

ESIR 2025

# ONSITE PROMOTION TOOLS

WE ARE THE WORLD  
OF MEDICAL IMAGING

# THE STAGE IS YOURS AT ECR 2025!

*Captivate your target audience and  
achieve your communication goals.*

*Select from our array of options tailored  
to showcase your company's essence and  
leave a lasting impression on the world.*

This document is interactive. On [page 28](#) you will find the Promotion Tools order form.

Please make your selection, complete the form and return it to [promotion@myESR.org](mailto:promotion@myESR.org).  
Detailed technical specifications to be supplied after submission of completed booking  
form and booking confirmation.

## U1 SUBWAY STATION

U1 Subway Station Branding – Kaisermühlen/VIC 3

## ACV

ACV Walkway – Branding Staircase 4

ACV Walkway – Promenade Branding 5

ACV Walkway – Digital Displays 6

ACV Outside – Banner Rooftop 7

ACV Outside – Branding ACV Exterior Wall 8

ACV Outside – Branding X5 Exterior Wall 9

Branding Exterior ACV Entrance 1 (Main Entrance) – LED Wall 10

ACV Entrance – Screen 9 Monitors 11

ACV Entrance Hall – LED Wall and Dome 12

ACV Entrance Hall to 1<sup>st</sup> Floor – Branding Escalator 13

ACV Entrance Hall – Branding Escalator Wall 14

ACV Entrance Hall to Lower Level – Glass Enclosure 15

ACV First Level to Second Level – Glass Enclosure 16

ACV Entrance Hall – Printed Banner 17

ACV Entrance Hall – Side LED Walls 18

ACV Entrance Hall to Lower Level – Branding Escalator 19

ACV Entrance 1 to Lower Level – Branding Escalator 20

ACV First Level to Second Level – Branding Escalator 21

ACV Entrance to Lower Level – Branding Escalator Overhead Wall 22

Branding Skywalk – Skywalk + Exhibition Entrance Portal 23

## EXHIBITION

Banners Entrance EXPO X2 24

Staircase EXPO 25

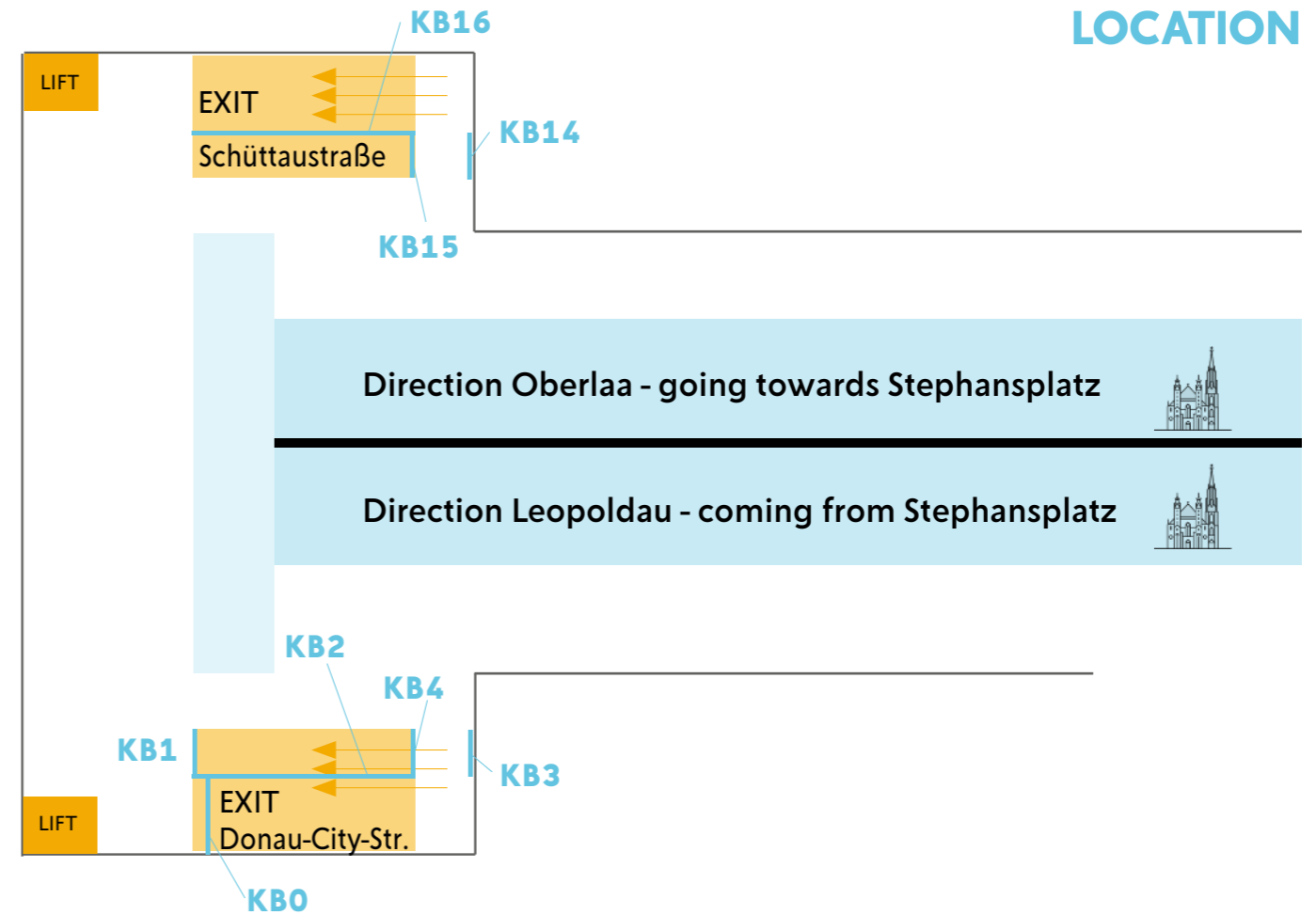
Banners EXPO X4 26

## OTHER

Satellite Symposia 27



## LOCATION



ORDER NUMBER	ADVERTISING RATE		
ONS 001	Subway Station Branding Kaisermühlen/VIC - total of 85 m2	€52,500	SOLD

Production costs included, published during February 26 - March 2, 2025.

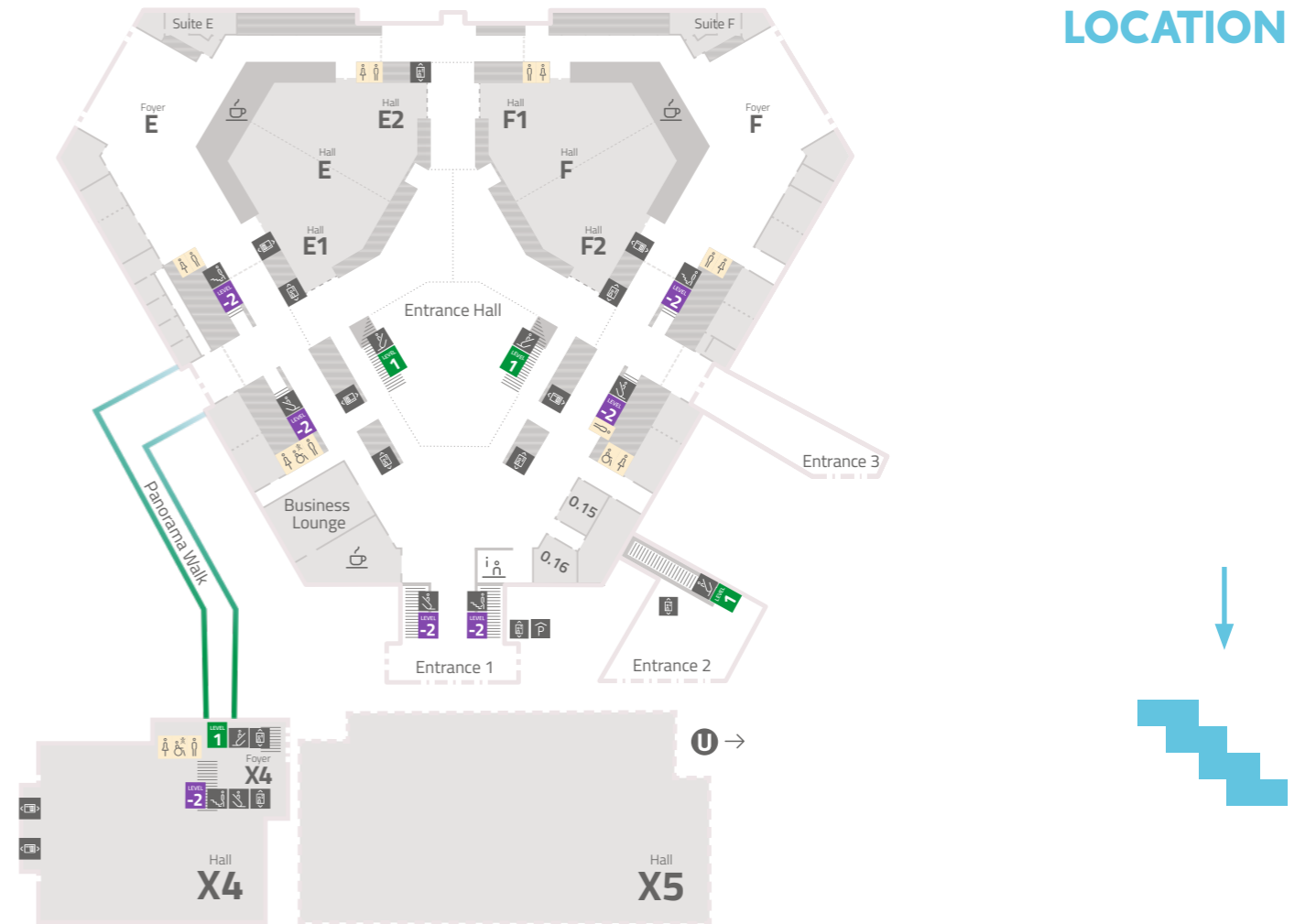


## MEASUREMENTS

STAIRCASE TOP – 452 × 144 cm

STAIRCASE BOTTOM – 2 areas of each 225 × 108 cm

## LOCATION



ORDER NUMBER	ADVERTISING RATE
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ONS 002	Branding Staircase - Total of 21 steps	<b>€16,000</b>
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Production costs included, published during February 26 - March 2, 2025.

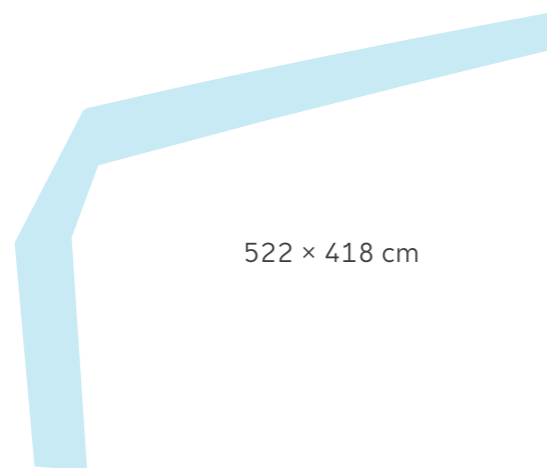


## LOCATION



## MEASUREMENTS

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



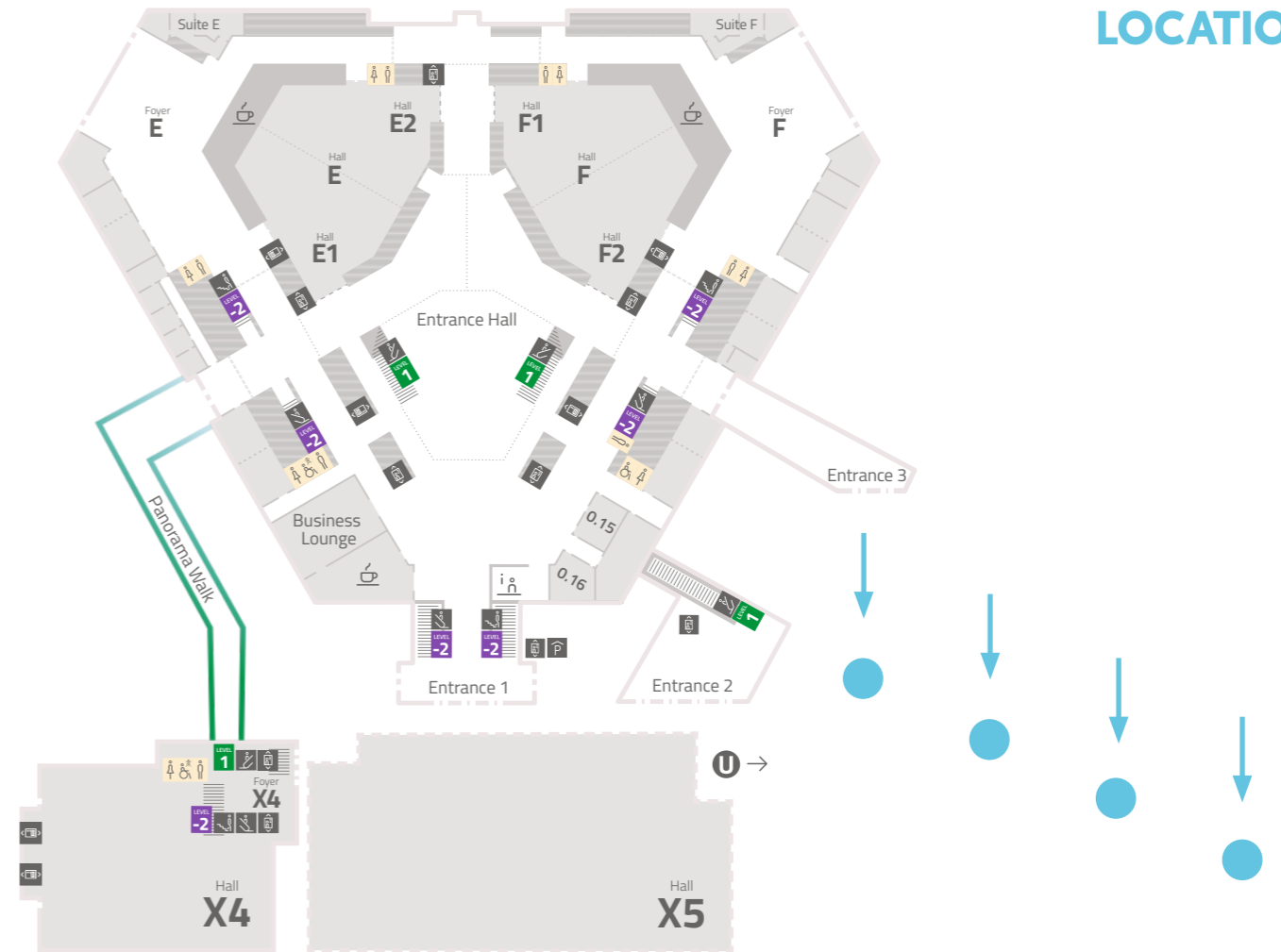
## ORDER NUMBER    ADVERTISING RATE

ONS 003	16 pieces of promenade (front and back)	€23,500	<b>SOLD</b>
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Exclusive option. Template for graphics will be provided.  
Published during February 26 - March 2, 2025.



## LOCATION



## MEASUREMENTS

DIGITAL DISPLAYS – measurements in px (width × height)

**FRONT**  
1080 × 1920 px

**BACK**  
1080 × 1920 px

## SUPPORTED FORMATS

Images	.png / .jpg
Videos	.mp4

## ORDER NUMBER    ADVERTISING RATE

ONS 004	Total of 8 Displays (front & back)	€39,500
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Non-exclusive option.  
Published during February 26 - March 2, 2025.



## MEASUREMENTS

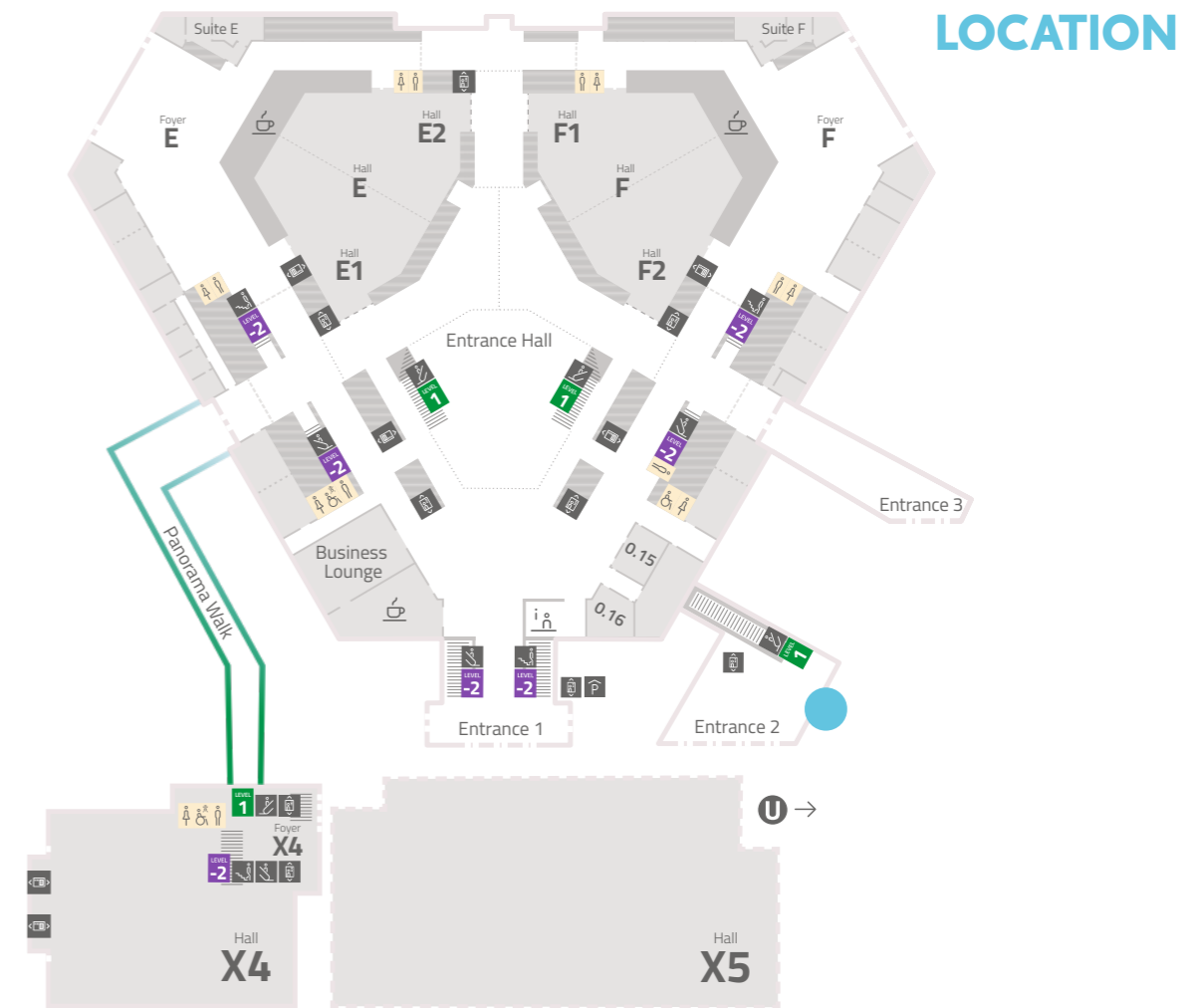
BANNER ROOFTOP – measurements in cm (width × height)

4,000 × 450 cm

## ORDER NUMBER    ADVERTISING RATE

ONS 005	Banner Rooftop	€23,500	<b>SOLD</b>
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Production costs included, published during February 26 - March 2, 2025.



## MEASUREMENTS

BRANDING WALL – measurements in cm (width × height)



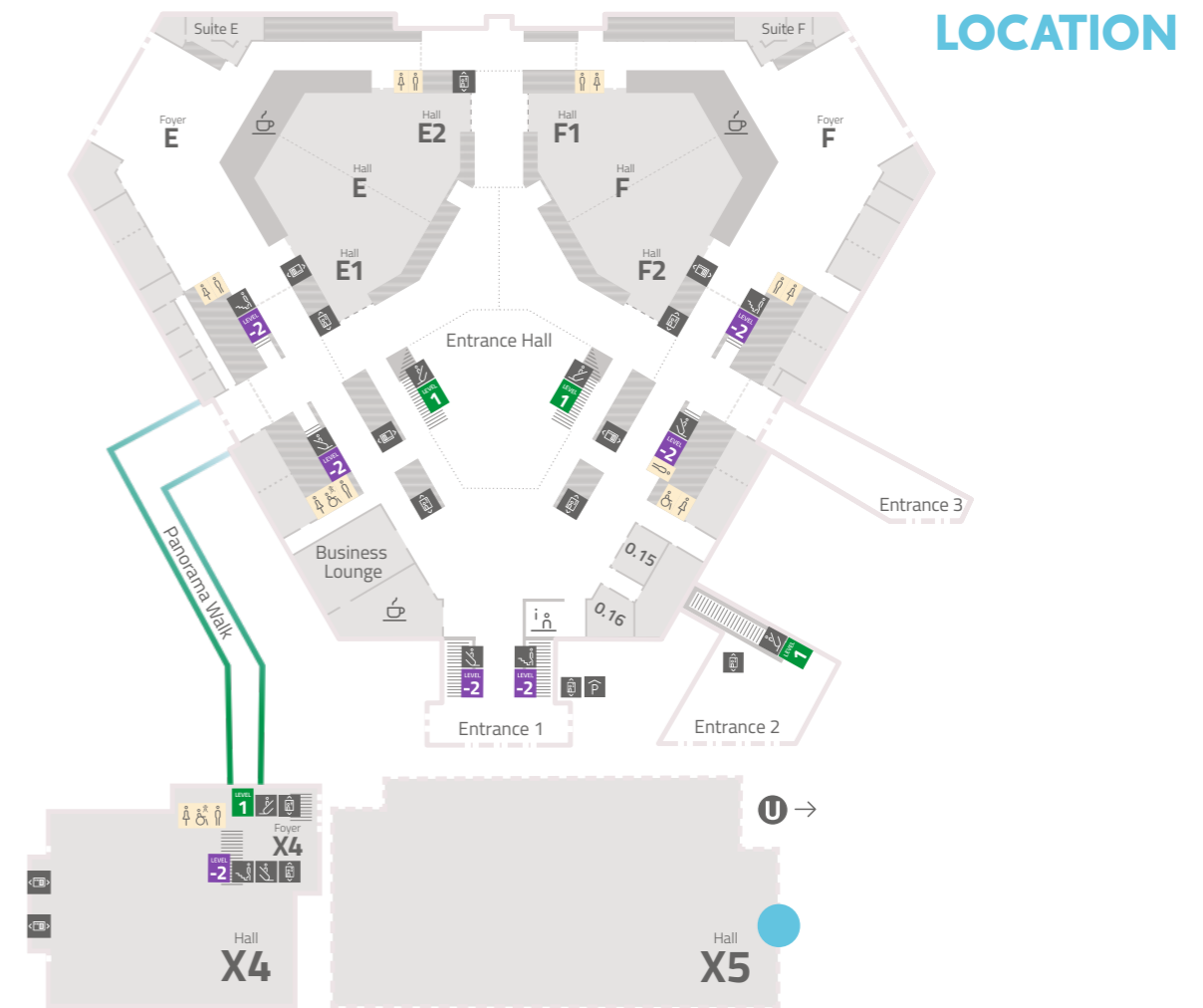
1,500 × 900 cm

## ORDER NUMBER    ADVERTISING RATE

ONS 006    Branding Wall    €36,500    **SOLD**

Production costs included, published during February 26 - March 2, 2025.





## LOCATION

## MEASUREMENTS

BRANDING WALL – measurements in cm (width × height)

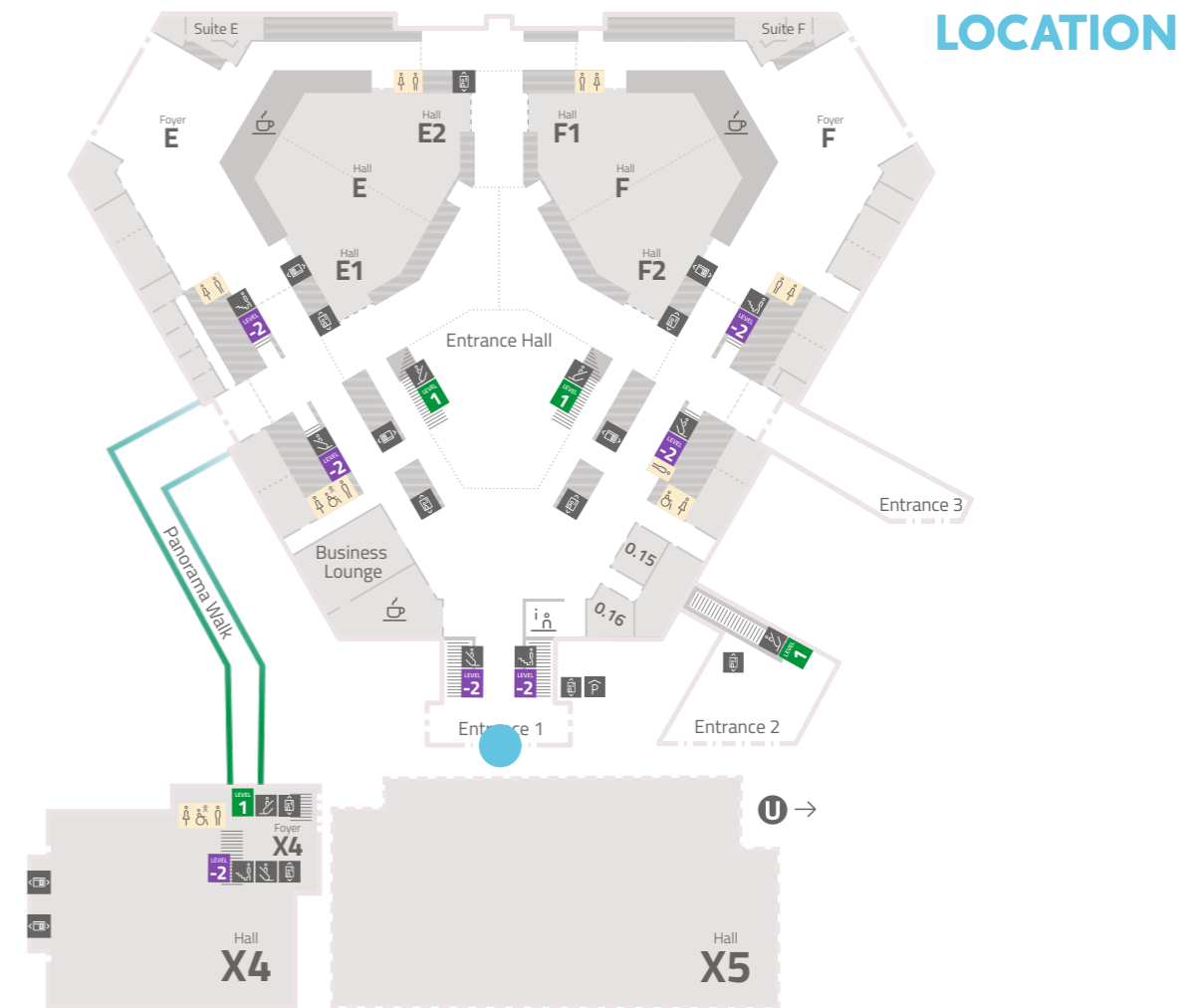


3,600 × 1,200 cm

## ORDER NUMBER    ADVERTISING RATE

ONS 007	Branding Wall	€88,500	<b>SOLD</b>
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Production costs included, published during February 26 - March 2, 2025.



## LOCATION

### MEASUREMENTS

EXTERIOR ENTRANCE – measurements in px (width × height)

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

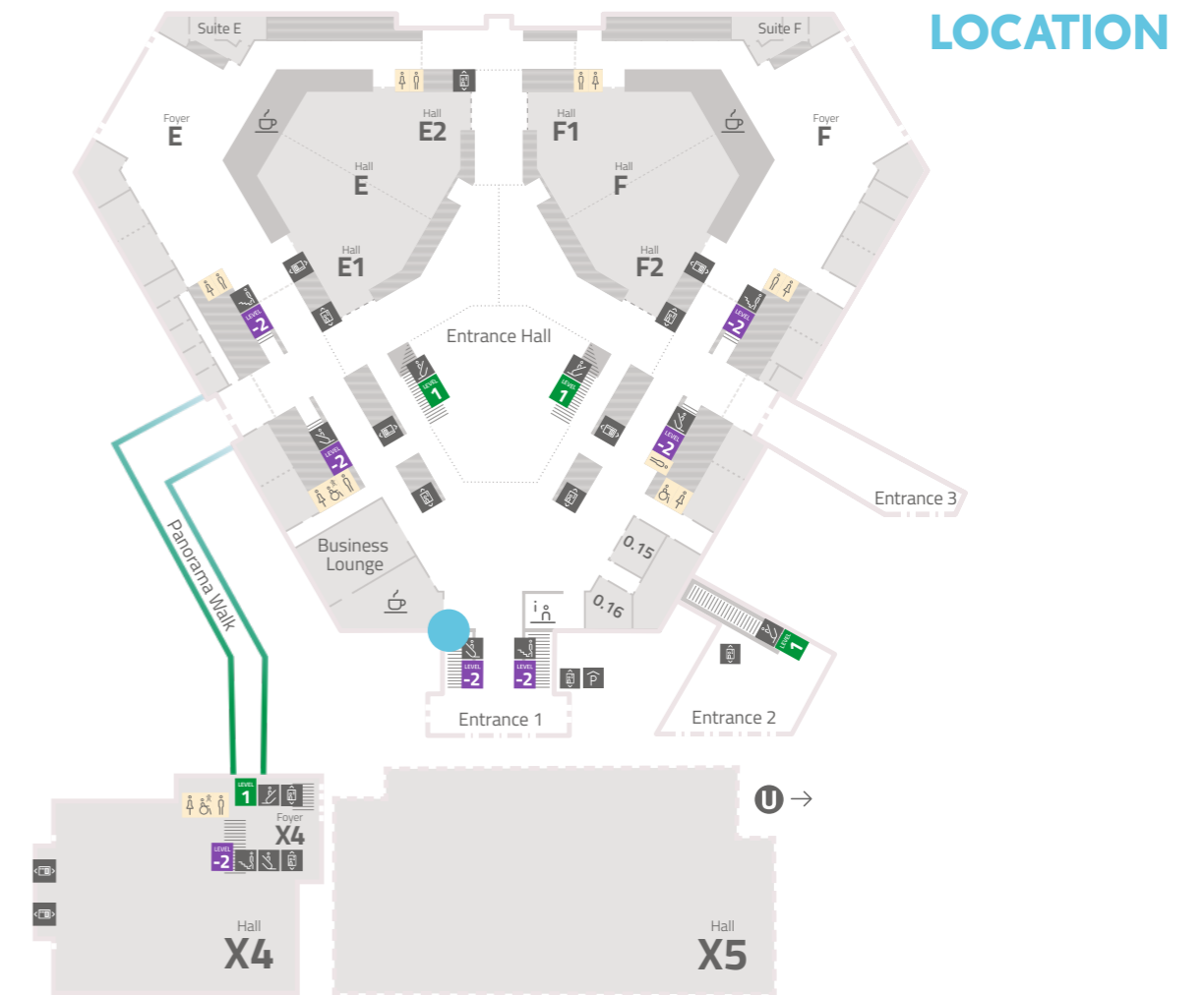
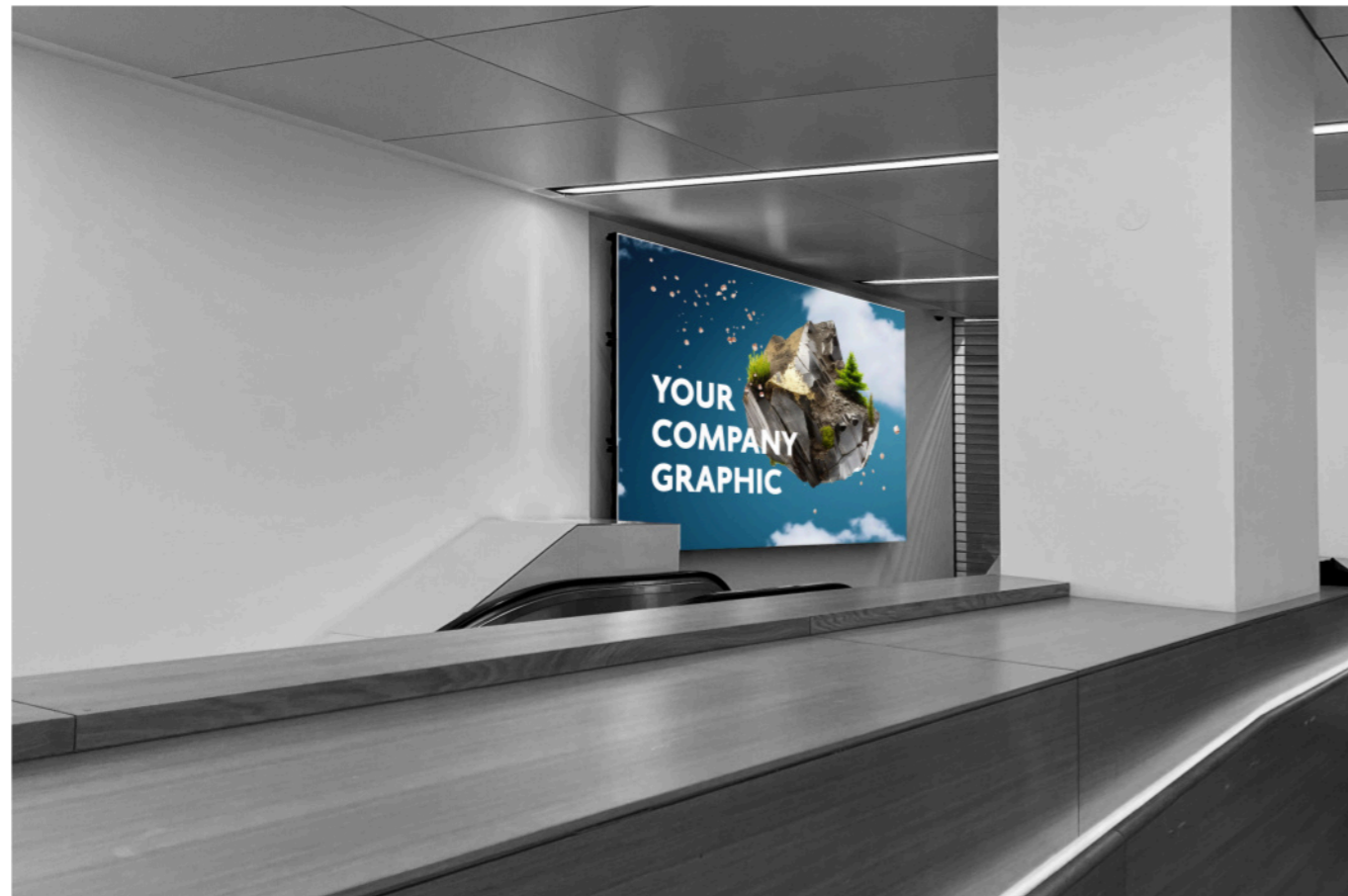
### ADDITIONAL INFORMATION

Pixelpitch	3.9 mm
Wall	5,120 × 1,152 px

### ORDER NUMBER    ADVERTISING RATE

ONS 008	Branding Exterior ACV Entrance 1	€55,000
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Non-exclusive option.  
 Published during February 26 - March 2, 2025.



## LOCATION

### MEASUREMENTS

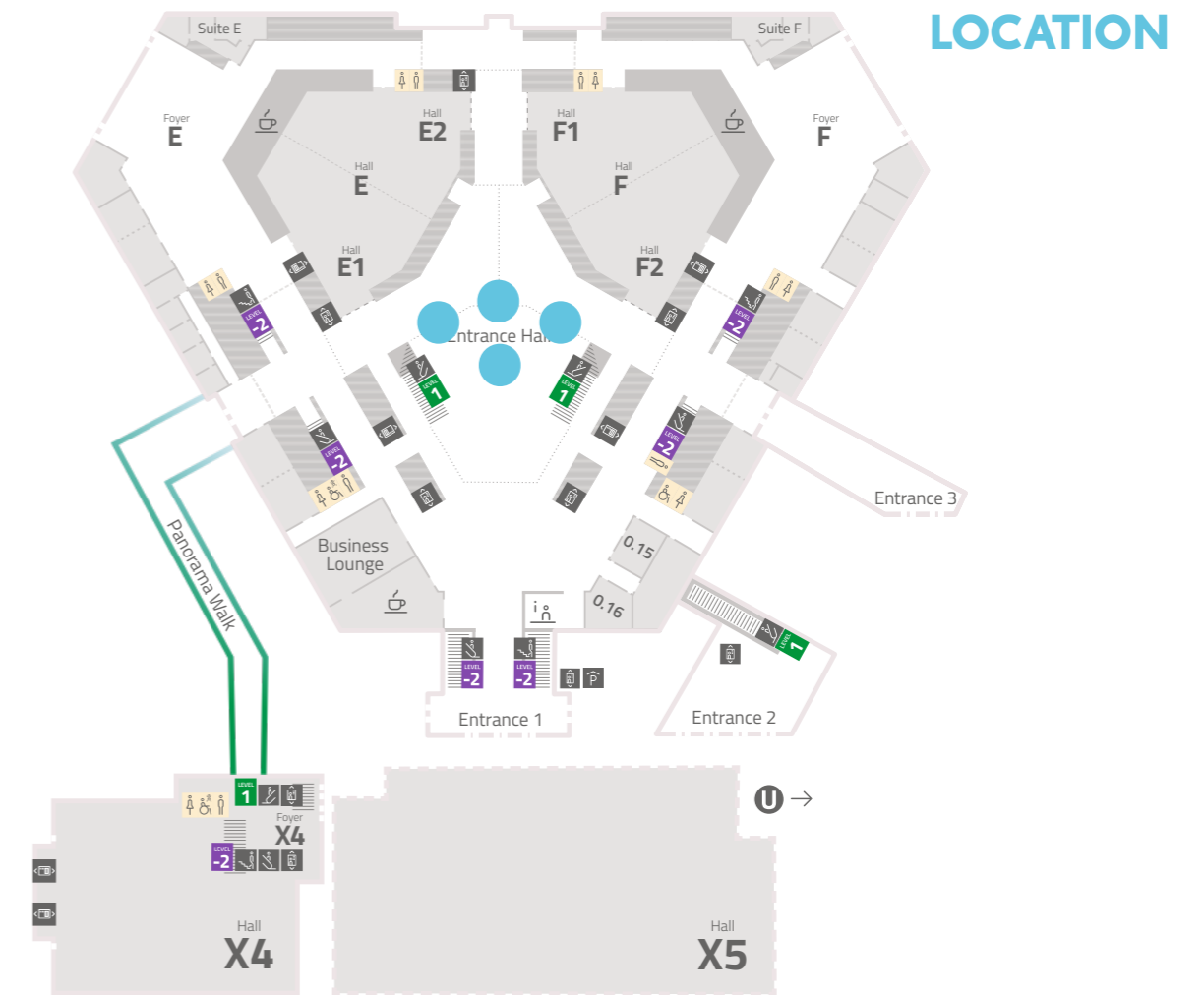
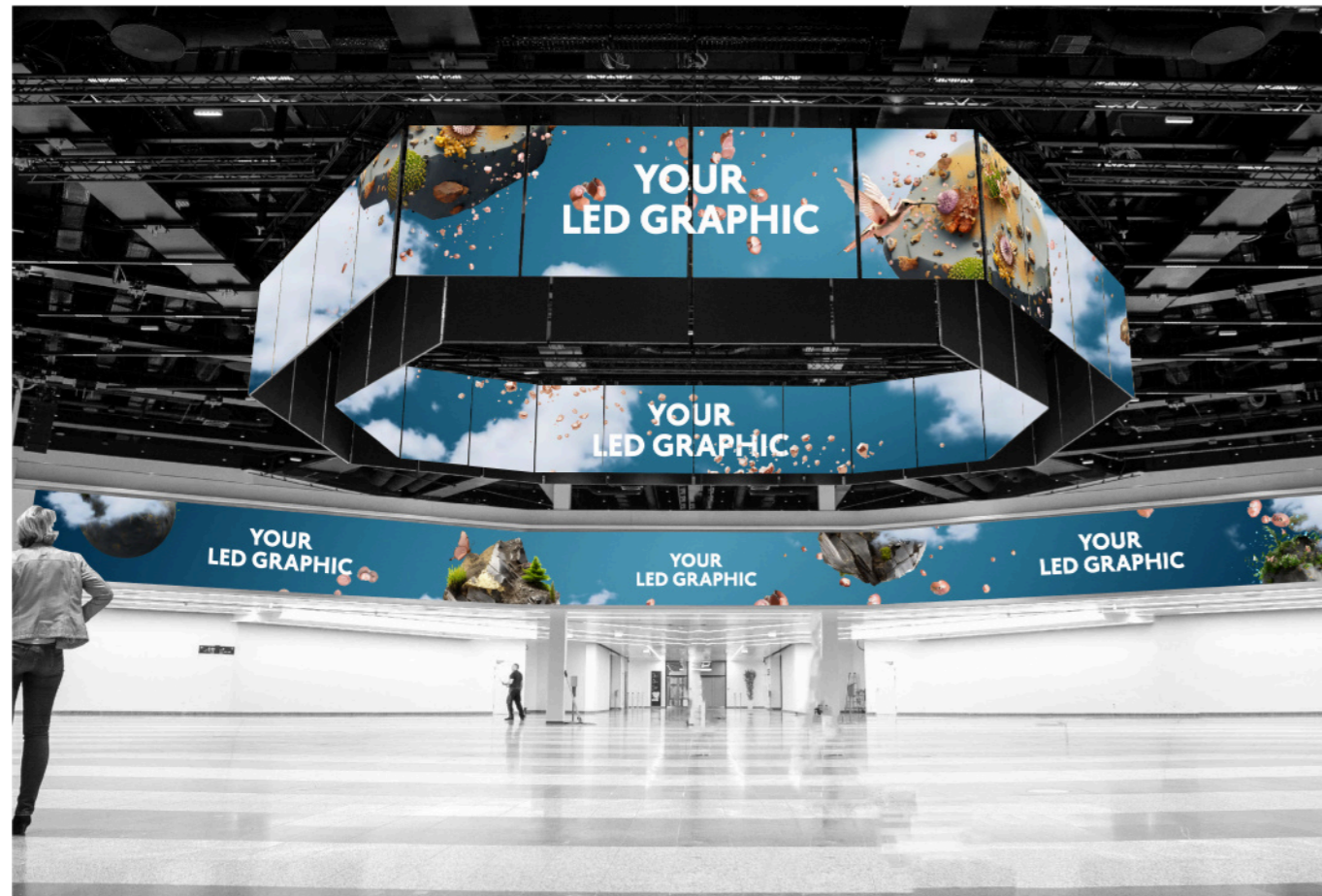
DISPLAY – measurements in px (width × height)

<b>1</b> 1920 × 1080 px	<b>2</b> 1920 × 1080 px	<b>3</b> 1920 × 1080 px
<b>4</b> 1920 × 1080 px	<b>5</b> 1920 × 1080 px	<b>6</b> 1920 × 1080 px
<b>7</b> 1920 × 1080 px	<b>8</b> 1920 × 1080 px	<b>9</b> 1920 × 1080 px

### ORDER NUMBER    ADVERTISING RATE

ONS 009    Screen (Escalator Area)    €20,500

Non-exclusive option for up to 2 companies.  
Published during February 26 - March 2, 2025.



## MEASUREMENTS

LED WALL – measurements in px (width × height)

Specific measurements to be provided after booking

## ADDITIONAL INFORMATION

Entire Resolution	18,560 × 1,080 px
Pixelpitch	1.875 mm
Dimensions	34,8 × 2,03 m

## ORDER NUMBER ADVERTISING RATE

ONS 010	LED Wall and Dome*	€55,000
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\*Non-exclusive. Extra change of video material submitted after beginning of ECR 2025 incurs additional costs.

Video shown must be in accordance with ECR's overall design and approved by ESR. Published during February 26 - March 2, 2025.

ATTENTION: Content of companies will only be shown during official congress opening hours (approx. 7.30 - 17.30), on Sunday NO company videos will be displayed!



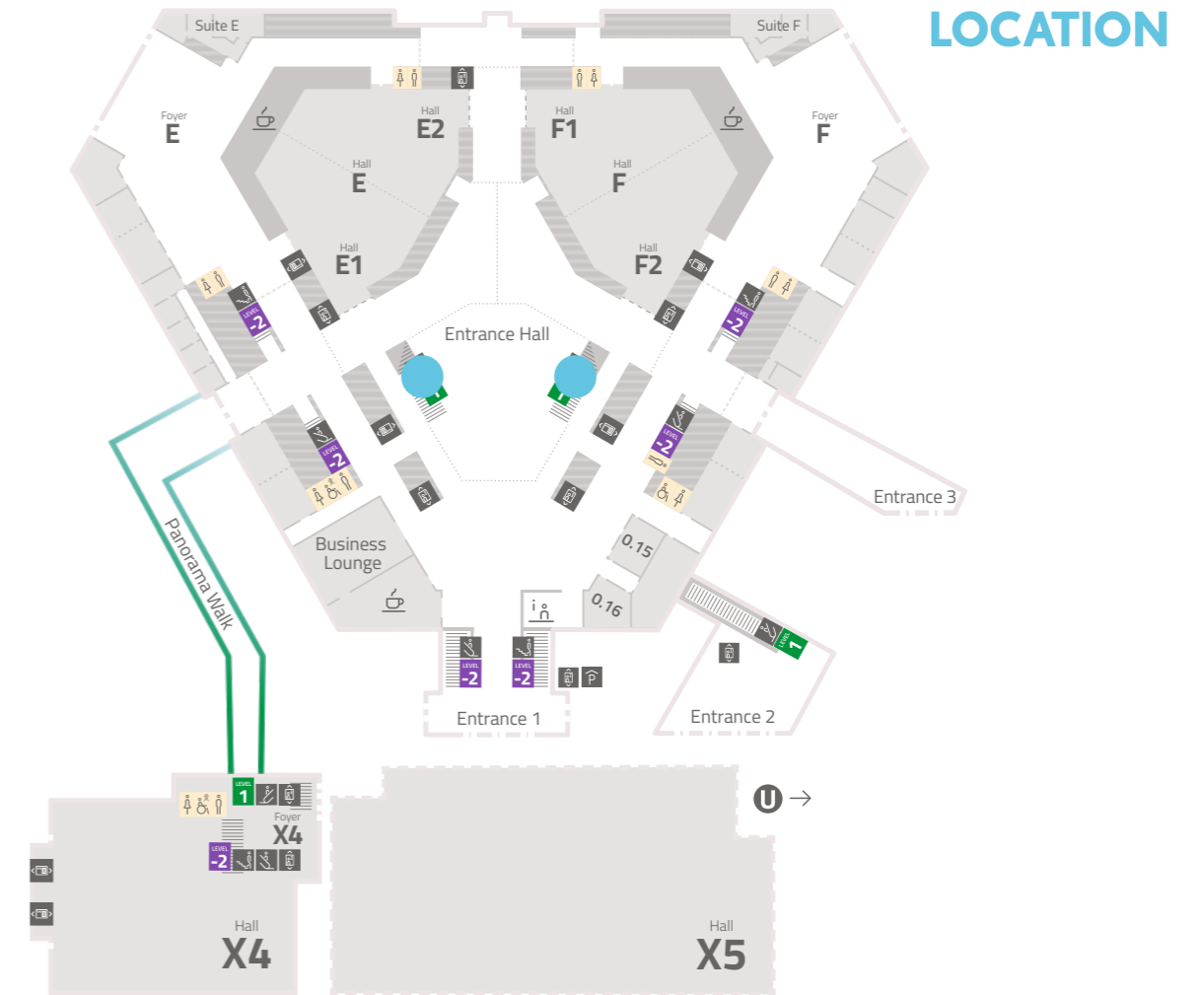
## MEASUREMENTS

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

850 × 57 cm

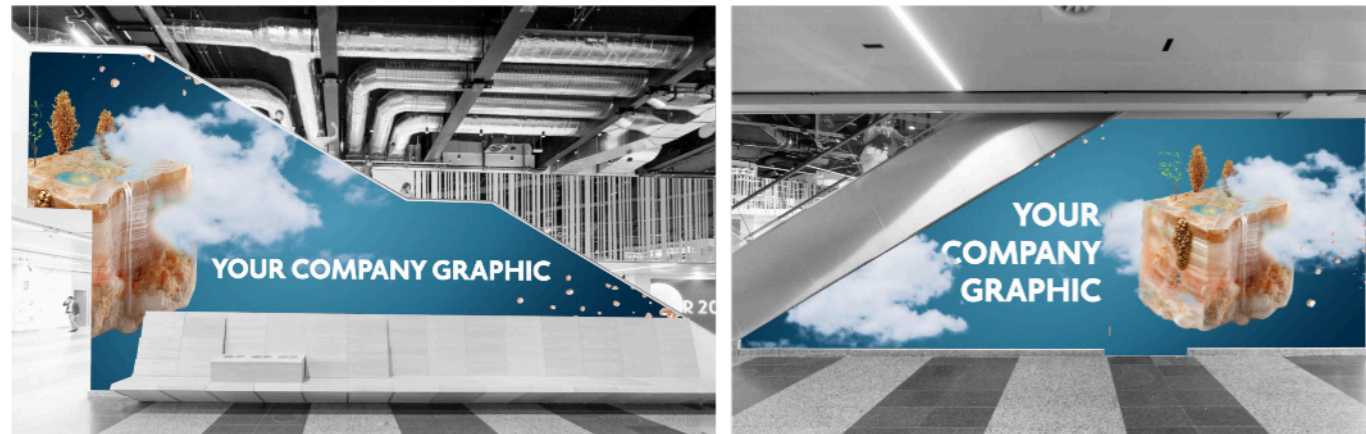
ESCALATOR ENTRANCE HALL (inner surface) – left – measurements in mm (width × height)

850 × 57 cm



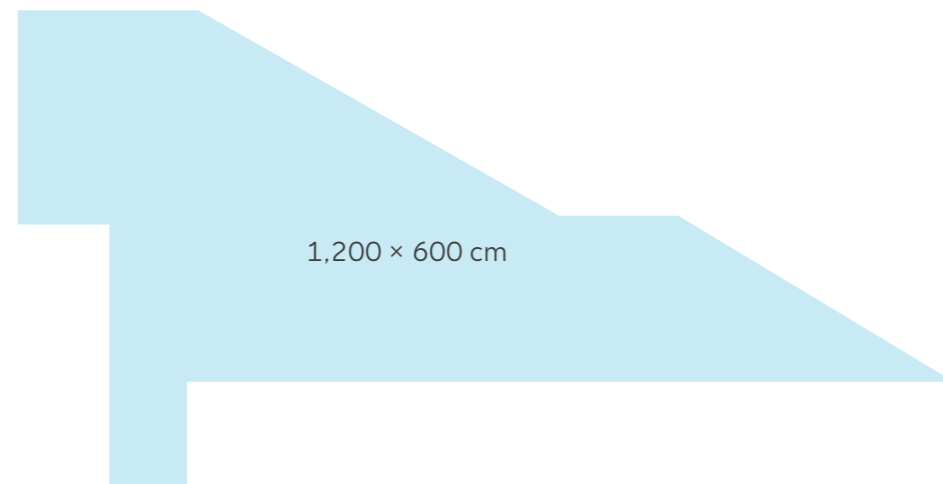
ORDER NUMBER	ADVERTISING RATE		
ONS 011	Escalator Entrance Hall (inner surface) – right	€15,510	SOLD
ONS 012	Escalator Entrance Hall (inner surface) – left	€15,510	SOLD

Production costs included, published during February 26 - March 2, 2025.

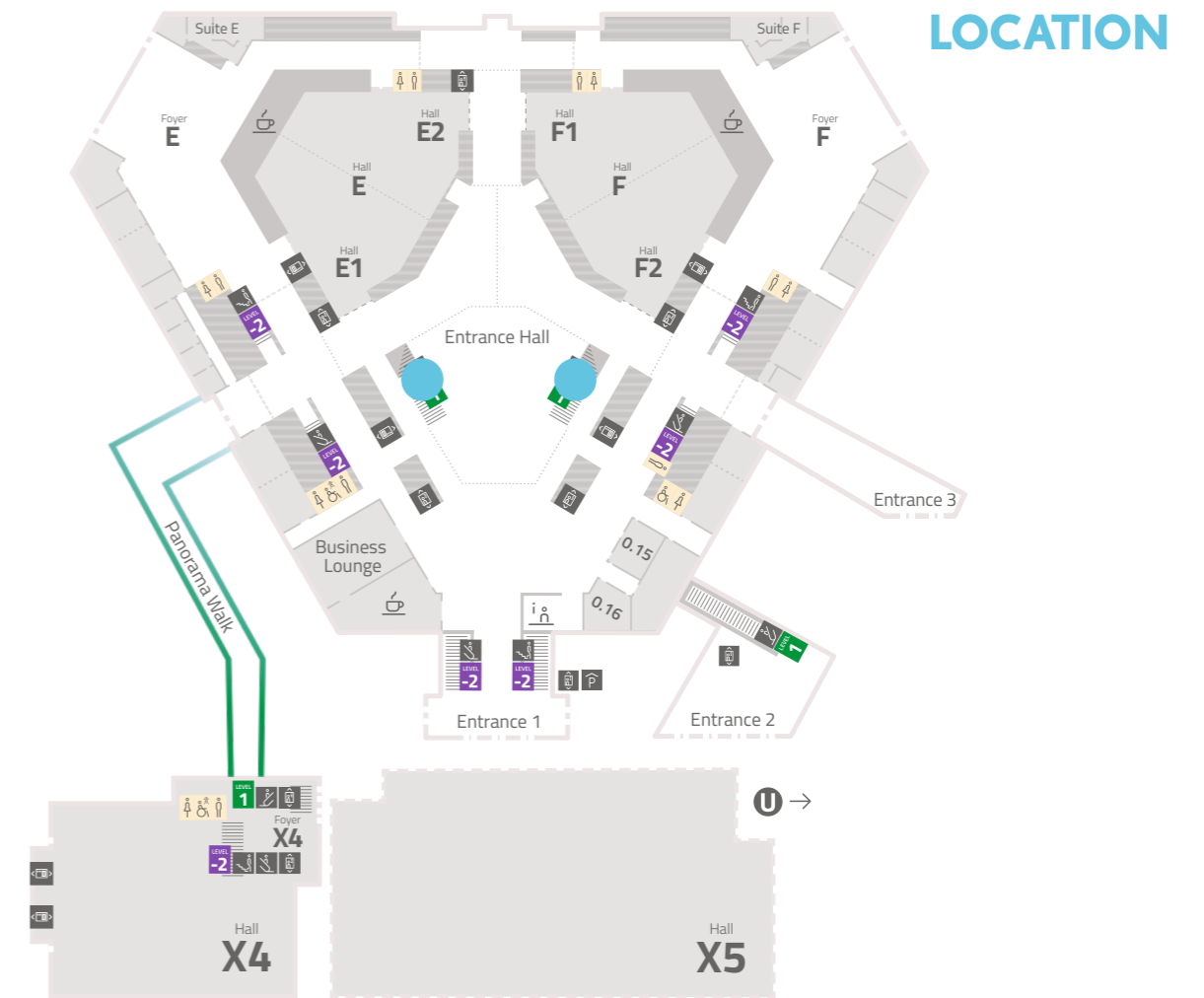
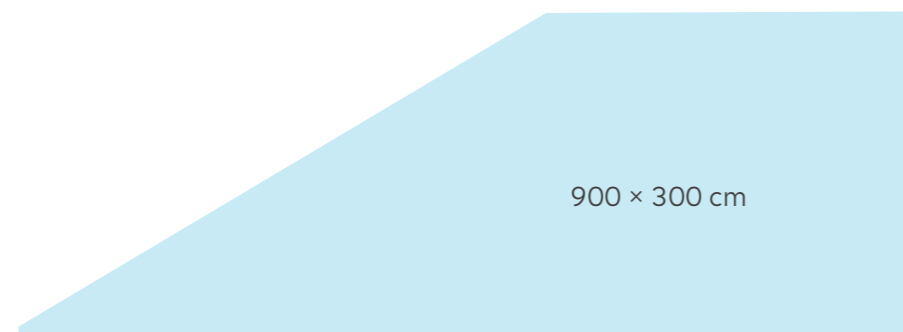


## MEASUREMENTS

ESCALATOR WALL ENTRANCE HALL – right – measurements in cm

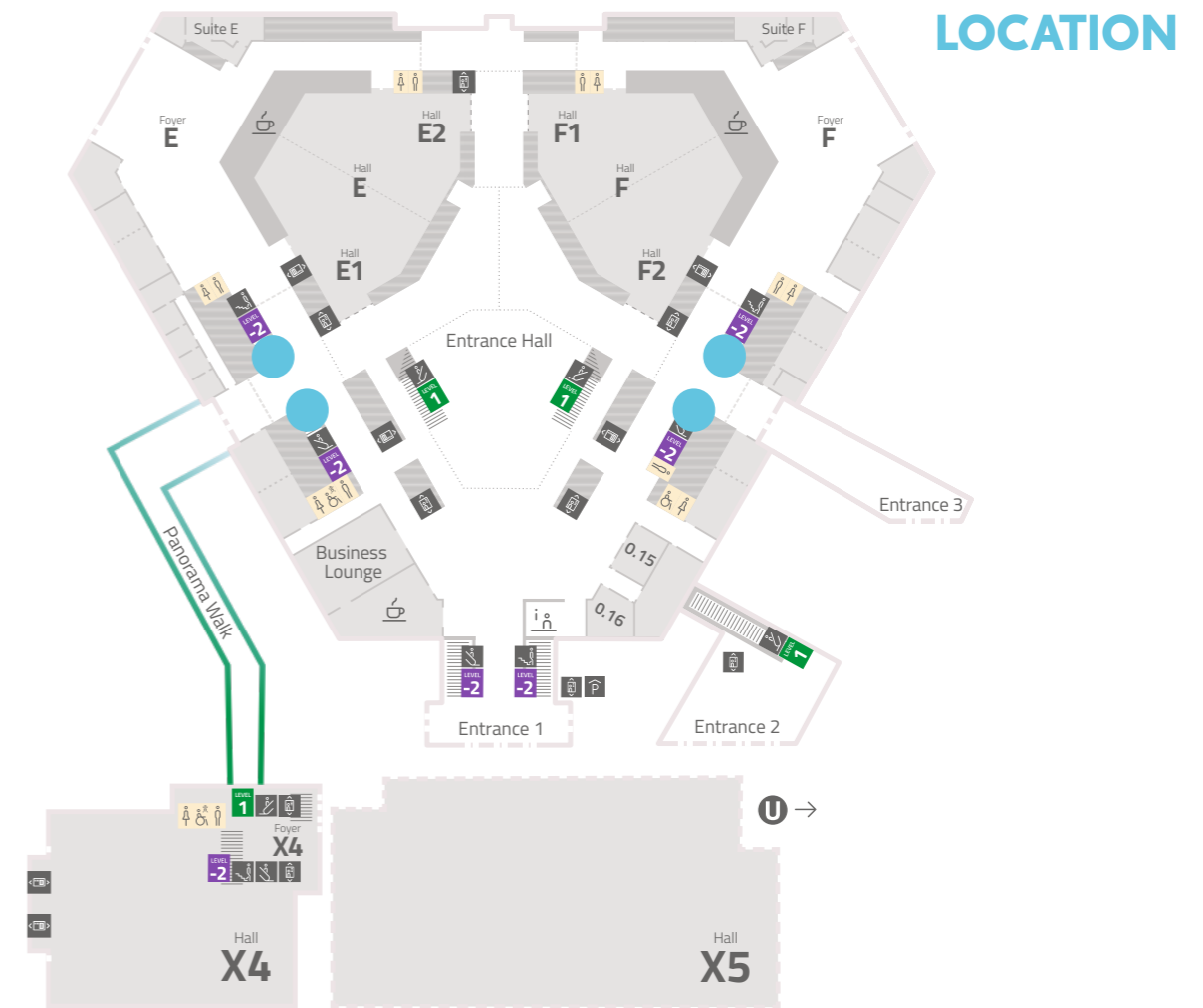


ESCALATOR WALL ENTRANCE HALL – left – measurements in cm



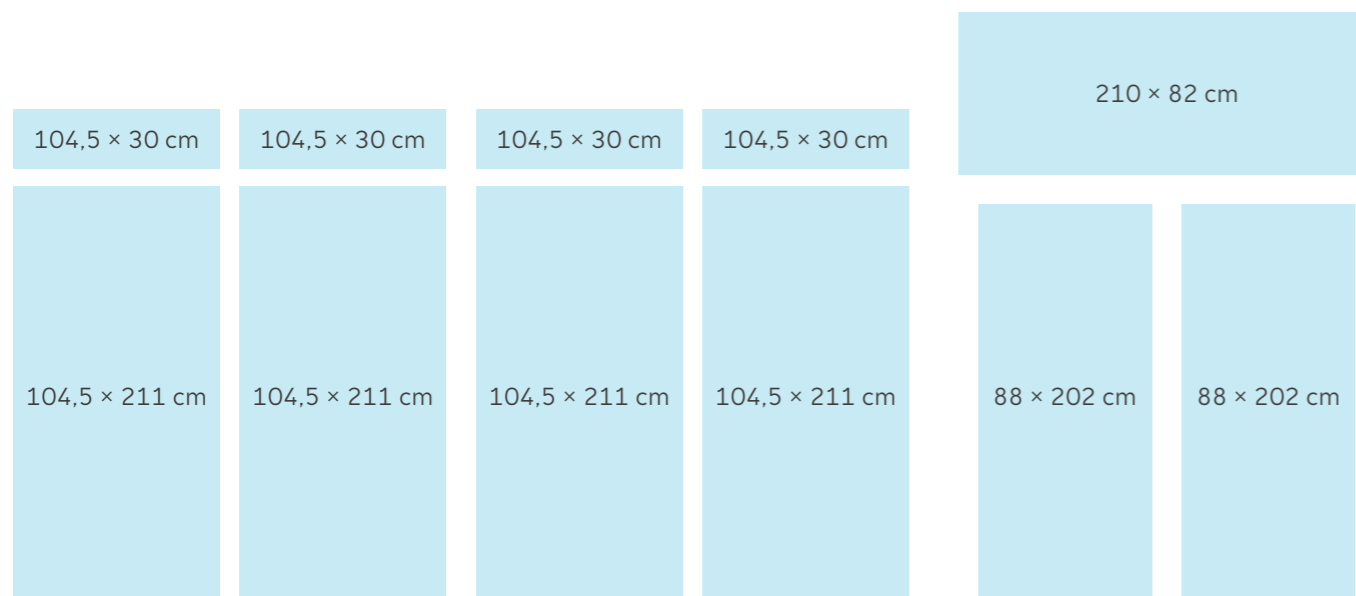
ORDER NUMBER	ADVERTISING RATE		
ONS 013	Escalator Wall Entrance Hall – right	€17,490	<b>SOLD</b>
ONS 014	Escalator Wall Entrance Hall – left	€17,490	<b>SOLD</b>

Production costs included, published during February 26 - March 2, 2025.



## MEASUREMENTS

GLASS ENCLOSURE – measurements in cm (width × height)

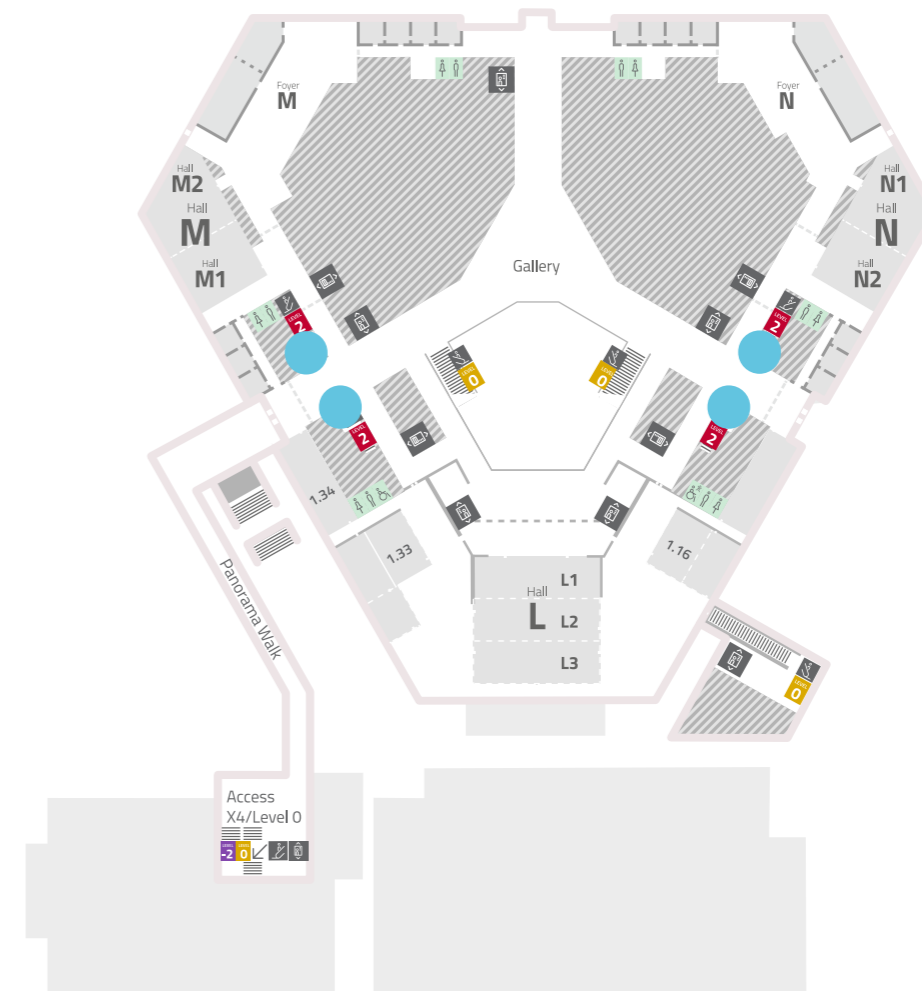


ORDER NUMBER	ADVERTISING RATE	PRICE	STATUS
ONS 015	Glass Enclosure - Entrance Hall to Lower Level - Right 1	7,000€	SOLD
ONS 016	Glass Enclosure - Entrance Hall to Lower Level - Right 2	7,000€	SOLD
ONS 017	Glass Enclosure - Entrance Hall to Lower Level - Left 1	7,000€	
ONS 018	Glass Enclosure - Entrance Hall to Lower Level - Left 2	7,000€	

Production costs included, published during February 26 - March 2, 2025.

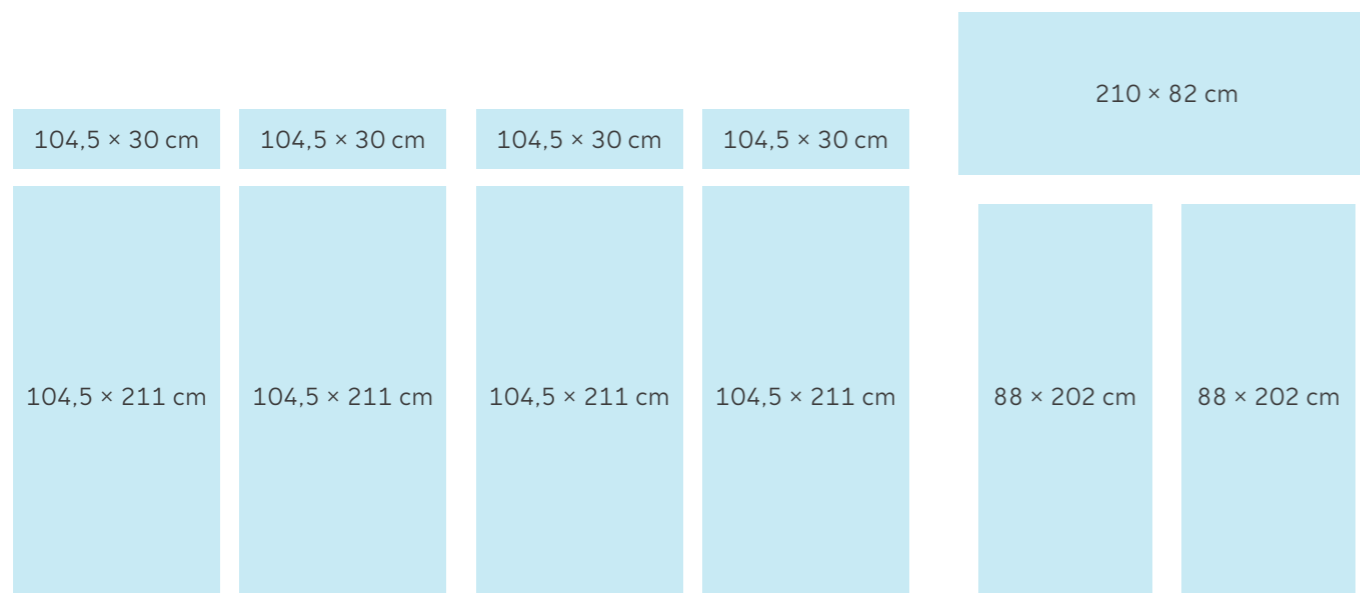


## LOCATION



### MEASUREMENTS

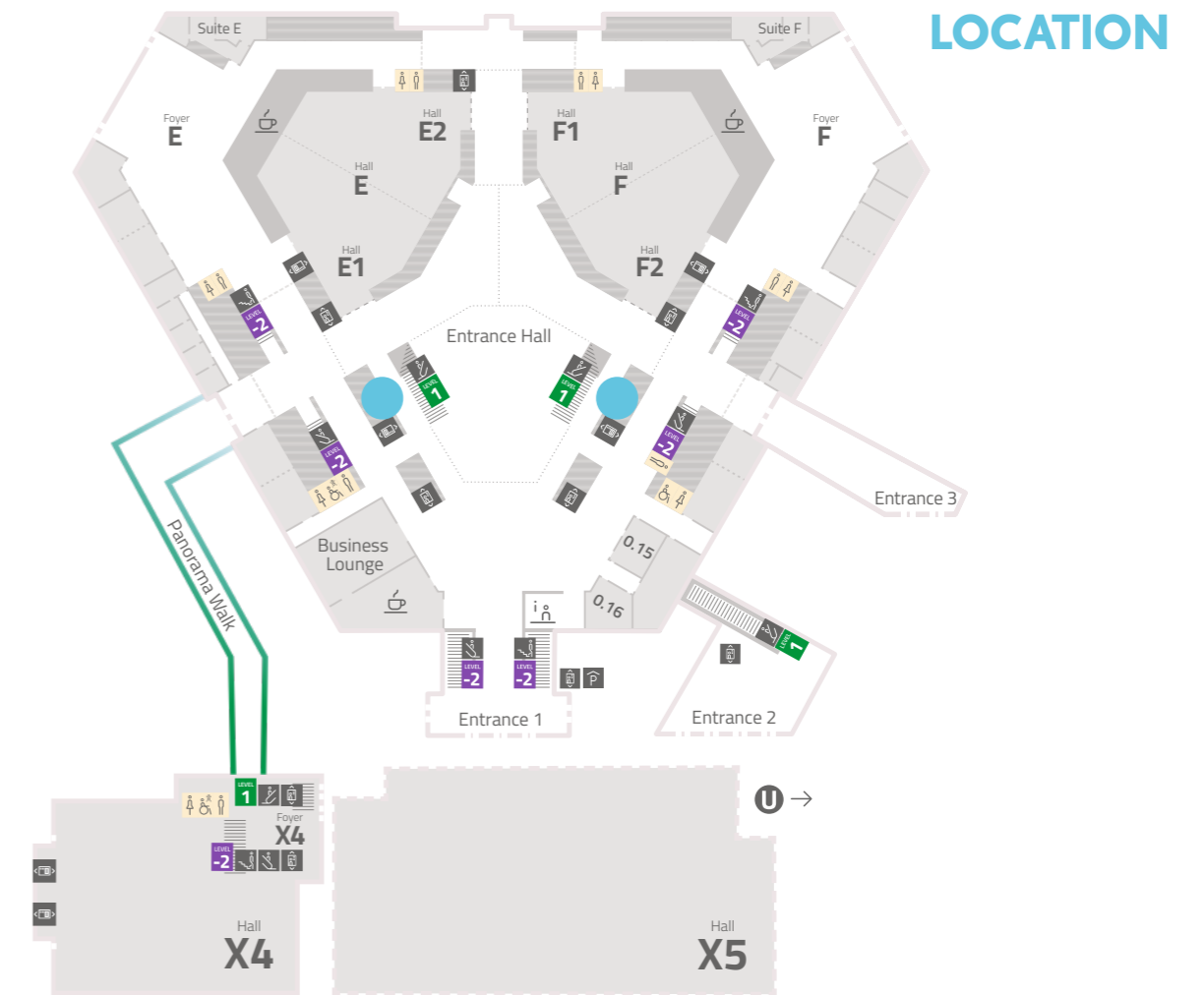
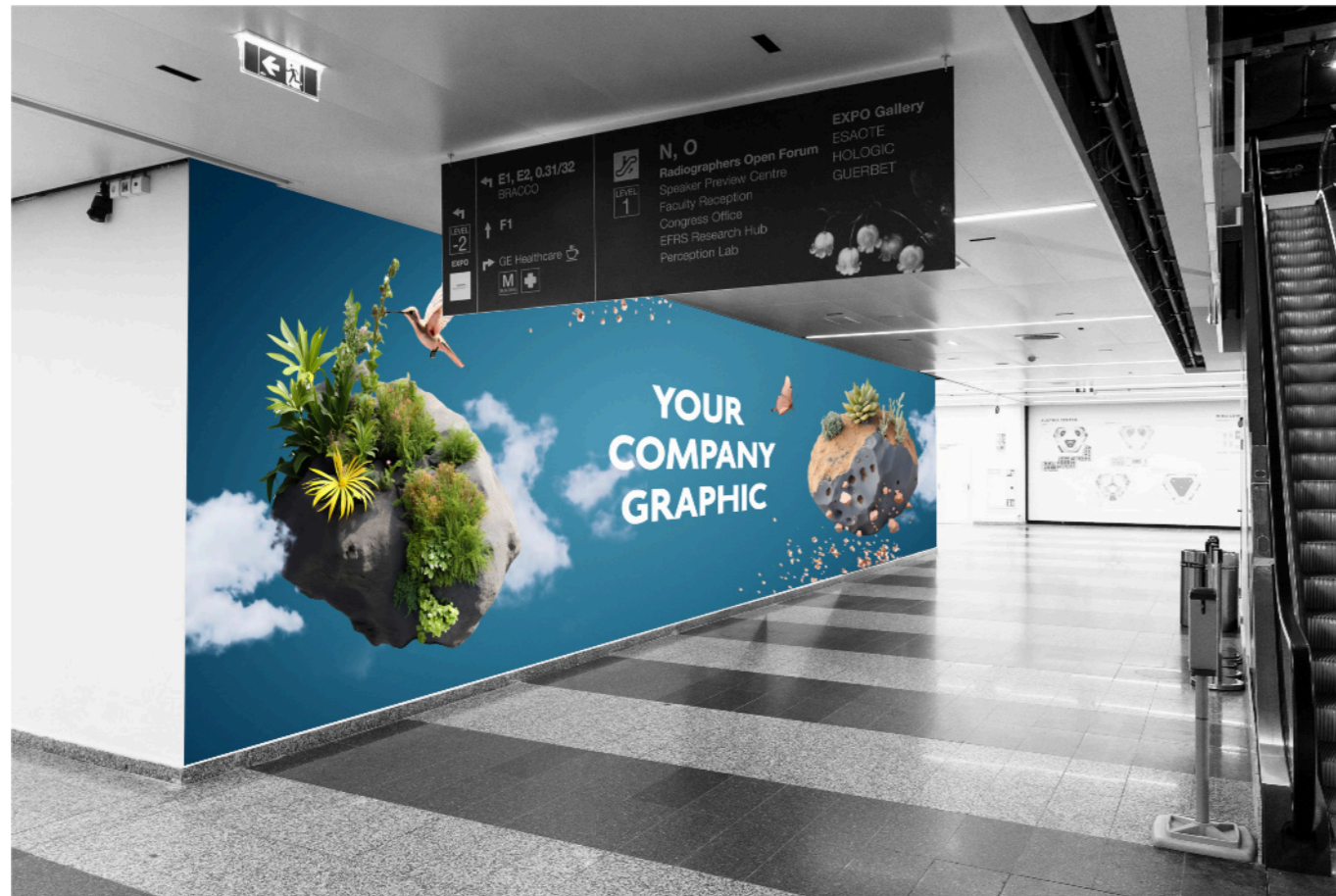
GLASS ENCLOSURE – measurements in cm (width × height)



ORDER NUMBER	ADVERTISING RATE	
ONS 019	Glass Enclosure - First Level to Second Level - Right 1	7,000€
ONS 020	Glass Enclosure - First Level to Second Level - Right 2	7,000€
ONS 021	Glass Enclosure - First Level to Second Level - Left 1	7,000€
ONS 022	Glass Enclosure - First Level to Second Level - Left 2	7,000€

Production costs included, published during February 26 - March 2, 2025.





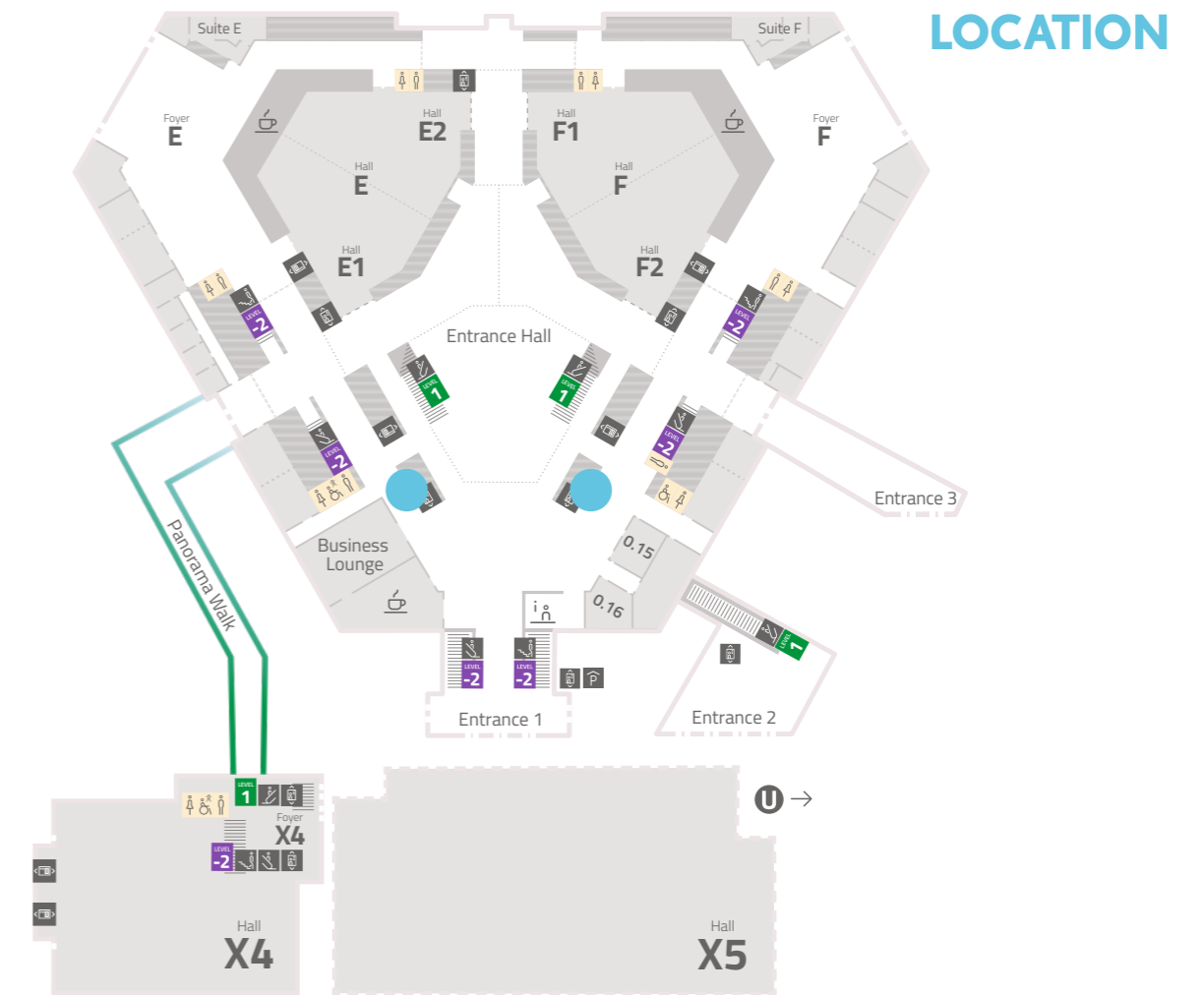
## MEASUREMENTS

BANNER – measurements in cm (width × height)

**BANNER**  
1,455 × 315 cm

ORDER NUMBER	ADVERTISING RATE		
ONS 023	Banner – right side	€16,940	SOLD
ONS 024	Banner – left side	€16,940	SOLD

Production costs included, published during February 26 - March 2, 2025.



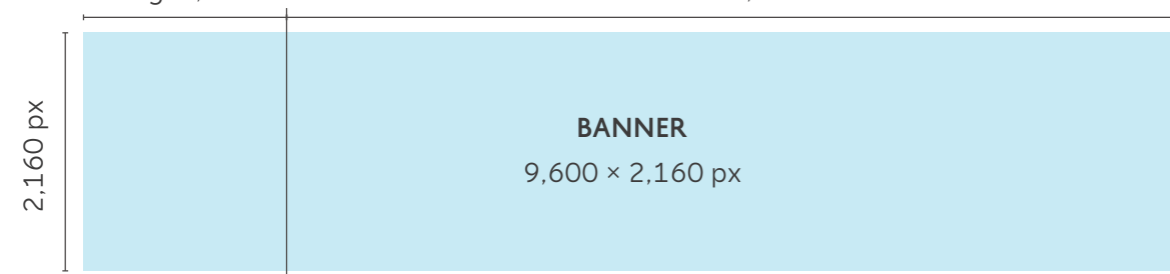
## LOCATION

### MEASUREMENTS

BANNER – measurements in px (width × height)

Wing: 1,920

Main: 7,680



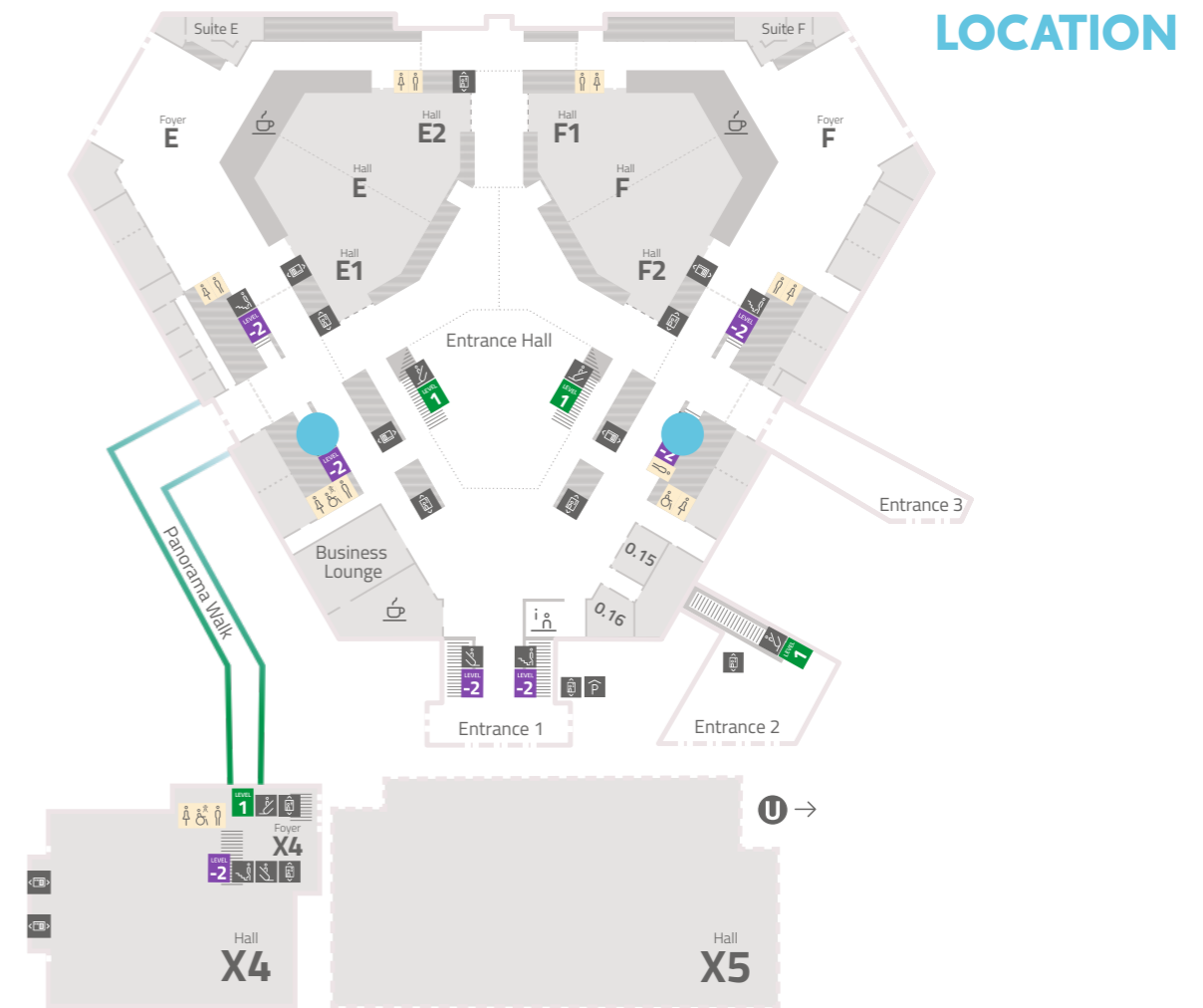
### ADDITIONAL INFORMATION

Pixelpitch	1.250 mm
Wing	1,920 × 2,160 px
Main	7,680 × 2,160 px

### ORDER NUMBER ADVERTISING RATE

ONS 025	Side LED Wall – right side	€22,500
ONS 026	Side LED Wall – left side	€22,500

Production costs included, published during February 26 - March 2, 2025.



## LOCATION

### MEASUREMENTS

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

1,200 × 55 cm

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

1,200 × 20 cm

### ORDER NUMBER    ADVERTISING RATE

ONS 027	Entrance Level to Lower Level – right side	€16,000
ONS 028	Entrance Level to Lower Level – left side	€16,000

Production costs included, published during February 26 - March 2, 2025.



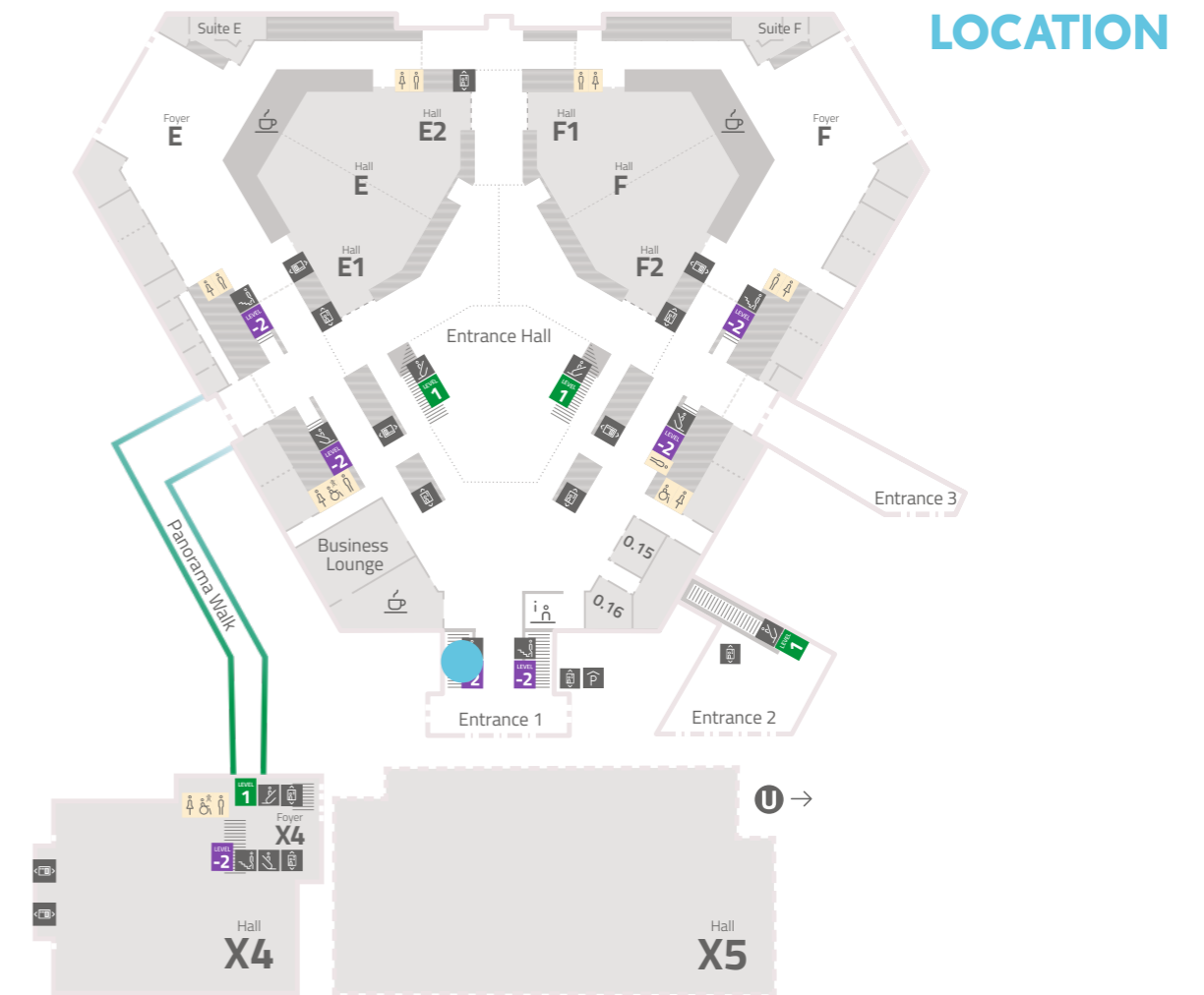
## MEASUREMENTS

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

1,200 × 55 cm

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

1,200 × 20 cm



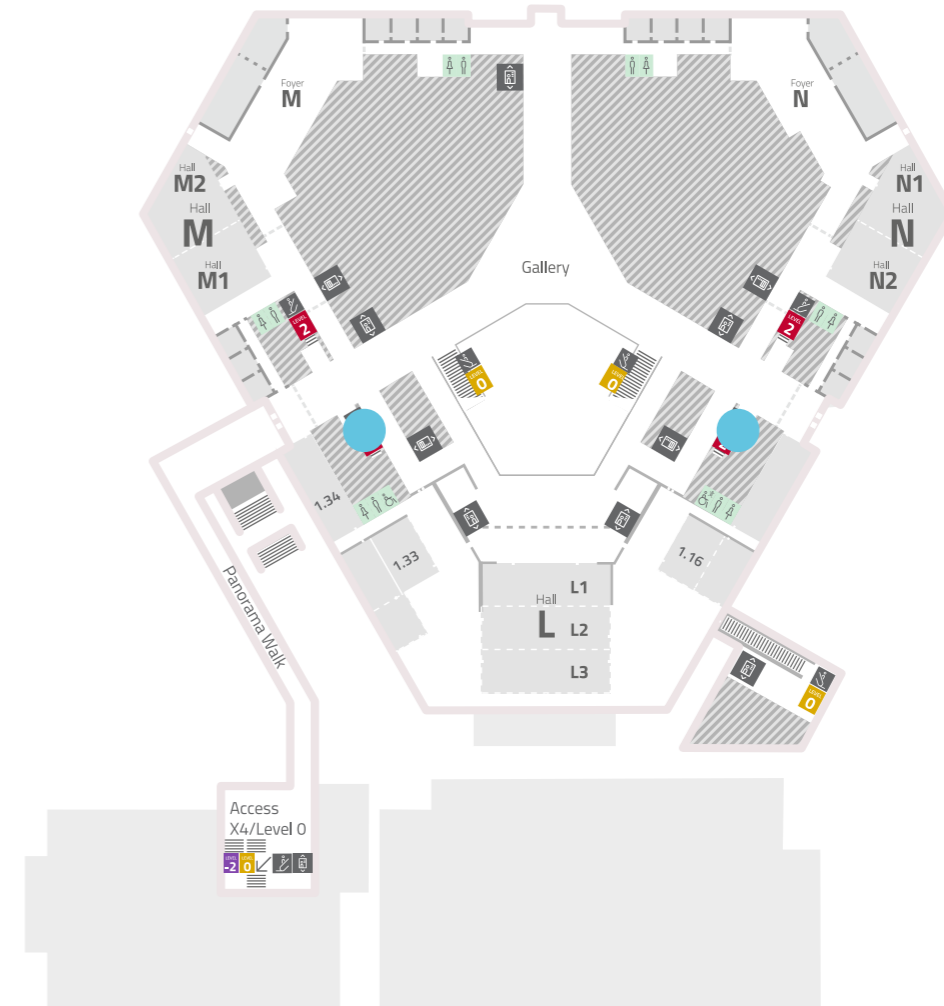
## ORDER NUMBER    ADVERTISING RATE

ONS 029    Entrance Level to Lower Level – left side    €16,000

Production costs included, published during February 26 - March 2, 2025.



## LOCATION



### MEASUREMENTS

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

1,200 × 55 cm

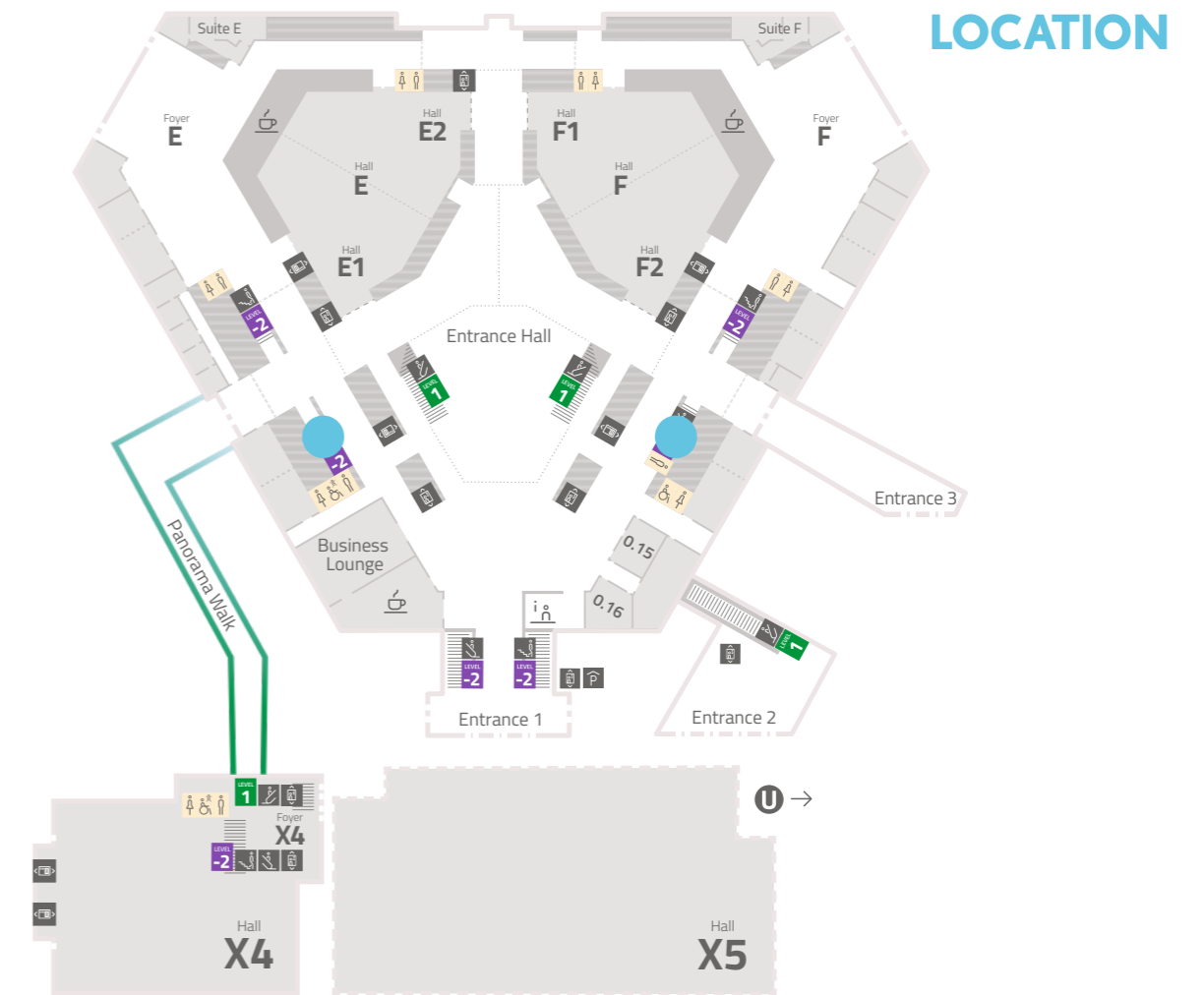
FIRST LEVEL to SECOND LEVEL – measurements top view in cm (width × height)

1,200 × 20 cm

### ORDER NUMBER    ADVERTISING RATE

ONS 030	First Level to Second Level – right side	€16,390	SOLD
ONS 031	First Level to Second Level – left side	€16,390	SOLD

Production costs included, published during February 26 - March 2, 2025.



## MEASUREMENTS

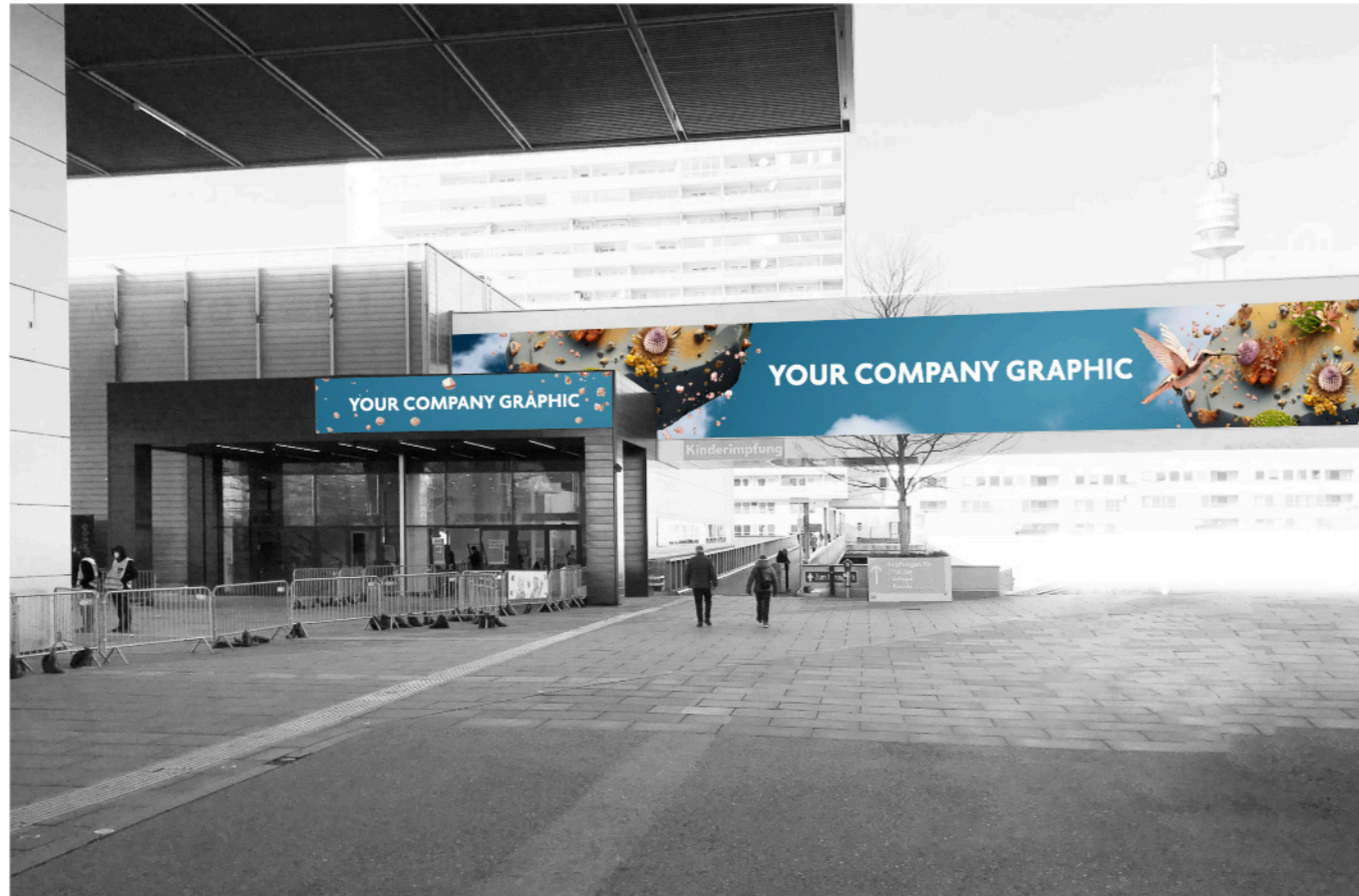
ESCALATOR ENTRANCE HALL to LOWER LEVEL – right / left – measurements in cm (width × height)

230 × 355 cm

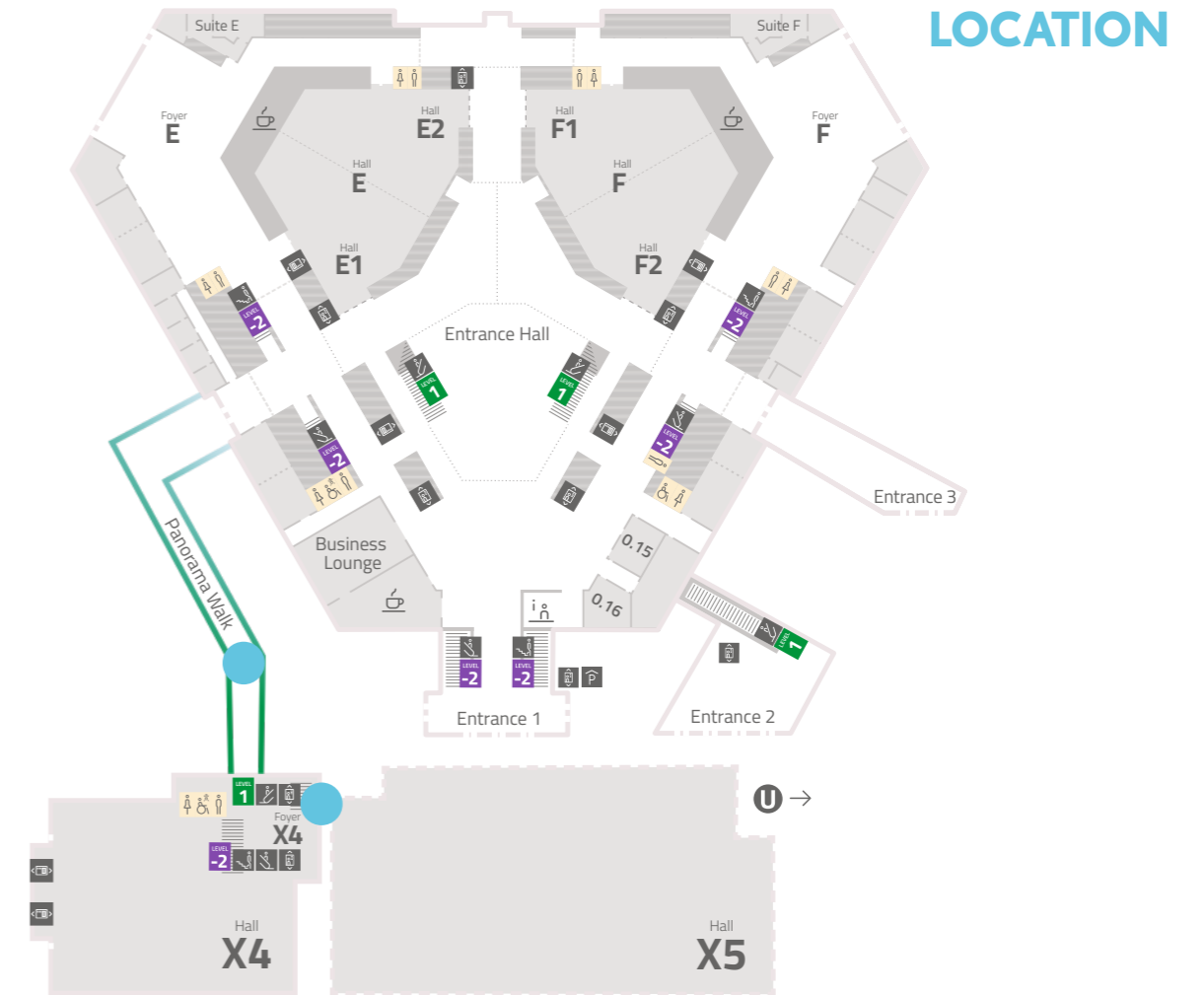
## ORDER NUMBER ADVERTISING RATE

ORDER NUMBER	ADVERTISING RATE	
ONS 032	Escalator Entrance Hall to Lower Level – right	€15,000
ONS 033	Escalator Entrance Hall to Lower Level – left	€15,000

Production costs included, published during February 26 - March 2, 2025.  
Projection possible instead of printed banner. More information upon request.



**SKYWALK + EXHIBITION ENTRANCE PORTAL**  
 Specific measurements to be provided after booking

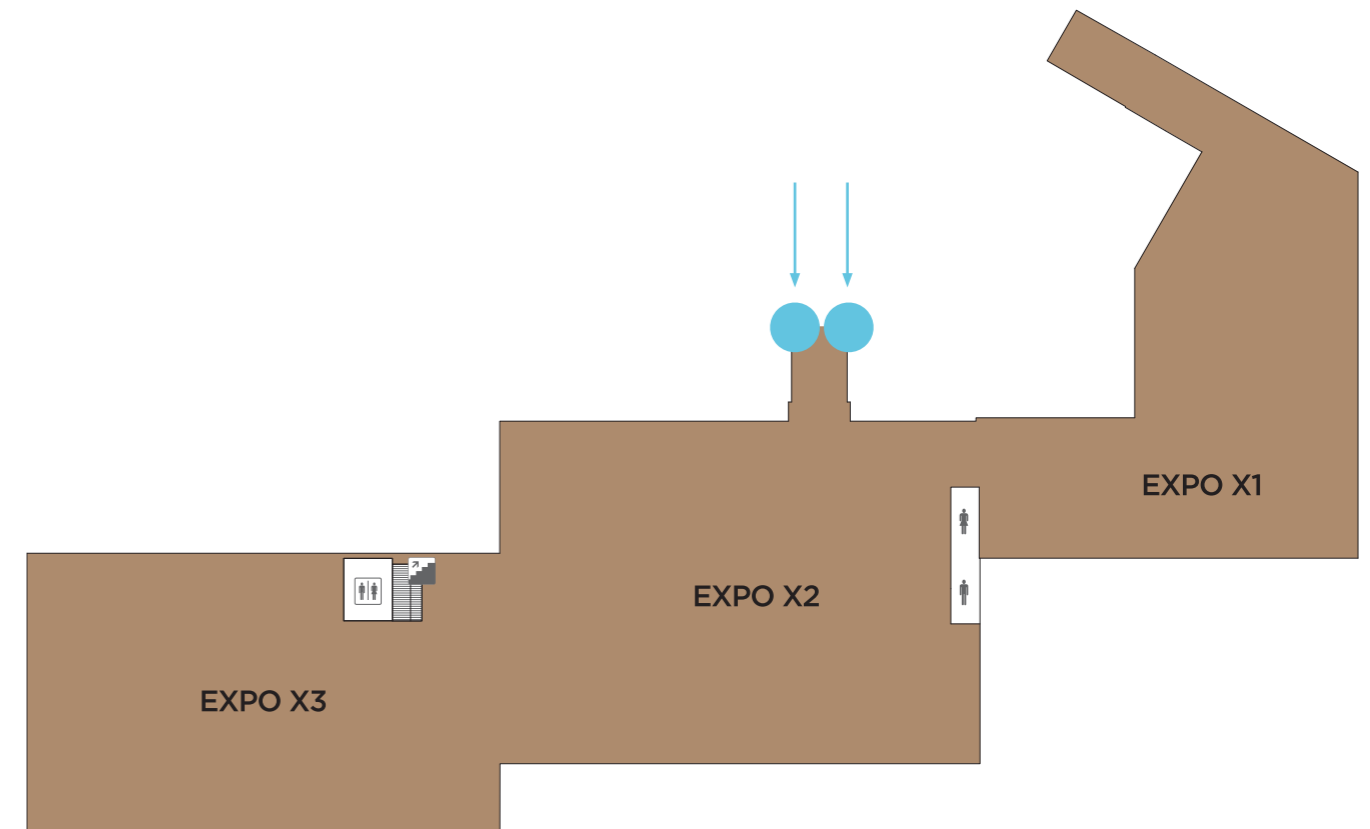


ORDER NUMBER	ADVERTISING RATE		
ONS 034	Skywalk + Exhibition Entrance Portal (exterior)	€42,000	<b>SOLD</b>

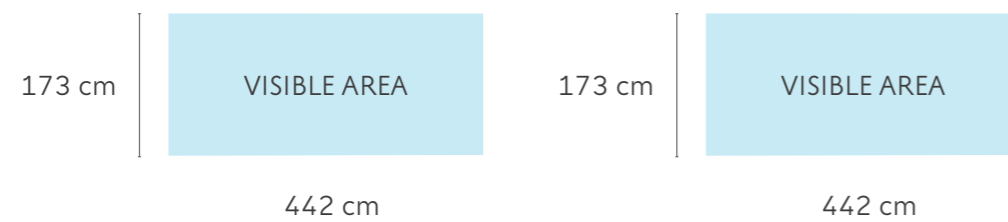
Production costs included, published during February 26 - March 2, 2025.



## LOCATION



## MEASUREMENTS



## ORDER NUMBER    ADVERTISING RATE

ONS 035    Banner 1 & 2 (package)    €18,000

Production costs included, published during February 26 - March 2, 2025.



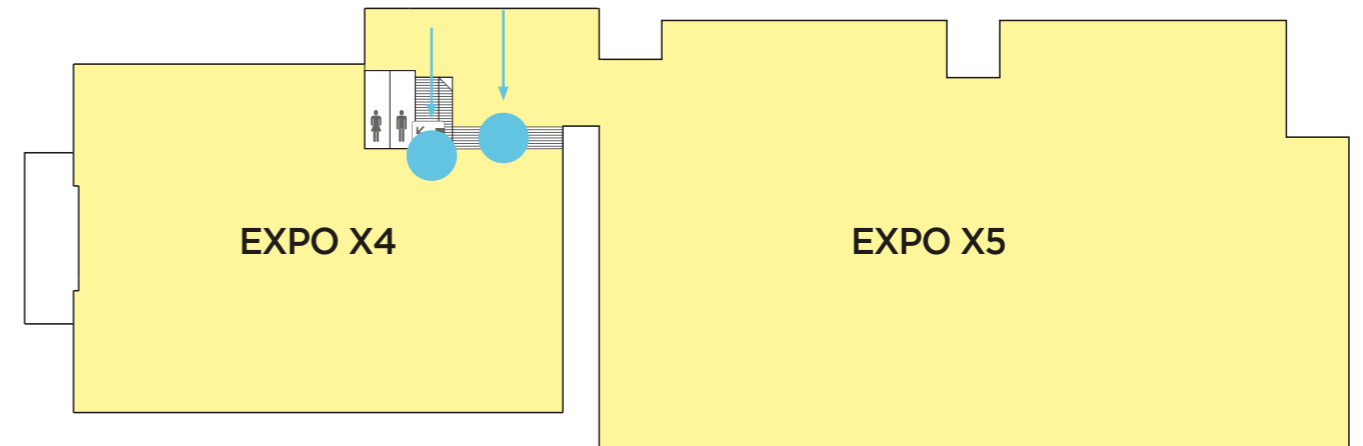


Staircase Expo X3 to X4



Staircase Expo X4

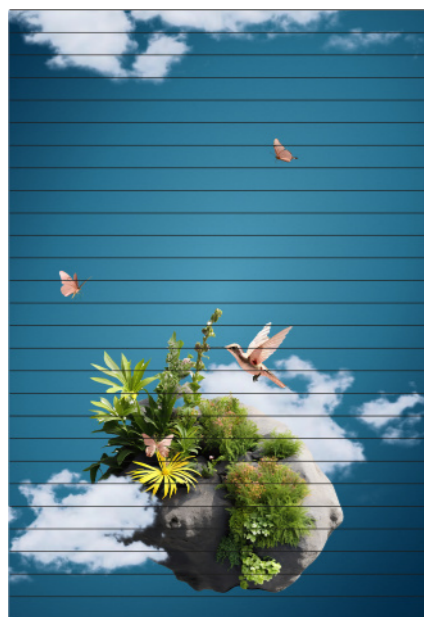
## LOCATION



## 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



ORDER NUMBER	ADVERTISING RATE	
ONS 036	Staircase Expo X4	€9,500
ONS 037	Staircase Expo X3 to X4	€9,500

Production costs included, published during February 26 - March 2, 2025.

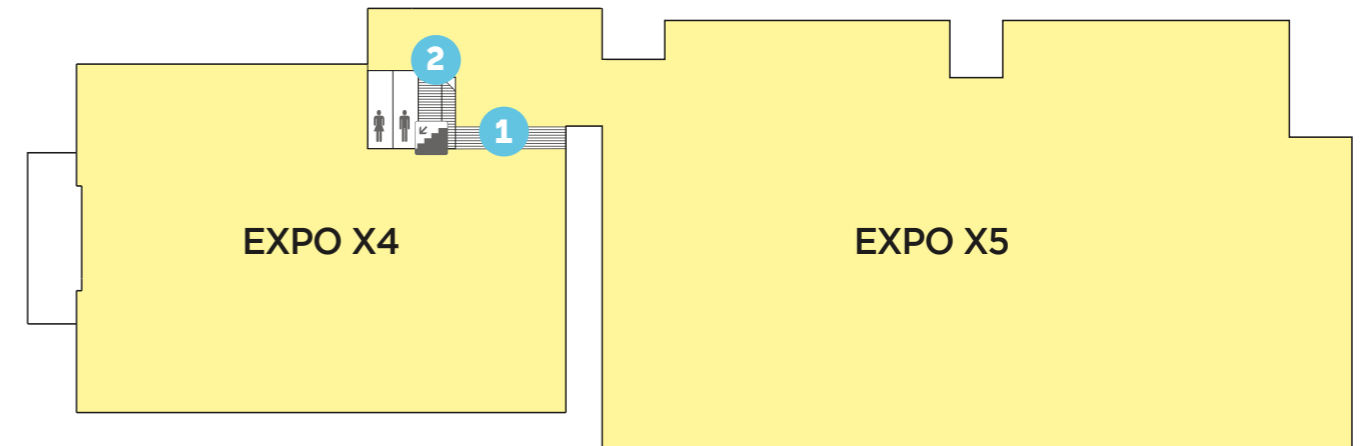
## LOCATION



Banner 1



Banner 2



### MEASUREMENTS

BANNER MEASUREMENTS (width × height)	
Banner 1	245 × 490 cm
Banner 2	480 × 245 cm

### ORDER NUMBER ADVERTISING RATE

ONS 038	Banner 1	€17,500
ONS 039	Banner 2	€16,000

Production costs included, published during February 26 - March 2, 2025.



## SHORT PRESENTATION OF SATELLITE SYMPOSIA:

- Engage with the world of medical imaging**  
 Book a Satellite Symposium to reach out to radiology professionals at one of the largest medical meetings in Europe.
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 Make the most of the Additional Services, option only valid together with the Satellite Symposia order. These reduced-price promotion tools will help with bringing in participants closer to your sessions.
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 Don't forget to book our solution for lead retrieval and scan participants' badges while they walk in the event room.
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 All onsite Satellite Symposia will be broadcasted live on our dedicated streaming platform ESR Connect.
- Discover more by visiting the industry section on our website**  
<https://www.myesr.org/congress/EXHIBIT>
- On-demand presence**  
 Following the event, you will also benefit from an ongoing on-demand presence with your symposium displayed on our dedicated streaming platform ESR Connect, which enjoys an average of 179,000 monthly page views.

ORDER NUMBER	ADVERTISING RATE	
ONS 040	PREMIUM	€44,000
ONS 041	PLUS	€29,500
ONS 042	BASIC	€21,000
ONS 043	MINI	€15,000

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](mailto:promotion@myESR.org).

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

**PLEASE INSERT YOUR COMPANY NAME**

ORDER N.	CATEGORY	PROMOTION TOOL	PRICE
	U1 Subway Station	Subway Station Branding – Kaisermühlen/VIC	
ONS 001	SOLD	Subway Station Branding – Total of 85m2	€ 52,500
	ACV Walkaway	Branding Staircase	
ONS 002		Branding Staircase – Total of 21 steps	€ 16,000
	ACV Walkaway	Promenade Branding	
ONS 003	SOLD	16 pieces of promenade (front and back)	€ 23,500
	ACV Walkaway	Digital Displays	
ONS 004		Total of 8 Displays (front & back)	€ 39,500
	ACV Outside	Banner Rooftop	
ONS 005	SOLD	Banner Rooftop	€ 23,500
	ACV Outside	Branding ACV Exterior Wall	
ONS 006	SOLD	Branding Wall	€ 36,500
	ACV Outside	Branding X5 Exterior Wall	
ONS 007	SOLD	Branding Wall	€ 88,500
	Branding Exterior ACV Entrance 1	LED Wall	
ONS 008		Branding Exterior ACV Entrance 1	€ 55,000
	ACV Entrance	Screen 9 Monitors	
ONS 009		Screen (Escalator Area)	€ 20,500
	ACV Entrance Hall	LED Wall and Dome	
ONS 010		LED Wall and Dome	€ 55,000
	ACV Entrance Hall to 1 <sup>st</sup> Floor	Branding Escalator	
ONS 011	SOLD	Escalator Entrance Hall (inner surface) – right	€ 15,510
ONS 012	SOLD	Escalator Entrance Hall (inner surface) – left	€ 15,510
	ACV Entrance Hall	Branding Escalator Wall	
ONS 013	SOLD	Escalator Wall Entrance Hall – right	€ 17,490
ONS 014	SOLD	Escalator Wall Entrance Hall – left	€ 17,490
	ACV Entrance Hall to Lower Level	Glass Enclosure	
ONS 015	SOLD	Entrance Hall to Lower Level - Right 1	€7,000
ONS 016	SOLD	Entrance Hall to Lower Level - Right 2	€7,000
ONS 017		Entrance Hall to Lower Level - Left 1	€7,000
ONS 018		Entrance Hall to Lower Level - Left 2	€7,000

ORDER N.	CATEGORY	PROMOTION TOOL	PRICE
	ACV First Level to Second Level	Glass Enclosure	
ONS 019		First Level to Second Level - Right 1	€7,000
ONS 020		First Level to Second Level - Right 2	€7,000
ONS 021		First Level to Second Level - Left 1	€7,000
ONS 022		First Level to Second Level - Left 2	€7,000
	ACV Entrance Hall	Printed Banner	
ONS 023	SOLD	Banner – right	€ 16,940
ONS 024	SOLD	Banner – left	€ 16,940
	ACV Entrance Hall	Side LED Walls	
ONS 025		Side LED Wall – right	€ 22,500
ONS 026		Side LED Wall – left	€ 22,500
	ACV Entrance Hall to Lower Level	Branding Escalator	
ONS 027		Entrance Level to Lower Level – right	€ 16,000
ONS 028		Entrance Level to Lower Level – left	€ 16,000
	ACV Entrance 1 to Lower Level	Branding Escalator	
ONS 029		Entrance Level to Lower Level – left	€ 16,000
	ACV First Level to Second Level	Branding Escalator	
ONS 030	SOLD	First Level to Second Level – right	€ 16,390
ONS 031	SOLD	First Level to Second Level – left	€ 16,390
	ACV Entrance to Lower Level	Branding Escalator Overhead Wall	
ONS 032		Escalator Entrance Hall to Lower Level – right	€ 15,000
ONS 033		Escalator Entrance Hall to Lower Level – left	€ 15,000
	Branding Skywalk	Skywalk + Exhibition Entrance Portal	
ONS 034	SOLD	Skywalk + Exhibition Entrance Portal (exterior)	€ 42,000
	Exhibition	Banners Entrance EXPO X2	
ONS 035		Banner 1 & 2 (package)	€ 18,000
	Exhibition	Staircase EXPO	
ONS 036		Staircase Expo X4	€ 9,500
ONS 037		Staircase Expo X3 to X4	€ 9,500
	Exhibition	Banners EXPO X4	
ONS 038		Banner 1	€ 17,500
ONS 039		Banner 2	€ 16,000
	Other	Satellite Symposia	
ONS 040		PREMIUM	€44,000
ONS 041		PLUS	€29,500
ONS 042		BASIC	€21,000
ONS 043		MINI	€15,000

## 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](mailto: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>		<b>I need an official offer from the ESR office to create a PO.</b>

With my signature I certify that I understand and agree with the terms and the conditions ([page 30](#)).

Place, Date	Name of the official representative
<b>BANK TRANSFER</b> We will make the payment via bank transfer after receiving the invoice.  <b>IBAN:</b> AT45 2011 1839 9839 2700 <b>BIC:</b> GIBAATWWXXX <b>Bank:</b> Die Erste Bank	Company stamp and signature of the official representative
Please return this form to the ESR Office via e-mail ( <a href="mailto:promotion@myESR.org">promotion@myESR.org</a> )	

## 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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