Acute Cardiac Care 2008
Meeting organised by the ESC Working Group on Acute Cardiac Care

Versailles
25-28 October 2008

Industry Guidelines

www.escardio.org/AcuteCC
# TABLE OF CONTENTS

## SECTION 1 – GENERAL INFORMATION

- Venue ................................................................. 4
- Language ...................................................................... 4
- Terminology ............................................................ 4
- Building Layout .......................................................... 5
- General Conditions ...................................................... 5
- Participation at Acute Cardiac Care Congress 2008 .................. 5
- Application Forms - Confirmation of Participation ...................... 6
- Guidelines .................................................................. 6
- Terms of Payment ......................................................... 6
- Cancellation Policy ....................................................... 6

## SECTION 2 – EXHIBITION

- Renting Stand Space ....................................................... 7
- Exhibits ....................................................................... 7
- Free Publication Opportunity for Exhibitors ......................... 7
- Stand Design .................................................................. 7
- Subtenants and Other Represented Companies ....................... 8
- Terms of Payment ......................................................... 8
- Reservations .................................................................. 8
- Exemption from Liability ................................................ 8
- Premature Termination of the Rental Contract ......................... 8
- Cancellations .................................................................. 9
- Assignment of Space ..................................................... 9
- Enforcement of Rules .................................................... 9
- Supplementary Provisions ............................................... 9
- Claims Procedures, Place of Performance and Jurisdiction ....... 9

## SECTION 3 – TECHNICAL GUIDELINES FOR EXHIBITORS

- General Information ................................................... 10
- Exhibition Time Schedule ............................................. 10
- Exhibition Dates .......................................................... 10
- Exhibitor Badges .......................................................... 11
- Stand Construction ....................................................... 11
- Shipping Information ..................................................... 15
- Transport Regulations / Handling ...................................... 17
- Access’ Plan to the Venue ............................................... 17
- Stand Services ............................................................ 17
- Catering ....................................................................... 18
- Smoking ....................................................................... 18
- Alcohol ...................................................................... 18
- Children ...................................................................... 18
- Stand Activities, Hospitality and Publicity............................. 18

## SECTION 4 – SATELLITE SYMPOSIA / USER GROUP SESSIONS

- Applying to Hold a Satellite Symposium / User Group ................ 20
- Satellite Symposium Programme / User Group ....................... 20
- Invitations / Promotional Material .................................... 20
- Conditions for Holding a Satellite Symposium / User Group Session ......................................................... 20
- The Time Slots Reserved for Satellite Symposia / User Group Session ......................................................... 21
- Cost of Satellite Symposia / User Group ................................ 21
- Available A/V Support .................................................. 21
- Speakers & Chairmen Rules .......................................... 22
- Changes in the Scientific Programme / Erratum Policy ........... 23
- Room Assignment ........................................................ 23
- Cancellation Policy ........................................................ 23
- Enforcement of Rules ..................................................... 23
SECTION 5 – SPONSORSHIP, PROMOTION & ADVERTISEMENT OPPORTUNITIES... 24

FINAL PROGRAMME ADVERTISEMENT OPTIONS ACUTE CARDIAC CARE CONGRESS 2008 24
DELEGATE BAG INSERTS /FLYERS IN CONFERENCE BAGS ........................................... 24
PROMOTIONAL WEB LINKS ACUTE CARDIAC CARE CONGRESS 2008 .......................... 24
CONGRESS BAGS ACUTE CARDIAC CARE CONGRESS 2008 – EXCLUSIVE SPONSORSHIP 24
NOTE PADS & PENS ACUTE CARDIAC CARE CONGRESS 2008 – EXCLUSIVE SPONSORSHIP 25
BADGE LACES ACUTE CARDIAC CARE CONGRESS 2008 – EXCLUSIVE SPONSORSHIP ..... 25
WEB SPACE ACUTE CARDIAC CARE CONGRESS 2008 – EXCLUSIVE SPONSORSHIP ........ 25
ABSTRACT CD-ROM CARDIAC CARE CONGRESS 2008 – EXCLUSIVE SPONSORSHIP .... 25
COFFEE BREAKS AND LUNCHES ACUTE CARDIAC CARE CONGRESS 2008 .................. 25

DEADLINES-AT-A-GLANCE ........................................................................................................... 25

CONTACT PERSONS .................................................................................................................. 26

BUILDING .................................................................................................................................... 27
Section 1 – General Information

VENUE

The Acute Cardiac Care Congress 2008 will be held at the Palais des Congrès de Versailles, Versailles, France:

Palais des Congrès de Versailles
Place du Château – 10, Rue de la Chancellerie
78 000 Versailles – France
Tel: +33 (0)1 30 97 89 00 - Fax: +33 (0)1 30 21 15 82
Email: info@palaisdescongres-versailles.com
Web Site: www.palaisdescongres-versailles.com

Local Agency for exhibition services:
Marc

Mr. Jerome Cayrouse
PALAIS DES CONGRES DE VERSAILLES
10 Rue de la Chancellerie
78000 - VERSAILLES
FRANCE

Tel.: +33 1 30 97 89 00
Fax: + 33 1 30 21 15 82

LANGUAGE

Translation facilities will not be available. English is the official language of the Meeting.

TERMINOLOGY

This guide has been written by the organizer, the ESC on behalf of the Working Group on Acute Cardiac Care. A successful application made by a company wishing to participate in the exhibition shall imply an acceptance of the requirements contained in these Guidelines. For the sake of brevity, the following terms are used in these Guidelines:

Building: Palais des Congrès de Versailles

Exhibitor: The Company which is to be regarded as participant in the exhibition as a result of a submission of an application for stand space followed by a stand assignment.

Acute Cardiac Care 2008: Bi-Annual International Congress organised by the European Society of Cardiology (ESC) on behalf of the ESC Working Group on Acute Cardiac Care.

Organiser: The ESC on behalf of Working Group on Acute Cardiac Care

ESC - European Heart House
Acute Cardiac Care Congress 2008 Secretariat
2035, route des Colles- Les Templiers - BP 179
06903 Sophia Antipolis, France
Web Site: www.escardio.org
BUILDING LAYOUT

- **Registration** will take place on the ground floor of the building, as will the cloakroom
- **Lectures** will be held in the following rooms:

  Room Lulli (Level -1) : 220 participants

  Registration – Cloakroom – Exhibition – Moderated Posters – Catering

  Auditorium Richelieu (Level 1): 790 participants

  Foyer Condé (Level 1): 90 participants

  Rooms Colbert + Montesquieu (Level 2):
  - 140 participants
  - Posters

The **Exhibition Area** is on the ground floor, behind the registration, in Room Mazarin. The **Poster Area** will be located next to this Hall in Rooms Molière and Racine. The **Catering** spots will be dispatched through the Exhibition.

Please refer to the floor plan (available on: [www.ESCexhibition.org](http://www.ESCexhibition.org)) for the location of the different areas and lecture rooms.

GENERAL CONDITIONS

The following conditions of participation refer to allocation of exhibition space and room/time slots for Satellite Symposia, User Groups by the ESC to companies exhibiting at Acute Cardiac Care Congress 2008 insofar as the contractual partners do not reach contrary agreements in writing.

PARTICIPATION AT ACUTE CARDIAC CARE CONGRESS 2008

The holding of a Satellite Symposium and participation in the exhibition is open to companies active in the field of Critical Care, ICCU, Emergency Medicine. Marketing bureaus, consultants etc. can hire stand space in order to conduct their research or provide their services. These activities are restricted to their rented stand space. It is prohibited to actively canvass for clients outside the space assigned.
APPLICATION FORMS - CONFIRMATION OF PARTICIPATION

The forms enclosed in the Industry Prospectus should be completed and returned to the ESC no later than 31 March 2008.
All options requested on completed application forms returned to the ESC will be allocated on a first come, first served basis. Until a signed application form is received, no commitments can be given to allocation of Satellite timeslots, Stand Space allocation and Sponsorship/Promotion options allocation.

By signing the application forms the company agrees to respect the general conditions of participation (included in the Industry Prospectus) and will therefore read and comply with these Guidelines.

Further to the assignment of sponsorship item(s) (Satellite Symposia, User Groups, Exhibit Location, Function Spaces, Advertisement, Fliers in Conference Bags, Writing Pads and Pens, Badge Laces, Abstracts CD-ROM, Web Space, Sponsorship of Catering ...) ESC will invoice the Sponsoring Company. The cancellation policy takes effect once the invoicing process has been launched by ESC.

GUIDELINES

These Industry Guidelines are sent to all Exhibitors and Sponsors participating at Acute Cardiac Care Congress 2008.

The participating Company is responsible for providing these Guidelines to its subcontractors.

Unless any comments on the complete Guidelines are received before assignment of a Sponsorship item, ESC will consider that Industry representative and their affiliates accept the conditions included in these Industry Guidelines.

Any Exhibitor/Sponsor that is judged to have not followed the Industry Guidelines may be denied the opportunity to exhibit at any future meetings organised on behalf of the Working Group on Acute Cardiac Care.

TERMS OF PAYMENT

The sponsorship fee must be paid in full before the event. Failure to do so will result in the automatic cancellation of the sponsorship.

CANCELLATION POLICY

Cancellations by Exhibitors/Sponsors should be made by letter addressed to ESC. If the Exhibitor/Sponsor (except advertising) cancels a reservation after the ESC launched the invoicing process, 50% of the total amount will be due. If the Exhibitor/Sponsor cancels a reservation after 15 June 2008 no refund will be made, and a 100% cancellation fee will be applied.
Section 2 – Exhibition

FOR GENERAL INFORMATION ON EXHIBITION PLEASE CONTACT

Acute Cardiac Care Congress 2008 Exhibition
ESC - European Heart House
2035, route des Colles- Les Templiers - BP 179
06903 Sophia Antipolis, France

Tel: +33 (0)4 92 94 76 17
Fax: +33 (0)4 92 94 76 26
Email: EuroACCexhibition@escardio.org
Web Site: www.escardio.org

RENTING STAND SPACE

ESC rents stand space in accordance with the compatibility of the items to be exhibited with the subject matter of the exhibition.
The minimum exhibition space is 9 m² for Industry representatives and 6m² for Publishers/Booksellers.

ESC reserves the right to deviate from the stand contract and to allocate a stand in a different location, to alter the size of the stand, to re-locate or close entrances and exits on the Exhibition Grounds and/or in the Congress Centre and to carry out any other structural alterations providing it has a substantial interest in such measures, based on special circumstances.

ESC reserves the right to make changes in the layout of the exhibition, as well as in the stand assignment in the event that unforeseen circumstances make this necessary. If in such cases the interests of the Exhibitor are unreasonably impaired, he may withdraw from the contract in writing within one week after receipt of notification of the type of alteration. ESC accepts no responsibility for any damages, which may result from such changes.

EXHIBITS

Exhibits must be displayed on stands for the entire duration of the exhibition; display of products other than those listed in the application is not permitted.

ESC is entitled to have exhibits removed from the stand if their display runs counter to the principles of fair competition or does not comply with the display programme.

Details of prices, given in the form of signboards or stand lettering, are not permitted, nor are references to sales of products already affected or details of suppliers and customers.

FREE PUBLICATION OPPORTUNITY FOR EXHIBITORS

Product Description
All Sponsors will be listed in the Final Programme, free of charge, together with a short description of the products exhibited. (Maximum 50 words).To this end, all Exhibitors should send their Product Description to EuroACCexhibition@escardio.org by email before 28 July 2008. The ESC cannot guarantee the inclusion of the product description in the Final Programme if received after 28 July 2008.

STAND DESIGN

Every Exhibitor must submit an exact statement of the dimensions of the stand structure, as well as plans and descriptions of the stand. If fabrics (including linoleum and vinyl floor coverings) are to be used, safety certificates in French or English language should be supplied. This applies equally to
those companies hiring a standard exhibit stand module from the Building. This information has to be sent to ESC before 11 August 2008 to EuroACCexhibition@escardio.org. Please refer to the chapter Stand Construction of this document (page 10) for more information.

SUBTENANTS AND OTHER REPRESENTED COMPANIES

Sharing the stand area with another company, regardless of whether this company is represented by its own exhibits and its own staff (subtenant) or only by its own exhibits (represented company), is not allowed. Transfer - even in part - of the rights and obligations arising from the rental contract to third parties is not permitted.

TERMS OF PAYMENT

The stand rental fee must be paid in full before the event. If not, it will result in the automatic cancellation of the assignment.

The Exhibitor renounces the right to offset counterclaims against rent payable in time unless the counterclaims are undisputed or have been confirmed by a court of law.

If the Exhibitor fails to meet his financial obligations, or additional expenses and other claims arising from the contract, ESC is entitled to retain exhibits and the stand equipment and to sell them by public auction or by private contract at the expense of the Exhibitor. The statutory provisions on realisation of objects seized are thus settled.

Non-payment is considered a violation of our rules; as a consequence ESC reserves the right to refuse the participation at future Acute Cardiac Care and ESC organised Meetings/Congresses.

RESERVATIONS

Given serious cause (e.g. industrial action, acts of God) ESC is entitled to postpone, to curtail the duration, to close the exhibition completely or in part for any period, or to cancel it. In the event of complete or part postponement or curtailment, the contract is regarded as valid for a possible new date and new duration unless the Exhibitor protests in writing within a period of 2 weeks after notification of the alteration.

EXEMPTION FROM LIABILITY

ESC does not undertake to safeguard exhibits and excludes, for its staff as well, all liability for damage to these, for theft of these, or loss, except in cases of intent or gross negligence. This exemption from liability also applies if exhibits are seized and stored by ESC due to infringement of the present conditions of participation. This exemption of liability is in no way impaired by the special security measures taken by ESC. Furthermore ESC explicitly excludes all liability for any disadvantages or damage incurred to Exhibitors due to erroneous details on space allocation, stand construction, catalogue entries or other errors in ancillary services. Property of the Exhibitor and of third parties shall remain on the premises at their own risk. ESC will not be responsible for the insurance of such items. ESC shall not be liable for any injury or damage howsoever caused to goods and/or persons in the building and/or on the adjacent sites. All Exhibitors should contract their own insurance.

PREMATURE TERMINATION OF THE RENTAL CONTRACT

If after binding application and conclusion of the contract ESC should accept in exceptional cases to withdrawal from the contract, the Exhibitor is liable for the full amount of the stand rental including all surcharges. Should ESC succeed in otherwise disposing of the stand, it reserves the right to claim payment of part costs by the tenant withdrawing from the contract. A case of re-letting is not constituted if, for aesthetic reasons, the area not used by the Exhibitor is allocated to another Exhibitor without ESC deriving further proceeds from re-letting the area previously occupied by the re-located company. A case of re-letting is also not constituted if there are still unoccupied stand areas available. ESC is entitled to withdraw from or to revoke the rental contract, the conditions of participation or the supplementary regulations even after a reasonable period of grace. This also applies in the event that the conditions on which the contract was concluded do not apply or no longer apply, in particular if the Exhibitor has so altered his manufacturing programme that his products can no longer be classified in the industry for which he has rented stand space.
CANCELLATIONS

Cancellations of exhibition space should be sent by registered mail to the ESC: EuroACCexhibition@escardio.org If a reservation by the Exhibitor is cancelled after ESC launched the invoicing process and before 15 June 2008, 50% of the total due amount will be charged. If the Industry exhibition space is cancelled on or after 15 June 2008, a 100% cancellation fee will be invoiced.

ASSIGNMENT OF SPACE

Stands are assigned on a first come first served basis.

ENFORCEMENT OF RULES

Any exhibitor that is judged to have not followed these Guidelines may be refused the opportunity to exhibit at any future meetings organised on behalf of the ESC.

SUPPLEMENTARY PROVISIONS

Constituent parts of the rental contract take the form of the house regulations, the Industry Prospectus, the Industry Guidelines, as well as other organisational and technical regulations sent to the Exhibitor before the exhibition opens. These documents are available to all Industry involved in Acute Cardiac Care Congress 2008, if you don’t receive them, please request them. Unless any comments on the complete Guidelines are received before assignment of a Sponsorship item, ESC will consider that Industry representative and their affiliates accept the conditions included in these Industry Guidelines.

CLAIMS PROCEDURES, PLACE OF PERFORMANCE AND JURISDICTION

All claims by the Exhibitor against ESC must be made in writing within 3 months from the closure of the Acute Cardiac Care exhibition 2008. Agreements, which deviate from these conditions or from the supplementary regulations, must be in writing; facsimile signatures suffice. The contract is governed exclusively by French law; the English text is authoritative. The sovereignty of national law of the site of Acute Cardiac Care 2008, Versailles, France, is undisputed.

Place of performance and jurisdiction is Grasse - France. The ESC reserves the right, however, to bring its claims before the courts competent for the area where the Exhibitor has his registered office.

In case of dispute, ESC's decision shall be considered final.

Section 3 – Technical Guidelines For Exhibitors

Important Notice: all Exhibitors must submit a detailed stand drawing to ESC before 11 August 2008. Without the written approval of ESC no stand can be built. If you order a stand system from the Building please send the details to EuroACCexhibition@escardio.org

FOR INFORMATION REGARDING THE BUILDING AND TECHNICAL ASPECTS OF THE EXHIBITION PLEASE CONTACT:
PALAIS DES CONGRES DE VERSAILLES
10 Rue de la Chancellerie
78000 – VERSAILLES
FRANCE
Tel. : + 33 (0)1 30 97 89 00
Fax : + 33 (0)1 30 21 15 82
E-mail : info@palaisdescongres-versailles.com
   jcayrouse@palaisdescongres-versailles.com
For all services (water, electricity, AV, telephone, computer etc.), please order through the Product and Services order forms, available on the Acute Cardiac Care 2008 page of www.ESCexhibition.org

GENERAL INFORMATION

ESC will hire out the stand as 'SPACE ONLY', which means that the stand site will be rented out without any prefabricated walls, installations, furniture, electricity, carpet and furnishings, or any other technical supplies and facilities. The Exhibitor shall personally take care of the set-up and installation of the stand, which means carpet, walls (if needed or prescribed), furniture, electricity etc.

The price of 'SPACE ONLY' is € 400 per m² (+ VAT)
A reduced rate of € 300 per m² (+ VAT) is offered to publishers, booksellers and journal distributors. The minimum exhibition space is 9 m² for Industry and 6m² for Publishers.

The exhibitors who will need to rent a standard exhibit stand module are advised to use the services of the Building. See order forms online at http://www.escexhibition.org/acc2008/default.aspx

Please check all the products and services ordered and supplied by SEPCV. Possible complaints shall be handled during the exhibition directly by the technical adviser Mr Jerome Cayrouse, Tel. +33 1 30 97 89 00

Immediately after allocation of the stand site the Exhibitor is advised to personally check the location and measurements of installations which might be found on the stand space assigned, the following items are given as examples: fire-alarm systems, junction boxes, technical inspection hatches, water supplies, drainage systems, columns. The ESC does not accept responsibility for the detailed accuracy of the floor plans provided for Exhibitors' reference.

Each stand will be numbered by the ESC.

Motorised vehicles are not admitted within the Exhibition areas during build-up or dismantling periods nor at any stage during the Acute Cardiac Care Congress 2008.

Please ensure adequate means to transport your stand materials into the building and to the stand or order these services from the official Forwarder and Lifter: Fairexx (see page 14 shipping information).

EXHIBITION TIME SCHEDULE

- Stand construction should be finished on **Friday 24 October 2008 at 19:00** at the latest.

- All packing material, which is to be retained (e.g. for re-use) should be cleared from the Building by **19.00 on Friday 24 October**. After this time any materials left in the aisles will be cleared by the organisers and destroyed. The Working Group on Acute Cardiac Care accepts no liability for the packing material not removed in due time.

- No goods can be brought into the hall by trolleys or pallet trucks on **Saturday 25 October**. Saturday morning (until 12:00) should be used for installation of decor, computers, etc.

- The ESC will have an office (Organisers Office) in the Building from Wednesday 22 October until Tuesday 28 October.

EXHIBITION DATES

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday 23 October</td>
<td>8.00 – 19.00 Build-up</td>
</tr>
<tr>
<td>Friday 24 October</td>
<td>8.00 – 19.00 Build-up</td>
</tr>
</tbody>
</table>
| Saturday 25 October| 08.00-12.00 Decoration only  
                        | 12.00-13.00 Inspection by the ESC  
                        | 13.30-20.30 Exhibition open  
                        | 19.15 Opening Cocktail in exhibition |
Sunday 26 October: 08.30-18.15 Exhibition open
Monday 27 October: 08.30-18.15 Exhibition open
Tuesday 28 October: 08.30-12.30 Exhibition open
13.00 – 24.00 Dismantling

EXHIBITOR BADGES

Free Exhibitor Badges:
Exhibitors are entitled to a certain number of free badges; the number of these free badges for each Exhibitor will be determined according to the floor space allocated as shown below. Please note that company names other than those of listed exhibiting companies will not be produced or allowed.

All Exhibitor badges must be ordered by email using the form available online, saving the badge name file in CSV format. This email should be returned to the Acute Cardiac Care 2008 exhibition mailbox, EuroACCexhibition@escardio.org before 26 September, 2008.

Please note that you have the choice to choose how your free badges are inscribed. Please indicate when you send your email for the badges the number of ‘company only’ badges and the number of ‘individual’ badges you wish to receive (please indicate the person’s name).

<table>
<thead>
<tr>
<th>Stand size between:</th>
<th>Number of Free Badges:</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 and 49 m²</td>
<td>8</td>
</tr>
<tr>
<td>50 and 99 m²</td>
<td>16</td>
</tr>
<tr>
<td>100+ m²</td>
<td>24</td>
</tr>
</tbody>
</table>

Exhibitor badges will give access to the scientific sessions when space is available, to be sure of having a seat in the lecture room a standard delegate badge is recommended. Access to Satellite Symposia is at the discretion of the sponsor.

Additional Exhibitor Badges:
If the number of free Exhibitor badges is insufficient, extra badges (under company name only) may be purchased at a price of €33.45 plus VAT (19.6%) per badge.

Work Passes:
In the interest of security only those individuals directly responsible for the construction and dismantling of the stands will be permitted in the exhibit area during stand construction and dismantling times. To this end, work passes will be given out at the lorry unloading area during stand construction and dismantling times by Farexx. Registered Exhibitors may also gain entrance to the exhibit hall during installation and dismantling times by showing their Exhibitor badge at the entrances. Exhibitors are obliged to wear their badges clearly visible at all times when in the congress centre.

STAND CONSTRUCTION

All stands must be finished before the Organiser’s inspection visit at 12:00 Saturday 25 October. The Exhibitors or their qualified representative must be at their stand during this inspection and must be able to supply all information and certificates concerning equipment and materials used. Note that fire safety certificates should be valid in France and available in French language should authorities request this.

The decisions taken by the administrative authority, on the Committee’s opinion during its inspection visit, can go as far as preventing the stand from opening, and must be carried out immediately.

The Building and the Organiser refuse to accept any responsibility if the Safety Committee decides to close a stand because the Exhibitor has not respected the safety rules of the event or hosting country.

I) Exhibitors are asked to pay attention to the following stipulations:
- From Saturday 25 October 2008 12.00 hrs to Tuesday 28 October 2008 12:30 hrs, all stands are to remain in their entirety, no dismantling or removal during this period is permitted.
  - Any column of the Hall lying within the stand may be covered without causing any damage and in compliance with accepted height regulations. Fire & safety equipment should not be covered if it is not safe to do so. The Building will advise on this matter.
  - Articles to be exhibited must be kept within the stand perimeter.
  - The exhibition areas may only be covered by fitting platforms or carpets, which must be withdrawn by the exhibitor/decorator at the end of the exhibition.
  - All damages to flooring will be charged to exhibitor responsible. Therefore no mortar may be placed on the floor; nailing is not allowed with percussion tools or painting with spray guns.
  - Should there be an absolute need to carry out any unauthorised work, permission must be requested from the Organiser at least 4 weeks before the opening, providing detailed plans indicating weights and support surfaces for the products to be exhibited or the decoration to be fitted.
  - The (standard) maximum height of stand constructions is 2.5 metres. Written requests must be submitted to the Organiser if constructions will exceed 2.5 metres and will be judged on stand size, transparency & impact on event.
  - Two-storey structures are not allowed.
  - Arches, bridges or similar constructions connecting two or more stands are not allowed.
  - The maximum permissible load on the floors of the Building is 250Kgs/m² on the oak flooring (in the centre of the exhibition Hall) and 500 Kgs/m² on the marble floor perimetre.
  - Load capacity will be taken into account when entering the exhibited goods as well as during their handling.
  - Stands should be fully accessible on all ‘open’ sides. Requests to be partially exempted from this rule should be submitted in writing to the organiser.
  - The stand floor must be adequately covered, for instance with carpeting or carpet tiles.
  - It is to be noted that vehicles (including forklift trucks) are not admitted within the exhibition areas. Pallet trucks and other handling machines must be equipped with rubber wheels and may only be operated by the official Forwarder & Lifter, Fairexx GmbH.

II) Exhibitors are not permitted to:
  - No stands will be dismantled or removed prior to the end of the event.
  - Drill, screw or nail the walls, ceilings, floors or columns of the exhibition areas.
  - Place any heavy loads either on the structure of the walls and columns, or any of the technical installations of the Halls due to decoration or the objects on display.
  - Hang Advertising from the ceilings of the Halls or to affix stand parts, posters or other promotional material to columns, walls, girders, etc. of the Building within or outside the stand space assigned.
  - Dig trenches, anchorages or to make other structural alterations inside the Building, unless explicit authorization has been obtained from the Building owners.
  - Paint or Glue, in any way or part of the Exhibition area
  - Place articles to be exhibited in a manner, which, in the Organiser's opinion, affects or hinders neighbouring stands, e.g. as regards the visibility of the neighbouring stands.

III) Construction of Stands with a Floor:
  - A platform floor is advised if heavy equipment is stored on the stand (100kgs/m² or more)
  - Authorisation must be requested in writing to the organiser. A descriptive report and to-scale plans should be presented.
  - All stands with a floor over 50 cm. above ground level must present a construction certificate signed by the competent engineer. All glass fitted in the top of the floor shall be at least 0.5 cm. think, laminated and be of an approved safety type in France.
  - The floor area of the stand must not be covered with paint or glue. The stand area may be covered only by the installation of an elevated platform, use of carpeting that is held in place by its own weight on the floor or by adhesive bands. These items must be removed by the Exhibitor at the end of the exhibition.
- The use of wooden platforms is recommended for stands with a lot of electrical wiring; the stand construction company will be able to advise on this matter. Exhibitors who use such platforms should bear in mind that:
  The maximum height allowed, measured from floor level to the top of the platform is 10 cm;
  The platform sides must be closed and neatly finished. The platform edges must be safe (secured, safe & easily visible). Platforms should be placed within the stand perimeter.
- The platform must allow access to those in wheelchairs. Please note that the edges should be sloped for this purpose or a ramp included within stand perimeter.

IV) Construction of Stands with a Ceiling:
- Exhibitors may cover their stands with a fabric ceiling which meets the European safety norm EN13501/1 to class B standard. Certification must be available in French language if required by the authorities.
- Any and all horizontal decorations, ceiling areas and roofs require approval.

V) Construction of Walls – Lining – Corridors:
- In principle this separation wall should be 2.5 metres high, and finished on all sides. The separation wall is considered as part of the stand design and should be indicated on the stand drawings. If two neighbouring Exhibitors come to an agreement regarding the separation wall and this agreement differs from the policy prescribed by the Organiser, this agreement has to be approved of by the Organiser. Please note that all in-line and corner stands must also have a back wall. The rear sides of the stands shall be designed and decorated by the Exhibitor to whose stand they belong, provided that the interests of the neighbours are not affected thereby.
- Should the external area of a stand lining a corridor where visitors will pass be decorated with windows, photo-assemblies or other outstanding objects, the enclosure wall must be built 0.30 m. inside the boundaries of the stand itself and be transformed into an advertising support, giving continuity to the corridor and a pleasant look to the whole of the area.
- The stand construction, the installation of the objects on display and all advertising support must be sufficiently stable for public safety. A platform, if approved for construction by organiser and open to the public and over one metre below the lower level, must be surrounded by a handrail of at least 1.2m height.
- All peninsula, corner and in-line stands must be separated from the neighbouring stand(s) by means of a separation wall.
- Island booths are separated the width of an aisle from all neighbouring exhibits, demonstration areas may not be set on the aisle line of the exhibit; space must be left within the exhibit area to absorb the spectators. Should the spectators interfere with the normal traffic flow in the aisle or overflow into neighbouring exhibits, the presentation must be limited or stopped.
- All glass corners must be polished or protected so that there is no chance of anyone being cut. Glass doors and any other complete glass construction must be marked at eye level.
- Machinery demonstrations causing noise shall be reduced to a minimum in order not to disturb exhibitors and visitors.
- Regarding Machines and Moving Apparatus, the exhibitor will fit the installations that have to function throughout the event with all necessary working and accident prevention measures as shall be demanded by the technical regulations in use & local safety regulations for the installations.
- If the machinery or certain parts of the machinery are to be shown to the public while working, normal protection may be substituted by a protective shield of organic glass or a similar material.
- When the machines are not working and are only on display, the working protection mechanisms may be removed.
- Should this regulation be severely infringed and the Organiser considers that the working of the machine is a danger to people, the organiser will stop the machine from working.
- If these conditions are infringed, the responsibility for any accident will lie exclusively with the exhibitor, who must have contracted an insurance policy for unlimited civil liability for harm to third parties, albeit persons or objects.
The floor, columns and installations (distribution boxes, piping, rented shell stands, etc.) of the Building shall be left in the same state in which they were found. Any damage shall be repaired by the Building owners at the Exhibitor’s expense.

Any set-up or installation, which does not comply with the standard specifications or with the designs approved of by the Organiser, must be corrected by the Exhibitor before the opening of the exhibition. Failure to do so will result in the correction being made by the Organiser. All expenses for these corrections will be payable by the Exhibitor. The Organiser accepts no responsibility for damages caused by these corrections.

The set-up and installations shall be finalised by the deadlines fixed, and the packing material shall be removed from the stand. If it appears to the Organiser that the equipment and furnishing and/or the set-up and installation of the rented stand site will not be completed in due time prior to the deadline, the organisers shall be entitled to take all measures they may deem necessary. The Exhibitor shall pay all costs that could arise there from. He shall not be entitled to any claim for reimbursement that may arise in consequence of such an intervention.

**Fire & Safety**

- Please note that fire extinguishers must always be kept free at all times.
- Escape routes, doors and emergency exits (indoor and out) should be kept free of any obstruction and be kept in full view. Similarly for fire fighting equipment, fire safety signs and emergency wall phones. No product/company signs, decorations or stand roofs should be placed above an emergency exit.
- For booth construction etc., only non-inflammable materials or materials meeting the European safety norm EN13501/1 to class B standard may be used.
- Easily inflammable or explosive substances, gases or dangerous goods, including radio-active and chemical substances, are not permitted in the building.
- No working materials or tools causing possible obstruction may be left in corridors during assembly or removal.
- All edges of organic glass (Plexiglas, acrylics, etc.) shall be suitably protected to prevent fire from spreading.
- Under no circumstances shall means of evacuation (emergency exits), luminous signs, extinguishers, fire hydrants, indicators and other protection equipment be obstructed.
- No inflammable materials may be stored in offices, stores or on decorative enclosures on columns.
- Likewise, junction boxes (electricity, telephones, T.V., gas, water, compressed air, etc.) and access to the equipment or dependencies of the Hall may not be locked.
- Easily inflammable materials shall not be used for any construction or installation.
- The use of spray guns and celluloid lacquer for painting the interior of the Halls is prohibited. This prohibition shall also extend to inflammable liquids and the use of aerosols containing gas.
- All welding work will require the corresponding permit and take place inside a sufficiently protected area provided with a fire extinguisher belonging to the applicant to prevent any possible fire.
- The use of balloons filled with inflammable gas is prohibited in the Halls.
- There will be no recipients with inflammable material on the stands for waste or rubbish. Waste paper baskets and rubbish bins must be emptied every evening when closing, and the contents placed in the dustbins provided by the Building for this purpose.
- The storage of any type of wrapping or packaging on the stands is prohibited.
- Materials such as decorative cloths, contact glues, carpets, etc. must be non-flammable and the corresponding certificates shall be presented.
- All other installations must adhere to regulations in force at the time. The stands, materials, installations, advertising supports, etc. must conform to public safety requirements.
- Motorised vehicles and hand trolleys are not admitted within the Exhibition areas during build-up or dismantling periods or at any stage during ACUTE CARDIAC CARE 2008. Please ensure adequate means to transport your exhibit materials into the building and to the stand or order these services from the official freight forwarder.
- It is strictly forbidden to store wood, paper, straw, cardboard and packaging materials which are a fire hazard in the exhibition areas, the booths, the areas behind them and the cabins.
Cleaning & Refuse

The Organiser shall see to the regular general cleaning of the Building and the aisles therein. Booth cleaning is mandatory after Exhibitors installation and set-up. Cleaning is also strongly advised during the exhibition and should be ordered by each exhibitor from the building.

Please see Order Form online at: http://www.escexhibition.org/acc2008/default.aspx

Electricity

All electrical connections must be made under the supervision of an authorised electrician. At the time of the official inspection the relevant reports on the wiring (information on connections) must be presented to the Building for submission to the authorities. Please order your electricity and connections on the Order Form available online. Please do not forget to indicate on the Order Form where you wish the electrical connections to be installed.

IMPORTANT: Supplies will be switched on 30 minutes before opening during the duration of the meeting, and switched off 15 minutes after the Exhibition closes every day.

Twenty-four-hour supplies, direct current and non-standard voltages, currents and frequencies can be arranged provided sufficient notice is given to SEPCV – mention your needs when returning the electrical order form.

Telephone & Facsimile Connection

Exhibitors should use the relevant Order Form online for telephone and fax connection.

Water

Please note that there is no Water Connections available in the Exhibition area.

Storage

No refuse (e.g. empty cartons, crates or shipping/packing materials) may be left behind in your booth or in the aisles. If any Exhibitor or his contractor(s) leave such materials behind, the costs of removing will be charged to the Exhibitor. Please contact the official forwarder for handling and storage of your empty crates and other packing material during the length of the exhibition.

SHIPPING INFORMATION

Official Forwarder and Lifter:
Fairexx GmbH
Marienstrasse 28
12207 Berlin
Germany

TEL +49 (0)30 44 03 47 0
FAX +49 (0)30 44 03 47 79

Contact:
Ms Sandra Guenther  sandra.guenther@fairexx.de/+49 (0) 173 60 92 583 (this number is for on-site use also)
Web: www.fairexx.de

For both Airfreight and Roadfreight shipments - a pre-alert in advance is required.
A shipping manual will be available online at http://www.escexhibition.org/acc2008/default.aspx
Airfreight

Your shipments should arrive at Paris - Roissy CDG airport (CDG) not later than 15 October 2008

Consignee Address: AGILITY Fairs & Events
c/o Agility - FAIREXX GMBH
Zone de fret 6
FR- 95 976 ROISSY CDG / FRANCE

Notify: Acute Cardiac Care 2008 / Exhibitors Name / Hall / Stand Number

Please send your shipments prepaid, on own Masterairwaybill, consigned to above mentioned address. 3 original Invoices should be attached to the Airwaybill.

Roadfreight via warehouse :

Your shipment should arrive at our local warehouse not later than 16 October 2008

Warehouse Address: AGILITY Fairs & Events
c/o FAIREXX GMBH
Parc des expositions de Villepinte
Bureau des Transitaires
Batiment M2
FR-93420 VILLEPINTE / FRANCE

Notify: Acute Cardiac Care 2008 / Exhibitors Name / Hall / Stand Number

Full Trailer Loads

Should arrive directly at Palais des Congres de Versailles, in accordance with the official Build-Up Dates and Times.

Fairground Address: Palais des Congrès de Versailles
c/o FAIREXX GMBH
Place du Château – 10,
Rue de la Chancellerie
FR - 78 000 Versailles / FRANCE

Notify: Acute Cardiac Care 2008 / Exhibitors Name / Hall / Stand Number

To ensure that reception of your shipment is managed, please fax a full pre-advice at least 3 days before its arrival to FAIREXX LOGISTICS Fax. +49 – 30 – 44 03 47 79 attn. Sandra Guenther.

Please note you are responsible for carrying your parcels directly to your booth then back to your truck at the end of the event. The Official freight forwarders, FAIREXX, can help you achieve this; you may also hire manpower - contact our exhibition supplier sepcv – contact Mr Jerome Cayrouse, email: jcayrouse@palaisdescongres-versailles.com

Customs Information/Taxes & Duties

The Exhibitor will pay the various taxes and duties he might owe resulting from his taking part in the exhibition. Further information will be communicated later.
Transport Regulations / Handling

The mechanical lifting and carrying of goods within the hall can only be carried out by the Official Forwarder and Lifter: Fairexx GmbH. **It is prohibited to drive motorised vehicles (including forklifts) into the building.**

Fairexx will advise Industry representatives on the mechanical lifting and carrying of goods in their quotation.

During the Meeting dates, from Saturday 25 October 08:00 to Tuesday 28 October 13:00 only light articles may be taken in the exhibition hall, pallet trucks may not be used.

Do not place anything in the aisles outside the stand. If you do, you will block the passageway for other transport. Fairexx has the right to store all packaging that is left in the aisles after 24:00 on **Tuesday 28 October 2008.**

Always park your vehicle in the allotted space. Note that parking is not allowed in front of doors or on ramps. Do not block the doors Truck and car parking is available on the fairground, payment can be made on-site (no need to pre-book).

Please request a quote to the official Forwarder and Lifter Fairexx available online at [www.ESCexhibition.org](http://www.ESCexhibition.org)

Access Plan to the Venue

Stand Services

If you wish to order services, which are not mentioned in online order forms please contact:

Mr. Jerome Cayrouse  
PALAIS DES CONGRES DE VERSAILLES  
10 Rue de la Chancellerie  
78000 - VERSAILLES  
FRANCE  
Tel. : +33 1 30 97 89 00  
Fax : + 33 1 30 21 15 82  
Email: jcayrouse@palaisdescongres-versailles.com
Catering
All food & drink offered in exhibit area must be arranged via the official caterer. See menu selection & online order form from the Official Caterer, at: www.ESCexhibition.org.

Smoking
Smoking is not permitted anywhere in the Building. Ashtrays and ash urns are prohibited in the building.

Alcohol
Exhibiting Companies will refrain from serving any alcoholic beverages from the stand.

Children
Children under the age of 16 are not permitted in the exhibition halls.

Stand Activities, Hospitality and Publicity

I) The main activity of any exhibition stand should be the presentation of the exhibiting company and/or its products or services. The use of photographers, portrait artists or other 'attractions' is not allowed, any similar project must be submitted for the approval of the ESC prior to Acute Cardiac Care Congress 2008. Failure to do so may result in the exhibitors being obliged, at their own expense, to discontinue any such activity on-site.

II) The projection of films and slides, any amplification with the aid of loudspeakers, the production of music and/or sound, as well as the use of television sets, is allowed as long as no disturbance is caused. If the ESC judges that a disturbance is being caused, the Exhibitor is to halt the activity immediately. If this is not done, the ESC reserves the right to make the necessary arrangements at the expense of the Exhibitor.

III) Companies wishing to arrange or sponsor sessions are invited to arrange a satellite symposium or workshop, as detailed elsewhere in these Guidelines. Exhibit space is intended to display scientific information on products and/or services, therefore positioning auditoria on stand areas is not permitted. This does not exclude companies from giving product based presentations, but the area set aside for an audience should not resemble a theatre – therefore no more than twenty seats should be provided and this area should not be covered. It should be positioned well within the stand area (not less than three metres from the stand perimeter). The focus of presentations should be product-related information and not presenters themselves. Celebrated or costumed presenters may be employed as long as they are not central to the presentation or its publicity. Where Key Opinion Leaders (KOLs) are employed as presenters, their presence should be discrete and not publicly advertised. In addition, the nature of the presentation should be informal and in no way resemble any official session format, be it a Workshop, Satellite, Meet the Expert or Acute Cardiac Care programme. All such activities require the prior approval of the ESC.

IV) All audio-visual activities require the written permission of the ESC, if you intend to organise any audio-visual activity please ask the ESC for the details of this policy.

V) Notwithstanding the legal responsibilities of each Exhibitor at his own stand, the ESC policy that small give-aways are acceptable at the exhibition (maximum retail value € 5) for example badges, T-shirts, pens. All such give-aways must have the written approval of the ESC. The distribution of give-aways should be low profile and should in no way overshadow the main activity of the stand. Please inform the ESC (EuroACCexhibition@escardio.org) of your planned Stand Activity and Give Aways, before 25 August 2008.

VI) Exhibitors shall refrain from holding lotteries, organising games of chance and using "market stall techniques". Only quizzes with a scientific content can be held at the stand. Any such activity must be approved of by the ESC. Participation can be 'rewarded' with a prize. However, the prize should be the same for everybody. 'Drawing winners' is not allowed. Maximum retail value should be € 5. If the prize is a 'medical information carrier' such as a medical text book, a CD-ROM, a tape, a slide set, USB memory stick etc., the maximum retail value should not exceed € 50.
VII) Distribution or display of material printed by industry or its agents is limited to the area rented by the Exhibitor in the exhibition. The placement of both signs and billboards is limited to the area rented by the Exhibitor in the exhibition area.

VIII) "Special effect" lights, laser, sound & video projection on the stand will be allowed with written permission of the ESC.

IX) Exhibitors are not allowed:
- To use names or trademarks which may be misleading or cause hindrance to the Exhibitors at the other stands or to visitors to the Acute Cardiac Care Congress 2008.
- Barring exemption applied for and granted, to sell goods against surrender of the purchased items or to receive money in any way for goods sold or offered for sale or for services rendered.
- To affix sold-tags to goods on display.
- To remove exhibits from the stand, to add exhibits to the stand or to cover (parts of) exhibits on the stand. Nor should stands be dismantled or removed prior to the end of the event.

X) The site assigned to the Exhibitor shall be staffed at the beginning of the exhibition (Saturday 21 October, 19:15), during the opening hours of the exhibition as well as during the construction and the dismantling and removal of the stand. The Exhibitor shall make sure that either himself or a person authorised by him is present at the site at all times.

XI) The use of the name of the Acute Cardiac Care 2008, European Society of Cardiology or the European Heart House (EHH), as well as the logos of these entities, is strictly forbidden in any advertising, publicity, sign, product, printed matter, film, video, or other media etc. without the explicit permission in writing of the owning body the ESC.

The only exception is that Exhibitors may refer to Acute Cardiac Care 2008 as "Acute Cardiac Care 2008, meeting organized by the ESC Working Group on Acute Cardiac Care.

XII) Exhibitors or their agencies are not allowed to reproduce texts, drawings or graphics that have been specially produced by the ESC for use in publications such as the Final Programme or the Abstract Book.

XIII) None of the exhibits may be photographed or filmed without the permission of the relevant Exhibitor. The ESC is entitled to photograph, draw or film the installations and stands, as well as the exhibits thereon and to use these reproductions in its publications and in the press.

XIV) The Exhibitor is entitled to photograph or film his/her own exhibition stand during exhibition hours.

Surveillance and Security

The ESC undertakes the general surveillance service of the Building, both by day and at night.

The Exhibitor shall be responsible for the security of his stand and exhibits. Exhibitors are recommended to pay close attention to the exhibits during the stand construction and dismantling periods as well. We strongly urge exhibitors to secure their stand against theft or damage. Valuable objects, which may easily be removed, should be locked away during the night or whenever the stand is left unattended. Particular attention should be paid to goods awaiting collection at the end of the Congress.

The ESC accepts no responsibility for goods stolen from exhibits. Security services can be ordered through the building.

The ESC may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of the Acute Cardiac Care Congress 2008, or who refuses to comply with the local safety rules.

Insurance and other Charges

Additionally, all exhibition goods and packaging materials shall be insured at the expense and risk of the Exhibitor. **Neither the Building nor the ESC** can accept any responsibility for damage, loss, theft, disappearance or injury of anything or anybody due to any cause. The exhibitor and the contractors he may employ are therefore obliged to take out insurance against third party risks.
including public liability protection before the start of the exhibition. The cost of this insurance is for the exhibitor’s account.

Exhibitors should also be covered against any claims, which may ensure from transportation to and from the Building. A copy of this insurance, or proof of adequate cover, must either be sent to the ESC before **18 August 2008**, or be available for inspection on-site.

### Section 4

– **Satellite Symposium / User Group Session**

The Working Group on Acute Cardiac Care invites companies to organise special sessions as part of the Acute Cardiac Care Congress 2008. These so-called Satellite Symposium / User Group Session/ User Groups will be allotted time slots during which no other type of scientific sessions will be held.

The following rules that apply to Satellite Symposia are the same for the User Group Sessions (with a maximum capacity of 75 seats).

#### CONDITIONS FOR HOLDING A SATELLITE SYMPOSIUM OR A USER GROUP SESSION

**Applying to hold a Satellite Symposium / User Groups**

In order to be considered by the Acute Cardiac Care Programme Committee, a complete application form must reach the ACC 2008 Secretariat offices, before **31 March 2008**.

**Exhibition Stand**

To obtain permission to hold a Satellite Symposium / User Group Session, an exhibition stand of 9 m² or larger is required. Cancelling your exhibition space at a later stage will also mean cancelling your Satellite Symposium / User Group Session.

**Duration**

The Satellite Symposium should fit in the standard time unit of one 75 or 90-minute session. The lunchtime Satellite Symposium / User Group Session should not alter in any way the scientific sessions held in the lecture room before and after the Satellite Symposium / User Group Session(See following chapter). The User Group Session should have duration of 45-minutes maximum and are by invitation only.

**Lunch time Satellite Symposium / User Group Session**

Companies organising Satellite Symposium / User Group Session during the lunch time will be allowed to enter the Lecture rooms at 12:35 after the scientific session and must leave the lecture rooms at 13:50 in order to let the ESC staff prepare the following scientific sessions. Organising companies must adhere to the strict time limit. The Chairpersons of the sessions immediately prior to the symposia will be asked to respect the session duration.

**Access - Badges**

- Companies only have access to the rooms at their scheduled time slots.
- All involved in the operation of the Satellite Symposium / User Group Session (hostesses, film crew, technicians...) must also have a valid badge (Exhibitors, active participant or day ticket badges).
- All persons attending the Satellite Symposium / User Group Session must be registered either as full participants or as exhibitors; persons without such a badge will not be allowed to enter the room.
- The Satellite Symposium / User Group Session must be open to all registered Meeting participants.
- The attendance of the User Group Session cannot exceed 75 persons and must be by invitation only.

**Lecture Room**

Any installations or alterations to the rooms can only be made with explicit approval of the ESC.

**Promotion**

Promotional material announcing Satellite Symposium / User Group Session may only be distributed in the following ways:

- Display of one **non-rigid**, paper poster (A0 format) in the Registration Area the day of your session. Times and a document to follow at a later date.
- Display of posters 30 minutes before the beginning of the session in front of the assigned room. Posters are not permitted in the building other than on the booth.
- Distribution of material (flyers...) at the entrance of the assigned room 30 minutes before the beginning of the session, nowhere else in the building other than on the booth.
- Handing out material from the exhibition booth.

**Reception** space must not be used for entertainment, poster displays, presentations or any other promotional purposes. Please respect this rule, especially during lunch time.

**Payment**
Payment for the Satellite Symposium / User Group Session has to be completed before **Monday 20 October 2008**.

**Overflow**
No overflow area is planned for Satellite Symposium / User Group Session.

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**IMPORTANT:**
It is strictly forbidden to hold Satellite Symposium / User Group Session outside the Acute Cardiac Care Congress 2008 premises between 20 and 31 October 2008

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**TIME SLOTS RESERVED FOR SATELLITE SYMPOSIUM**

- **Sunday 26 October 2008:**
  12:35-13:50 and 18:00-19:30

- **Monday 27 October 2008:**
  12:35-13:50

**TIME SLOTS RESERVED FOR USER GROUP SESSION**

- **Sunday 26 October 2008:**
  12:45-13:30

- **Monday 27 October 2008:**
  12:45-13:30

**COST OF SATELLITE SYMPOSIUM / USER GROUP SESSION**

The cost of a Satellite Symposium / User Group Session includes:

a) A basic price of
   - € 30 000 (+ VAT) for Lunch or Evening Satellite Symposium.
   - € 10 000 (+ VAT) for a 45-minute User Group Session

b) Plus room rental (not included in basic price)

The basic equipment of a lecture room is:
- Chairs arranged theatre-style
- 1 lectern for the speakers with PC with 2 table microphones
- 1 table for 2 chairpersons + 2 microphones
- Aisle microphones in the room for the delegates
- 1 Video-projector
- 1 screen for projections
- 1 Technician
- Room networked with the Speakers’ Service Centre
- 1 Hostess

**DOUBLE PROJECTION AND TRANSLATION ARE NOT ALLOWED!**

c) We strongly invite you to use the facilities of the Speakers’ Service Centre (SSC)
- Access to the Speakers’ Service Centre.
- Audio-visual assistance to all speakers from the session.
- Scientific programme of the session announced at the entrance of the room.
- Names of the chairpersons (only) on the table.
- A hostess available in the lecture room during the session to assist speakers & chairpersons
The Speakers’ Service Centre will be open*:

- On **Saturday 25 October 2008**: from 12:00 to 18:30
- On **Sunday 26 October 2008**: from 07:30 to 18:30
- On **Monday 27 October 2008**: from 07:30 to 18:30
- On **Tuesday 28 October 2008**: from 07:30 to 12:30

* Subject to changes

**Plus cost for any extras**

E.g. extra audio-visual equipment, extra furniture, extra decoration, etc... To order any extra equipment we suggest you to contact the official suppliers whose details are available on: [www.ESCexhibition.org](http://www.ESCexhibition.org).

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### SATELLITE SPEAKERS & CHAIRMEN RULES

**Speakers and Chairpersons of regular scientific sessions also involved in Satellite Symposia / User Group Sessions**

The Company organising the Satellite Symposium / User Group Session must cover the expenses for:
- Hotel Accommodation
- Travel
- Related claim expenses

The ACC Congress will cover:
- Registration fee
- Faculty Dinner invitation, spouses included

**Exception** is made for the Executive Scientific Committee Members Prof. N Danchin, Prof. G.S. Filippatos, Prof. M. Tubaro. All their expenses will be covered by the Acute Cardiac Care Congress.

**Speakers and Chairpersons only involved in Satellite Sessions**

The Company organising the Satellite Session must cover all expenses of Speakers/Chairpersons of their Satellite Symposium / User Group Session. This includes:
- Travel
- Hotel Accommodation
- Participation to Social Events
- Registration fee

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### SCIENTIFIC PROGRAMME OF SATELLITE SYMPOSIUM & MEET THE EXPERTS SESSION

The ESC will send you by April 2008 a session form to be completed with the satellite Symposium / User Group Session scientific programme.

The complete scientific programme of the Satellite Symposium / User Group Session, typed on the special forms provided by the ESC, must reach the ESC offices, Sophia Antipolis, France, before **30 July 2008**.

The Scientific Committee will validate the scientific programme on **30 July 2008**.

**Scientific Programme should be sent to:**

The ESC  
Mrs. Karen Béné  
Acute Cardiac Care 2008  
2035, Route des Colles  
Les Templiers  
B.P. 179  
F-06903 SOPHIA ANTIPOLIS CEDEX  
France  
Tel: +33 (0)4 8987 2003 - Fax: +33 (0)4 9294 1824 - Email: satellite@escardio.org

**IMPORTANT**

- No product names or brand names are allowed in the title or in the scientific programme of the session. Please use generic names.
- No abstract forms need to be submitted for Satellite Symposium / User Group Session.
- Abstract poster sessions are not allowed during the Satellite Symposium / User Group Session or during any reception before or after the Sessions.
- The ESC does not cover the expenses related to the Speakers and Chairmen of Satellite Symposium / User Group Session even if active in the Scientific Programme, please refer to the above chapter "Satellite Speakers and Chairmen rules".

**EBAC**

Acute Cardiac Care Congress 2008 will be reviewed for accreditation by the European Board for Accreditation in Cardiology (EBAC). The number of credits will be announced online. EBAC works in cooperation with the European Accreditation Council for Continuing Medical Education (EACCME) which is an institution of the European Union of Medical Specialist (UEMS).

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### CHANGES IN THE SATELLITE SCIENTIFIC PROGRAMME / ERRATUM POLICY

Once your scientific programme has received approval from the Acute Cardiac Care 2008 Committee, all changes post approval must be sent in writing to Mrs. Karen Béné of the ESC at satellite@escardio.org in order to ask for re-approval of your session. We ask that you respect the deontology of this programme and adhere to the approved content of your scientific programme.

The ESC cannot guarantee to respond positively to the changes requested.

The ESC kindly asks the Company to inform of any modifications to the Scientific Programme of the Satellite Symposium / User Group Session and Meet the Expert Sessions before **25 August 2008** in order to be printed in the Final Programme.

Late modifications in the Satellite Scientific Programme received on or after **25 August 2008** cannot be printed in the Final Programme. The ESC cannot guarantee to be able to communicate any alterations received after **25 August 2008**.

Changes in the scientific programme of Satellite Symposium / User Group Session will be mentioned in the **ERRATUM**.

**Session Format**

Satellite Symposium / User Group Session must follow one of the formats listed below:

- **a) Satellite Symposium 75-minute or 90-minute:**
  At least 4 presentations.

- **b) User Group Session, 45 minutes:**
  2 speakers only. The attendance cannot exceed 75 persons and must only be on invitation.

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### ROOM ASSIGNMENT

Rooms are assigned by the ESC on a first come, first served basis after the deadline for Industry Sponsored sessions application, **31 March 2008**.

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### CANCELLATION POLICY

**Cancellation Policy:** Cancellations of Satellite Symposium / User Group Session should be sent by registered mail to the ESC.

If cancellation is received after the ESC launched the invoicing process and before **15 June 2008**, 50% of the total due amount will be charged.

If the Satellite Symposium / User Group Session is cancelled on or after **15 June 2008** date the full compensation fee will be invoiced.

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### ENFORCEMENT OF RULES

Infringements of these Guidelines and Conditions will be referred to the Board of the Acute Cardiac Care Association. If a serious infringement is deemed to have been committee, the company in question may be refused access to future Acute Cardiac Care Congresses.
Section 5 – SPONSORSHIP, PROMOTION & ADVERTISEMENT OPPORTUNITIES

FINAL PROGRAMME ADVERTISEMENT OPTIONS ACUTE CARDIAC CARE CONGRESS 2008
Ultimate, definitive Programme for Acute Cardiac Care Congress 2008, in printed version, with full scientific agenda, Exhibition and Satellite Information and Congress Reference outlines. Hard copies are placed in each Delegate Bag on-site at the Congress offering maximum exposure and recognition to the Sponsor of this vital congress publication. Corporate Name, Logo and product permitted on approval by the organiser.

Various Advertisement spaces are still available, for further information contact Sponsorship@escardio.org

DELEGATE BAG INSERTS IN CONGRESS BAGS
This is a highly popular Insert created by your company highlighting Congress exhibition and/or Satellite activity inserted into each Delegate Bag distributed on-site at the meeting. On collection of the Official Congress Bags, your company invitation to Satellite or Booth will go directly into the hands of thousands of delegates.

Cost: €4,000 (excluding VAT)

All Delegate Bag Inserts or promotional materials referring to the Satellite Symposia / User groups must receive ESC approval prior to being printed and shipped. Please send a proof of the Delegate Bag Insert to be approved to Sponsorship@escardio.org by 28 July 2008. Once approval has been given, all materials to be inserted in the Congress bags must arrive at the ESC at the following address before 8 September 2008.

European Heart House
Delegate Bag Inserts for Acute Cardiac Care 2008, “Your Company Name”
Attention Sabrina Volle
2035, Route des Colles
B.P. 179 Les Templiers
F-06903 SOPHIA ANTIPOLIS CEDEX
France

WEB LINKS ACUTE CARDIAC CARE CONGRESS 2008
In order to allow Exhibiting companies, Satellite Symposia and User Groups organisers to promote their booth or sponsored sessions, companies are invited to create a ‘Web Link’, in the form of a web page invitation, to be linked to the Acute Cardiac Care Congress 2008 Web Site.

The “Promotional Material Web Link” is available to exhibiting companies only and may be used only to inform participants about the upcoming Acute Cardiac Care Meeting. For any further information please contact: Sponsorship@escardio.org

All Web Links referring to the Satellite Symposia / User Groups must receive prior ESC approval. Please submit a proof of for approval to Sponsorship@escardio.org by 30 June 2008. Once approval has been given and the Scientific Programme activated on line, the weblink will be linked to the site.

Cost: €1,000 (excluding VAT and production costs).

CONGRESS BAGS ACUTE CARDIAC CARE CONGRESS 2008 – EXCLUSIVE SPONSORSHIP
Exclusive sponsorship of the official Acute Cardiac Care Congress 2008 Congress Bags with Corporate name and Logo permitted. This is the official and exclusive Congress Bag and is one of the most popular items within the sponsorship remit.

Cost: €15,000 (excluding VAT)

The possibility is also available for Sponsors to create their own Delegate Bags, please contact Sponsorship@escardio.org for further information.
NOTE PADS & PENS ACUTE CARDIAC CARE CONGRESS 2008 – EXCLUSIVE SPONSORSHIP
Your company may be the exclusive sponsor of the official Congress Notepads and Pens, either separately, or as a combined option. The only Acute Cardiac Care Congress 2008 Notepads and Pens will be placed in every Congress Bag, ensuring maximum target group reach with the Sponsor Corporate Logo and name permitted.

Cost: **C10,000** (excluding VAT)

The possibility is also available for Sponsors to create their own Notepads and Pens, please contact Sponsorship@escardio.org for further information.

BADGE LACES ACUTE CARDIAC CARE CONGRESS 2008 – EXCLUSIVE SPONSORSHIP
Exclusive sponsorship of the Acute Cardiac Care Congress 2008 Badge laces, with company name and logo which will be available to all registered delegates at the Congress, this is the only official Badge Lace (or lanyard) provided at the Congress.

Cost: **C13,000** (excluding VAT)

The possibility is also available for Sponsors to create their own Badge Laces, please contact Sponsorship@escardio.org for further information.

WEB SPACE ACUTE CARDIAC CARE CONGRESS 2008 – EXCLUSIVE SPONSORSHIP
Exclusive sponsorship of the official Webspace located in a prime location on-site for the duration of the congress. Your company logo will be listed on all screen savers, various forms of signage permitted throughout the webspace area as well as prominent acknowledgement within the Acute Cardiac Care 2008 Final Programme.

Cost: **C12,000** (excluding VAT)

Please contact Sponsorship@escardio.org for further information on this premium opportunity.

ABSTRACT CD-ROM ACUTE CARDIAC CARE CONGRESS 2008 – EXCLUSIVE SPONSORSHIP
The official Abstracts CD-ROM of the Congress will be distributed from the sponsor’s booth to all delegates who present the redemption voucher. The voucher will be inserted in all conference bags. The below price includes production of the CD-ROM, but excludes production of the voucher.

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**Deadlines-at-a-Glance**

**31 March 2008**
Deadline for sending the Application Forms.

**15 July 2008**
Deadline for companies to send the complete scientific programme of the satellite session.

**28 July 2008**
Send product and/or company description for Final Programme

**11 August 2008**
Deadline for Exhibitors to send an exact statement of the dimensions of the stand, as well as plans and descriptions of the stand; both layout and side elevation view. Safety certificates should be submitted by this date if required.

**18 August 2008**
Deadline to send a copy the insurance, or proof of adequate cover, to the ESC. Failing this, proof of adequate cover must be available on site to show to ESC or responsible authorities.

**25 August 2008**
Deadline for companies to inform the ESC of the Stand Activity and Give Aways distributed on the Stand.
Also Deadline for Erratum: deadline for companies to send any alterations of the satellite symposia contents and product description.
Deadline for companies to send all material to be inserted in the Congress bags.

**20 September 2008**
Deadline to order free exhibitors badges. Telephone & DSL network connections should be ordered by this date to avoid costly late fees.

**21 September 2008**
Deadline for Stand Service orders with French-In

**23 September 2008**
Deadline to receive all material to be inserted in the Congress Bags.

**25-28 October 2008**
Acute Cardiac Care Congress 2008 – Versailles, French-Republic

* N.B. After 15 July 2008, no further corrections will be taken into consideration for the printing of the Final Programme but in the Erratum.

**Contact Persons**

For information on Exhibition, please contact:
Anne-Laure Leuba, Acute Cardiac Care 2008 Exhibition Sales & Logistics
Tel: +33 (0)4 92 94 35 10 - Fax: +33 (0)4 92 94 76 26
E-mail: EuroACCexhibition@escardio.org

For information on Satellite Symposia please contact:
Karen Béné, Scientific Department
Tel: +33 (0)4 89 87 20 03 - Fax: +33 (0)4 92 94 76 26
E-mail: Satellite@escardio.org

For information on Sponsorship, Promotion & Advertising, please contact:
Kristina Simon, Industry Services Department
Tel +33 (0)4 89 87 20 09 - Fax: +33 (0)4 92 94 76 26
Email: Sponsorship@escardio.org
General Information

Acute Cardiac Care Secretariat:
Tel: +33 (0)4 92 94 76 00 - Fax: +33(0)4 92 94 76 01
E-mail: EuroACCsecretariat@escardio.org

ESC/ Registration Department
Tel: +33 (0)4 92 94 76 12 - Fax: +33(0)4 92 94 76 10
E-mail: EuroACCregistration@escardio.org

ESC/ Scientific Department
Tel: +33 (0)4 92 94 35 11 - Fax: +33(0)4 92 94 76 20
E-mail: EuroACCscientific@escardio.org

Hotel Accommodation and Social Event
Tel: +33 (0)4 92 94 86 23 - Fax: +33 (0)4 92 94 76 16
E-mail: EuroACChotels@escardio.org

The Building

General co-ordination & Technical services:
Mr. Jerome Cayrouse
PALAIS DES CONGRES DE VERSAILLES
10 Rue de la Chancellerie
78000 - VERSAILLES
FRANCE

Tel. : +33 1 30 97 89 00
Fax : + 33 1 30 21 15 82

Email: jcayrouse@palaisdescongres-versailles.com