Guidelines for Industry Participation

www.escardio.org/nursing
**Your Contacts**

For **General Information**, please contact:

ESC Congress Division – CCNAP 2012

2035, Route des Colles
Les Templiers
BP 179
06903 SOPHIA ANTIPOLIS CEDEX
France
Tel: +33 492 947 600
Fax: +33 492 947 601

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

- Exhibition: CCNAPexhibition@escardio.org
  - Industry Sponsored Sessions: Satellite@escardio.org
  - Sponsorship, Promotion: Sponsorship@escardio.org
  - Registration: CCNAPregistration@escardio.org
  - Hotel accommodation: CCNAPhotel@escardio.org
  - Abstracts & Scientific Programme: CCNAPscientific@escardio.org

**Important Dates**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>09 January 2012</td>
<td>Send your Company &amp; Product Description</td>
</tr>
<tr>
<td>23 January 2012</td>
<td>Submit a detailed stand drawing to the Organiser</td>
</tr>
<tr>
<td>30 January 2012</td>
<td>Declare stand activity and give away items</td>
</tr>
<tr>
<td>17 February 2012</td>
<td>Deadline to receive your delegate bag inserts</td>
</tr>
<tr>
<td>20 February 2012</td>
<td>Order free exhibitor badges using the online form</td>
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<tr>
<td>24 February 2012</td>
<td>Stand services deadline</td>
</tr>
<tr>
<td>From 25 February to 14 March 2012</td>
<td>10% extra charge will be added on each stand services order.</td>
</tr>
<tr>
<td>From 15 March 2012</td>
<td>50% extra charge will be added</td>
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</tbody>
</table>
Dear Friends and Colleagues,

The Council on Cardiovascular Nursing and Allied Professions (CCNAP) of the European Society of Cardiology (ESC) and the Professional Society on Cardiovascular and Thorax Surgery Nurses are delighted to welcome you to the 12th Annual Spring Meeting on Cardiovascular Nursing to be held 16-17 March in Copenhagen, Denmark.

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 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 updates on acute and chronic care, prevention and rehabilitation, issues on Heart Failure, surgery and devices, co-morbid conditions, ethics, psychosocial and behavioural topics, and interact with colleagues from around the globe.

Delegates will have the opportunity 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 whereby our Industry Partners can network with attendees from all over the world.

The venue is in the beautiful city of Copenhagen, one of the greatest small cities in the world. The city consists of many areas; each has its own charm, history and distinctive character. Scandinavia’s most fantastic city with the world’s oldest monarchy, where culture, art and cuisine unite to welcome you.

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

Kaat Siebens
Chairperson, Council
On Cardiovascular Nursing

Dorthe Stengaard Bødker
Representative of the Professional Society on Cardiovascular and Thorax Surgery Nurses
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Section 1 – General Information

These guidelines have been written by the organiser, the ESC on behalf of the Council on Cardiovascular Nursing and Allied Professions (CCNAP). A successful application made by a company wishing to participate in the exhibition will imply an acceptance of the requirements contained in these Guidelines and in the technical updates featured on the ESC Exhibitors and Industry Partners web site: www.escexhibition.org

1.1 Venue

Bella Center Copenhagen
Center Boulevard 5
DK-2300 Copenhagen S, Denmark
Tel: +45 325 288 11 - Fax: + 45 325 196 36
Email: bc@bellacenter.dk
Web Site: www.bellacenter.dk

1.2 Terminology

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

<table>
<thead>
<tr>
<th>City</th>
<th>Copenhagen</th>
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| Building | Bella Center
          | All contact should be made via Mette Wolf: Sales & Project Manager |
| Exhibitor| The Company 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 on behalf of the Council on Cardiovascular Nursing and Allied Professions (CCNAP) |
| The Meeting| The 12th Annual Spring Meeting on Cardiovascular Nursing (CCNAP 2012) organised in cooperation with the Professional Society for Cardiovascular and Thorax Surgery Nurses. |

1.3 Building Overview

Registration will take place in: Bella Sky Comwell Hotel – conf. entrance
Posters will be displayed in: Auditorium Foyer – Level 0
The Exhibition will be held in: Auditorium Foyer – Level 0
Lectures will be held in the following rooms:

- Auditorium 10-11 – Level 1
- Auditorium 12 - Level 1
### 1.4 Congress Dates

The 12th Annual Spring Meeting on Cardiovascular Nursing will take place on 16-17 March 2012 with the following schedule:

<table>
<thead>
<tr>
<th>Time</th>
<th>Thursday 15/03/2012</th>
<th>Friday 16/03/2012</th>
<th>Saturday 17/03/2012</th>
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<tr>
<td>07:00</td>
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</table>

#### 1.5 Official Language

The official language during the Congress is English. Translation facilities will not be available.
Section 2 – Exhibition

2.1 Exhibition General Information

2.1.1 Exhibition Services

For general information on exhibition, please contact:
European Society of Cardiology
2035, Route des Colles
Les Templiers
B.P. 179
F-06903 SOPHIA ANTIPOLIS CEDEX
France
Tel: +33 (0)4 92 94 35 14 - Fax: +33 (0)4 92 94 76 26
Email: CCNAPexhibition@escardio.org
Web Site: http://www.escexhibition.org/CCNAP2012/default.aspx

For information regarding the Building or to plan a visit contact:
Ms. Mette Wolf
Tel: +45 324 721 39
Email: mwo@bellacenter.dk

For information regarding:
- Technical aspects of the exhibition such as extra orders for stand equipment or personalised stand requests
- Requests for furniture, electricity, carpet/flooring, fascia, A/V equipment, telecommunications, plants/flowers, hostesses, security
- Order of Shell Scheme Stands and Equipment
- Catering

Access the Bella Center web portal link via: http://www.escexhibition.org/CCNAP2012/default.aspx

Or contact:
Mr. Dennis Hove
Tel: +45 324 723 35
Email: dho@bellacenter.dk

Stand orders should be made online via the Bella Center web site. Once your stand is assigned, you will receive an email giving you access to this web site.

We recommend you visit the ESC Industry Web Site regularly for the latest information and order deadlines: http://www.escexhibition.org/CCNAP2012/default.aspx

2.1.2 Exhibition Schedule

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>Thursday 15 March</td>
<td>08:00 – 20:00</td>
<td>Exhibition Build-Up</td>
</tr>
<tr>
<td>Friday 16 March</td>
<td>08:00 – 18:00</td>
<td>Exhibition OPEN</td>
</tr>
<tr>
<td>Saturday 17 March</td>
<td>08:00 – 16:00</td>
<td>Exhibition OPEN</td>
</tr>
<tr>
<td></td>
<td>17:00 – 20:00</td>
<td>Exhibition Dismantling</td>
</tr>
</tbody>
</table>

IMPORTANT:
NO DISMANTLING BEFORE 17:00 SATURDAY 17 MARCH. STANDS MUST BE PRESENTABLE & REMAIN IN TACK UNTIL THE END OF THE CONGRESS.

OUTSIDE OF THE EXHIBITION OPENING HOURS, DELEGATES WILL PASS THROUGH THE EXHIBITION TO ACCESS THE LECTURE ROOMS. EXHIBITORS SHOULD THEREFORE TAKE ALL REASONABLE PRECAUTIONS TO PROTECT VALUABLES ON THEIR STAND.
• Build-up will take place Thursday 15 March from 08:00 to 20:00.
• Stand decoration should be finished by **Thursday 15 March 2012 20:00.**
• All packing material that is to be retained (e.g. for re-use) should be cleared from the building by **Thursday 15 March 2012 20:00.** 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 2012 Secretariat will have an office (ORGANISER’S OFFICE) in the Building from Thursday 15 March to Saturday 17 March.

2.1.3 Exhibitor Badges

Exhibiting companies should use the Badge Order Form available on the Industry Partners web site for any badge orders: [http://www.escexhibition.org/CCNAP2012/default.aspx](http://www.escexhibition.org/CCNAP2012/default.aspx). Please save the Badge Order Form in excel format and send it by email to the CCNAP 2012 exhibition mailbox, CCNAPexhibition@escardio.org, before **20 February 2012.**

**Free 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.
- Exhibiting companies have the option to choose how the free badges are inscribed. Please indicate in the Badge Order Form the number of company only badges and the number of individual badges you wish to receive (please indicate each person’s name).

**Additional Exhibitor Badges:**
If the number of free exhibitor badges is insufficient, extra badges may be purchased at a price of **€80.00 per badge plus VAT (25%)** if applicable.

**EXHIBITOR BADGES DO NOT GIVE ACCESS TO THE SCIENTIFIC SESSIONS OF THE CONGRESS. TO ACCESS A SCIENTIFIC SESSION, A FULL REGISTRATION IS OBLIGATORY.**

**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. Working Passes will be given out at the Exhibitor Registration desk located in the Bella Sky Comwell Hotel – conf. 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 Surveillance & Security

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

Exhibitors are responsible for the surveillance of their stand and exhibits. Exhibitors are recommended to pay close 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. Particular attention should be paid to goods awaiting collection at the end of the Congress. The organiser accepts no responsibility for goods stolen from exhibits. Security services can be ordered from the congress centre. The organiser may refuse or expel any person whose behaviour or clothing is considered incompatible with the Congress environment, or who refuses to comply with the local safety rules.
2.1.6 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.

2.1.7 Shipping Information

Official Forwarder and Lifter for 12th Annual Spring Meeting on Cardiovascular Nursing 2012:
FAIREXX GmbH
Tel: +49 304 403 4713
Fax: +49 304 403 4779
Contact: Mr. Stefan Grunwaldt
Email: Stefan.Grunwaldt@fairexx.de
On-site phone: + 49 173 212 9410

- **Airfreight Shipment**
  
  Your airfreight shipments should arrive at Munich International Airport (MUC) no later than 06 March 2012 at the following address:
  
  **Consignee Address:** MULTILogISTICS GmbH
  
  Modul D/3rd Floor
  
  Suedallee – Cargoterminal
  
  DE-85356 Munich-Airport , Germany
  
  **Notify:**
  
  Fairexx – Logistics for Exhibitors GmbH
  
  CCNAP 2012 / Exhibitors Name, Hall & Stand Number
  
  Send your shipments prepaid, on a separate Masterairwaybill, consigned to the above mentioned address. 4 original invoices in English and a packing list should be attached to the Airwaybill.
  
  **Pre-advice:** Send to Fairexx at least one day before departure by fax: +49 304 403 4779 or by email to stefan.grunwaldt@fairexx.com
  
  o 1 Copy of Airwaybill / Flight details
  
  o 1 Copy of commercial invoice / packing list

- **Roadfreight/ Courier Shipment**
  
  **For non-European Union Goods when custom clearance is required:**
  
  Roadfreight/Courier Shipments should arrive no later than 06 March 2012 to the following address:
  
  **Warehouse address:**
  
  Fairexx Logistics for Exhibitions GmbH
  
  c/o MULTILogISTICS GmbH
  
  Modul D / 3rd Floor
  
  Suedallee - Cargoterminal
  
  DE- 85356 Munich-Airport / Germany
  
  **Notify:**
  
  CCNAP 2012/Exhibitors Name, Hall & Stand Number
  
  On-site contact: Stefan Grunwaldt –Tel: +49 173 212 9410
Pre-advice: For your Roadcargo/courier shipments, please send to Fairexx in advance by fax: +49 304 403 4779 or by email to stefan.grunwaldt@fairexx.com
- Trucking details (Truck no., haulier, ETA)
- Copy of invoice / packing list

**For European Union Goods when custom clearance is not required:**
Roadfreight/ Courier Shipment should arrive not later than 09 March 2012.

**Warehouse address:** FAIREXX Logistics for Exhibitions GmbH
Kesselbodenstrasse 34
DE- 85391 Allershausen / Germany

**Notify:** CCNAP 2012/Exhibitors Name, Hall & Stand Number

Pre-advises: For your Roadcargo/courier shipments, please send to Fairexx in advance by fax: +49 304 403 4779 or by email to stefan.grunwaldt@fairexx.com
- Trucking details (Truck no., haulier, ETA)
- Copy of invoice / packing list

- **Full / Half Trailer Loads – Direct deliveries to the venue:**
  Should arrive directly at BELLA CENTER-Copenhagen, in accordance with the official Build-Up and Break-down Schedule:

**Fairground Adress:** DSV Solutions A/S
c/o Fairexx – Logistics for Exhibitions
Bella Center Copenhagen
C.F. Mollers Alle / Entrance South
DK – 2300 Copenhagen S / Danmark

**Notify:** CCNAP 2012 / Exhibitors Name, Hall & Stand No.
On-site contact: Stefan Grunwaldt –Tel: +49 173 212 9410

Pre-advises: For your Roadcargo Shipments, please send to Fairexx in advance by fax: +49 304 403 4779 or by email to stefan.grunwaldt@fairexx.com
- Trucking details (Truck no., haulier, ETA)
- Copy of invoice / packing list

Within the limits of the Bella Center, 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 Fairexx Shipping Manual available on: [http://www.escexhibition.org/CCNAP2012/default.aspx](http://www.escexhibition.org/CCNAP2012/default.aspx)

### 2.1.8 Goods Entrance

All materials for the Exhibition Hall should be unloaded at the loading dock (Please refer to the access plan on [http://www.escexhibition.org/CCNAP2012/default.aspx](http://www.escexhibition.org/CCNAP2012/default.aspx)).

### 2.1.9 Traffic Control

Please instruct your drivers to wait at the entrance of the loading area. Once registered with Fairexx, unloading may proceed according to the access schedule. A waiting period should be expected.

### 2.1.10 Transport Regulations / Handling

The mechanical lifting and carrying of goods within the hall can only be carried out by the Official Forwarder and Lifter: Fairexx GmbH. **It is prohibited to drive motorised vehicles (including forklifts) into the building.** Fairexx will advise industry representatives on the mechanical lifting and carrying of goods in their quotation.
During the Meeting dates, from Friday 16 March 08:00 to Saturday 17 March 17:00, only light articles may be taken into the exhibition hall, pallet trucks may not be used. Do not place anything in the aisles outside the stand. If you do, you will block the passageway for other transport. The Congress Centre (or Farexxx) has the right to store all packaging that is left in the aisles after 20.00 on Thursday 15 March 2012. The cost of removal and storage will be billed to the offending Exhibitor.

Always park your vehicle in the allotted space. Note that parking is not allowed in front of doors or on ramps. Do not block the doors. Truck and car parking is near the fairground, no need to pre-book.

2.1.11 Storage

No refuse (e.g. empty cartons, crates or shipping/packing materials) may be left behind on your booth or in the aisles. If any exhibitor or contractor(s) leaves such materials behind, the costs of removal will be billed to the offending exhibitor. Please contact the official forwarder for handling and storage of empty crates and other packing materials.

2.1.12 Customs Information/Taxes & Duties

The Exhibitor will pay the various taxes and duties owed resulting from his participation in the exhibition.

2.1.13 Catering

Bella Center Services has the exclusive right to serve food and beverages within the exhibition area. Prior permission shall be obtained from ESC for any distribution of food and beverage samples. The Bella Center Services must make sure that the rules and regulations laid down by the Danish authorities are observed. Exhibitors are allowed to establish serving areas at their stand, but only after approval by and according to specifications laid down by the Bella Center Services.

The exhibitors are allowed to hand out food and beverage samples of their own products under the condition that the Danish food regulations are observed. Under no circumstances will the exhibitors be allowed to sell food or beverages from their stand. All food & drink offered in exhibit area must be arranged via the official caterer.

You can review menu selection & online order form of the Official Caterer on the Bella Center web portal as detailed in the exhibition services section (2.1.1 Exhibition Services)

For any additional information please contact:
Ms. Alexandra Meyland-Smith
Tel: +45 32 47 34 19
Email: ams@bellacenter.dk

2.1.14 Stand Activities, Hospitality and Publicity

Please inform the ESC of your planned Stand Activity and Giveaways by sending the Stand Activity form available on http://www.escexhibition.org/CCNAP2012/default.aspx before 16 January 2012. Please note that stand activities should adhere to the following rules:

I) 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 to the ESC exhibition team for the Council on Cardiovascular Nursing and Allied Professions (CCNAP) approval prior to the 12th Annual Spring Meeting on Cardiovascular Nursing. Failure to do so may result in the exhibitors being obliged, at their own expense, to discontinue any such activity on-site.

II) Companies wishing to arrange or sponsor sessions are invited to arrange a satellite symposium or workshop. 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 for stands more than 20m², 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) and should be submitted in the stand drawing/stand design to the ESC
exhibition team for approval. For stands less than 20m² the area set for an audience should be shown in the stand drawing and submitted to the ESC Exhibition department for approval.

The focus of presentations should be product-related information and not on 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.

All such activities require the prior approval of the ESC.

III) Use of acoustic equipment, as well as audiovisual shows (projection of films and slides) of any kind by the exhibitor require authorisation by the Organiser and must be presented in writing. The noise level of musical shows must not exceed 60 dBA. Repeated non-observance of these regulations can result in the electricity to the exhibitor's stand being cut off, irrespective of the resulting loss in supply to the stand. The exhibitor cannot claim compensation for damages arising directly or indirectly from the interruption to the electricity supply. The burden of proof that the regulations were observed lies with the exhibitor.

IV) All audio-visual activities require the written permission of the ESC exhibition team, if you intend to organise any audio-visual activity please send a copy to the ESC Exhibition team for approval. Please keep in mind that this activity:

- Should be focused on the product/service or findings/characteristics related to the product/service being exhibited
- Should not be the main activity on your stand
- Noise levels should be kept down in order to not disturb neighbours
- Should not cause queuing in the aisles

We recommend that you inform your neighbours of the nature and frequency of the music/sound you intend to produce. In the event of complaints, either from the Organiser or from neighbouring stands the volume must be reduced or turned off completely. The activity will be stopped on site if judged inappropriate.

V) 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 of by the ESC exhibition team. Participation can be 'rewarded' with a prize. However, the prize should be the same for everybody. 'Drawing winners' is not allowed. Maximum retail value should be €10 and the item should have a scientific value.

VI) Notwithstanding the legal responsibilities of each Exhibitor at his own stand, the Organiser has accepted the policy that small giveaways of scientific value to the delegate are acceptable at the exhibition with a maximum retail value of €5. The distribution of giveaways should be low profile and should in no way overshadow the main activity of the stand. The activity must not disturb neighbouring stands or cause queues outside the stand area.

VII) "Special effect" lights, laser, sound & video projection on the stand will be allowed with written permission of the ESC.

IX) Exhibitors are not allowed:

- To use names or trademarks which may be misleading or cause hindrance to the Exhibitors at the other stands or to visitors to the 12th Annual Spring Meeting on Cardiovascular Nursing.
- Barring exemption applied for and granted, to sell goods against surrender of the purchased items or to receive money in any way for goods sold or offered for sale or for services rendered.
- To affix sold-tags to goods on display.
- To remove exhibits from the stand, to add exhibits to the stand or to cover (parts of) exhibits on the stand. Nor should stands be dismantled or removed prior to the end of the event.

X) The site assigned to the Exhibitor shall be staffed at the beginning of the exhibition (Friday 16 March 2012, 08:00), 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 a competent representative is present on the exhibit at all times.
XI) The use of the name of the European Society of Cardiology Council on Cardiovascular Nursing and Allied Profession (CCNAP), 12th Annual Spring Meeting on Cardiovascular Nursing (CCNAP 2012), 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. The only exception is that Exhibitors may refer to the 12th Annual Spring Meeting on Cardiovascular Nursing as "The 12th Annual Spring Meeting on Cardiovascular Nursing, organised by the European Society of Cardiology Council on Cardiovascular Nursing and Allied Professions together with the Professional Society for Cardiovascular and Thorax Surgery Nurses". Exhibitors may use the Congress graphic where approval has been granted by the ESC. Exhibitors or their agencies are not allowed to reproduce texts, drawings or graphics that have been specially produced by the ESC for use in publications such as the Final Programme or the Abstract book.

XII) No part of the Building or of the exhibition may be photographed or filmed without permission of the ESC or of the relevant Exhibitor. The ESC is entitled to photograph, draw or film installations and stands, as well as exhibits thereon and to use these reproductions in its publications and in the press. The exhibitor is entitled to photograph or film his own exhibition stand during exhibition hours.

XIII) 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 2012, during CCNAP 2012 itself or during the two days immediately after CCNAP 2012 (i.e. 14/03/2012 – 19/03/2012). Should a company wish to plan any such events, a request for approval must be sent to the Organiser.

2.2.15 Miscellaneous

Smoking
Smoking is not permitted anywhere in the Building. Ashtrays and ash urns are prohibited in the building.

Alcohol
Exhibiting Companies will refrain from serving any alcoholic beverages from the stand.

Access
The Exhibition is accessible to certified healthcare professionals, associated press, industry representatives and other stakeholders in the science, management and prevention of cardiovascular disease.
2.2 Technical Guidelines for Exhibitors

Important Notice:
All Exhibitors must submit a detailed stand drawing to the Organiser before 2 January 2012 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 inform us.

2.2.1 Exhibition Location

The exhibition will be located in the Auditorium Foyer (Level 0) of the Bella Center

2.2.2 Exhibition Prices and minimum stand space requirements

We propose you two types of stands and you have the possibility to choose either an Exhibition Custom Package or a Stand Space Only.

- **Exhibition Custom Package is €2,000 plus VAT and it includes:**
  - 6m² space
  - 1 table and 2 chairs
  - 1 easel
  - 1 brochure rack
  - 1 Waste paper basket
  - Electricity connection and socket
  - Wireless internet connection

- **Stand Space Only. The stand structure will be at your own charge.**
  - The price of ‘SPACE ONLY’ is €275 per m² plus VAT.
  - A reduced rate of € 200 per m² plus VAT is offered to publishers, booksellers and journals.
  - Minimum stand size is 9 m² for Industry, 6 m² for Publishers.

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 module are advised to use the services of the stand supplier. Order forms and the exhibitors catalogue is available in the Exhibitors and Industry Partners web site, www.escexhibition.org

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 for Stand Space Only.

- **Stand Design**

  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 ESC before 2 January 2012.

  The drawings shall clearly indicate the planned layout, equipment and furnishing of the stand, including the graphics and signage, location of the activities (presentation, games/quizzes...). Also indicated must be the location of power outlets, electricity cables, water and compressed air connections as well as telephone and ventilation installations. If fabrics (including linoleum and vinyl floor coverings) are to be used, safety certificates in English or Danish (language) should be supplied.
Only with the written approval of the ESC shall the stand drawings be deemed approved for construction.

- **Approval**
  Any set-up or installation, which does not comply with the standard specifications or with the designs approved by the ESC, 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 ESC. All expenses for these corrections will be payable by the Exhibitor. The ESC accepts no responsibility for damages caused by these corrections.

All stands must be finished before the start of the congress. An inspection will be done by the ESC during the final two last hours of scheduled build up. Exhibitors, or their qualified representatives, must be at their stand during the inspection and must be able to supply all information and certificates concerning equipment and materials used.

Packing material shall be removed from the stand. If it appears to the ESC 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 from these decisions. He shall not be entitled to any claim for reimbursement that may arise in consequence of such an intervention.

- **Shell scheme stands**
  Shell scheme stands provided by the building will be uniform stands with uniform graphics, height and design. Exhibitors who will need to rent a standard exhibit stand module are advised to use the services of the Building. Order forms and Stand services Catalogue are available on our web site: [http://www.escexhibition.org/CCNAP2012/default.aspx](http://www.escexhibition.org/CCNAP2012/default.aspx)

- **Stand height**
  The (standard) maximum height of stand constructions is 2.5 meters. If you wish to build higher than this please contact the ESC for approval ([CCNAPexhibition@escardio.org](mailto:CCNAPexhibition@escardio.org)).
  In cases where in-line, corner or peninsula stands are permitted to construct inside the stand elements above the separation wall height, such elements must be positioned at least 0.50 metre from the separation wall.

- **Two-storey structures**
  Two-storey structures are not allowed. Arches, bridges or similar constructions connecting two or more stands are not allowed.

- **Separation walls**
  All peninsula, corner and in-line stands must be separated from the neighbouring stand(s) or hall wall by means of a separation wall. 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 height of the separation wall, and this agreement differs from the policy prescribed by the ESC, this agreement has to be approved by the ESC and in any case may not exceed 3.5 metres height.

- **Back wall**
  The rear sides of the stands shall be designed and decorated by the Exhibitor to whom this stand belongs, provided that the interests of the neighbours are not affected thereby.

- **Open side of a stand**
  Stands should be fully accessible on all ‘open’ sides. Requests to be partially exempted from this rule should be submitted in writing to the organisers ([CCNAPexhibition@escardio.org](mailto:CCNAPexhibition@escardio.org)).

  Walls erected on open sides of a stand must be 0.30 metre inset from the edge of the stand, must not be longer than 1/3rd length of the stand and should be no higher than 2.5 metres.
  This applies for all stand types: island, peninsula, corner and in-line.

**Stand transparency**
For island and peninsula booths, the ESC requires that line of sight through the stand be possible from aisle to aisle for at least 40% of the stand width when viewed from each open side.

**Stand flooring**
The stand floor must be adequately covered with carpeting or carpet tiles. **Please note that corridors of the Exhibition Hall must be clear of goods on Thursday 15 March 2012, 20:00.**
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. It is forbidden to place mortar directly on the floor, to nail with percussion tools or to paint with spray guns.

Platform
The use of wooden platforms is recommended for stands with a lot of electrical wiring; the stand construction firm 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 10 cm;
- The platform sides must be closed and neatly finished;
- The platform edges must be safe (secured safe & easily visible);
- The platform 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.
- Free sides of stairs, platforms, catwalks etc. must be protected or covered in such a manner that there is no risk of fall. All regulations (e.g. UVV) must be observed.

It is forbidden to dig trenches, anchorages or to make other structural alterations inside the Building, unless explicit authorisation has been obtained from the Building owners.

Load capacity
The maximum permissible load on the floors of the Building is approximately 400 Kgs per square meter

Keep aisles clear
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 immediately.

No objects, including signs or advertisements, may project into the visitor’s aisles.

Stand lighting
No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space. Lighting should be directed to the inner confines of the stand space and project onto other exhibits or aisles. Lighting which is potentially harmful, such as lasers or ultraviolet lighting is not permitted. Lighting that spins, rotates, pulsates and other specialized lighting effect that could interfere with neighbouring exhibitors or detract from the general atmosphere of the congress is strictly forbidden.

Stand roofing
Stands may be covered by a roof insofar such roofs are in compliance with the fire protection regulations in Denmark. Any and all horizontal decorations, ceiling areas and roofs require approval by the ESC and must be in accordance with the European standards.

Roofs, including ceiling grids, must neither restrict nor obstruct fire safety installations. Materials used must be at least Category B1 in accordance with DIN 4102, or at least Class C in accordance with EN 13501-1, i.e. flame resistant, and must not drip when burning, produce toxic gases nor obstruct the sprinkler system (minimum mesh size: 2 x 4mm or 3 x 3mm).

Suspension points
Use of suspension points is not permitted. All displays should be free standing.

Positioning of stand
Access to the doors, windows, fire alarms, hydrants, portable fire extinguishers, fuse boxes, line poles and circulation routes must be kept free from obstruction all times.

Positioning of exhibits
The Exhibitor is not allowed to place articles to be exhibited in a manner, which, in the ESC’s opinion, affects or hinders neighbouring stands, e.g. as regards to the visibility of the neighbouring stands. Articles to be exhibited must be kept within the stand perimeter. The exhibit should pose no danger to participants.

Construction
The ceilings, walls, columns and technical installations of the Building in general must not be subject to loads from the decoration or objects exhibited. It is forbidden to hang anything from the ceiling of the Building, 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.
It is forbidden to make holes, insert screws or nails in the walls, ceilings, floors or columns of the Building.

**Stands construction and fittings (Materials and fire requirements)**

All stands, materials, installations, advertising supports, etc. must conform to public safety requirements. The ESC encourages stand construction, materials and roof constructions that meet European safety norms (B1, as specified in DIN 4102, or at least Class C as specified in EN 13501-1). Ornamentations in hallways, corridors and stairwells required for emergencies (escape routes) must be made of non-combustible materials (i.e. A as specified in DIN 4102 or A1 as specified in DIN EN 13501-1).

Ornamentations using decorative elements from real plants are only allowed inside the buildings while they are fresh. Bamboo, reed, hay, straw, bark mulch, turf, (fir) trees without roots or similar materials do not meet the aforementioned requirements. The fire department must approve any exceptions.

Exhibitor’s using materials not conforming to any safety component of these Industry Guidelines will replace them with safe alternatives at their own cost.

The use of pyrotechnics and sources of raw flame (e.g. candles) within the Exhibition is not permitted.

The use of air balloons filled with combustible gas is prohibited in all spaces of the Bella Center.

**Building integrity**

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.

2.2.4 Fire and Safety regulations

Please note that the fire extinguishers and hoses must be remain freely accessible at all times.

Escape routes, doors and emergency exits (indoor and outdoor) 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.

Columns with mounted fire equipment or a ladder must remain accessible at all times. If fire hose is covered by a door or curtain, a safety sign should be clearly visible.

Written permission from the ESC and the Building is required before any of the following may be used in the building:

- Equipment for demonstration purposes, cooking, frying or baking with gas or electricity.
- Compressed or liquefied gases.
- Fire-accelerating liquids.

The same restrictions apply to the use of inflammable chemicals.

Easily flammable or explosive substances, gases or dangerous goods, including radioactive and chemical substances, are not permitted in the building.

2.2.5 Cleaning & Refuse

The organiser will clean the Building and the aisles in the Exhibition area. In Bella Center, cleaning is included in the stand space (hovering of the stand space) before the beginning of the Congress and each open day. Nevertheless we ask you to make sure that your stand is presentable, well arranged and clean before the opening of each congress day. Any crates or cardboard should be removed or hidden.

Waste generated during construction and dismantling periods will be removed at the expense of the exhibitor.

Bella Center is obliged by law to comply with the guidelines laid down by the Ministry of Environment and Energy for the sorting of waste materials. The rubbish containers and skips may therefore only be used for the disposal of combustible waste or recyclable card board. There will be containers showing where to sort different materials.

Green containers may be used solely for the disposal of recyclable paper and cardboard. Bella Center cannot accept chemical products, oil, paints, batteries, fluorescent light tubes or similar materials which may only be disposed at an official chemical-waste destruction plant. After the completion of the event, there may still be some material you do not wish to take home with you and the Bella Center will be able to help.
Please contact the Technical Service Department on +45 32 47 23 30, and they will make sure that your surplus material is disposed in the correct manner. This service will normally cost DKK 1.000 per cubic metre (ex. 25% DK VAT). It is a prerequisite that the material is palleted.

2.2.6 Electricity

It is mandatory in the Bella Center that all electrical connections be made by a Bella Center authorized electrician.

Please order your electricity and connections on the Order Form available via our web site: http://www.escexhibition.org/CCNAP2012/default.aspx

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

IMPORTANT: The Mains power supply will be switched off overnight. Should you require 24 hr power, this should be specified on the order form. 24 hr power will be connected from the first day of build up until 17.00 hrs the day after the event closes – unless otherwise agreed with the Technical Service Department. Power supplies, network and telephone cables as well as plumbing will be run into your stand via the hall ceiling.

2.2.7 Telephone and Fax connection

Exhibitors should use the relevant Order Form online for telephone and fax connection. http://www.escexhibition.org/CCNAP2012/default.aspx

2.2.8 Water

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

2.2.9 Miscellaneous Services

To order services not mentioned in the Exhibitor Catalogue, please contact the exhibition supplier, Bella Center Copenhagen.
Section 3 – 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 2012
The exhibition is open to companies active in the cardiovascular nursing 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 Organiser constitutes conclusion of the rental contract between the Exhibitor and the Organiser. 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
The Organiser 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 6 m². For companies organising an Industry Sponsored Session 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 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.
- 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 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
Sharin 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 Organiser. 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 the 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 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 The Organiser 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 Organiser 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 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 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
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 intentional or gross negligence. This exemption from liability also applies if exhibits are seized and stored by the 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 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, The Organiser 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 the Organiser 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 The Organiser 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. The Organiser 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 email addressed to the Organiser: CCNAPexhibition@escardio.org. If a reservation is cancelled by the Exhibitor before 31 January 2012, the amount paid will be refunded minus 50% of the total amount due. If a reservation is cancelled by the Exhibitor after 31 January 2012 no refund will be made, and the total amount for the stand space is due.

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 Organiser.

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 Organiser must be submitted in writing. These claims will lapse within 6 months of closure of the 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. The Organiser 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 Sponsored 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 12th 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 Exhibitor 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, the Organiser's decision shall be final.