



Dear Exhibitor,

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

You can find Update 1 online here:

<http://www.escexhibition.org/Barcelona2006/Exhibition%20Pics/Update%201.pdf>

Still to come in Update 3... Invitations for the Exhibitors party on Friday 1 September!

The information contained in this message is not exhaustive and you can find more information online at [www.ESCexhibition.org](http://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:

[lan Morgan](mailto:lan.morgan@esc.org)

[Nikolaj Tomma](mailto:Nikolaj.Tomma@esc.org)

[Else Jonk](mailto:Else.Jonk@esc.org)

[Olivia Bacelon](mailto:Olivia.Bacelon@esc.org)

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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## **NEW Sponsorship Items**

There are a number of high profile, brand new sponsorship opportunities available for WCC 2006.

To see these offers and those items currently available for sponsorship and advertising, go [here](#). Contact [sponsorship@escardio.org](mailto:sponsorship@escardio.org) to place an order or call +33 492 94 86 78.



## Coach & Bus Parking IMPORTANT

Parking for coaches & buses is available within a dedicated bus station in Zone 5, however space is limited and priority for parking position is given on a "first come, first served" basis.

For companies arranging transport for groups (sponsored groups, symposia guests, hospitality pick-up, exhibiting staff travel) it is imperative that you book your space as early as possible! Cost is EUR 50 per day per vehicle.

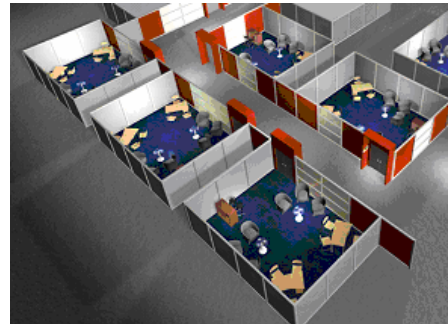
[Use this Bus Parking form.](#)

## Exhibit Suites

Meeting rooms will be constructed on demand within the Exhibition Zone.

Up to eight rooms will be offered on a first come, first served basis. They are offered at a single rental fee from 08:00, 1 September to 18:00, 5 September and are available to use whenever the exhibition hall is open.

The fee is EUR 8400 excluding VAT and once ordered, there is no reimbursement if cancelled. This fee entitles the renting exhibitor to exclusive use of that room. The rooms will be either 35m<sup>2</sup> or 38.25m<sup>2</sup> and a choice of carpeting colours is available. A name fascia panel and daily cleaning is included in the price, email [exhibition@escardio.org](mailto:exhibition@escardio.org) for more details.



Note that since the rooms are temporary structures within the exhibition hall, they may not be considered soundproof. Various optional furniture packages are available, depending on the configuration required. Air conditioning may also be added, price available upon enquiry.

These suites are distinct from Function Space, which is a range of constructed rooms in Zone 5 and which may be booked for shorter periods. To enquire about Function Space, contact [satellite@escardio.org](mailto:satellite@escardio.org).

## Lunch & Learn

***Drive traffic to your booth – free of charge!***

Lunch & Learn, an exercise launched in 2005 and designed to highlight the educational value of exhibits and increase delegate circulation within the exhibit area, is being expanded for WCC 2006. Starting at lunchtime on Sunday 3 September, the activity will run until 17:00 on Monday 4 September.



Delegates will be given questionnaires with scientific questions supplied by exhibitors and each delegate following the tour and returning a correctly completed questionnaire will receive a high capacity USB memory stick loaded with ESC CME information. In addition, for the best 5 answers to a tie-breaker question, 5 free registrations to ESC Congress 2007 will be awarded.



The tour will feature 12 questions from 12 exhibits – each is a 'stop' on the tour. Each participating exhibit will be clearly identified on a hall plan on the questionnaire and by ESC produced signs on or near the exhibit.

All registered exhibitors are invited to submit a question by 13 June to participate in the activity; the 12 successful questions will be selected by ESC scientific leadership. Questions should have a clear scientific orientation and should not feature product names. Links to hot topics, late breaking trial results and new innovations are encouraged.

During the Sunday lunchtime, snacks will be served within the exhibit hall. Some will be supplied by ESC and participating exhibits are invited to provide some light snacks too. A low cost catering offer specially for this activity is available [here](#) – as an example a tray of 42 canapés is offered for EUR 29.50.

This is an excellent opportunity to drive traffic to your booth and generate additional leads – don't miss out!

Call +33 4 92 94 76 17 or email [exhibition@escardio.org](mailto:exhibition@escardio.org) for more information.

## Lunch & Learn Catering

On Sunday 3 September, a tour for delegates will commence in the Exhibition Zone. Delegates will each receive a tour questionnaire and will be invited to explore the exhibit area, finding the answer to 12 questions within the hall. To accompany the launch, exhibitors are invited to welcome delegates with some light snacks served from their stands.



All exhibitors, whether they have supplied a question for Lunch & Learn or not, are able to attract delegates with stand catering.

How much does it cost? A tray of 42 canapés costs less than EUR 30; there is no minimum or maximum order, it is up to each exhibitor how much catering is offered. It is widely accepted that catering is an attractive draw for attendees...

To order:

Find the catering offer for Lunch & Learn [here](#); email Emmanuelle Mazzarella [emazzarella@firabcn.es](mailto:emazzarella@firabcn.es) with your order.

## Catering – New! Tasty Ice Cream Offers for Exhibitors



Gastrofira, the Official Caterer to WCC 2006, is pleased to offer several ice cream solutions to help draw delegates to your booth on hot September days.

From 'Making your own Sundaes' to 'Dip in' hot chocolate sauces and serving apparatus to Cheesecake Mega Dips, there are great value giveaways with huge appeal within the [Exhibitors' Catering Offer](#). For more information, call Emmanuelle Mazzarella on +34 93 233 41 57 or email [emazzarella@firabcn.es](mailto:emazzarella@firabcn.es).





## Badge Readers – Limited Stock!

There are a limited number of badge readers available for rental at the congress to exhibitors and satellite symposia organisers. If this is part of your lead retrieval strategy, don't miss out!



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

## Exhibitor Badges – Placing Orders

Each exhibitor receives a certain amount of exhibitor badges for free, these are to enable the company to equip its booth with sales, technical & support staff. The number of free badges offered depends on the area rented. To order your badges with individual staff names, complete this form and submit to [exhibition@escardio.org](mailto:exhibition@escardio.org) by 28 June. If no order is received, badges will be produced with company name only, using the format declared on Exhibition Space Application & Contract.

[Badge Information Sheet](#)  
[Badge Order Form \(simple .csv sheet\)](#)

Additional badges may be purchased from [exhibition@escardio.org](mailto:exhibition@escardio.org). Note from 23 July the badge fee rises to EUR 75.

**IMPORTANT** – Lost badges will not be replaced.

### Exhibitor Badge Allocation

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

### f) Badge Fees + VAT

- Early fee (until July 22, 2006) €60 (+VAT)
- Late fee (from July 23, 2006) €75 (+VAT)
- Name change (until July 22, 2006) €25 (+VAT)
- On-site fee €75 (+VAT)
- Lost badges will not be replaced – a new badge must be purchased



## Diamond Exhibitor Badges

These badges cannot be purchased and are awarded pro rata with stand area rented. Those Diamond Exhibitors wishing to accept the complimentary invitation to WCC 2006 Gala Dinner on Wednesday 6 September, should RSVP to [exhibition@escardio.org](mailto:exhibition@escardio.org) by 31 July.

For questions related to Diamond registrations, contact Ms Else Jonk ([ejonk@escardio.org](mailto:ejonk@escardio.org)).

Exhibit Area Rented m <sup>2</sup>	No. Diamond Exhibitor Registrations Included
200 +	2
300 +	4
400+	6
500 +	8
600 +	10
700 +	15

## Exhibitors' Debrief – Date for Your Diary

The WCC 2006 event has evolved with the participation and support of Industry. The strong relationship ESC has with Industry is a result of strong & regular communication.

Share your feedback on the World Congress of Cardiology with the organizers at a debrief on Tuesday 5 September. Join us from 11:00 - 12:00 in the WCC Meeting Room, on the third floor in Zone 1.

## ESC Congress 2007 Invitation to Exhibitors

Each year, ESC arranges a site visit for Industry to inspect the congress venue for the following year and to learn about Congress related opportunities and planning changes.

To launch next year's Congress, all exhibitors are invited to join us in Vienna on 7 November 2006. Product specialists dealing with exhibits, symposia, sponsorship & advertising, hotels & social events together with group registration will all be on hand to answer your questions and take preliminary notes on your company's needs.

See you there!