



Dear Exhibitor,

This is the first of three Update messages intended to keep you on track in your preparations for exhibiting at the World Congress of Cardiology 2006.

The information contained in this message is not exhaustive and you can find more information online at www.ESCexhibition.org, when you select this event. Alternatively, simply click the 'Home' symbol at the top of this document.

At any stage you can reach the exhibition team by email:

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We look forward to speaking with you in the coming weeks and working towards the best event in Cardiology in 2006!

Regards,
Exhibition Team

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Checklist

Look at this [checklist](#) for handy reminders

Important Dates

27 May, 2006

Should stand space be cancelled between 28 February 2006 and May 27 2006 a refund of the total amount due, minus 50% will be made.

31 May, 2006

Submit Stand Drawings for approval

28 June, 2006

Submit individual names for free exhibitor badges

22 July, 2006

Submit individual names for paid exhibitor badges at the early fee of EUR 60 + VAT

July 28, 2006

All stand activities must be submitted for the approval of the ESC.

Public Transport

WCC 2006 is a large event and the only effective way of reaching the Congress centre daily is by public transport. A shuttle bus service is planned to link the Fira Gran Via M2 centre to both the Plaza Espana transport hub and to Barcelona International Airport. Free buses will leave every minute during busy periods from the main entrance.

Would you like delegates to see your company's name first thing in the morning? Advertising opportunities available – contact sponsorship@escardio.org for information.

Companies wishing to purchase public transport tickets in advance, for the whole Barcelona network, may do so shortly. Pricing and details of how to order will be sent to you with Update 2 in May 2006.

Bringing delegates to the congress by coach? Details on coach parking later in this Update.

Sponsorship & Satellite Promotion Opportunities

A number of high profile sponsorship opportunities remain available:

- Advertising positions on shuttle buses running between Plaza Espana & Fira Gran Via M2 or BCN airport & Fira Gran Via M2
- On-site advertising positions
- Information plasma screens - advertising
- congAdvertisiements in the WCC 2006 Congress News
- Pens within congress bags
- Barcelona city guide
- City map
- Sponsor a gift within the congress bag

Contact sponsorship@escardio.org or call +33 492948678 for more information.



Closed Industry Meeting

In order to allow Industry to organise industry and/or investigators meetings, the ESC has decided to open two 45 minute time slots and facilities to provide the opportunity to hold these meetings in the Fira Gran Vía M2. A company organising a Closed Industry Meeting will receive 1 accrued point.

The basic price of a closed industry meeting is € 3 000 with a duration of 45 minutes. Plus cost of any extras.

The proposed time slots are Monday 04 and Tuesday 05 September 2006 from 12:45 to 13:30. Contact: satellite@escardio.org

Pre-Congress Mailing Insert New for WCC 2006

A special Envelope has been created exclusively to be mailed to the ESC Congress 2005 active participants, all World Congress of Cardiology 2006 first deadline pre-registered participants and World Heart Federation continental representatives.

After the first Registration deadline (31 May 2006) the promotional inserts, contained in the "Envelope" will be mailed directly to the maximum number of delegates (approximately 25 000 addresses).

* Please note that the maximum weight for the insert is 20g, (extra weight to be charged).

* Insert places are limited.

Cost: € 10,800 excl.VAT

Units to be supplied 25 000

Point awarded: 4

Deadline for application: June 30 2006

Contact: satellite@escardio.org

Delegate Bag Insert

2 Special Invitations and Information Envelopes will be placed in the official World Congress of Cardiology 2006 Delegate Bags (27 500):

- 1 envelope for Satellite Symposia, Workshop Sessions and exhibiting stands inserts.

- 1 envelope for the EBAC Accredited Educational Programmes inserts.

Use this opportunity to advertise your company activities at WCC 2006 reaching the hands of every delegate on-site at the congress.

When the delegates collect their Congress Bags, the promotional inserts, contained in this smart, lightweight Envelope, will go directly into hands of thousands of delegates.

Cost: € 5,400 excl.VAT

Units to be supplied 27 500

Point awarded: 2

Deadline for application: June 30 2006



ESC CONGRESS 2005 Delegate Bag information and figures (20 000)

Total number of bags delivered daily :

- Thursday (group pick up):	6 321 bags
- Friday (group pick up + individual):	2 495 bags
- Saturday (Congress open):	3 999 bags
- Sunday:	3 526 bags
- Monday	904 bags
- Thursday & Wednesday:	340 bags

For the Satellite Symposia and EBAC Accredited Educational Programmes scheduled on the **Saturday, first Congress day**, almost 13 000 bags / 20 000 were distributed.

For WCC 2006 we assume that approximately 20 000 bags / 27 500 will be distribute on the first Congress day.

Contact: satellite@escardio.org

Satellite & Exhibition Promotional Weblink

In order to allow Exhibiting companies, Satellite Symposia, Workshop Session and EBAC Accredited Educational Programmes organisers to promote their booth or sponsored sessions, the ESC offers the provision of a "Web Link" invitation created by the Industry in the form of a web page, to be linked to the WCC 2006 Exhibitor, Satellite, Workshop or EBAC Accredited Educational Programme listing.

Available on WCC 2006 Web Site for Final Programme online (www.worldcardio2006.org).

Cost: € 3.000 excl. VAT

Point awarded: 1

Deadline for application for inclusion in Final Programme: August 15 2006

Contact: satellite@escardio.org

Satellite & Exhibition Promotional PDA link

The PDA promotional invite, in the form of a PDA advertisement listing, highlights Congress exhibition and/or Satellite activity. Using up to 200 words via digital advertisements or targeted Congress invitations, these highly effective adverts will be listed in the Final Programme Congress Guide for PDA. Either in the Satellite Symposium section, or the Exhibition section, the sponsor's advertisement will be distributed via the ESC Web site before the Congress.

Cost € 800 excl. VAT

Point awarded: 0

Deadline for application: May 19 2006

Contact: sponsorship@escardio.org

EBAC Accredited Educational Programmes

Satellite Symposia and Workshop Sessions could be accredited by EBAC, the European Board for Accreditation in Cardiology.

EBAC accreditation confirms the scientific and educational quality of a programme, and allows the participants to receive CME credits for the time spent in the educational activity.

Application for EBAC accreditation can only be submitted via EBAC on-line system (www.ebac-cme.org).

Deadline for application: April 28 2006

Contact: contact@ebac-cme.org

Contribute to the Hotlines Sessions



We would like to remind you that deadline for submission of New Clinical Trials results in our Hotlines Sessions or New results for Clinical Trials in our Clinical Trial Update Sessions is **May 1st**. These are extremely well attended sessions which take place in our main room (3200 seats). We, therefore, would like to encourage you to submit before the deadline. Contact: scientific@escardio.org

Emerging Technology Showcase Area

- Space remains available for fledgling businesses and academic entities to present their cutting edge technology in Barcelona
- Fully inclusive stand package for 2000 euros to eligible entities
- Do you know a research group eager to present early findings / pre-approval new technology?
- Contact exhibition@escardio.org for details



Registering Groups - Industry Welcome Desk

Online Registration is operational. Group registrations sent by post, fax or E-mail will not be accepted. Only group registrations submitted online will be taken into consideration. **Early Fee registration deadline is 31 May 2006.**

[Group Registration Services: Register now!](#)

This year, we have improved this service with some new features:

Group Registration step by to step

New users of the My ESC Group Registration will discover an easy way to register and to manage their participants. The group Request and Participants are created in a few steps.

- Create a My ESC Account
- Make a Group Request
- Create participants
- Print your Request for funds
- Easy payment procedures



Click [here](#) for a guided tour of the basics

Order an Industry Welcome Desk in the Registration Hall!

Companies are invited to rent an Industry Welcome Desk, the perfect forum through which your company can take care of delegate registrations, client management and other important coordination and meeting point activity for your Invited Delegates on-site at WCC 2006. Each desk, located in the Registration Area of the Congress Centre will comprise of a desk for 2 persons, chairs and storage area. Download the form [here](#) (word document). You may also wish to consult the [Group Registration Conditions](#).



Badge Readers – Lead Retrieval

Track the return on both your investment at WCC 2006 and your exhibiting objectives by renting a badge reader. This simple portable device will record delegate data and also 'action codes', helping you to assign a follow up action to a particular lead.

[Information Sheet](#)
[Order Form](#)



The Official Badge Reader Provider for WCC 2006 is:

PC Loc Events Sarl
Ms Marie Lecomte
Tel: +33 497 08 14 14 / Fax: +33 497 08 14 75

Bus / Coach Parking for Industry

To ensure that your invited guests can reach the Congress centre safely and quickly, dedicated bus and coach parking is available at the Fira Gran Via M2 in Zone 5.

Parking spaces must be pre-booked using this [order form](#), the cost of a parking space is EUR 50 per day which includes signage.



Stand Drawings



To ensure that your exhibit project goes without a hitch, send drawings of your booth construction to exhibition@escardio.org. We will check to see that your stand complies with the organisers' guidelines and local constraints within the Building. It is useful to know at this stage if you plan major activities at your booth, e.g. large scale catering.

Remember to show a front and side elevation of the booth with dimensions, heights and main furniture elements. We accept these formats by email: .pdf, .jpg, .dwg, .ppt, .doc

If you are renting a shell scheme from the Building, simply send us a plan of how you will use your booth space (e.g. plasma displays, furniture, walls etc).

Deadline: 31 May 2006

Remember - no approval to build means exposure to unforeseen problems and extra costs!



Scientific Quizzes, Give-Aways & Stand Activities

Getting the most out of your exhibit experience means interacting with delegates and WCC 2006 organisers want to help you do just that. Interactive activities are welcomed as long as they support the scientific, technical & educational value of the congress.

If you are planning to host a competition, interactive experience, demonstration or offer giveaways send your plans for approval to exhibition@escardio.org using the on-line declaration form available on <http://www.esceexhibition.org/Barcelona2006/default.aspx>

For details on giveaways & prize values, suitable activities etc, read page 25 of our [Guidelines for Industry Participation](#).



On-Line Product Description

You can feature a 150 word description of your company, products and services on a dedicated area of www.escardio.org, to ensure delegates know who to look for. Submit your text by 1 May to exhibition@escardio.org using this [online form](#).

Use of WCC 2006 Logo, Graphics and Name

Companies are invited to use the WCC 2006 event visual in the promotion of exhibits, satellite symposia and sponsored activities.

[Guidelines](#) on how to feature this item on your material are provided on www.ESCexhibition.org, as well as .eps and .ai image files.

Exhibitor Badges

Each company is entitled to a number of free exhibitor registrations according the size of the exhibit area rented. If you would like your staff to have their badge show Individual Name followed by Company Name, then send a list of staff names to exhibition@escardio.org by 28 June 2006. If we do not receive a badge order by this date, we will produce your allowance of badges with Company Name only, using the official company name supplied on your exhibit application form.

To order: we will send a second Update message to you in late May 2006, notifying you that our exhibitor badge form is online.

Stand size between:	Free Badges:
9 and 49	10
50 and 99 m ²	20
100 and 199 m ²	40
200 and 299 m ²	50
300 and 399 m ²	60
400 and 699m ²	70
More than 700m ²	100

Do you need more exhibitor badges?

Order them before 22 July 2006 and they cost just EUR 60 + VAT. Thereafter, you can order them on-site for EUR 75 + VAT each. Name changes are possible after 22 July 2006 for a fee of EUR 25 + VAT. **IMPORTANT:** Lost badges will not be replaced!

Note that an exhibitor registration is intended to allow access for staff working on exhibits. It does NOT include a congress bag, final programme or any other materials intended for those holding a full registration. Access is allowed to sessions where capacity allows but priority is always given to delegates. Exhibitor badges give access to satellite symposia only with the permission of the sponsor.



Diamond Exhibitors

For major stands at WCC 2006, forming a foundation of the technical exhibition with 200m² of space or more, are offered a limited number of Diamond Exhibitor registrations. This type of registration allows access to all sessions and congress activities in the same way as a full delegate registration. In addition, a specific lounge is set aside for Diamond Exhibitors and badge holders are invited to the Congress Gala Dinner on Wednesday 6 September 2006. Each Diamond badge holder receives a congress bag.

Eligible companies should send the names of those attending the Gala dinner to exhibition@escardio.org by 31 July 2006. For Diamond registrants not attending the Gala dinner, there is no registration deadline – we simply require 2 hours notice to produce your badge.

Exhibit Area Rented m ²	No. Diamond Exhibitor Registrations Offered
200 +	2
300 +	4
400+	6
500 +	8
600 +	10
700 +	15

Exhibition Opening Hours

During these hours the exhibit hall is open to registered delegates and all stands should be staffed.

Saturday, 2 September	17:00 – 20:00
Sunday, 3 September	09:00 – 18:00
Monday, 4 September	09:00 – 18:00
Tuesday, 5 September	09:00 – 18:00

Break times

Morning Coffee	10:00 – 11:00	Sun, Mon, Tues, Wed
Lunch	12:30 – 14:00	Sun, Mon, Tues
Afternoon Coffee	15:30 – 16:30	Sun, Mon, Tues



Exhibition Timetable

- *Vehicle access to Fira Gran Vía M2 fairground is solely in accordance with WCC 2006 schedule (EUR 100 deposit charged) & excludes vehicle access into hall.*
- *Construction & dismantling periods - working passes to be worn and photo ID to be carried on site at all times. Obtain a working pass on arrival from Fairexx (no need to pre-order).*

- Monday, 28 August** Hall access for exhibit personnel: 08:00 - 21:00
*Unloading 08:00 - 14:00: for stands over 600m2
 14:30 - 20:00: for stands from 300m2 to 599m2*
- Tuesday, 29 August** Hall access for exhibit personnel: 08:00 - 21:00
*Unloading 08:00 - 14:00: for stands from 150m2 to 299m2
 14:30 - 20:00: for stands from 100m2 to 149m2*
- Wednesday, 30 August** Hall access for exhibit personnel: 08:00 - 21:00
Unloading 08:00 - 20:00: for stands from 30m2 to 99m
- Thursday, 31 August** Hall access for exhibit personnel: 08:00 - 21:00
Unloading 08:00 - 20:00 : for all stands
- Friday, 1 September** Hall access for exhibit personnel: 08:00 - 22:00
- *Clear aisles from 16:00, at 18:00 all freight, packing & toolboxes must be removed from hall to allow aisle carpet laying.*
 - *All exhibitor vehicles to leave fairground by 18:00.*
- Saturday, 2 September** Hall access for exhibit personnel: 08:00 – 20:00
- *Stand decoration only, hall inspection by ESC at 12:00. Unfinished stands will be closed off at exhibitors' expense.*
 - *Staff meetings may be held on stands until 16:00 for holders of an exhibitors' badge or working pass.*
- 16.30 Official Opening Ceremony (in "Barcelona" lecture room)
 17.00 Exhibition hall opens (all stands must be staffed), working passes no longer valid to access hall
 17.30 Opening Reception - cocktails served in exhibition hall
 20.00 Exhibition Hall closes
 20:30 Building closes
- Sunday, 3 September** Hall access for exhibit personnel: 08:00 – 19:00
- Monday, 4 September** Hall access for exhibit personnel: 08:00 – 19:00
- Tuesday, 5 September** Hall access for exhibit personnel: 08:00 – 23:59
- *18.30 - 23:59: Access to crews for dismantling - working passes + photo ID to be carried from now on*
 - *FAIREXX will return empty packing cases to stands from 18:00 onwards. Due to the volume of materials to be delivered, this can take several hours to complete.*
 - *Vehicle access to fairground: 21.00 - 23:59, priority given to those removing valuable items & delivering empties not stored with Fairexx*
- Wednesday, 6 September** Hall access for exhibit personnel: 13:00 – 23:59
- *13.00 - 23:59: Hall access to exhibit personnel for dismantling, vehicle access managed by Fairexx. Priority given to vehicles delivering empties and removing valuables*
- Thursday, 7 September** Hall access for exhibit personnel: 08:00 – 23:59
- *08.00 - 23:59: Dismantling – full vehicle access (last day)*
- Friday, 8 September**
- *Exhibit items remaining in halls will be removed and stored at the cost of exhibitor responsible.*



Official Forwarder & Lifter

The Official Forwarder for WORLD CONGRESS OF CARDIOLOGY 2006 is:
FAIREXX Logistics for Exhibitions GmbH
Mr. Marco Junghans, Managing Director
Tel: +49-30-4403 4711
Fax: +49-30-4403 4779
Email: contact@Fairexx.com



Within the limits of the Fira fairground, Fairexx and its agents act with the authority of ESC on its behalf in matters concerning vehicle logistics & security, freight forwarding, freight lifting and storage of goods.

Delivery Address

Goods sent from outside of the EU should be sent to the Customs Clearance address for Fairexx, to be supplied in Update 2 in May 2006.

Goods sent to the exhibition from within the EU should be addressed as follows:

World Congress of Cardiology 2006
- Name of exhibiting company -
Stand no -xxx-
Fairexx Logistics for Exhibitions
c/o Fira Barcelona (RESA)
Recinto M2 -GV
C/ Botanica 62
Pol. Ind. Pedrosa
08901 L'Hospitalet de Llobregat (BCN)
Spain

Note that this is the only delivery address to be used for consignments delivered direct to Fira Barcelona. Building personnel are not entitled to receive goods on behalf of exhibitors.

[WCC 2006 Shipping Manual](#)
[WCC 2006 Handling Tariff](#)
[Fairexx Quote Request Form](#)



Exhibitor Services – how to order

The Official exhibitor supplier for major exhibit needs such as stand structures, furniture, electricity, telecoms, water, waste disposal, gardening items, AV needs and more is Servifira. Access their [catalogue](#) to order.



The Official Caterer is Alternativa, a Fira de Barcelona company. Access their catalogue [here](#). Specific offers are available to [exhibitors](#) and [satellite symposia organizers](#), tailored to the needs of each.



Health Drinks as Branded Giveaways

WCC 2006 welcomes water and health drinks as giveaways by exhibitors. Why pay expensive manufacturing, shipping and storage charges? You can order branded health drinks locally from the official caterer – click [here for pricing and ordering information](#).

Scientific Programme

The Advance Programme is available [online](#).

Abstract based Programme

[Abstract submissions](#) – a report by country showing statistics from 2004, 2005 & 2006. Useful early indicator for likely registration patterns

[Schedule](#) – an overview of daily timeslots

Time	Friday 1 Sept	Saturday 2 Sept	Sunday 3 Sept	Monday 4 Sept	Tuesday 5 Sept	Wednesday 6 Sept	Time
8:00							8:00
8:30							8:30
9:00							9:00
9:30							9:30
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21:00							21:00



Exhibition Floor Plans & Listings

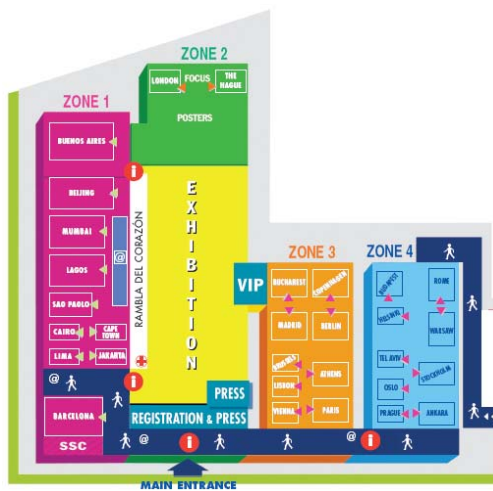
Find online an [overview layout of the congress venue here](#) and [Exhibition floorplan here](#).



A short (home made) video of the Exhibition hall is available by clicking [here](#)

Industry Invitations to Exhibits and Symposia

Would you like an overview of the venue for your invitations? Use [this](#)





Future Congresses, 2006 – 2007

Heart Failure 2006 Congress

17 June 2006 - 20 June 2006

Helsinki, Finland

World Congress of Cardiology

02 September – 06 September 2006

Barcelona, Spain

Acute Cardiac Care

21 October - 24 October 2006

Prague , Czech Republic

EUROECHO 10

06 December - 09 December 2006

Prague, Czech Republic

8th International Conference of Nuclear Cardiology - ICNC

29 April - 02 May 2007

Prague, Czech Republic

Heart Failure 2007 Congress

09 June - 12 June 2007

Hamburg, Germany

Europace 2007

24 June - 27 June 2007

Lisbon, Portugal

ESC Congress 2007

01 September - 05 September 2007

Vienna, Austria