Guidelines for Industry Participation

11th Annual Spring Meeting on Cardiovascular Nursing
1-2 April 2011
Brussels, Belgium

“In the heart of Europe”
Your Contacts

For General Information, please contact:

ESC Congress Division – CCNAP 2011
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: http://www.escardio.org/congresses/cardio-nursing-2011/Pages/welcome.aspx
Web Site for Industry Partners: http://www.escexhibition.org/CCNAP2011

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

- Exhibition: CCNAPexhibition@escardio.org
- Industry Educational Sessions: Satellite@escardio.org
- Sponsorship, Promotion: Sponsorship@escardio.org
- Registration: CCNAPregistration@escardio.org
- Hotel accommodation: CCNAPhotel@escardio.org
- Abstract and Scientific information: CCNAPscientific@escardio.org

Important Dates

17 December 2011  Send your Company & Product Description
10 January 2011  Submit a detailed stand drawing to the Organiser
28 January 2011  Declare stand activity and give away items
25 February 2011  Order free exhibitor badges using the online form
16 March 2011  Stand Services Deadline.
Dear Industry Partners,

The Council on Cardiovascular Nursing and Allied Professions (CCNAP) of the European Society of Cardiology (ESC) and the Working Group on Cardiovascular Nursing of the Belgian Society of Cardiology are delighted to welcome you to the 11th Annual Spring Meeting on Cardiovascular Nursing to be held 1 – 2 April in Brussels, Belgium. The Annual Spring Meetings provide opportunities for cardiovascular nurses and allied professionals to come together and discuss innovations in practice and education, recent findings from research, and the challenges that confront us in cardiovascular care.

The beautiful city of Brussels is the capital city of Belgium and Europe. Being at the crossroad of cultures and playing an important role in Europe, Brussels fits the definition of the archetypal "melting pot", but still retains its own unique character. Brussels encompasses many charming and beautiful attractions and offers outstanding facilities for delegates. In order to enable greater communication and collaboration with our colleagues we plan to translate sessions into Dutch and French.

The planned programme offers opportunities to develop practical skills, debate important issues in practice and education, exchange ideas, and learn from experts. During the two days of scientific sessions, attendees will hear the latest updates on acute cardiac practice, heart failure, prevention, diabetes, surgery, interventions and devices, psychosocial and behavioural issues, and interact with colleagues from around the globe. We will also collaborate with the European Heart Rhythm Association (EHRA) to provide special sessions on arrhythmias and devices. Delegates will have the possibility to participate in oral, moderated poster and poster abstract presentations and share their research and clinical projects. The meeting will also provide a unique opportunity by which our Industry Partners may network with attendees from across the world.

We hope that you will consider attending the conference in Brussels. It promises to be a conference to remember!

Christi Deaton
Chairperson
Council on Cardiovascular Nursing Nursing
And Allied Health Professions (CCNAP)

Philip Moons
Chairperson
Belgian Working Group for Cardiovascular (BWG)
Table of Contents

Section 1 - Page 5
General Information
1.1 Venue
1.2 Terminology
1.3 Building Overview
1.4 Congress Dates
1.5 Language

Section 2 – Page 7
Exhibition
2.1 Exhibition General Information
2.1.1 Exhibition Services
2.1.2 Exhibition Dates
2.1.3 Exhibition Time schedule
2.1.4 Exhibitor Badges
2.1.5 Product Description
2.1.6 Surveillance & Security
2.1.7 Insurance
2.1.8 Shipping information
2.1.9 Customs/Taxes & Duties
2.1.10 Catering
2.1.11 Stand Activities
2.1.12 Miscellaneous

2.2 Exhibition Technical Guidelines
2.2.1 Exhibition Location
2.2.2 Exhibition Info / Pricing
2.2.3 Stand construction Guidelines
2.2.4 Fire and Safety regulations
2.2.5 Cleaning & Refuse
2.2.6 Electricity
2.2.7 Telephone and Fax Connection
2.2.8 Water
2.2.11 Transport regulations / handling
2.2.12 Storage
2.2.14 Miscellaneous Services

Section 3 – Page 17
Industry Educational Sessions
3.1 Conditions for Satellite Symposium
3.2 Cost of Satellite Symposia
3.3 Speaker Service Centre
3.4 Applying to hold a Satellite Symposium
3.5 Accounting
3.6 Scientific Programme of Satellite Symposia
3.7 Erratum Policy
3.8 Room Assignment
3.9 Function Spaces
3.10 Hospitality Suites & Meeting Rooms

Section 4 – Page 22
Sponsorship & Promotion opportunities
4.1 Sponsorship opportunities
4.2 Product Description & Technical Specifications
4.3 Sponsorship Terms & Conditions

Section 5 – Page 25
Conditions of Participation
5.1 General Conditions
5.2 Admission to CCNAP 2011
5.3 Conclusion of contract
5.4 Renting stand space
5.5 Assignment of Space
5.6 Stand design
5.7 Subtenants and other represented companies
5.8 Terms of payment
5.9 Acceptance of products
5.10 Reservations Policy
5.11 Exemption from liability
5.12 Premature termination of the rental Contract
5.13 Cancellation Policy
5.14 Enforcement of rules
5.15 Supplementary provisions
5.16 Usage Rights for Music, Image, Films
5.17 Claims, procedures, place of performance & jurisdiction
5.18 Appointed Agencies
5.19 Final clause
Section 1 – General Information

1.1 Venue

Square - Meetings and Conference Centre  
Glass Entrance, Mont des Arts, 2  
B 1000 Brussels  
Belgium  
Web Site: http://www.square-brussels.com/

1.2 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>Brussels</th>
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| Building   | Square - Meetings and Conference Centre  
All contact is via Mrs. Valerie Wouters |
| Exhibitor  | 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. |
| Organiser  | ESC Congress Division of behalf of the European Society of Cardiology Council on Cardiovascular Nursing and Allied Professions (CCNAP) |
| The Meeting| The 11th Annual Spring Meeting on Cardiovascular Nursing (CCNAP 2011) Organised in cooperation with the Working Group for Cardiovascular Nurses and Allied Professionals of the Swiss Society of Cardiology. |

1.3 Building Overview

Registration will take place in: Cube – Main entrance  
Posters will be shown in: Delvaux Foyer – Level 0  
The Exhibition will be held in: Silver Foyer – Level 0  
Lectures will be held in the following rooms:  
- Copper Hall  
- Silver Hall
1.4 Congress Dates
The 11th Annual Spring Meeting on Cardiovascular Nursing will be taking place on 01-02 April 2011.

1.5 Official Language
The official language during the Congress is English.
Section 2 – Exhibition

2.1 Exhibition General Information

2.1.1 Exhibition Services

For information regarding:
- The Building or to plan a site visit
- 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

Please contact before 16 March 2011:

Mrs. Valerie Wouters
Square - Meetings and Conference Centre
Glass Entrance, Mont des Arts, 2
B 1000 Brussels
Belgium
Tel: + 32 251 513 28 – mobile: + 32 470 170 484
Email: valerie.wouters@square-brussels.com

Find all relevant information, documentation, guidelines on the ESC Exhibitors and Industry Partners Web Site: www.ESCexhibition.org/CCNAP2011 such as:

- Important announcements for industry participation
- Square Meetings and Conference Centre’s Catalogue and tariff list
- Fairexx Manual and tariff list

We recommend you visit www.ESCexhibition.org/CCNAP2011 regularly to complete order forms in due time and learn about the latest announcements

2.1.2 Exhibition Dates

Thursday 31 March 08:00 – 20:00 Exhibition Build-up

Friday 01 April 08:30 – 18:00 Exhibition OPEN

Saturday 02 April 08:30 – 17:00 Exhibition OPEN
17:00 – 20:00 Exhibition Dismantling

2.1.3 Exhibition Time Schedule

- Build-up will take place Thursday 31 March from 08:00 to 20:00 hrs.
- Stand decoration should be finished by Thursday 31 March 2011, 20:00 hrs.
- All packing material that is to be retained (e.g. for re-use) should be cleared from the building by Thursday 31 March 2011, 20:00 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.
- The CCNAP 2011 Secretariat will have an office (ORGANISERS OFFICE) in the Building from 08:00 on Thursday 01 April to Saturday 2 April 18:00.
2.1.4 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 do not give access to the scientific sessions of the congress. To access scientific session, a full registration is obligatory.**

**Additional Exhibitor Badges:**
If the number of free Exhibitor badges is insufficient, extra badges may be purchased at a price of **€84.00** per badge plus VAT (21%) 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/CCNAP2011](http://www.ESCexhibition.org/CCNAP2011), saving the badge name file in Excel/CSV format. This email should be returned to **CCNAPexhibition@escardio.org**, before **25 February 2011**.

**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 Cube - 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.

2.1.5 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 **17 December 2010**.

Use the e-form online at [www.ESCexhibition.org/CCNAP2011](http://www.ESCexhibition.org/CCNAP2011).

2.1.6 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 the Square Brussels Meeting Centre. See order form on the catalogue available on [www.escexhibition.org/CCNAP2011](http://www.escexhibition.org/CCNAP2011).

The Organiser may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of CCNAP 2011, or who refuses to comply with the local safety rules.

2.1.7 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, in respect of injury or damage 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.

### 2.1.8 Shipping Information

Official Forwarder and Lifter for 11th Annual Spring Meeting on Cardiovascular Nursing:

**FAIREXX Logistics**

- **Contact:** Mr. Stefan Grunwaldt
- **Tel:** +49 173 212 9410
- **Fax:** +49 304 403 4779
- **Email:** stefan.grunwaldt@fairexx.com

#### Airfreight

Your airfreight shipments should arrive at Brussels airport no later than **5 working days before desired delivery to booth**. See consignee address below.

- **Consignee Address:**
  - Kristal
  - c/o FAIREXX Logistics for Exhibitions GmbH
  - Brucargo 829 a
  - B-1931 Zaventem / Belgium
  - Fax : +49 304 403 4779

- **Notify:**
  - 11th Annual Spring Meeting on Cardiovascular Nursing
  - Exhibitors Name
  - Hall / Stand Number

Please send shipments prepaid, on own Masterairwaybill, consigned to the above mentioned address. Three original Invoices should be attached to the Masterairwaybill.

#### Groupage Shipment

Groupage shipments should arrive at our onsite warehouse no later than **3 working days before desired delivery to booth and sent to the following address**:

- **Warehouse Address:**
  - Kristal
  - c/o FAIREXX Logistics for Exhibitions GmbH
  - Brucargo 829 a
  - B-1931 Zaventem / Belgium
  - Fax : +49 304 403 4779

- **Notify:**
  - 11th Annual Spring Meeting on Cardiovascular Nursing
  - Exhibitors Name
  - Hall / Stand Number

#### Full Trailer Loads

Full Trailer Loads should arrive directly at SQUARE-Brussels (Brussels Meeting Centre), in accordance with the official Build-Up Dates, Times and Slot Numbers.

- **Venue address:**
  - SQUARE – Brussels Meeting Centre
  - c/o FAIREXX Logistics for Exhibitions GmbH
  - Glass Entrance - Rue Mont des Arts
  - B- 1000 Brussels - Belgium
  - Contact: Stefan Grunwaldt – Tel: +49 173 212 9410
To ensure that reception of your shipment is managed, please fax a full pre-advice to FAIREXX LOGISTICS

Attn. Mr. Stefan Grunwaldt
Fax: +49 30 403 4779

For deliveries of semi & full loads during build up, make sure you send a timeslot request form so we can schedule your trucks.

Within the limits of the SQUARE Brussels, FAIREXX (official freight forwarder) and its agents act with the authority of the ESC on its behalf in matters concerning vehicle, logistics, security, freight forwarding, freight lifting and storage of goods. If the Exhibitor requires that parcels be delivered to their booth or be returned to their truck, FAIREXX, can assist in this regard. For more information please consult the Fairexxx Shipping Manual available on [www.escexhibition.org/CCNAP2011](http://www.escexhibition.org/CCNAP2011).

### 2.1.9 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.

### 2.1.10 Catering

Please note that it is forbidden to take food and/or drinks into the building or to keep them on the premises unless ordered through the Square Meetings and Conference Centre. For any request please contact:

**Mrs. Valerie Wouters**
Tel: +32 251 513 28 – mobile: +32 470 170 484
Email: valerie.wouters@square-brussels.com

### 2.1.11 Stand Activities

Any stand activities must be approved in advance by the Organisers. All activities must be declared by sending the form available on [www.escexhibition.org/CCNAP2011](http://www.escexhibition.org/CCNAP2011) to CCNAPexhibition@escardio.org before 28 January 2011.

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 2011, during CCNAP 2011 itself or during the two days immediately after CCNAP 2011 (i.e. 30/03/2011 – 04/04/2011). 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 2011. 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 **28 January 2011**.

**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 **28 January 2011**. 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 2011, 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 / CD-ROM.

**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.

### 2.2.13 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.
2.2 Technical Guidelines for Exhibitors

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**Important Notice:**

All Exhibitors must submit a detailed stand drawing to the Organiser before 10 January 2011 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 will be located in the Silver Foyer (Level 0) of the Square – Meetings and Conference Centre.

Any queries regarding Exhibition please contact:
ESC - Industry Services Department
Tel: +33 492 943 514
Fax: +33 492 947 626
Email: CCNAPexhibition@escardio.org

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 12 m² for Industry, 6 m² for Publishers.
- For companies organising an Industry Educational Session, an exhibition stand of minimum 12m² 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. For any request please contact:
Mrs. Valerie Wouters
Tel: +32 251 513 28 – mobile: +32 470 170 484
Email: valerie.wouters@square-brussels.com

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 **10 January 2011**. 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 31 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 Belgium 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 1 April 08.00 hrs to Saturday 2 April 2011 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 4.000Kgs 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 personal injury from slipping, tripping or falling.
- It is to be noted that vehicles are not admitted within the exhibition areas. Forklifts and other handling machines must be equipped with rubber wheels and can only be operated by the official Forwarder & Lifter, Fairexx GmbH.

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 2011 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. thick, 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. All platforms open to the public and over one metre below the lower level, must be surrounded by a handrail of at least 1m 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 organisers 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 (indoors 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 2011. 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. For your cleaning order please contact: Mrs. Valerie Wouters - Tel: +32 251 513 28 – mobile: +32 470 170 484 – Email: valerie.wouters@square-brussels.com

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

For any request please contact:
Mrs. Valerie Wouters
Tel: +32 251 513 28 – mobile: +32 470 170 484
Email: valerie.wouters@square-brussels.com

### 2.2.8 Water

Please note that Water Connections are not available in the Exhibition area.

### 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. Fairexx 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 the official forwarder for handling and storage of empty crates and other packing materials during the Exhibition.

### 2.2.11 Miscellaneous Services

If you wish to order services, which are not mentioned in the Exhibitor Catalogue then please contact:

Mrs. Valerie Wouters
Square - Meetings and Conference Centre
Glass Entrance, Mont des Arts, 2
B 1000 Brussels
Belgium
Tel: + 32 251 513 28 – mobile: + 32 470 17 04 84
Email: valerie.wouters@square-brussels.com
Section 3 - Industry Educational Sessions

Participating companies may organise special scientific sessions called Satellite Symposia. These industry organised sessions are the perfect forum through which companies may reach their target audience with their latest scientific information and developments.

The price of a Satellite Symposium is € 15 000 (+ VAT) for one 60-minute Satellite Symposium. Satellite Symposia will be held within the Congress centre on:

- **Friday 1 April 2011:**
  12:45 – 13:45 (60-minute session)

- **Saturday 2 April 2011:**
  12:45 – 13:45 (60-minute session)

3.1 Conditions for holding Satellite Symposia

**Duration**
The Satellite Symposia should fit in the standard time unit of 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).

**Exhibition Stand**
A stand space of 12 m² is included with each Satellite Symposia.

**Lunch time Satellite Symposia**
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 13:50 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.
- Exhibitors’ badges allowed access to the Exhibition Hall and to Industry Educational Sessions. Access to EHRA Europace 2011 Scientific Sessions is not allowed.
- All Exhibitor badges should be collected at the Exhibitor Registration Desks

**Lecture Room**
Satellite Symposia, will be held within the Congress Centre.
Satellite Symposia will be held in lecture rooms ranging in capacity from 300 to 500 seats.
Any installations or alterations to the rooms can only be made with explicit approval of the ESC.

**Promotion**
Promotional material referring to the Satellite Symposia must receive ESC approval prior to being printed, distributed or posted online. Please refer to CCNAP 2011 branding guidelines.
- No product names/brand names, no misleading names that might be perceived as product/brand names, and no registered trademarks are allowed anywhere on promotional materials of any kind.

Promotional material announcing Satellite Symposia may only be distributed in the following ways:

- **Paper poster:**
  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.
- **Lecture Room Roll-up & invitations:**
  Two Roll-ups of maximum height of 2.5m and maximum width of 1m (no electrical connection, no light and no sound) can be displayed in front of the lecture rooms 1 hour before the beginning of the sessions.
  N.B. – Please note that contrary to previous years, the ESC will not be able to provide easels as posters support, in front of the lecture rooms.

- 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.
- Small give-aways are acceptable (maximum retail value € 10). The distribution within or in front of the 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 Symposium has to be completed before 18 March 2011.

**IMPORTANT:**
It is strictly forbidden to hold Satellite Symposia outside the CCNAP 2011 Congress premises between 31 March 2011 and 3 April 2011

### 3.2 Cost of Satellite Symposia

**A basic price of excl. VAT**
- € 15 000 (+ VAT) for one 60-minute Satellite Symposium.

**The cost of a Satellite Symposium includes:**
- A 12 m² stand (space only)
- The session
- The Lecture room

**The basic equipment of a lecture room is:**
- Chairs arranged theatre-style
- 1 lectern + Microphone
- 1 table for 2 chairpersons + 2 microphones
- Aisle microphones in the room for the delegates
- 1 Video-projector
- 1 screen
- Technician(s)
- Room networked with the Speakers’ Service Centre
- 1 Hostess

The room hostess will be in charge of welcoming and briefing the Chairpersons and the Speakers on technical facilities, and will ensure that the session is running on time.

The room technician will be in charge of light/audio and beamer facilities.

**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](http://www.ESCexhibition.org).

### 3.3 Speaker Service Centre

The Speaker Service Centre offers the following services:
- Access to the Speaker 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*:

- **Friday 1 April 2011:** 08:00 – 18:00
- **Saturday 2 April 2011:** 08:00 – 18:00

* Subject to changes

Speakers’ presentations
To avoid unexpected technical problems at the last minute, the session organiser are strongly encourag ed to make sure their speakers use the Speaker Service Centre to preload all presentations.
The session organiser or speaker must bring the presentations to the Speaker Service Centre a minimum of 3 hours prior to the session.
If speakers choose to use their own laptop, this is the responsibility of the company organising the session.

**DOUBLE PROJECTION AND TRANSLATION ARE NOT RECOMMENDED!**
**LIVE TRANSMISSION IS SUBJECT TO ESC APPROVAL**

### 3.4 Applying to hold a Satellite Symposia

The Application Form for Satellite Symposia, must be send to the CCNAP 2011 Secretariat offices before 15 November 2010.

### 3.5 Accounting

Precise and definitive accounting information must be provided on the initial application form. Any and all changes post invoicing (addition of Purchase Order, changes of billing address, etc...) will not be taken into account, meaning invoices will not be reissued.

### 3.6 Scientific Programme of Satellite Symposium

The ESC will send you a session form to be completed with the Satellite Symposia programme(s).
The complete scientific programme of the Satellite Symposia, typed on the special forms provided by the ESC, must reach the ESC offices, Sophia Antipolis, France, before 1 February 2011.
The Scientific Committee will validate the scientific programme.

**Scientific Programme should be sent to:**

EUROPEAN SOCIETY OF CARDIOLOGY  
Mr. Noureddine M’Ghari  
2035, Route des Colles  
Les Templiers  
B.P. 179  
F-06903 SOPHIA ANTIPOLIS CEDEX  
France  
Tel: +33 (0)4 8987 2003 - Fax: ++33 (0)4 9294 7626 - Email: satellite@escardio.org

A "complete programme" must include the following:
- Title of the session
- Names of the two chairpersons (one of them can also be a speaker)
- Title of each presentation with their duration and topic number
- Name of all speakers
- Complete addresses of the chairpersons and speakers
- Duration of each presentation

**IMPORTANT**
- No product names/brand names, no misleading names that might be perceived as product/brand names, and no registered trademarks 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 Chairpersons of Satellite Symposia even if active in the Scientific Programme.
- Faculties 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.

### 3.7 Changes in the Session Scientific Programmes/ Erratum Policy

Once your scientific programme has received approval from the **CCNAP 2011** Committee, all changes post approval must be sent in writing to 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 Satellite Symposia before **15 February 2011** in order to be printed in the Final Programme.

Late modifications in the Satellite Symposia Programme received on or after **16 February 2011** cannot be printed in the Final Programme. The ESC cannot guarantee to be able to communicate any alterations received after **15 February 2011**

### 3.8 Room Assignment

Rooms are assigned by the ESC on a first come, first served basis.

**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.

**Overflow**

No overflow area is planned for Satellite Symposia.

### 3.9 Function Spaces

In order to maximise attendance at its scientific sessions, the ESC has adopted a policy, which limits industry sponsored presentations, hospitality and formal gatherings. No such activity should be held without the specific approval of the ESC.

Any formal presentations occurring at hospitality events for more than 150 guests and open to **CCNAP 2011** delegates are regarded as satellite symposia and need to be organised within the official programme. Companies are requested to respect the following Guidelines throughout the period between 31 March 2011 and 3 April 2011.

### 3.10 Hospitality Suites & Meeting Rooms

Hospitality Suites are rented for a minimum of **2** days and Meetings Rooms for a minimum of half a day.
- Only a limited number of Hospitality Suites & Meeting Rooms are available in the congress centre.
- Rooms can be reserved only through the ESC.
- The ESC has the right to modify demands as it sees fit to best accommodate as many requests as possible.
- The placement of signs and posters on the exterior doors or walls of the rented room is possible. No other signage or promotion can be made within the building other than on the company’s stand.
- All persons involved in the operation of the Hospitality Suite & Meeting Room must have a valid badge (Exhibitor, active participant, press or day ticket). All persons requesting access to the Hospitality Suite & Meeting Room must be registered either as active participants or as exhibitors; persons without such a badge will not be allowed to enter the room.
- The ESC will propose Hospitality Suites & Meeting Rooms to requesting companies in writing and the company will have the right to accept or decline within the given deadline.
- Hospitality Suites & Meeting Rooms are assigned on a first-come, first-served basis, while space is available.
- Companies not responding by the deadline date will be assumed to have accepted the assigned Hospitality Suite & Meeting Room and will also be invoiced.
- Once confirmation is received the ESC will invoice the company. Payment must be made within the given time or the Hospitality Suite & Meeting Room will be released. Cancellation of Hospitality Suite & Meeting Room once the invoice has been issued will incur a 100% cancellation fee.
- The ESC will only be responsible for booking Hospitality Suite & Meeting Room in the Congress Centre. Each company, thereafter, is responsible for organising in accordance with the Congress Centre or other suppliers its individual needs such as food, furniture or supplies. Contact information will be sent to companies who confirm room reservations.
- Requests for Hospitality Suites & Meeting Rooms request should be addressed to the ESC offices at: satellite@escardio.org.
Section 4 – Sponsorship, Advertising & Promotional Opportunities

The 11th 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 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 2011 will be acknowledged via the CCNAP 2011 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 2011. 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 89 87 20 09
Fax: +33 (0)4 92 94 76 26

4.1 Sponsorship Opportunities

<table>
<thead>
<tr>
<th>SPONSORSHIP &amp; PROMOTIONAL ITEMS</th>
<th>PRICE, POINTS ACCRUED</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FINAL PROGRAMME ADVERTISEMENT</strong> – Product Advertising allowed</td>
<td>€ 6,000</td>
</tr>
<tr>
<td>Back Cover</td>
<td>Deadline for application: 28/01/2011</td>
</tr>
<tr>
<td><strong>NOTE PADS &amp; PENS Exclusive Sponsorship</strong> – Product Advertising allowed</td>
<td>€ 3,000</td>
</tr>
<tr>
<td>Exclusive sponsorship (Including production cost)</td>
<td>Deadline for application: 28/02/2011</td>
</tr>
<tr>
<td><strong>DELEGATE BAG INSERT</strong> (excl. Production)</td>
<td>€ 2,000</td>
</tr>
<tr>
<td>Deadline for application: 15/02/2011</td>
<td></td>
</tr>
<tr>
<td><strong>DELEGATE BAGS Exclusive Sponsorship</strong></td>
<td>€ 6,000</td>
</tr>
<tr>
<td>Exclusive sponsorship incl. production cost</td>
<td>Deadline for application: 01/10/2010</td>
</tr>
<tr>
<td><strong>BADGE LACES Exclusive Sponsorship</strong> (incl. production)</td>
<td>€ 3,000</td>
</tr>
<tr>
<td>Exclusive sponsorship incl. production cost</td>
<td>Deadline for application: 01/12/2010</td>
</tr>
<tr>
<td><strong>CONGRESS GRANTS</strong></td>
<td>€ 5,000</td>
</tr>
<tr>
<td><strong>SOCIAL / FUNCTION SPONSORSHIP</strong></td>
<td>Please contact us</td>
</tr>
</tbody>
</table>
For more information, contact: Sponsorship@escardio.org

4.2 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/CCNAP2011 so please consult regularly this important Web Site.

- **Final Programme Advertisement**

  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: 28 January 2011

- **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 **28 January 2011**

- **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 2011 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: **600**
  - Submit for approval: **24 January 2011**
  - Final approval: **26 January 2011**
  - Reception in Geneva: **11 March 2011** (address to be communicated at a later date)

- **Weblink**

  Invite delegates to your congress activities by designing a promotional page link to the CCNAP 2011 Web Site. This invitation will communicate your congress message to delegates in the CCNAP 2011 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 web page 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 web page 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 web page 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><strong>Size:</strong> 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><strong>Security:</strong> ideally locked</td>
<td>Must be optimised for web <strong>1280 x 1024 pixel</strong></td>
</tr>
<tr>
<td><strong>Open size:</strong> ideally 100%</td>
<td><strong>Size:</strong> the lighter the better</td>
</tr>
<tr>
<td><strong>Number of pages:</strong> 3 pages max</td>
<td><strong>Images:</strong> may be included</td>
</tr>
</tbody>
</table>

➤ Submit for approval: 1 February 2011
➤ Final approval: 5 February 2011

• Congress 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 **1 October 2010**

• Delegate 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 **1 December 2010**

4.3 Sponsorship Terms & Conditions

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 the signed application form has been received.

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.
Section 5 – Conditions of Participation

5.1 General Conditions
The following conditions of participation concern CCNAP sponsors insofar as the contractual partners do not reach contrary agreements in writing.

5.2 Admission to CCNAP 2011
The exhibition is open to companies active in the pacing & cardiovascular healthcare arena and related fields. Marketing bureaus, consultants etc. may hire stand space in order to conduct their research or provide their services. These activities are restricted to the rented stand space. Canvassing for clients outside the space assigned is strictly forbidden.

5.3 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 CCNAP secretariat constitutes conclusion of the rental contract between the Exhibitor and the CCNAP secretariat. A stand assignment and an invoice will be sent to the Exhibitor by registered 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.

5.4 Renting Stand Space
CCNAP secretariat lets stand space in accordance with the compatibility of the items to be exhibited with the subject matter of the exhibition and meeting in general. The minimum stand size is 12 m². For companies organising a Satellite Symposium a stand of 12 m² or larger is mandatory.

CCNAP secretariat 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.

CCNAP secretariat 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. CCNAP secretariat accepts no responsibility for any damage, which may result from such changes.

5.5 Assignment of Space
Stands will be assigned to Exhibitors on a “first come, first served” basis

5.6 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.
- CCNAP secretariat 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 signboards or stand lettering, are not permitted, nor are references to sales of products already affected or details of suppliers and customers.
5.7 Subtenants and other represented companies

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

5.8 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.
- 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, CCNAP secretariat 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 the Organiser’s rules; as a consequence it will entail closure of the exhibit before/during the event. In such cases, the exhibitor will be excluded from future events organised by the CCNAP secretariat or division or Association of the ESC.

5.9 Acceptance of Products

Each country applies specific regulations with regards to product promotion in its markets. It is therefore advised that each participating Company be aware of all regulations and restrictions that may affect their participation in CCNAP. The CCNAP secretariat will accept no responsibility for any impact, financial or other, relating to such issues.

5.10 Reservations Policy

In the event that, for any reason whatever, it is judged advisable or necessary for the CCNAP Congress to close completely, or in part, the Exhibition and/or Congress for any period, the ESC will not be liable for any damage, loss, or other unfavourable conditions incurred by exhibitors/ session organisers/ sponsors. If for any reason, the CCNAP Congress has to be cancelled, the ESC will refund to the exhibitors/ session organisers/ sponsors the sum paid to ESC for contractual commitments less expenses incurred in preparation of these contracts, with no liability for either party to the contract.

5.11 Exemption from Liability

CCNAP secretariat 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 intentional or gross negligence. This exemption from liability also applies if exhibits are seized and stored by the CCNAP secretariat 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 CCNAP secretariat. Furthermore the CCNAP secretariat 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. CCNAP secretariat will not be responsible for the insurance of such items. CCNAP secretariat shall not be liable for any injury or damage whatsoever caused to goods and/or persons in the building and/or on the adjacent sites.

5.12 Premature Termination of Rental Contract

If, after binding application and conclusion of the contract, CCNAP secretariat should accept in exceptional cases to withdraw from the contract, the Exhibitor is liable for the full amount of the stand rental including all surcharges. Should CCNAP secretariat succeed in otherwise disposing of the stand, it reserves the right to claim payment of partial costs caused 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 CCNAP secretariat 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. CCNAP secretariat 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
altered his manufacturing programme so that his products can no longer be classified in the industry for which he has rented stand space.

5.13 Cancellation Policy

For Exhibition:
Cancellations by Exhibitors should be made by letter addressed to the CCNAP secretariat. If a reservation is cancelled by the Exhibitor before 31 January 2011, the amount paid will be refunded minus 50% of the total amount due. If a reservation is cancelled by the Exhibitor after 31 January 2011 no refund will be made, and the total amount for the stand space is due.

For Industry Educational Sessions
Cancellations of Satellite Symposia / Mini-Satellite Symposia should be sent by in writing to the ESC. If cancellation is received before 1 January 2011, 50% of the total amount due will be charged. If cancellation is received on or after 1 January 2011 100% of the total amount due will be charged.

For Sponsorship:
Cancellations will incur fees of 100% if cancelled after receipt of your signed application form.

5.14 Enforcement of Rules

Any company judged to have not followed these Guidelines may be refused the opportunity to participate at any future meetings organised on behalf of the CCNAP secretariat.

5.15 Supplementary Provisions

Constituent parts of the rental contract take the form of the Housing Regulations, the Guidelines for Industry Participation, the Exhibitor Kit, 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 is undisputed.

5.16 Usage Rights for Music, Images, Films

Participating companies are solely responsible for paying all usage rights and royalties for the use of intellectual property (music, photos, movies, artwork, etc) used on the company’s Exhibition Stand; before, during and after an Industry Educational Sessions as well as during any company-organised events at the venue or in the city where the congress is taking place. The ESC reserves the right to request a copy of the authorisation, or proof of payment of said rights that should cover the duration of the congress as well as the 2 days before and after the event.


5.17 Claims, Procedures, place of performance and jurisdiction

All claims by Sponsors against the CCNAP secretariat must be submitted in writing. These claims will lapse within 6 months of closure of CCNAP congress. 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; English text is authoritative.

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

5.18 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 11th 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.

5.19 Final Clause

In cases not, or not clearly, covered by the regulations in the Guidelines for Industry Participation, CCNAP secretariat’s decision shall be final.