UPDATE MESSAGE

Dear Exhibitor,

This Update contains important logistical information concerning the Acute Cardiac Care Congress 2010. 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 the following site:

http://www.escexhibition.org/AcuteCardiacCare2010/default.aspx
UPDATE MESSAGE

Contents:

1. Sponsorship Opportunities
2. Access
3. Build up and Break down
4. Security
5. Delivery Address and Storage
6. Stand Service Orders and Waste Disposal
7. Exhibition Opening Hours
8. Exhibitors Registration and Badge Readers
9. Stand Design and Activities Approval
10. Important Reminders
11. Future ESC Congresses
UPDATE MESSAGE

1. Sponsorship Opportunities

Onsite advertising opportunities are still available to maximise your presence at Acute Cardiac Care 2010.

For further information on these or other sponsorship products, please contact: 
sponsorship@escardio.org
UPDATE MESSAGE

2. Access

Acute Cardiac Care 2010 will be held in the Bella Center, Denmark.

For more details, see the Access plan on:


The exhibition is located on the ground floor of the building in Hall A1/A2 of the Bella Center and vehicle access is via The Northwest Gate.

Parking

Trucks need to be parked close to the SYD Port (South gate) after Unloading.

Cars can be parked in the P5 parking area. Payment can be arranged on-site.
UPDATE MESSAGE

3. 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 15 October**: 08:00 – 20:00 Exhibition build-up
  - **Saturday 16 October**: 08:00 – 12:00 Exhibition build-up
  - **12:00 – 13:00 ESC inspection**

- **Break Down Timetable**
  - **Monday 18 October**: 18.30 – 24.00 Exhibition Dismantling
UPDATE MESSAGE

Freight Free Aisles

There are two main freight free aisles running through the exhibition. The routes marked in green 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 plan below for more details:
4. Security

The Organisers only provide General Surveillance within the Exhibition area. 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.

Therefore, it’s important that each exhibitor secures his/her stand against the risk of theft. The Organisers will accept no responsibility for loss or theft from stands.

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

Ms Janni Hansen
Bella Center A/S
Center Boulevard
DK-2300 COPENHAGEN S
DENMARK
Tel.: +45 32 47 23 36
Fax.: + 45 32 51 71 81
Email: jaha@bellacenter.dk
UPDATE MESSAGE

5. Delivery Address and Storage

Official Forwarder and Lifter for Acute Cardiac Care 1010:

FAIREXX GmbH
Contact: Ms. Sandra Guenther

FAX +49 (0)30 44 03 47 79
TEL +49 (0)30 44 03 47 12

Email: sandra.guenther@fairexx.com
UPDATE MESSAGE

Airfreight: Your shipments should arrive at Copenhagen International airport (CPH) no later than the 6 October 2010

Consignee address: DSV Air & Sea A/S
Kornmarksvej 1
DK – 2605 Brondby

Notify: DSV Solutions A/S
c/o Fairexx – Logistics for Exhibitions
Bella Center
DK – 2300 Copenhagen S
Acute Cardiac Care (ACC) 2010 Copenhagen /
Exhibitors name / Hall + Stand No.

Please send your shipments prepaid, on own Masterairwaybill, consigned to above mentioned address. Four original Invoices in Danish language and Packing list should be attached to the Airwaybill.
**UPDATE MESSAGE**

**Groupage Shipment (Warehouse Address):** Should arrive at our local warehouse not later than **The 6 October 2010**

Warehouse Address: 
DSV Solutions A/S  
c/o Fairexx – Logistics for Exhibitions  
Bella Center  
DK – 2300 Copenhagen S

Notify:  
Acute Cardiac Care (ACC) 2010 Copenhagen

**Full/half Trailer Loads:** Should arrive directly at Bella Center Copenhagen, in accordance with the official Build-Up and Break-down Dates and Times.

Fairground Address:  
DSV Solutions A/S  
c/o Fairexx – Logistics for Exhibitions  
Bella Center  
DK – 2300 Copenhagen S

Notify:  
Acute Cardiac Care (ACC) 2010 Copenhagen /  
Exhibitors Name, Hall & Stand No.

To ensure that reception of your shipment is managed, please fax a full pre-advice to FAIREXX LOGISTICS Fax: +49 304 403 4779 attn. Mr. Sandra Guenther. For more information, download the FAIREXX Manual from:

http://www.escexhibition.org/AcuteCardiacCare2010/Stand%20Service%20Download%20Area/ACC%202010%20Fairexx%20Manual.pdf
UPDATE MESSAGE

6. Stand Service Orders and Waste Disposal

In order to avoid any surcharges, please make sure you send your orders through to Bella Center well in advance. **Deadline 14 September 2010**

All stand service are available on the Bella Center web-portal. Please consult the link below for more details:

http://www.escexhibition.org/AcuteCardiacCare2010/Stand%20Service%20Download%20Area/Welcoming%20page%20to%20Bella%20Center.pdf

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

Ms Janni Hansen  
Bella Center A/S  
Center Boulevard  
DK-2300 COPENHAGEN S  
DENMARK  
Tel.: +45 32 47 23 36  
Fax.: + 45 32 51 71 81  
Email: jaha@bellacenter.dk
7. Exhibition Opening Hours

Saturday 16 October: 14.00 – 20.30 Exhibition open
18.00 – 19.15 Opening ceremony in Hall 3
19.15 – 20.30 Opening cocktail in the Exhibition Area

Sunday 17 October: 09.00 – 18.00 Exhibition open

Monday 18 October: 09.00 – 18.00 Exhibition open
18.30 – 24.00 Exhibition Dismantling

All exhibiting staff must wear an Official Acute Cardiac Care 2010 badge at all times within the venue.
8. Exhibitors Registration and Badge Readers

The Exhibitors Registration Desk is situated inside the Registration Area close to the main entrance.

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
- 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
UPDATE MESSAGE

Badge Readers

Recording a prospective customer’s information can be done by using one of the Acute Cardiac 2010 Badge Readers. There are two models available:

• Classic Badge Reader:
  http://www.escexhibition.org/AcuteCardiacCare2010/Acute%20Cardiac%20Care%202010%20Badge%20Readers/key4lead%20Classic%20Badge%20Reader.pdf

• New Advanced Badge Reader:
  http://www.escexhibition.org/AcuteCardiacCare2010/Acute%20Cardiac%20Care%202010%20Badge%20Readers/key4lead%20Advanced%20Badge%20Reader.pdf
Exhibitors Registration Opening Hours

Friday 15 October      08:00 – 18:00  
Saturday 16 October    08:00 – 20:30  
Sunday 17 October      08:00 – 18:00  
Monday 18 October      08:00 – 18:00

Exhibitor Badge Orders

Please note that you have the choice to choose how your free badges are inscribed. Company name, individual name or both.

The Badge Order Form is available on:  
http://www.escexhibition.org/AcuteCardiacCare2010/default.aspx

DEADLINE FOR SENDING BADGE ORDERS TO EuroACCExhibition@escardio.org  
IS THE 13 SEPTEMBER 2010
UPDATE MESSAGE

9. Stand Design and Activities Approval

Stand Drawings and Designs

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

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.escexhibition.org/AcuteCardiacCare2010/default.aspx and send it back to us as soon as possible.
10. 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.
UPDATE MESSAGE

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 Bella Center. You should contact:

Gitte Bjerg
Tel: +45 3247 2142
Fax: + 45 3252 9636
e-mail: bbb@bellacenter.dk

The order form is available on: [http://www.escexhibition.org/AcuteCardiacCare2010/default.aspx](http://www.escexhibition.org/AcuteCardiacCare2010/default.aspx)

Distribution of promotional material, directions etc. 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.

Exhibitor Debrief Meeting
A post show meeting will be held on Monday 18 October. Location and time to be announced.
11. Future ESC Congresses

- EUROECHO 2010                  Copenhagen     8 – 11 December 2010
- 11th Annual Spring Meeting on Cardiovascular Nursing      Brussels     1 – 2 April 2011
- EuroPRevent 2011                 Geneva        14 - 16 April 2011
- ICNC10 - Nuclear Cardiology and Cardiac CT                  Amsterdam 15 - 18 May 2011
- Heart Failure Congress 2011         Gothenburg 21 - 24 May 2011
- EHRA EUROPACE 2011              Madrid         26 - 29 June 2011

If you have any questions about the Exhibition at Acute Cardiac Care 2010, please contact:

EuroACCexhibition@escardio.org or +33 492 943 514.

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