ECR 27

the blue edition

ONLINE PROMOTION TOOLS

HEALTHCARE REIMAGINED

UPDATING THE ROLE OF RADIOLOGY

EUROPEAN CONGRESS OF RADIOLOGY

ESR EUROPEAN SOCIETY OF RADIOLOGY

MYESR.ORG

Maximise your reach and engage your audience online with impactful advertising that delivers continuous visibility. Do not wait until ECR 2027, stay relevant to your audience all year long!

On page 13, you will find the order form. In order to book some promotion tools, complete the form with your selection and submit it to promotion@myesr.org. Technical specifications will be provided upon booking.

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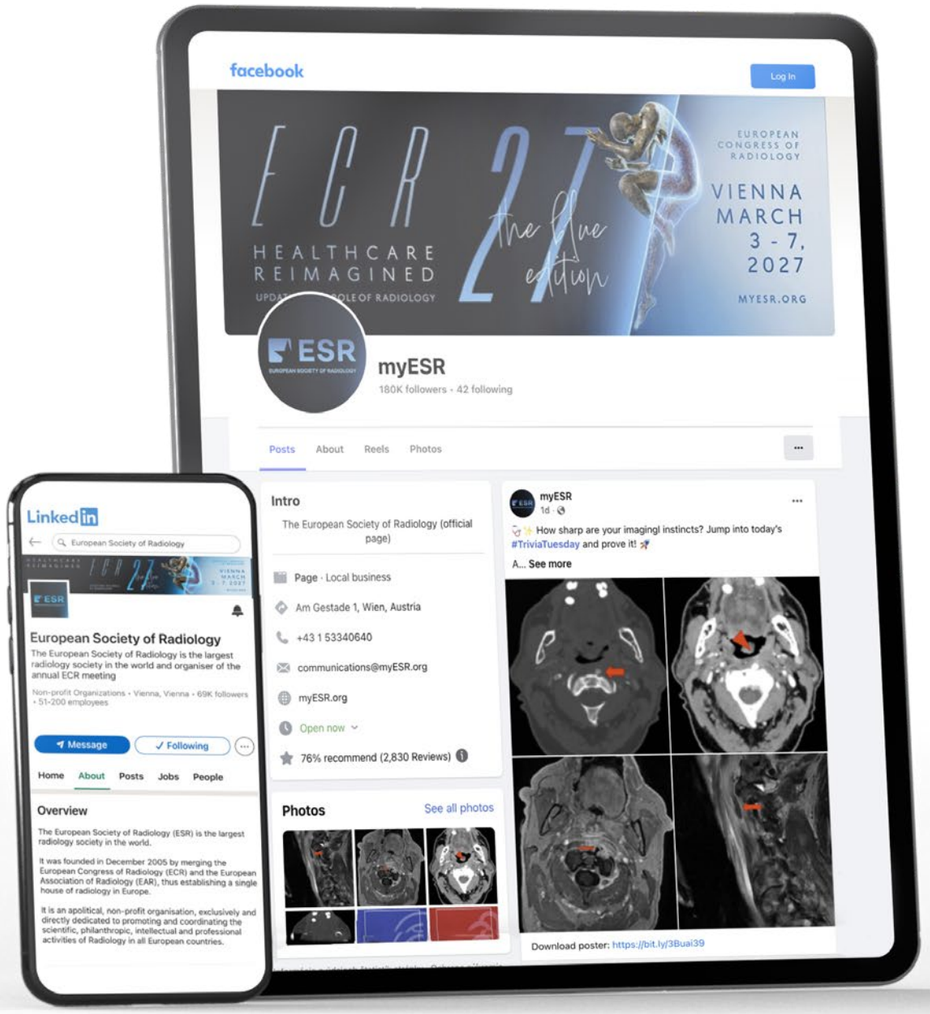
SOCIAL MEDIA POSTS & PACKAGES



Connect with up to 190,000 followers in our community through our Facebook and LinkedIn posts!
Showcase your content on one of the world's most active and followed imaging-related pages.
Reach out to our Social Media team at socialmedia@myESR.org to discover all opportunities.

Please Note

- All content published on our social media pages must meet ESR quality standards.
- The number of promotional posts we can publish daily is limited.
  Requests for specific dates are handled on a first-come, first-served basis.

SOCIAL MEDIA POSTS

ITEM DESCRIPTION	ADVERTISING RATE
Facebook post - before or after ECR	**€ 1,150 / post** ☐
LinkedIn post - before or after ECR	**€ 1,150 / post** ☐
Facebook post - during ECR	**€ 1,500 / post** ☐
LinkedIn post - during ECR	**€ 1,500 / post** ☐

SOCIAL MEDIA PACKAGES

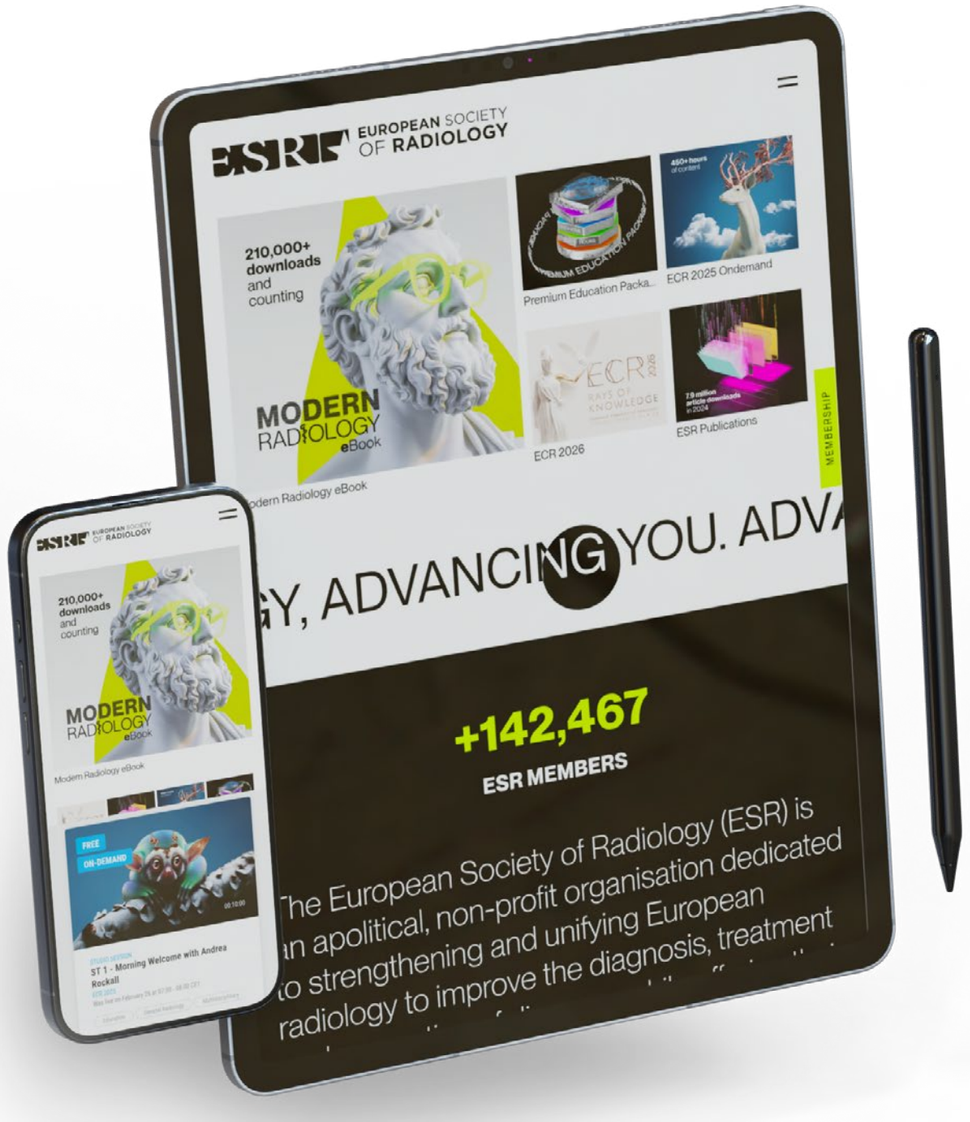
We offer personalised social media consulting. Our experts will guide you in choosing the most effective content.
Whether your goal is to expand your reach or boost engagement, our service ensures your posts deliver the maximum impact and value for your investment.

ITEM DESCRIPTION	ADVERTISING RATE
Personalised consulting service & posting on all our social media platforms - before or after ECR	**€ 3,300 / package** ☐
Personalised consulting service & posting on all our social media platforms - during ECR	**€ 4,500 / package** ☐

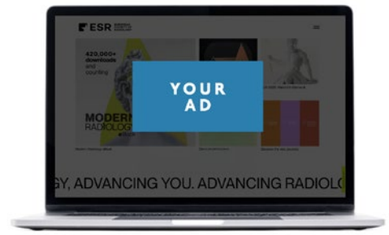
BANNERS & OVERLAYS

ON **MYESR.ORG/CONGRESS** – THE OFFICIAL ECR 2027 WEBPAGE

ESR EUROPEAN SOCIETY OF RADIOLOGY



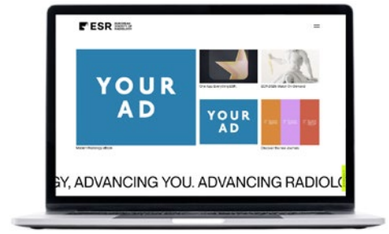
ANIMATED OVERLAY - EXCLUSIVE AD 1 PER MONTH



ITEM DESCRIPTION	ADVERTISING RATE
Animated Overlay - April 2026 to January 2027	**€ 9,900 / month** ☐
Animated Overlay - February 2027 to March 2027	**€ 12,400 / month** sold

Technical specifications to be provided after booking. Month is considered from 1st to last day of respective month.

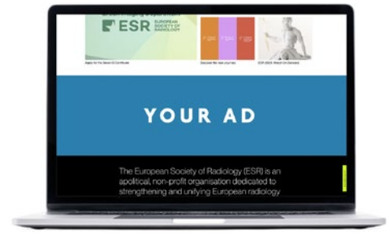
TOP BANNER - NON-EXCLUSIVE AD 2 PER MONTH AVAILABLE



ITEM DESCRIPTION	ADVERTISING RATE
Top Banner - April 2026 to January 2027	**€ 4,700 / month** ☐
Top Banner - February 2027 to March 2027	**€ 5,860 / month** ☐

Technical specifications to be provided after booking. Month is considered from 1st to last day of respective month.

FLYING CARPET - EXCLUSIVE AD 1 PER MONTH



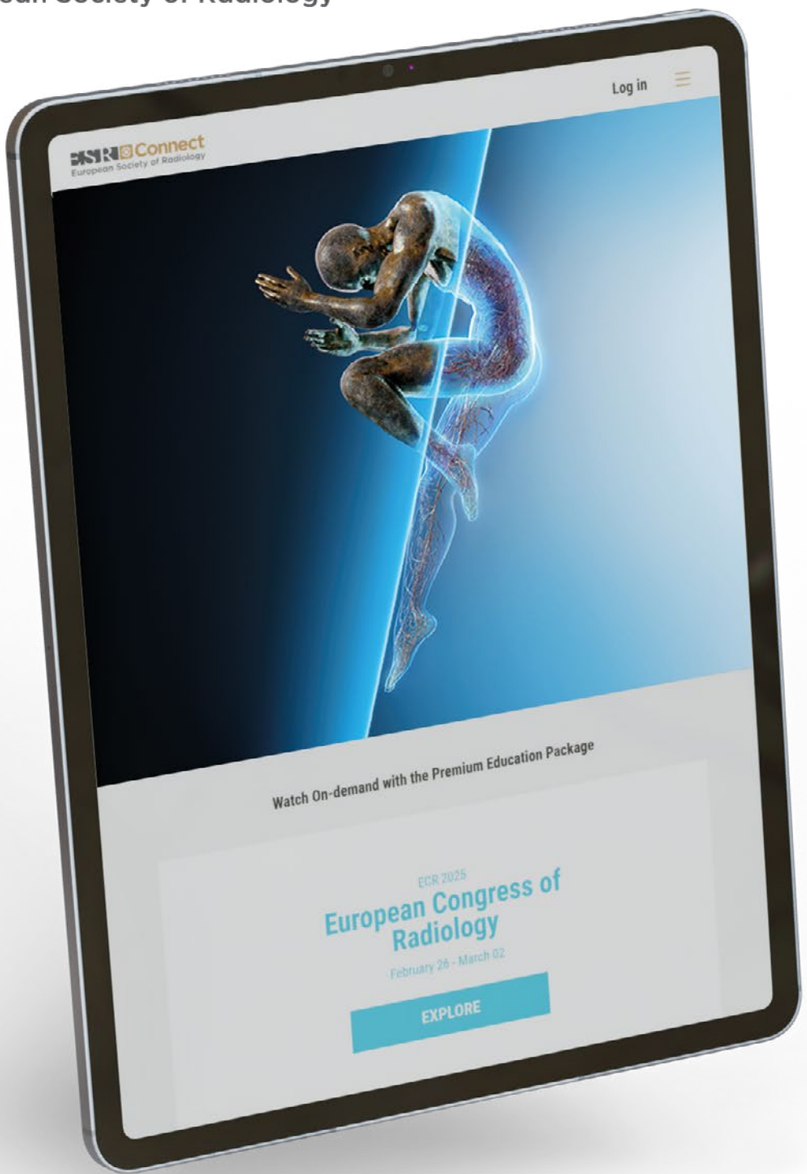
ITEM DESCRIPTION	ADVERTISING RATE
Flying Carpet - April 2026 to January 2027	**€ 4,350 / month** ☐
Flying Carpet - February 2027 to March 2027	**€ 5,430 / month** ☐

Technical specifications to be provided after booking. Month is considered from 1st to last day of respective month.

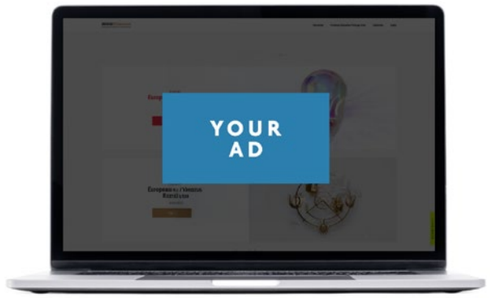
BANNERS & OVERLAYS

ON **CONNECT.MYESR.ORG** – THE ECR STREAMING PLATFORM

ESR Connect
European Society of Radiology



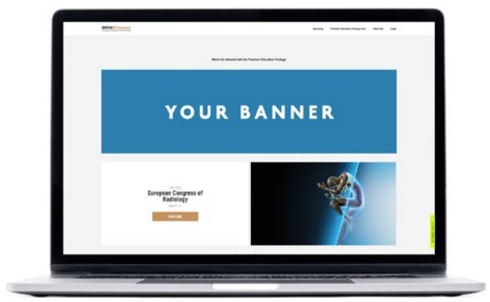
ANIMATED OVERLAY - EXCLUSIVE AD 1 PER MONTH



ITEM DESCRIPTION	ADVERTISING RATE	
Animated Overlay - April 2026 to January 2027	**€ 14,800 / month**	☐
Animated Overlay - February 2027 to March 2027	**€ 18,500 / month**	☐

Technical specifications to be provided after booking. Month is considered from 1st to last day of respective month.

TOP BANNER - EXCLUSIVE AD 1 PER MONTH



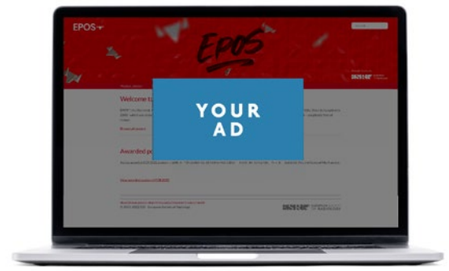
ITEM DESCRIPTION	ADVERTISING RATE	
Top Banner - April 2026 to January 2027	**€ 4,950 / month**	☐
Top Banner - February 2027 to March 2027	**€ 6,190 / month**	☐

Technical specifications to be provided after booking. Month is considered from 1st to last day of respective month.

BANNERS & OVERLAYS

ON **EPOS.MYESR.ORG** – THE ONLINE DATABASE FOR ELECTRONIC POSTERS

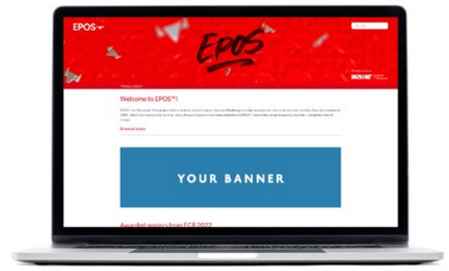
STATIC OVERLAY - EXCLUSIVE AD 1 PER MONTH



ITEM DESCRIPTION	ADVERTISING RATE
Static Overlay - April 2026 to March 2027	**€ 10,000 / month** ☐

Technical specifications to be provided after booking. Month is considered from 1st to last day of respective month.

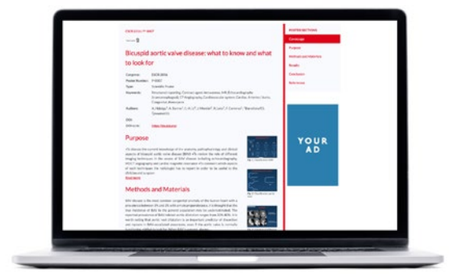
FRONT PAGE BANNER - EXCLUSIVE AD 1 PER MONTH



ITEM DESCRIPTION	ADVERTISING RATE
Front page banner - April 2026 to March 2027	**€ 6,250 / month** ☐

Technical specifications to be provided after booking. Month is considered from 1st to last day of respective month.

SIDE BANNER ON ALL POSTER PAGES - EXCLUSIVE AD 1 PER MONTH

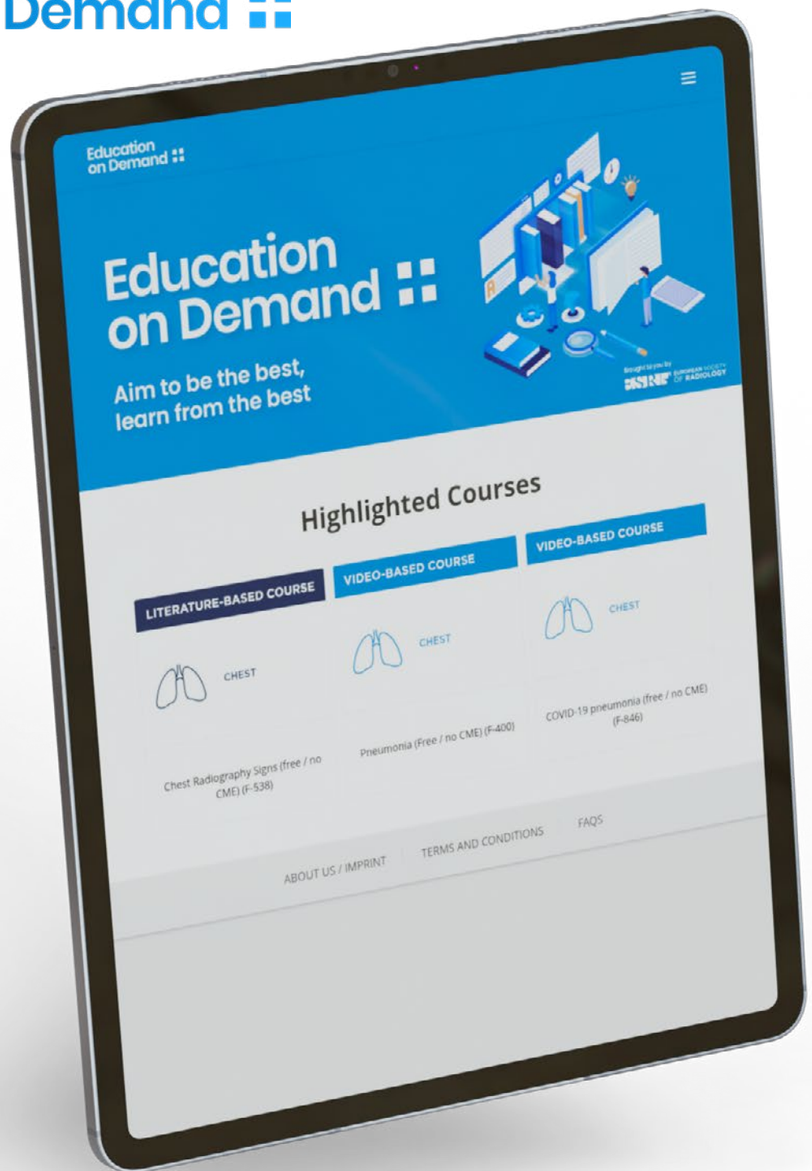


ITEM DESCRIPTION	ADVERTISING RATE
Side banner on all poster pages - April 2026 to March 2027	**€ 2,360 / month** ☐

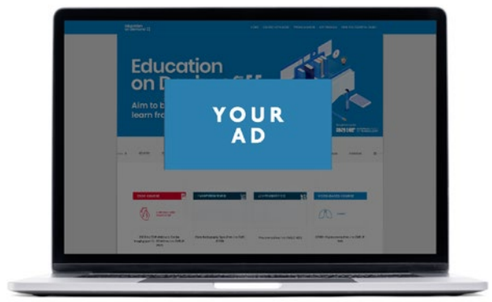
Technical specifications to be provided after booking. Month is considered from 1st to last day of respective month.

BANNERS & OVERLAYS

ON LEARN-MYESR.TALENTLMS.COM – THE ESR E-LEARNING PLATFORM



STATIC OVERLAY - EXCLUSIVE AD 1 PER MONTH



ITEM DESCRIPTION	ADVERTISING RATE
Static Overlay - April 2026 to March 2027	**€ 5,040 / month** ☐

Technical specifications to be provided after booking. Month is considered from 1st to last day of respective month.

MAILING BANNERS

ESR JOURNAL HIGHLIGHTS

MAILING BANNER NON-EXCLUSIVE AD - 2 PER MAILING AVAILABLE

- SENT TO APPROX. 80,000 RECIPIENTS
- OPENING RATE APPROX. 50%

ITEM DESCRIPTION	ADVERTISING RATE
Mailing banner - April 2026 to March 2027 ESR Journal Highlights are sent once per week, with two banner placements available per mailing.	**€ 2,100 / banner** ☐

Technical specifications to be provided after booking.

GET READY FOR ECR

MAILING BANNER NON-EXCLUSIVE AD - 2 PER MAILING AVAILABLE

- SENT TO ALL CONGRESS PARTICIPANTS
- OPENING RATE APPROX. 50%

ITEM DESCRIPTION	ADVERTISING RATE
Mailing banner - 1 to 5 days prior to ECR One-time mailing with two banner placements available.	**€ 5,640 / banner** ☐

Technical specifications to be provided after booking.

MAILING BANNERS

ECR GENERAL MAILINGS

MAILING BANNER NON-EXCLUSIVE AD - 2 PER MAILING AVAILABLE

A number of ECR 2026 mailings will be sent to the entire ESR database to promote the upcoming congress and to inform about the latest updates.

- SENT TO UP TO 125,000 RECIPIENTS
- OPENING RATE APPROX. 31%

ITEM DESCRIPTION	ADVERTISING RATE
Mailing banner - November 2026 to January 2027 ECR general mailings during that period are sent twice per month, with two banner placements available per mailing.	**€ 4,510 / banner** ☐
Mailing banner - February 2027 ECR general mailings during that period are sent four times per month, with two banner placements available per mailing.	**€ 5,640 / banner** ☐

Technical specifications to be provided after booking.

ECR DAILY CONTENT ALERT

MAILING BANNER NON-EXCLUSIVE AD - 2 PER MAILING AVAILABLE

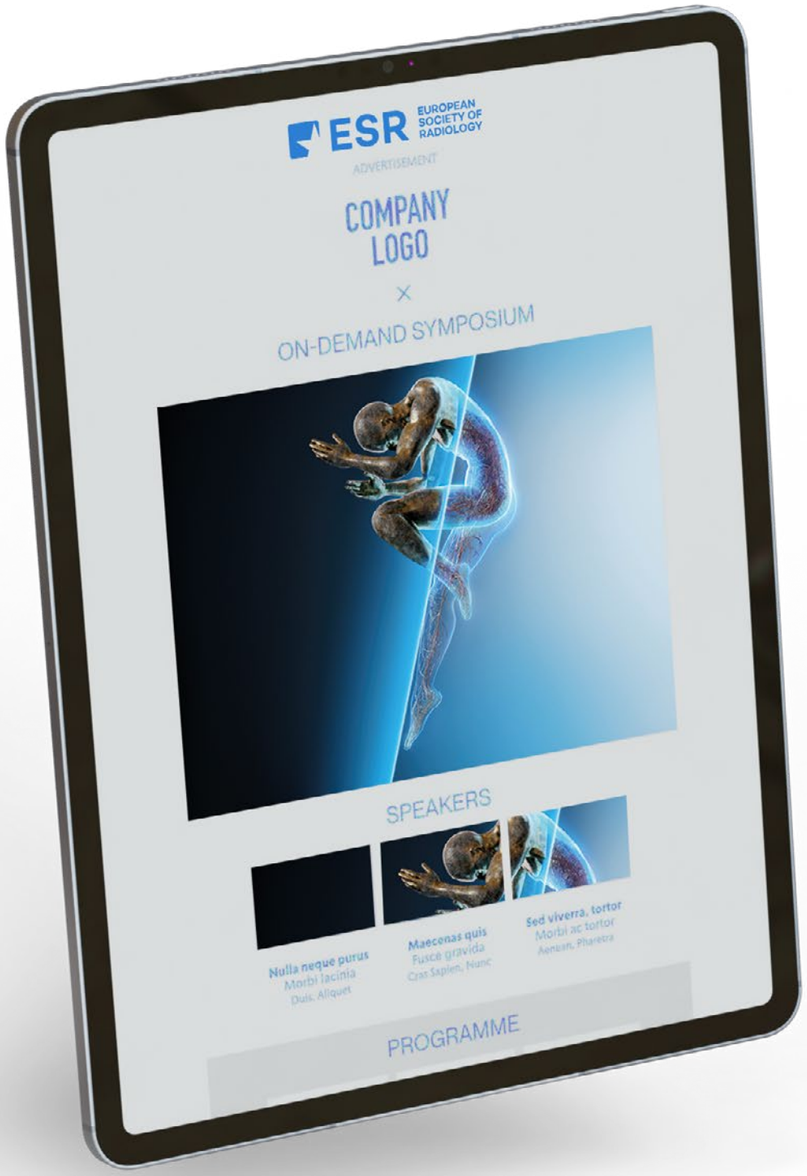
During ECR, a Daily Content Alert mailing is sent out each day to provide attendees with a general overview of the upcoming programme and key topics of the day.

- SENT TO ALL CONGRESS PARTICIPANTS
- OPENING RATE APPROX. 40%

ITEM DESCRIPTION	ADVERTISING RATE
Mailing banner - March 3, 2027 ECR Daily Content Alert mailing is sent once a day, with two banner placements available per mailing.	**€ 3,880 / banner** ☐
Mailing banner - March 4, 2027 ECR Daily Content Alert mailing is sent once a day, with two banner placements available per mailing.	**€ 3,880 / banner** ☐
Mailing banner - March 5, 2027 ECR Daily Content Alert mailing is sent once a day, with two banner placements available per mailing.	**€ 3,880 / banner** ☐
Mailing banner - March 6, 2027 ECR Daily Content Alert mailing is sent once a day, with two banner placements available per mailing.	**€ 3,880 / banner** ☐
Mailing banner - March 7, 2027 ECR Daily Content Alert mailing is sent once a day, with two banner placements available per mailing.	**€ 3,880 / banner** ☐

Technical specifications to be provided after booking.

EBLAST



EBLAST

An eBlast is a targeted email campaign sent to our contacts featuring your custom content. Delivered from a dedicated myESR email address, it can reach either our entire database or selected groups of ESR members and non-members.

All mailing content must be provided by the advertising company as an HTML file, optimised for compatibility across email clients and devices.

We offer flexible targeting options, allowing you to reach our entire database, ECR pre-registered professionals or more specific groups based on your needs. Segmentation can include criteria such as the recipient's country, profession, or field of interest. You can access the full list of available categories through our non-binding **eBlast form**, where you can easily define your target audience.

An eBlast helps you connect directly with the audience that matters most.

- SENT TO UP TO 120,000 RECIPIENTS
- PRECISE ACCESS TO YOUR SELECTED TARGET AUDIENCE
- AVERAGE OPENING RATE: 42%
- MINIMUM ORDER VALUE OF € 2,140 (EXCL. VAT)

ITEM DESCRIPTION	ADVERTISING RATE
eBlast - April 2026 to March 2027	**Minimum € 2,140 / mailing** ☐

Technical specifications to be provided after booking.

WEBINARS

SPONSORED WEBINARS ON ESR CONNECT

Topic and panellists either supplied by sponsor or identified in cooperation with the ESR Office.

FORMAT

- 30-45 minutes of a live or pre-recorded presentation
- 15-30 minutes of live moderated Q&A
- Chat and polling tool for interactivity
- Attendance certificate for attendees
- On-demand access for 1 year on ESR Connect
- Streamed via ESR Connect

PROMOTION PROVIDED BY THE ESR

- Two mailing campaigns including the sponsor's logo:
  - *First one to entire ESR database (120,000 contacts)*
  - *Second one to target group filtered by interest according to webinar topic*
- Two-week top banner on ESR Connect
- Promotion via the ESR's social media channels

ADDITIONAL BENEFITS

- Recording provided to sponsor

ITEM DESCRIPTION	ADVERTISING RATE
Webinar - April 2026 to March 2027 Sponsor-provided topic and panellists	**€ 20,000 / hour** ☐
Webinar - April 2026 to March 2027 ESR-provided topic and panellists	**€ 25,000 / hour** ☐

Technical specifications to be provided after booking.

ECR APP CO-SPONSORSHIP

ECR APP CO-SPONSORSHIP PACKAGE

- SHARED WITH CO-SPONSOR
- PUSH NOTIFICATIONS

  One per day, from March 3 - 7, 2027
- 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 & 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, i n the Industry Programme and on our website.
- ANNOUNCEMENTS ON HOME-SCREEN

  Each co-sponsor is allowed to publish one news item per day (category: "What's going on today?"). On tap, the user will be directed to a symposium page, an internal page, or any external link.

ITEM DESCRIPTION	ADVERTISING RATE
ECR app co-sponsorship	**€ 31,300** sold

Technical specifications to be provided after booking.

PROMOTION TOOLS ORDER FORM

In order to book some promotion tools, please complete the non-binding form on this page and your invoicing details on the following page, then submit the document to promotion@myesr.org. We will send you an official offer. Technical specifications will be provided upon booking.

PLEASE INSERT YOUR COMPANY NAME

Company

CHOICE	PROMOTION TOOL	PRICE
	Social media posts	
☐	Facebook post - before or after ECR	€ 1,150 / post
☐	LinkedIn post - before or after ECR	€ 1,150 / post
☐	Facebook post - during ECR	€ 1,500 / post
☐	LinkedIn post - during ECR	€ 1,500 / post
	Social media packages	
☐	Personalised consulting service & posting on all our social media platforms - before or after ECR	€ 3,300 / package
☐	Personalised consulting service & posting on all our social media platforms - during ECR	€ 4,500 / package
	Banners & overlays - myESR.org/congress	
☐	Animated Overlay - April 2026 to January 2027	€ 9,900 / month
sold	Animated Overlay - February 2027 to March 2027	€ 12,400 / month
☐	Top Banner - April 2026 to January 2027	€ 4,700 / month
☐	Top Banner - February 2027 to March 2027	€ 5,860 / month
☐	Flying Carpet - April 2026 to January 2027	€ 4,350 / month
☐	Flying Carpet - February 2027 to March 2027	€ 5,430 / month
	Banners & overlays - connect.myESR.org	
☐	Animated Overlay - April 2026 to January 2027	€ 14,800 / month
☐	Animated Overlay - February 2027 to March 2027	€ 18,500 / month
☐	Top Banner - April 2026 to January 2027	€ 4,950 / month
☐	Top Banner - February 2027 to March 2027	€ 6,190 / month
	Banners & overlays - EPOS.myESR.org	
☐	Static Overlay - April 2026 to March 20	€ 10,000 / month
☐	Front page banner - April 2026 to March 2027	€ 6,250 / month
☐	Side banner on all poster pages - April 2026 to March 20277	€ 2,360 / month
	Banners & overlays - Education on Demand	
☐	Static Overlay - April 2026 to March 2027	€ 5,040 / month

CHOICE	PROMOTION TOOL	PRICE
	Mailing banners - ESR Journal Highlights	
☐	Mailing banner - April 2026 to March 2027 ESR Journal Highlights	€ 2,100 / banner
	Mailing banners - Get Ready for ECR	
☐	Mailing banner - 1 to 5 days prior to ECR Get Ready for ECR	€ 5,640 / banner
	Mailing banners - ECR general mailings	
☐	Mailing banner - November 2026 to January 2027 ECR general mailings	€ 4,510 / banner
☐	Mailing banner - February 2027 ECR general mailings	€ 5,640 / banner
	Mailing banners - ECR Daily Content Alert	
☐	Mailing banner - March 3, 2027 ECR Daily Content Alert	€ 3,880 / banner
☐	Mailing banner - March 4, 2027 ECR Daily Content Alert	€ 3,880 / banner
☐	Mailing banner - March 5, 2027 ECR Daily Content Alert	€ 3,880 / banner
☐	Mailing banner - March 6, 2027 ECR Daily Content Alert	€ 3,880 / banner
☐	Mailing banner - March 7, 2027 ECR Daily Content Alert	€ 3,880 / banner
	eBlast	
☐	eBlast - April 2026 to March 2027	Minimum € 2,140 / mail-
	Webinar	
☐	Webinar - April 2026 to March 2027 Sponsor-provided topic and panellists	€ 20,000 / hour
☐	Webinar - April 2026 to March 2027 ESR-provided topic and panellists	€ 25,000 / hour
	ECR app co-sponsorship	
sold	ECR app co-sponsorship package	€ 31,300

CONDITIONS OF PURCHASE

BOOKING DETAILS

Promotion tools can be booked by companies within the imaging industry. Once the completed booking form has been submitted and confirmed, technical specifications will be provided.

All individual orders, including those for items not listed in the catalogue, must be submitted to the ESR Industry Relations Team by email at promotion@myesr.org.

PAYMENT DETAILS

The full advertising rate is payable within four weeks once an official offer has been sent out to the company: two weeks to provide invoicing details and a further two weeks to complete the payment.

If bookings or payments are made after the specified deadlines, Exhibition & Corporate Retailing GmbH reserves the right to apply a surcharge of 15% on the advertised rate.

TERMS OF CANCELLATION

Once the official offer has been signed by both parties, cancellations are only valid if submitted in writing.

If written notice of cancellation is received within four weeks of the signed offer, Exhibition & Corporate Retailing GmbH reserves the right to charge 10% of the advertising rate as a cancellation fee.

If cancellation is received before 10 December 2026, 50% of the total rate will be refunded.

If cancellation is received after 10 December 2026, no refund will be granted.

In cases of force majeure, the General Terms and Conditions (GTC) of Exhibition & Corporate Retailing GmbH (ExCR) shall apply.

GENERAL INFORMATION

Company

Contact person

Address | Postcode

City | Country

Phone | Fax

Email

INVOICE ADDRESS

Company

For the attention of

Address | Postcode

City | Country

VAT Reg. No. (if available) | P. O. 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. ☐

By signing this form, I confirm that I have read, understood, and agree to the terms and conditions (page 15).

Place, Date | Name of the official representative | Stamp of Company / Signature of 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

Please return this form by email to **promotion@myESR.org**

ALLGEMEINE GESCHÄFTSBEDINGUNGEN (AGB) DER EXHIBITION & CORPORATE RETAILING GMBH (EXCR)

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 Allgemeine 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 ür 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.

GENERAL TERMS AND CONDITIONS (GTC) OF EXHIBITION & CORPORATE RETAILING GMBH (EXCR)

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 Orders 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 Customer'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

5.1 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
Waldstraße 56, 3004 Ried am Riederberg, Austria
Phone: + 43 699 103 66 103
E-mail: promotion@myESR.org
www.myESR.org

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