Dear Exhibitor,

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

You, your staff and agents can find Update 1 online here:

You, your staff and agents can find Update 2 online here:

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.

General event information for delegates may be found at www.worldcardio2006.org.

The ‘rules’ and technical constraints within Fira Gran Via M2 are defined within WCC 2006 Guidelines for Industry Participation. All exhibiting staff and agents must be conversant with chapter 2 of this document: access it here.

At any stage you can reach the exhibition team by email:
Ian Morgan
Nikolai Tomma
Else Jonk
Olivia Bacelon

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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NEWSFLASH

Advertise and Promote your Satellite Symposium, Exhibition Booth and key Company messages to every delegate at WCC 2006 with these exclusive and maximum exposure advertisement options:

Information Screen Advertisements
Display your company message/campaign for the entire duration of the Congress on 64 screens positioned throughout the Congress Centre.

Official WCC2006 Shuttle Bus Sponsorship
Display your company message on up to 30 Official World Congress of Cardiology Coaches and let all of Barcelona know you are supporting World Congress of Cardiology.

DEADLINE FOR APPLICATION NOW!

Contact sponsorship@escardio.org to place an order or call +33 492 94 86 78.

Delegate Attendance

The organising team would like to ensure that exhibitors are well prepared for this event, this clearly includes knowing how many delegates to expect.

Average active delegate participation at recent ESC Congresses has been 19,000, plus exhibit staff and accompanying persons.

Based on actual registration figures our current estimate for active delegate registration at WCC 2006 is between 25,000 and 28,000, plus some 6000 exhibit staff and 1000 accompanying persons.

Scientific Programme Online & Final Programme

The WCC 2006 Scientific Programme is now online, access here.

Final Programme

You can see a .pdf version of the printed Final Programme, here.

Exhibitor Listing & Floorplan Online

Explore the Exhibition – who is participating, where they are from, products on display… For the first time, the format of this item is now an interactive floorplan. Point, click, zoom, travel left & right…. You have the power!

Questions relating to the Exhibitor Listing? Contact the Exhibition Team
Congress Plan

You can find a congress plan to distribute to staff and delegates [here].

Transport

Discover all transportation information (shuttle buses, industry coach parking, limousine service, car parking, public transport tickets) in this multi-page [presentation].

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 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 just EUR 15

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

Catering – Exhibits, Workshops & Symposia

Please note the pre-order deadline for catering is 11 August 2006. Place orders by email to: [gastrofira@extra.firabcn.es]

Exhibitor Services in Barcelona

For furniture, electrical, telecommunication and other Building specific services, see the order [exhibitors technical services catalogue] and order by 11 August 2006.
Exhibitors’ Update 3

Exhibiting Staff – Lunch Tickets

Companies may purchase lunch tickets in advance for their booth staff, for use in the Alternativa buffet (First floor, access from Exhibit Hall). The price is EUR 15 + VAT for three courses, a drink and coffee. Minimum order is 10 daily tickets. See order form here.

Exhibitor Badges

All exhibitor badges pre-ordered (deadline now passed) will be available for collection on site from Tuesday 29 August. In the main entrance of Fira Gran Via M2 centre, go to Exhibitors Registration area.

Badges may be collected individually by each named badge holder, on presentation of identification, or collectively by the exhibit coordinator. In the latter case, be aware that your staff will not be able to access the congress without a badge – therefore they must be distributed before the badge holders enter the Congress centre. Please bear in mind that mobile telephone reception can be unreliable within the congress centre.

Additional badges may be purchased on site by the exhibit coordinator of each booth. The price of each badge is EUR 75, both VISA and Mastercard are accepted as payment.

IMPORTANT – Lost badges will not be replaced.

Diamond Exhibitor Badges / Gala Dinner Invitation

These badges cannot be purchased and are awarded pro rata with stand area rented. They may be ordered in advance or on-site, with two hours notice before collection. They allow a similar level of event access as a full registration.

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

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<thead>
<tr>
<th>Exhibit Area Rented m²</th>
<th>No. Diamond Exhibitor Registrations Included</th>
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<tbody>
<tr>
<td>200 +</td>
<td>2</td>
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<tr>
<td>300 +</td>
<td>4</td>
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<tr>
<td>700 +</td>
<td>15</td>
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</tbody>
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Complimentary Gala Dinner Invitation

IMPORTANT: Those Diamond Exhibitors wishing to accept the complimentary invitation to WCC 2006 Gala Dinner on Wednesday 6 September, should RSVP to exhibition@escardio.org by 31 July 2006.
Kick Off! Party

The pre-congress party for exhibitors has become a regular and well-liked event. For the first time, to ensure the majority of exhibitors have the opportunity to attend, the party will be held on-site at the Congress Centre.

Invitations are not necessary – simply come along and join us for drinks & canapés from 19:00 – 21:30 on Friday 1 September. The venue is the Mediterranean Café, Rambla del Corazon, next to the Exhibition hall.

Not Permitted

Within the exhibition (at ALL TIMES with the exception of the opening reception on 2 September where wine is served by ESC only) it is forbidden to store or consume alcohol.

As a healthcare event, it is also not permitted to smoke within the congress centre.

Access to WCC 2006 is limited to registered adults, active in the field of Cardiology or congress organisation. Children under 16 years are not permitted within the congress centre under any circumstances.

Petrol driven motorised vehicles are not allowed within the Exhibition hall. Only forklift trucks operated by the Official logistics partner to WCC 2006, Fairexx GmbH, may enter the hall.

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 debriefing 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 – Industry Site Visit

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!