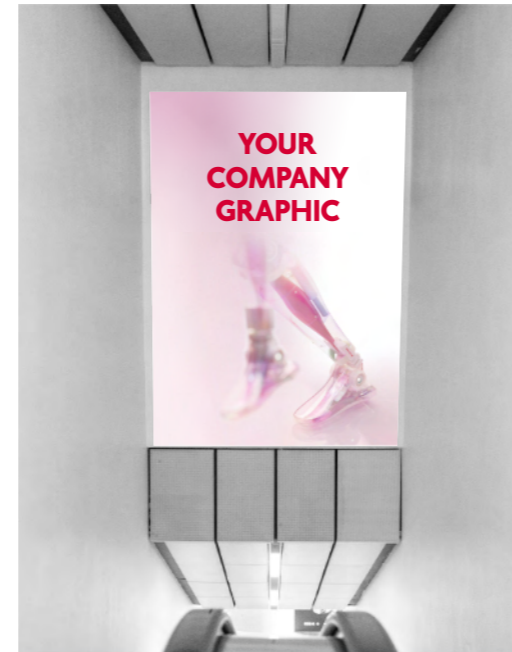
First Level to Second Level – right side

€14,900 **SOLD**

First Level to Second Level – left side

€14,900 **SOLD**

Production costs included, published during February 28 – March 3, 2024.



LOCATION

MEASUREMENTS

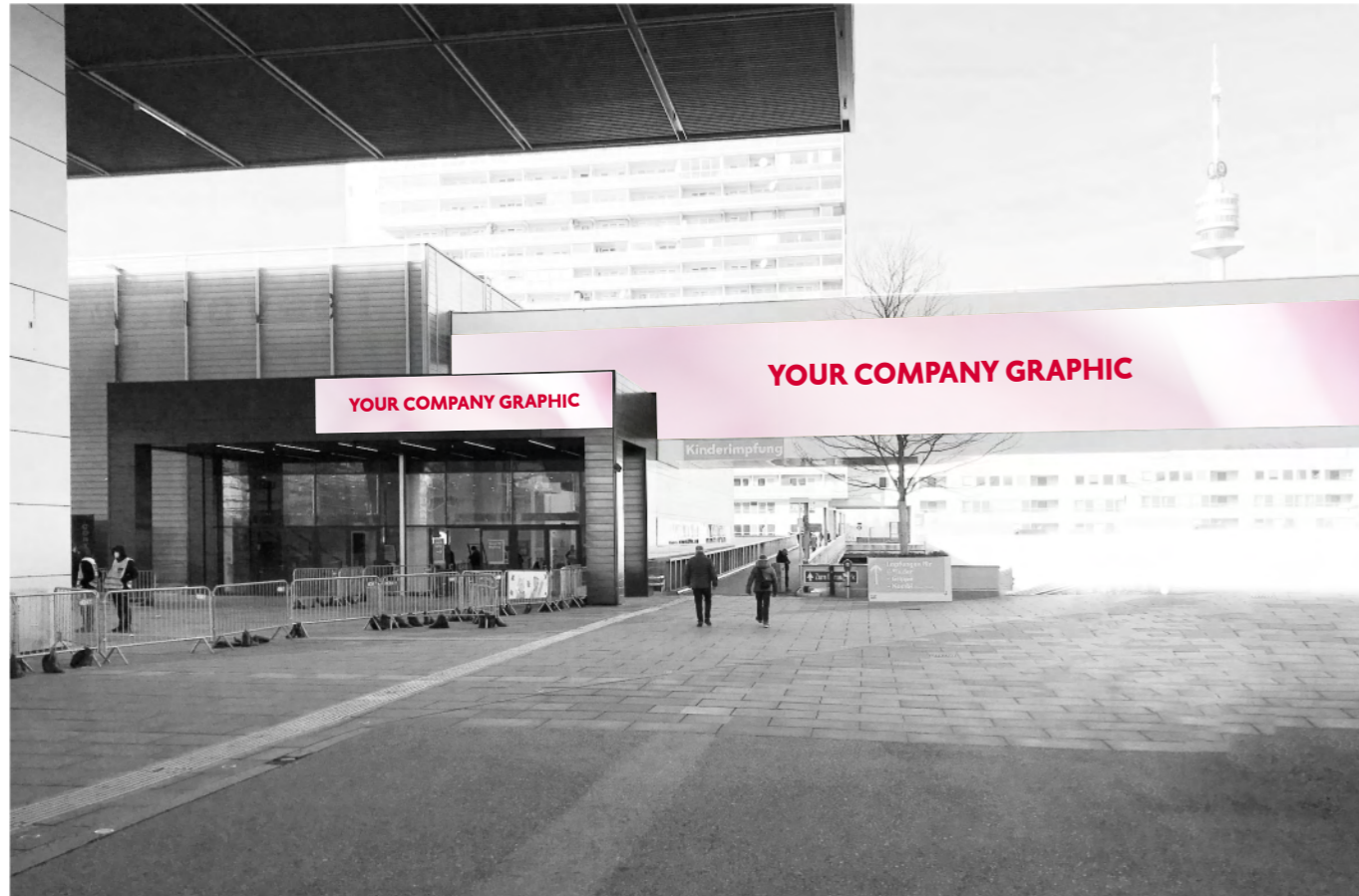
ESCALATOR ENTRANCE HALL to LOWER LEVEL – right / left – measurements in cm (width × height)



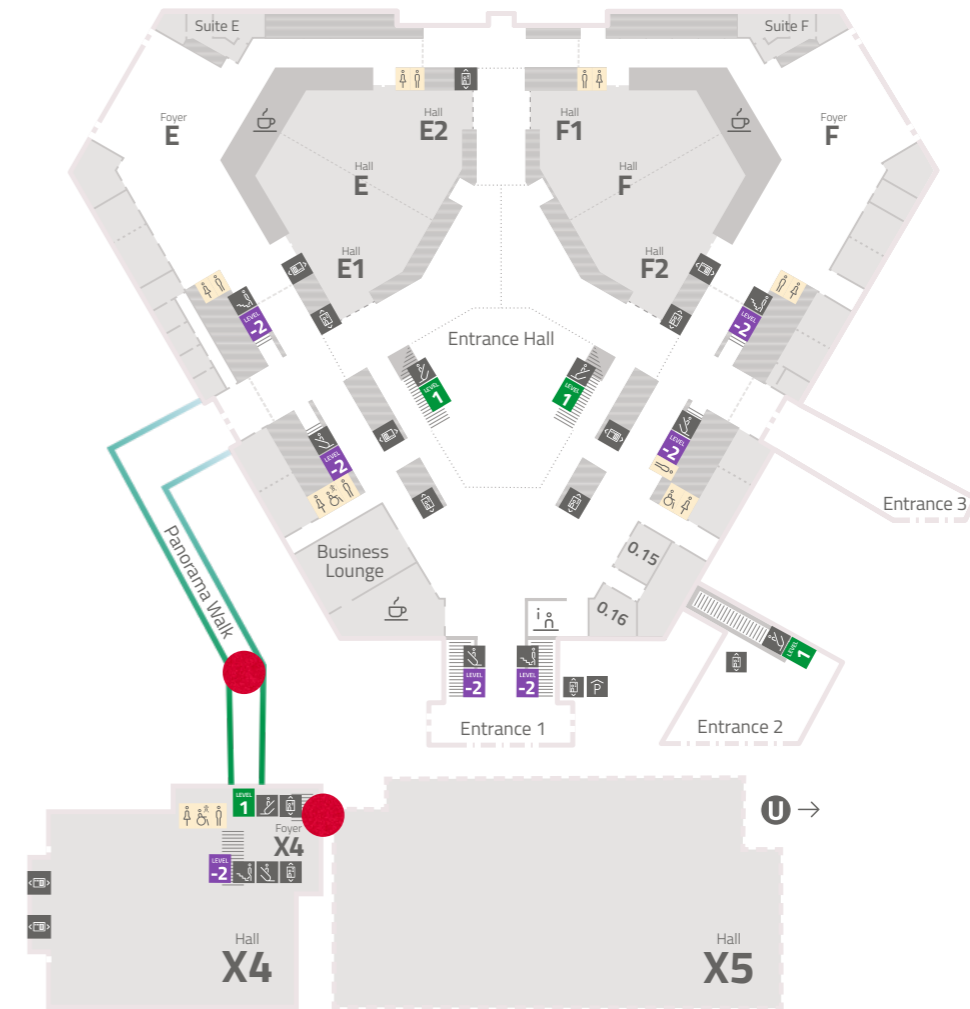
ADVERTISING RATE

Escalator Entrance Hall to Lower Level – right	€13,900
Escalator Entrance Hall to Lower Level – left	€13,900

Production costs included, published during February 28 – March 3, 2024.



LOCATION



PANORAMA WALK + EXHIBITION ENTRANCE PORTAL

Specific measurements to be provided after booking

ADVERTISING RATE

Panorama Walk + Exhibition Entrance Portal (exterior)

€39,000

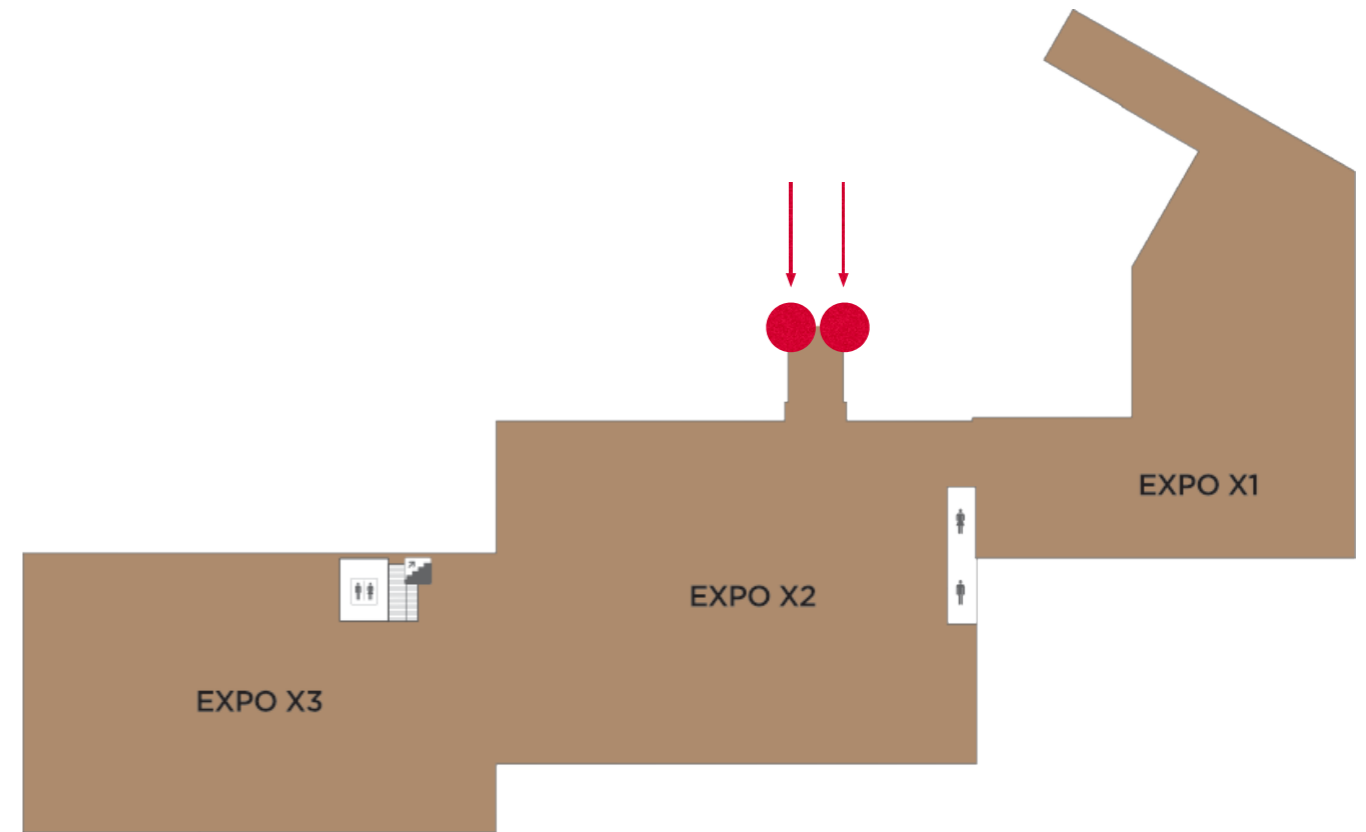
Production costs included, published during February 28 – March 3, 2024.



MEASUREMENTS



LOCATION



ADVERTISING RATE

Banner 1 & 2 (package) **€16,900 SOLD**

Production costs included, published during February 28 – March 2, 2024.

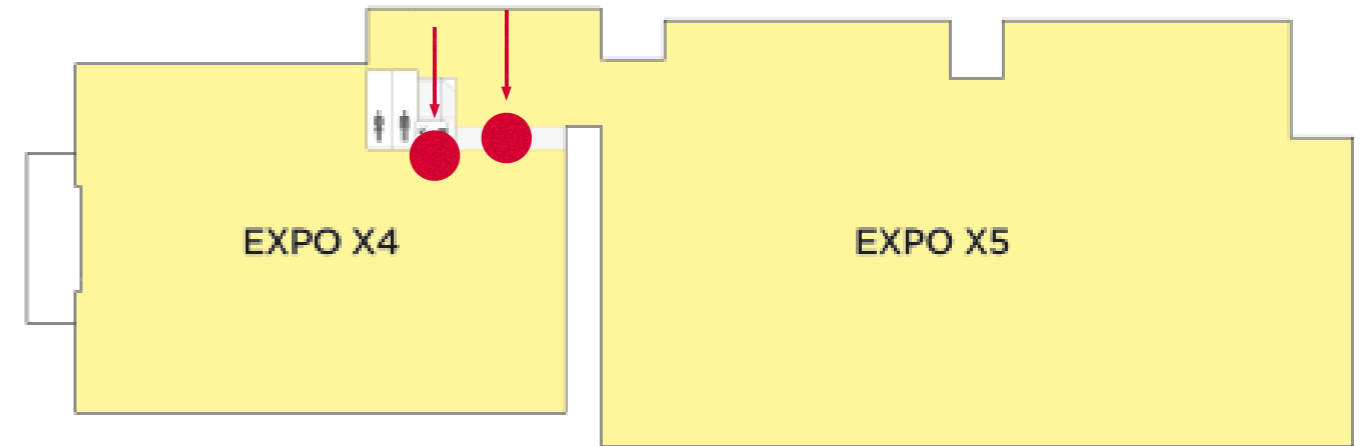


Staircase Expo X3 to X4



Staircase Expo X4

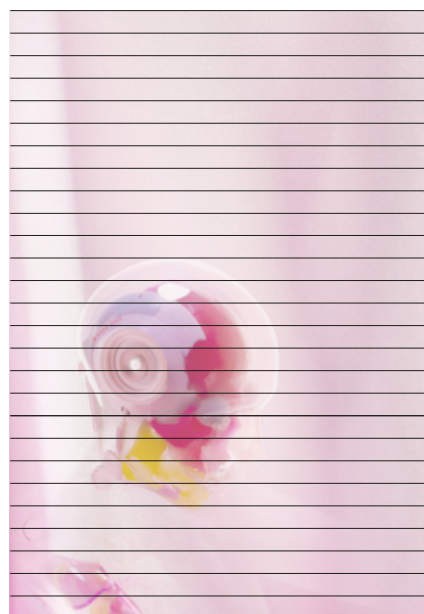
LOCATION



MEASUREMENTS

EXPO X3 to X4 – 150 × 14 cm (w × h)

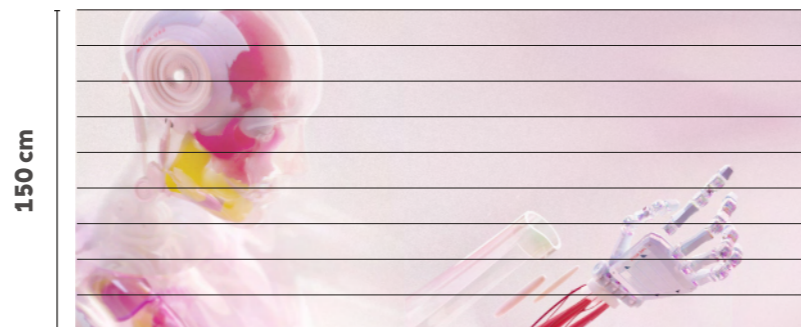
150 × 14 cm



EXPO X4 – measurements 250 × 15 cm (w × h)

250 × 15 cm

500 cm



ADVERTISING RATE

Staircase Expo X4

€8,900

Staircase Expo X3 to X4

€8,900

Production costs included, published during February 28 – March 2, 2024.

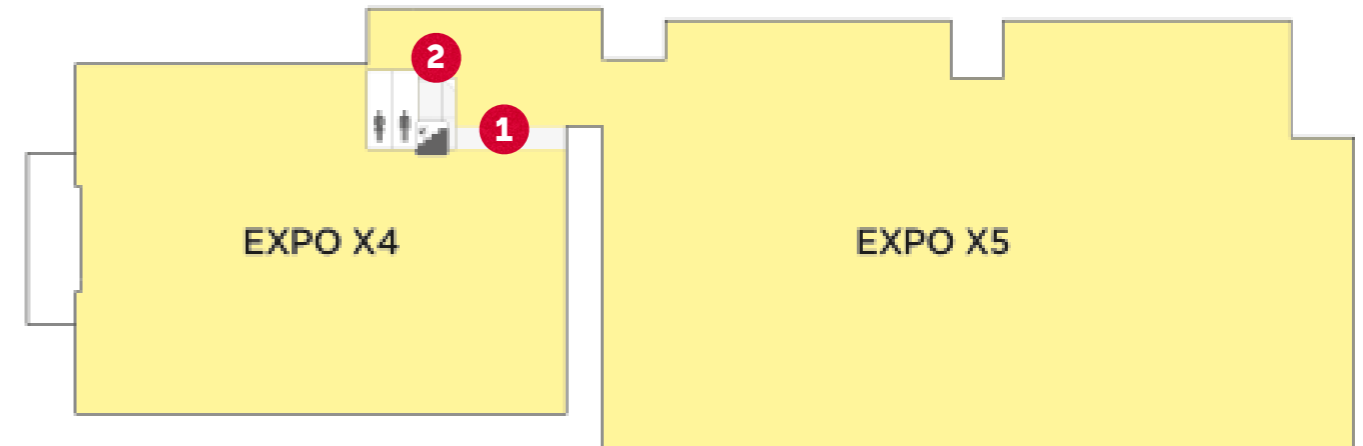
LOCATION



Banner 1



Banner 2



MEASUREMENTS

BANNER MEASUREMENTS (width × height)

Banner 1	245 × 490 cm
Banner 2	480 × 245 cm

ADVERTISING RATE

Banner 1	€16,400	SOLD
Banner 2	€15,000	SOLD

Production costs included, published during February 28 – March 2, 2024.



INCLUDED IN THE GENERAL APP SPONSORING PACKAGE ARE:

- Shared with co-sponsor
- Push Notifications
One per day, from February 27 – March 03, 2024
- Sponsor Listings & Exhibitors
Within the list of exhibitors, the name of the sponsor is listed first or second (alphabetical order with co-sponsor)
- Company's logo on Splash Screen
- Dashboard Banner
Alternating with banner from co-sponsor. Banner can be changed daily to promote different activities.
- Sponsor Logo and Affiliation in App Promotion
Your company will be associated with the app ("kindly provided by ...") in several mailings to our database, on our social media channels, in the Industry Programme and on our website.

ADVERTISING RATE

ECR 2024 APP – non exclusive for 2 companies

€27,500 **SOLD**

Published during February 28 – March 3, 2024.

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, 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	U1 Subway Station	Subway Station Branding – Kaisermühlen/VIC	
	SOLD	Subway Station Branding – Total of 85m ²	€ 49,000
02	ACV Walkaway	Branding Staircase	
		Branding Staircase – Total of 21 steps	€ 14,900
03	ACV Walkaway	Promenade Branding	
	SOLD	16 pieces of promenade (front and back)	€ 21,900
04	ACV Walkaway	Digital Displays	
		Total of 8 Displays (front & back)	€ 36,900
05	ACV Outside	Banner Rooftop	
	SOLD	Banner Rooftop	€ 21,900
06	ACV Outside	Branding ACV Exterior Wall	
	SOLD	Branding Wall	€ 34,000
07	ACV Outside	Branding X5 Exterior Wall	
	SOLD	Branding Wall	€ 84,000
08	Branding Exterior ACV Entrance 3	Printed Banners	
		Branding Exterior ACV Entrance 3	€ 24,900
09	Branding Exterior ACV Entrance 2	Printed Banners	
		Branding Exterior ACV Entrance 2	€ 29,000
10	Branding Exterior ACV Entrance 1	Printed Banners	
		Branding Exterior ACV Entrance 1	€ 50,000
11	ACV Entrance	Screen 9 Monitors	
		Screen (Escalator Area)	€ 19,000
12	ACV Entrance	Entrance LED Pillars	
		Entrance LED pillars	€ 11,900
13	ACV Entrance Hall	LED Wall and Dome	
		LED Wall and Dome	€ 50,000
14	ACV Entrance Hall	Pillars	
	N/A	Pillar Cladding – 4 pieces – right	€ 14,900
	N/A	Pillar Cladding – 4 pieces – left	€ 14,900
15	ACV Entrance Hall to 1 st Floor	Branding Escalator	
	SOLD	Escalator Entrance Hall (inner surface) – right	€ 14,100
	SOLD	Escalator Entrance Hall (inner surface) – left	€ 14,100

No.	CATEGORY	PROMOTION TOOL	PRICE
16	ACV Entrance Hall	Branding Escalator Wall	
	SOLD	Escalator Wall Entrance Hall – right	€ 15,900
	SOLD	Escalator Wall Entrance Hall – left	€ 15,900
17	ACV Entrance Hall	Printed Banner	
	SOLD	Banner – right	€ 15,400
	SOLD	Banner – left	€ 15,400
18	ACV Entrance Hall	Side LED Walls	
	SOLD	Banner – right	€ 20,900
	SOLD	Banner – left	€ 20,900
19	ACV Entrance to Lower Level	Branding Escalator	
		Entrance Level to Lower Level – right	€ 14,900
		Entrance Level to Lower Level – left	€ 14,900
20	ACV Entrance to Lower Level	Branding Escalator	
		Entrance Level to Lower Level – left	€ 14,900
21	ACV First to Second Level	Branding Escalator	
	SOLD	First Level to Second Level – right	€ 14,900
	SOLD	First Level to Second Level – left	€ 14,900
22	ACV Entrance to Lower Level	Branding Escalator Overhead Wall	
		Escalator Entrance Hall to Lower Level – right	€ 13,900
		Escalator Entrance Hall to Lower Level – left	€ 13,900
23	Branding Panorama Walk	Panorama Walk + Exhibition Entrance Portal	
		Panorama Walk + Exhibition Entrance Portal (exterior)	€ 39,000
24	Exhibition	Banners Entrance EXPO X2	
	SOLD	Banner 1 & 2 (package)	€ 16,900
25	Exhibition	Staircase EXPO	
		Staircase Expo X4	€ 8,900
		Staircase Expo X3 to X4	€ 8,900
26	Exhibition	Banners EXPO X4	
	SOLD	Banner 1	€ 16,400
	SOLD	Banner 2	€ 15,000
27	Digital	ECR 2024 APP – SPONSORSHIP	
	SOLD	ECR 2024 APP – non exclusive	€ 27,500

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 December 15, 2023 50% of the fee will be refunded.

If notice of cancellation is received after December 15, 2023 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

Country

Phone

Fax

E-mail

INVOICE ADDRESS

Company

For the attention of

Address

Postcode

City

Country

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 (pages 31-32).

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: GIBAATWWXXX

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

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