GUIDELINES FOR INDUSTRY PARTICIPATION

Acute Cardiac Care 2013

2nd Annual Congress of the Acute Cardiovascular Care Association

12-14 October 2013
Madrid Spain

www.escardio.org/ACCA
Your Contacts

Addresses/ Contact Details

- For General Information please contact:

**Acute Cardiac Care Secretariat:**
ESC - European Heart House  
2035, route des Colles - Les Templiers - BP 179  
06903 Sophia Antipolis, FRANCE  
Tel.: +33 (0)4 92 94 76 00  
Fax: +33 (0)4 92 94 86 29  
Email: EuroACCCsecretariat@escardio.org  
Web Site: http://www.escardio.org/congresses/acute-cardiac-care-2013/

**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: EuroACCCscientific@escardio.org

**ESC/ 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

- For information on Sponsorship, Exhibition, and Industry Participation contact:

**Exhibition**  
Contact: Ms. Abir Ghorab, Exhibition Officer  
Tel: +33 (0)4 92 94 35 14 - Fax: +33 (0)4 92 94 76 26  
E-mail: EuroACCSServices@escardio.org

**Sponsorship**  
Contact: Mr. Fabrice Calabrese, Sponsorship Officer  
Tel: +33 (0)4 92 94 18 25 - Fax: +33 (0)4 92 94 76 26  
Email: Sponsorship@escardio.org

**Satellite Symposia**  
Contact: Ms. Abir Ghorab, Exhibition Officer  
Tel: +33 (0)4 92 94 35 14  
Fax: +33 (0)4 92 94 76 26  
Email: EuroACCSServices@escardio.org

- The Venue

**Hotel Auditorium**  
Avenida de Aragon 400  
28022 Madrid, Spain  
Tel: +34 91 400 44 00  
Fax: +34 91 400 44 09  
Web Site: www.hotelauditorium.com
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>17 May 2013</td>
<td>Deadline for returning Application Forms.</td>
</tr>
<tr>
<td>22th July 2013</td>
<td>Deadline for companies to send the complete scientific programme of the satellite session.</td>
</tr>
<tr>
<td>1 August 2013</td>
<td>Cancellations of the stand before this date 50% fee, after this date 100% fee.</td>
</tr>
<tr>
<td>5 August 2013</td>
<td>Send product and company description for Final Programme and ESC website.</td>
</tr>
<tr>
<td>19 August 2013</td>
<td>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.</td>
</tr>
<tr>
<td>20 September 2013</td>
<td>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 Congress Bags.</td>
</tr>
<tr>
<td>12 September 2013</td>
<td>Deadline to order free exhibitor badges using the online form.</td>
</tr>
<tr>
<td>27 September 2013</td>
<td>Deadline for Stand Service and Stand Package orders with Exposistem Telephone &amp; Internet connections should also be ordered by this date to avoid costly late fees.</td>
</tr>
<tr>
<td>01 October 2013</td>
<td>Deadline to receive all material to be inserted in the Congress bags.</td>
</tr>
<tr>
<td>12 – 14 October 2013</td>
<td>Acute Cardiac Care Congress 2013 – Madrid, Spain.</td>
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</tbody>
</table>
Dear Friends and Colleagues,

The Acute Cardiovascular Care Association (ACCA) is very pleased to welcome you to the annual Acute Cardiac Care Congress 2013 in the great city of Madrid.

The main theme of this edition is "Acute cardiovascular care: A multi-disciplinary endeavor".

Acute cardiovascular care begins in the moment the patient seeks medical attention, either at home, calling the emergency system, consulting his/her primary care physician or going to the emergency room. Then, acute cardiovascular care encompasses several processes of care focused on the presenting syndrome, which may need different levels of attention, from out of hospital to intensive cardiac care. Therefore, acute cardiovascular care requires networking through a multi-disciplinary approach.

The aim of the congress scientific program is to develop a comprehensive multi-disciplinary review of all recent advances in acute and intensive cardiovascular care medicine.

With more than 40 high quality scientific sessions -main symposia, how to sessions, challenging cases, abstract sessions and a new feature for 2013: a specific educational track for young professionals, including case sessions presented by residents-, the congress should become the natural interactive forum for all specialists involved in acute cardiovascular care: cardiologists, emergency care physicians, intensive care physicians, internists, surgeons, imaging specialists, interventionists, nurses, paramedics, willing to integrate the acquired new information into their knowledge for patients care at the bedside from a truly multi-disciplinary approach.

Attendees will also have the opportunity to visit the exhibition area and meet with industry to discover the most recent state of the art technology and devices.

Welcome and thank you for being with us in Madrid,

Sincerely,

Prof. Peter Clemmensen,
ACCA President

Prof. Héctor Bueno,
ACCA President Elect and Local Host

Prof. Christiaan Vrints,
ACCA Past President

Dr. Maddalena Lettino
Chairperson ACC Congress Committee
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**Section 1 – General Information**

These guidelines have been written by the Organiser, the European Society of Cardiology (ESC) on behalf of the Acute Cardiac Care Association. A successful application made by a company wishing to participate in Acute Cardiac Care 2013 shall imply an acceptance of the requirements contained in these Guidelines and in the technical specifications updates on the ESC Exhibitors and Industry Partners Web Site: [www.ESCexhibition.org](http://www.ESCexhibition.org).

**1.1 Venue**
The Acute Cardiac Care Congress 2013 will be held at the Hotel Auditorium, Madrid, Spain.

**Hotel Auditorium**
Avenida de Aragon 400
28022 Madrid - SPAIN
Tel: +34 91 400 44 00
Fax: +34 91 400 44 09
Website: [www.hotelauditorium.com](http://www.hotelauditorium.com)

**1.2 Terminology**
For the sake of brevity, the following terms are used in these Guidelines:

- **City:** Madrid
- **Building:** Hotel Auditorium Madrid, Spain
- **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 2013:** 2nd Annual Congress of the Acute Cardiovascular Care Association organised by the European Society of Cardiology (ESC).
- **Organiser:** The ESC on behalf of Acute Cardiovascular Care Association.

**1.3 Congress Dates: 12-14 October 2013**

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<thead>
<tr>
<th></th>
<th>Saturday 12 October</th>
<th>Sunday 13 October</th>
<th>Monday 14 October</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Registration</strong></td>
<td>07:30 - 18:00</td>
<td>07:30 - 18:00</td>
<td>07:30 - 17:00</td>
</tr>
<tr>
<td><strong>Speaker Service Centre</strong></td>
<td>07:30 - 18:00</td>
<td>07:30 - 18:00</td>
<td>07:30 - 17:00</td>
</tr>
<tr>
<td><strong>Scientific Programme</strong></td>
<td>10:00 – 17:30</td>
<td>08:30 - 18:00</td>
<td>08:30 - 17:00</td>
</tr>
<tr>
<td><strong>Exhibition</strong></td>
<td>14:00 – 20:00</td>
<td>09:00 - 18:00</td>
<td>09:00 - 17:00</td>
</tr>
</tbody>
</table>

**1.4 Language**
The official language during the Congress is English. **No translation is available.**
1.5 Building Overview
Section 2 – Exhibition

2.1 Exhibition General Information

2.1.1 Exhibition Services

For general information on exhibition, please contact:

European Society of Cardiology  
2035, Route des Colles  
Les Templiers  
B.P. 179  
F-06903 Sophia Antipolis Cedex  
France  
Tel: +33 (0)4 92 94 35 14 - Fax: +33 (0)4 92 94 76 26  
Email: EuroACCservices@escardio.org  
Web Site: http://www.escexhibition.org/ACC2013/default.aspx

For information regarding:

- The building or to plan a site visit  
- IT connexion  
- Catering

please contact:

HOTEL AUDITORIUM MADRID 4*  
& Principe Felipe Conference Centre  
Avenida de Aragon, 400  
28022 Madrid - Spain  
Tel: +34 914 004 400 – Fax: +34 914 004 409  
E-mail: info@hotelauditorium.com  

For information regarding:

- Technical aspects of the exhibition such as extra order for stand equipment or personalised stand requests  
- Requests for furniture, plants/flowers, electricity, carpet/flooring, fascia, A/V equipment  
- Order of Shell Scheme Stands – Stand Package  
- Security guards

Please contact:

EXPOSISTEM  
Calle de la Cuesta, 6  
28026 Madrid  
Tel: +34 91 5 60 88 15 - Fax: +34 91 5 60 87 18  
E-mail: acc2013madrid@exposistem.com

Find all relevant information, documentation, guidelines and orders forms on the ESC Exhibitors and Industry Partners Web Site: http://www.escexhibition.org/ACC2013 such as:

- Important announcements for industry participation  
- An electronic version of these Guidelines  
- Technical aspects of the exhibition such as floor plan and extra orders for stand equipment, shell scheme stands or personalized stand requests.  
- Order forms for furniture, plants/flowers, electricity, carpet/flooring, fascia, A/V equipment, telecommunications, hostesses, security, catering, etc.
### 2.1.2 Exhibition Dates

**Exhibition Build-up:**
- **Thursday 10 October:** 08:00 – 20:00 Exhibition build-up
- **Friday 11 October:** 08:00 – 18:00 Exhibition build-up
  
  18:00 – 20:00 Decoration only, from 18:00 hall inspection by the ESC
- **Saturday 12 October:** 08:00 – 14:00 **Exhibition CLOSED**

**Exhibition Opening Hours:**
- **Saturday 12 October:** 14:00 – 20:00 Exhibition OPEN – All exhibits must be staffed
  
  17:30 – 19:00 Inaugural Session
  
  19:00 – 20:00 Networking Reception in the Exhibition Area
- **Sunday 13 October:** 09:00 – 18:00 Exhibition OPEN
- **Monday 14 October:** 09:00 – 17:00 Exhibition OPEN

**Exhibition Dismantling:**
- **Monday 14 October:** 18:00 – 00:00 Dismantling

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**IMPORTANT**

An access schedule for delivery will be established by the official forwarder and lifter, Fairexx. This schedule should be respected and each exhibitor must adhere to their delivery slot.

On Thursday 10 October the hall will be open for construction from 08:00 to 20:00 and on Friday 11 October from 08:00 to 18:00.

**All construction must be completed imperatively by 18:00 on Friday 11 October.**

On Friday 11 October from 18:00 to 20:00 only decoration of the stands will be allowed.

From 18:00 on Friday 11 October, empty cases must be removed from the aisles which must be kept clear for cleaning and carpeting. Any packing cases still left in the aisles will be removed at the exhibitor’s expense.

For Exhibitor requesting stands from the local stand supplier, the stand will be ready to decorate from Friday 11 October.

**NO DISMANTLING BEFORE 18:00 on Monday 14 October.**

Exhibitors who have a shell scheme stand should remove all personal items from the stand by Monday 19:00. All remaining material will be considered as rubbish.

**Outside the exhibition opening hours, delegates will walk to lecture rooms and poster area along a route through the Exhibition. Exhibitors should therefore take all reasonable precautions to protect valuables.**

**Security guards may be hired to protect valuables (order form available online in the Exhibition Catalogue).**

### 2.1.3 Exhibition Time Schedule

- Build-up will take place on Thursday 10 October from 08:00 to 20:00 and Friday 11 October from 08:00 to 18:00.
- Stand construction must be finished by **Friday 11 October, 18:00.**
- All packing material that is to be retained (e.g. for re-use) should be cleared from the Exhibition Hall on **Friday 11 October, 18:00.** **After this time, any materials left in the aisles will be cleared by the Organisers and destroyed. The Organiser accepts no liability for packing materials not removed in due time.**
- On Friday 11 October the exhibition closes at 20:00. Exhibitors will be allowed to stay in the exhibition hall from 18:00 to 20:00 for stand decoration only. Decoration is permitted until 20:00.
- On Saturday 12 October the exhibition is open from 14:00. The exhibition will be closed from 08:00 to 14:00 however Exhibitors will be allowed to access the exhibition hall from 10:00.
- Note that delegates will pass through the exhibition hall to access the Speaker Services Centre and Lecture Rooms before the opening of the Exhibition on Saturday 12 October. Therefore stands should be ready, clean and secured against theft or damage.
- The Acute Cardiac Care Secretariat will have an office (organiser’s office) in the Building from Thursday 10 October.
2.1.4 Working Passes and Exhibitor Badges

**Working Passes**
In the interest of security only those individuals directly responsible for the construction and dismantling of the stands will be permitted in the Exhibition area during stand construction and dismantling times. Working Passes will be given out by the Acute Cardiac Care 2013 official forwarder and lifter, FAIREXX at the lorry unloading area during stand construction and dismantling. A loading access plan is available on [www.escexhibition.org/ACC2013](http://www.escexhibition.org/ACC2013). Registered Exhibitors may also gain entrance to the Exhibition area during installation and dismantling times by showing their Exhibitor badge at the entrances. Exhibitors must ensure their badges are clearly visible at all times when in the congress centre.

**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 are not permitted.

All Exhibitor badges must be ordered by email using the form available online, saving the badge name file in CSV or XLS format. This email should be returned to the Acute Cardiac Care exhibition mailbox, EuroACCreегистration@escardio.org before 12 September 2013.

<table>
<thead>
<tr>
<th>Exhibitor Badge Allocation</th>
<th>General Exhibitor Badges</th>
<th>Scientific Exhibitor Badges</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 and 49 m²</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>50 and 99 m²</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>100+ m²</td>
<td>12</td>
<td>12</td>
</tr>
</tbody>
</table>

Exhibitor badges are reserved for staff working directly in the organisation and management of exhibits, satellite symposia and sponsored activities.

*General Exhibitor badges do not give access to the Acute Cardiac Care Scientific Sessions.*

*Scientific Exhibitor Badges which will enable the bearer to access the Scientific Sessions of the Acute Cardiac Care 2013 however do not give access to a congress bag, a certificate of attendance and do not include a journal subscription to European Heart Journal - Acute Cardiovascular Care.*

You have the option to choose how your free badges are inscribed. Indicate when you send the exhibitor badge application form by email, number of company-only badges you wish to receive and the number of individual badges you wish to receive (please indicate each person’s name).

For your exhibitor badge orders to be processed, please use the form available on: [www.escexhibition.org/ACC2013](http://www.escexhibition.org/ACC2013).

**Additional Exhibitor Badges:**
If the number of free Exhibitor badges is insufficient, extra badges may be purchased at a price of **€35.54 per badge excl. VAT**.

2.1.5 Product Description

All Exhibitors will be listed in the Final Programme and the ESC website, together with a short description of the products exhibited (Maximum 50 words). To this end, all Exhibitors should use the relevant Company/Product Description Form on [www.escexhibition.org/ACC2013](http://www.escexhibition.org/ACC2013) and send details through before 5 August 2013. The ESC cannot guarantee the inclusion of the product description in the Final Programme if received after 5 August 2013.

2.1.6 Surveillance & 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 local contractor. Please see order form on www.escexhibition.org/ACC2013

The ESC may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of the Acute Cardiac Care Congress 2013, or who refuses to comply with the local safety rules.

2.1.7 Insurance

While on the premises, exhibition goods and packaging materials shall be insured at the expense and risk of the Exhibitor. Neither the Building nor the Organiser can accept any responsibility for damage, loss, theft, disappearance or injury of anything or anyone, for any reason. The Exhibitor and any contractors under exhibitor employment are obliged to take out insurance at their cost against third party risks before the start of the exhibition.

Exhibitors should also be covered against any claims which may ensue from transportation to and from the Building and against any claims which may be made by third parties, e.g. the Building, the City and/or their insurers, in respect of injury or damage sustained in any way whatsoever inside or outside the Building. If any conditions within the Industry Guidelines for Participation 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, be it a person or an object. In the case of incidents caused by negligence or inaction on the part of exhibiting companies and their staff, the exhibiting company agrees to compensate the Organiser for all direct & consequential losses.

2.1.8 Shipping Information

Official Forwarder and Lifter for Acute Cardiac Care 2013:

FAIREXX GmbH
Marienstrasse 28
12207 Berlin
Germany
TEL +49 (0)30 44 03 47 79
FAX +49 (0)30 44 03 47 25

Contacts: Mr. Florian Wallmann Florian.wallmann@fairexx.com

A shipping manual including documentation required for customs clearance is available online at www.escexhibition.org/ACC2013

Airfreight Shipments
Your shipments should arrive prepaid at Munich Airport (MUC) no later than 27-SEPTEMBER-2013.

- Consignee Address: MULTI LOGISTICS GmbH
  Modul D/3.Stock
  Südallee - Cargoterminal
  D – 85356 München / GERMANY
  Tel: +49 89 975 807 - 0

  Notify: ACC 2013 -
  Exhibitor Name, Hall & Stand Number

Please send your shipments prepaid, on own Masterairwaybill, consigned to above mentioned address. 4 original Invoices in English language and Packing list should be attached to the Airwaybill.

Pre-advises: please send to Fairexx at least 1 day before DEPARTURE by fax: +49 (0)30 44 03 47 79
  • 1 Copy of Airwaybill / Flight details
  • 1 Copy of commercial invoice / packing list

Roadfreight via advanced warehouse:
Should arrive at our local warehouse not later than 07 October 2013
Half / Full Trailer Loads:
Should arrive directly at IFEMA Madrid, in accordance with the official Build-up and Break-down Dates and Times.

Pre-advises: For your Roadcargo Shipments please send to us in advance by Telefax: +49 (0) 30 44 03 47 79
• Trucking details (Truck no., haulier, ETA)
• Copy of invoice / packing list

Pre-advises/Time Slot Request Form: for direct deliveries of semi & full loads during build up and dismantling, please get in contact with Fairexx for completing your Time Slot Request Form in order to schedule your trucks. This document should be sent to Fairexx latest until 30 September 2013 by fax: +49 (0)30 4403 4779 or by email to Florian.wallmann@fairexx.com.

FAIREXX (official freight forwarder) and its agents act with the authority of the ESC on its behalf in matters concerning vehicle, logistics, security, freight forwarding, freight lifting and storage of goods. If the Exhibitor requires that parcels be delivered to their booth or be returned to their truck, FAIREXX, can assist in this regard. For more information please consult the Fairexx Shipping Manual available on: www.escexhibition.org/ACC2013

2.1.9 Goods Entrance
All materials for the Exhibition Hall should be unloaded at the loading dock. Please refer to access plan on www.escexhibition.org/ACC2013.

2.1.10 Traffic Control
Please instruct your drivers to wait at the entrance of the loading area. Once registered with Fairexx, unloading may proceed according to the access schedule. A waiting period should be expected.

The Hotel Auditorium has an underground parking of 900 spaces. Prices are 15€/day and 7,5€/Half-day (VAT included). The maximum vehicle height allowed is 2,60m.

Trucks can park in the streets at the back at the hotel or at the side. These are public areas so no security will be provided.

Always park your vehicle in the allotted space. Note that parking is not allowed in front of doors or on ramps. More information on: www.escexhibition.org/ACC2013.
2.1.11 Customs Information / Taxes & Duties

The Exhibitor will pay the various taxes and duties he might owe resulting from his taking part in the exhibition.

All information concerning documentation required for customs clearance for shipments is available in the Fairexx Manual on: www.escexhibition.org/ACC2013.

2.1.12 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.

In order to protect the marble ground of the exhibition hall, Fairexx will install plastic Carpet in the main aisles during build-up and dismantling. Exhibitors must use their trolley only on these carpets. Any damage to the exhibition marble floor will be at the exhibitor charge.

During the Congress dates, from Saturday 12 October 14:00 to Monday 14 October 17:00, 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 and invoice all packaging that is left in the aisles after 12:00 on **Saturday 12 October 2013.**

2.1.13 Storage

No refuse (e.g. empty cartons, crates or shipping/packing materials) may be left behind on your booth or in the aisles. If any exhibitor or his contractor(s) leave such materials behind, the costs of removal, will be charged to the exhibitor.

Please contact the Official Forwarder and Lifter (Fairexx) for handling and storage of your empty crates and other packing material during the length of the exhibition.

2.1.14 Catering

Hotel Auditorium Madrid is the official caterer and has the exclusive right to serve food and beverages within the exhibition area. Prior permission shall be obtained from ESC for any distribution of food and beverage samples. The official caterer services must make sure that the rules and regulations laid down by the Spanish authorities are observed. However, Exhibitors are allowed to establish serving areas at their stand, but only after approval by ESC and according to specifications laid down by the official caterer services.

Exhibitors are allowed to hand out food and beverage samples of their own products under the condition that the Spanish food regulations are observed. Under no circumstances will the exhibitors be allowed to sell food or beverages from their stand.

All food & drink offered in the exhibition must be arranged via the official caterer.

Orders should be made via the order form available on: www.escexhibition.org/ACC2013

For further information, please contact:

**Ms. Cristina Egido**  
**Hotel Auditorium Madrid**  
& Príncipe Felipe Conference Centre  
Avenida de Aragon, 400 - 28022 Madrid - Spain  
Tel: +34 91 400 44 56 - Fax: +34 91 400 44 59  
Email: cristina.egido@hotelauditorium.com
2.1.14 Stand Activities, Hospitality and Publicity

Please inform the ESC of your planned Stand Activity and Giveaways by sending the Stand Activity form available on www.escexhibition.org/ACC2013 before 20 September 2013. Please note that stand activities should adhere to the following rules:

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 to the ESC exhibition department for the Acute Cardiac Care Association (ACCA) approval prior to Acute Cardiac Care 2013. Failure to do so may result in the exhibitors being obliged, at their own expense, to discontinue any such activity on-site.

II) Companies wishing to arrange or sponsor sessions are invited to arrange an industry sponsored session, as detailed elsewhere in these Industry 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 for stands more than 20m², 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) and should be submitted in the stand drawing/stand design to the ESC exhibition team for approval. For stand less than 20m², the area set for an audience should be shown in the stand drawing and submitted to the ESC Exhibition department for approval.

The focus of presentations should be product-related information and not on the 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. The nature of the presentation should be informal and in no way resemble or carry the same wording as any session of the Acute Cardiac Care scientific programme. The following terms cannot be used: "Meet the Expert", "Symposium"; the use of other appellations is subject to prior approval. The session types of the ESC cannot be used in all Industry publications. All Flyers, promotional brochures that will be distributed to delegates during the Congress are subject to approval before printing. The activity/distribution of flyers will be stopped on site if not approved beforehand.

All such activities require the prior approval of the ESC.

III) Use of acoustic equipment, as well as audiovisual shows (projection of films and slides) of any kind by the exhibitor require authorisation by the Organiser and must be presented in writing. The noise level of musical shows must not exceed 60 dBA. Repeated non-observance of these regulations can result in the electricity to the exhibitor’s stand being cut off, irrespective of the resulting loss in supply to the stand. The exhibitor cannot claim compensation for damages arising directly or indirectly from the interruption to the electricity supply. The burden of proof that the regulations were observed lies with the exhibitor.

IV) All audio-visual activities require the written permission of the ESC exhibition team, if you intend to organise any audio-visual activity please send a copy to the ESC Exhibition department for approval.

Please keep in mind that this activity:

- Should be focused on the product/service or findings/characteristics related to the product/service being exhibited
- Should not be the main activity on the stand
- Noise levels should be kept down to not disturb neighbouring stands
- There must be no queuing in the aisles

We recommend that you inform your neighbours of the nature and frequency of the music/sound you intend to produce. In the event of complaints, either from the management or from neighbouring stands the volume must be reduced or turned off completely. The activity will be stopped on site if judged inappropriate.

V) 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 by the ESC exhibition department. Participation can be 'rewarded' with a prize. However, the prize should be offered and the same for all. 'Drawing winners' is not allowed. Maximum retail value should be €10 and the item should have a scientific value.
VI) Notwithstanding the legal responsibilities of each Exhibitor at his own stand, the ESC policy accepts that small giveaways are distributed (maximum retail value €5) for example badges, T-shirts, pens. Giveaways can only be distributed inside the stand. The distribution of giveaways should be low profile and should in no way overshadow the main activity of the stand. Please inform the ESC exhibition of your planned Stand Activity and Giveaways by sending the Stand Activity form. All such giveaways must have the written approval of the ESC exhibition team.

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 must also be limited to the area rented by the Exhibitor in the exhibition area. Printed material should respect the norms of decency at a healthcare congress – explicit images of naked or partially clothed models should not be distributed within the congress venue.

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 2013.
- 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. Such activities require the prior approval of the ESC.
- 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, 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 a competent representative is present on the exhibit at all times.

XI) The use of the names of the European Society of Cardiology (ESC), Acute Cardiac Care Association (ACCA), Acute Cardiac Care 2013 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 from the Organiser or the ACCA. Exhibitors may use the Congress graphic where approval has been granted by the ESC. 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.

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

XIII) The organising committee has adopted a policy which limits industry sponsored entertainment, lunches, seminars or other formal gatherings. Without the specific approval of the Organiser, companies should not organise such events during the two days before Acute Cardiac Care 2013, during Acute Cardiac Care 2013 itself or during the two days immediately after Acute Cardiac Care 2013 (i.e. 10/10/2013 – 16/10/2013). Should a company wish to plan any such events then it is advised to consult the Organiser in due time.

XIV) All stand activities must be confined within the stand perimeter. Badge scanning by hostesses or staff members as well as market research / questionnaire polling must be held on the stand space only. It is forbidden to conduct such activities into the aisles of the Exhibition or in any unauthorized area of the Congress centre.
2.1.15 Miscellaneous

Smoking
Smoking is forbidden throughout the Building. Ashtrays and ash urns are prohibited in the exhibit area.

Alcohol
Exhibiting Companies are not allowed to serve any alcoholic beverages from their stand.

Access
The Congress is only accessible to certified healthcare professionals, associated press, industry representatives and other stakeholders in the science, management and prevention of cardiovascular disease.

2.2 Technical Guidelines for Exhibitors

Important Notice:
All Exhibitors must submit a detailed stand drawing to the ESC before 19 August 2013. Without the written approval of the ESC no stand can be built. If you order a stand system from the Building please send the details to EuroACCservices@escardio.org.

2.2.1 Exhibition Location
The exhibition will be located on the ground floor of the Madrid Auditorium Hotel

2.2.2 General Exhibition Information with regards to pricing and minimum stand space requirements
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 9m² for Industry and 6m² for Publishers.

The organiser 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 exhibitors who will need to rent a standard exhibit stand module are advised to use the services of our technical partner Exposistem. See order forms online at www.escexhibition.org/ACC2013.

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. The organiser will number each stand.

2.2.3 Detailed Stand Construction Guidelines

Stand Design
Every Exhibitor must submit an exact statement of the dimensions of the stand, as well as plans and descriptions of the stand. If fabrics (including linoleum and vinyl floor coverings) are to be used, safety certificates in English or Spanish (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 the ESC before 19 August 2013.

The drawings shall clearly indicate the planned layout, equipment and furnishing of the stand, including the graphics and signage. Also indicated must be the location of power outlets, electricity cables, water and compressed air connections as well as telephone and ventilation installations. Stand drawings can be deemed approved for construction only once written approval has been secured from the ESC.

Approval
Any set-up or installation, which does not comply with the standard specifications or with the designs approved of by the ESC, 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 ESC. All expenses for these corrections will be payable by the Exhibitor. The ESC accepts no responsibility for damages caused by these corrections.

All stands must be finished before the start of the congress. An inspection will be done by the ESC at 12:00 on Saturday 12 October. Exhibitors, or their qualified representative, must be at their stand during the inspection and must be able to supply all information and certificates concerning equipment and materials used.

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 ESC 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.

Shell scheme stands
Shell scheme stands provided by the local stand supplier will be uniform stands with uniform graphics, height and design. Exhibitors who will need to rent a standard exhibit stand module are advised to use the services of the local stand supplier mentioned above in these guidelines. Order form and Stand services Catalogue are available on our web site: www.escexhibition.org/ACC2013.

Stand Height
If so desired, exhibitors with stands larger than 20m² can submit a written request (EuroACCservices@escardio.org) to obtain permission to exceed the standard height of 2.5m. All designs over 2.5 metres high will be judged on transparency, size, location and volume.

Stand height allowance is in direct proportion to the m² floor area of each stand and is as follows:

<table>
<thead>
<tr>
<th>Stand Height Allowance</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than 20m²</td>
</tr>
</tbody>
</table>

In cases where inline, corner or peninsular stands are permitted to construct elements above the separation wall height, such elements must be positioned at least 0.50 metre from the separation wall.

Two-storey structures
Two-storey structures are not allowed. Arches, bridges or similar constructions connecting two or more stands are not allowed.

Separation wall
All peninsula, corner and in-line stands must be separated from the neighbouring stand(s) or hall wall by means of a separation wall. 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 ESC, this agreement has to be approved of by the ESC and in any case may not exceed 3 metres height.

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.

Open side of a stand
Stands should be fully accessible on all 'open' sides. Requests to be partially exempted from this rule should be submitted in writing to the organisers (EuroACCservices@escardio.org).

Walls erected on open sides of a stand must be 0.30 metre inset from the edge of the stand, must not be longer than 1/3 rd length of the stand and should be no higher than 2.5 metres. This applies for all stand types: island, peninsula, corner and in-line.

Stand elements
Stand elements placed on the open sides of a stand must be 30cm inset from the edge of the stand. The height of these elements is subject to the stand height allowance chart.

Generally speaking, should the ESC considers that an item of the stand will obstruct visibility of neighbouring stands, the ESC reserves the right to ask for any modification.

Stand Transparency
For island and peninsula booths, the ESC requires that line of sight through the stand be possible from aisle to aisle for at least 37% of the stand width when viewed from each open side.

Stand flooring
The stand floor must be adequately covered, for instance with carpeting or carpet tiles. **Please note that corridors of the Exhibition Hall must be clear of goods on Friday 11 October 2013, 18:00.**

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. It is forbidden to place mortar directly on the floor, to nail with percussion tools or to paint with spray guns.

**Platform**
The use of the wooden platforms is recommended for stands with a lot of electrical wiring; the stand construction firm 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);
- The platform 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.
- Free sides of stairs, platforms, catwalks etc. must be protected or covered in such a manner that there is no risk of fall. All regulations (e.g. UVV) must be observed.

It is forbidden to dig trenches, anchorages or to make other structural alterations inside the Building, unless explicit authorisation has been obtained from the Building owners.

**Load capacity**
The maximum permissible load on the floors of the Building is approximately **400 kgs per square meter.**

**Keep aisles clear**
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 immediately.

**Stand Lighting**
No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space. Lighting should be directed to the inner confines of the stand space and project onto other exhibits or aisles. Lighting which is potentially harmful, such as lasers or ultraviolet lighting is not permitted. Lighting that spins, rotates, pulsates and other specialized lighting effect that could interfere with neighbouring exhibitors or detract from the general atmosphere of the congress is strictly forbidden.

**Stand roofing**
Stands may be covered by fire-retardant gauze – this can be purchased on-site, if using your own stocks please verify the safety qualities with the Building beforehand. Any and all horizontal decorations, ceiling areas and roofs require approval. Stands in the central area can be viewed from above, therefore they should be well furnished.

Roofs, including ceiling grids, must neither restrict nor obstruct fire safety installations. Materials used must be at least Category B1 in accordance with DIN 4102, or at least Class C in accordance with EN 13501-1, i.e. flame resistant, and must not drip when burning, produce toxic gases nor obstruct the sprinkler system (minimum mesh size: 2 x 4mm or 3 x 3mm).

**Suspension points**
Use of suspension points is not permitted. All displays should be free standing.

**Positioning of stand**
Access to the doors, windows, fire alarms, hydrants, portable fire extinguishers, fuse boxes, line poles and circulation routes must be kept free from obstruction all times.

**Positioning of exhibits**
The Exhibitor is not allowed to place articles to be exhibited in a manner, which, in the ESC’s opinion, affects or hinders neighbouring stands, e.g. as regards to the visibility of the neighbouring stands. Articles to be exhibited must be kept within the stand perimeter. The exhibit should pose no danger to participants.

**Construction**
The ceilings, walls, columns and technical installations of the Building in general must not be subject to loads from the decoration or objects exhibited. It is forbidden to hang anything from the ceiling of the Building, 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.

It is forbidden to make holes, insert screws or nails in the walls, ceilings, floors or columns of the Building.
**Stands construction and fittings (Materials and fire requirements)**

All hot work is prohibited in the exhibition halls.

All stands, materials, installations, advertising supports, etc, must conform to public safety requirements. The ESC encourages stand construction, materials and roof constructions that meet European safety norms (B1, as specified in DIN 4102, or at least Class C as specified in EN 13501-1). Ornamentations in hallways, corridors and stairwells required for emergencies (escape routes) must be made of non-combustible materials (i.e. A as specified in DIN 4102 or A1 as specified in DIN EN 13501-1).

Ornamentations using decorative elements from real plants are only allowed inside the buildings while they are fresh. Bamboo, reed, hay, straw, bark mulch, turf, (fir) trees without roots or similar materials do not meet the aforementioned requirements. The fire department must approve any exceptions.

Exhibitor’s using materials not conforming to any safety component of these Industry Guidelines will replace them with safe alternatives at their own cost.

The use of pyrotechnics and sources of raw flame (e.g. candles) within the Exhibition is not permitted.

The use of air balloons filled with combustible gas is prohibited.

No connections to electricity, water or telecoms supply off the stand area is permitted. Please study floor plans carefully.

**Building integrity**

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.

**2.2.4 Fire & Safety Regulations**

**General**

Please note that the fire extinguishers and hoses must be kept free at all times. Escape routes, doors and emergency exits (indoor and outdoor) 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.

Columns with mounted fire equipment or a ladder must remain accessible at all times. If fire hose is covered by a door or curtain, a safety sign should be clearly visible.

Written permission from the ESC and the Building is required before any of the following may be used in the building:

- Equipment for demonstration purposes, cooking, frying or baking with gas or electricity.
- Compressed or liquefied gases.
- Fire-accelerating liquids.

The same restrictions apply to the use of inflammable chemicals.

Easily flammable or explosive substances, gases or dangerous goods, including radioactive and chemical substances, are not permitted in the building.

**2.2.5 Cleaning & Refuse**

The organiser will clean the Building and the aisles in the Exhibition area (not the stand space) before the beginning of the Congress and each open day. Cleaning within exhibition stands should be ordered from the local cleaning contractor, see order form online at [www.escexhibition.org/ACC2013](http://www.escexhibition.org/ACC2013).

Waste generated during construction and dismantling periods will be removed at the expense of the exhibitor.

**Minimum stand cleaning is mandatory after exhibits move-in. To do so exhibiting companies should arrange stand cleaning through the local contractor, please refer to the order form online at [www.escexhibition.org/ACC2013](http://www.escexhibition.org/ACC2013).**

**2.2.6 Electricity**

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All electrical connections and distribution boards must be ordered through the local contractor; the same goes for the supply of distribution boards. **Please order your electricity and connections (with locations) using the relevant order form on:** [www.escexhibition.org/ACC2013](http://www.escexhibition.org/ACC2013).

Twenty-four-hour supplies, direct current.

### 2.2.7 Internet, Telephone and Fax Connections

Internet connections, telephone and fax lines are available; please refer to the order form online at: [www.escexhibition.org/ACC2013](http://www.escexhibition.org/ACC2013).

### 2.2.8 Water

Please note that there are no water connections available in the Exhibition area.

### 2.2.9 Miscellaneous Services

For all stand services like:

- Stand structures, wall elements and ‘turn-key’ packages
- Electricity
- Furniture
- Carpeting & flooring
- Lighting
- Audio / Visual equipment
- Graphics / Visual support
- Plants & Flowers

Please see online order forms available on: [www.escexhibition.org/ACC2013](http://www.escexhibition.org/ACC2013).

If you wish to order services not mentioned above, please contact:

**EXPOSISTEM**  
Calle de la Cuesta, 6  
28026 Madrid  
Tel: +34 91 5 60 88 15 - Fax: +34 91 5 60 87 18  
E-mail: [acc2013madrid@exposistem.com](mailto:acc2013madrid@exposistem.com)

### 2.2.10 Catering

Catering rights for the rented premises are held exclusively by **the Hotel Auditorium**.

All food & drink offered in the exhibit area must be arranged via the official caterer. No outside food or drinks are allowed in the venue.

**See menu selection & online order form from the Official hotel Auditorium Catering Service at:** [www.escexhibition.org/ACC2013](http://www.escexhibition.org/ACC2013).
Section 3 - Industry Sponsored Sessions

3.1 Satellite Symposia

Participating companies may organise special scientific sessions called Satellite Symposia. These industry organised sessions are the perfect forum through which companies may reach their target audience with their latest scientific information and developments.

The price of a Satellite Symposium (+ VAT) will be defined as the following:

Price of a Satellite Symposium:
- **Price for Exhibitor:** €28,000 per session excl. VAT
- **Price for Non-Exhibitor:** €30,400 per session excl. VAT

Satellite Symposia timeslot:
- **Sunday 13 October 2013:** 12:45 – 14:00 / 18:15 – 19:45
- **Monday 14 October 2013:** 12:45 – 14:00

3.1.1 Conditions for holding Satellite Symposia

Duration
The Satellite Symposia should fit in the standard time unit of one 75 or 90-minute session. The lunchtime Satellite Symposia should not alter in any way the scientific sessions held in the room before and after the satellite symposia (See following chapter).

Lunch time Satellite Symposia
Companies organising Satellite Symposia during the lunch time will be allowed to enter the Lecture rooms 15 minutes before the Satellite Symposia and must leave the lecture rooms in 15 minutes after the end of Satellite Symposia 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.
- The ESC reminds that the Chairpersons and Speakers must be contacted by the companies themselves to arrange registration, travel and accommodation details.
- Satellite Symposia Chairpersons and Speakers are not considered as ESC “Invited Speakers”.
- All involved in the operation of the Satellite Symposia (hostesses, film crew, technicians...) must also have a valid badge (Exhibitors, active participant or day ticket badges).
- All persons attending the Satellite Symposia 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 Symposia must be open to all registered Meeting participants.
- Standard Exhibitors badges allow access to the Exhibition Hall and to Industry Sponsored Sessions but not to Acute Cardiac Care 2013 Scientific Sessions.
- Scientific exhibitor badges allow access to the Exhibition Hall, Industry Sponsored Sessions and Acute Cardiac Care 2013 Scientific Sessions.
- All Exhibitor badges should be collected at the Exhibitor Registration Desks

Lecture Room
Satellite Symposia will be held within the Congress Centre.
Satellite Symposia will be held in lecture rooms ranging in capacity from 20 to 800 seats.
Any installations or alterations to the rooms can only be made with explicit approval of the ESC.

Promotion
Promotional material referring to the Satellite Symposia must receive ESC approval prior to being printed, distributed or posted online. Please refer to the Acute Cardiac Care 2013 branding guidelines.
No product names/brand names, no misleading names that might be perceived as product/brand names, and no registered trademarks are allowed anywhere on promotional materials of any kind.

Promotional material announcing Satellite Symposia may only be distributed in the following ways:
Lecture Room Roll-up & invitations:
Two Roll-ups of maximum height of 2.5m and maximum width of 1m (no electrical connection, no light and no sound) can be displayed in front of the lecture rooms 1 hour before the beginning of the sessions.
N.B. – The ESC will not be able to provide easels as posters support, in front of the lecture rooms.

- 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.
- Small give-aways are acceptable (maximum retail value € 10). The distribution of give-aways should be low profile and in no way overshadow the main activity of the Satellite Symposia.

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 has to be completed before 13 September 2013.

IMPORTANT:
It is strictly forbidden to hold Satellite Symposia outside the Acute Cardiac Care Congress premises between 7 October 2013 and 17 October 2013

3.1.2 Satellite Symposia Offer

The cost of a Satellite Symposium includes:
- 1 Delegate Bag Insert
- 1 Weblink
- 1 Information screen
- Lecture room

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

The equipment list above is subject to change without notice

The room hostess will be in charge of welcoming and briefing the Chairpersons and the Speakers on technical facilities, and will ensure that the session is running on time.
The room technician will be in charge of light/audio and beamer facilities.

Additional billed Services

All additional requirements such as extra audio-visual equipment, extra furniture, extra decoration should be ordered via our official suppliers whose details are available on: www.ESCexhibition.org.

3.2 Hands-On Tutorial

During the Acute Cardiac Care 2013 Congress, the ESC will offer companies a means of associating with the educational requirements of delegates in an exclusive and intimate environment through the organisation of Hands-On Tutorials. These tutorials allow companies to offer delegates user-training and an opportunity for hands-on learning from clinical and/or technical experts on chosen areas of expertise.
### 3.2.1 Conditions for holding Hands-On Tutorials

**Duration**
— Supporting companies can run tutorial sessions from Saturday 12 October 2013 to Monday 14 October 2013 from 08:30 to 18:00 (from 14:00 - 18:00 on Saturday)

The tutorial programme will be approved by the Acute Cardiac Care 2013 Scientific Programme Committee and will provide key take-home skills for the participant.

— Hands-On Tutorials are available for the full duration indicated above and are not available on an individual or daily basis

**Access - Badges**

- The ESC reminds that the faculty must be contacted by the companies themselves to arrange registration, travel and accommodation details.
- Tutorials faculty is not considered as ESC “Invited Speakers”.
- All involved in the operation of the Hands-On Tutorials (hostesses, film crew, technicians...) must also have a valid badge (Exhibitors, active participant or day ticket badges).
- All persons attending tutorials must be registered either as full participants or as exhibitors; persons without such a badge will not be allowed to enter the room.
- The Hands-On Tutorials must be open to all registered Meeting participants.
- Standard Exhibitors badges allow access to the Exhibition Hall and to Industry Sponsored Sessions but not to Acute Cardiac Care 2013 Scientific Sessions.
- Scientific exhibitor badges allow access to the Exhibition Hall, Industry Sponsored Sessions and Acute Cardiac Care 2013 Scientific Sessions.
- All Exhibitor badges should be collected at the Exhibitor Registration Desks

**Hands-On Tutorial Room**

Hands-On Tutorials will be held within the Congress Centre. Tutorials rooms can cater for up to 50 pax maximum per session.

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

**Promotion**

Promotional material referring to the Hands-On Tutorial must receive ESC approval prior to being printed, distributed or posted online. Please refer to the Acute Cardiac Care 2013 branding guidelines.

No product names/brand names, no misleading names that might be perceived as product/brand names, and no registered trademarks are allowed anywhere on promotional materials of any kind.

Promotional material announcing Hands-On Tutorials May only be distributed in the following ways:

**Lecture Room Roll-up & invitations:**

One Roll-up of maximum height of 2.5m and maximum width of 1m (no electrical connection, no light and no sound) can be displayed in front of the allocated tutorial room.

- Distribution of material (flyers...) at the entrance of the assigned room, nowhere else in the building other than on the booth.
- Handing out material from the exhibition booth.

Registration can be managed onsite or via the supporting company’s web site prior the event.

### 3.2.2 Hands-On Tutorial Offer

A basic price will be applied of €15,000 for exhibitors and € 17,400 for non-exhibiting companies for 3 days

The following items are included in the price of a Hands-On Tutorial:

- Room rental for 3 days
- 1 Delegate Bag Insert
- 1 Weblink
- Electricity, 1 beamer, 1 screen, air-conditioning, tables, chairs & daily cleaning

Note: The full list of equipment will be communicated upon room assignment. Cost of additional equipment, furniture, food and beverage will be at the expense of the sponsor.
3.3 Speaker Service Centre

The Speaker Service Centre offers the following services:
- Audio-visual assistance to all speakers from the session.
- Scientific programme of the session announced at the entrance of the room.
- A hostess available in the lecture room during the session to assist speakers & chairpersons

The Speaker Service Centre will be open*:

- **On Saturday 12 October 2013**: from 07:30 to 18:00
- **On Sunday 13 October 2013**: from 07:30 to 18:00
- **On Monday 14 October 2013**: from 07:30 to 17:00

* Subject to changes

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**Speakers’ presentations**

To avoid unexpected technical problems at the last minute, the session organiser are strongly encouraged to make sure their speakers use the Speaker Service Centre to preload all presentations.

The session organiser or speaker must bring the presentations to the Speaker Service Centre a minimum of 3 hours prior to the session.

If speakers choose to use their own laptop, this is the responsibility of the company organising the session.

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

**LIVE TRANSMISSION IS SUBJECT TO ESC APPROVAL**

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3.4 Industry Sponsored Sessions Speakers & Chairpersons rules

**Speakers and Chairpersons of regular scientific sessions also involved in Sponsored Session**

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

The ACC Secretariat will cover:
- Registration fee
- Faculty Dinner invitation

**Exception** is made for the WG ACC Presidents and scientific chairpersons (C. Vrints, P. Clemmensen and B. Gorenek) whose expenses will be covered by the Congress Organisation.

**Speakers and Chairpersons only involved in Industry Sponsored Sessions:**

The Company organising an Industry Sponsored Session must cover all expenses of Speakers/Chairpersons of their Sponsored Session. This includes:
- Travel
- Hotel Accommodation
- Participation to Social Events
- Registration fee
- Related claim expense

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3.5 Applying to hold Industry Sponsored Session

The Application Form for Industry Sponsored Session must be sent to the Acute Cardiac Care 2013 Secretariat before **17 May 2013**.

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3.6 Accounting

Precise and definitive accounting information must be provided on the initial application form. Any and all changes post invoicing (addition of Purchase Order, changes of billing address, etc...) will not be taken into account, meaning invoices will not be reissued.
3.7 Scientific Programmes of Industry Sponsored Sessions

The ESC will send you a session form to be completed with the Satellite Symposia programme(s). The complete scientific programme of the Satellite Symposia typed on the special forms provided by the ESC upon request, must reach the ESC offices, Sophia Antipolis, France, before 22 July 2013.

Scientific Programme should be sent to:
EUROPEAN SOCIETY OF CARDIOLOGY
2035, Route des Colles
Les Templiers
B.P. 179
F-06903 SOPHIA ANTIPOLIS CEDEX
France

Tel: +33 489 872 003 - Fax: +33 492 947 626 - Email: EuroACCservices@escardio.org

A "complete programme" must include the following:
- Title of the session
- Names of the two chairpersons (one of them can also be a speaker)
- Title of each presentation with their duration and topic number
- Name of all speakers
- Complete addresses of the chairpersons and speakers
- Duration of each presentation

IMPORTANT
- No product names/brand names, no misleading names that might be perceived as product/brand names, and no registered trademarks 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 Symposia.
- Abstract poster sessions are not allowed during the Satellite Symposia or during any reception before or after the Sessions.
- Faculties Conflict of Obligation. Speakers and chairpersons cannot participate in two parallel sessions within the same time slot. If it is found that this is the case, both the companies and the speakers involved will be informed simultaneously and requested to resolve this conflict.

It is the responsibility for the companies to ensure there is not timing clash with parallel sessions, with the Chairpersons and the Speakers they choose. The ESC cannot be held responsible for any matter arising from this.

Please refer to the above chapter “Satellite Speakers and Chairpersons rules” on page 24.

EBAC
The Acute Cardiac Care Congress 2013 is accredited by the European Board for Accreditation in Cardiology (EBAC) for 17 hours of External CME credits.
Each participant should claim only those hours of credit that have actually been spent in the educational activity. EBAC works in cooperation with the European Accreditation Council for Continuing Medical Education (EACCME) which is an institution of the European Union of Medical Specialists (UEMS).

EBAC credits are recognised by the American Medical Association towards the Physician’s Recognition Award (PRA). Detailed instructions for converting these credits to AMA PRA Category 1 Credits are available on the American Medical Association (AMA) Web Site.

3.8 Changes to Scientific programme

Once your scientific programme has received approval from the Acute Cardiac Care 2013 Committee, all changes post approval must be sent in writing to the ESC at EuroACCservices@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 Satellite Symposia before 22 July 2013 in order to be printed in the Final Programme.
Late modifications in the Satellite Symposia Programme received on or after 22 July 2013 cannot be printed in the Final Programme. The ESC cannot guarantee to be able to communicate any alterations received after 22 July 2013.

3.9 Room Assignment

Rooms are assigned by the ESC on a first come, first served basis.

**Control of flow and attendance**

It is the company’s responsibility to select an adequate size room to accommodate all attendees in their session. Companies must plan ahead of time appropriate staffing and/or security to avoid any problem. In case this is not respected and for obvious security reasons, the venue has complete authority to block entrance into the rooms.

**Overflow**

No overflow area is planned for Satellite Symposia.

3.10 Cancellation Policy

Cancellations of Industry Sponsored Sessions should be sent by in writing to the ESC. Cancellation Fees will apply as of receipt of the signed order form as follows:

- 10% until 31 May 2013
- 50% from 01 June 2013 to 31 July 2013
- 100% from 01 August 2013
Section 4 – Rooms at Acute Cardiac Care

The ESC has created two product categories to allow exhibition companies to organise different meeting formats within the congress centre during the congress hours.

Important
Industry meetings with any formal presentations for Acute Cardiac Care delegates are strictly forbidden outside of the official industry sponsored sessions. Companies are requested to respect the following Guidelines throughout the period between 7 October and 17 October 2013.

What is a Function Space?
The ESC allows companies to host a limited number of guests and organize small and informal meetings (approx 20 pax) in a range of rooms available within the congress centre.

Depending on availability rooms may be available for one-shot occasional meetings for a minimum of half a day rental.

What is a closed industry meeting?
The ESC allows industries to organise staff meetings, investigator or other type of closed meetings within the congress centre with the following requirements:
- Meeting “is closed” and on invitation only
- Maximum attendance is 150 guests
- Meeting is not promoted in the convention centre or in any Acute Cardiac Care publication
- Closed industry meetings are permitted in and around the congress centre for 150 pax, any requirements for meetings exceeding this number should be addressed to the ESC for review and approval
- Media should not be invited and are not permitted to attend the meeting.

Where do they take place?
- Function spaces: within the congress centre.
- Closed industry meetings within the congress centre will be held in fully furnished and AV equipped 200 seats lecture rooms
- The ESC can propose a limited number of function spaces within the congress centre.
- The ESC cannot handle any meeting requests for industry meetings outside the congress centre.
- Rooms in the congress centre can be reserved only through the ESC.
- The ESC has the right to modify demands as it sees fit to best accommodate as many requests as possible.

When do they take place?
- Function spaces: Unless otherwise agreed, rooms are rented for a minimum of 3 days, from Saturday 12 October to Monday 14 October 2013:
  - Saturday: 07:30 to 20:00
  - Sunday: 07:30 to 18:00
  - Monday: 07:30 to 17:00
- Closed industry meetings: the ESC deals with requests on an individual basis.

What is the cost?
- Function spaces: to be advised upon request
- Closed industry meetings: €3,000 per 60-minute meeting with an additional €1,500 charged thereafter per increment of 30 minutes.

4.1 Booking procedure

Exhibition stand:
For supporting companies a stand is required to obtain permission to rent a function space or closed industry meeting. Cancelling your exhibition space at a later stage will also mean cancelling your “Rooms at Heart Failure”.

Application forms
Please submit the completed e-application form. Please fill in e-application forms on our website: www.escexhibition.org

Application deadline
Deadline for application is 30 August 2013.
Please note space is limited and orders are confirmed on a first-come, first served basis.
- Sponsoring industries should inform the ESC, in writing, which agency is appointed for which session, with the corresponding session number. Requests from unknown agencies will be taken into account.
- Applications for function space and closed industry meeting must be submitted by the sponsoring industry. Correspondence for the above items should be made exclusively between this company and the ESC.
- It is not the role of any agency to make initial enquiries or reservations with the ESC independently of the sponsoring industry.
- The named agency cannot fully act as if it were the company itself and the company will continue to be held entirely responsible and accountable for activities organised in its name by its agency.
- The ESC has created these Guidelines as an essential tool. It is obligatory that every appointed agency read these Guidelines and all other documents posted on www.escexhibition.org website in order to have a proper working relationship with the ESC congress division. The sponsoring industry is responsible for communicating these guidelines to staff and appointed agencies.
- The ESC reserves the right to inform the function space and closed industry meeting organisers if the appointed agencies have not read or understood the Guidelines and the companies will ensure smooth communication is re-established.

4.2 Preparing your room requirements

Badges, right of admission reserved
- All persons involved in the operation of function space or closed industry meeting (film crew, technicians, participants, etc) must have a valid badge: General Exhibitor, Scientific Exhibitor, Diamond Exhibitor, active participant or day ticket.
- All persons visiting a function space or closed industry meeting must be registered either as active participants, exhibitors or journalists; persons without a badge will not be allowed to enter the room.

Rooms assignment
- Rooms are assigned on a first-come first-served basis.
- The ESC will propose rooms to requesting companies in writing and the company will have the right to accept or decline within the given deadline.
- Companies not responding by the deadline date will be assumed to have accepted the assigned rooms.
- The ESC has the right to modify rooms’ assignment in the event of last minute changes.

Rooms’ access
- Function spaces: unless otherwise agreed, organisers will have access to their assigned room on Saturday 12 October 2013 at 07:30.
- Closed Industry Meetings: unless otherwise agreed, closed industry meetings organisers have access to their assigned lecture room 15 to 30 minutes before their scheduled time slot.

Rooms set-up
Rooms will include a standard room set-up electricity and daily cleaning.
- Function spaces: change of room set-up, additional furniture and AV equipment need to be ordered from Acute Cardiac Care 2013 official suppliers and are billable as extras.
- Closed industry meetings within the congress centre will be held in fully furnished and AV equipped 200 seats lecture rooms.

Invoicing
- An invoice will be issued on acceptance of the proposed room.
- If the deadline to accept has passed without the ESC having received a negative response from the company, the ESC will consider this non-response as a tacit acceptance of the room proposed and will invoiced accordingly.
- Precise and definitive accounting information must be provided on the initial e-application form.
- The ESC cannot reissue invoices for missing or incorrect data (addition of Purchase Order, changes of billing address, etc…).

For all payment, invoicing and cancellation information, please see, sections regarding Invoicing and cancellation policies

Signage
- The ESC will take care of the generic signage within the congress centre.
- No other signage or promotion can be made within the building.

Catering
- Catering services within the function space or closed industry meetings can be organised with the Acute Cardiac Care 2013 official caterer at the sponsor’s cost.
- Organisers are encouraged to guarantee a healthy and balanced catering service to their delegates.
Extra services
- The costs for any extra orders (i.e. catering service, extra audio-visual equipment, extra furniture, extra decoration, hostesses, etc) are not included in the room rental price. To order extra equipment we suggest you contact the official suppliers whose details will be communicated as later date on www.escexhibition.org
- The ESC has established a coordination system to ensure that the various suppliers duly execute the numerous orders. The ESC cannot however be held fully responsible for the services delivered by sub-contractors or the building.
Section 5 – Sponsorship & promotional opportunities

Acute Cardiac Care 2013 congress offers cost-effective marketing exposure and branding of your company to your target audience through a wide variety of sponsorship, advertising and promotional opportunities.

Important: The following information is fully applicable to all sponsorship, advertising and promotional items and should be carefully read and respected:

All content and artwork must gain prior approval from the organiser. Corporate names and logos are allowed. Please note that no product/brand names, no identifying product/brand logos, no misleading names that might be perceived as product/brand names, no registered trademarks will be allowed for any of the Sponsorship, Advertising or Promotional opportunities listed in this chapter - unless specifically stated otherwise.

5.1 Remaining sponsorship & promotional opportunities

<table>
<thead>
<tr>
<th>ITEM</th>
<th>DESIGNATION</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final Programme</td>
<td>Product Advertising allowed</td>
<td>€ 10 000</td>
</tr>
<tr>
<td></td>
<td>Back Cover</td>
<td>€ 9 000</td>
</tr>
<tr>
<td></td>
<td>Inside Front Cover</td>
<td>€ 8 000</td>
</tr>
<tr>
<td></td>
<td>Inside Back Cover</td>
<td>€ 6 000</td>
</tr>
<tr>
<td></td>
<td>Inside Page</td>
<td></td>
</tr>
<tr>
<td>Final Programme Bookmark</td>
<td>Product Advertising allowed</td>
<td>€ 10 000</td>
</tr>
<tr>
<td>Acute Cardiac Care 2013 Mobile Application</td>
<td>Exclusive Sponsorship</td>
<td>€ 12 500</td>
</tr>
<tr>
<td>Delegate Bags Inserts</td>
<td></td>
<td>€ 4 000</td>
</tr>
</tbody>
</table>

Please note that all of the above prices exclude VAT.

5.2 Sponsorship Terms & Conditions

Sponsors will be acknowledged in all printed material and on the Acute Cardiac Care 2013 Web Site.
All sponsorship requests will be allocated on a first-come, first-served basis.
All prices are exclusive of VAT
Payment and invoices are in Euros (€)

5.3 Sponsorship Contact

For further consultation on and management of your corporate investment and strategy, please contact us at: industry_services@escardio.org
For any logistical queries on the above, please contact Mr. Fabrice Calabrese of the ESC at sponsorship@escardio.org

5.4 Product Descriptions and Technical Specifications

We have listed additional product details and technical specifications for sponsorship & promotional items below. All necessary technical specifications will be updated and posted on the ESC Exhibitors and Industry Partners Web Site: http://www.escexhibition.org/ACC2013/default.aspx
Please consult regularly this important Web Site.

**Final Programme Advertisements - Product Advertising allowed**

The Final Programme provides delegates with the full scientific agenda, exhibition and industry sponsored sessions information and will be the essential reference document for delegates during the congress.

Three separate advertisements are available in the Final Programme with advertisements requiring prior approval from the organiser: Specifications will be provided upon receipt of the Sponsorship application form.

- Artwork must be submitted for approval before **30 August 2013**
**Bookmark in the Final Programme – Product Advertising allowed**

The Bookmark in the Final Programme displays an Exclusive advertisement and is attached to the Final Programme which is inserted into each Congress Bag.

- Artwork must be submitted for approval before **30 August 2013**

**Mobile Application**

An innovative way for a sponsor to reach delegates by offering a mobile version of the Final Programme to enhance their onsite experience. This environmentally-friendly initiative is for a smart phones & tablets.

- Includes a specific sponsor advert.

- Submit a high resolution logo and artworks by **15 September 2013**

**Delegate Bag Inserts**

Promote your congress activities by designing a promotional insert to be included in each and every Delegate Bag and given to each registered delegate at Acute Cardiac Care 2013. This invitation will communicate your congress message directly to delegates.

- 1 Delegate Bag Insert can only promote 1 event (e.g. 1 industry sponsored session or 1 activity on the exhibition stand)
- 1 Delegate Bag Insert promoting 1 session with reference to the exhibition stand will be considered as 1 insert (e.g. 1 industry sponsored session, plus a mention similar to “visit our stand, location XX”)  
- 1 Delegate Bag Insert promoting 1 session with full exhibition details will be considered as 2, and invoiced accordingly (e.g. 1 industry sponsored session, plus a mention for a stand activity)
- 1 Delegate Bag Insert promoting 2 sessions/activities will be considered as 2, and invoiced accordingly.

- Quantities to print: **1 500**
- Artwork must be submitted for approval before **30 August 2013**
- Reception at the European Heart House before **1 October 2013**

**Shipping address:**

European Heart House  
ACC 2013 / Delegate Bag Inserts / **Your Company’s Name**
Attention Ms. Alexandra Gamard  
2035, Route des Colles  
BP 179 Les Templiers  
06903 SOPHIA ANTIPOLIS CEDEX  
France

**Weblink**

Invite delegates to your congress activities by designing a promotional page link to Acute Cardiac Care 2013 Scientific Programme & Planner (SPP). This invitation will communicate your congress message to delegates via the SPP.

- 1 Weblink may promote 1 event (e.g., 1 industry sponsored session or 1 activity on the exhibition stand)  
- 1 Weblink promoting 1 session with reference to the exhibition stand will be considered as 1 Weblink (e.g., 1 industry sponsored session, plus a mention similar to “visit our stand, location XX”)  
- 1 Weblink promoting 1 session with full exhibition details will be considered as 2 Weblinks (e.g., 1 industry sponsored session, plus a mention for a stand activity)  
- 1 Weblink promoting 2 sessions/activities will be considered as 2 Weblinks, and invoiced accordingly  

**NB:** Hyperlinks to the sponsor’s website will be **not** be allowed

Artwork must be submitted for approval before **30 August 2013**

**Weblink format:** **PDF, html or flash invitation**

<table>
<thead>
<tr>
<th><strong>PDF PAGE</strong></th>
<th><strong>HTML OR FLASH PAGE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Size:</strong> the lighter the better, screen quality, 600Kb max</td>
<td>Provide organizer with the invitation URL, not the company web site URL. Must be optimized for web <strong>1280 x 1024 pixel</strong></td>
</tr>
<tr>
<td><strong>Security:</strong> ideally locked</td>
<td><strong>Size:</strong> the lighter the better</td>
</tr>
<tr>
<td><strong>Open size:</strong> ideally 100%</td>
<td></td>
</tr>
<tr>
<td><strong>Number of pages:</strong> 3 pages max</td>
<td></td>
</tr>
<tr>
<td><strong>Images:</strong> may be included</td>
<td></td>
</tr>
</tbody>
</table>
**Information Screen adverts**
Information Screens are located in front of the lecture rooms.  
Adverts will run for the duration of the congress.  
This information screen is dedicated to the promotion of your Satellite.

- Power point presentations on Office 2007 or 2010  
- Resolution: HD, 1920 x 1080  
- Format 16/9  
- Duration of advert: 30” (if multiple slides, timing must be included into presentation).

Artwork must be submitted for approval before **30 August 2013**
Section 6 – Conditions of Participation

6.1 General Conditions

The following conditions of participation concern Acute Cardiac Care 2013 sponsors insofar as the contractual partners do not reach contrary agreements in writing.

6.2 Admission to Acute Cardiac Care 2013

The exhibition is open to companies active in the field of Critical Care, ICCU and Emergency Medicine. Marketing bureaus, consultants etc. may hire stand space in order to conduct their research or provide their services. These activities are restricted to the rented stand space. Canvassing for clients outside the space assigned is strictly forbidden.

6.3 Conclusion of Contract

Application for a stand is made by filling in and returning the Application Form for stand space. Only signed application forms will be taken into consideration. By signing the application form, the company accepts the requirements contained in the Guidelines for Industry Participation and any supplementary provisions. Confirmation of the allocation of a stand by the Acute Cardiac Care secretariat constitutes conclusion of the rental contract between the Exhibitor and the Acute Cardiac Care secretariat. A stand assignment and an invoice will be sent to the Exhibitor by registered mail. The date on the stand assignment is considered to be the date of stand allocation. If the contents of the stand assignment deviate from the contents of the Exhibitor’s application, the contract is based on the substance of the stand assignment unless the Exhibitor protests in writing within two weeks after the date mentioned on the stand assignment.

6.4 Renting Stand Space

Acute Cardiac Care secretariat lets stand space in accordance with the compatibility of the items to be exhibited with the subject matter of the exhibition and meeting in general. The minimum stand size is 9m² for Industries/6m² for Publishers & Booksellers. For companies organising a Satellite Symposium a stand of 9m² or larger is mandatory.

Acute Cardiac Care secretariat reserves the right to deviate from the stand confirmation 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.

Acute Cardiac Care secretariat 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. Acute Cardiac Care secretariat accepts no responsibility for any damage, which may result from such changes.

6.5 Assignment of Space

Stands will be assigned to Exhibitors on a “first come, first served” basis

6.6 Stand Design

- 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.
- Acute Cardiac Care secretariat 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.
6.7 Subtenants and other represented companies

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

6.8 Terms of Payment

- The stand rental fee must be paid in full before the event. Failure to do so 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, Acute Cardiac Care secretariat 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 the Organiser’s rules; as a consequence it will entail closure of the exhibit before/during the event. In such cases, the exhibitor will be excluded from future events organised by the Acute Cardiac Care secretariat or division or Association of the ESC.

6.9 Acceptance of Products

Each country applies specific regulations with regards to product promotion in its markets. It is therefore advised that each participating Company be aware of all regulations and restrictions that may affect their participation in Acute Cardiac Care 2013. The Acute Cardiac Care secretariat will accept no responsibility for any impact, financial or other, relating to such issues.

6.10 Reservations Policy

In the event that, for any reason whatever, it is judged advisable or necessary for the Acute Cardiac Care Congress 2013 to close completely, or in part, the Exhibition and/or Congress for any period, the ESC will not be liable for any damage, loss, or other unfavourable conditions incurred by exhibitors/ session organisers/ sponsors. If for any reason, the Acute Cardiac Care Congress 2013 has to be cancelled, the ESC will refund to the exhibitors/ session organisers/ sponsors the sum paid to ESC for contractual commitments less expenses incurred in preparation of these contracts, with no liability for either party to the contract.

6.11 Exemption from Liability

Acute Cardiac Care secretariat 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 intentional or gross negligence. This exemption from liability also applies if exhibits are seized and stored by the Acute Cardiac Care secretariat 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 the Acute Cardiac Care secretariat. Furthermore the Acute Cardiac Care secretariat 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. Acute Cardiac Care secretariat will not be responsible for the insurance of such items. Acute Cardiac Care secretariat shall not be liable for any injury or damage whatsoever caused to goods and/or persons in the building and/or on the adjacent sites. All Exhibitors should contract their own insurance.

6.12 Premature Termination of Rental Contract

If, after binding application and conclusion of the contract, Acute Cardiac Care secretariat should accept in exceptional cases to withdraw from the contract, the Exhibitor is liable for the full amount of the stand rental including all surcharges. Should Acute Cardiac Care secretariat succeed in otherwise disposing of the stand, it reserves the right to claim payment of partial costs caused by the tenant withdrawing from the contract. A case of re-letting is not constituted if, for optical reasons, the area not used by the Exhibitor is allocated to another Exhibitor without Acute Cardiac Care secretariat 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. Acute Cardiac Care secretariat 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 altered his manufacturing programme so that his products can no longer be classified in the industry for which he has rented stand space.

6.13 Cancellation Policy

For Exhibition:
Cancellations by Exhibitors should be made by letter addressed to the ESC. Cancellation Fees will apply as of receipt of the signed order form as follows:
- 10% until 31 May 2013
- 50% from 01 June 2013 to 31 July 2013
- 100% from 01 August 2013

For Industry Sponsored Sessions:
Cancellations of Industry Sponsored Sessions should be sent by in writing to the ESC. Cancellation Fees will apply as of receipt of the signed order form as follows:
- 10% until 31 May 2013
- 50% from 01 June 2013 to 31 July 2013
- 100% from 01 August 2013

For Sponsorship:
Cancellations of Sponsorship should be sent by in writing to the ESC. Cancellation Fees will apply as of receipt of the signed order form as follows:
- 10% until 31 May 2013
- 50% from 01 June 2013 to 31 July 2013
- 100% from 01 August 2013

For Rooms at Acute Cardiac Care
Cancellations of Rooms should be sent by in writing to the ESC. Cancellation Fees will apply as of receipt of the signed order form as follows:
- 10% until 31 May 2013
- 50% from 01 June 2013 to 31 July 2013
- 100% from 01 August 2013

6.14 Enforcement of Rules

Any company judged to have not followed these Guidelines may be refused the opportunity to participate at any future meetings organised on behalf of the Acute Cardiac Care secretariat.

6.15 Supplementary Provisions

Constituent parts of the rental contract take the form of the House Regulations, the Guidelines for Industry Participation, the Exhibitor Kit, as well as other organisational and technical regulations sent to the Exhibitor before the exhibition opens. These documents are available to all Industry Partners involved in Acute Cardiac Care 2013, if you do not receive them, please request them. Unless any comments on the complete Industry Guidelines are received before assignment of a sponsorship item, the ESC will consider that the Industry representative and their affiliates accept the conditions included in these Industry Guidelines. The sovereignty of national law of the site of Acute Cardiac Care 2013 is undisputed.

6.16 Usage Rights for Music, Images, Films

Participating companies are solely responsible for paying all usage rights and royalties for the use of intellectual property (music, photos, movies, artwork, etc) used on the company’s Exhibition Stand; before, during and after an Industry Sponsored Sessions as well as during any company-organised events at the venue or in the city where the congress is taking place. The ESC reserves the right to request a copy of the authorisation, or proof of payment of said rights that should cover the duration of the congress as well as the 2 days before and after the event. More information can be found on the World Intellectual Property Organization website: www.wipo.int and www.wipo.int/treaties.
6.17 Claims, Procedures, place of performance and jurisdiction

All claims by Sponsors against the Acute Cardiac Care secretariat must be submitted in writing. These claims will lapse within 3 months of closure of Acute Cardiac Care Congress. 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; English text is authoritative. Place of performance and jurisdiction is Grasse, France. Acute Cardiac Care secretariat reserves the right, however, to bring its claims before the courts competent for the area where the Sponsors has his registered office. In case of dispute, the ESC's decision shall be considered final.

6.18 Final Clause

In cases not, or not clearly, covered by the regulations in the Guidelines for Industry Participation, Acute Cardiac Care secretariat’s decision shall be final.