

ESIR 2025

ONLINE PROMOTION TOOLS

WE ARE THE WORLD
OF MEDICAL IMAGING

A WHOLE PLANET OF ONLINE TOOLS

We have plenty of options for your company to reach your target groups and communicational goals all year long!

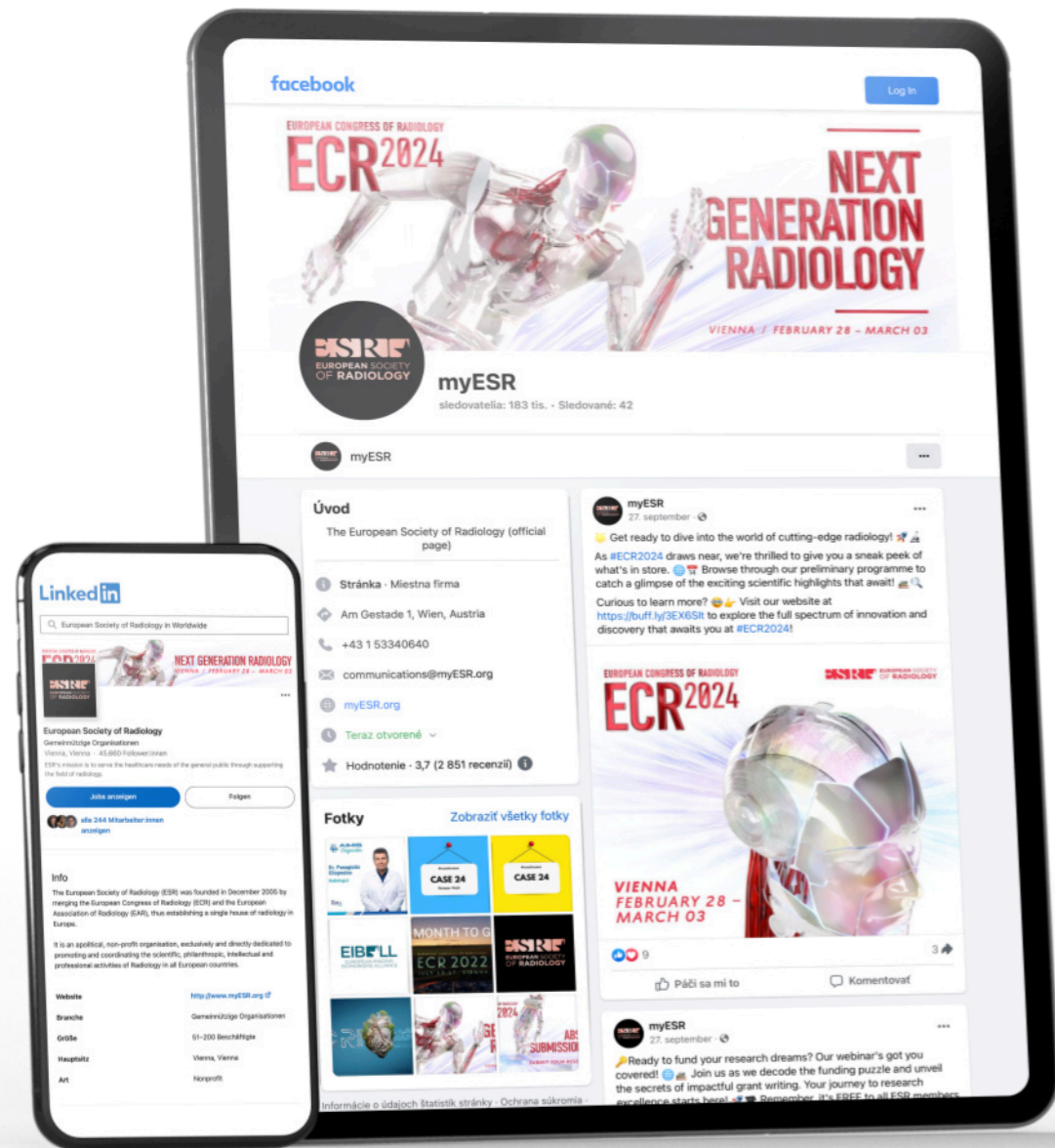
*So don't wait till ECR 2025.
The time to be seen is now!*

This document is interactive. On [page 14](#) 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.

ONLINE

Social Media Posts	3
Banners & Overlays – myESR.org/congress	4
Banners & Overlays – connect.myESR.org	5
Banners & Overlays – eurorad.org	6
Banners & Overlays – EPOS.myESR.org	7
Banners & Overlays – Education on Demand	8
Mailing Banners	9
Mailing Banners	10
eBlasts	11
Webinars	12
ECR 2025 App – Sponsorship	13



Up to 1,784,214 Avg. Reach per Month

Up to 171,205 Avg. Reach per Month

Reach up to 190,000 followers in our community with our Facebook and LinkedIn posts! Get featured with text, links, pictures, or videos 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
- The number of promotional posts we publish per day is limited. Securing a post on a certain day is offered on a first-come first-serve basis.

ORDER NUMBER	ADVERTISING RATE	
ONL 001	Before and after ECR 2025 / per post (Facebook)*	€1,050
ONL 002	Before and after ECR 2025 / per post (LinkedIn)*	€1,050
ONL 003	During February 26 - March 2 (ECR 2025) / per post (Facebook)	€1,400
ONL 004	During February 26 - March 2 (ECR 2025) / per post (LinkedIn)	€1,400

*Except February 26 – March 2

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.

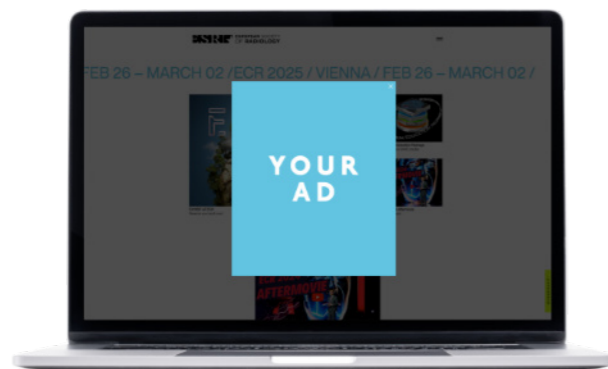
ORDER NUMBER	ADVERTISING RATE	
ONL 005	Before & after ECR 2025 / per post on all social media platforms* and our personalised consulting service	€3,100
ONL 006	During ECR 2025, February 26 - March 2 / per post on each all social media platforms* and our personalised consulting service	€4,200

*Facebook, LinkedIn, Twitter, Instagram

on myESR.org/congress – The Official ECR 2025 Webpage

(Avg. Monthly Page Views 89,000)

ANIMATED OVERLAY - EXCLUSIVE AD



ORDER NUMBER	ADVERTISING RATE	
ONL 007	April 2024 – January 2025	€9,200/month
ONL 008	February – March 2025	€11,500/month

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

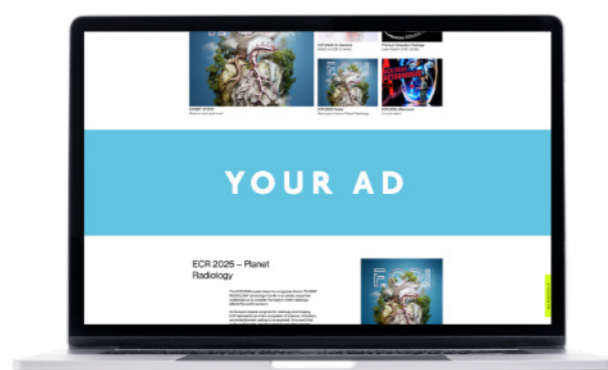
TOP ADVERT BANNER - TWO PER MONTH AVAILABLE



ORDER NUMBER	ADVERTISING RATE	
ONL 011	April 2024 – January 2025	€4,360/month
ONL 012	February – March 2025	€5,450/month

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

FLYING CARPET ADVERT



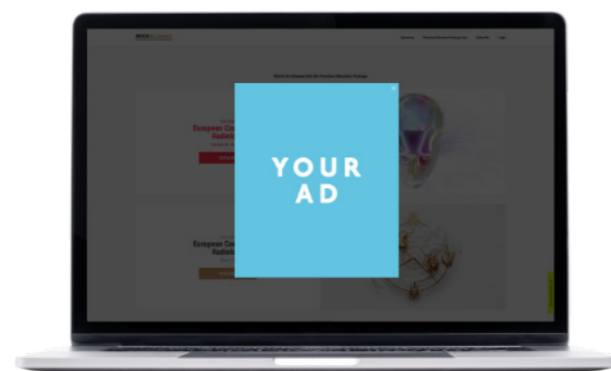
ORDER NUMBER	ADVERTISING RATE	
ONL 009	April 2024 – January 2025	€4,040/month
ONL 010	February – March 2025	€5,050/month

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

on connect.myESR.org – The ECR Streaming Platform

(Avg. Monthly Page Views 179,000)

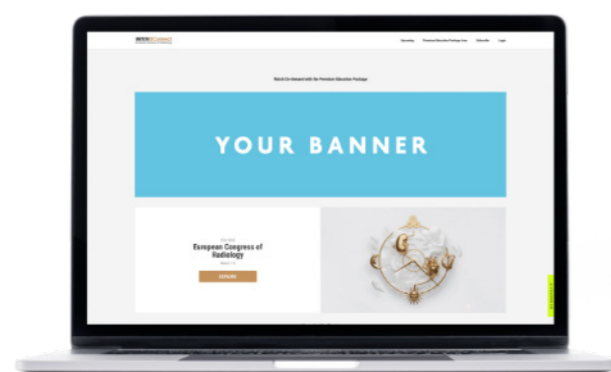
ANIMATED OVERLAY - EXCLUSIVE AD



ORDER NUMBER	ADVERTISING RATE	
ONL 013	April 2024 – January 2025	€14,440/month
ONL 014	February – March 2025	€18,050/month

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

TOP ADVERT BANNER



ORDER NUMBER	ADVERTISING RATE	
ONL 015	April 2024 – January 2025	€4,600/month
ONL 016	February – March 2025	€5,750/month

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



on Eurorad.org – The Largest Peer-Reviewed Radiological Teaching Case Database

(Avg. Monthly Page Views 91,200)

STATIC OVERLAY - EXCLUSIVE AD



ORDER NUMBER	ADVERTISING RATE
ONL 017	April 2024 – March 2025 €2,200/month

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

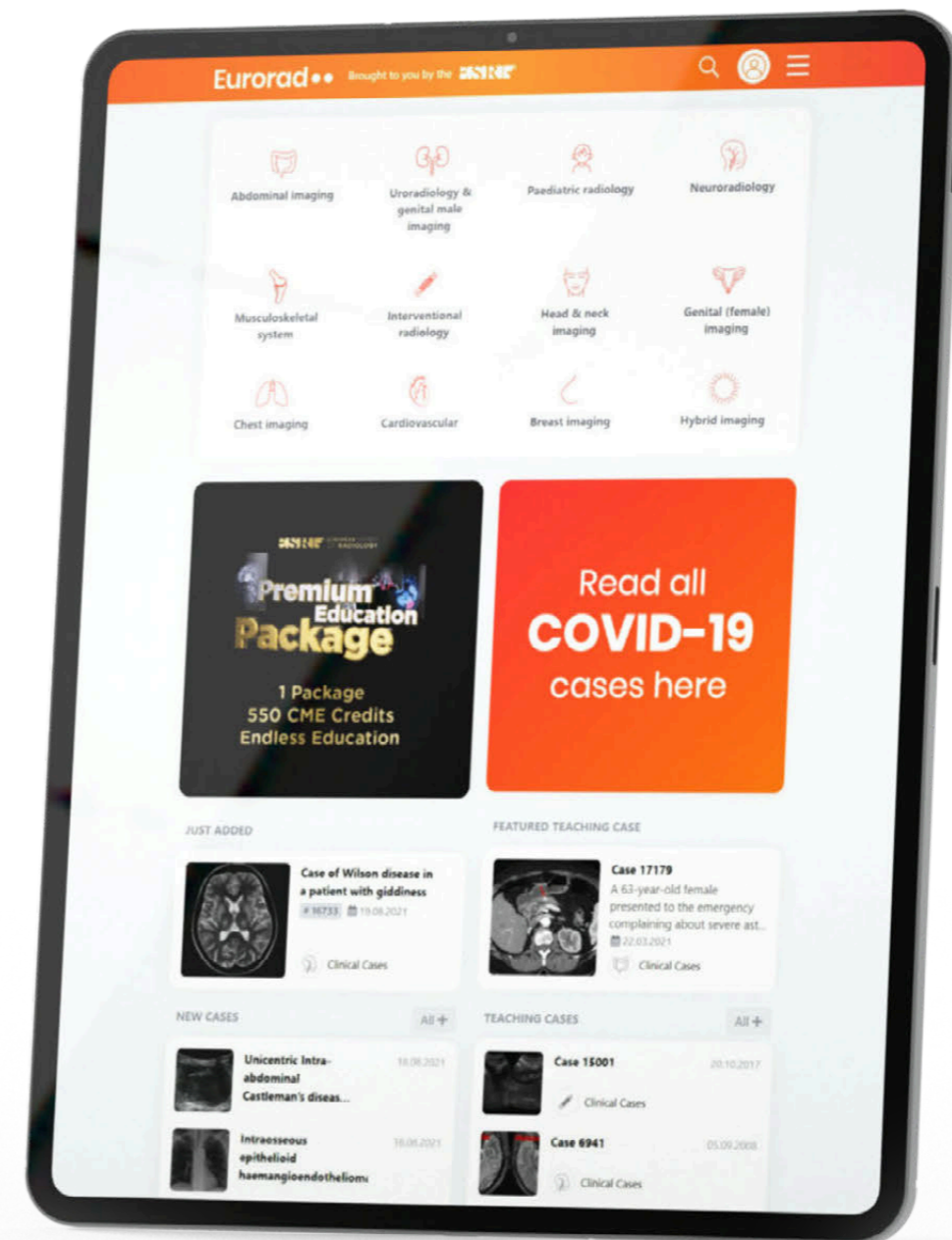
ADVERT SIDE BANNER



ORDER NUMBER	ADVERTISING RATE
ONL 018	April 2024 – March 2025 €1,350/month

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

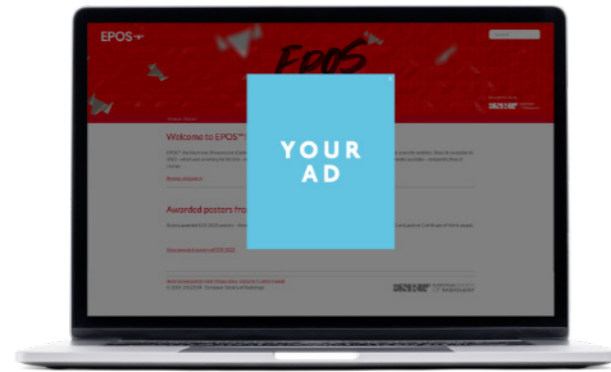
Eurorad••



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

(Avg. Monthly Page Views 89,000)

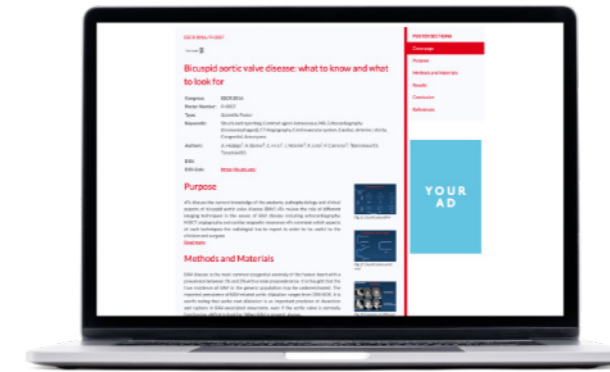
STATIC OVERLAY - EXCLUSIVE AD



ORDER NUMBER	ADVERTISING RATE
ONL 019	April 2024 – March 2025 €10,000/month

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

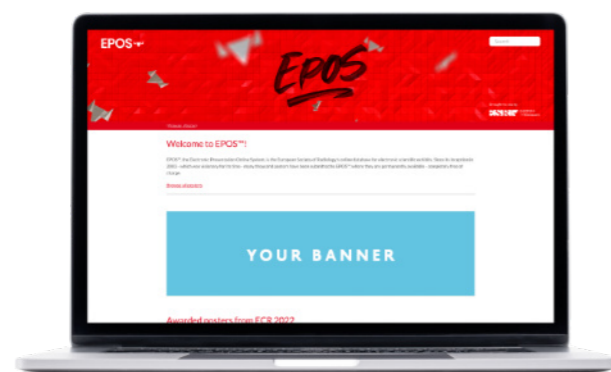
ADVERT SIDE BANNER ON ALL EPOS POSTER VIEWING PAGES



ORDER NUMBER	ADVERTISING RATE
ONL 021	April 2024 – March 2025 €2,250/month

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

ADVERT BANNER FRONT PAGE



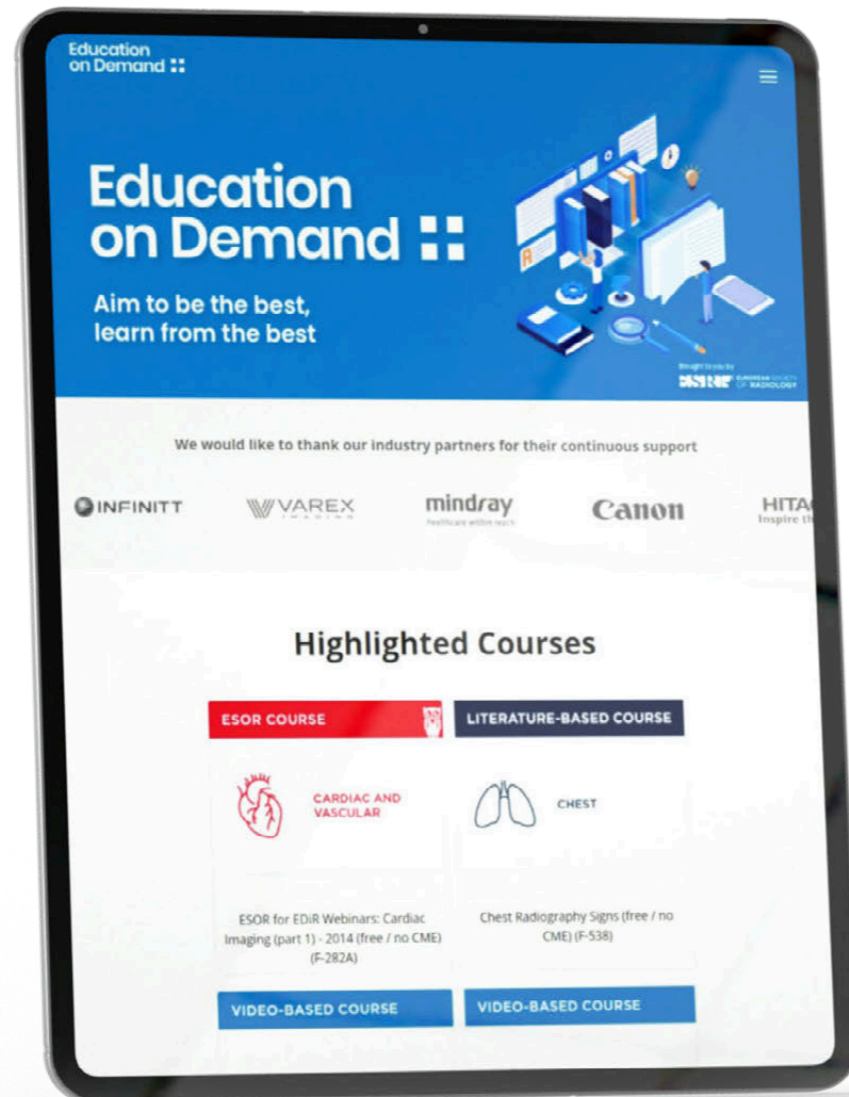
ORDER NUMBER	ADVERTISING RATE
ONL 020	April 2024 – March 2025 €6,250/month

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



Education on Demand

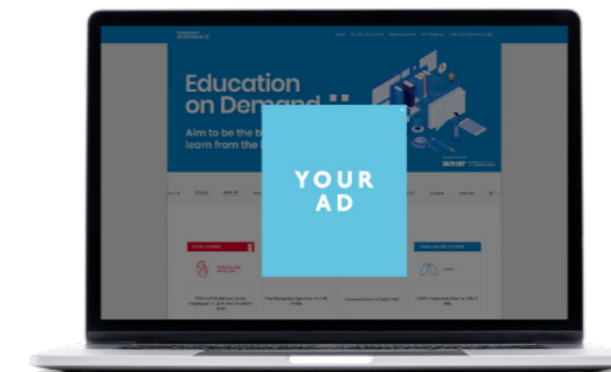
★ Premium



on learn-myesr.talentlms.com – The ESR E-Learning Platform

(Avg. Monthly Page Views 30,000)

STATIC OVERLAY - EXCLUSIVE AD



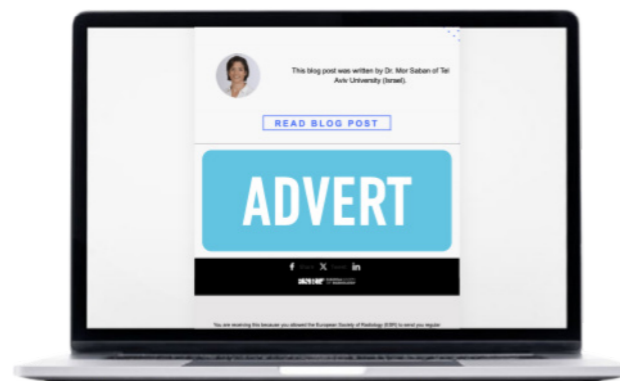
ORDER NUMBER	ADVERTISING RATE
ONL 022	April 2024 – March 2025
	€4,800/month

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. 85,000 recipients
- Opening rate approx. 35%



ORDER NUMBER	ADVERTISING RATE	
ONL 023	Two banners available per mailing / once per week	€2,050/banner

Specifications: To be supplied on demand.

Get Ready For ECR 2025

ADVERT BANNER IN MAILING

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

ORDER NUMBER	ADVERTISING RATE	
ONL 024	ECR 2025 (1-5 Days before ECR) (non-exclusive / 2 slots available)	€5,250

Specifications: To be supplied on demand.



ECR 2025 Mailings

A number of ECR 2025 mailings will be sent to the entire ESR database to promote the upcoming congress and to inform about the latest updates.

- Up to 125,000 recipients
- Average opening rate: 31%
- Click-to-open-rate: 6-8%

ORDER NUMBER	ADVERTISING RATE		
ONL 025	November 2024 – January 2025	Two banners available per mailing / 2 mailings per month	€4,200/banner
ONL 026	February 2025	Two banners available per mailing / 4 mailings per month	€5,250/banner

Specifications: To be supplied on demand.

ECR 2025 Daily Content Alert

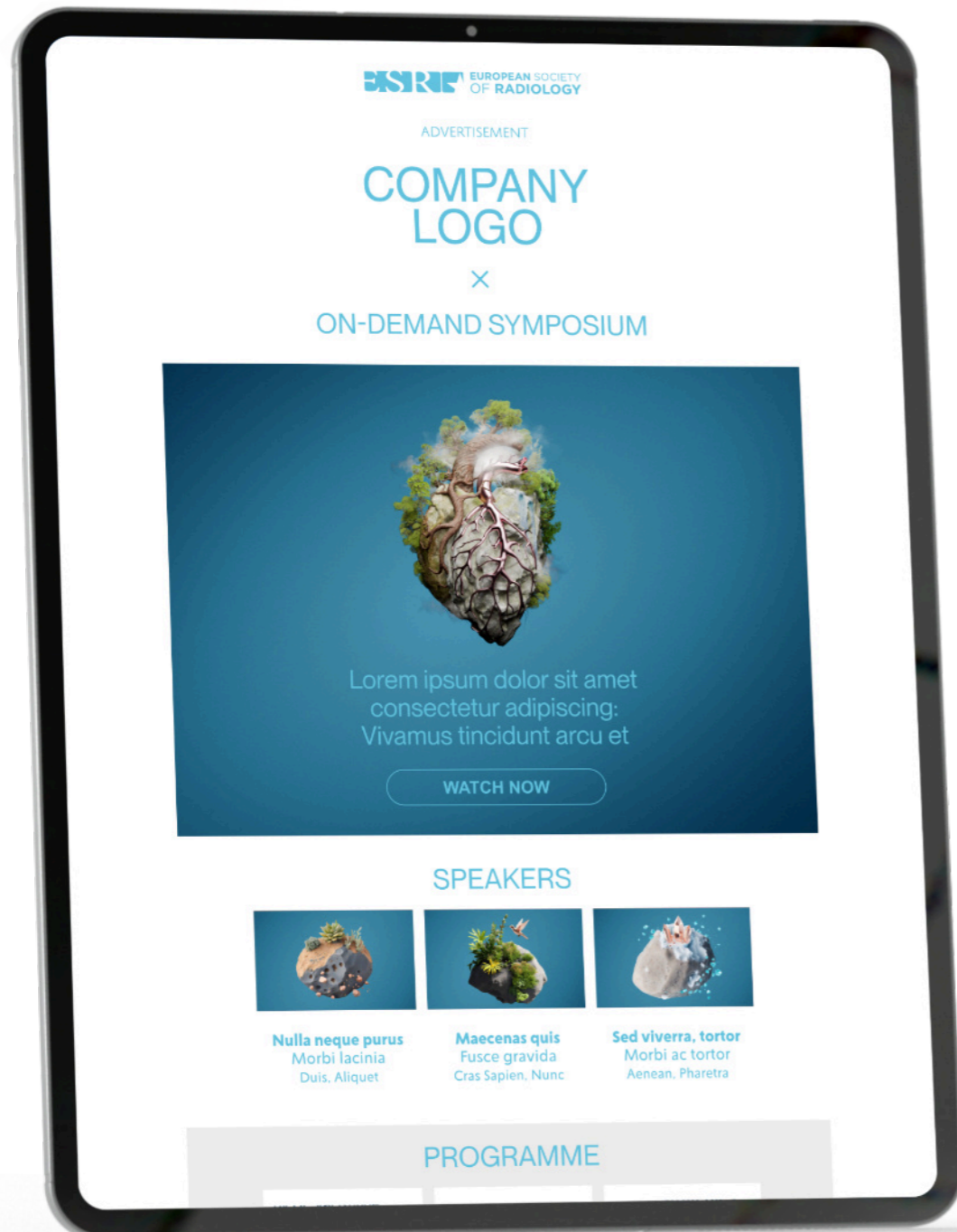
ADVERT BANNER IN MAILING

During the week of ECR 2025, 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
- Average opening rate: 45%
- Click-to-open-rate: 20-22%

ORDER NUMBER	ADVERTISING RATE		
ONL 027	February 26, 2025	Two banners available per mailing / 1 mailing per day	€3,600/banner
ONL 028	February 27, 2025	Two banners available per mailing / 1 mailing per day	€3,600/banner
ONL 029	February 28, 2025	Two banners available per mailing / 1 mailing per day	€3,600/banner
ONL 030	March 1, 2025	Two banners available per mailing / 1 mailing per day	€3,600/banner
ONL 031	March 2, 2025	Two banners available per mailing / 1 mailing per day	€3,600/banner

Specifications: To be supplied on demand.



ECR 2025 eBlast

An eBlast is a mailing we send to our contacts with your custom-made content. Delivered from a dedicated myESR email address, the mailing can reach either all or specific groups of ESR members and non-members.

The mailing content must be provided by the client as an HTML file optimised for all email clients and devices.

We offer targeted delivery, meaning we can send your eBlast to all ESR members and non-members, or specific groups based on your preferences. This includes the ability to filter recipients by country, profession, or field of interest. If needed, we can share the list of available categories upon request.

Using an eBlast ensures your message reaches the right audience effectively and efficiently.

- Up to 120,000 recipients possible
- Ideal access to a specific target market
- Average Opening Rate: 35%
- Average CTOR 6%
- Minimum order value of €1,900 excl. VAT

ORDER NUMBER	ADVERTISING RATE	
ONL 032	eBlast to Custom Recipients	minimum €1,900

Specifications: To be supplied on demand.

Sponsored webinars on ESR Connect

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

Format

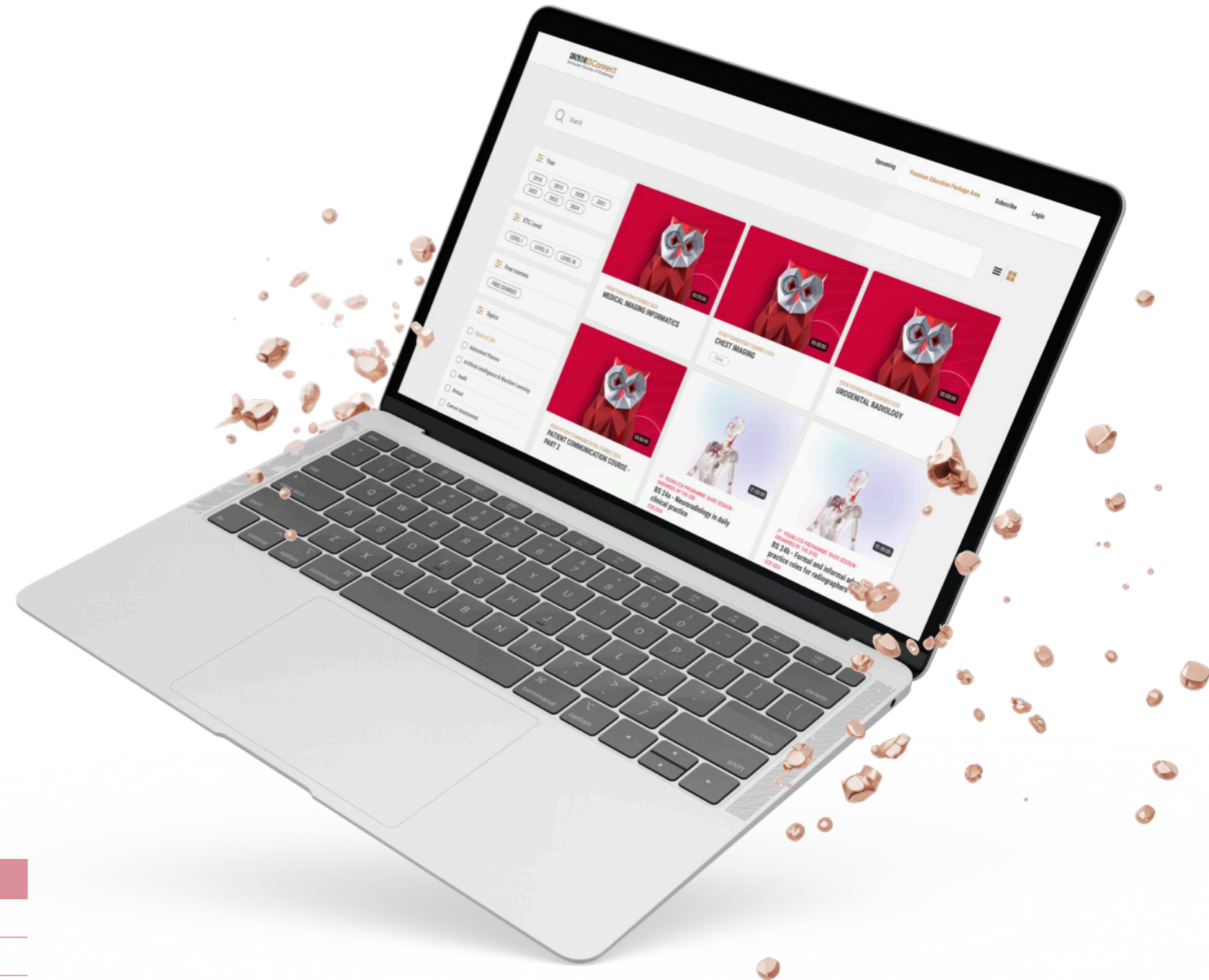
- 30-45 minutes of a live or pre-recorded presentation
- 15-30 minutes of live moderated Q&A
- Chat and polling tool for interactivity
- Attendance certificate for attendees
- On-demand access for 1 year on ESR Connect
- Streamed via ESR Connect

Promotion provided by the ESR

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

Additional benefits

Recording will be provided to sponsor



ORDER NUMBER	ADVERTISING RATE	
ONL 033	Webinar – Customer-supplied topic and panellists	€20,000/Hour
ONL 034	Webinar – ESR supplied topic and panellists	€25,000/Hour

Specifications: To be supplied on demand.



INCLUDED IN THE GENERAL APP SPONSORING PACKAGE ARE:

- **Shared with co-sponsor**
- **Push Notifications**
One per day, from February 25 – March 2, 2025
- **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.
- **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.

ORDER NUMBER	ADVERTISING RATE
ONL 035	ECR 2025 APP – non exclusive for 2 companies
	€29,100

Published during February 26 - March 2, 2025.

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 15](#), 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

ORDER N.	CATEG.	PROMOTION TOOL	PRICE
Digital		Social Media Post	
ONL 001		Before and after ECR 2025 / per post (Facebook)	€ 1,050
ONL 002		Before and after ECR 2025 / per post (Linkedin)	€ 1,050
ONL 003		During February 26 – March 2 (ECR 2025) / per post (Facebook)	€ 1,400
ONL 004		During February 26 – March 2 (ECR 2025) / per post (Linkedin)	€ 1,400
ONL 005		Before & after ECR 2025 / per post on all social media platforms and our personalised consulting service	€ 3,100
ONL 006		During ECR 2025, February 26 - March 2 / per post on each all social media platforms and our personalised consulting service	€ 4,200
Digital		Banners & Overlays – myESR.org/congress	
ONL 007		Animated Overlay – April 2024 – January 2025	€ 9,200
ONL 008		Animated Overlay – February – March 2025	€ 11,500
ONL 009		Flying Carpet Advert – April 2024 – January 2025	€ 4,040
ONL 010		Flying Carpet Advert – February – March 2025	€ 5,050
ONL 011		Top Advert Banner – April 2024 – January 2025	€ 4,360
ONL 012		Top Advert Banner – February – March 2025	€ 5,450
Digital		Banners & Overlays – connect.ESR.org	
ONL 013		Animated Overlay – April 2024 – January 2025	€ 14,440
ONL 014		Animated Overlay – February – March 2025	€ 18,050
ONL 015		Top Advert Banner – April 2024 – January 2025	€ 4,600
ONL 016		Top Advert Banner – February – March 2025	€ 5,750
Digital		Banners & Overlays – EuroRad.org	
ONL 017		Static Overlay – April 2024 – March 2025	€ 2,200
ONL 018		Advert Side Banner – April 2024 – March 2025	€ 1,350

ORDER N.	CATEG.	PROMOTION TOOL	PRICE
Digital		Banners & Overlays – EPOS.ESR.org	
ONL 019		Static Overlay – April 2024 – March 2025	€ 10,000
ONL 020		Advert Banner Front Page – April 2024 – March 2025	€ 6,250
ONL 021		Advert Side Vabber on all EPOS poster viewing pages – April 2024 – March 2025	€ 2,250
Digital		Banners & Overlays – Education On Demand	
ONL 022		Static Overlay – April 2024 – March 2025	€ 4,800
Digital		Mailing Banners	
ONL 023		ESR Journal Highlights Mailing – Advert Banner in Mailing	€ 2,050
ONL 024		Get Ready For ECR 2025 mailing banner	€ 5,250
Digital		Mailing Banners	
ONL 025		ECR 2025 Mailing – Advert Banner in Mailing November 2024 – January 2025	€ 4,200
ONL 026		ECR 2025 Mailing – Advert Banner in Mailing – February 2025	€ 5,250
ONL 027		ECR 2025 Daily Content Alert – Advert Banner in Mailing – February 26, 2025	€ 3,600
ONL 028		ECR 2025 Daily Content Alert – Advert Banner in Mailing – February 27, 2025	€ 3,600
ONL 029		ECR 2025 Daily Content Alert – Advert Banner in Mailing – February 28, 2025	€ 3,600
ONL 030		ECR 2025 Daily Content Alert – Advert Banner in Mailing – March 1, 2025	€ 3,600
ONL 031		ECR 2025 Daily Content Alert – Advert Banner in Mailing – March 2, 2025	€ 3,600
Digital		eBlast	
ONL 032		eBlast to Custom Recipients	€ 1,900
Digital		Webinars	
ONL 033		Webinar – Customer-supplied topic and panellists	€ 20,000
ONL 034		Webinar – ESR supplied topic and panellists	€ 25,000
Digital		ECR 2025 App – Sponsorship	
ONL 035		ECR 2025 APP – non exclusive for 2 companies	€ 29,100

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 10, 2024 50% of the fee will be refunded.

If notice of cancellation is received after December 10, 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	Country
Phone		Fax
E-mail		
INVOICE ADDRESS		
Company		
For the attention of		
Address		
Postcode	City	Country
VAT number (if available)		PO number (if necessary)
<small>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%).</small>		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 16](#)).

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

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

Photo Credits: Unless otherwise indicated
all pictures © ESR – European Society of Radiology
and Sebastian Kreuzberger, Schiffer, Britta Radike and cPoint.

