



**Acute Cardiac Care 2012**  
THE ANNUAL CONGRESS OF THE ACUTE CARDIOVASCULAR CARE ASSOCIATION  
20-22 October 2012, Istanbul - Turkey



Dear Exhibitor,

This Update contains important logistical information concerning **Acute Cardiac Care 2012**.

Therefore, please ensure this message and the Industry Guidelines are distributed to all your staff and agencies involved in this Congress.

All the stand service order forms are available on our partner web site:

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



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





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Acute  
Cardiovascular  
Care Association  
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## 1. Access and Parking

Acute Cardiac Care 2012 will be held in the **Istanbul Lutfi Kirdar Convention and Exhibition Centre (ICEC)**, 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)

For more details, see the Access plan on:

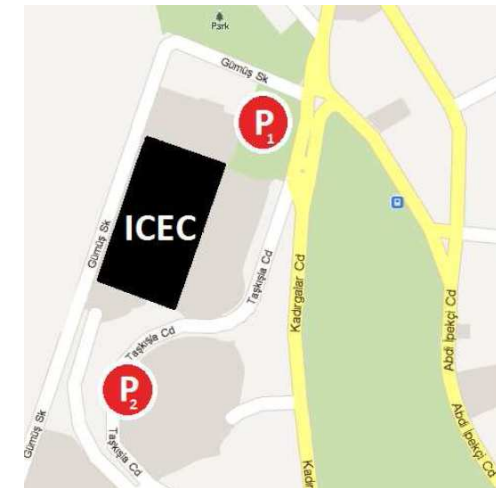
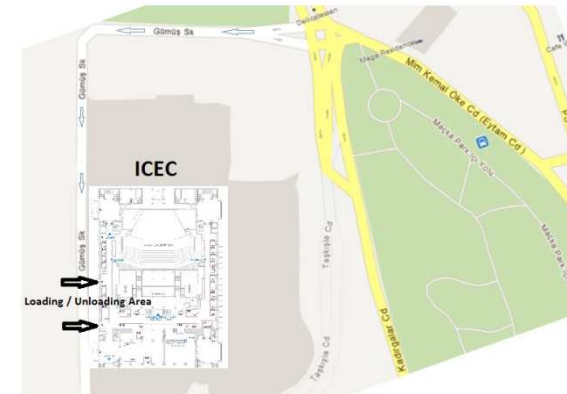
[http://www.escexhibition.org/ACC\\_2012/ESC%20Items/Loading%20Access%20Plan.jpg](http://www.escexhibition.org/ACC_2012/ESC%20Items/Loading%20Access%20Plan.jpg)

The exhibition is located on the **ground floor** of the ICEC and vehicle access is via **street Gümüş Sk.**

### Parking

Two closed private car-parks are available at the entrance of the ICEC road and under the Istanbul Congress Centre. For more details on pricing and location, please consult the link on:

[http://www.escexhibition.org/ACC\\_2012/ESC%20Items/Parking.pdf](http://www.escexhibition.org/ACC_2012/ESC%20Items/Parking.pdf)





## 2. Build up and Break Down

Cars and forklifts cannot be driven into the exhibition hall. Always park your vehicle in the allotted space outside. Space is limited – as soon as you have unloaded, please move your vehicle away from the unloading area. On arrival, drivers should report to uniformed staff from **FAIREXX**, the Official ESC Logistics Provider, to obtain a Working Pass. This pass carries the name of the individual, company and booth number and needs to be carried at all times during the build up/break down.

### Build Up Timetable

Friday 19 October	08:00 – 20:00 Exhibition build-up
Saturday 20 October	08:00 – 12:00 Exhibition build-up 12:00 – 13:00 Hall inspection by the ESC

### Break Down Timetable

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 lecture rooms through the entire Exhibition. Exhibitors should therefore take all reasonable precautions to protect valuables.

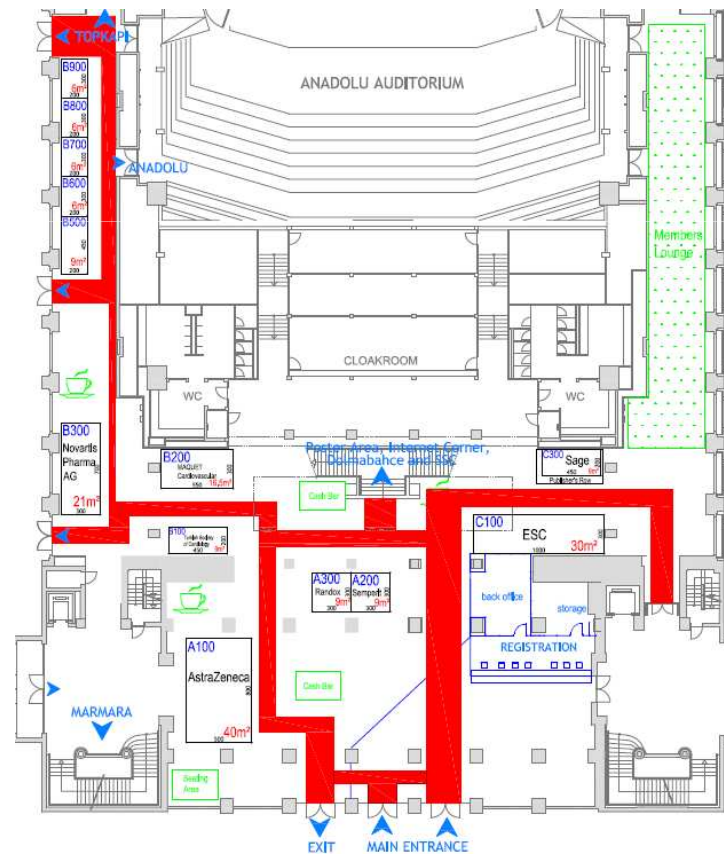
On Friday 19 October the hall will be open for construction until 20:00. All construction must be completed imperatively by 20:00. Any packing cases still left in the aisles will be removed at the exhibitor’s expense.

No dismantling is permitted before 18:30, Monday 22 May.



## Freight Free Aisles

There are two main freight free aisles running through the exhibition. The routes marked in red need to be kept free of all goods and refuse **AT ALL TIMES** to enable fast access and exit from all areas of the Hall. See the plan below for more details.





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### 3. Security

The Organisers only provide General Surveillance within the Exhibition area. Outside of 'exhibition open' periods, delegates will walk to lecture rooms through the entire Exhibition. Exhibitors should therefore take all reasonable precautions to protect valuables.

The Organisers will accept no responsibility for loss or theft from stands.

Security guards on your booth can be ordered directly from K2, for more details please contact:

#### **K2 Conference and Events Management**

Evren Turan (Mr.)

Tel: +90 216 4289551 (ext. 131)

GSM: +90 530 5217358

Fax: +90 216 4289591

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



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## 4. Delivery Address and Storage

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



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## 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 and a 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)





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## Roadfreight & Courier shipments via advance warehouse

Roadfreight & Courier shipments should arrive at the advance 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 Altioek / 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)



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## 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-advices/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).



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## 5. Stand Service Orders and Waste Disposal

In order to avoid any surcharges, please make sure you send your stand service and stand package orders through to K2 well in advance. The deadline for orders is **1 September 2012**.

All stand service forms are available on:

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

Should you require more details on the stand services, feel free to contact:

### **K2 Conference and Events Management**

Evren Turan (Mr.)

Tel: +90 216 4289551 (ext. 131)

GSM: +90 530 5217358

Fax: +90 216 4289591

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

Should you require any assistance on-site, please visit the Exhibitor Services Desk in the Registration area near the main entrance (Ground Floor).



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## 6. Exhibition Opening Hours

<b>Saturday 20 October</b>	14.00 – 20.30 <b>Exhibition OPEN</b> - all stands must be staffed 18.00 – 19.15 Opening ceremony 19.15 – 20.30 Opening cocktail in the Exhibition Area
<b>Sunday 21 October</b>	09.00 – 18.00 <b>Exhibition OPEN</b>
<b>Monday 22 October</b>	09.00 – 18.00 <b>Exhibition OPEN</b>

**All exhibiting staff must wear an Official Acute Cardiac Care 2012 badge at all times within the venue.**



## 7. Exhibitors Registration and Badge Readers

The Exhibitors Registration Desk is situated in the **Registration Area** near the main entrance (Ground Floor).

The following services will be available:

- **Collection of Work Passes** (Also available from FAIREXX team in the Loading Area)
- **Collection of pre-ordered exhibitor badges (general and scientific badges)**
- **Preparation and purchase of additional exhibitor badges**
- **Distribution of “Green Stickers”** enabling fully registered participants to access the exhibition areas outside official opening hours

Please note that employees of exhibiting companies will only gain access to the stand if they have an Exhibitor Badge. You should therefore not arrange to distribute exhibitor badges from the stand – make sure that everyone is aware of this restriction, as exceptions will not be made.

**NO BADGE = NO ACCESS TO EXHIBIT AREA**



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## Exhibitors Registration Opening Hours

<b>Friday 19 October</b>	08:00 – 20:00
<b>Saturday 20 October</b>	08:00 – 20:30
<b>Sunday 21 October</b>	08:00 – 18:00
<b>Monday 22 October</b>	08:00 – 18:00

## Exhibitor Badge Orders

Please note that you can choose how your free badges are inscribed: Company name, individual name or both.

The Badge Order Form is available on:

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

Deadline for sending badge orders: **17 September 2012.**

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

### **IMPORTANT:**

Exhibitor badges are reserved for staff working directly in the organisation and management of stands, 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.

**Please note that exhibitor badges (general & scientific) do not give entitlement to a certificate of attendance.**



## Badge Readers

Recording a prospective customer's information can be done by using the Acute Cardiac Care 2012 Badge Readers. For more information, please download the following information forms on:

[http://www.escexhibition.org/ACC\\_2012/default.aspx](http://www.escexhibition.org/ACC_2012/default.aspx)

- **key4lead Advanced Badge Reader**
- **Key4lead Classic Badge Reader**



To place your order, please go to the web portal available below:

<http://portal.key4events.com/event/acc2012?code=0f322c>

If you should require more details on badge readers, feel free to contact:

**key4events**

Email: [key4lead@key4events.com](mailto:key4lead@key4events.com)



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## 8. Stand Design and Activities Approval

### Stand Drawings and Designs

Each stand design needs to be approved by the ESC and the ICEC.

Stands that have not been approved in writing or that do not correspond to approved drawings will have to be corrected at the exhibitor's expense.

### Stand Give Aways and Activities

All stand give aways and activities need to be approved by the ESC. Please fill in the Stand Activity form available on [http://www.esccexhibition.org/ACC\\_2012/default.aspx](http://www.esccexhibition.org/ACC_2012/default.aspx) and send it back to us **before 24 August 2012**.





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## **9. Important Reminders**

### **Payment**

Please note that payment for stand rental must be made in full before the event.

### **Smoking**

Smoking is strictly forbidden anywhere in the building.

### **Alcohol**

Exhibitors must not serve any alcoholic beverages from the stand.



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## Catering

Please note that it is not allowed to take food and/or drinks into the building or to keep them on the premises unless ordered through the official caterer of the ICEC, K2:

### **K2 Conference and Events Management**

Evren Turan (Mr.)

Tel: +90 216 4289551 (ext. 131)

GSM: +90 530 5217358

Fax: +90 216 4289591

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

For more details or to order, visit the following link:

[http://www.esceexhibition.org/ACC\\_2012/Stand%20Services%20Download%20Area/Catering.pdf](http://www.esceexhibition.org/ACC_2012/Stand%20Services%20Download%20Area/Catering.pdf)

## **Distribution of promotional material from the stand**

Distribution and/or display of printed material by industries and/or its agents is limited to the company's exhibition space only or the "Information Tables", which will be specifically set up for that purpose and marked as such.

## **Industry Debrief Meeting**

A post show meeting will be held on **Monday 22 October**. Location and time to be announced. This meeting will allow you to provide feedback on the event.

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





## 10. Future ESC Congresses

- |  |           |                              |
|--|-----------|------------------------------|
| • EUROECHO and other Imaging Modalities 2012 | Athens    | 5 – 8 December 2012          |
| • EuroHeartCare 2013                         | Glasgow   | 22 – 23 March 2013           |
| • ICNC 11                                    | Berlin    | 5 – 8 May 2013               |
| • EuroPREvent 2013                           | Rome      | 18 – 20 April 2013           |
| • Heart Failure 2013                         | Lisbon    | 25 – 28 May 2013             |
| • EHRA EUROPACE 2013                         | Athens    | 23 – 26 June 2013            |
| • ESC Congress 2013                          | Amsterdam | 31 August – 4 September 2013 |

If you have any questions about the Exhibition at Acute Cardiac Care 2012, please contact:

[EuroACCexhibition@escardio.org](mailto:EuroACCexhibition@escardio.org) or +33 4 92 94 86 83.

We look forward to welcoming you to a successful event in Istanbul!