

**GUIDELINES FOR INDUSTRY PARTNERS**

# Acute Cardiac Care 2012

Meeting organised  
by the ESC Working Group  
on Acute Cardiac Care

# Istanbul

Turkey  
20-22 October  
2012



[www.escardio.org/acutecc](http://www.escardio.org/acutecc)

Acute Cardiac Care  
ESC Working Group



## Your Contacts

### Addresses/ Contact Details

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**ESC/ Registration Department**

Tel: +33 (0)4 92 94 76 12 - Fax: +33(0)4 92 94 76 10

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Tel: +33 (0)4 92 94 35 11 - Fax: +33(0)4 92 94 76 20

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Tel: +33 (0)4 92 94 86 23 - Fax: +33(0)4 92 94 76 16

E-mail: [EuroACChotels@escardio.org](mailto:EuroACChotels@escardio.org)

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

For information on the Exhibition please contact:

Ms. Maud Paysse, Exhibition Officer

Tel: +33 (0)4 92 94 86 83 - Fax: +33 (0)4 92 94 76 26

E-mail: [EuroACCexhibition@escardio.org](mailto:EuroACCexhibition@escardio.org)

For information on Industry Sponsored Sessions please contact:

Mr. Fabrice Calabrese, Industry Sponsored Sessions

Tel: +33 (0)4 89 87 20 03 - Fax: +33 (0)4 92 94 76 26

E-mail: [Satellite@escardio.org](mailto:Satellite@escardio.org)

For information on Sponsorship and Promotion Opportunities please contact:

Ms. Kristina Simon, Sponsorship Officer

Tel +33 (0)4 92 94 86 78 - Fax: +33 (0)4 92 94 76 26

Email: [Sponsorship@escardio.org](mailto:Sponsorship@escardio.org)

## **Important Dates**

<b>16 April 2012</b>	Deadline for returning Application Forms.
<b>15 June 2012</b>	Cancellations of the stand before this date – 50% fee, after this date 100% fee.
<b>27 July 2012</b>	Send product and company description for Final Programme and ESC website.
<b>1 August 2012</b>	Deadline for companies to send the complete scientific programme of the satellite session.
<b>10 August 2012</b>	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.
<b>24 August 2012</b>	Deadline for companies to inform the ESC of the Stand Activity and Give Aways distributed on the Stand. Also Deadline for Erratum: deadline for companies to send any alterations of the satellite symposia contents and product description. Deadline for companies to send all material to be inserted in the Congress bags.
<b>1 September 2012</b>	Deadline for Stand Service and Stand Package orders with K2
<b>17 September 2012</b>	Deadline to order free exhibitor badges using the online form. Telephone & Internet connections should also be ordered by this date to avoid costly late fees.
<b>30 September 2012</b>	Deadline to receive all material to be inserted in the Congress bags.
<b>20 – 22 October 2012</b>	Acute Cardiac Care Congress 2012 – Istanbul, Turkey.

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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 Working Group on Acute Cardiac Care. A successful application made by a company wishing to participate in Acute Cardiac Care 2012 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 2012 will be held at the Istanbul Lutfi Kirdar Convention and Exhibition Centre (ICEC), Istanbul, Turkey:

#### **Istanbul Lutfi Kirdar Convention and Exhibition Centre (ICEC)**

Harbiye-Sisli Istanbul, Turkey

Tel: +90 212 373 1100 - Fax: +90 212 224 0878

Web Site: [www.icec.org](http://www.icec.org)

### 1.2 Terminology

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

<b>Building:</b>	Istanbul Lutfi Kirdar Convention and Exhibition Centre (ICEC).
<b>Exhibitor:</b>	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.
<b>Acute Cardiac Care 2012:</b>	Annual International Congress organised by the European Society of Cardiology (ESC) on behalf of the ESC Working Group on Acute Cardiac Care.
<b>Organiser:</b>	The ESC on behalf of Working Group on Acute Cardiac Care.

### 1.3 Congress dates: 20 – 22 October 2012

	07:00:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	
	07:30	08:30	09:30	10:30	11:30	12:30	13:30	14:30	15:30	16:30	17:30	18:30	19:30	20:30	21:00	
Sat, 20 October 2012	Registration															
	Speaker Service Centre												Exhibition			
									Scientific Session	Break	Scientific Session	Break	Opening Ceremony	Cocktail Reception		
Sun, 21 October 2012	Registration															
	Speaker Service Centre												Exhibition			
		Scientific Session	Moderated Posters	Scientific Sessions		Lunch		Scientific Sessions	Moderated Posters	Scientific Session						
Mon, 22 October 2012	Registration															
	Speaker Service Centre												Exhibition			
		Scientific Session	Moderated Posters	Scientific Sessions		Lunch		Scientific Sessions	Moderated Posters	Scientific Session		Closing				
	07:00:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	

### 1.4 Language

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

## 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 86 83 - Fax: +33 (0)4 92 94 76 26  
Email: [EuroACCexhibition@escardio.org](mailto:EuroACCexhibition@escardio.org)  
Web Site: [www.esceexhibition.org/ACC\\_2012](http://www.esceexhibition.org/ACC_2012)

For information regarding the building and technical aspects of the exhibition please contact:

**Mr. Evren Turan**  
K2 Conference & Event Management  
Kosuyolu Mah., Ali Nazime Sok. No: 45, Kadikoy 34718 Istanbul, Turkey  
  
Tel: +90 216 4289551 (ext. 131.)  
Fax: +90 2164289591  
E-mail: [acc2012@k2-events.com](mailto:acc2012@k2-events.com)  
Web site: [www.k2-events.com](http://www.k2-events.com)

For all services (water, electricity, AV, telephone, computer etc.), please refer to the Product and Services order forms, available online on Acute Cardiac Care 2012 page of [www.ESCexhibition.org](http://www.ESCexhibition.org).

#### 2.1.2 Exhibition Dates

##### **Exhibition Build-up:**

Friday 19 October 08:00 – 20:00 Exhibition build-up  
Saturday 20 October 08:00 – 12:00 Exhibition build-up, 12:00 hall inspection by the ESC

##### **Exhibition Opening Hours:**

Saturday 20 October 14:00 – 20:30 **Exhibition OPEN** – All exhibits must be staffed  
18:00 – 19:15 Opening Ceremony  
19:15 – 20:30 Opening Cocktail in the Exhibition Area  
Sunday 21 October 09:00 – 18:00 **Exhibition OPEN**  
Monday 22 October 09:00 – 18:00 **Exhibition OPEN**

##### **Exhibition Dismantling:**

Monday 22 October 18:30 – 24:00 Exhibition 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.**

**Outside of 'exhibition open' periods, delegates will walk to session rooms through the entire Exhibition. Exhibitors should therefore take all reasonable precautions to protect valuables. On Friday 19 October the hall will be open for construction until 20:00. All construction must be completed imperatively by 20:00. Any packing cases still left in the aisles will be removed at the exhibitor's expense.**

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**No dismantling before 18:30, Monday 22 May.**

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### 2.1.3 Exhibition Time Schedule

- Build-up will take place on Friday 19 from 08:00 to 20:00 and Saturday 20 October from 08:00 to 12:00.
- Stand construction must be finished by Saturday 20 October at 12:00.
- On Saturday 20 October the exhibition is open from 14:00. Exhibitors will be allowed to access the exhibition hall from 08:00. A hall inspection will be made by the ESC from 12:00 to 13:00.
- All packing material, which is to be retained (e.g. for re-use) should be cleared from the Building by 12:00 on Saturday 20 October. After this time any materials left in the aisles will be cleared by the organisers and destroyed. The Working Group on Acute Cardiac Care accepts no liability for the packing material not removed in due time.
- No goods can be brought into the hall by trolleys or pallet trucks on Saturday 20 October after 12:00.
- The ESC will have an office (ESC Staff Office) in the Building from Friday 19 October until Tuesday 23 October.

### 2.1.4 Exhibitor Badges

#### Free Exhibitor Badges:

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

All Exhibitor badges must be ordered by email using the form available online, saving the badge name file in CVS or XLS format. This email should be returned to the Acute Cardiac Care exhibition mailbox, [EuroACCexhibition@escardio.org](mailto:EuroACCexhibition@escardio.org) before **17 September 2012**.

Exhibitor Badge Allocation		
Stand size between:	General Exhibitor Badges	Scientific Exhibitor Badges
9 and 49 m <sup>2</sup>	4	4
50 and 99 m <sup>2</sup>	8	8
100+ m <sup>2</sup>	12	12

**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. Each exhibitor is entitled to a defined number of Scientific Exhibitor Badges which will enable the bearer to access the Scientific Sessions of the Acute Cardiac Care 2012.**



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.esceexhibition.org/ACC\\_2012](http://www.esceexhibition.org/ACC_2012).

#### Additional Exhibitor Badges:

If the number of free Exhibitor badges is insufficient, extra badges may be purchased at a price of **€ 33.45 per badge, plus VAT if applicable**.

#### Work Passes:

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

### 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.esceexhibition.org/ACC\\_2012](http://www.esceexhibition.org/ACC_2012) and send details through before **27 July 2012**. The ESC cannot guarantee the inclusion of the product description in the Final Programme if received after 27 July 2012.



## 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 building. Please see order form on [www.escehhibition.org/ACC\\_2012](http://www.escehhibition.org/ACC_2012).

The ESC may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of the Acute Cardiac Care Congress 2012, 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.

## 2.1.8 Shipping Information

### Official Forwarder and Lifter for Acute Cardiac Care 2012:

#### FAIREXX GmbH

Marienstrasse 28

12207 Berlin

Germany

TEL +49 (0)30 44 03 47 13

FAX +49 (0)30 44 03 47 79

Contacts: Mr. Stefan Grunwaldt [Stefan.grunwaldt@fairexx.com](mailto:Stefan.grunwaldt@fairexx.com)

Mr. Florian Wallmann [Florian.wallmann@fairexx.com](mailto:Florian.wallmann@fairexx.com)

On-site contacts: Fairexx / Mr. Stefan Grunwaldt / +49 173 212 94 10

Fairexx / Mr. Florian Wallmann / +49 173 214 53 02

Web Site: [www.fairexx.de](http://www.fairexx.de)

**A shipping manual including documentation required for customs clearance is available online at [www.escehhibition.org/ACC\\_2012](http://www.escehhibition.org/ACC_2012).**

### Airfreight Shipments

Airfreight shipments should arrive prepaid at Istanbul International Airport (IST) **no later than 8 October 2012** addressed as follows:

Consignee Address: EKOL LOJISTIK A.S.  
c/o FAIREXX GmbH  
Gulbahar cad. Gurol Sok. No. 1  
34212 Gunesli Istanbul  
Turkey

Notify: Acute Cardiac Care 2012  
Exhibitor Name, Hall & Stand Number

Contacts: Atilla Bayraktar / Tel. +90 216 564 33 58  
Alpay Altioek / Tel. +90 216 564 33 52

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-advices: please send to Fairexx at least 4 working days before departure by fax: +49 (0)30 44 03 47 79 or by email to [Stefan.grunwaldt@fairexx.com](mailto:Stefan.grunwaldt@fairexx.com) or [Florian.wallmann@fairexx.com](mailto:Florian.wallmann@fairexx.com).

- 1 Copy of Airwaybill / Flight details
- 1 Copy of combined invoice & packing list or Carnet ATA
- 1 Copy of ATR (for shipments from EU countries)

### **Roadfreight & Courier shipments via advanced warehouse**

Roadfreight & Courier shipments should arrive at the advanced warehouse **no later than 5 October 2012 to:**

Warehouse address: EKOL LOJISTIK A.S.  
c/o FAIREXX Logistics GmbH  
Gulbahar cad. Gurol Sok. No. 1  
34212 Gunesli Istanbul  
Turkey

Notify: Acute Cardiac Care 2012  
Exhibitor Name, Hall & Stand Number

Contacts: Atilla Bayraktar / Tel. +90 216 564 33 58  
Alpay Altiok / Tel. +90 216 564 33 52

Pre-advices: please send to Fairexx at least 4 working days before departure by fax: +49 (0)30 44 03 47 79 or by email to [Stefan.grunwaldt@fairexx.com](mailto:Stefan.grunwaldt@fairexx.com) or [Florian.wallmann@fairexx.com](mailto:Florian.wallmann@fairexx.com).

- Trucking details (Truck no., haulier, ETA)
- Copy of invoice or Carnet ATA + packing list
- Copy of ATR (for shipments from EU countries)

### **Half / Full Trailer Loads direct to the venue**

Half / Full Trailer Loads should arrive directly at ICEC (Lutfi Kirdar Convention Centre) in accordance with the official Build-Up and Break-Down Dates and Times and slot numbers.

#### **Important:**

**Please note that only trucks less than 40 tons can have a direct access to the venue.**

Venue Address: ICEC (Istanbul Lutfi Kirdar Convention & Exhibition Centre)  
c/o FAIREXX GmbH  
Harbiye Mh.  
34367 Istanbul  
Turkey

Contact: FAIREXX / Stefan Grunwaldt / Tel: +49 173 2129 410  
FAIREXX / Florian Wallmann / Tel: +49 173 2145 302

Notify: Acute Cardiac Care 2012  
Exhibitor Name, Hall & Stand Number

Pre-advice/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 at least 4 days before departure of your truck by fax: +49 (0)30 44 03 47 79 or by email to [Stefan.grunwaldt@fairexx.com](mailto:Stefan.grunwaldt@fairexx.com) or [Florian.wallmann@fairexx.com](mailto:Florian.wallmann@fairexx.com).

Within the limits of the ICEC, 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.esceexhibition.org/ACC\\_2012](http://www.esceexhibition.org/ACC_2012).

### **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.esceexhibition.org/ACC\\_2012](http://www.esceexhibition.org/ACC_2012).

### 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.

Always park your vehicle in the allotted space. Note that parking is not allowed in front of doors or on ramps. Information about truck and car parking is available on: [www.escehhibition.org/ACC\\_2012](http://www.escehhibition.org/ACC_2012).

### 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.escehhibition.org/ACC\\_2012](http://www.escehhibition.org/ACC_2012).

### 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.

During the Congress dates, from Saturday 20 October 14:00 to Monday 22 October 18:00, 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 20 October 2012**.

### 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 removing 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 Stand Activities, Hospitality and Publicity

Please inform the ESC ([EuroACCexhibition@escardio.org](mailto:EuroACCexhibition@escardio.org)) of your planned Stand Activity and Giveaways by sending the Stand Activity form available on [www.escehhibition.org/ACC\\_2012](http://www.escehhibition.org/ACC_2012) before **24 August 2012**. Please note that stand activities should adhere to the following rules:

**I)** The ESC on behalf of Working Group on Acute Cardiac Care has adopted a policy which limits industry sponsored entertainment, lunches, seminars or other formal gatherings. Without the specific approval of the ESC, companies should not organise such events during the two days before Acute Cardiac Care 2012, during Acute Cardiac Care 2012 itself or during the two days immediately after Acute Cardiac Care 2012 (i.e. 18/10 – 24/10). Should a company wish to plan any such events, please consult the Organiser in due time.

**II)** The main activity of any exhibition stand should be the presentation of the exhibiting company and/or its products or services. The use of photographers, portrait artists or other 'attractions' is not allowed, any similar project must be submitted for the approval of the ESC prior to Acute Cardiac Care Congress 2012. Failure to do so may result in the exhibitors being obliged, at their own expense, to discontinue any such activity on-site.

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

**IV)** Companies wishing to arrange or sponsor sessions are invited to arrange a satellite symposium or a Mini-Satellite Symposium, 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 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.

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. In addition, the nature of the presentation should be informal and in no way resemble any official session format, be it a Satellite, Meet the Expert or Acute Cardiac Care programme.

**All such activities require the prior approval of the ESC.**

**V)** 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.

**VI)** Exhibitors shall refrain from:

- holding lotteries
- organising games of chance
- using "market stall" techniques
- distributing 'gimmicks' without scientific or product references
- using performance artists

Only quizzes with a scientific content can be held at the stand. Any such activity must be approved by the ESC. Interactive technology based quizzes may be accepted provided their focus remains scientific knowledge and they have no negative impact on the exhibition area or other rules within this publication.

Participation can be rewarded with a prize. However, the prize should be of scientific value and the same for everybody. "Drawing winners" is not allowed. Maximum purchase value of prizes must not exceed €5 and all prizes should be declared to the ESC using the form available for this purpose, see [www.esceexhibition.org/ACC\\_2012](http://www.esceexhibition.org/ACC_2012). These stand activities should be "low profile" and no blatant publicity should be made.

Certain items such as digital camers, MP3 players, ipads or other hi-tech, high value goods are not considered appropriate – prize approval is at the discretion of the ESC. If the purchase value of a prize is questioned by ESC, each exhibitor is expected to show proof of purchase value – either before or during the congress. Non-compliance will be considered a violation of these Guidelines and treated according to the procedure published in this booklet.

For more advice on prize approval before placing orders for prize material, contact [EuroACCexhibition@escardio.org](mailto:EuroACCexhibition@escardio.org). Each exhibitor should declare all prizes in advance with a description and price, sending either a digital image to [EuroACCexhibition@escardio.org](mailto:EuroACCexhibition@escardio.org) or a sample to exhibition Team at: European Heart House, 2035 Route des Colles, Les Templiers, BP 179, 06903 Sophia Antipolis, France.

**VII)** Notwithstanding the legal responsibilities of each Exhibitor at his own stand, the Board of the ESC has accepted the policy that small giveaways of scientific value to the delegate are acceptable at the exhibition with a maximum retail value of €10. The distribution of giveaways should be low profile and should in no way overshadow the main activity of the stand. The activity must not disturb neighbouring stands or cause queues outside the stand area.

Items for distribution should

- Be legal in the congress hosting nation, in terms of the item itself and the product it advertises
- Should not exceed €10 purchase value – proof of value MUST be provided during congress when demanded by ESC exhibition Management, otherwise this will be considered a violation of these Guidelines
- Be safe for the user & not endanger health or reputation of congress participants or ESC

Distribution or display of materials by an exhibitor or its agents is limited to the company's exhibition space only.

In the case of printed material, the intellectual ownership of content should not be a cause for dispute and images should not cause offence. Additionally, any quoted references should be clear and follow internationally accepted principles; scientific claims should be based on accepted evidence. ESC's decision in such matters will be considered final.

**VIII)** 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.

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

**X)** 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 2012.
- Barring exemption applied for and granted, to sell goods against surrender of the purchased items or to receive money in any way for goods sold or offered for sale or for services rendered.
- To affix sold-tags to goods on display.
- To remove exhibits from the stand, to add exhibits to the stand or to cover (parts of) exhibits on the stand. Nor should stands be dismantled or removed prior to the end of the event.

**XI)** The site assigned to the Exhibitor shall be staffed at the beginning of the exhibition (Saturday 20 October, 14:00), during the opening hours of the exhibition as well as during the construction and the dismantling and removal of the stand. The Exhibitor shall make sure that either himself or a person authorised by him is present at the site at all times.

**XII)** The use of the name of the Acute Cardiac Care 2012, Working Group on Acute Cardiac Care, European Society of Cardiology or the European Heart House (EHH). The use of any ESC corporate branding and visuals (such as logos, images, graphics, graphic chart), without written permission, is strictly forbidden in any advertising, publicity, signage, product, printed matter, film, video, other media, etc. Without prior request and subsequent written approval from the ESC.

The only exception is that Exhibitors may refer to Acute Cardiac Care 2012 as "Acute Cardiac Care 2012, meeting organised by the ESC Working Group on Acute Cardiac Care". A dedicated congress graphic has been created for the Acute Cardiac Care 2012 and can be freely used by exhibitors in their communications. The graphic must not be distorted or altered in any way.

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

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

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

**XV)** Use of acoustic equipment, as well as audiovisual shows of any kind by the exhibitor require authorization by the Organizer or ICEC 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.

## 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

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### **Important Notice:**

**All Exhibitors must submit a detailed stand drawing to the ESC before 10 August 2012. 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 [EuroACCexhibition@escardio.org](mailto:EuroACCexhibition@escardio.org).**

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### 2.2.1 Exhibition Location

The exhibition will be located on the ground floor of the ICEC.

### 2.2.2 General Exhibition Information with regards to pricing and minimum stand space requirements

**The price of 'SPACE ONLY' is €400 per m<sup>2</sup> (+ VAT). A reduced rate of €300 per m<sup>2</sup> (+ VAT) is offered to publishers, booksellers and journal distributors. The minimum exhibition space is 6 m<sup>2</sup> for Industry and 6 m<sup>2</sup> 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 the Building. See order forms online at [www.esceexhibition.org/ACC\\_2012](http://www.esceexhibition.org/ACC_2012).

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 Turkish (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 **10 August 2012**.

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 20 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.esceexhibition.org/ACC\\_2012](http://www.esceexhibition.org/ACC_2012).

### Stand Height

If so desired, exhibitors with stands larger than 25m<sup>2</sup> can submit a written request ([EuroACCexhibition@escardio.org](mailto:EuroACCexhibition@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 m<sup>2</sup> floor area of each stand and is as follows:

Stand Height Allowance	
More than 25m <sup>2</sup>	3m

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 ([EuroACCexhibition@escardio.org](mailto:EuroACCexhibition@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<sup>rd</sup> 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 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 40% 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 Saturday 20 October 2012, 12:00.**

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 **300 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. For more information, please contact:  
Mr. Evren Turan, Email: [acc2012@k2-events.com](mailto:acc2012@k2-events.com)

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 in all spaces of the ICEC.

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.esceexhibition.org/ACC\\_2012](http://www.esceexhibition.org/ACC_2012).

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 Building, please refer to the order form online at [www.esceexhibition.org/ACC\\_2012](http://www.esceexhibition.org/ACC_2012).**

## **2.2.6 Electricity**

All electrical connections and distribution boards must be ordered through the Building; the same goes for the supply of distribution boards.

**Please order your electricity and connections (with locations) using the relevant order form on: [www.esceexhibition.org/ACC\\_2012](http://www.esceexhibition.org/ACC_2012).**

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.esceexhibition.org/ACC\\_2012](http://www.esceexhibition.org/ACC_2012).

## **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
- Water
- Furniture
- Carpeting & flooring
- Lighting
- Audio / Visual equipment

***Please note that if you are going to hire AV equipment for your stand in Turkey (from a Turkish AV company), please refer to exclusive ICEC contractor through Stand AV order form.***

- Graphics / Visual support
- Plants & Flowers

Please see online order forms available on: [www.escehhibition.org/ACC\\_2012](http://www.escehhibition.org/ACC_2012).

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

### **Mr. Evren Turan**

K2 Conference & Event Management

Kosuyolu Mah., Ali Nazime Sok. No: 45, Kadikoy 34718 Istanbul, Turkey

Tel: +90 216 4289551 (ext. 131.)

Fax: +90 2164289591

E-mail: [acc2012@k2-events.com](mailto:acc2012@k2-events.com)

Web site: [www.k2-events.com](http://www.k2-events.com)

## 2.2.10 Catering

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

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.

**For larger scale supplies, please order 2 weeks in advance. For ad hoc orders, this should be confirmed the day before fulfilment is required.**

**Payment must be made in advance and for ad hoc orders payment must be paid on site.**

**See menu selection & online order form from the Official Caterer ICEC at:**

[www.escehhibition.org/ACC\\_2012](http://www.escehhibition.org/ACC_2012).

## 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:**
  - 200 to 300 seats: **€28,000** per session excl. VAT
  - 400 to 800 seats: **€34,000** per session excl. VAT
  
- **Price for Non-Exhibitor**
  - 200 to 300 seats: **€30,400** per session excl. VAT
  - 400 to 800 seats: **€36,400** per session excl. VAT

#### Satellite Symposia timeslot:

- **Sunday 21 October 2012: 12:45 – 14:00 / 18:15 – 19:45**
- **Monday 22 October 2012: 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 scientific session and must leave the lecture rooms in 15 minutes after the end of Satellite Symposium 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.
- Exhibitors' badges allow access to the Exhibition Hall and to Industry Sponsored Sessions. Access to Acute Cardiac Care 2012 Scientific Sessions is not allowed.
- 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 200 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 2012** 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:

### **Industry Sponsored Sessions invitation flyers display racks:**

Company organizing Satellite Symposia are offered specific display racks located at the congress centre main entrance to promote their events; one allocated A4 plexi holder on the display rack per session. The holders will be allocated per session's day, time-slots and lecture rooms alphabetical order. The display rack will be available from 19 October 2012 to 22 October 2012.

N.B. – Please note that contrary to previous years, the ESC will not offer easels for poster display in the Registration Area.

### **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. – Please note that contrary to previous years, 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 **15 September 2012**.

#### **IMPORTANT:**

**It is strictly forbidden to hold Satellite Symposia outside the Acute Cardiac Care Congress premises between 15 October 2012 and 25 October 2012**

### **3.1.2 Satellite Symposia Offer**

#### **The cost of a Satellite Symposium includes:**

- 1 Delegate Bag Insert
- 1 Weblink
- 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

<p>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.</p>
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#### **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](http://www.ESCexhibition.org).

### **3.2 Hands-On Tutorial**

During the Acute Cardiac Care 2012 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 between 2:30pm and 6pm on Saturday and 8:30am and 6pm on Sunday and Monday.

The tutorial programme will be approved by the Acute Cardiac Care 2012 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.
- Exhibitors' badges allowed access to the Exhibition Hall and to Industry Sponsored Sessions. Access to Acute Cardiac Care 2012 Scientific Sessions is not allowed.

#### 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 2012** 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:

#### Industry Sponsored Sessions invitation flyers display racks:

Company organizing Hands-On Tutorials are offered specific display racks located at the congress centre main entrance to promote their events.

The display rack will be available from 19 October 2012 to 22 October 2012.

#### 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 2 days
- 1 Delegate Bag Insert
- 1 Weblink
- Electricity, 1 beamer, 1screen, 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 20<sup>th</sup> October 2012** : from 12:00 to 19:00
- On **Sunday 21<sup>st</sup> October 2012** : from 07:30 to 18:00
- On **Monday 22<sup>nd</sup> October 2012** : from 07:30 to 13:00

\* Subject to changes

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**

### 3.4 Industry Sponsored Sessions Speakers & Chairmen 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

### 3.5 Applying to hold Industry Sponsored Session

The Application Form for Industry Sponsored Session must be sent to the **Acute Cardiac Care 2012** Secretariat before **16 April 2012**.

### 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 **1 August 2012**.

Scientific Programme should be sent to:

EUROPEAN SOCIETY OF CARDIOLOGY  
Mr. Nouredine M'Ghari  
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: [satellite@escardio.org](mailto:satellite@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.

**- The ESC does not cover the expenses related to the Speakers and Chairmen of Satellite Symposia even if active in the Scientific Programme.**

- 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 Chairmen rules" on page 22.**



#### **EBAC**

The Acute Cardiac Care Congress 2012 is accredited by the European Board for Accreditation in Cardiology (EBAC) for **15 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 2012** Committee, all changes post approval must be sent in writing to the ESC at [satellite@escardio.org](mailto:satellite@escardio.org) (Mr. Nouredine M'ghari) 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 **15 August 2012** in order to be printed in the Final Programme.

Late modifications in the Satellite Symposia Programme received on or after **15 August 2012** cannot be printed in the Final Programme. The ESC cannot guarantee to be able to communicate any alterations received after **15 August 2012**.

### 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 in writing to the ESC.

If cancellation is received before **15 June 2012**, 50% of the total amount due will be charged.

If cancellation is received on or after **15 June 2012**, 100% of the total amount due will be charged.

### 3.11 Function Spaces

In order to maximise attendance at its scientific sessions, the ESC has adopted a policy, which limits industry sponsored presentations, hospitality and formal gatherings. No such activity should be held without the specific approval of the ESC.

Any formal presentations occurring at hospitality events for more than 150 guests and open to **Acute Cardiac Care 2012** delegates are regarded as satellite symposia and need to be organised within the official programme.

Companies are requested to respect the following Guidelines throughout the period between 15 October 2012 and 25 October 2012.

The **Acute Cardiac Care 2012** secretariat allows companies to host a limited number of guests and organize small and informal meetings (approx 20 people) in a range of Hospitality Suites and Meeting Rooms on offer within the congress centre. Contact [satellite@escardio.org](mailto:satellite@escardio.org) for availability & further details.



## Section 4 – SPONSORSHIP & promotional opportunities

Acute Cardiac Care 2012 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.**

No promotional support or activity (e.g. distribution of flyers) is permitted in the congress centre apart from on the supporting company's stand and in front of the assigned Lecture Room where applicable for Industry Sponsored Sessions (see Section 3 for further details).

The technical specifications for sponsorship items requiring graphics are detailed on pages 27 – 28 and updated if necessary on the ESC Exhibitors and Industry Partners Web Site: [www.escehhibition.org/ACC\\_2012](http://www.escehhibition.org/ACC_2012)  
All sponsorship requests are allocated on a first-come, first-served basis. Please refer to the application dates in the table below per product items.

Sponsors of Acute Cardiac Care 2012 will be acknowledged via the Acute Cardiac Care 2012 Web Site and via the Final Programme in addition to specific acknowledgements linked to the product selected and as detailed in item per item.

The following pages summarize the existing sponsorship and promotional opportunities at Acute Cardiac Care 2012. We are always more than happy to discuss and consider additional sponsorship initiatives or suggestions made by our Industry Partners.

Please contact the Industry Services Department, for further consultation on and management of your corporate investment and strategy.

Email: [Sponsorship@escardio.org](mailto:Sponsorship@escardio.org)

Tel: +33 (0)4 89 87 20 09

Fax: +33 (0)4 92 94 76 26

## 4.1 Remaining sponsorship & promotional opportunities

SPONSORSHIP & PROMOTIONAL ITEMS	PRICE
<b>FINAL PROGRAMME ADVERTISEMENTS – Product advertising allowed</b>	
Back Cover	€ 10 000
Inside Front Cover	€ 9 000
Inside Back Cover	€ 8 000
Inside Page	€ 6 000
<b>Deadline for application</b>	<b>30/07/2012</b>
<b>FINAL PROGRAMME BOOKMARK</b>	
Bookmark (excluding production) - <b>Product advertising allowed</b>	€ 10 000
<b>Deadline for application</b>	<b>30/07/2012</b>
<b>NOTE PADS &amp; PENS - Product advertising allowed</b>	
<i>Exclusive Sponsorship</i> (incl. production)	€ 8 000
<b>Deadline for application</b>	<b>15/01/2012</b>
<b>DELEGATE BAG INSERT</b> (excl. Production)	€ 4 000
<b>Deadline for application</b>	<b>30/07/2012</b>
<b>WEBLINK</b>	€ 1 000
<b>Deadline for application</b>	<b>30/07/2012</b>
<b>CONGRESS BAGS Exclusive Sponsorship</b> (incl. production)	€ 12 000
<b>Deadline for application</b>	<b>31/01/2012</b>
<b>BADGE LACES Exclusive Sponsorship</b> (incl. production)	€ 10 000
<b>Deadline for application</b>	<b>15/01/2012</b>
<b>WEBSITE Exclusive Sponsorship</b>	€ 10 000
<b>Deadline to apply</b>	<b>31/03/2012</b>
<b>UNRESTRICTED EDUCATIONAL GRANTS</b>	€ 10 000 per session

**ALL PRICES INDICATED ARE EXCLUSIVE OF VAT**

## 4.2 Product Descriptions and Technical Specifications

We 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: [www.essexhibition.org/ACC\\_2012](http://www.essexhibition.org/ACC_2012) so please consult this important Web Site regularly.

### **Webspace**

This highly popular area allows delegates to connect to the internet, access their working files and print necessary documents onsite.

- Exclusive sponsorship
- Webspace comprises seating, work stations & printer
- Acknowledgement: Logo on screensaver on each of the computer screens, Final Programme & Acute Cardiac Care Website
- Any additional signage, furniture or other requests for the Webspace need to be approved by the organiser and we be invoiced directly to the sponsor.
- High resolution logo to be provided for the screen saver acknowledgement by 31 March 2012

### **Note Pads & Pens – Product Advertising allowed**

Official congress items included in the Delegate Bag and used by delegates during and post-congress.

- Exclusive sponsorship – acknowledgement via sponsor logo
- Please submit a high resolution logo by 31 March 2012

### **Badge Laces**

Worn by delegates throughout the event, this item provides excellent corporate exposure and association.

- Exclusive sponsorship – acknowledgement via sponsor logo on badge lace
- Please submit a high resolution logo by 15 January 2012.

### **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 July 2012

### **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 2012. 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: 1 200
  - Artwork must be submitted for approval before **30 July 2012**
  - Reception at the European Heart House before **3 September 2012**

**Shipping address:**

European Heart House  
 ACC 2012 / Delegate Bag Inserts / Your Company's Name  
 Attention Ms. Chelsea Thomas  
 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 2012 Website. This invitation will communicate your congress message to delegates in two locations online (Page Link to the official Acute Cardiac Care 2012 Website in two locations, via the Scientific Programme Online (SPO) and Industry Partner pages).

- 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

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

PDF PAGE	HTML OR FLASH PAGE
<p><b>Size:</b> the lighter the better, screen quality, 600Kb max</p> <p><b>Security:</b> ideally locked</p> <p><b>Open size:</b> ideally 100%</p> <p><b>Number of pages:</b> 3 pages max</p> <p><b>Images:</b> may be included</p>	<p>Provide organizer with the invitation URL, not the company web site URL.</p> <p>Must be optimized for web <b>1280 x 1024 pixel</b></p> <p><b>Size:</b> the lighter the better</p>

Artwork must be submitted for approval before 30 July 2012

**4.3 Finance, Invoicing, and Cancellation policies**

Sponsorship and promotional products are assigned on a first-come, first-served basis. Companies will be invoiced upon assignment of items following receipt of their application form. Cancellation fees of 100% apply once an invoice has been issued.

It is a strict policy from the organizer that all invoices be paid by the date indicated on the invoice or before the opening of the congress, whichever comes first.

## **Section 5 – Conditions of Participation**

### **5.1 General Conditions**

The following conditions of participation concern Acute Cardiac Care 2012 sponsors insofar as the contractual partners do not reach contrary agreements in writing.

### **5.2 Admission to Acute Cardiac Care 2012**

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.

### **5.3 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.

### **5.4 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 6m<sup>2</sup> for Industries/Publishers/Booksellers. For companies organising a Satellite Symposium a stand of 6m<sup>2</sup> 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.

### **5.5 Assignment of Space**

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

### **5.6 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.

## **5.7 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.

## **5.8 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.

## **5.9 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 2012. The Acute Cardiac Care secretariat will accept no responsibility for any impact, financial or other, relating to such issues.

## **5.10 Reservations Policy**

In the event that, for any reason whatever, it is judged advisable or necessary for the Acute Cardiac Care Congress 2012 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 2012 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.

## **5.11 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.

## **5.12 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.

### 5.13 Cancellation Policy

#### For Exhibition:

Cancellations by Exhibitors should be made by letter addressed to the ESC: [EuroACCexhibition@escardio.org](mailto:EuroACCexhibition@escardio.org). If a reservation is cancelled by the Exhibitor after the ESC launched the invoicing process and **before the 15 June 2012**, the amount paid will be refunded minus 50% of the total amount due. If a reservation is cancelled by the Exhibitor **on or after 15 June 2012** no refund will be made, and the total amount for the stand space is due.

#### For Industry Sponsored Sessions:

Cancellations of Industry Sponsored Sessions should be sent by in writing to the ESC.

If cancellation is received before **15 June 2012**, 50% of the total amount due will be charged.

If cancellation is received on or after **15 June 2012** 100% of the total amount due will be charged.

#### For Sponsorship:

Cancellations will incur fees of 100% if cancelled after receipt of a signed application form.

### 5.14 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.

### 5.15 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 2012, 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 2012 is undisputed.

### 5.16 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](http://www.wipo.int) and [www.wipo.int/treaties](http://www.wipo.int/treaties).

### 5.17 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.

### 5.18 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.