10th Annual Spring Meeting
ON CARDIOVASCULAR NURSING
INDUSTRY GUIDELINES

Geneva, Switzerland
12-13 March 2010

UNITING TO IMPROVE Cardiovascular Practice

ESC Council on
Cardiovascular Nursing and Allied Professions

www.escardio.org/Nursing
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What is the 10th Annual Spring Meeting on Cardiovascular Nursing?

The 10th Annual Spring Meeting of the European Society of Cardiology Council on Cardiovascular Nursing and Allied Professions (CCNAP) is organised in cooperation with the Working Group for Cardiovascular Nurses and Allied Professionals of the Swiss Society of Cardiology (SSC). The Congress underlines the mission of the Council to promote excellence in Cardiovascular Nursing and Allied Professions through practice, education and research.

The 10th Annual Spring Meeting on Cardiovascular Nursing is expected to bring together record numbers of nursing professionals from all five continents interested in cutting edge scientific and technological innovations and best-practice models in cardiovascular nursing.

The theme of the conference is 'Uniting to Improve Cardiovascular Practice'.
1.1 Venue

Centre International de Conférences Génève – CICG
17 rue de Varembé
Case postale 13
1211 Genève 20
Switzerland
Web Site: www.cicg.ch/eng

1.2 Congress Dates:

The 10th Annual Spring Meeting on Cardiovascular Nursing will be taking place on 12-13 March 2010.

EXHIBITION DATES
Thursday 11 March 08:00 – 19:00 Exhibition Build-up
Friday 12 March 08:00 – 18:00 Exhibition OPEN
Saturday 13 March 08:00 – 17:00 Exhibition OPEN
17:00 – 24:00 Exhibition Dismantling

1.3 Official Language

The official language during the Congress is English.
Translations services will only be made available in room 2.
1.4 **Addresses/ Contact Details**

For **General Information**, please contact:

ESC Congress Division – CCNAP 2010
2035, Route des Colles
Les Templiers
BP 179
06903 SOPHIA ANTIPOLIS CEDEX
France
Tel: +33 492 947 600
Fax: +33 492 947 601
Delegate Web Site: [www.escardio.org/congresses/cardio-nursing-2010](http://www.escardio.org/congresses/cardio-nursing-2010)
Web Site for Industry Partners: [www.ESCexhibition.org/CCNAP2010](http://www.ESCexhibition.org/CCNAP2010)

For information on **Industry Participation, Registration, Hotel and Scientific information**, please contact:

- Exhibition: [CCNAPexhibition@escardio.org](mailto:CCNAPexhibition@escardio.org)
- Industry Supported Educational Sessions: [Satellite@escardio.org](mailto:Satellite@escardio.org)
- Sponsorship, Promotion and Industry participation: [Sponsorship@escardio.org](mailto:Sponsorship@escardio.org)
- Registration: [CCNAPregistration@escardio.org](mailto:CCNAPregistration@escardio.org)
- Hotel accommodation: [CCNAPHotel@escardio.org](mailto:CCNAPHotel@escardio.org)
- Abstract and Scientific information: [CCNAPscientific@escardio.org](mailto:CCNAPscientific@escardio.org)

*Note for sales and liaisons: The ESC Sales & Liaison Supervisor is dedicated to working with our industry partners on optimising the value of your participation in line with your individual corporate objectives, please contact [sponsorship@escardio.org](mailto:sponsorship@escardio.org) (Tel: +33 (0)4 92 94 86 78) to discuss your company requirements at the 10th Annual Spring Meeting on Cardiovascular Nursing.*

For information regarding the **Building or to plan a site visit**, please contact:

Mrs. Nathaly Bauer
Centre International de Conférences Génève – CICG
17 rue de Varembé
Case postale 13
1211 Genève 20
Switzerland
Tel: +41 22 791 91 52
Fax: +41 22 791 90 64
Email: n.bauer@cicg.ch

For information regarding:

- Technical aspects of the exhibition such as extra orders for stand equipment or personalised stand requests
- Requests for furniture, carpet/flooring, fascia, A/V equipment, telecommunications
- Order of Shell Scheme Stands and Equipment
- Electricity
- Internet Connection
- Security guards
- Flower & plants

See online order forms on [www.ESCexhibition.org/CCNAP2010](http://www.ESCexhibition.org/CCNAP2010) and for queries please contact the Stand Services Agency (Modular stands & furniture rental):

Mr Roman Rychlik
Messerli
Motorenstrasse 35
CH-8623 Wetzikon
Switzerland
Phone +41 43 931 43 85
Fax +41 43 931 43 00
Email: roman.rychlik@messerli3D.com
Web Site: [www.messerli3D.com](http://www.messerli3D.com)
Find all relevant information, documentation, guidelines and orders forms on the ESC Exhibitors and Industry Partners Web Site: www.ESCexhibition.org/CCNAP2010 such as:

- Important announcements for industry participation
- An electronic version of these Guidelines
- Technical aspects of the exhibition (such as extra orders for stand equipment, shell scheme stands or personalised stand requests)
- Order forms for furniture, plants/flowers, electricity, carpet/flooring, fascia, A/V equipment, telecommunications, hostesses, security, etc.

We recommend you visit www.ESCexhibition.org/CCNAP2010 regularly to complete order forms in due time and learn about the latest announcements

1.5 Terminology

This guide has been written by the Organiser. A successful application made by a company wishing to participate in the exhibition will imply an acceptance of the requirements contained in these Guidelines.

For the sake of brevity, the following terms are used in these Guidelines:

<table>
<thead>
<tr>
<th>City</th>
<th>Geneva</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building</td>
<td>Centre International de Conférences Gèneve (CICG) All contact is via Mrs. Nathaly Bauer</td>
</tr>
<tr>
<td>Exhibitor</td>
<td>The Company which is to be regarded as participant in the exhibition as a result of a submission of an application for stand space followed by a stand assignment</td>
</tr>
<tr>
<td>Organiser</td>
<td>ESC Congress Division of behalf of the European Society of Cardiology Council on Cardiovascular Nursing and Allied Professions (CCNAP)</td>
</tr>
<tr>
<td>The Meeting</td>
<td>The 10th Annual Spring Meeting on Cardiovascular Nursing (CCNAP 2010) Organised in cooperation with the Working Group for Cardiovascular Nurses and Allied Professionals of the Swiss Society of Cardiology.</td>
</tr>
</tbody>
</table>

1.6 Layout

Registration will take place in: Lobby – Main entrance
Posters will be shown in: Lobby
The Exhibition will be held in: Lobby
Lectures will be held in the following rooms:
Room 2: Capacity: 500 seats
Room 3: Capacity: 110 seats
Room 4: Capacity: 110 seats

1.7 Appointed Agencies – Important -

- Applications for Exhibition, Industry Supported Educational Sessions, Advertising & Promotional activities must be submitted by the company (industry partner) under whose name each activity is to be organised. We would like to draw your attention to the fact that the correspondence for the above items should be made exclusively between this company and the organiser. It is not the role of an agency to make initial enquiries or reservations with the organiser independent of the company.
- Company must inform the organiser, in writing, which agency is appointed for which activity, (with the corresponding Exhibition stand number, Industry support educational session number or proper Sponsorship item name). Otherwise no requests from agencies will be taken into account.
- The official agency cannot fully act as if it were the company itself and the company will continue to be held entirely responsible and accountable for activities established or organised in its name.

The organiser created these Guidelines as an essential tool to aide your participation at The 10th Annual Spring Meeting on Cardiovascular Nursing. It is mandatory that each and every appointed agency read, understand and strictly adhere to these Guidelines in order to have a proper working relationship with the organiser.

The company is responsible for communicating these guidelines to its staff as well as to its appointed agencies.

The organiser reserves the right to inform the company if the appointed agencies have not examined or understood the reasoning behind the Guidelines and the companies will ensure effective communication is re-established.
2. **EXHIBITION**

2.1 **Exhibition General Information**

2.1.1 **Exhibition Time Schedule**

- Build-up will take place Thursday 11 March from 08:00 to 19:00 hrs.
- Stand construction and decoration should be finished by **Thursday 11 March 2010, 19:00 hrs.**
- All packing material that is to be retained (e.g. for re-use) should be cleared from the building by **Thursday 11 March 2010, 19:00 hrs.** After this time any materials left in the aisles will be cleared by the organisers and destroyed. The Organiser accepts no liability for packing materials not removed in due time.
- Stand personnel can enter the Building at 08:00 on Friday 12 -Saturday 13 March and 30 minutes before the opening of the Exhibition with an Exhibitor Badge.
- The CCNAP 2010 Secretariat will have an office (ORGANISERS OFFICE) in the Building from 08:00 on Thursday 11 March to Saturday 13 March 18:00.

**TIMETABLE:**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday 11 March</td>
<td>08:00 – 19:00</td>
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<tr>
<td>Friday 12 March</td>
<td>08:00 – 18:00</td>
<td>Exhibition OPEN</td>
</tr>
<tr>
<td>Saturday 13 March</td>
<td>08:00 – 17:00</td>
<td>Exhibition OPEN</td>
</tr>
<tr>
<td></td>
<td>17:00–24:00</td>
<td>Exhibition Dismantling</td>
</tr>
</tbody>
</table>

2.1.2 **Exhibitor Badges**

**Free (complimentary) Exhibitor Badges:**
- Each exhibiting company is entitled to get **5 free exhibitor badges**.
- Please note that company names other than those of listed exhibiting companies will not be produced or allowed.
- You have the choice to choose how your free badges are inscribed. Please indicate when you send your email for the badges the number of company only badges you wish to receive and the number of individual badges you wish to receive (and please indicate each person's name).

**Exhibitor badges will give access to the scientific sessions when space is available.**

**To be sure of having a seat in the lecture full registration is recommended.**

**Additional Exhibitor Badges:**
If the number of free Exhibitor badges is insufficient, extra badges (under company name only) may be purchased at a price of **€84.00** per badge plus VAT (19%) if applicable.

**Exhibitor Badge orders (for free and additional badges)**
All Exhibitor badges must be ordered by email using the form available online at: [www.ESCexhibition.org/CCNAP2010](http://www.ESCexhibition.org/CCNAP2010), saving the badge name file in Excel/CSV format. This email should be returned to **CCNAPexhibition@escardio.org**, before **12 February 2010**.

**Working Passes:**
In the interest of security only those individuals directly responsible for the construction and dismantling of the stands will be permitted in the Exhibition area during stand construction and dismantling times. To this end, Working Passes will be given out at the Exhibitor Registration desk located in the main entrance during stand construction and dismantling times. Registered Exhibitors may also gain entrance to the Exhibition hall during installation and dismantling times by showing their Exhibitor badge at the entrances. Exhibitors must ensure their badges are clearly visible at all times when in the congress centre.

2.1.3 **Product Description**

All Exhibitors will be listed in the Final Programme, together with a short description of the products exhibited (Maximum 50 words). To this end, all Exhibitors should send their Product Description to the Organiser by email **CCNAPexhibition@escardio.org** before **14 December 2009**.

Use the form online at [www.ESCexhibition.org/CCNAP2010](http://www.ESCexhibition.org/CCNAP2010).
2.1.4 Surveillance & Security

The Organiser undertakes the general surveillance service of the Building, both day and night.

The Exhibitor shall be responsible for the surveillance of his stand and exhibits. Exhibitors are recommended to pay closer attention to the exhibits during the stand construction and dismantling periods. We strongly urge exhibitors to secure their stand against theft or damage. Valuable objects, which may easily be removed, should be locked away during the night or whenever the stand is left unattended. The Organiser accepts no responsibility for goods stolen from exhibits. Security services can be ordered through our exhibition supplier, Capital Services – see online order form at www.ESCexhibition.org/CCNAP2010.

The Organiser may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of CCNAP 2010, or who refuses to comply with the local safety rules.

2.1.5 Insurance

While on the premises, exhibition goods and packaging materials shall be insured at the expense and risk of the Exhibitor. Neither the Building nor the Organiser can accept responsibility for damage, loss, theft, disappearance or injury of anything or anyone due to any cause whatsoever. The Exhibitor and any contractors under exhibitor employment are obliged to take out insurance against third party risks before the start of the exhibition. The cost for this insurance and responsibility for its arrangement belongs to the Exhibitor.

Exhibitors should also be covered against any claims which may ensue from transportation to and from the Building and against any claims which may be made by third parties, e.g. the Building, the City and/or their insurers, with CICG to injuries or damages sustained in any way whatsoever inside, or outside, the Building.

If any conditions within the Industry Guidelines for Participation are infringed, the responsibility for any accident will lie exclusively with the Exhibitor, who must have contracted an insurance policy for unlimited civil liability for harm to third parties, be it a person or an object. In the case of incidents caused by negligence or inaction on the part of exhibiting companies and their staff, the exhibiting company agrees to compensate the Organiser for all direct & consequential losses.

2.1.6 Customs Information/Taxes & Duties

The Exhibitor will pay the various taxes and duties he may owe resulting from his taking part in the exhibition. Further information will be communicated later.

2.1.7 Catering

Please note: it is not allowed to take food and/or drinks into the building or to keep them on the premises unless ordered through our official caterer Crowne Plaza see order form at www.ESCexhibition.org/CCNAP2010.

2.1.8 Miscellaneous

**Smoking:** Smoking is not permitted in the Building. Ashtrays and ash urns are prohibited in the exhibit area.

**Alcohol:** Exhibiting companies are not allowed to serve alcoholic beverages from their stand.

**Children:** Children under the age of 16 are not permitted in the Exhibition area.

2.1.9 Stand Activities

Any stand activities must be approved in advanced by the Organisers. All activities must be declared by sending the form available on www.ESCexhibition.org/CCNAP2010 to CCNAPexhibition@escardio.org before 18 January 2010.
Stand activities must follow the following rules:

I) The organising committee has adopted a policy which limits industry sponsored entertainment, lunches, seminars or other formal gatherings. Without the specific approval of the Organiser, companies should not organise such events during the two days before CCNAP 2010, during CCNAP 2010 itself or during the two days immediately after CCNAP 2010 (i.e. 10/03/2010 – 15/03/2010). Should a company wish to plan any such events then it is advised to consult the Organiser in due time.

II) The main activity of any exhibition stand should be the presentation of the exhibiting company and/or its products or services. The use of photographers, portrait artists or other ‘attractions’ is not allowed, any similar project must be submitted for the Organiser’s approval prior to CCNAP 2010. Failure to do so may result in the exhibitors being obliged, at their own expense, to discontinue any such activity on-site.

III) The projection of films and slides, any amplification with the aid of loudspeakers, the production of music and/or sound, as well as the use of television sets, is allowed as long as no disturbance is caused. Should the Organiser judge that a disturbance is being caused; the Exhibitor must stop the activity immediately. If this is not done, the ESC reserves the right to make the necessary arrangements at the expense of the Exhibitor.

IV) Companies wishing to arrange or sponsor sessions are invited to arrange a satellite symposium, as detailed elsewhere in these Guidelines. Exhibit space is intended to display scientific information on products and/or services, therefore positioning auditoria on stand areas is not permitted. This does not exclude companies from giving product based presentations, but the area set aside for an audience should not resemble a theatre – therefore no more than twenty seats should be provided and this area should not be covered. It should be positioned well within the stand area (not less than three metres from the stand perimeter). The focus of presentations should be product-related information and not the presenters themselves. Celebrated or costumed presenters may be employed as long as they are not central to the presentation or its publicity. Where Key Opinion Leaders (KOLs) are employed as presenters, their presence should be discrete and not publicly advertised. In addition, the nature of the presentation should be informal and in no way resemble any official session format, be it Satellite Symposium, Meet the Expert or CCNAP programme.

All such activities require the prior approval of the organiser.

V) The Organiser has appointed an Audio-Visual Committee, which supervises audio-visual activities. All audio-visual activities require written permission, should a company intend to organise any audio-visual activity please submit a stand activity declaration and submit by 18 January 2010.

VI) Exhibitors shall refrain from holding lotteries, organising games of chance and using "market stall techniques". Only quizzes with a scientific content can be held at the stand. Any such activity must be approved in advance by the Organiser. All requests should be submitted in writing by 18 January 2010. Participation can be ‘rewarded’ with a prize. However, the prize should be the same for everybody. ‘Drawing winners’ is not allowed. Maximum retail value may not exceed € 5. If the prize is a ‘medical information carrier’ such as a medical text book, a CD-ROM, a tape, a slide set etc., the maximum retail value may not exceed € 50. All "prizes" must be approved in advance by the Organiser.

VII) The organising committee has accepted the policy that small give-aways are acceptable at the exhibition (maximum retail value € 5) for example badges, T shirts, pens. All such give-aways must have the written approval of the Organiser. The distribution of give-aways should be low profile and should in no way overshadow the main activity of the stand. Approval procedure is as for 'Prizes' in section V.

VIII) Distribution or display of material printed by industry or its agents is limited to the area rented by the Exhibitor in the designated exhibit area. The placement of both signs and billboards is limited to the area rented by the Exhibitor in the exhibition area.

IX) "Special effect" lights, laser, sound & video projection on the stand can only be allowed with the written permission of the Organiser.

X) The site assigned to the Exhibitor shall be staffed during the opening hours of the exhibition as well as during the construction and the dismantling and removal of the stand. The Exhibitor shall make sure that either he himself or a person authorised by him is present at the stand at all times.

XI) The use of the name of the European Society of Cardiology Council on Cardiovascular Nursing, CCNAP 2010, European Society of Cardiology (ESC) or the European Heart House (EHH), as well as the logos of these entities, is strictly forbidden in any advertising, publicity, sign, product, printed matter, film, video, or other media, etc. without the explicit permission in writing of the Organiser.
XII) Exhibitors or their agencies are not allowed to reproduce texts, drawings or graphics that have been specially produced by ESC or ESC for use in publications such as the Final Programme or the Abstract Book.

XIII) None of the exhibits may be photographed or filmed without the permission of the relevant Exhibitor. The organiser is entitled to photograph, draw or film the installations and stands, as well as the exhibits thereon and to use these reproductions in its publications and in the press.

XIV) The Exhibitor is entitled to photograph or film his own exhibition stand during exhibition hours.
2.2 Technical Guidelines for Exhibitors

**Important Notice:**
All Exhibitors must submit a detailed stand drawing to the Organiser before 11 January 2010 to CCNAPexhibition@escardio.org. Without the written approval of the Organiser no stand can be built. If you will be hiring a stand system from the Building please send us details.

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2.2.1 Exhibition Location

The exhibition at CCNAP 2010 will be located in the Lobby of the Centre International de Conférences Génève – CICG, Geneva, Switzerland.

*Any queries regarding Exhibition please contact:*
ESC - Industry Services Services Department  
Tel: +33 492 943 510  
Fax: +33 492 947 626  
Email: CCNAPexhibition@escardio.org

**Delivery Address:**

All deliveries must be sent 5 working days before the event to:

CCNAP 2010  
Contact Person / Stand number  
C/O International Conference Centre, Geneva  
Chemin Louis Dunant  
Cour de livraison  
1201 Genève  
Suisse

2.2.2 Exhibition Prices and minimum stand space requirements

- The price of 'SPACE ONLY' is € 350 per m² plus VAT.
- A reduced rate of € 250 per m² plus VAT is offered to publishers, booksellers and journals.
- Minimum stand size is 9 m² for Industry, 6 m² for Publishers.
- For companies organising an Industry Supported Educational Session, an exhibition stand of minimum 9m² is mandatory.

*The Organiser will hire out the stand as 'SPACE ONLY', which means that the stand site will be rented out without any prefabricated walls, installations, furniture, electricity, carpet and furnishings, or any other technical supplies and facilities. The Exhibitor shall personally take care of the set-up and installation of the stand (which means carpet, walls (if needed or prescribed), furniture, electricity etc.).*

Exhibitors who will need to rent a standard exhibit stand module are advised to use the services of the Building. See Order Forms online at www.ESCexhibition.org/CCNAP2010.

Immediately after allocation of the stand site the Exhibitor is advised to personally check the location and measurements of installations which might be found on the stand space assigned, the following items are given as examples: fire-alarm systems, junction boxes, technical inspection hatches, and columns. The Organiser does not accept responsibility for the detailed accuracy of the floor plans provided for Exhibitors' reference. Each stand will be numbered by the Organiser.

Stand construction companies are specifically advised to consider the impact of natural light on exhibits due to large windows in exhibit areas which cannot be closed or covered.
2.2.3 Detailed Stand Construction Guidelines

Every Exhibitor must submit an exact statement of the dimensions of the stand, as well as plans and descriptions of the stand. This applies equally to those companies hiring a standard exhibit stand module from the Building. This information has to be sent to the Organiser CCNAPexhibition@escardio.org by 11 January 2010. The drawings shall clearly indicate the planned layout, dimensions, equipment and furnishing of the stand, including the inscriptions. Also indicated must be the location of power outlets, electricity cables as well as telephone installations.

Only with the written approval of the Organiser shall the stand drawings be deemed released for construction.

All stands must be finished before the Organiser’s inspection visit at 19:00 Thursday 11 March. The Exhibitors or their qualified representative must be at their stand during this inspection and must be able to supply all information and certificates concerning equipment and materials used. Note that fire safety certificates should be valid in Switzerland and available in English language should authorities request this.

The decisions taken by the administrative authority, on the Committee's opinion during its inspection visit, can go as far as preventing the stand from opening, and must be carried out immediately. The Building and the Organiser refuse to accept any responsibility if the Safety Committee decides to close a stand because the Exhibitor has not respected the safety rules of the event or hosting country.

I) Exhibitors are asked to pay attention to the following stipulations:

- From Friday 12 March 08.00 hrs to Saturday 13 March 2010 17:00 hrs, all stands are to remain in their entirety, no dismantling or removal during this period is permitted.
- Any column of the Hall lying within the stand may be covered without causing any damage and in compliance with accepted height regulations. Fire & safety equipment should not be covered if it is not safe to do so. The Building will advise on this matter.
- Articles to be exhibited must be kept within the stand perimeter.
- The exhibition areas may only be covered by fitting platforms or carpets, which must be withdrawn by the exhibitor/decorator at the end of the exhibition.
- The (standard) maximum height of stand constructions is 2.5 metres. Written requests must be submitted to the Organiser if constructions will exceed 2.5 metres and will be judged on stand size, transparency & impact on event.
- Any agreement to construct higher than 2.5m is given in strict relationship to the stand area rented, in m². Elements rising higher than 2.5m must be positioned at least 0.5m from any stand separation wall with agreement from the neighbouring stand(s).
- Two-storey structures are not allowed.
- Arches, bridges or similar constructions connecting two or more stands are not allowed.
- The maximum permissible load on the floors of the Building is 250Kgs per square metre.
- Load capacity will be taken into account when entering the exhibited goods as well as during their handling.
- Stands should be fully accessible on all ‘open’ sides. Requests to be partially exempted from this rule should be submitted in writing to the organiser. In any case, the maximum amount any open side may be enclosed is 1/3rd the length of that side.
- Auditoria or structures resembling theatres are not permitted on stands – equipped lecture rooms are available for the purpose of providing educational sessions.
- The stand floor must be adequately covered, for instance with carpeting or carpet tiles.
- It is to be noted that vehicles (including forklift trucks) are not admitted within the exhibition hall and loading bay. Pallet trucks and other handling machines must be equipped with rubber wheels.
- Carpeting: Installing carpet or other decorative materials on the available floor space must be executed in such way as to avoid any danger of personnel injury from slipping, tripping or falling.
- It is possible to transport palettes and similar cargo with four-wheel lift trucks as long as the total load does not exceed 250Kgs.

II) Exhibitors are not permitted to:

- Erect or use names or trademarks which may be misleading or cause hindrance to the Exhibitors at the other stands or to CCNAP 2010 visitors.
- Sell goods, barring exemption applied for and granted, against surrender of the purchased items or to receive money in any way for goods sold or offered for sale or for services rendered. Booksellers are exempted from this rule.
- Affix sold-tags to goods on display.
- No stands will be dismantled or removed prior to the end of the event.
- Drill, screw or nail the walls, ceilings, floors or columns of the exhibition areas.
- Place any heavy loads either on the structure of the walls and columns, or any of the technical installations of the Halls due to decoration or the objects on display.
- Hang Advertising from the ceilings of the Halls or to affix stand parts, posters or other promotional material to columns, walls, girders, etc. of the Building within or outside the stand space assigned.
- Dig trenches, anchorages or to make other structural alterations inside the Building, unless explicit authorisation has been obtained from the Building owners.
- Paint or Glue, in any way or part of the Exhibition area
- Place articles to be exhibited in a manner, which, in the Organiser's opinion, affects or hinders neighbouring stands

III) Construction of Stands with a Floor:
- A platform floor is advised if heavy equipment is stored on the stand (100kgs/m² or more)
- Authorisation must be requested in writing to the organiser. A descriptive report and to-scale plans should be presented.
- All stands with a floor over 50 cm. above ground level must present a construction certificate signed by the competent engineer. All glass fitted in the top of the floor shall be at least 0.5 cm. think, laminated and be of an approved safety type in Switzerland.
- The floor area of the stand must not be covered with paint or glue. The stand area may be covered only by the installation of an elevated platform, use of carpeting that is held in place by its own weight on the floor or by adhesive bands. These items must be removed by the Exhibitor at the end of the exhibition.
- The use of wooden platforms is recommended for stands with a lot of electrical wiring; the stand construction company will be able to advise on this matter. Exhibitors who use such platforms should bear in mind that: The maximum height allowed, measured from floor level to the top of the platform is 14 cm; The platform sides must be closed and neatly finished. The platform edges must be safe (secured, safe & easily visible). Platforms should be placed within the stand perimeter.
- The platform must allow access to those in wheelchairs. Please note that the edges should be sloped for this purpose or a ramp included within stand perimeter.

IV) Construction of Stands with a Ceiling:
- Exhibitors may cover their stands with a fabric ceiling which meets the European safety norm EN13501/1 to class B standard. Certification must be available in English language if required by the authorities.
- Any and all horizontal decorations, ceiling areas and roofs require approval.

V) Construction of Walls – Lining – Corridors:
- In principle this separation wall should be 2.5 metres high, and finished on all sides. The separation wall is considered as part of the stand design and should be indicated on the stand drawings. If two neighbouring Exhibitors come to an agreement regarding the separation wall and this agreement differs from the policy prescribed by the Organiser, this agreement has to be approved of by the Organiser. Please note that all in-line and corner stands must also have a back wall. The rear sides of the stands shall be designed and decorated by the Exhibitor to whose stand they belong, provided that the interests of the neighbours are not affected thereby.
- Should the external area of a stand lining a corridor where visitors will pass be decorated with windows, photo-assemblies or other outstanding objects, the enclosure wall must be built 0.30 m. inside the boundaries of the stand itself and be transformed into an advertising support, giving continuity to the corridor and a pleasant look to the whole of the area.
- The stand construction, the installation of the objects on display and all advertising support must be sufficiently stable for public safety. A platform, if approved for construction by organiser and open to the public and over one metre below the lower level, must be surrounded by a handrail of at least 1.2m height.
- All peninsula, corner and in-line stands must be separated from the neighbouring stand(s) or hall wall(s) by means of a separation wall.
- Island booths are separated the width of an aisle from all neighbouring exhibits, demonstration areas may not be set on the aisle line of the exhibit; space must be left within the exhibit area to absorb the spectators. Should the spectators interfere with the normal traffic flow in the aisle or overflow into neighbouring exhibits, the presentation must be limited or stopped.
- All glass corners must be polished or protected so that there is no chance of anyone being cut. Glass doors and any other complete glass construction must be marked at eye level.
- Machinery demonstrations causing noise shall be reduced to a minimum in order not to disturb exhibitors and visitors.
- Regarding Machines and Moving Apparatus, the exhibitor will fit the installations that have to function throughout the event with all necessary working and accident prevention measures as shall be demanded by the technical regulations in use & local safety regulations for the installations.
- If the machinery or certain parts of the machinery are to be shown to the public while working, normal protection may be substituted by a protective shield of organic glass or a similar material.
- When the machines are not working and are only on display, the working protection mechanisms may be removed.
- Should this regulation be severely infringed and the Organiser considers that the working of the machine is a danger to people; the organiser will stop the machine from working.
- If these conditions are infringed, the responsibility for any accident will lie exclusively with the exhibitor, who must have contracted an insurance policy for unlimited civil liability for harm to third parties, albeit persons or objects.

The floor, columns and installations (distribution boxes, piping, rented shell stands, etc.) of the Building shall be left in the same state in which they were found. Any damage shall be repaired by the Building owners at the Exhibitor's expense.

Any set-up or installation, which does not comply with the standard specifications or with the designs approved of by the Organiser, must be corrected by the Exhibitor before the opening of the exhibition. Failure to do so will result in the correction being made by the Organiser. All expenses for these corrections will be payable by the Exhibitor. The Organiser accepts no responsibility for damages caused by these corrections.

The set-up and installations shall be finalised by the deadlines fixed, and the packing material shall be removed from the stand. If it appears to the Organiser that the equipment and furnishing and/or the set-up and installation of the rented stand site will not be completed in due time prior to the deadline, the organiser shall be entitled to take all measures they may deem necessary. The Exhibitor shall pay all costs that could arise there from. He shall not be entitled to any claim for reimbursement that may arise in consequence of such an intervention.

2.2.4 Fire and Safety regulations

- Please note that fire extinguishers must always be kept free at all times.
- Escape routes, doors and emergency exits (indoor and out) should be kept free of any obstruction and be kept in full view. Similarly for fire fighting equipment, fire safety signs and emergency wall phones. No product/company signs, decorations or stand roofs should be placed above an emergency exit.
- For booth construction etc., only non-inflammable materials or materials meeting the European safety norm EN13501/1 to class B standard may be used.
- Easily inflammable or explosive substances, gases or dangerous goods, including radio-active and chemical substances, are not permitted in the building.
- No working materials or tools causing possible obstruction may be left in corridors during assembly or removal.
- All edges of organic glass (Plexiglas, acrylics, etc.) shall be suitably protected to prevent fire from spreading.
- Under no circumstances shall means of evacuation (emergency exits), luminous signs, extinguishers, fire hydrants, indicators and other protection equipment be obstructed.
- No inflammable materials may be stored in offices, stores or on decorative enclosures on columns.
- Likewise, junction boxes (electricity, telephones, T.V., gas, water, compressed air, etc.) and access to the equipment or dependencies of the Hall may not be locked.
- Easily inflammable materials shall not be used for any construction or installation.
- The use of spray guns and celluloid lacquer for painting the interior of the Halls is prohibited. This prohibition shall also extend to inflammable liquids and the use of aerosols containing gas.
- All welding work will require the corresponding permit and take place inside a sufficiently protected area provided with a fire extinguisher belonging to the applicant to prevent any possible fire.
- The use of balloons filled with inflammable gas is prohibited in the Halls.
- There will be no recipients with inflammable material on the stands for waste or rubbish. Waste paper baskets and rubbish bins must be emptied every evening when closing, and the contents placed in the collectors provided by the Building for this purpose.
- The storage of any type of wrapping or packaging on the stands is prohibited.
- Materials such as decorative cloths, contact glues, carpets, etc. must be non-flammable and the corresponding certificates shall be presented.
- All other installations must adhere to regulations in force at the time. The stands, materials, installations, advertising supports, etc, must conform to public safety requirements.
- Motorised vehicles and hand trolleys are not admitted within the Exhibition areas during build-up or dismantling periods or at any stage during CCNAP 2010. Please ensure adequate means to transport your exhibit materials into the building and to the stand or order these services from the official freight forwarder.
- It is strictly forbidden to store wood, paper, straw, cardboard and packaging materials which are a fire hazard in the exhibition areas, the booths, the areas behind them and the cabins.
2.2.5 Cleaning & Refuse

The Organiser shall see to the regular general cleaning of the Building and the public aisles therein. Booth cleaning is mandatory after Exhibitors installation and set-up. Cleaning is also strongly advised during the exhibition and should be ordered by each exhibitor from the building. Please see online Order form.

2.2.6 Electricity

All electrical connections must be made under the supervision of an authorised electrician. At the time of the official inspection the relevant reports on the wiring (information on connections) must be presented to the Building for submission to the authorities. Please order your electricity and connections on the Order Form available online.

Please do not forget to indicate on the Order Form where you wish the electrical connections to be installed.

IMPORTANT: Supplies will be switched on 30 minutes before opening during the duration of the meeting, and switched off 15 minutes after the Exhibition closes every day.

2.2.7 Telephone and Fax connection

Exhibitors should use the relevant Order Form online for telephone and fax connection.

2.2.8 Water

Please note that Water Connections are available in certain areas of the Exhibition area – contact the Building for more information.

2.2.9 Transport regulations / handling

During the Exhibition, goods cannot be transported into the halls until the exhibition opens. After that, only light articles can be carried in by hand. Goods can be collected when the exhibition has closed as long as the exhibit remains visually presentable to delegates.

Do not place anything in the aisles outside the stand. If you do, you will block the passage-way for other transport. The Congress Centre has the right to store all packaging that is left in the aisles after 18:00 the day the build-up ends.

2.2.10 Storage

No refuse (e.g. empty cartons, crates or shipping/packing materials) may be left behind in your booth or in the aisles. If any Exhibitor or his contractor(s) leave such materials behind, the costs of removing will be charged to the Exhibitor.

Please contact us to CCNAPexhibition@escardio.org if you need any storage area close to your booth for the duration of the event.

2.2.11 Miscellaneous Services

If you wish to order services, which are not mentioned in the Exhibitor Catalogue then please contact the exhibition supplier, CICG. www.ESCexhibition.org/CCNAP2010.

2.2.12 Additional rules and regulations

Please note that, in addition to these guidelines, all exhibitors must carefully read messages posted on: www.ESCexhibition.org/CCNAP2010.
3 INDUSTRY SUPPORTED EDUCATIONAL SESSIONS

The European Society of Cardiology Council on Cardiovascular Nursing and Allied Professions invites companies in the cardiovascular field to organise special sessions as part of CCNAP 2010. These so-called Industry Supported Educational Sessions will be allotted time slots during which no other type of scientific sessions will be held. The Industry Supported Educational Sessions will take place within the Congress Centre during lunch time and can be held in rooms with capacities from 110 to 500.

3.1 Conditions for holding Satellite Symposia

Exhibition Stand
A stand space of 9 m² is included with each Satellite Symposia.

Duration
The Satellite Symposia should fit in the standard time unit of one 60 minute session. The lunchtime Satellite Symposia should not alter in any way the scientific sessions held in the room before and after the satellite symposia (See following chapter).

Lunch time sessions
Companies organising Satellite Symposia during the lunch time will be allowed to enter the Lecture rooms at 12:30 after the scientific session and must leave the lecture rooms at 13:30 in order to let the ESC staff prepare the following scientific sessions. Organising companies must adhere to the strict time limit. The Chairpersons of the sessions immediately prior to the symposia will be asked to respect the session duration.

Access - Badges
- Companies only have access to the rooms at their scheduled time slots.
- The ESC reminds that the Chairpersons and Speakers must be contacted by the companies themselves to arrange registration, travel and accommodation details.
- Satellite Symposia Chairpersons and Speakers are not considered as ESC “Invited Speakers”.
- All involved in the operation of the Satellite Symposia (hostesses, film crew, technicians...) must also have a valid badge (Exhibitors, active participant or day ticket badges).
- All persons attending the Satellite Symposia must be registered either as full participants or as exhibitors; persons without such a badge will not be allowed to enter the room.
- The Satellite Symposia must be open to all registered Meeting participants.

Lecture Room
- Satellite Symposia will be held within the Congress Centre.
- Satellite Symposia will be held in lecture rooms ranging in capacity from 110 to 500 seats.
- Any installations or alterations to the rooms can only be made with explicit approval of the ESC.

Promotion
Promotional material announcing Satellite Symposia may only be distributed in the following ways:
- Display of one non-rigid, paper poster (A0 format) in the Registration Area the day of your session. Times and a document to follow at a later date.
- Display of two rigid posters 1 hour (A0 format) before the beginning of the session in front of the assigned room. Posters are not permitted in the building other than on the booth.
- Distribution of material (flyers...) at the entrance of the assigned room 30 minutes before the beginning of the session, nowhere else in the building other than on the booth.
- Handing out material from the exhibition booth.

Give-Aways
Small give-aways are acceptable (maximum retail value € 10). The distribution of give-aways should be low profile and in no way overshadow the main activity of the Satellite Symposia.

Reception Space must not be used for entertainment, poster displays, presentations or any other promotional purposes. Please respect this rule, especially during lunch time.

Payment
Payment for the Satellite Symposia has to be completed before 10 February 2010.

Overflow
No overflow area is planned for Satellite Symposia.
3.2 Time Slots Reserved for Satellite Symposia

- **Friday 12 March 2010:**
  12:45 – 13:45 (60-minute session)

- **Saturday 13 March 2010:**
  12:45 – 13:45 (60-minute session)

3.3 Cost of Satellite Symposia

A basic price (excl. VAT):

- € 15 000 (+ VAT) for one 60-minute Satellite Symposium.

The cost of a Satellite Symposium includes all of the below:

- A 9m² stand space
- The session
- The rental of the lecture room
- A promotional Delegate Bag Insert
- A promotional Weblink

**The basic equipment of a lecture room is:**

- Chairs arranged theatre-style
- 1 lectern + Microphone
- 1 table and 2 chairs for the 2 chairpersons on the stage
- 2 table microphones
- Aisle microphones in the room for the delegates
- 1 Video-projector
- 1 screen
- Technician(s)
- Room networked with the Speakers’ Service Centre

**Plus cost for any extras:**
e.g. extra audio-visual equipment, extra furniture, extra decoration, etc... To order any extra equipment we suggest you to contact the official suppliers whose details are available on: [www.ESCexhibition.org/CCNAP2010](http://www.ESCexhibition.org/CCNAP2010)

3.4 Speakers Service Centre

The Speakers Service Centre (SSC) offers the following services:

- Access to the Speakers’ Service Centre.
- Audio-visual assistance to all speakers from the session.
- Scientific programme of the session announced at the entrance of the room.
- Names of the chairpersons (only) on the table.

The Speakers’ Service Centre will be open*:

- **On Friday 12 March 2010** from 08:00 – 18:00
- **On Saturday 13 March 2010** from 08:00 – 16:00

*Subject to changes

**Speakers’ presentations**

To avoid unexpected technical problems at the last minute, companies are strongly encouraged to make sure their speakers use the Speakers Service Centre to preload all presentations.

If speakers choose to use their own laptop, this is the responsibility of the company organising the session.
3.5 **Scientific Programmes of Satellite Symposia**

The ESC will send you a session form to be completed with the satellite scientific programme. The complete scientific programme of the Satellite Symposia, typed on the special forms provided by the ESC, **must be sent to satellite@escardio.org**, **before 18 January 2010** in order for the Scientific Committee to have time to validate your scientific programme.

**IMPORTANT**
- No product names or brand names are allowed in the title or in the scientific programme of the session. Please use generic names.
- No abstract forms need to be submitted for Satellite Symposia.
- Abstract poster sessions are not allowed during the Satellite Symposia or during any reception before or after the Sessions.
- The ESC does not cover the expenses related to the Speakers and Chairmen of Satellite Symposia / even if active in the Scientific Programme,
- Faculty Conflict of Obligation. Speakers and chairpersons cannot participate in two parallel sessions within the same time slot. If it is found that this is the case, both the companies and the speakers involved will be informed simultaneously and requested to resolve this conflict.
- It is the responsibility for the companies to ensure there is not timing clash with parallel sessions, with the Chairpersons and the Speakers they choose. The ESC cannot be held responsible for any matter arising from this.

3.6 **Changes in the session scientific programmes / erratum policy**

Once your scientific programme has received approval from the CCNAP 2010 Committee, all changes post approval must be sent in writing to Mrs. Karen Deparisse of the ESC at satellite@escardio.org in order to ask for re-approval of your session. We ask that you respect the deontology of this programme and adhere to the approved content of your scientific programme.

The ESC cannot guarantee to respond positively to the changes requested. The ESC kindly asks the Company to inform of any modifications to the Scientific Programme of the Satellite Symposium before **1 February** in order to be printed in the Final Programme.

Late modifications in the Satellite Scientific Programme received on or after **2 February** cannot be printed in the Final Programme. The ESC cannot guarantee to be able to communicate any alterations received after **1 February**.

3.7 **Lecture Room assignment**

Lecture rooms are assigned on a first come first served basis.

A limited number of lecture rooms are available in the Building. Lecture Rooms can be reserved through the ESC only. The ESC has the right to modify lecture room assignment in case of matters unforeseen.

Control of flow and attendance
It is the company’s responsibility to select an adequate size room to accommodate all attendees in their session. Companies must plan ahead of time appropriate staffing and/or security to avoid any problem. In case this is not respected and for obvious security reasons, the venue has complete authority to block entrance into the rooms.

3.8 **Cancellation Policy**

Cancellations of Satellite Symposia should be sent by registered mail to the ESC.
If cancellation is received **before 4 January 2010**, **50%** of the total due amount will be charged.
If cancellation is received **on or after 4 January 2010**, the full (100%) compensation fee will be invoiced.

3.9 **Enforcement of rules**

Infringements of these Guidelines and Conditions will be referred to the Board of the Society of Cardiology Council on Cardiovascular Nursing and Allied Professions. If a serious infringement is deemed to have been committee, the company in question may be refused access to future CCNAP Congresses.
4 SPONSORSHIP & PROMOTIONAL OPPORTUNITIES

4.1 Sponsorship and Promotional items

The 10th Annual Spring Meeting on Cardiovascular Nursing (CCNAP) Congress offers cost-effective marketing exposure and branding of your company to your target audience through a wide variety of sponsorship, advertising and promotional opportunities.

Important: The following information is fully applicable to all sponsorship, advertising and promotional items and should be carefully read and respected:

All content and artwork must gain prior approval from the organiser. Corporate names and logos are allowed. Please note: the use of product names, identifying product logos, misleading names that could be perceived as product names, registered trademarks are strictly limited and are only permitted for products and services where product promotion is clearly stated in this chapter.

No promotional support or activity (e.g. distribution of flyers) is permitted in the congress centre apart from on the supporting company’s stand, the Learning Area and in front of the assigned Lecture Room where applicable for Industry Supported Educational Sessions (see Chapter 3 for further details).

The technical specifications for sponsorship items requiring graphics will be detailed and updated regularly on the ESC Exhibitors and Industry Partners Web Site: www.escexhibition.org/CCNAP2010.

Sponsors of CCNAP 2010 will be acknowledged via the CCNAP 2010 Web Site and via the Final Programme in addition to specific acknowledgements linked to the product selected and as detailed in Paragraph 4.3 of this Chapter.

The following pages summarise the existing sponsorship and promotional opportunities at CCNAP 2010. We are always more than happy to discuss and consider additional sponsorship initiatives or suggestions made by our Industry Partners.

Please contact the Industry Services Department, for further consultation on and management of your corporate investment and strategy.

Email: Sponsorship@escardio.org
Tel: +33 (0)4 92 94 86 78
Fax: +33 (0)4 92 94 76 26
4.2 Available sponsorship & promotional opportunities

<table>
<thead>
<tr>
<th>SPONSORSHIP &amp; PROMOTIONAL ITEMS</th>
<th>PRICE, POINTS ACCRUED</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NOTE PADS &amp; PENS Exclusive Sponsorship</strong> – Product Advertising allowed</td>
<td></td>
</tr>
<tr>
<td>Exclusive sponsorship (Including production cost)</td>
<td>€ 4 000</td>
</tr>
<tr>
<td>Deadline for application</td>
<td>15/02/2010</td>
</tr>
</tbody>
</table>

| **DELEGATE BAGS Exclusive Sponsorship** | |
| Exclusive sponsorship incl. production cost | € 6 000 |
| Exclusive sponsorship excl. production cost | € 3 000 |
| Deadline for application | 18/12/2009 |

| **BADGE LACES Exclusive Sponsorship** (incl. production) | |
| Exclusive sponsorship incl. production cost | € 3,000 |
| Deadline for application | 18/12/2010 |

| **FINAL PROGRAMME ADVERTISEMENT** – Product Advertising allowed | |
| Back Cover | € 6 000 |
| Inside Back Cover | € 4 000 |
| **Note:** Exclusive Sponsorship package for the entire Final Programme available upon request. | |
| Deadline for application | 15/01/2010 |

| **Bookmark** – Product Advertising allowed | |
| Deadline for application | € 3 000 |
| 15/02/2010 |

| **DELEGATE BAG INSERT** (excl. Production) | |
| Deadline for application | € 2 000 |
| 22/01/2010 |

| **WEBLINK** | |
| Deadline for application | € 1 000 |
| 01/02/2010 |

| **Coffee Breaks** | |
| Two Coffee Breaks a day | € 5 000 |
| Coffee Breaks for the entire congress | € 10 000 |
| Deadline for application | 15/02/2010 |

| **Reception** | |
| A Reception will be held on Friday, 12 March 2010, the first evening of the Conference. Companies are invited to exclusively support this event. **Note:** Cost available upon request | |

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All prices indicated are exclusive of VAT
4.3 **Product Descriptions and Technical Specifications:**

We have listed additional product details and technical specifications for sponsorship & promotional items below. All necessary technical specifications will be updated and posted on the ESC Exhibitors and Industry Partners Web Site [www.ESCexhibition.org/CCNAP2010](http://www.ESCexhibition.org/CCNAP2010) so please consult regularly this important Web Site.

### 4.3.1 Note Pads & Pens

Official congress items included in the Delegate Bag and used by delegates during and post-congress. Product Advertising permitted.

- Exclusive sponsorship – acknowledgement via sponsor logo
- Please submit a high resolution logo by **15 February 2009**

### 4.3.2 Delegate Bags

Highly visible sponsorship opportunity with delegates using the bag for the duration of the event and post-event due to the unique quality of the product (briefcase made of recycled material).

- Exclusive sponsorship – acknowledgement via sponsor logo on bag exterior flap
- Please submit a high resolution logo by **18 December 2009**

### 4.3.3 Badge Laces

Worn by delegates throughout the event, this item provides excellent corporate exposure and association.

- Exclusive sponsorship – acknowledgement via sponsor logo on badge lace
- Please submit a high resolution logo by **18 December 2009**

### 4.3.4 Final Programme Advertisements & Bookmark

The Final Programme provides delegates with the full scientific agenda, exhibition and industry supported educational sessions information and will be the essential reference document for delegates during the congress. Product advertising permitted.

Three separate advertisements are available in the Final Programme with advertisements requiring prior approval from the organiser:

- Submit for approval & Final approval: **15 January 2010**

### 4.3.5 Delegate Bag Inserts

Promote your congress activities by designing a promotional insert to be included in each and every Delegate Bag and given to each registered delegate at the CCNAP 2010 Congress. This invitation will communicate your congress message directly to delegates.

- 1 Delegate Bag Insert can only promote 1 event (e.g. 1 industry supported educational session or 1 activity on the exhibition stand)
- 1 Delegate Bag Insert promoting 1 session with reference to the exhibition stand will be considered as 1 insert (e.g. 1 industry support educational session, plus a mention similar to “visit our stand, location XX”)
- 1 Delegate Bag Insert promoting 1 session with full exhibition details will be considered as 2, and invoiced accordingly (e.g. 1 industry support educational session, plus a mention for a stand activity)
- 1 Delegate Bag Insert promoting 2 sessions/activities will be considered as 2, and invoiced accordingly.

- Quantities to print: **3 000**
- Submit for approval: **22 January 2010**
Final approval: 25 January 2010
Reception in Geneva: 9 March 2010 (address to be communicated at a later date)

4.3.6 Weblink

Invite delegates to your congress activities by designing a promotional page link to the CCNAP 2010 Web Site. This invitation will communicate your congress message to delegates in the CCNAP 2010 Scientific Programme Online (SPO).

- 1 Weblink can only promote 1 event (e.g. 1 industry support educational session or 1 activity on the exhibition stand)
- 1 webpage promoting 1 session with reference to the exhibition stand will be considered as 1 Weblink (e.g. 1 industry support educational session, plus a mention similar to "visit our stand, location XX")
- 1 webpage promoting 1 session with full exhibition details will be considered as 2 Weblinks (e.g. 1 industry support educational session, plus a mention for a stand activity)
- 1 webpage promoting 2 sessions/activities will be considered as 2 Weblinks, and invoiced accordingly

NB: Hyperlinks to sponsor Web Sites will be not be allowed

Weblink format: PDF, html or flash invitation:

<table>
<thead>
<tr>
<th>PDF PAGE</th>
<th>HTML OR FLASH PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size: the lighter the better, screen quality, 600Kb max</td>
<td>Provide organiser with the invitation URL, not the company web site URL.</td>
</tr>
<tr>
<td>Security: ideally locked</td>
<td>Must be optimised for web 1280 x 1024 pixel</td>
</tr>
<tr>
<td>Open size: ideally 100%</td>
<td>Size: the lighter the better</td>
</tr>
<tr>
<td>Number of pages: 3 pages max</td>
<td></td>
</tr>
<tr>
<td>Images: may be included</td>
<td></td>
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</tbody>
</table>

Submit for approval: 1 February 2010
Final approval: 5 February 2010

4.3.7 Finance /Invoicing / Cancellation policies for Sponsorship/ Advertisement opportunities:

Sponsorship and promotional products are assigned on a first-come, first-served basis. Companies will be invoiced upon assignment of items following receipt of their application form. Cancellation fees of 100% apply once an invoice has been issued.

It is a strict policy from the organiser that all invoices be paid by the date indicated on the invoice or before the opening of the congress, whichever comes first.
5 CONDITIONS OF PARTICIPATION

5.1 General Conditions

The following conditions of participation refer to allocation of exhibition space by the Organiser to companies exhibiting at CCNAP 2010 insofar as the contractual partners do not reach contrary agreements in writing.

5.2 Conclusion of Contract

Application for a stand is made by filling in and returning the Application Form for stand space. Only signed application forms will be taken into consideration. By signing the application form, the company accepts the requirements contained in the Guidelines for Industry Participation and any supplementary provisions. Confirmation of the allocation of a stand by the organiser constitutes conclusion of the rental contract between the Exhibitor and secretariat of ESC. A stand assignment and an invoice will be sent to the Exhibitor by mail. The date on the stand assignment is considered to be the date of stand allocation. If the contents of the stand assignment deviate from the contents of the Exhibitor’s application, the contract is based on the substance of the stand assignment unless the Exhibitor protests in writing within two weeks after the date mentioned on the stand assignment.

5.3 Admission to CCNAP 2010

The exhibition is open to companies active in the pacing & cardiovascular healthcare arena and related fields. Marketing bureaus, consultants etc. can hire stand space in order to be able to conduct their research or provide their services. These activities are restricted to the rented stand space. They are not allowed to actively canvass for clients outside the space assigned.

5.4 Renting Stand Space

The Organiser lets stand space in accordance with the compatibility of the items to be exhibited with the subject matter of the exhibition & congress in general. The minimum stand size is 9m². For companies organising a Satellite Symposium, a stand of 9 m² or larger is mandatory.

The Organiser reserves the right to deviate from the stand confirmation and to allocate a stand in a different location, to alter the size of the stand, to re-locate or close entrances and exits on the Exhibition Grounds and/or in the Congress Centre and to carry out any other structural alterations providing it has a substantial interest in such measures, based on special circumstances.

The Organiser reserves the right to make changes in the layout of the exhibition, as well as in the stand assignment in the event that unforeseen circumstances make this necessary. If in such cases the interests of the Exhibitor are unreasonably impaired, he may withdraw from the contract in writing within one week after receipt of notification of the type of alteration. The Organiser accepts no responsibility for any damage, which may result from such changes.

5.5 Stand Design

- Exhibits must be displayed on stands for the entire duration of the exhibition; display of products other than those listed in the application is not permitted.
- The Organiser is entitled to have exhibits removed from the stand if their display runs counter to the principles of fair competition or does not comply with the display programme.
- Details of prices, given in the form of CICG or stand lettering, are not permitted, nor are references to sales of products already affected or details of suppliers and customers.
5.6 **Subtenants and other represented companies**

Sharing the stand area with another company, regardless of whether this company is represented by its own exhibits and its own staff (subtenant) or only by its own exhibits (represented company), is not allowed, unless written approval is obtained from the Organiser. Transfer, even in part, of the rights and obligations arising from the rental contract to third parties is not permitted.

Vertically integrated organisations represented by more than one corporate / brand identifier on a single stand area should have a clear statement of corporate ownership on display at the stand. A written statement of such corporate affiliation should be forwarded to the organiser (CCNAPexhibition@escardio.org) in advance of the congress for approval.

5.7 **Terms of Payment**

- The stand rental fee must be paid in full before the event. Failure to do so will result in the automatic cancellation of the assignment and resulting fees. If later rebooked, stand rental fees will be in addition to cancellation charges.
- The Exhibitor renounces the right to offset counterclaims against rent payable in time unless the counterclaims are undisputed or have been confirmed by a court of law.
- If the Exhibitor fails to meet his financial obligations, or additional expenses and other claims arising from the contract, the Organiser is entitled to retain exhibits and the stand equipment and to sell them by public auction or by private contract at the expense of the Exhibitor. The statutory provisions on realisation of objects seized are thus settled.
- Non-payment is considered a violation of our rules; as a consequence it will be dealt with as a breach of contract.

5.8 **Acceptance of Products**

Each country has its own regulations. It is therefore advised that each participating Company should obtain advice on such regulations and restrictions as may affect their participation in CCNAP 2010. The Organiser accepts no responsibility for any impact, financial or other, relating to legal complicity issues.

5.9 **Reservations**

Given serious cause (e.g. industrial action, acts of God) the Organiser is entitled to postpone, to curtail the duration of, to close the exhibition (completely or in part) for any period, or even to cancel it. In the event of complete or partial postponement or curtailment, the contract is regarded as valid for a possible new date and new duration unless the Exhibitor protests in writing within a period of 2 weeks after notification of the alteration.

5.10 **Exemption from Liability**

The Organiser does not undertake to safeguard exhibits and excludes, for its staff as well, all liability for damage to these, for theft of these, or loss, except in cases of intent or gross negligence. This exemption from liability also applies if exhibits are seized and stored by the Organiser due to infringement of the present conditions of participation. This exemption of liability is in no way impaired by the special security measures taken by the Organiser. Furthermore the Organiser explicitly excludes all liability for any disadvantages or damage incurred to Exhibitors due to erroneous details on space allocation, stand construction, catalogue entries or other errors in ancillary services. Property of the Exhibitor and of third parties shall remain on the premises at their own risk. The Organiser will not be responsible for the insurance of such items. The Organiser shall not be liable for any injury or damage howsoever caused to goods and/or persons in the building and/or on the adjacent sites.

5.11 **Premature Termination of Rental Contract**

If after binding application and conclusion of the contract the Organiser should accept in exceptional cases to withdrawal from the contract, the Exhibitor is liable for the full amount of the stand rental including all surcharges. Should the Organiser succeed in otherwise disposing of the stand, it reserves the right to claim payment of part
costs by the tenant withdrawing from the contract. A case of re-letting is not constituted if, for optical reasons, the area not used by the Exhibitor is allocated to another Exhibitor without ESC deriving further proceeds from re-letting the area previously occupied by the re-located company. A case of re-letting is also not constituted if there are still unoccupied stand areas available. ESC is entitled to withdraw from or to revoke the rental contract, the conditions of participation or the supplementary regulations even after a reasonable period of grace. This also applies in the event that the conditions on which the contract was concluded do not apply or no longer apply, in particular if the Exhibitor has so altered his manufacturing programme that his products can no longer be classified in the industry for which he has rented stand space.

5.12 **Cancellation Policy**

- Cancellations by Exhibitors should be made by letter addressed to the ESC Secretariat. If a reservation is cancelled by the Exhibitor **before 31 January 2010**, the amount paid will be refunded less **50% of the total amount due**. If a reservation is cancelled by the Exhibitor **after 1 February 2010** no refund will be made, and **the total amount for the stand space is due**.
- Cancellations of any sponsorship & promotional options once the invoice has been raised will incur a **100% cancellation charge**. Any queries in this regard to be directed to sponsorship@escardio.org

5.13 **Assignment of Space**

- Stands will be assigned to Exhibitors according to date & time at which a signed application form for stand space is received by the Organiser.
- Exhibit areas are open to selection in order that application forms are received however stand areas marked may only be reduced in size with the agreement of the Organiser.

5.14 **Enforcement of Rules**

Any exhibitor that is judged to have not followed these Guidelines may be refused the opportunity to exhibit at any future meetings organised on behalf of the ESC or by its secretariat.

5.15 **Supplementary Provisions**

Constituent parts of the rental contract take the form of the house regulations, the Guidelines for Industry Participation, the online resource area at [www.ESCexhibition.org/CCNAP2010](http://www.ESCexhibition.org/CCNAP2010), as well as other organisational and technical regulations sent to the Exhibitor before the exhibition opens. The sovereignty of national law of the site of CCNAP 2010 is undisputed.

5.16 **Claims, Procedures, place of performance and jurisdiction**

All claims by the Exhibitor against the Organiser must be lodged in writing. These claims will lapse within 6 months from the closure of the CCNAP 2010 exhibition. Agreements, which deviate from these conditions or from the supplementary regulations, must be in writing; facsimile signatures suffice. The contract is governed exclusively by French law; the English text is authoritative.

Place of performance and jurisdiction is Grasse - France. The Organiser reserves the right, however, to bring its claims before the courts competent for the area where the Exhibitor has his registered office.

5.17 **Final Clause**

In cases not or not clearly covered by the regulations in the Guidelines for Industry Participation, the Organiser's decision shall be final.
### 6 IMPORTANT DATES

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 October 2009</td>
<td>Deadline for exhibition applications for CCNAP 2010</td>
</tr>
<tr>
<td>14 December 2009</td>
<td>Send product and/or company description</td>
</tr>
<tr>
<td>11 January 2010</td>
<td>Submit a detailed stand drawing to the Organiser</td>
</tr>
<tr>
<td>18 January 2010</td>
<td>Declare <em>stand activity</em> and <em>give away</em> items</td>
</tr>
<tr>
<td>30 January 2010</td>
<td><em>Stand services</em> deadline</td>
</tr>
<tr>
<td>31 January 2010</td>
<td>Cancellations before this date – 50% fee, after this date 100% fee</td>
</tr>
<tr>
<td>12 February 2010</td>
<td>Order free exhibitor badges using the online form</td>
</tr>
<tr>
<td>31 January 2010</td>
<td>Deadline for Satellite Symposium Application Form</td>
</tr>
<tr>
<td>30 March 2010</td>
<td>Deadline for sending complete programme of the Satellite Symposium</td>
</tr>
<tr>
<td>30 March 2010</td>
<td>Deadlines for Sponsorship Application</td>
</tr>
<tr>
<td>02 April 2010</td>
<td>Deadline for sending corrected Proofs of programme</td>
</tr>
</tbody>
</table>

#### Exhibition Timetable

<table>
<thead>
<tr>
<th>Day</th>
<th>Hours</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday 11 March</td>
<td>08:00</td>
<td>Exhibition Build-up</td>
</tr>
<tr>
<td>Friday 12 March</td>
<td>08:00</td>
<td>Exhibition OPEN</td>
</tr>
<tr>
<td>Friday 13 March</td>
<td>08:00</td>
<td>Exhibition OPEN</td>
</tr>
<tr>
<td></td>
<td>17:00</td>
<td>Exhibition Dismantling</td>
</tr>
</tbody>
</table>

#### Future Congresses Organised by the ESC:

- **EuroPRevent 2010**: 5 - 7 May 2010, Prague, Czech Republic
- **Heart Failure 2010**: 29 May - 1 June 2010, Berlin, Germany
- **Frontiers in CardioVascular Biology**: 16- 19 July 2010, Berlin, Germany
- **ESC Congress 2010**: 28 August -1 September 2010, Stockholm, Sweden
- **Acute Cardiac Care 2010**: 16 - 19 Oct 2010, Copenhagen, Denmark