EuroEcho Imaging2017

21st Annual Meeting of the European Association of Cardiovascular Imaging (EACVI), a registered branch of the ESC, in cooperation with the Portuguese Working Group of Echocardiography.

GUIDELINES FOR INDUSTRY PARTICIPATION

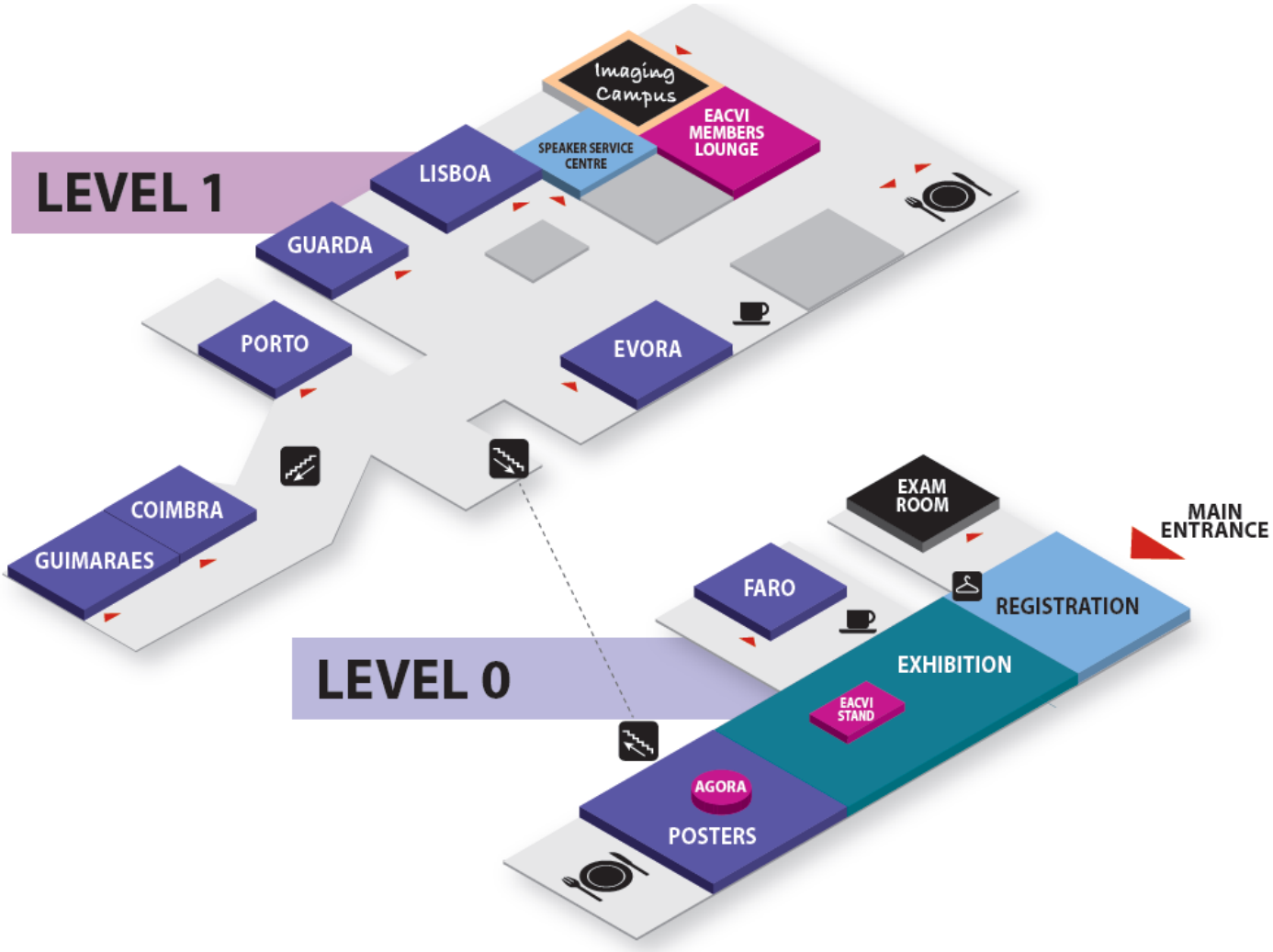
Lisbon - Portugal
6-9 December 2017

www.escardio.org/EACVI

EACVI EUROPEAN ASSOCIATION OF CARDIOVASCULAR IMAGING
A Registered Branch of the ESC

EUROPEAN SOCIETY OF CARDIOLOGY®

Building Overview



Congratulations

You have decided to partner EuroEcho-Imaging 2017, the 21st Annual Meeting of the European Association of Cardiovascular Imaging (EACVI), a registered branch of the ESC, in cooperation with the Portuguese Working Group of Echocardiography.

EuroEcho-Imaging 2017 will take place in Lisbon.
Over the years, EuroEcho-Imaging has grown in science and significance into incoming the world's largest cardiovascular imaging congress. The goal of EuroEcho-Imaging will be to create a dynamic forum in which both clinicians and scientists can present and discuss the most up-to-date research and clinical findings on the broader spectrum of echocardiography alongside with the other cardiovascular imaging modalities.

By associating with EuroEcho-Imaging 2017, you will:

- Exchange with leading cardiologists from across the globe.
- Reach a truly international target group of specialists.
- Contribute to the high quality of the scientific and practical content of the congress through Industry Sponsored Sessions, Exhibition and Sponsorship.
- Achieve unique opportunities to showcase products and services to specialists in their respective fields.
- Avail of excellent sponsorship opportunities which proffer excellent networking and relationship-building opportunities.

Thank you for reading these Guidelines

Successful planning makes for successful execution and the European Society of Cardiology will happily guide you over the coming months towards a congress rich in discussion and exchange for your organisation.

These Guidelines will guide you in the necessary steps of your participation at EuroEcho-Imaging 2017. The document is organised by activity to allow you to concentrate on areas of interest to your organisation. Please read this document carefully and share with the necessary colleagues and agencies involved in the organisation of your EuroEcho-Imaging activities.

Please carefully note the key deadlines marked at the start of each chapter. To ensure we deliver a successful EuroEcho-Imaging Congress, we will not be able to deviate from these deadlines.

Please note that a successful application for participation at EuroEcho-Imaging 2017 implies an acceptance of the requirements contained within these Guidelines and also in any updates posted on
www.escexhibition.org/EE17

This web address should be a main reference source in your preparations. The web site will provide you with monthly updates, application forms, key dates, don't miss information, technical specifications and much more... Bookmark it now!

The Venue

EuroEcho-Imaging 2017 will be held in:

Centro de Congressos de Lisboa
Praça des Industias, 1300-307 Lisboa, Portugal

Your contacts

A dedicated team is happy to assist you in your preparations for the EuroEcho-Imaging Congress. Please contact the following people as necessary for your queries.

Exhibition, Industry Sponsored Sessions, Sponsorship and Rooms
Ms Samantha Bickham
euroechoservices@escardio.org

Exhibitor Registration
Mr John Bakker
eeregistration@escardio.org

Accommodation
Mrs Tina Oldenburg
eehotels@escardio.org

Industry Relations
Mr Malek Lebsir
industry@escardio.org

Industry Services
Mr Fabrice Calabrese
industry_services@escardio.org

Congress Management
Ms. Anne-Laure Leuba
euroecho@escardio.org

The EuroEcho-Imaging industry portal:

We look forward to working closely with you over the coming months towards a rich and innovative EuroEcho-Imaging 2017.

Definitions

The Exhibition
The technical and scientific display of current and future healthcare practices, goods and services relevant to the field of cardiology.

The Exhibitor
Any person, firm, company or corporation and its employees and agents to whom space(s) have been allocated for the purpose of exhibiting at the Exhibition.

Industry Sponsored Sessions
Scientific Sessions organised by ESC Industry Partners (Satellite Symposia, Imaging Campus)

Sponsorship
Additional marketing strategies, including onsite advertising, purchased by industry partners to highlight their congress activities.

Rooms at EuroEcho-Imaging
Rooms rented to Exhibitors to organise different meeting formats (Function Spaces, Industry Meeting Rooms and Closed Industry Meetings).

Table of contents

1 Exhibition
1.1 Key Dates....6
1.2 General Rules Governing the ESC Exhibition....7
1.3 Exhibition Schedule....10
1.4 Technical Guidelines....12
1.5 Safety and Technical Specifications....26
1.6 Exhibitor Registration....29
1.7 Stand Activity and Promotional Regulations....32

2 Industry Sponsored Sessions
2.1 Key Dates....36
2.2 Satellite Symposia....39
2.3 Imaging Campus....41
2.4 General Rules Governing the Industry Sponsored Sessions....44

3 Sponsorship
3.1 Key Dates....49
3.2 Booking Procedure....50
3.3 Product Descriptions and Technical Specifications....50
3.4 Product Advertising....50
3.5 Onsite Advertising....54

4 Partners Services
4.1 Rooms at EuroEcho-Imaging....55
4.2 Industry Coach Parking....58
4.3 Group Registration....58
4.4 Hotel Services....58
4.5 Accrued Points....58

5 Finance and Invoicing
5.1 Exhibition....59
5.2 Industry Sponsored Sessions....60
5.3 Sponsorship....60
5.4 Rooms at EuroEcho-Imaging....60
5.5 Frustration and Administrative Fees....61

6 General Terms and Conditions
6.1 General....62
6.2 Liability....62
6.3 Insurance....63
6.4 Copyright....64
6.5 Frustration and Cancellation....64
6.6 Termination of the Agreement....64
6.7 Jurisdiction and Applicable Law....64

1. EXHIBITION

Contents

1.1 Key Dates 6
1.2 General Rules Governing the ESC Exhibition 7
What is the EuroEcho-Imaging 2017 exhibition? 7
Congress and exhibition layout 7
Conditions to hold an exhibition space 7
Subtenants and other represented companies 7
Costs for stand space only 8
Booking procedure 8
Stand assignment 8
Access to halls 9
Staffing on stands 9
Pre-congress preparation 9
Responsibility 10
1.3 Exhibition Schedule 10
Construction schedule 10
Exhibition access timetable 10
1.4 Technical Guidelines 12
Exhibition location and building information 12
Stand construction 14
Security 15
Stand module - Schell scheme stand 15
Custom stand design 16
Health & Safety certification 16
Stand types 17
Stand design approval 18
Stand height allowance 18
Edge of the stands 18
Line of sight 18
Stand transparency 19
Walls erected on stands 20
Self standing elements 21
Exhibition services 22
Logistics 25
1.5 Safety and Technical Specifications 26
Access for people with reduced mobility 26
Fire prevention and crowd safety 26
Insurance 29
1.6 Exhibitor Registration 29
Exhibitor badge categories 30
Exhibitor badges allocation 30
Exhibitor badges order 31
Work passes 31
1.7 Stand Activity and Promotional Regulations 32
Stand activities 32
Promotional regulations 33
Stand promotion 35

1.1 KEY DATES

Until 30 June 2017	Cancellation fee: 30% of total amount due
From 1 July 2017 until 30 September 2017	Cancellation fee: 50% of total amount due
From 1 October 2017	Cancellation fee: 100% of total amount due
22 September 2017	Company and product description deadline
25 October 2017	Deadline for stand design submission including certificate of insurances for approval or to order insurance through local partner
9 November 2017	Stand activity declaration deadline
10 November 2017	Free Exhibitor badge deadline
15 November 2017	Deadline to order catering for stands
20 November 2017	Stand services deadline (including electricity, furniture, AV, IT and stand package orders) - After this date the delivery of the service will have a 30% surcharge
6 – 9 December 2017	**EuroEcho-Imaging 2017 –Lisbon, Portugal**

EXHIBITION SCHEDULE

Monday 4 December	08:00 – 20:00	Exhibition Build-up
Tuesday 5 December	08:00 – 20:00	Exhibition Build-up
Wednesday 6 December	08:00 – 09:00	Stand Decoration
	09:00 – 17:30	Exhibition Opens
	16:00 – 17:30	Inaugural Session
	17:30 – 19:00	Networking Cocktail
Thursday 7 December	08:30 – 17:30	Exhibition Opens
Friday 8 December	08:30 – 17:30	Exhibition Opens
	18:30 – 20:00	Removal of stand valuables
Saturday 9 December	08:30 – 13:00	Exhibition Closed
	13:00 – 23:00	Exhibition Dismantling
		The exhibition will be closed to delegates

EXHIBITION OPENING HOURS	
Wednesday 6 December	09:00 – 17:30
Thursday 7 December	08:30 – 17:30
Friday 8 December	08:30 – 17:30
Saturday 9 December	CLOSED

1.2 GENERAL RULES GOVERNING THE ESC EXHIBITION

WHAT IS THE EUROECHO-IMAGING 2017 EXHIBITION?

The exhibition accompanying EuroEcho-Imaging 2017 is a technical and scientific display of current and future healthcare practices, goods and services relevant to the field of cardiology. Industries active in the research, production, approval, marketing and distribution of such goods and services are invited to participate. In addition, certain other types of business are invited as exhibitors, notably publishers, booksellers, food and nutrition specialists, companies advertising sporting and healthy lifestyle goods as well as non-profit healthcare organisations and academic institutions.

The ESC requires all exhibitors to respect the educational spirit of the congress and will welcome companies with products, services and innovations with demonstrable interest related to the prevention and management of cardiovascular disease.

Regulation on participation of medical congress exhibitions

Exhibitors are advised to consult the Codes of Practice of their governing bodies and the Portuguese Ministry of Health for information and guidance on regulations around attendance at medical congress exhibitions. In all cases, exhibitors are responsible for ensuring that their promotion during the congress is legally and ethically acceptable in Europe and, in particular, Portugal.

CONGRESS AND EXHIBITION LAYOUT

The ESC reserves the right to deviate from the stand confirmation and to allocate a stand in a different location at any time, 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.

Alterations to the agreement will only be made after mutual consultation. If in such cases the interests of the exhibitor are unreasonably impaired, he/she may withdraw from the contract in writing within one week after receipt of notification of the type of alteration. The ESC accepts no responsibility for any damage which may result from such changes.

The ESC will contact the company in writing to inform them of any change to their assignment. Modifications to a stand assignment do not entitle a company to a refund.

CONDITIONS TO HOLD AN EXHIBITION SPACE

Organisations renting exhibition space are in effect purchasing a license to exhibit their products and services within a controlled environment and the constraints detailed in these Guidelines for Industry Participation. In the event where the products and services exhibited differ from those declared on exhibit applications, or where a breach of the Guidelines has taken place, a company's license to exhibit may be withdrawn. In such cases, no financial recompense will be offered and the decision of the ESC will be considered final.

The ESC reserves the right to refuse admittance of inappropriate or non-cardiology related products or services to the exhibition unless they are deemed by the ESC to add value to the congress experience for delegates.

SUBTENANTS AND OTHER REPRESENTED COMPANIES

Sharing the allocated stand area with another company, regardless of whether this company is represented by its own staff (subtenant) or only by its own exhibits (represented company), is not allowed.
This applies equally to companies with products or services aligned to a registered exhibitor. In such an instance, where a registered exhibitor wishes to exhibit in association with another organisation, the ESC will endeavour to offer additional exhibit space, where available, under normal conditions of sale.

Where an exhibiting organisation has multiple corporate identities but shared ownership, the organisational relationship must be made clear to delegates (e.g. a corporate ownership statement must be displayed on the stand).

Transfer - even in part - of the rights and obligations arising from the order to third parties is not permitted.
Sub-renting the space to another company or any other third party is not allowed.

COSTS FOR STAND SPACE ONLY

"Stand Space" refers to the physical floor area occupied by an exhibit and excludes all construction materials and services such as electricity and communications.

	Industry	Publishers, Booksellers
Prices excl. VAT	€400/m²	€280/m²
Minimum exhibition space	9m²	6m²
Accrued points	5 points for participation & 1 point per 9m²	

BOOKING PROCEDURE

Exhibition floor plan

Study the floor plan available on the ESC Industry portal **www.escexhibition.org/EE17** and choose your preferred stand locations (list more than one option). Should there be no spaces of the size you have requested, select a stand number in the area of interest.

Application form

Fill out the stand space application form on the ESC Industry portal: **www.escexhibition.org/EE17**

Companies new to EuroEcho-Imaging 2017 are required to submit a statement of their products and services on the exhibit application form.

NOTE
If an exhibiting company wishes to appoint an agent to conduct its affairs at EuroEcho-Imaging 2017, the agent should be identified on the application form or separately in writing from an appointed person. Henceforth, the actions and communications of this agent will be treated as though from the exhibiting company. Contractual responsibility remains with the exhibitor.

Application deadline

Application deadline with priority status: **30 June 2017**

Only application forms with signed order forms will be taken into consideration. By signing the order form, the company accepts the conditions contained in the Guidelines for Industry Participation and any supplementary provisions.

Establishment of rental contract

Signature of the order form constitutes establishment of the rental contract between the exhibitor and the ESC. A stand assignment confirmation and an invoice will be sent to the exhibitor by email. Should the stand assignment confirmation differ from the order form, the details of the stand assignment prevail unless the exhibitor protests in writing within two weeks of the date indicated on the stand assignment.

Condition of sales

- Order forms need to be signed by an authorised company representative, only signed order forms will be taken into consideration.
- The order will be considered final and subject to our payment and cancellation terms once this form has been signed and returned.
- A stand assignment confirmation and invoice will be sent to the company by email.
- On time payment of your exhibition space is essential to secure your space assignment.
- Should the stand assignment confirmation differ from the order form, the details of the stand assignment prevail.
- Stand assignments will be cancelled automatically if the stand rental has not been paid within the given payment period. In such cases, cancellation fees will apply as outlined in Chapter 5 "Finance and invoicing". Please refer to this chapter for further details on finance, invoicing and cancellation policies.

STAND ASSIGNMENT

Stand spaces are assigned in line with the accrued point ranking.

At each stand assignment, every effort will be made to:

- Offer the first, second or third choice made on the stand application (subject to availability)
- Offer a real time selection of what is available at the time of assignment, in addition to the three choices on the stand application

To ensure every exhibitor has a chance to choose an appropriate location, the ESC stand assignment proposal is valid for 48 hours only unless the offer states otherwise. For this reason, please supply the ESC with a reliable contact telephone number of an appropriate decision maker within the exhibiting company.

Allocation of exhibition space by the ESC to organisations exhibiting at EuroEcho-Imaging 2017 will remain valid insofar as the contractual partners do not reach contrary agreements in writing.

IMPORTANT

The selection of the stand space is crucial. When you select your stand space, keep in mind the international, national legislation in place with regards promotion of medicines, industry regulation relative to same, ESC stand build requirements and the amount and type of material your company wishes to display. The ESC Industry Services Team is at your service to help you make the right choice.

After confirmation of stand assignment, any alteration of the stand type may be requested to ESC before 25 October 2016. To ensure a proper announcement of the stand spaces in the EuroEcho-Imaging 2016 publications digital tools and printed material, any request of change post this date will be subject to prior approval by the ESC. ESC cannot guarantee a positive response.

ACCESS TO HALLS

Right of admission reserved

The EuroEcho-Imaging 2017 exhibition is accessible to certified healthcare professionals, associated press, industry representatives and other stakeholders in the science, management and prevention of cardiovascular disease. Animals are not allowed in the exhibition and should not be used on exhibits. Trained guide dogs for those with visual impairments are permitted but please advise a member of ESC staff on entry to the congress centre.

Congress Badges

Individuals without badges will not be allowed into the halls. It is the responsibility of the exhibitor contact person to ensure that all staff, visitors, stand personnel, etc. are aware of this restriction. Exceptions will not be made and the ESC will not be held responsible for any loss suffered by the exhibitor as a result of such an oversight.

Temporary Staff

All temporary staff (hostesses, stand security guards) must hold a valid EuroEcho-Imaging 2017 badge. Exhibitors using the EuroEcho-Imaging 2017 official temporary staff supplier, do not need to provide EuroEcho-Imaging 2017 exhibitor badges. Exhibitors using their own temporary staff must provide valid EuroEcho-Imaging 2017 exhibitor badges.

Access to stand

Exhibitors are obliged to grant access to their stands to official supervisory staff and accredited representatives of the ESC and the Centro de Congressos de Lisboa. Exhibitors, their staff and all visitors to the congress must obey the instructions of the above officers. In the event of a fire or other hazard all those present must leave the endangered area at once when directed to do so by a member of the safety and security staff.

STAFFING ON STANDS

The space assigned to the exhibitor shall be staffed at the beginning of the exhibition on Wednesday 6 December 2017 at 09:00, 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 either he/she or a person authorised by him/her is present at the site at all times. Unattended stands are a security risk to the exhibitor and, during open periods, are discourteous to delegates, fellow exhibitors and the ESC. Such cases will be considered as a violation of the Guidelines.

PRE-CONGRESS PREPARATION

Company & product description

Send a description of your product and/or company profile using the e-form sent by the ESC Industry Services Team by **22 September 2017**. This information will be published within the Final Programme (PDF version only posted on the ESC Web Site) and Mobile App.

Exhibitor badges

In addition to planning your exhibit, you will be requested to send your free Exhibitor badges orders to the ESC Registration Team (**eeregistration@escardio.org**) using the appropriate form by **10 November 2017**.

Please refer to Chapter 1.6 for full details.

Stand activity

Submit the details of the activities to be organised on your stand and declare the items to be distributed to delegates by completing the stand activity form available on **www.escexhibition.org/EE17** by **9 November 2017**.

Please refer to Chapter 1.7 for full details.

ESC Industry portal

For all your exhibition preparations, visit the ESC industry portal: **www.escexhibition.org/EE17**

These pages will be updated regularly with information and forms essential to your exhibition planning. Please consult these pages at least on a monthly basis to ensure the correct planning of your exhibit.

The ESC will also communicate with exhibitor correspondence contacts regularly by email. Each exhibitor is responsible for sharing the address of the ESC industry portal with their agencies or contractors and providing them with the necessary information for exhibition preparations.

RESPONSIBILITY

Exhibitors are fully and solely responsible for information they display, presentations they hold and items they distribute to delegates.

1.3 EXHIBITION SCHEDULE

CONSTRUCTION SCHEDULE

Carefully study the timetable for construction, exhibition opening and dismantling as posted in these Guidelines.

- During the construction phase, working passes or exhibitor badges must be worn by all personnel and a photo-id (passport or driving license) should be carried.
- Vehicles are granted access to the exhibition grounds with official time-slots depending on the exhibit size (€100 returnable deposit required). See the Access Schedule in this section for details on access timeslots.
- Vehicles are not allowed inside exhibit halls (note only forklift trucks operated by the official logistics partner, Fairexx GmbH, are permitted within the loading bay and halls).

Set-up – access time slot & deadlines

Access to the unloading area and exhibition ground for construction shall be according to the Access Schedule published in this chapter. Priority will be decided based on the size of stand area under construction and other considerations such as availability of halls. Agencies responsible for construction of more than one stand may apply for a time slot based on the combined area for which they are responsible.

Companies must strictly adhere to the timelines provided and ensure set-up is completed and the necessary packing material removed from the stand by the end of the timeslot provided. 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 by the deadline, the organisers shall be entitled to take all measures they may deem necessary. All costs arising from the organisers' decision shall be paid by the exhibitor in full with no right to refund.

EXHIBITION ACCESS TIMETABLE

Construction

The halls are open for construction:

- From Monday 4 December to Tuesday 5 December: 08:00 to 20:00
- On Wednesday 6 December: 08:00 to 09:00 for decoration only

Vehicle access for unloading

Vehicles will not be allowed access to the loading bays before the date and time indicated on the Access Schedule. Access is allowed for all stand sizes but is in direct relation to the size of the exhibit, with the earliest slots allocated to companies building the largest stand area(s). Slots should be booked in advance from Fairexx. Time slot request form is available on **www.escexhibition.org/EE17**

Dates:	**Vehicle access for vehicles:**
Monday 4 December	From 08:00 to 20:00
Tuesday 5 December	From 08:00 to 20:00

All construction must be completed by 20:00 on Tuesday 5 December, goods must be removed from aisles to allow carpeting of aisles, stand decoration is possible on Wednesday 6 December from 08:00 to 09:00. Incomplete stands and no-shows by 20:00 on Tuesday 5 December will be walled off and goods removed into storage at the exhibitors cost.
No further vehicle access to the exhibition ground until Saturday 9 December 2017 at 13:00.
Daily deliveries should be sent to the Fairexx office, where transport to the exhibition area may be arranged.

OPENING HOURS

Wednesday 6 December

08:00 – 09:00	Stand decoration only, to be completed by 09:00.
08:00 – 09:00	Staff Meetings may be held on stands. Exhibit staff with full delegate registrations should go to the Exhibitor Registration desk to have their badge validated for privileged exhibitor access
09:00	**EXHIBITION HALL OPEN (all stands must be staffed)**
16:00 – 17:30	Inaugural Session
17:30	Exhibition closes
17:30 – 19:00	Networking Cocktail on EACVI stand in Exhibition area

Thursday 7 December

08:00	Hall access for exhibitors
08:30 – 17:30	Exhibition opens

Friday 8 December

08:00	Hall access for exhibitors
08:30 – 17:30	Exhibition opens
18:30 – 20:00	Removal of stand valuables
	Vehicle access from 18:30 - 20:00 (deposit required for all vehicles entering the exhibition ground, note this is a very busy period and priority is given to trucks delivering bulk packaging materials).

DISMANTLING

Saturday 9 December	The exhibition will be close to delegates on Saturday 9 December.
08:30 – 13:00	No dismantling and no vehicle access to the truck loading bay
13:00 – 20:00	Hall access for exhibitors Removal of the carpet in the aisles (aisles must not be obstructed) followed by delivery of empty packaging cases by Fairexx (if booked)

	Dismantling – full vehicle access to exhibition ground
From 23:00	Any materials left in the aisles will be cleared by the organisers and destroyed at the exhibitor's expenses. The ESC accepts no liability for packing materials not removed in due time

IMPORTANT
From Thursday 7 until Friday 8 December, stand personnel may enter the building 30 minutes before the opening of the exhibition. Outside of "exhibition open" periods, delegates may walk through the Exhibition, we therefore strongly urge you to secure your stand against theft or damage when the stand is not manned. (See Chapter 6 "General terms and conditions").

1.4 TECHNICAL GUIDELINES

EXHIBITION LOCATION AND BUILDING INFORMATION

The exhibition accompanying EuroEcho-Imaging 2017 will be held in the Level 0-1 of the Centro de Congressos de Lisboa.

Zone information

Gross area dedicated to exhibits approx. 1 800 m^2, standard hall with column-free space, ground floor

- Ceiling height: 7m high
- Exhibition Hall floor weight loading: 2000 kg./m^2 in Pavillion 2 where exhibition is located
- No Carpeting except pink Aisle to EACVI stand (organizing association)
- Rigging is not allowed for exhibitors and services available from the floor
- unloading/loading doors directly accessible for exhibits, easy access for vehicles to the floor space

STAND CONSTRUCTION

Building integrity

The ceilings, walls, columns and technical installations of the building in general must not be subject to loads from the decoration or objects exhibited, 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.

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

It is forbidden to make holes, insert screws or nails in the walls, ceilings, floors or columns of the building.

IMPORTANT
Exhibitors must respect both ESC and Centro de Congressos de Lisboa Rules and Regulations available on:
www.escexhibition.org/EE17

Should you note any important discrepancies between these two Guidelines, please contact the ESC Industry Services Team for guidance at **euroechoservices@escardio.org**

Responsibility to neighbouring stands

The EuroEcho-Imaging Congress is a long standing event with a reputation of equity in its dealings with all participants. The responsibility of ensuring a fair and balanced experience for all is shared by all participants.

Each exhibitor is asked to consider, therefore, the impact of their stand construction on neighbouring exhibits and ensure transparency. If there is a risk of unfairly blocking another stand from view, even when all the Guidelines are respected, the ESC will retain all rights of approval of the final stand design. In order to respect the fair nature of the exhibition, exhibitors are requested to indicate any possible problems of transparency or impediments to neighbouring stands. Failure to do so would breach the spirit of the exhibitor's contract with ESC and in such cases the exhibitor responsible will be expected to make such changes as are necessary at his own cost. In such cases, the decision of the ESC will be considered final.

IMPORTANT
Two-storey structures are not allowed. Arches, bridges or similar constructions connecting two or more stands are not allowed. L & U shape island stands are not encouraged.

Stand dimensions

Immediately after allocation of the stand, the exhibitor is urged to personally check the location and measurements of installations which might be found on the stand space assignment. The ESC does not accept responsibility for complete accuracy of the floor plans provided for exhibitors' reference.

Stand selection: areas under 100m2

When selecting a stand area, exhibitors should consider the impact of large stand areas (100m^2 or more) on the local area. Constructions are proportionate to the stand area rented and this will have a clear impact on the visibility of adjacent exhibits.

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 at all times.

Positioning of exhibits

The exhibitor is not allowed to place articles to be exhibited in a manner which, in the opinion of the ESC, affects or hinders neighbouring stands, e.g. with 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. Any structural or display element which does not satisfy the organisers and/or venue officials in terms of safety must be made safe or removed.

Aisles

All stands are separated from other neighbouring exhibits by aisle(s). Stand activities may not take place in the aisles and exhibitors must ensure space is available on their stand to absorb spectators for all planned activities. Should a stand activity interfere with the normal traffic flow in the aisle or overflow into neighbouring exhibits, the activity must be modified or stopped immediately. No objects, including signs or advertisements, may impede onto the aisles. The doors of meeting rooms or storage areas located on the stand should not open onto the aisles.

Aisle carpeting

Two or more stands hired by the same company can only be connected by carpeting the corridor between them. Such space is rented at 25% of the standard square metre price. This area remains an aisle and is subject to aisles conditions outlined in the above section.

Numbering

Each stand will be numbered by the ESC.

Stand flooring

The stand floor must be adequately covered, for instance with carpeting or carpet tiles. The floor area of the stand must not be covered with paint or glue. Carpeting must only be held in place by its own weight on the floor or by adhesive tape. 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 floors

For all connections to service ducts please use order forms available on: **www.escexhibition.org/EE17**

For platforms less than 0.03m sloped edges or ramps are recommended but not mandatory.

- The maximum height allowed, measured from floor level to the top of the platform is 0.14m without protection by a balustrade of at least 1.1m

- For platforms in excess of 0.5m a construction safety certificate, signed by a qualified technician, must be submitted
- The platform sides must be closed and neatly finished
- The platform edges must be safe (secured shape & easily visible)
- Platforms should be placed within the stand perimeter
- The platform must allow easy access to service points in case venue technicians require access

Exhibitors who use such platforms should bear in mind:
- Platforms higher than 0.03m must allow easy access to those in wheelchairs; part or all of the edges must be sloped for this purpose on each open side of the stand or a ramp should be included in the flooring of the stand. An alternative could be a portable ramp which can be deployed when required.

Separation walls

All peninsula, corner and in-line stands must be separated from neighbouring stand(s) by means of a separation wall. The stand supplier can supply this if required. The 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, the right to and the height of this wall must be approved by the ESC. These walls cannot be higher than 3m.

Separation walls must be built at the edge of the stands. Walls build inside the perimeter of the stand are not considered as separation walls.

In cases where an exhibitor fails to supply & install necessary separation walls by 20:00 on Tuesday 5 December 2017, ESC will arrange for walls to be erected (and floor covering to be laid, if necessary) at the exhibitor's expense.

Back walls

The rear side of each stand shall be designed and decorated by the relevant exhibitor, provided that the interests of the neighbours are not thereby affected. The ESC decision of the effect of a rear side design on a neighbouring stand will be final. Walls constructed on an open side should be visually appealing to adjacent exhibits (e.g. could include screens with moving displays, scientific posters and colourful design and lighting).

Stand roofing

Stands may be covered by a roof insofar as such roofs are in compliance with the fire protection regulations of Centro de Congressos de Lisboa. All horizontal decorations, ceiling areas and roofs require prior approval by the ESC and must be coordinated with the building. For safety reasons, all ceilings must respect the standard norms (European standard).

For more information, refer to the Centro de Congressos de Lisboa Rules and Regulations available on:
www.escexhibition.org/EE17

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 not projected 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 effects that could interfere with neighbouring exhibitors or detract from the general atmosphere of the congress is strictly forbidden.

Auditoria & Presentations

Exhibit space is intended to display scientific information on products and/or services and favour exchange; positioning auditoria or presentation areas on stands is subject to specific conditions:

The space dedicated to presentations must be of reasonable size compared to the size of the stand. The area should not be covered and all sound and lighting limitations for stands apply within these areas. The area should be designed within the stand to avoid a spillover of participants onto the aisles; the area should be able to contain all interested parties without affecting the exhibition traffic flow. The design and seating should be informal so as not to resemble to a lecture room.

Suspension points

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

SECURITY

Due diligence

All entities involved in EuroEcho-Imaging 2017 must have adequate insurance to cover claims arriving from industrial accidents and public safety, whatever the cause. Exhibitors and their contractors must abide by current legislation in Portugal with regards to the prevention of occupational hazards which apply to the work being carried out. Particular care should be taken during construction and dismantling periods; un-safe working practices will be stopped by the organiser in the interests of public safety. Exhibitors using materials not conforming to any safety component of these Guidelines will replace them with safe alternatives at their own cost.

Safety requirements

All stands, materials, installations, advertising supports, etc., must conform to public safety requirements in the host country and the E.U. Where these differ, the most stringent standard must be met.

To ensure a safe build up and break down, the following precautions need to be taken into account (this list is illustrative and not exhaustive):

- For safety reasons, all stand builders must wear the correct equipment: the Centro de Congressos de Lisboa is accessible only to persons in possession of a valid working pass
- Protection helmet, working underneath hazards
- Safety lines, when working at height
- Protective clothing and footwear at all times during build-up and break-down
- Reinforced and close shoes at all times during the exhibition set up and dismantling (this is even more important whilst using power tools)
- All persons working in the event halls during the build up and breakdown of the event at a minimum should be wearing a high visibility jacket
- Smoking, drug-taking and the consumption of alcohol are prohibited
- The emergency exits should always be kept free of obstructions. The emergency exits should be used only in emergencies
- Fire extinguishers should always be kept accessible
- One must conduct hot work (e.g. welding) in a safe area with fire extinguishers close by and should be submitted for approval to the Centro de Congressos de Lisboa
- Persons working at heights in excess of 2.5m must be attached by a safety line. It is not allowed to work on a ladder at heights above 2.5m for more than 2 consecutive hours.
- Only approved (e.g. CE certified) machines and tools may be used
- One must stack goods properly
- One must use qualified staff when performing electrical work

Please refer to the Centro de Congressos de Lisboa Rules and Regulations for further information: **www.escexhibition.org/EE17**

If you have any questions regarding safety and security in the Centro de Congressos de Lisboa, please send an email to the ESC Industry Services Team (**euroechoservices@escardio.org**) who will liaise with the venue.

IMPORTANT
During build up and breakdown, the exhibition hall is accessible only to persons wearing a helmet, reinforced and closed shoes and high visibility jacket.

The ESC reserves the right to refuse access to the Exhibition Halls should we esteem that the correct protection equipment is not worn.

STAND MODULE - SCHELL SCHEME STAND

Those exhibitors who need to rent a standard exhibit stand module are urged to use the services of the official stand service supplier. Shell scheme stands will be signed off by the official stand supplier separately.

Submission deadlines

- **By 25 October 2017**: Exhibitors renting a shell scheme stand should inform ESC Industry Services Team accordingly
- **By 25 October 2017**: A public liability insurance document should be sent by exhibitor to the ESC Industry Services Team.

One turn-key stand solution is available at attractive package prices for stands up to 20m²:

Each stand includes (may be subject to change):

- Octanorm modular system booth structure with fascia
- Fascia visible with stand number on all open sides
- 1 spotlight per 3 sqm - Triple electricity socket & electrical consumption
- Carpeting (Navy blue/ Grey / Red / Green / Beige)
- 1 table
- 2 chairs
- 1 lockable counter with shelves
- 1 waste basket
- Daily stand cleaning

The stand module (6m² – 20m²) provided by the official stand service supplier will be uniform stands with uniform graphics, height and design. Partition walls will be 2.5m high, graphics & signage may be an additional 0.5m.

NOTE
It is forbidden to make holes, insert screws or nails in the stand modules provided by the official stand service supplier.

CUSTOM STAND DESIGN

Stands drawing

Every exhibitor must submit an exact statement of the dimensions of their stand as well as plans and descriptions of this stand.

The drawings must clearly indicate, in English, the planned layout, equipment and furnishing of the stand, including the signage and visuals. The location of power outlets, electricity cables, moving parts, details of raised floors, water as well as telephone and ventilation installations must also be indicated. Please supply:

- A scaled top view drawing
- A scaled side view drawing
- A three-dimensional drawing (or photograph)

Indicating the various heights and the open/transparent spaces will, in principle, be sufficient. If special construction is planned (information towers, moving parts, etc.), additional information will have to be submitted.

Submission deadlines

By 25 October 2017

All exhibitors must submit a detailed stand drawing to the ESC Industry Services Team.
All exhibitors must submit a public liability insurance document with their plan for approval as well as additional certification documentation required for complex structures.

After 25 October 2017

ESC and the Centro de Congressos de Lisboa cannot guarantee grant of approval. Construction of any stand is prohibited without written ESC approval of the stand design.

HEALTH & SAFETY CERTIFICATION

Complex structures

- **Definition**

A complex structure is any form of construction of any height, which may require input from a structural engineer. If a stand is not constructed from "shell scheme", it is the responsibility of the stand designer to determine whether the construction is complex or not.

- **Examples of complex structures:**
  - Stands with surfaces exceeding 48m² (shell scheme excepted);
  - Any structure, over 4m, which requires structural calculations
  - Any part of a stand or exhibit which exceeds 4m
  - Sound/lighting towers
  - Temporary tiered seating
  - Platforms and stages over 0.6m and all platforms and stages for public use (not including stand floor flats and platforms) need to be signed off by a structural engineer.

- **Submission procedures**

Exhibitors are responsible for submitting full details of all complex structures **no later than 25 October 2017** to the ESC Industry Services Team (**euroechoservices@escardio.org**).

Permission to build any complex structure will not be given until ESC confirms the stand design complies with ESC rules & regulations for stand design and until the venue have received an electronic copy of the following (written in English):

1. Detailed, scaled structural drawings showing:
   - Plan and section views of the stand
   - Perspective or axonometry
   - Elevations including full steelwork and staircase details
   - Width and position of gangways within the stand
   - Floor and/or roof loading
   - Specifications of materials used with fire reaction class of used materials
   - Brief description of the electric installation
2. Structural calculations
3. Risk assessment (to include fire hazards) and method statement
4. Public liability Insurance document

Each item of information should state the event name and stand number. Complete sets of information only should be submitted, together with a plan showing the location of the stand within the exhibition.

If any complex structure is modified after the submission of the above information, plans must be re-submitted with details and all modifications and a structural engineer's confirmation that the final overall design is safe for its purpose.

Other space only stands – non complex structures

All space only non complex-structures are also inspected by a competent person and are suitably certified. A visual inspection of such structures will therefore be made and a suitable certification will be provided. For this purpose, ESC will send your stand plan and public liability insurance document to the venue for check and will revert to the exhibitor and/or stand builder if there are any relevant comments and/or concerns.

Stand module

Exhibitors renting a stand module from the official stand supplier should submit the package type, dimensions & non-standard items such as display screens and catering areas. Note that these stand constructions will be signed off by the official stand supplier separately. There is no need to provide any specific documentation for a stand construction certification apart from the public liability insurance document.

This information must be sent to the ESC Industry Services Team by email to **euroechoservices@escardio.org** by **25 October 2017.**

Onsite checking

Note that all stands will be checked onsite by the ESC team and by the Centro de Congressos de Lisboa to ensure that the structures are safe and are built accordingly.

STAND TYPES

Two-storey structures are not allowed. Arches, bridges or similar constructions connecting two or more stands are not allowed. L & U shape island stands are not encouraged.

Island

Exposed to aisles on 4 sides

Peninsula

Exposed to aisles on 3 sides

Corner

Exposed to aisles on 2 sides

NOTE
In order to create a physical separation within a stand (e.g. to provide a distinction between commercial and scientific functions) an Exhibitor can choose to have 2 peninsula (or 2 corner stands) side by side, instead of one island stand (or peninsula stand).

Please mention this requirement on your stand application form and the ESC Industry Services Team will advise you accordingly.

IMPORTANT
An Exhibitor choosing to have 2 peninsula or 2 corner stands should be aware that both stands will be considered as 2 separate stands:
- Each stand design will be evaluated individually
- Each stand will have its own stand height allowance depending on the size of each ordered space
- Both stands can be separated by means of a separation wall or by means of a common storage area
- The back wall or the combination of common storage area and back wall must extend throughout the full width of the stand, from one side to the other
- The separation wall between both stands must be at a minimum of 2.5m and a maximum of 3m
- A service door between both stands is possible. This service door must be exclusively reserved for the exhibitor's stand staff. An open passageway will not be approved.
- Line(s) of sight on the back wall of both stands is possible (i.e glazing...)

In-line
Exposed to aisles on 1 side

NOTE
Peninsula, corner and in-line stands must be separated from neighbouring stands by means of separation wall(s). The separation wall(s) should be 2.5m high. If two neighbouring exhibitors come to an agreement regarding the separation wall, the right to and the height of this wall must be approved by the ESC. These walls cannot be higher than 3m.

STAND DESIGN APPROVAL
Each stand design is evaluated individually.
For confidentiality matters, the exhibitors' stand designs submitted to the ESC will not be communicated to third parties.
The ESC will send an approval of the stand design to the exhibitor and/or the exhibitors' agent. Only with this approval shall the stand be deemed eligible for construction. The stand design approval will be sent by the ESC Industry Services Team only when the venue has approved and signed off the stand plan and the required documentation for construction certification.

No approval means no permission to construct the stand – resulting costs are entirely at the exhibitor's expense.

Exhibitors are strongly encouraged to consider potential stand activities such as demonstrations, presentations, storage and hospitality when planning stand usage and design. Approval of the stand design does not mean approval of stand activity.

IMPORTANT
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 or removal of the stand.** All expenses for these corrections/removal will be payable by the exhibitor. The ESC accepts no responsibility for damage caused by these changes.

Enforcement of the rules
As there may be some instances where there is a misinterpretation of the guidelines, we remind Exhibitors that the overall principle for guidelines relating to stand design is to ensure a well designed and open overall exhibition for the delegates and fairness for all Exhibitors, the ESC therefore reserves the right to refuse or require a modification on a stand design in favour of this principle.

STAND HEIGHT ALLOWANCE

The maximum height allowance is in direct proportion to the m^2 floor area of each stand and is as follows:

From $6m^2$ to $20m^2$	2.5m
From $21m^2$ to $30m^2$	3m
From $31m^2$ to $50m^2$	3,5m
More than $50m^2$	4m

Exception of height apply to stands located under mezzanine with maximum construction to 3m

EDGE OF THE STANDS

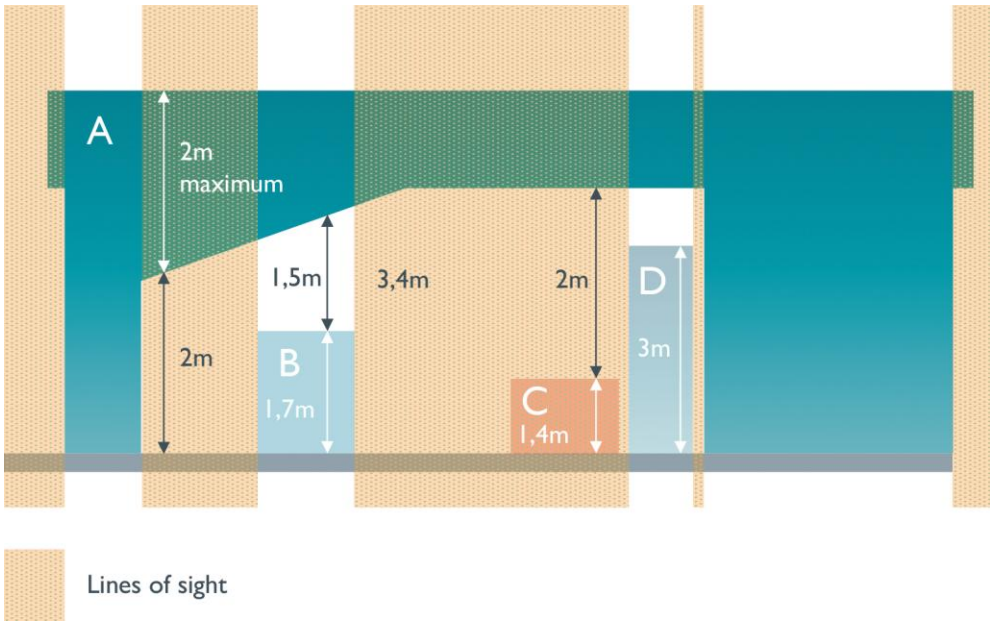
A 30cm inset from the edge of the stand is the minimum vacant margin required by the ESC.
It is forbidden to erect walls, glazing, other constructions, or to place stand elements on the open sides of island, peninsula, corner or in-line stands within this 30cm perimeter.

LINE OF SIGHT

The primary objective of creating a line of sight through the open sides of the stands is to keep the view throughout the Exhibition as free as possible. **The line of sight minimum height must be 2m.**
Criteria for line of sights are as follows:

- Free space from floor to ceiling of the Exhibition hall (full and open line of sight)
- Free space from the floor to the ceiling of the stand or other constructed structure (free standing element). Minimum required height 2m
- Free space from the top of a stand element of 1.4m maximum (i.e. decorative elements, counter, kiosk, etc...) and the ceiling of the Exhibition hall
- Free space from the top of a stand element of 1.4m maximum and the ceiling of the stand or other constructed structure (free standing element). Minimum required height 2m

Example of a stand with a self standing arch structure



NOTE
In the case that the ESC considers that the proposed line(s) of sight do not provide sufficient visibility for neighbouring stands, the ESC reserves the right to request a modification. All costs for modifications must be borne in full by the exhibitor.

STAND TRANSPARENCY

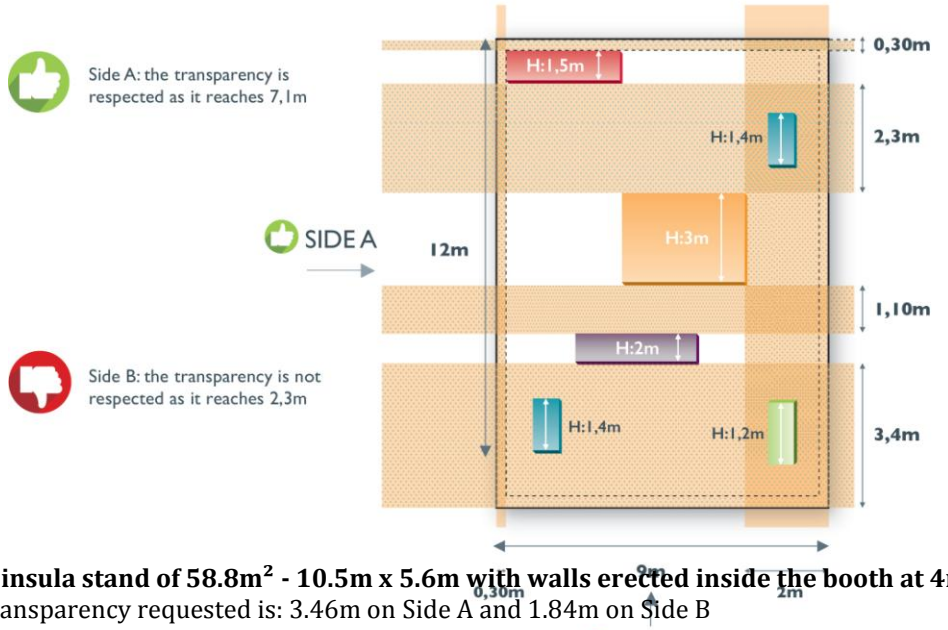
33% of the overall stand width is the minimum transparency rate required by the ESC.
Each open side of island and peninsula stand types must provide lines of sight from aisle to aisle.
The total of the lines of sight must reach a minimum of 33% of the stand width.

On the closed side of peninsula, corner and in-line stands, the ESC requires a line of sight when the height of the construction exceeds the height of the back wall. The total of the lines of sight must reach a minimum of 33% of the stand width.

How is it calculated?

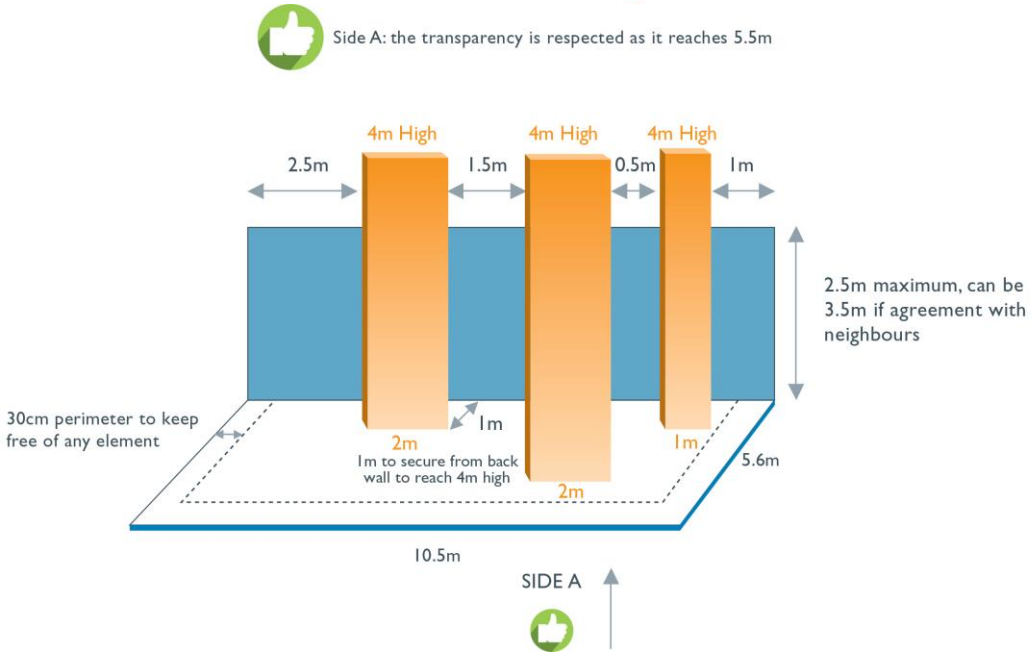
Example 1: Island stand of 108m² - 12m x 9m

The minimum transparency requested is: 3.96m on Side A and 2.97m on Side B

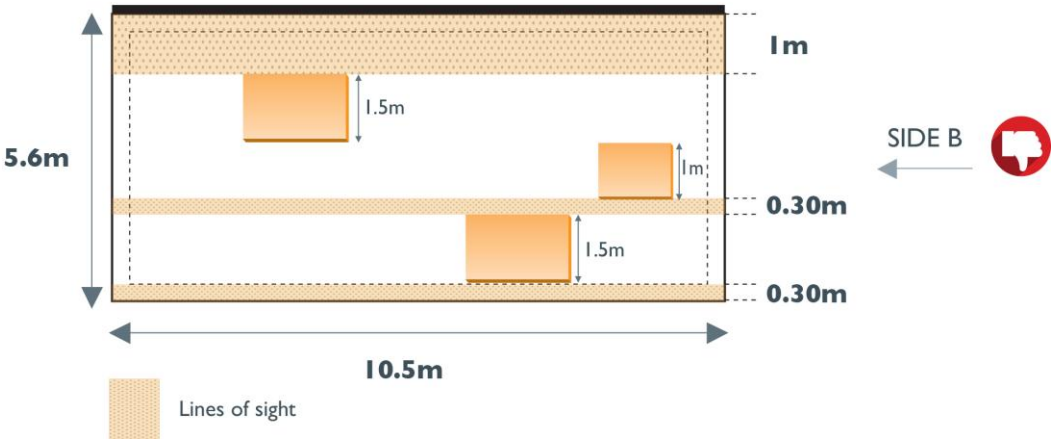


Example 2: Peninsula stand of 58.8m² - 10.5m x 5.6m with walls erected inside the booth at 4m high

The minimum transparency requested is: 3.46m on Side A and 1.84m on Side B



Side B: the transparency is not respected as it reaches 1.6m



WALLS ERECTED ON STANDS

1/3 of the length of the stand is the maximum size for walls erected at the edge or inside island, peninsula, corner or in-line stands.

There is no limit on the number of walls erected inside the stand if it complies with the 30cm, 1/3 and stand transparency regulations.

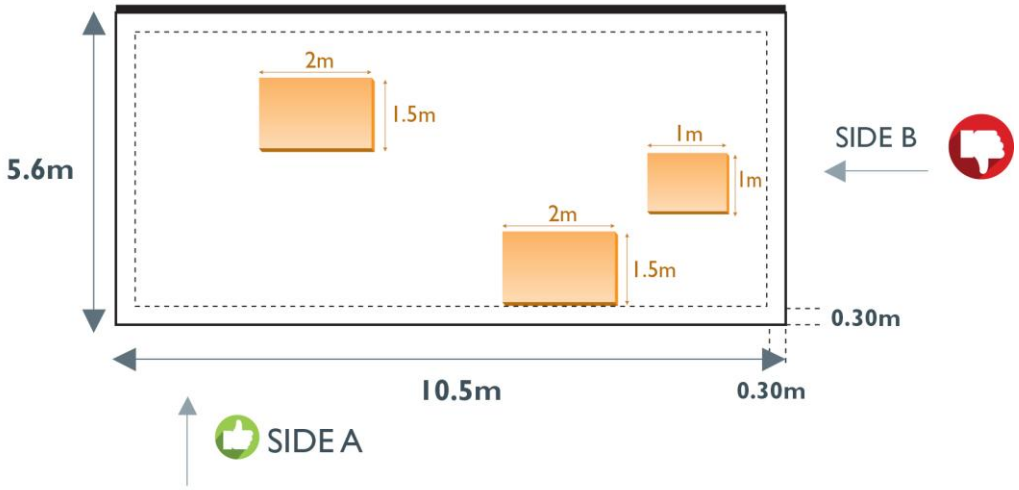
NOTE

Peninsula, corner and in-line stands must be separated from neighboring stands by means of separation wall(s). In principle this separation wall(s) should be 2.5m high. If two neighboring exhibitors come to an agreement regarding the separation wall, the right to and the height of this wall must be approved by the ESC. These walls cannot be higher than 3m.

According to the stand element height allowance, walls higher than 2.5m or 3m erected on stands must be 1m inset from the separation wall(s).

How is it evaluated?

Example 3: Side A and Side B of the Peninsula stand mentioned in Example 2 (page 20).



Side A is approved because:
1. The transparency is respected on this side
2. Each erected wall is lower than 1/3 of 10.5m in length
3. All elements are placed to at least 30cm from the edge of the stand.

Side B is not approved because the transparency is not respected.

SELF STANDING ELEMENTS

Stand elements of 1.4m and higher

Stand elements of 1.4m and higher will be taken into account in the calculation of the transparency and the total width of these elements must not exceed 1/3 of the side of the construction.

Stand elements lower than 1.4m

Stand elements lower than 1.4m will not be taken into account in the calculation of the transparency and therefore will not be considered as obstructive.

Self standing structures with a banner on the top or arch structure

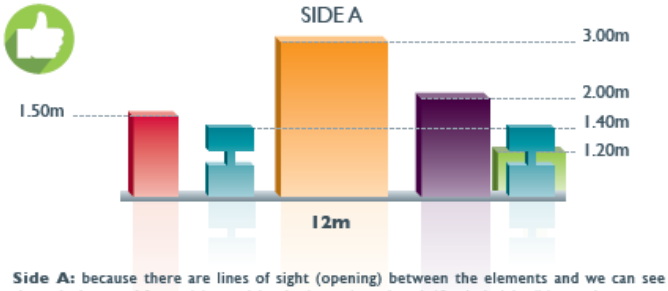
A banner on self standing items or top part of an arch should not exceed 2m - see example page 19.

NOTE
ESC recommends to Exhibitors to keep the open sides of their stands as accessible to exhibition traffic as possible.
In the case that the ESC considers that too many stand elements (lower than 1.4m) do not provide sufficient accessibility to the stand, the ESC reserves the right to request a modification. All costs for modifications must be borne in full by the exhibitor.

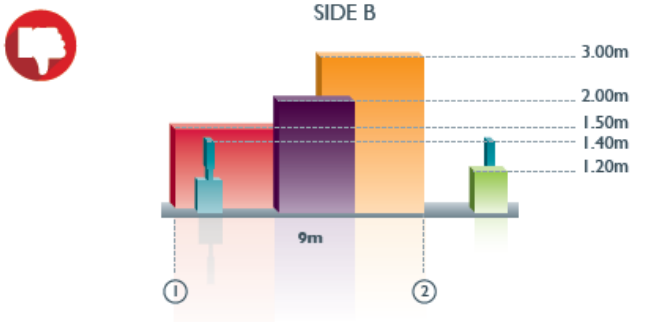
IMPORTANT
Should the ESC consider that a stand component will obstruct the visibility of neighboring stands, the ESC reserves the right to request a modification. All costs for modifications must be borne in full by the exhibitor.

How is it evaluated?

Example 4: Side A and Side B of the Island stand mentioned in example 1 (page 19).



Side A: because there are lines of sight (opening) between the elements and we can see through the stand from aisle to aisle, the items less than 1.40m in height (blue and green on the above drawing) are not considered as obstructive and will not count in the calculation of the transparency.



Side B: Between ① and ② there is no line of sight (opening), therefore the stand element lower than 1.40m height (blue on the left side) is considered as obstructive and will count in the calculation of the transparency.

EXHIBITION SERVICES

For all your stand service orders and the latest exhibition logistics information, please visit:
www.escexhibition.org/EE17

All stand services can be ordered via the order forms available on
www.escexhibition.org/EE17

For further information on venue services available, please contact the Centro de Congressos de Lisboa:
Contact Person: **Joana C. Pinto (Ms)**
Email: joana.pinto@ccl.fil.pt
Tel: + 351 218 921 411

For further information on exhibitor services available, please contact FilDesign:
Contact Person: **Margarida Sa (Ms)**
Email: margarida.sa@fildesign.pt
Tel: +351 218 921 528

Service points

All services will reach stands via the service ducts from the floor of the hall. Connections to these service ducts must be made by the Centro de Congressos de Lisboa Services Department only. Access points at any given location may be supplying services to other exhibitors; therefore some stand areas may have cables/pipes/electrical distribution boxes within their area feeding other locations. For aesthetic reasons it may be necessary to shield these pipes or in extreme cases install a platform floor, in such cases ESC will advise exhibitors at the earliest opportunity. Any additional costs arising will remain the responsibility of each exhibitor.

Electricity

Exhibitors must inform the building of the electric power they need. Electric installations cannot be connected to the building until they comply with the building rules & regulations.
Electricity should be ordered via the order form available on: **www.escexhibition.org/EE17**

Calculate your needs in KW (1KW = 1000 Watts)

Spotlight	100 W
Projector	500 / 1000 W
Screen	100 W
Laptop	200 W
Printer	150 W
Copier	1800 W
Fridge	400 W
Fax	100 W
Domestic coffee machine	1000 W

**Approximate electric consumption according to the materials/equipment used on the stand*

- **Connecting to mains**

Stands can only be connected to the building's electricity mains by the electricians authorised by the building. Should an unauthorised connection damage the power distribution system or connected plants, the building will demand compensation from the company responsible for the connection.

- **Electrical supply**

230 Volts single-phase current (±10%) / 50 Hz 16 or 32 A 2p+t (max 16A) (i.e. two poles plus earth) for single-phase, 220V voltage
400 lts three-phase current (±10%) / 50 Hz 16, 32 or 63 A 3p+n+t (i.e. three poles plus neutral wire plus earth) for three phase, 380 V voltage.

- **Fault reporting**

In the event of damage or fault in the electrical installation on the stand, the building services should be contacted

immediately.

- **Installation**

-As the electricity supply is divided into sections, the power for each section may not, for safety reasons, be connected until all installations in the same section are completed. Electricity supply must never be blocked with exhibitor material.

-Installation work may only be performed by licensed companies which are answerable to the authorities and registered in the European Community. Electrical equipment must be installed, maintained and operated in accordance with the relevant regulations, and are be subjected to an official inspection prior to the exhibition.

Electrical machinery, transformers and appliances must be provided with regulation protective equipment such as circuit breakers, earths and TN systems.

- High-voltage equipment such as fluorescent tubes, X-ray or large high-frequency apparatus requires special permits, for which exhibitors must announce to the Centro de Congressos de Lisboa Technical Services in good time, furnishing a technical description and sketch drawn up by themselves or their electrical contractors.
- Distribution boards, controllers, resistors, motors, switchgear, heating elements, etc., must be so installed and protected as to be inaccessible by visitors, and to be at a sufficient distance from inflammable materials, if necessary, by placing them on fireproof bases; they must be so installed that fire hazards and accidental contact live parts are excluded.

Please note that all conductive material and items should be protectively earthed.
For complete details on electrical rules and regulations for stand installation, refer to the Centro de Congressos de Lisboa Rules and Regulations available on **www.escexhibition.org/EE2017**

Water supply and drainage

Water supply can be ordered by contacting Centro de Congressos de Lisboa and will depend on the location of the stand. Note that the waste is just water waste and not for any other waste. Where water is used as part of a display, the construction agency responsible must ensure electrical installations in the vicinity are safe and protection has been put in place against risk of leakage/flooding.

Reliable supply

Neither the ESC nor the venue can accept any liability for loss or damage to Exhibitors' equipment caused by voltage fluctuations or breaks in electrical supply.
The building cannot accept responsibility for interruptions or pressure irregularities in the water supply.

Internet connection

With the explosion of wireless-enabled devices (smartphones and tablets), the Wi-Fi network availability during congresses has become a challenge.

To ensure the provision of a safe and effective Wi-Fi service for all exhibitors and delegates visiting the Exhibition Hall, we have deployed in collaboration with our official supplier specific technical resources to ensure a quality service.

Our official supplier team is able to provide tailor-made solutions to Exhibitors wishing to order a Wi-Fi efficient service, please contact them for your specific order and requirements. Should you decide to deploy your own Wi-Fi service, our official supplier will check the conformity of your equipment and ensure no interference with the overall Wi-Fi service to delegates and other exhibitors. As such all Wi-Fi equipment for use on your stand must be declared to our official supplier.
Please complete the appropriate order form available on: **www.escexhibition.org/EE17**

Failure to report Wi-Fi equipment could lead to an immediate requirement to suspend equipment onsite.

Cleaning and refuse collection

- **Cleaning**

Exhibitors should manage (contract and pay for) their waste removal through the official cleaning supplier. This can be ordered through the order form available on **www.escexhibition.org/EE17**. 'Wild tipping' or disposing of bulk waste within the fairground without payment will be considered a serious violation.

- **Refuse Collection**

During exhibition opening times, the ESC shall see to the regular general cleaning of the building and the aisles – that is, daily waste left by delegates. Exhibitors are responsible for cleaning their own exhibit and disposal of waste generated before, during and after the event.

IMPORTANT
Unattended rubbish left by exhibitors in aisles when the exhibition is open will be removed at the Exhibitor's expense.

Catering

Exhibitors may not bring their own catering into the Centro de Congressos de Lisboa. All perishable goods (coffee, tea, milk, sugar, fresh fruits...) necessary for the service of hospitality on stands should be ordered from the official caterer. Exhibitors may not sell food or drink for consumption on the premises. Serving alcoholic beverages on stands is strictly forbidden.
All companies offering hospitality are reminded of their responsibilities for hygiene & food safety.

When offering catering to delegates through the official caterer, exhibitors are encouraged to guarantee a healthy and balanced catering offer for delegates.

The Official Caterer of the EuroEcho-Imaging 2017 is: Silva Carvalho Catering. All catering offered should be ordered from Silva Carvalho Catering.
Catering can be ordered from the order forms of Silva Carvalho Catering available on: **www.escexhibition.org/EE17**

LOGISTICS

Transport regulations/handling

The official forwarder for EuroEcho-Imaging 2017 is:
Fairexx Logistics for Exhibitions GmbH
Mr. Marco Junghans, Managing Director or
Nils-Oliver BOLDT onsite contact
Tel: **+49 30 4403 4711**
Fax: **+49 30 4403 4779**
Email: **contact@Fairexx.com**

Within the limits of the Centro de Congressos de Lisboa fairground, Fairexx and its agents act with the authority of ESC on its behalf in matters concerning vehicle logistics & security, freight forwarding, freight lifting and storage of goods.

Loading/unloading

Only authorised vehicles contracted from the official ESC logistics provider, Fairexx, may work within the loading bay or exhibit hall. Using non-authorised vehicles within halls is considered a serious breach of ESC Guidelines and will result in an ESC violation procedure.

Motorised vehicles, pallet trucks or any form of trolley are strictly not permitted within the exhibition areas during the congress opening times.

Mobile Elevating Work Platforms (MEWP)

Mobile Elevating Work Platforms such as mobile vertical scissor lifts and mobile booms/cherry pickers can be hired with or without a driver.

When hiring without a driver the operator must have attended a recognised operator training course and provide a certificate, card or licence, i.e. IPAF's Powered Access Licence or equivalent (ISO 18878:2013), clearly showing the categories of MEWP the bearer is trained to operate. Anyone working within a MEWP must be competent and trained in working at height.

Appropriate PPE (personal protective equipment) must be worn while operating and working within a MEWP, subject to a risk assessment carried out prior to the commencement of work.

IMPORTANT
Each exhibitor who needs to access the loading zone must request an unloading and reloading time slot through Fairexx for build up and dismantling using the form on **www.escexhibition.org/EE17**

Customs, taxes and duties
Exhibitors must pay the various taxes and duties due from taking part in the EuroEcho-Imaging 2017 exhibition.

Goods reception
EuroEcho-Imaging 2017 is a secure meeting area. Fairexx offers a free managed goods reception service for packages sent by courier up to 5kgs when collected from the Fairexx office on site. Deliveries heavier than 5 kgs will be stored by Fairexx for collection and charged according to size. Deliveries to exhibition stands will also be charged. To ensure that your consignment is tracked please inform Fairexx before dispatching it.

Mechanised unloading
Note as the official logistics provider to EuroEcho-Imaging 2017, all mechanised unloading within the fairground must be performed by Fairexx. In the case of goods requiring specialised handling/customised vehicles for carriage, this should be co-ordinated by Fairexx.

Delivery address
The address for all deliveries will be made available in the Fairexx freight forwarder manual available online on **www.escexhibition.org/EE17**. Note that this will be the only delivery address to be used for consignments delivered direct to the Centro de Congressos de Lisboa. Building personnel are not entitled to receive goods on behalf of exhibitors.

Goods collection
Where goods are to be collected or stored awaiting collection by a third party, such as Fairexx, it is important that a trackable order is obtained for the service in advance. It is also vital that the goods are attended until they are taken into custody of the third party. Unattended goods often go missing.

Storage
Empty packing cases must be removed from the exhibition halls by **20:00** on **Tuesday 5 December 2017**. Exhibitors should therefore make prior arrangements for the safekeeping of such items with the appointed official forwarder and lifter, Fairexx, or with their own shipping agent. Storing materials in the spaces behind or close to stands not rented by the exhibitor is strictly forbidden.

NOTE
All packages should be stored on the stand spaces. Any packing found outside of rented areas from **20:00** on **Tuesday 5 December 2017** will be removed by Fairexx at the exhibitor's expense.

1.5 SAFETY AND TECHNICAL SPECIFICATIONS

Please refer to the Centro de Congressos de Lisboa Rules and Regulations available on **www.escexhibition.org/EE17**

ACCESS FOR PEOPLE WITH REDUCED MOBILITY

The exhibitor must comply with European regulations and with the accessibility order. These regulations specify that all premises and facilities open to the public must allow access to the disabled and to people with reduced mobility. For EuroEcho-Imaging 2017, all disabled persons must be able to access and exit all facilities without assistance.

Stands should be designed to ensure that it is not unreasonably difficult for a disabled person to access their stand.

Platforms that exceed 0.03m must ensure access to the disabled visitor with clear and specified access and conformity with the following:

- Bevelled with a ramp of no more than 6%;
- A minimum of 900mm wide; and
- Fitted with a handrail on each side or other such division to avoid any trip hazard resulting from the change of floor levels.

Door accessibility to mobility impaired disabled people should be at least 800mm wide.

FIRE PREVENTION AND CROWD SAFETY

Exhibitor obligations

Exhibitors must have available on site all official reports on the fire resistance classification of all materials used on their stands.
If official reports are not available, exhibitors must have all fireproofing certificates available on site at each of their stands.
Any goods on your stand will constitute part of your stand and will be subject to these regulations.

General stand construction materials and the permitted manner of application

Stand construction, installation of materials and poster supporting structures should be sufficiently stable to ensure public safety. Exhibit cases & displays should be sanded down / finished to ensure that they will not inflict cuts. Clear glass elements should display warning signs at eye level. The exhibition or use for exhibition purposes of flammable, explosive, bio hazardous, radioactive, burning or red-hot materials is strictly prohibited.

Fire inspection

Before the congress, the ESC and the building representatives carry out a fire inspection of the building. They inspect, among other things, your choice of building and decor material.
Illuminated signage, fire extinguishers, fire hydrants or other protective equipment or material may not be covered or obstructed.

Fire equipment

Fire equipment must remain visible and accessible at all time.

Stand Walls

All materials to be used for stand fitting up (partition walls, backdrops, platforms, coverings, fabrics, false ceilings, curtains, carpets, various structures and so on) must be incombustible, originally fireproof or fireproofed, in compliance with the German standards.
Stand construction materials must comply with DIN 4102-1 B1 or DIN EN 13501-1 C s3,d0, and be flame resistance, non burning and not melt at high temperatures. Normal non-flammable and non-burning, non-melting building material classified as complying with DIN 4102-1 B2 or DIN EN 13501-1 D s3, d0 may be used for single-storey stand structures when fire safety concerns do not exist.

Please refer to the Centro de Congressos de Lisboa technical guidelines available on: **www.escexhibition.org/EE17**

Decorative Materials

Approval or certificates must be on hand at the display, if it is not clear in any other way that the material in question is safe.

Decorative materials must comply with at least B1 of DIN 4102 and /or at least Class C of s3, d0 of DIN EN 13501-1 (meaning highly inflammable)

Please refer to the Centro de Congressos de Lisboa technical guidelines available on: **www.escexhibition.org/EE17**

Wall-covering materials

Wall-covering materials must have the properties of fire propagation class 1 (EN 13501-1). However, if unapproved material is consent will be given for its use only if the unapproved material covers a relatively small surface area of the wall. Unapproved material should be applied as an uninterrupted covering. Whether consent is obtained for the application of unapproved material depends on the assessment of the actual situation by the local fire brigade. Wall-covering materials, curtains and so forth that belong to fire propagation classes 1 may be draped in folds. Wall-coverings, decor and requisites must be kept free of possible ignition sources (spotlights, heat-producing equipment and so forth).

Smoking ban

Smoking is prohibited in all public indoor areas, including privatised areas of exhibit spaces.
Smoking is illegal in all public buildings in Portugal, punishable by a fine and demand to leave the premises.

Flammable products

The storage and use of compressed gas and/or liquid gas in the exhibition zones or on the exhibition grounds is not allowed. Balloons filled with flammable gas or Helium balloons are not allowed.

Open Fire
The use of open fire or unprotected flames is prohibited.

Pyrotechnics
Explosive or pyrotechnical articles must neither be used nor taken onto the building's area, either indoors or outdoors, without written permission from the ESC and the building.

Hot work
Hot work such as welding, soldering, cutting, and circular-motion grinding, drying, heating or work over naked flame is not allowed within the Centro de Congressos de Lisboa without the special permission of the Centro de Congressos de Lisboa Exhibitor Services Department.

Emergency exits
Escape routes and emergency exits (indoors and out) should be kept free of any obstruction and be kept in full view at all times. Similarly, for firefighting equipment; fire safety signs and emergency wall phones; no product/company signs, decorations or stand roofs should be placed above an emergency exit or any other existing signs.

Heating/cooking
Stoves, heaters & open fires may not be used for any purpose, including cooking, frying or baking. This also applies to demonstrations.

Goods not allowed
The following goods are not admitted to the building: Goods causing nuisance by their smell or otherwise, appliances emitting objectionable noises or radiating disturbing light; any hazardous objects that have not been mentioned in the stand construction design but have been introduced by the exhibitor. Exhibitors wishing to use these devices should notify the brand name, frequencies to be used and range when submitting a stand design for approval.

Combustion engines
Any machine (generating sets, compressors, etc.) with an internal combustion engine, whatever the use, is forbidden inside the building.

Moving machinery
All exhibits with mechanically moving parts, which may be hazardous to public health in case of mechanical failure or incorrect assembly, require a safety certificate from a competent person (qualified & authorised to make such an evaluation). Such equipment must not present any risks to public safety.

Stationary equipment or machinery (whether or not operational):
- Any dangerous parts must be more than 1m from the public thoroughfare or protected by a rigid screen
- Dangerous parts: moving parts, hot surfaces, blades and sharp objects

Moving equipment or machinery must be presented in a protected area where members of the public are kept at a distance of at least one metre from the equipment itself.
Hydraulic jacks presented in a raised static position; the equipment's hydraulic safety mechanisms must be supplemented by a mechanical safety device preventing any untimely activation.
All equipment must be properly stabilised.

Covered stands (ceiling, canopy, raised level)
The stand ceiling may consist of stretch fabric products, various types of sheeting material or metal modular panels.
The following rules apply to the materials and construction method used for stand ceilings:
- The material should at least comply with fire propagation class (class 1 in accordance with German standards, EN 13501-1);
- The material must also be of such a quality that it is not easily flammable or must have been flame-proofed to achieve the same effect;

- Where fabric is used for the ceiling, it must be hung by means of metal wires with a minimum thickness of 0.3mm that run in one direction and are at a minimum distance of 1m from one another;
- Free-hanging decorations such as fishing nets, tarpaulins and so forth must be threaded with metal wires that run in one direction and are at a minimum distance of 1m from one another; the beginning and end of each wire should be properly fastened;
- Sheets of glass may never form part of a stand ceiling;
- Plastic foil may never be used for the ceiling of a stand;
- In order to allow unrestricted protection by the sprinkler systems, stand ceilings in exhibition halls with such systems should be open. Ceilings are regarded as open if less than 50 % of the surface area, on the basis of each individual m2, is covered. Ceilings that can be fitted with sprinklers and have a mesh size of a least 2 x 4 mm or 3 x 3 mm are permitted. The canopy is to be suspended horizontally and may only consist of one layer. Sagging of the canopy is to be avoided.
  Up to 30 m2 of continuous ceiling area per stand, but not more than 50 % of the stand area, may be closed off without additional measures. To ensure that the addition of multiple ceiling areas does not exceed the maximum size of 30 m2, a distance of at least 1.20 metres to the stand boundaries must be maintained. Multiple ceiling areas up to 30 m2 within one trade fair stand are possible as long as a minimum distance of 2.40 metres between the ceiling areas is maintained. Ceiling areas that are lined up beside each other (also across stands) and exceed the maximum area of 30 m2 require the implementation of the corresponding compensation measures, e.g. installation of sprinkler systems

Please refer to the Centro de Congressos de Lisboa technical guidelines

Storage of flammable goods
Empty packaging, rubbish, trash, wood, paper, straw, cardboard and other flammable material must not be stored in the Hall.

Air conditioning
Devices with hot air condensation are prohibited inside the Hall.

Liquids on stand
Atomised liquids and liquids that can flow or be sprayed are strictly prohibited during the exhibition. These include individual air conditioning units, fountains, high-pressure cleaners, humidifiers, shower equipment, saunas and whirlpools.

If you intend to use on your stand "open liquids", material specification on liquids, fountains, etc, it needs to be sent to Centro de Congressos de Lisboa for approval.

Please refer to the Centro de Congressos de Lisboa technical guidelines available on: **www.escexhibition.org/EE17**

IMPORTANT
All materials to be used for stand fitting up (partition walls, backdrops, platforms, coverings, fabrics, false ceilings, curtains, carpets, various structures and so on) must be incombustible, originally fireproof or fireproofed, in compliance with the German standards. Please refer to the Centro de Congressos de Lisboa technical guidelines available on: **www.escexhibition.org/EE17**
Exhibitor's using materials not conforming to any safety component of these Guidelines will replace them with safe alternatives at their own cost.
Where stands have structural elements that are neither fire resistant nor fire retardant, these must be given a coat of paint containing a fire retardant material. Wooden elements with paper coverings must, wherever possible, be pasted to walls. Inflammable artificial silk may not be used for decorations. Stand or aisle ceilings (e.g. Vela) must be rendered fire resistant by treatment with a protective material. Wall or ceiling elements endangered by heat sources must be protected by asbestos without obstructing ventilation. Packing materials may not be stored at stands.

Organiser's Security
The ESC undertakes the general surveillance service of the building, both day and night.

Extra security
The ESC will provide general surveillance of the hall, however, the ESC reminds exhibitor of their responsibility for their stand surveillance.
Exhibitors requiring stand security are invited to contact the ESC Industry Services Team (**euroechoservices@escardio.org**).

Valuable goods

The Exhibitor shall be responsible for the surveillance of his/her stand and exhibit during the exhibition opening hours. Exhibitors are recommended to pay closer attention to the exhibits during the stand construction and dismantling periods. Valuable objects, which may easily be removed, should be locked away overnight. The ESC accepts no responsibility for goods stolen from exhibits at any time.

IMPORTANT
Exhibitors should not leave removable/valuable goods unattended on the stand at any time; particular attention should be given to goods awaiting collection from the freight forwarder/lifter.

Admission rights
The ESC may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of the congress, who refuses to comply with the local safety rules or with the content of these Guidelines.

INSURANCE
While on the premises, exhibition goods and packaging materials shall be insured at the expense and risk of the Exhibitor. Neither the Building nor the Organiser can accept responsibility for damage, loss, theft, disappearance or injury of anything or anyone due to any cause whatsoever. The Exhibitor and any contractors under exhibitor employment are obliged to take out insurance against third party risks before the start of the exhibition. The cost for this insurance and responsibility for its arrangement belongs to the Exhibitor.
Exhibitors should also be covered against any claims which may ensue from transportation to and from the Building and against any claims which may be made by third parties, e.g. the Building, the City and/or their insurers, with regards to injuries or damages sustained in any way whatsoever inside, or outside, the Building.
If any conditions within the Industry Guidelines for Participation are infringed, the responsibility for any accident will lie exclusively with the Exhibitor, who must have contracted an insurance policy for unlimited civil liability for harm to third parties, be it a person or an object. In the case of incidents caused by negligence or inaction on the part of exhibiting companies and their staff, the exhibiting company agrees to compensate the Organiser for all direct & consequential losses.

See Chapter 6 “General terms and conditions” ” § 6.3 INSURANCE

1.6 EXHIBITOR REGISTRATION

Exhibitors are obliged to wear their official EuroEcho-Imaging congress badges clearly visible at all times when in the exhibition area or any other part of the building. The wearing of any other badge, including company ID badges is not sufficient and will be considered as a violation of the Guidelines for Industry Participation. Exhibitor badges are intended for exhibiting company employees and agents of such companies only.

When companies apply for badges they undertake to provide them to company employees only. Proof of affiliation will be requested.

IMPORTANT
- Non-Exhibitor individuals wishing to visit the exhibition should purchase a delegate registration (full or day access).
- The practice of selling or promoting a product or service outside of a registered exhibit area is strictly forbidden. Persons not respecting this rule will be escorted from the congress centre and any right to participate held by such persons will be directly withdrawn.

EXHIBITOR BADGE CATEGORIES
Exhibitor registration types are reserved only for staff working directly in the organisation and management of exhibits, Industry Sponsored Sessions and sponsored activities. Bearers are subject to the restrictions contained within these Guidelines.

General Exhibitor Badge
- Access to Exhibition halls
- No access to EuroEcho-Imaging 2017 Scientific Sessions
- Access to Industry Sponsored Sessions of affiliated company

- **No congress bag**
- **No journal subscription**
- **No accreditation**
- Free badge order deadline: **10 November 2017**
- Onsite name changes are not accepted, a new badge must be purchased (on site badge fee)
- Lost General Exhibitor badges will not be replaced, a new badge must be purchased (on site badge fee)

Scientific Exhibitor Badge
- Access to Exhibition halls
- Access to EuroEcho-Imaging 2017 Scientific Sessions
- Access to Industry Sponsored Sessions
- **No congress bag**
- **No journal subscription**
- **No accreditation**
- Free badge order deadline: **10 November 2017**
- **No additional paying badge can be ordered (beyond the defined number allocated per stand)**. If any additional one is required, a usual delegate badge should be purchased through the ESC website.
- Onsite name changes are not accepted, Lost Scientific Exhibitor badges will not be replaced

EXHIBITOR BADGES ALLOCATION

Exhibitor badge allocation

All exhibiting companies have a fixed allocation of free General Exhibitor, Scientific Exhibitor badges.
The number of free allocated badges is determined according to each stand space. An Exhibitor choosing to order several stands, should be aware that each stand will be considered as separate stand.

Stand size between:	General Exhibitor Badges	Scientific Exhibitor Badges
9 and 49 m2	4	4
50 and 99 m2	8	8
100m² +	12	12

EXHIBITOR BADGES ORDER

Free badges orders

A link to an online form will be sent to the Industry's main contact with the ESC a few weeks before the Congress. This online form will already have the correct number of badges to be completed with the onsite staff's names (or to be left with the company name only). Note that this form will be closed automatically on 10 November.

Should the person in charge of ordering the badges not be from the Industry, an official letter of appointment must be provide to the ESC to prove they have indeed been mandated to order them. Failure to do so will result in the request for badges not being taken into account.

Exhibitor badges with company name and/or individual name

You may choose how your free badges are inscribed: either company name only or individual name & company name. It is mandatory that the company name is the same as that provided for the exhibition listing.

Additional General Exhibitor badges

If the number of free General Exhibitor badges is insufficient, extra General Exhibitor badges, with the company or individual name, may be purchased.

Additional General Exhibitor badges may be pre-ordered at a fee of €50 (excl. VAT) per badge.

NOTE

- When companies apply for badges they undertake to provide them to company employees only. Proof of affiliation will be requested.
- Registered exhibitors may gain access to the exhibition halls during build-up and dismantling times by showing their exhibitor badge at the entrance.
- Exhibitor badges ordered on-site must be paid for directly on collection at the Exhibitor Registration desk by credit card (VISA, Amex, MasterCard) or cash in €.
- Lost badges will not be replaced. In this case, a new General Exhibitor badge may be ordered when credentials from the exhibiting company are presented, for a fee of €50 (excl. VAT).
- Unused badges will not be refunded, regardless of circumstances.

Exhibitor badge collection

All Exhibitor badges should be collected at the Exhibitor Registration desk by the official contact person (whose name is given to the ESC as the main organising contact, when initially reserving exhibit space). Badges are NOT sent in advance of the congress. If the contact person details should change it is necessary that the new contact person has written proof of this change from the exhibiting company to show when picking up the badges.

To ensure that all staff receives their badges before accessing the exhibition, we recommend that badges with individual names be picked up individually. Please note that badges without an individual name must be picked up by the main contact person.

WORK PASSES

In the interest of safety, only those individuals directly responsible for the construction and dismantling of exhibits will be permitted in the exhibit areas during the construction and dismantling periods. To this end, work passes will be given out at the Fairexx office located by the entrance during construction and dismantling phases.

Work passes are valid during the construction period from **Monday 5 December, 08:00 until Tuesday 6 December, 20:00,** decoration period on **Wednesday 7 December, from 08:00 to 09:00** and during the dismantling period on **Saturday 9 December, from 13:00 to 23:30**.

Work passes may not be ordered in advance. Work passes are issued on site when an identity card bearing a recent photograph of the holder is shown. Photo ID should be carried at all times on site.

Delegate passes to exhibition outside of opening hours

For security reasons, access to the exhibition outside of opening hours is limited to persons holding an exhibitors' badge.
Full fee paying delegates affiliated with an exhibiting company can also receive a green sticker for access to the exhibition outside of exhibition hours. Companies must provide the ESC with a complete list of relevant names prior the congress.
Named delegates will be provided with the necessary stickers at the Exhibitor Registration desk and will be given access to the exhibition without the need to be accompanied.

IMPORTANT
Under no circumstances guests without work passes, exhibitor badges, or delegate badges with green stickers will be allowed in the exhibit areas until **09:00** on **Wednesday 6 December 2017.**

1.7 STAND ACTIVITY AND PROMOTIONAL REGULATIONS

STAND ACTIVITIES

The main activity of any exhibition stand should be the presentation of the exhibiting company and/or its products or services.

Companies may organise stand activities in line with the information they have to communicate with the delegates. Stand activities should be focused on the product and scientific information to be communicated; Companies should ensure that the perception of the activity is above all one of transfer of knowledge. All stand activities must be submitted to the ESC for approval. Interactive technology based activities may be accepted provided their focus remains product, scientific knowledge transfer and they have no negative impact on the exhibition area or other rules within this publication.

Stand activities include all presentations, documents, interactive knowledge tests, hospitality and other which will be available to delegates from the stand during the event.

All stand activities must be submitted, using the form on **www.escexhibition.org/EE17**, for the approval of the ESC by **9 November 2017**. After this date the ESC cannot guarantee approval.

Non-approved stand activities will result in the exhibitor being obliged at their own expense to discontinue any such activity on-site and may risk penalties.

When planning stand activities, Exhibitors shall refrain from:
- holding lotteries
- organising games of chance
- using "market stall" techniques
- distributing items with no scientific value
- using performance artists of any kind
- entertain delegates with sport or cultural events or any other way
- providing hospitality as a main focus point of the stand

NOTE
- The official language of EuroEcho-Imaging 2017 is English.
- All flyers, items for distribution, promotional materials and presentations on stands and information on stand displays must be in English.
- Distribution of translated printed documents is permitted.
- Distribution or display of materials by an exhibitor or its agents is limited to the company's exhibition space and Industry Sponsored Sessions (see applicable rules in Chapter 2)
- There is to be no distribution of flyers in the general and/or public areas (e.g. at the arrival entry of the venue, Catering Areas of the venue or within the walkway).
- The use of photographers, portrait artists or other performers is not allowed without the written permission of the ESC.

Presentations on stands

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.

NOTE
The nature of the presentation should be informal and not resemble to ESC official scientific sessions. The titles of official ESC sessions such as "Meet the Expert" "Symposium" "Experts on the Spot", etc must not be used by companies to describe their presentation. The use of presentation titles is subject to prior approval by the ESC. All flyers, promotional brochures which refer to the presentation and are to be distributed to delegates during the Congress are subject to prior ESC approval. The activity or distribution of flyers pertaining to the presentation may be stopped onsite should approval not have been secured in advance.

Hospitality

The main activity of the stand should focus on the imparting of knowledge and while reasonable hospitality is accepted, this should not form the main focus of the stand. The ESC advises that hospitality is limited to non-alcoholic beverages, tea, coffee, juice, etc and is available on request and not as a general attraction.

Badge scanning and market research

- All stand activities must be confined within the stand perimeter. Badge scanning by hostesses or staff members as well as market research/questionnaire polling must be held on the stand space only. It is forbidden to conduct such activities in the aisles of the Exhibition or in any other area of the congress centre.
- Exhibitors are allowed to scan the badges of congress participants with their approval. A registered congress participant cannot be refused entry to a booth if they do not wish their badge to be scanned.

Audio & visual activities

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 lighting, computer monitors and television screens is acceptable within the stand space as long as no disturbance is caused. Sound and lighting effects should be contained within each stand area. If the ESC judges that a disturbance is being cause, the exhibitor is to halt the activity immediately. If this is not done, the ESC reserves the right to make the necessary arrangements at the expense of the exhibitor. A refusal to lower the sound level or halt an activity will be considered a violation of these Guidelines. Licensing for copyrighted work is the sole responsibility of the exhibitor.

Special effects

"Special effect" lights, laser, sound & video projection/recording on the stand will only be allowed:

- When the effect is limited to the rented stand area
- If it is proven that there is no health or safety risk
- And when written permission from the ESC has been achieved

PROMOTIONAL REGULATIONS

Items which may be advertised

It is prohibited to advertise goods and services which have not been admitted (see stand space application form) to EuroEcho-Imaging 2017 or to make publicity for organisations which do not occupy stand space at EuroEcho-Imaging 2017. Exhibitors should be aware that they are held responsible for any material on which their logo and/or name appears. This applies especially to any brochures produced and distributed by a third party.

Items for distribution

Exhibitors can distribute approved items to delegates on their stands and/or to those delegates participating in approved stand activities.

- The ESC recommends that items for distribution are of scientific or educational value with a maximum purchase value of €60.
- For items which have no scientific or educational value, the maximum purchase value must not exceed €10.
- Items should be equally available to all delegate or participants of stand activities; drawing winners is not allowed.
- Certain items such as digital cameras, MP3 players, tablet computers or other hi-tech, high value goods are not considered appropriate.
- Approval of all items for distribution is at the discretion of the ESC.
- In the case of printed or electronic material for distribution, the intellectual ownership of content should not be a cause for dispute and images should not cause offence. Additionally, any quoted references should be clear and follow internationally accepted principles; scientific claims should be based on accepted evidence. ESC's decision in such matters will be considered final.

Each exhibitor should declare all items for distribution in advance with a description/picture and unit price using the form available on **www.escexhibition.org/EE17**. For more advice on items for distribution approval, contact **euroechoservices@escardio.org**

IMPORTANT

- Items for distribution should be legal in Portugal, in terms of the item itself and any product advertised.
- Items for distribution must be safe for the user & not endanger health or reputation of congress participants or ESC.
- Items for distribution should be reasonable and to the value stated here, the item should in no way overshadow the main activity of the sponsor.
- The distribution must not disturb neighboring stands or cause queues outside the stand area.
- Each exhibitor is expected to show proof of purchase value either before or during the congress.
- Non-compliance will be considered a violation of these Guidelines.

Photography & filming

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, stands, as well as exhibits to use these reproductions in its publications and in the press. The exhibitor is entitled to photograph or film his own exhibition stand only during exhibition hours or build-up and dismantling periods for professional use only.

Prohibited activities

Exhibitors are not allowed:

- To display or use names or trademarks which may be misleading or cause hindrance to the exhibitors at other stands or to visitors to EuroEcho-Imaging 2017
- 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

Branding

The use of any ESC corporate branding and visuals (such as logos, images, graphics, and branding guidelines) is strictly forbidden in any advertising, publicity, signage, product, printed matter, film, video, other media etc. without prior request and subsequent written approval from the ESC.
A copy of the ESC Corporate Identity Rules and Regulations, the Branding Guidelines and ESC Corporate Logos and Visual form request may be obtained at following web address: **www.escardio.org/The-ESC/About/Policies-statutes-and-reports/ESC-corporate-identity**.

For further information please contact: **communications@escardio.org**

EuroEcho-Imaging 2017 event visual

An event visual was created to identify specifically with EuroEcho-Imaging 2016. This event visual is a derivative of the ESC logo and a reflection of the EuroEcho-Imaging Congress. The EuroEcho-Imaging 2017 visual may be used by our industry partners to promote their congress activities. The EuroEcho-Imaging 2017 event visual must not be distorted or altered in any way. Use of the EuroEcho-Imaging 2017 event visual is not mandatory. **The use of the ESC logo is not allowed.**

Exhibitors or their agencies are not allowed to reproduce texts, graphic representations of the venue or hall layout that have been specially produced by ESC for use in publications or any similar material posted on the ESC Web Site or Mobile App.

Usage rights for music, images and 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 Sponsored Session as well as during any company-organised event at the venue or in the city of the congress. The ESC reserves the right to request a copy of the authorisation or proof of payment of the said rights that should cover the duration of the congress as well as the 2 days before and after the event. More information can be found on the World Intellectual Property Organisation website: **www.wipo.int** and **www.wipo.int/treaties**.

STAND PROMOTION

For further details on how to promote your stand presence, please consult the sponsorship opportunities in Chapter 3 "Sponsorship".

Company and product description

Each exhibitor will be able to detail their participation in the Mobile App. Companies will also be listed in the PDF version of the Final Programme and on the ESC Website.

The deadline for submitting company and product description is **22 September 2017**.
The ESC cannot guarantee the inclusion of your product description in the Mobile App if received after this deadline.

2. INDUSTRY SPONSORED SESSIONS

Contents

2.1 Key Dates 36
2.2 Satellite Symposia 37
What is a Satellite Symposium? 37
Where do they take place? 37
When do they take place? What are the costs? 38
Assignment of Satellite Symposia 38
Lecture room access and set-up 38
2.3 Imaging Campus 39
What is an Imaging Campus? 39
Where do they take place? 39
When do they take place? What is the cost? 39
Assignment of Imaging Campus 40
Room access and set-up 40
2.4 General Rules Governing Industry Sponsored Sessions 42
Booking procedure 42
Preparing your Industry Sponsored Session scientific programme 43
Preparing your Industry Sponsored Session requirements 45
Promoting and filming 46

2.1 KEY DATES

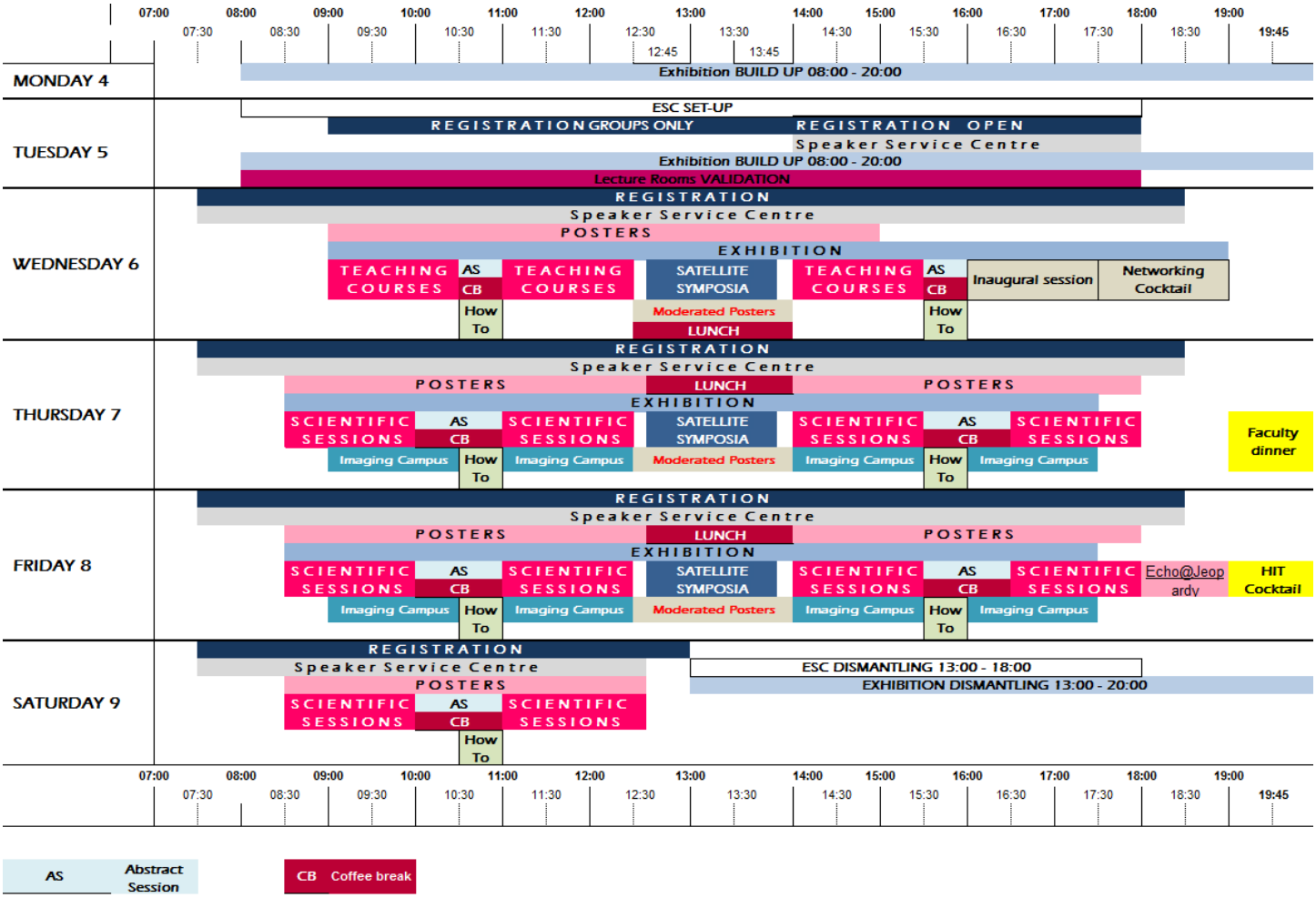
Until 30 June 2017	Cancellation fee: 30% of total amount due
From 1 July 2017 until 30 September 2017	Cancellation fee: 50% of total amount due
From 1 October 2017	Cancellation fee: 100% of total amount due
From August 2017	Notification of assignments of timeslots and rooms
29 September 2017	Deadline for receiving complete scientific programmes
From 29 September 2017	Notification of scientific programmes approval
10 October 2017	Deadline for inserting scientific programmes in the Final Programme
9 November 2017	Deadline for approval of promotional materials (invitations/flyers) by ESC
20 November 2017	Additional services deadline - After this date the delivery of the service cannot be guarantee Deadline to order hostesses Deadline to order standard lunch boxes for Satellite Symposia
6 – 9 December 2017	**EuroEcho-Imaging 2017 – Lisbon, Portugal**

Embargo regulations

Industry meetings open to EuroEcho-Imaging 2017 delegates are strictly forbidden outside the official ESC offer (Industry Sponsored Sessions, Rooms at EuroEcho-Imaging). Companies are requested to respect this rule from 6 December through 9 December 2017, 08:00 to 20:00.

Schedule at EuroEcho-Imaging 2017

Preliminary schedule (may be subject to change)



2.2 SATELLITE SYMPOSIA

WHAT IS A SATELLITE SYMPOSIUM?

60 minutes Satellite Symposia allow for the review and discussion of recent trials and ongoing studies with the objective of providing the latest information on new therapies and techniques in cardiovascular medicine. Satellite Symposia can be organised by exhibiting or non-exhibiting companies and must be open to all registered delegates.

WHERE DO THEY TAKE PLACE?

These sessions are organised within the Congress Centre in fully furnished and AV equipped ESC lecture rooms ranging in size from 180 to 800 seats.

WHEN DO THEY TAKE PLACE?
WHAT ARE THE COSTS?

Satellite Symposia should fit in the standard time unit of a 60-minute session. The table below illustrates the timeslots available for selection:

Satellite Symposia (Room rental included)	Exhibitor Prices	Non-Exhibitor Prices	Accrued points
Wednesday 6 December 2017 12:45 – 13:45 (60 mins)	€28 000	€33 000	14
Thursday 7 December 2017 12:45 – 13:45 (60 mins)	€30 000	€35 000	15
Friday 8 December 2017 12:45 – 13:45 (60 mins)	€28 000	€33 000	14

All prices are exclusive of VAT

What is included in the cost?

- Lecture Room rental
- Basic lecture room set-up
- Promotional package:
  - 1 Weblink
  - Congress News insert: the day of your session, an advert will be published in the Congress News to promote your Satellite Symposium
- Dedicated listing in the Scientific Programme & Planner, Final Programme (PDF version only posted on the ESC Website) Programme at A Glance and Mobile App
- Promotion allowed in front of the session room (Roll-up and/or invitations)

For Non-Exhibiting companies the cost includes all the above as well as:

- 4 General Exhibitor Badges for Non-Exhibitor Categories*
- 4 Scientific Exhibitor Badges for Non-Exhibitor Categories**

*General Exhibitor Badges for Non-Exhibitors will give the holder access to the Industry Sponsored Sessions of the organising company during the congress opening hours. These badges do not give the holder any exhibitor rights.

**Scientific Exhibitor Badges for Non-Exhibitors will give the holder access to the scientific sessions of the EuroEcho-Imaging 2017 Congress. These badges do not give the holder access to an official congress bag and/or accreditation.

ASSIGNMENT OF SATELLITE SYMPOSIA

Time-slots will be assigned to Satellite Symposia sponsor in line with the accrued point ranking.
The ESC will seek to allocate the most appropriate lecture room available in line with the requested capacity.

- The preferred choice of a Satellite Symposium timeslot and lecture room upon application does not guarantee availability.
- Lack of availability of a preferred time-slot is not considered as a parameter for a customer refund.
- A limited number of lecture rooms are available in the building.
- Lecture Rooms can only be reserved through the ESC.
- The ESC reserves the right to allocate/modify lecture room and timeslot assignments at any time in line with the overall congress requirements or in case of unforeseen matters.
- Due to the limited number of Satellite Symposia timeslots; please note the ESC cannot assure that you will be the only session organiser dealing with the same subject topics during your timeslot or during the same day.

LECTURE ROOM ACCESS AND SET-UP

Unless arranged otherwise, Satellite Symposia organisers have access to the lecture rooms, 15 minutes before their scheduled timeslot. Unless otherwise arranged, Satellite Symposia organisers must clear the lecture room, 15 minutes, after their scheduled timeslot.
Standard room set-up (subject to updates):

- Chairs arranged theatre-style
- Stage set up in lecture rooms: 2 tables for 4 faculties with video monitor in front of Chairperson's table + 4 microphones
- 1 lectern + 2 microphones + computer networked with the Speakers' Service Centre
- 1 screen for projections
- 1 technician
- 1 video data projector
- 1 55" external monitor for room programme and overflow in front of the lecture rooms
- 1 ESC room hostess
- 1 table per the number of entrances of the assigned room

Any installations or alterations to lecture rooms may only be made with explicit approval of the ESC.

It is the session organisers' responsibility to select an adequate size room to accommodate all attendees in their session. The session organiser must plan appropriate staffing and/or security to avoid any problems. If this is not the case, for security reasons, the building has complete authority to block entrance into the rooms.

IMPORTANT
The ESC room hostess will be in charge of:

- Welcoming and briefing the Chairpersons and the Speakers on technical facilities
- Ensuring that sessions run on time

The ESC room hostess may not be used by the session organisers to distribute promotional materials or scan delegate badges.

Invitations
Invitations can be distributed at the entrance of the assigned room 30 minutes before the beginning of the session. It is forbidden to distribute invitations anywhere else in the building other than on the booth.

Lecture room roll-ups
Two Roll-ups (maximum height of 2.5m and maximum width of 1m, no electrical connections, no lights, and no sound) may be displayed in front of the lecture room door(s) 1 hour before the sessions start.

2.3 IMAGING CAMPUS

WHAT IS AN IMAGING CAMPUS?

The Imaging Campus is a joint collaboration between EuroEcho-Imaging and our Industry Partners to create educational and demonstrative learning opportunities for delegates during the congress.
The Campus provides supporting companies with a unique means of associating these companies and products with the educational requirements of delegates in an exclusive and intimate environment.

During the sessions the attendees will have close contact with the teachers who will demonstrate the different techniques, workstations or how to approach a patient i.e. contrast echo, stress echo or 3D. There will also be a focus on interaction with other imaging modalities like CT or MRI (including the use of MRI or CT workstations).

WHERE DO THEY TAKE PLACE?

Imaging Campus are organised in dedicated rooms within the congress centre for 40 pax per session maximum. Signage will clearly direct delegates to this learning destination.
The same Imaging Campus room is allocated per company for the duration of the congress.

WHEN DO THEY TAKE PLACE?
WHAT IS THE COST?

Supporting companies can run Imaging Campus sessions on Thursday 7 and Friday 8 December 2017 between 09:00 and 17:30.

Each session of 90 minutes will run four times per day on the same topic:

Session 1: 09:00 – 10:30
Session 2: 11:00 – 12:30
Session 3: 14:00 – 15:30
Session 4: 16:00 – 17:30
Imaging Campus are available for the full duration indicated above or on an individual or daily basis.

Imaging Campus (Room rental included)	Exhibitor Prices	Non-Exhibitor Prices	Accrued points
1 Day	€13 000	€17 000	6
2 Days	€21 000	€25 000	10
All prices are exclusive of VAT			

What is included in the cost?
- Rooms rental for 30-40 pax
- Rooms will include standard set-up (tables & chairs), Screen & projector, standard electricity supply, air-conditioning/heating and daily cleaning (listed elements subject to updates)
- Promotional package:
  - 1 Weblink
  - Congress News insert: the day of your session, an advert will be published in the Congress News to promote your Satellite Symposium
- Dedicated listing in the Scientific Programme & Planner, Final Programme (PDF version only posted on the ESC Web Site), Programme at A Glance and Mobile App
- Promotion allowed in front of the session room (Roll-up and/or invitations)
- Central registration management desk onsite managed by ESC

For Non-Exhibiting organising companies the cost includes all of the above and:
- 4 General Exhibitor Badges for Non-Exhibitor Categories*
- 4 Scientific Exhibitor Badges for Non-Exhibitor Categories**

*General Exhibitor Badges for Non-Exhibitors will give the holder access to the Industry Sponsored Sessions of the organising company during the congress opening hours. These badges do not give the holder any exhibitor rights.
**Scientific Exhibitor Badges for Non-Exhibitors will give the holder access to the scientific sessions of the EuroEcho-Imaging 2017 Congress. These badges do not give the holder access to an official congress bag and/or accreditation.

ASSIGNMENT OF IMAGING CAMPUS
Imaging Campus will be assigned in line with the accrued point ranking.
The ESC has the right to modify room assignment in case of last minute changes.

ROOM ACCESS AND SET-UP
- Unless otherwise agreed, Imaging Campus organisers will have access to their assigned room on **Tuesday 5 December 2017 at 08:00 until 18:00 for workstations and equipment delivery.**
- **The removal of valuables (i.e. equipment, workstations) can start on Friday 8 December 2017 at 18:30 and must be completed on Friday 8 December 2017 by 20:00.**
- Imaging Campus organisers must bring their own consoles, workstation and other necessary equipment.
- All furniture and audiovisual equipment over and above the standard set-up will be at the cost of the Imaging Campus organisers.
- Any installations or alterations to the room can only be made with explicit approval of the ESC.
- Session organisers must plan appropriate staffing and/or security to avoid any problems. If this is not the case, for security reasons, the venue has complete authority to block entrance into the rooms.

Access timeslot & deadlines
Imaging Campus set-up should start on **Tuesday 5 December 2017 at 08:00 and must be completed by 18:00 on Tuesday 5 December 2017**. Goods and empty cases must be removed from aisles and store to appropriate area on **Tuesday 5 December 2017 by 18:00.**

IMPORTANT
Imaging Campus dismantling should start on Friday 8 December 2017 at 18:30 and must be completed on Friday 8 December 2017 by 20:00.
Note that the empty cases will be delivered by Fairexx (if booked) from 18:30 on Friday 8 December 2017.

Companies must ensure set-up is completed and the necessary packing material removed from the room by the end of the timeslot provided. If it appears to the ESC, that the equipment and furnishing and/or the set-up and installation of the room will not be completed by the deadline, the organisers shall be entitled to take all measures they may deem necessary. All arising costs shall be paid by the Session organisers in full with no right to refund.

Transport regulations/handling & Vehicle access for unloading
The official forwarder for EuroEcho-Imaging 2017 is:
Fairexx Logistics for Exhibitions GmbH
Mr. Marco Junghans, Managing Director
Tel: **+49 304 403 4711**
Fax: **+49 304 403 4779**
Email: **contact@Fairexx.com**

Within the limits of the Centro de Congressos de Lisboa fairground, Fairexx and its agents act with the authority of ESC on its behalf in matters concerning vehicle logistics & security, freight forwarding, freight lifting and storage of goods.
Only Fairexx motorised vehicles, pallet trucks or any form of trolley are allowed within the congress centre during the congress opening times.

For all delivery and access logistics matters, please see Chapter 1. Exhibition and refer to 1.4 Technical Guidelines.

Access Schedule

Tuesday 5 December 2017

08:00 – 18:00	Access to the Imaging Campus rooms for set-up - Vehicle access from 08:00 to 18:00 (time slot to book with Fairexx). Goods and empty cases must be removed from aisles and store to the appropriate area by 18:00 on Tuesday 5 December 2017

Wednesday 6 December 2017

Imaging Campus rooms may be available for set up in the room – No sessions taking place

Thursday 7 December 2017

08:30 – 18:00	Imaging Campus rooms open
09:00 – 17:30	**Imaging Campus sessions (Session 1: 09:00 - 10:30 / Session 2: 11:00 - 12:30 / Session 3: 14:00 - 15:30 / Session 4: 16:00 - 17:30**

Friday 8 December 2017

08:30 – 20:30	Imaging Campus rooms open
09:00 – 17:30	**Imaging Campus sessions (Session 1: 09:00 - 10:30 / Session 2: 11:00 - 12:30 / Session 3: 14:00 - 15:30 / Session 4: 16:00 - 17:30**
18:30 – 20:00	Access to the Imaging Campus rooms for dismantling - Vehicle access from 18:30 to 20:00 (time slot to book with Fairexx)
From 20:00	Any materials left in the rooms will be cleared by the organisers and destroyed at the Session organiser's expenses. The Organiser accepts no liability for packing materials not removed in due time.

Saturday 9 December 2017

Imaging Campus rooms Closed

Room signage

- The ESC will take care of the generic signage within the congress centre.
- No other signage or promotion can be made within the building.
- Imaging Campus organisers may place signage in front the assigned Imaging Campus room. This signage cannot carry product names, logos or references and should be limited to the company name, corporate logo, congress image and Imaging Campus Agenda. The titles of official ESC sessions such as "Meet the Expert", "Symposium", "Experts on the Spot", "Product Theatre", etc must not be used by Imaging Campus organisers.
- Room signage must receive prior approval from the ESC.

Invitations

Invitations can be distributed at the entrance of the assigned room 30 minutes before the beginning of the session. It is forbidden to distribute invitations anywhere else in the building other than on the booth.

Room roll-up and Information Screen

One Roll-up (maximum height of 2.5m and maximum width of 1m, no sound) and/or an information screen (no sound) may be displayed in front of the assigned room. These promotional supports cannot carry product names, logos or references and should be limited to the company name, corporate logo, congress image and Imaging Campus Agenda.

NOTE
Room signage, Invitation, Roll-up and information screen content needs to be approved by the ESC.
Signage and promotion within the room is permitted.

2.4 GENERAL RULES GOVERNING INDUSTRY SPONSORED SESSIONS

BOOKING PROCEDURE

Application forms and deadlines

An application for an Industry Sponsored Session by a company forming a product alliance exhibiting at EuroEcho-Imaging 2017, does not entitle each sponsor to an exhibitor fee for a session with another topic/product focus. Each sponsor must hold a stand in their own right to avail of this fee for a distinct Industry Sponsored Session not covered by the alliance.

Please submit one completed application form for each activity.

Application forms are available on our website: **www.escexhibition.org/EE17**.

Deadline for application with priority status is **30 June 2017** in order to be considered by the Congress Programme Committee (CPC). Applications received after this date will be treated on a first-come, first-served basis with no guarantee of availability to assign.

If several companies apply for Satellite Symposia on the same topic, the Congress Programme Committee (CPC) reserves the right to assign them different dates in order to avoid overlapping. The CPC makes the final decision on whether an application is accepted or rejected and cannot be held responsible for these decisions. No appeals are possible.

The scientific programme of Industry Sponsored Sessions received after **10 October 2017** cannot be inserted in the PDF version of the Final Programme.

Appointed agency

- Sponsoring industries should inform the ESC, in writing, which agency is appointed for which session, with the corresponding session number. Requests from unknown agencies will not be taken into account.
- Applications for Industry Sponsored Sessions must be submitted by the sponsoring industry. Correspondence should be made exclusively between this company and the ESC.
- It is not the role of any agency to make initial enquiries or reservations with the ESC independently of the sponsoring industry.
- The named 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 organised in its name by its agency.

- The ESC has created these Guidelines as an essential tool on how to host an Industry Sponsored Session. It is obligatory that every appointed agency read these Guidelines and all other documents posted on **www.escexhibition.org/EE17** website in order to have a proper working relationship with the ESC congress division. The Sponsors is responsible for communicating these guidelines to staff and appointed agencies.
- The ESC reserves the right to inform the Sponsor if the appointed agencies have not read or understood the Guidelines so the companies will ensure smooth communication is re-established.

Invoicing

- Companies will be invoiced for the requested service upon signature of the order form.
- Cancellation fees will apply upon signature of the order form.
- Precise and definitive accounting information must be provided on the initial e-application form.
- The ESC cannot reissue invoices for missing or incorrect data (addition of Purchase Order, changes of billing address).

For all payment, invoicing and cancellation information, please see Chapter 5 "Finance and Invoicing".

PREPARING YOUR INDUSTRY SPONSORED SESSION SCIENTIFIC PROGRAMME

Submitting your scientific programme

The complete scientific programme of Industry Sponsored Sessions must be typed on the appropriate form provided by the ESC and available on **www.escexhibition.org/EE17**.

IMPORTANT
The deadline for scientific programme submission is **29 September 2017** in order to be approved by the Congress Programme Committee (CPC).

A complete programme includes the following:

- Learning Objectives (for publication on the PDF version of the Final Programme, Scientific Programme & Planner and Mobile App only)
- Title of the session
- Topic number chosen on the EuroEcho-Imaging 2017 topic List
- Duration of the session
- Proposed name of the Satellite Symposia chairperson(s): 1 mandatory for 60-minute Satellite Symposia
- Title of each presentation with their duration and topic number
- Complete addresses of Chairpersons and Speakers

NOTE
- The Imaging Campus complete programmes must include titles and topics of the sessions, name and complete addresses of the faculties.

Approval of scientific programmes

The content and scientific programme of Industry Sponsored Sessions must be reviewed and approved by the Chairperson of the Congress Programme Committee (CPC) who will confirm/ascertain the scientific value of Industry Sponsored Sessions. Approval or suggestions for changes by the CPC Chairperson will be communicated to the organisers of Industry Sponsored Sessions. These recommendations must be taken into consideration.

The term "Industry Sponsored Sessions" indicates all sessions sponsored by Industry Partners. During EuroEcho-Imaging 2017 these types of sessions can be in a form of Satellite Symposia and Imaging Campus.

Scientific programme charter

The Congress Programme Committee (CPC) expects sponsors of Industry Sponsored Sessions to maintain high overall quality of their sessions with regards to programme objectivity, balance in content and scientific rigor.

- Session structure

- The session structure should respect the general organisation of academic sessions i.e. for a 90-minute session, a maximum of five presentations followed by five minutes of discussion are to be planned. As a general rule, no more than four presentations per session are encouraged in order to foster discussions.
- The scientific programme structure should allow adequate time both for presentation and discussion.

- Session content

- Session content should focus on the medical and scientific environment in which a drug or a device is being developed. Not all lectures should focus on a specific drug or device. The scientific programme should rather provide a balanced view of the entire scientific field.
- No drug, device, product names, brand names or trademarks are allowed in the session or presentation titles of Industry Sponsored Sessions. Session or presentation titles may contain a generic name. Marketing or journalistic connotations must be avoided. The scientific programme will not be accepted if it is judged to be promotional rather than educational.
- Following a presentation highlighting a potential added value of a drug or device, an open, nonbiased discussion should be organised in order to put the presented facts and results in perspective.
- No abstracts need to be submitted for Industry Sponsored Sessions.
- Sponsors are not allowed to display poster presentations during, before or after Industry Sponsored Sessions.

- Chairpersons and Speakers

- The role of Chairpersons is to ensure that scientifically balanced information is presented during the scientific programme and that discussions are unbiased.
- Chairpersons should give an introduction and summarise the content of the scientific programme at the end of the session.
- Chairpersons and Speakers are expected to be present during the entire duration of the scientific programme and must not be engaged in more than one activity per time slot.
- Chairpersons and Speakers should provide balanced and neutral scientific information.
- Chairpersons and Speakers may not participate in two parallel Industry Sponsored Sessions. In this case, the two companies concerned and the respective speakers will be informed and requested to resolve the situation. It is the responsibility of the session sponsor to ensure that there is no scheduling conflict for speakers. The ESC cannot be held responsible for any scheduling conflict.
- Chairpersons and Speakers should receive the complete programme of the Industry Sponsored Session they are involved in at least one week before the session.

IMPORTANT
All "Generic" titles such as Introduction / Conclusion / Discussion will not be accepted solely as presentation title. These presentation titles will be completed by the main session title. This is to ensure the proper display of a session on online publications and Mobile App.

Session identification number

- A Session number will be assigned to identify each Industry Sponsored Session.

Please include this number in all communications with the ESC. Please note that e-mails that do not contain this Session number will not be treated with the same efficiency.

- Satellite Symposium and Imaging Campus will be announced in all publications as "Satellite Symposium/Imaging Campus sponsored by company X". Session' sponsor can use a different wording to announce the session on promotional material. The ESC approval is mandatory.

EACVI Faculty management Policy

Faculties involved in EACVI scientific sessions will benefit from free registration. Hotel accomodation, travel expenses and extras remains the responsibility of the faculty member.

- **Industry Sponsored Session Faculty management Policy**

- Faculty management

The sponsor must contact the faculties involved in their sponsored session(s) with regards to their faculty contracts and congress participation.

- Faculty engagement

Following the approval of the session scientific programmes by the Congress Programme Committee, EACVI encourages Industry Sponsored Session organisers to visit the Congress Scientific Programme & Planner (SPP) to identify faculty participating in multiple sessions.
EACVI will facilitate contact between Industry Sponsored Session organisers to discuss faculty arrangements amongst themselves. Nevertheless, EACVI will not engage in communication on faculty arrangements and expense management.
Please note that EACVI reserves all rights to modify the programme faculty at any time without prior notification, the SP&P will reflect the change as made.

Disclosure of conflict of interest

Declaration of interest will allow the audience to take potential conflicts of interest into account when assessing the objectivity of the presentation.

- The Congress Programme Committee requests faculty to declare all possible interest.
- The session organiser confirms that all Chairpersons/Speakers participating in their programme have fully agreed to provide the session organiser with all potential conflicts of interest that may arise from their presentations.
- The existence of potential conflicts of interest does not necessarily indicate a bias. However it is our ethical obligation to inform organisers and participants so that they are made aware of any relationship that might cause unintentional bias. The disclosure of interest should detail existing relationship with the sponsor of the Satellite Symposium or related organisations or companies.
- A potential conflict of interest may arise from various relationships, past or present, such as employment, consultancy, investments and stock ownership, funding for research, family relationship etc.
- Chairpersons/Speakers are requested to declare interest regarding their current presentation/topics on their first slide and provide the audience with necessary time to read this slide.

Intellectual property and Copyright

Intellectual property law protects the legal rights of creators and owners in relation to intellectual creativity. These works can be in the industrial, scientific, literary or artistic domains. The four main types of intellectual property rights are patents, trademarks, designs and copyright. Copyright protects original literary, artistic, dramatic and musical works, sound recordings, films or broadcasts.

IMPORTANT
Copyright material can be copied for educational purposes if the copying is not done through reprographic means (e.g. by means of photocopying, facsimile, scanning or other mechanical device) and the source is acknowledged. The copied material cannot be used for commercial purposes.
Licensing for copyrighted work is the sole responsibility of the sponsor of the Industry Session.

Changes in the scientific programme content

- Changes cannot be made without the specific approval of the Congress Programme Committee (CPC)
- Programme content received after **10 October 2017** will not be included in the PDF version of the Final Programme (PDF version only posted on the ESC Web Site) and Programme at a Glance.
- Changes will be included in Mobile App and to the Scientific Programme & Planner.
- Failure to adhere to announced/approved programme content will be considered a violation of the Guidelines for Industry Participation. This is valid for both the industry scientific activities (and/or any potential webcasts of the sessions).

PREPARING YOUR INDUSTRY SPONSORED SESSION REQUIREMENTS

Badges, right of admission reserved

- All persons involved in the organisation of Industry Sponsored Sessions (film crew, technicians, participants…) must have a valid badge: General Exhibitor*, Scientific Exhibitor**, active participant or day ticket.
- All persons attending Industry Sponsored Sessions must be registered either as active participants, exhibitors; persons without a badge will not be allowed to enter the room.
- Industry Sponsored Sessions organisers are allowed to scan the badges of congress participants with their approval. A registered congress participant cannot be refused entry to a session if they do not wish their badge to be scanned.

*General Exhibitor Badges for Non-Exhibitors will give the holder access to the Industry Sponsored Sessions of the organising company during the congress opening hours. These badges do not give the holder any exhibitor rights.
**Scientific Exhibitor Badges for Non-Exhibitors will give the holder access to the scientific sessions of the EuroEcho-Imaging. These badges do not give the holder access to an official congress bag and/or accreditation.

Speaker Service Centre (SSC)

EuroEcho-Imaging 2017 offers computerised presentation facilities for all lectures. The use of the Speaker Service Centre is mandatory, free, and offers audio-visual assistance to all speakers.

The Speaker Service Centre will be open as follows:

Date	Times
Tuesday 5 December 2017	14:00 – 18:00
Wednesday 6 December 2017	07:30 – 18:30
Thursday 7 December 2017	07:30 – 18:30
Friday 8 December 2017	07:30 – 18:30
Saturday 9 December 2017	07:30 – 12:30

To avoid last minute technical problems, session organisers are strongly encouraged to make sure their speakers use the Speaker Service Centre to preload all presentations at least 3 hours prior to the session. If speakers choose to use their own laptop, responsibility for the technical outcome is completely assumed by the session organisers.

The format of the speaker slides must respect the ESC Standard format: Landscape 16:9.

Overflow

Overflow on the room gate monitor in front of the lecture rooms will be made available upon request – companies need to approach the ESC room hostess.

Catering

- The Official Caterer of the EuroEcho-Imaging 2017 is **Silva Carvalho Catering**. All catering offered should be ordered from **Silva Carvalho Catering**.
- The ESC does not guarantee that suitable space will be available to organise catering before or after their scheduled sessions.
- When suitable space is available, Industry Sponsored Session organisers may organise receptions before or after their scheduled sessions.
- Receptions can only be organised with the ESC official caterer.
- Lunch boxes will be obligatorily placed within the lecture room to serve the delegates attending the Industry Sponsored Session rather than passers-by. Exceptions are made for lecture rooms with insufficient space within the room.
- Reception space cannot be used for entertainment, poster displays, presentations or any other promotional purposes.
- Reception space must be open to all registered congress participants.
- Sessions organisers are encouraged to guarantee a healthy and balanced catering service to their delegates.
- Companies will have the right to serve alcoholic beverages during the receptions organised at the following dates and times only:

Date	Times
Wednesday 6 December 2017	from 19:00
Thursday 7 December 2017	from 17:30
Friday 8 December 2017	from 17:30
Saturday 9 December 2017	from 12:30

Extra services

The ESC has established a co-ordination system to ensure that the various suppliers duly execute the numerous orders for Industry Sponsored Sessions. The ESC cannot however be held fully responsible for the services delivered by sub-contractors or the building.

The costs for any extra orders (i.e. catering service, extra audio-visual equipment, extra furniture, extra decoration, extra hostesses, etc) are not included in the session price. To order extra equipment we suggest you contact the official suppliers whose details will be communicated in due time.
These details will be provided on **www.escexhibition.org/EE17**

Temporary Staff

All temporary staff (hostesses, stand security guards) must hold a valid EuroEcho-Imaging 2017 badge. Exhibitors using the EuroEcho-Imaging 2017 official temporary staff supplier do not need to provide EuroEcho-Imaging 2017 exhibitor badges. Exhibitors using their own temporary staff must provide valid EuroEcho-Imaging 2017 exhibitor badges.

Noise and disturbance

Industry Sponsored Sessions are official scientific programmes as validated by the Congress Programme Committee (CPC); their focus should remain scientific and any entertainment factors around the presentation (e.g.music, graphics, artists…) is highly dissuaded by the ESC. The ESC reserves the right to stop any activity which it considers inappropriate to the

presentation of an Industry Sponsored Session or which is causing disturbance to any other activity (sponsored session or otherwise) in the vicinity.

PROMOTING AND FILMING

Invitations

- Invitations can be distributed at the entrance of the assigned room 30 minutes before the start of the sessions.
- Invitations should not be distributed anywhere else in the building other than on the booth.
- Invitations should not exceed the maximum size A4 (21 X 29.7cm).

Invitations must be approved by the ESC before 9 November 2017

- Following approval by the ESC, session organisers can adapt approved invitations/flyers to their requirements whilst respecting the approved content.
- To facilitate the approval process, it is advised to adapt approved invitations/flyers for other promotional or sponsored materials.

Lecture room roll-ups

- Two Roll-ups (maximum height of 2.5m and maximum width of 1m, no electrical connections, no lights, and no sound) may be displayed in front of the lecture room door(s) 1 hour before the sessions start.

NOTE
- The official language of EuroEcho-Imaging 2017 is English.
- All flyers, items for distribution, promotional materials and presentations during Industry Sponsored Sessions must be in English.
- Distribution of translated printed documents is permitted.

IMPORTANT
- ESC approval is mandatory for all promotional material except abstracts books, slides, names signs, stage banners, table panels, lectern panels, question cards, note books and social events invitations.
- The ESC's decision is final and does not require justification.
- The content of promotional material must not include any product names, or names that might be perceived as misleading product names, brand names or specific quality or virtues of a sponsoring industry and/or any of the industry's product(s) either via text or visuals.
- All unauthorised material will be immediately removed.
- ESC discourages promotional material, stands or door drops in hotels.
- The use of performance artists to attract delegates is forbidden within the building and strongly discouraged outside.
- Promotional material left in lecture rooms when the Industry Sponsored Session is over will be removed by official cleaning supplier.

Items for distribution

Session organisers can distribute approved items to delegates participating in their sessions. The ESC recommends that items for distribution are of scientific or educational value with a maximum purchase value of €60. For items which have no scientific or educational value, the maximum purchase value must not exceed €10. Items should be equally available to all participants of a session; selecting or drawing winners is not allowed.

Each session organiser should declare all items for distribution at their sessions in advance with a description/picture and unit price using the form available on **www.escexhibition.org/EE17**. For more advice on items for distribution approval, contact **euroechoservices@escardio.org**

IMPORTANT
- Items for distribution should be legal in the congress hosting nation, in terms of the item itself and any product sponsored.
- Items for distribution must be safe for the user & not endanger health or reputation of congress participants or ESC.
- Items for distribution should be reasonable and to the value stated here, the item should in no way overshadow the main activity of the sponsor.
- The distribution must not disturb neighbouring sessions or cause queues outside the lecture room.
- Each session organiser is expected to show proof of purchase value either before or during the congress.
- Non-compliance will be considered a violation of these Guidelines.

Branding

The use of any ESC corporate branding and visuals (such as logos, images, graphics, and branding guidelines) is strictly forbidden in any advertising, publicity, signage, product, printed matter, film, video, other media etc. without prior request and subsequent written approval from the ESC.
A copy of the ESC Corporate Identity Rules and Regulations, the Branding Guidelines and ESC Corporate Logos and Visual form request may be obtained at following web address: **www.escardio.org/The-ESC/About/Policies-statutes-and-reports/ESC-corporate-identity**. For further information please contact: **communications@escardio.org**

EuroEcho-Imaging 2017 event visual

An event visual was created to identify specifically with EuroEcho-Imaging 2016. This visual is a derivative of the ESC logo and a reflection of the EuroEcho-Imaging. The EuroEcho-Imaging 2017 visual may be used by our industry partners to promote their congress activities. Use of the EuroEcho-Imaging 2017 event visual is not mandatory. The use of the ESC logo is not allowed.

Filming

The ESC retains the right to record the sound and images of Industry Sponsored Sessions. Companies can film and webcast their own Industry Sponsored Sessions; each company is fully responsible for filming access to their sponsored session and have the right to refuse all other filming requests other than those of the ESC.

Webcasts

Companies may order a webcast of their sessions which can be hosted on ESC Congress 365 website during and /or post EuroEcho-Imaging 2017.

To ensure production of the webcast, the ESC will provide a clear timeline and technical specifications. Failure to follow this timeline and technical specifications may result in failure to make the webcast with no possible reimbursement.

The webcast should be a true portrayal of the session scientific programmes approved by the EuroEcho-Imaging Programme Committee. The ESC reserves all rights to remove content from their website at any time where deemed necessary.
For further information, please see Chapter 3 “Sponsorship”.

Usage rights for music, images, and 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 Sponsored Session 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. More information can be found on the World Intellectual Property Organisation website: **www.wipo.int** and **www.wipo.int/treaties**

ESC scientific session references

Companies can make reference to the scientific sessions of the EuroEcho-Imaging 2017 Congress but must systematically print the following text:
“This session is an official scientific session of the EuroEcho-Imaging 2017 Congress, X has, in no way been involved in, contributed to, or affected the outcome of this/these scientific session(s), wholly devised and organised by the EuroEcho-Imaging 2017 Congress Programme Committee”.
For further information on this session(s), please refer to **www.escardio.org**.

3. SPONSORSHIP

Contents

3.1 Key Dates....49
3.2 Booking Procedure....50
Application forms....50
Application deadline....50
Invoicing....50
Sponsorship contact....50
3.3 Product Descriptions and Technical Specifications....50
3.4 Product Advertising....50
3.5 Onsite Advertising....54
Technical specifications for the preparation of digital printing files....54

Independent research shows that companies who integrate additional marketing strategies into their congress plans are far more successful in attracting attendees to their booth.

3.1 KEY DATES

15 March 2017	Deadline to submit visual for delegate badge lace
Until 30 June 2017	Cancellation fee: 30% of total amount due
From 1 July 2017 until 30 September 2017	Cancellation fee: 50% of total amount due
From 1 October 2017	Cancellation fee: 100% of total amount due
7 September 2017	Deadline to submit first content for Mobile App
4 October 2017	Deadline to submit remaining content for Mobile App
10 October 2017	Deadline to order Screencasts Deadline to order webcasts
20 October 2017	Deadline to submit congress news adverts Deadline to submit weblink advert (Industry Sponsored Session)
30 October 2017	Deadline to submit visuals for onsite advertising
10 November 2017	Deadline to send visuals for eBlasts emailing date 30 November
10 November 2017	Deadline to send visuals for eBlasts emailing date 5 December
5 December 2017	Deadline to send visuals for eBlasts emailing date 19 December
6 – 9 December 2017	**EuroEcho-Imaging 2017 – Leipzig, Germany**

3.2 BOOKING PROCEDURE

Sponsorship options can only be ordered by an exhibiting company or a non-exhibitor Industry Sponsored Session organiser.

Cancelling a stand or a non-exhibitor Industry Sponsored Session at a later stage will also mean cancelling the sponsorship options.

APPLICATION FORMS

Exhibiting companies must complete and submit for all sponsorship, the application form on our website:
www.escexhibition.org/EE17

APPLICATION DEADLINE

Deadline for application with priority status is **30 June 2017**.
The accrued points ranking and the date of receipt of the signed order form at the ESC offices (before the application deadline with priority status), will determine the assignment of items.
Applications received after the application deadline with priority status will be treated on a first-come, first-served basis with no guaranty of availability.

INVOICING

- Companies will be invoiced for the requested service(s) upon signature of the order form.
- Cancellation fees will apply upon signature of the order form.
- Precise and definitive accounting information must be provided on the initial e-application form.
- The ESC cannot reissue invoices for missing or incorrect data (addition of Purchase Order, changes of billing address).
- For all payment, invoicing and cancellation information, please see Chapter 5 “Finance and Invoicing”.

SPONSORSHIP CONTACT

- For any logistical queries, please contact Ms. Samantha Bickham of the ESC at **euroechoservices@escardio.org**
- For further consultation on, and management of, your corporate investment and strategy, please contact the ESC Industry Relations Team (**industry@escardio.org**)

3.3 PRODUCT DESCRIPTIONS AND TECHNICAL SPECIFICATIONS

The following pages detail all existing Sponsorship options at EuroEcho-Imaging 2017 and we will be pleased to consider additional sponsorship initiatives or suggestions.

Technical specifications listed hereafter are subject to modifications and will be updated on the ESC Exhibitors and Industry Partners Website: **www.escexhibition.org/EE17**

3.4 PRODUCT ADVERTISING

Unless specifically noted, the use of product names/brand names, misleading names that might be perceived as product/brand names and registered trademarks are not permitted for sponsorship products.
In the event where product prescription information is specifically required by local healthcare authorities, the ESC align with local regulations.

IMPORTANT
In the following pages, where, for a given product it is mentioned “ESC permits product advertising”, local regulatory approval is incumbent on the company selecting the product and is not a valid clause for refund of services.

NOTE
Creation of apps that relate to EuroEcho-Imaging 2017 and its scientific programme are permitted, and subject to ESC approval. The use of any ESC corporate branding and visuals (such as logos, images, graphics, and branding guidelines) is strictly forbidden without prior request and subsequent written approval from the ESC. An event visual was created to identify specifically with EuroEcho-Imaging 2017. This visual is a derivative of the ESC logo and a reflection of the EuroEcho-Imaging. The EuroEcho-Imaging 2017 visual may be used. The use of the ESC logo is not allowed. Furthermore if industry partners create apps that are to be used by delegates during the Congress, they must insist that apps are to be downloaded ahead of the Congress and that the congress Wi-Fi network is not used for this purpose.

General rule applicable for promotional adverts:

- 1 Advert promotes 1 event (Satellite Symposium, Imaging Campus or Exhibition full details or activities).
- 1 Advert promoting 1 Session with reference to the booth will be considered as 1 Advert.
- 1 Advert promoting 2 events (Satellite Symposium, and Imaging Campus or Exhibition details) will be considered as 2 Adverts.
- 1 Advert promoting 1 Session and Exhibition full details or activities will be considered as 2 Adverts.

Note on content:
You are allowed to refer to the congress as EuroEcho-Imaging 2017 ant it cannot be referred to any other manner. You are allowed to use the congress picto available online: **www.escexhibition.org/EE17** but not the logo of the ESC. Industry Sponsored Session should be referred to as Satellite Symposia (capital "S" for both words) at all times.

DELEGATE BADGE HOLDER
No Product Advertising Permitted
Exclusive Sponsorship

Deadline: 15/03/2017
Accrued Points: 4

The popular and highly visible official EuroEcho-Imaging 2017 badge laces are available for exclusive sponsorship. The sponsor's name and logo will be printed on the badge laces. Distributed to all participants, it contains the Programme at A Glance. Pocket size format, bigger badge holder allowing more visibility.

Specifications:
High resolution corporate logo in .ai and .eps formats (white + colour)

EBLAST
Product Advertising permitted for exhibition adverts only

Deadline: 10/11/2017 (for 30/11/2017 mailing)
Deadline: 10/11/2017 (for 05/12/2017 mailing)
Deadline: 05/12/2017 (for 19/12/2017 mailing)
Accrued Points: 3

eBlast emailings will promote your congress message to all pre-registered delegates of EuroEcho-Imaging 2017. The delegate will be able to open a PDF enlarged version of each sponsor advert by clicking on the advert visual or the session title.
Customised mailings created exclusively will be mailed on 30 November and 05 December 2017.
Due to the limited number of electronic invitations, be sure to reserve early.

Specifications:
eBlast sponsors must provide:

- 1 advert visual for carousel - size 600 x 150 pixels – weight: 50 ko max
- 1 advert visual for mailing content - size: 250 x 145 pixels - weight: 50 ko max (recommendation: include your logo)
- 1 Pdf format advert

*Please refer to specification document on **www.escexhibition.org/EE17***

Post-Congress eBlast
A customised mailing created exclusively will be mailed on 19 December 2017.

One advert is considered as promoting one event, ie one Industry Sponsored Session. You can host the recording of your Industry Sponsored session on a standalone page and link this page to the eBlast advert. An advert cannot be considered to promote multiple events, ie promotion of one Industry Sponsored Session and full list of exhibition activities is not acceptable. To promote multiple activities, the equivalent number of eBlasts must be ordered and can then be merged for promotion where requested by the sponsor.

EUROECHO-IMAGING CONGRESS NEWS **Deadline: 20/10/2017**

No Product Advertising Permitted
Exclusive sponsorship

The EuroEcho-Imaging Congress News is the official congress newspaper distributed onsite and posted online. It contains the latest news on echocardiography & other imaging modalities, including congress highlights, and presents an exceptional opportunity for a sponsor to advertise on the back cover.

Specifications:
Advertisement artwork size:
- Bleed size: 165mm (H) and 125mm (W)
- Safe size: 135mm (H) and 115mm (W)
- High Definition PDF (Press quality or more). All fonts embedded.

Formats:
- Adobe Indesign CS 4, Adobe Illustrator CS 3 (save file as *.eps) Adobe Photoshop CS 3 (save file as *.tiff or *.eps) resolution at 300dpi and CYMK at actual print size.

MOBILE APP
Product Advertising Permitted in sponsor button only
Exclusive Sponsorship
Deadline to submit first content: 7/09/2017
Deadline to submit remaining content: 4/10/2017
Accrued Points: 7

An innovative way for a sponsor to reach delegates by offering a mobile version of the Advance and Final Programme to enhance their onsite experience via this environmentally and user-friendly application.
The App offers the exclusive sponsor a dedicated sponsor button where they can promote their own congress activities.

The sponsor must send the first content:
- Company and Product Description
- Corporate logo for sponsor button
- Minimum of 1 image for carousel in sponsor tab

Specifications:
Supply "About" your company and "Contact" texts + minimum 1 visual size: 200x200 pixels (png format)
More details will be communicated at a later stage on **www.escexhibition.org/EE17**

PROGRAMME AT A GLANCE BACK COVER
Product Advertising Allowed
Exclusive Sponsorship
Deadline: 10/10/2017
Accrued Points: 4

Place your message on this popular printed summary guide to the scientific sessions. The EuroEcho-Imaging 2017 Programme at a Glance is a practical pocket guide to the congress providing delegates with a quick day-to-day view of the programme. The Programme at a Glance is designed in a practical pocket format and distributed to all delegates in their badge holder.

A digital version of the Final Programme will be available on **www.escardio.org**. The unique printed document at EuroEcho-Imaging 2017 is the Programme at a Glance.

Specifications:
To be communicated at a later stage

WEBLINK **Deadline: 20/10/2017**

No Product Advertising Permitted

Create a weblink to invite delegates to your Industry Sponsored Sessions from the EuroEcho-Imaging 2017 Scientific Programme & Planner (SPP). This invitation in PDF will communicate your congress message to delegates online.

One Weblink is included in the Satellite Symposia and Imaging Campus promotional packages.

Specifications:

PDF PAGE:

- Size: the lighter the better, screen quality, 600Kb max
- No crops
- Security: ideally locked
- Open size: ideally 100%
- Images: may be included

SCREENCAST – (voice and slides) **Deadline: 10/10/2017**

No Product Advertising Permitted **Accrued Points: 1**

The screencast will capture a speaker's voice (no video) and panel discussion of your session, in a standard format. Screencast files will be sent to sponsors after the congress. You are obliged to use the services of the Speaker Service Centre to avail of this price.

Available for Satellite Symposia only.

Onsite educational content does not stop in Lisbon, screencasts can be promoted in post-congress eBlasts.

Specifications:

Screencasts are available in all lecture rooms orders must be confirmed before 10 October 2017

WEBCAST – Slides, videos & voices **Deadline: 10/10/2017**

No Product Advertising Permitted **Accrued Points: 4**

Extend the reach of your Satellite Symposium by posting the webcast of your session on the Scientific Programme & Planner (SP&P). This platform offers all year long, access to resources from the congress. The use of the Speaker Service Centre is mandatory. Exceptions are subject to ESC approval with an increase in the price.

The webcast will be uploaded to SP&P within 24h hours maximum. The ESC will provide webcasts sponsors with the video files after the congress.

Onsite educational content does not stop in Lisbon, webcasts can be promoted in post-congress eBlasts.

Specifications:

Before the Congress:

- The EuroEcho-Imaging background image will be used by default as a background, unless the sponsor can provide a customised background image to **euroechoservices@escardio.org**

During the Congress:

- Each speaker presenting at the session must go to the Speaker Service Centre at least 3 hours prior to the commencement of the session to upload their slides. If this requirement is not filled, no Webcast of the session can be made and no refund will be possible.
- Speaker presentations must be played from the ESC computer located at the lectern (no personal computers allowed).
- A camera is adjusted on the lectern and the panel only and supervised throughout the session to ensure good framing.

After the Congress:
- The ESC will provide the sponsor with 2 mp4 files per presentation (1 HD and 1 SD)

Format H264 over mp4 with 2 frames size:
- 720p (HD) 3Mb/s (for computers and tablets with a good internet connection LAN / Wi-Fi)
- 360p (SD) 300 Kb/s (for Smartphone with a cellular internet connection 3G)

3.5 ONSITE ADVERTISING

Onsite advertising will help your company to stamp your presence at EuroEcho-Imaging 2017 and state your commitment in the cardiovascular imaging arena. Your company will have the possibility to communicate on your therapeutic areas of research & innovations, promoting your Industry Sponsored Sessions Programmes and encouraging delegates to visit your stand activities. Onsite advertising is the way to leave a lasting impression on delegates at the congress.

TECHNICAL SPECIFICATIONS FOR THE PREPARATION OF DIGITAL PRINTING FILES

The formats accepted are: Adobe Illustrator, Indesign or Photoshop or Adobe Acrobat pdf (high resolution).
Files should be saved with exact dimensions.
Colour: Elements are printed using ISO COATED V2 coulour profile, following the guidelines of ISO 12647. For specific or corporate colours please use PANTONE COATED colour codes.
Images in TIFF or Photoshop EPS in CYMK at minimum 72 pixel/inch in 1:1 scale.
Fonts, if present, must be converted into vectors.
Accepted saving formats for an optimal print are:
(Illustrator): .pdf .ai or .eps
(Acrobat): .pdf (high resolution)
(Photoshop): .jpg, .eps or .tif
Files saved using other applications will not be accepted and must be converted and saved with one if the above mentioned programmes before transferring.
It is always advised to create a preview of the visual to be printed in .jpg format (or pdf low resolution) in order to compare it with the finished print. It might be useful to enclose some colour examples.

IMPORTANT
Deadline to send files for production: 31 October
A PDF proof version must be sent to euroechoservices@escardio.org for approval before the 31 October
Approved files should not be modified, or will incur extra production costs at the expense of the sponsor.

4. PARTNER SERVICES

Contents

4.1 Rooms at EuroEcho-Imaging....55
Function Spaces....55
Industry Meeting Room....56
Closed Industry Meeting....56
Booking procedure....56
Badges, right of admission reserved....57
Room assignment....57
Room set-up....57
Invoicing....57
Signage....57
Catering....58
Extra services....58
4.2 Industry Coach Parking....58
4.3 Group Registration....58
Address data quality....58
Deadlines....58
4.4 Hotel Services....58

4.1 ROOMS AT EUROECHO-IMAGING

The ESC has created three product categories to allow companies to organise different meeting formats within the congress centre during congress hours.

Embargo regulations
Industry meetings open to EuroEcho-Imaging 2017 delegates are strictly forbidden outside the official ESC offer (Industry Sponsored Sessions, Rooms at EuroEcho-Imaging). Companies are requested to respect this rule from 6 December through 9 December 2017, 08:00 to 20:00.

FUNCTION SPACES

Companies are allowed to host a limited number of guests and organize small and informal meetings in a range of Function Spaces on offer within the congress centre. The standard set up will be boardroom.

Product specification

- The ESC allows companies to host a limited number of guests and organise small informal meetings (rooms of 30m^{2}to 50m^2).
- No press conference, training or showcasing of products/therapies, or announcement of scientific results may take place in the Function Spaces.
- Function Spaces in the congress centre can be reserved only through the ESC.
- Function Spaces will include standard electricity supply, air-conditioning, daily cleaning and standard set-up. Customised set up, change of set up or additional furniture and AV need to be ordered from ESC official suppliers and are billable as extras.
- Unless otherwise agreed, Function Spaces are rented for a minimum of 3,5 days, from **Wednesday 6 December to Saturday 9 December 2017**.
- Rental cost (excl. VAT): €5 000

Access schedule for Exhibitors

Tuesday 5 December	**12:00 - 20:00**	Access for set up
Wednesday 6 December,	**07:30 - 18:30**	
Thursday 7 December	**07:30 - 17:30**	
Friday 8 December	**07:30 - 17:30**	
Saturday 9 December	**07:30 - 12:00 from 12:00 – 16:00**	Access for Dismantling

Access schedule for Delegates

Tuesday 5 December	No Access
Wednesday 6 December,	**09:30 - 18:30**
Thursday 7 December	**08:30 - 17:30**
Friday 8 December	**08:30 - 17:30**
Saturday 9 December	**08:30 - 12:00**

INDUSTRY MEETING ROOM

Depending on availability, a limited number of Industry Meeting Rooms might be available for one-shot occasional meetings. The standard set up will be boardroom.

Product specification

- The ESC allows companies to host a limited number of guests and organise small informal meetings.
- No press conference, training or showcasing of products/therapies or announcement of scientific results may take place in the Industry Meeting Room.
- Industry Meeting Rooms are reserved through the ESC.
- Industry Meeting Rooms will include standard electricity supply, air-conditioning, daily cleaning and standard set-up. Customised set up, change of set up or additional furniture and AV need to be ordered from ESC official suppliers and are billable as extras.
- Industry Meeting Rooms are available for rental for a minimum of 1 day from **Wednesday 6 December to Saturday 9 December 2017**.
- Due to limited availability ESC will seek to ensure assignment to a maximum number of companies.
- A same company will not be allowed to monopolise the availability of the Industry Meeting Room(s).
- Rental cost (excl. VAT): €5 000

CLOSED INDUSTRY MEETING

The ESC allows companies to organise staff meetings, briefings, investigator or other type of closed meetings within the congress centre with the following requirements:

Product specification

- Meeting "is closed" and on invitation.
- Maximum attendance is 150 guests.
- Meeting can be promoted from the exhibitor booths.
- Closed Industry Meetings are permitted in and around the congress centre for 150 pax, any requirements for meetings exceeding this number should be addressed to the ESC for review and approval.
- Closed Industry Meetings within the congress centre will be held in fully furnished and AV equipped lecture rooms (theatre style only – No alteration of the room set-up allowed).
- Unless agreed otherwise, closed industry meetings organisers have access to their assigned lecture room 15 to 30 minutes before their scheduled time slot.
- Entry to the Closed Industry Meeting must be controlled by the organiser at the door(s)
- Rental period: the ESC deals with requests on an individual basis.
- Rental costs (excl. VAT): €3 000 per 60-minute meeting – Additional €1 500 charged per increment of 30 minutes. The organiser must include the 30-minute set up in their rental cost.

IMPORTANT
Presentations for Closed Industry Meetings cannot be downloaded at the Speaker Service Centre. Closed Industry Meetings organisers have to bring their own laptop to the lecture room and connect it to the lectern. An HDMI cable is available at the lectern for this purpose.

BOOKING PROCEDURE

"Rooms at EuroEcho-Imaging" can only be ordered by an exhibiting company or a non-exhibitor Industry Sponsored Session organiser.
Cancelling a stand or a non-exhibitor Industry Sponsored Session at a later stage will also mean cancelling the rental of Function Spaces, Industry Meeting Rooms and Closed Industry Meetings.

Application request
For application, please contact the ESC Industry Relations Team at **industry@escardio.org.**

Application deadline
Deadline for application with priority status is **30 June 2017**; Applications received after this date will be treated on a first-come, first-served basis with no guarantee of availability to assign.

Rooms at EuroEcho-Imaging contact
For any logistical queries on the above, please contact the ESC Industry Services Team at **euroechoservices@escardio.org**

Appointed agency
- Sponsoring industries should inform the ESC, in writing. Requests from unknown agencies will not be taken into account.
- Applications for Function Spaces, Industry Meeting Rooms and Closed Industry Meetings must be submitted by the sponsor. Correspondence for the above items should be made exclusively between this company and the ESC.
- It is not the role of any agency to make initial enquiries or reservations with the ESC independently of the sponsoring industry.
- The named 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 organised in its name by its agency.
- The ESC has created these Guidelines as an essential tool on how to host Function Spaces, Industry Meeting Rooms and Closed Industry Meetings. It is obligatory that every appointed agency read these Guidelines and all other documents posted on **www.escexhibition.org/EE17** website in order to have a proper working relationship with the EuroEcho-Imaging division. The sponsor is responsible for communicating these guidelines to staff and appointed agencies.
- The ESC reserves the right to inform the room organisers if the appointed agencies have not read or understood the Guidelines and the companies will ensure smooth communication is re-established.

BADGES, RIGHT OF ADMISSION RESERVED
- All persons involved in the operation of Function Spaces, Industry Meeting Rooms, Closed Industry Meetings (film crew, technicians, participants, etc) must have a valid badge: General Exhibitor, Scientific Exhibitor, active participant or day ticket.
- All persons visiting Function Spaces, Industry Meeting Rooms and Closed Industry Meetings must be registered either as active participants, exhibitors or journalists; persons without a badge will not be allowed to enter the room.

ROOM ASSIGNMENT
- Accrued points ranking and application date will determine the assignment of Rooms at EuroEcho-Imaging
  Deadline for applications with priority status: 30 June 2017
  After that date rooms will be assigned on a first-come first served basis.
- Rooms in the congress centre can be reserved only through the ESC.
- The ESC can offer a limited number of "Rooms at EuroEcho-Imaging" within the congress centre.
- The ESC has the right to modify assignment as it sees fit to best accommodate as many requests as possible.
- The ESC has the right to modify room assignment in the event of last minute changes.
- The ESC cannot handle any meeting requests for industry meetings outside the congress centre.
- The ESC will suggest rooms in a written proposal to requesting companies and the company can accept or decline within the given deadline.
- Companies not responding by the deadline will be assumed to have accepted the assigned rooms.

ROOM SET-UP
- Function Spaces will include a standard set-up, standard electricity supply, air-conditioning, and daily cleaning. Customised set up, change of set up or additional furniture and AV need to be ordered from ESC official suppliers and are billable as extras.
- Industry Meeting Rooms: rooms will include standard boardroom set-up, standard electricity supply, air-conditioning and daily cleaning. Customised set up, change of set up or additional furniture and AV need to be ordered from ESC official suppliers and are billable as extras.
- Closed Industry Meetings within the congress centre will be held in fully furnished and AV equipped lecture rooms (theatre style only – no alteration of the room set-up allowed).

INVOICING

- Function Spaces, Industry Meeting Rooms, Closed Industry Meetings will be invoiced for the requested service following signature of the appropriate order form.
- The ESC cannot re-issue invoices for missing or incorrect data (addition of Purchase Order, changes of billing address, etc...).
- Payment for "Rooms at EuroEcho-Imaging" must be made within the payment deadline and latest by **5 December 2017**.
- Payment must be made within the payment deadline or the room will be released for other companies.
- For all payment, invoicing and cancellation information, please see Chapter 5, "Finance and Invoicing".

SIGNAGE

- The ESC will take care of the generic signage within the congress centre.
- No other signage or promotion can be made within the building.
- Function Spaces room branding must receive prior approval from the ESC (company name, corporate logo & visual only).

CATERING

- Catering services within the Function Spaces, Industry Meeting Rooms and Closed Industry Meetings can be organised with the ESC official caterer at the sponsor's cost. The Official Caterer of the EuroEcho-Imaging 2017 is Silva Carvalho Catering.
- Organisers are encouraged to guarantee a healthy and balanced catering service to their delegates.
- Companies will have the right to serve alcoholic beverages during the receptions organised at the following dates and times only:

Date	Times
Wednesday 6 December 2017	after 19:00
Thursday 7 December 2017	after 17:30
Friday 8 December 2017	after 17:30
Saturday 9 December 2017	after 12:30

EXTRA SERVICES

The costs for any extra orders (i.e. catering service, audio-visual equipment, furniture, extra decoration, hostesses, etc) are not included in the room rental price.
Extra services within the Function Spaces, Industry Meeting Rooms and Closed Industry Meetings can be organised with the ESC official suppliers at the sponsor's cost.
The ESC cannot however be held fully responsible for the services delivered by sub-contractors or the venue.

4.2 INDUSTRY COACH PARKING

EuroEcho-Imaging 2017 will have a strict traffic plan in order to allow congestion free access to all delegates. Buses and coaches will not be allowed to drop off or pick up in the streets adjacent to the Centro de Congressos de Lisboa. It is possible to drop off or pick up delegates in the dedicated parking area within the Centro de Congressos de Lisboa; pre-booking is available for buses. For more details, refer to the order form with access plan available on: **www.escexhibition.org/EE17**

4.3 GROUP REGISTRATION

Group Online services are available on **www.escardio.org** through your "My ESC "account.
For more details contact our Group Registration Department at: **eeregistration@escardio.org**

ADDRESS DATA QUALITY

We draw your attention to the importance of receiving valid and complete delegate information (postal addresses and emails). This is of great concern not only to the ESC but to:

- Your attendees - To receive the journal subscription if included in the registration fee, as well as Industry activity eBlasts
- Exhibiting companies - To retrieve valid and exploitable data from badge readers during the congress and to guarantee the delivery of Industry promotional eBlast

NOTE

Only registrations from industries or their agents providing valid addresses for each attendee will be processed. Without this information; registrations will not be accepted. If the valid address is submitted at a later stage, the fee corresponding to the period when the ESC receives this information will apply.

DEADLINES

30 September 2017	Early Fee Registration Deadline
31 October 2017	Late Fee Registration Deadline

4.4 HOTEL SERVICES

Companies participating in the EuroEcho-Imaging 2017 may wish to make group hotel reservations for employees and invited guests. For information and requests, please contact by email the appointed housing agency AIM Group International in Lisbon (**euroecho2017@aimgroup.eu**) or visit the hotel accommodation section on the EuroEcho-Imaging 2017 web page **www.escardio.org**.

4.5 ACCRUED POINTS

An Accrued Point System has been established to ensure participation at EuroEcho congresses earning companies priority according to the level of their involvement over the past 4 years.

Please refer to the Industry Prospectus

EARNING POINTS

Exhibition

- Only Paying Exhibitors can accrue points.
- Exhibitors will not accrue points for cancelled stand space.
- 5 participation points are awarded for exhibiting at the congress

The 5 participation points are not accrued by Non-Exhibiting Industry Sponsored Sessions organisers

Industry Sponsored Sessions

- Both exhibiting companies and companies paying a non-exhibitors fee can accrued points.
- Only full paying sponsors can accrue points.
- In case of reduced fee, 1 point will be accrued per @2 500 spent.
- Sponsors will not accrue points for cancelled Industry Sponsored Sessions.

Sponsorship

1 point is accrued per €2 500 spent per sponsorship item as listed on the Industry Prospectus and application form. Bonus points can be accrued for certain sponsorship items if indicated on the industry prospectus.

Rooms at ESC

Companies are entitled to 1 point per @2 500 invested in Industry Welcome Desk, Function Spaces, Industry Meeting Rooms, Closed Industry Meetings, Business Lounges and Lecture Room rentals.

Group registrations

- Both exhibiting companies and companies paying a non-exhibitors fee can accrue points.
- Individual registrations cannot be counted for accrued point claims.
- Only group registrations can be counted for accrued points claims.
- No points allocate to groups where the company name does not feature.
  Please ensure your group registrations feature the exhibiting company name in order to ensure points are calculated.
- 1 point is accrued per 9 full, paid registrations (group registrations only).

ACCRUED POINTS CALCULATION

The ESC calculates all exhibiting company's points and forwards them a notice of their point status for the upcoming year. Companies have seven days to contest the point status as communicated by the ESC should they have reason to question the calculation. No alteration or modification is possible to the accrued point listing beyond this seven days window.

Partial points are not allowed; figures are always rounded up.

For companies sharing Exhibition stand space, Industry Sponsored Sessions, Sponsorship activities or registration groups, the ESC split the points equitably between the two companies unless the ESC has been informed otherwise by both parties involved. This information should reach the ESC by communicated deadlines to be taken into account for calculation; submissions beyond this date will defer for a year. In the case of uneven points, one company will have 1 point more than the other. For shared group registrations, please inform your agencies that both company names must be indicated as the Group name.

COMPANY MERGERS & ACQUISITIONS

Companies who have experienced a recent merger or acquisition and who wish to merge their points with another company in the Accrued Point Listing must ensure an official letter confirming the commercial transaction signed by a senior executive body is received by the ESC by communicated deadlines.

BENEFITS OF POINT'S STATUS

Exhibition stand assignment

When an equal number of points are held by two or more companies, the stands are assigned according to:

- Order of receipt of the application forms
- Size of space requested
- Additional sponsorship activities
- Nature of goods

Industry Sponsored Sessions time slots and Lecture Room assignments

Signed order forms received before the application deadlines with priority status benefit from priority assignment in line with the accrued points ranking. After that, Industry Sponsored Session time slots and lecture rooms are available on a first come first served basis.

Sponsorship

Signed order forms received before application deadlines with priority status benefit from priority assignment in line with the accrued points ranking. After that time sponsorship items are available on a first-come first-served basis.

Rooms at ESC

Signed order forms received before application deadlines with priority status benefit from priority assignment in line with the accrued points ranking. After that time Rooms at ESC are available on a first-come first-served basis.

NOTE

The ESC reserves the right to make special promotional offers, or, within reason to amend the points weight per item, to the benefit of the congress and its delegate attendance. These changes may occur at any stage and may pertain to any congress item.

PENALTIES

Non respect of these ESC Guidelines for Industry may result in the loss of Accrued Points. The procedure for policing and enforcing the violation system is as follows:

The ESC will report alleged violations to the ESC Guidelines Congress Committee. After considering the available evidence, a representative of the relevant company having been invited to present the company's view, the Committee will give its opinion. This will be confirmed in writing after the Congress. Appeals may be made to the Board of the ESC or ESC Associations.

First serious violation:

No accrual of points for the year

Second serious violation:

Loss of eligibility to participate in future ESC Congresses for a period of two years.

5. FINANCE AND INVOICING

Contents

5.1. Exhibition 59
Invoicing 59
Cancellation policy 59
5.2. Industry Sponsored Sessions 60
Invoicing 60
Cancellation policy 60
5.3 Sponsorship 60
Invoicing 60
Cancellation policy 60
5.4 Rooms at EuroEcho-Imaging 60
Invoicing 60
Cancellation policy 60
5.5 Frustration and Administrative Fees 61

It is the ESC's policy that all invoices be paid by the date indicated on the invoice or before the opening of the congress on **5 December 2017**, should this date fall first.

Value added taxation
Exhibitor badges, registration fees and hotel accommodation sales will be subject to VAT.

All other services are subject to French VAT according to general EU services directive and reverse charge procedure may apply. In this case the customer must auto reverse the VAT in their home country; companies registered in a country outside of the European Union are encouraged to seek advice on reclaiming VAT payment.

5.1 EXHIBITION

INVOICING

- Exhibition space will be invoiced for the requested service following assignment of your stand.
- Payment for exhibition space must be made within the payment deadline (30 days from date of invoice) and latest by **5 December 2017**.

CANCELLATION POLICY

If the Industry cancels its participation, cancellation fees will apply as of receipt of the signed order form as follows:
- 30% until 30 June 2017
- 50% from 1 July 2017 to 30 September 2017
- 100% from 1 October 2017

Cancellation fees will be charged despite unprocessed payments.

Requested stand size may be revised downwards by the client with no cancellation fees up until 30 June 2017, any down-sizing post this date will be subject to cancellation fees as outlined above. Given serious cause the ESC is entitled to postpone, to curtail the duration, to close the exhibition completely or in part for any period, or to cancel. In the event of complete or part postponement or curtailment, the order form is regarded as valid for a possible new date and new duration for the said congress and location only. If, for any reason, EuroEcho-Imaging 2017 has to be cancelled, the ESC will refund to the exhibitors the sum paid to the ESC for contractual commitments less expenses incurred in preparation of these contracts, with liability for either party to the contract.

Cancelling your exhibition space will mean:
- Pay the non-exhibitor fee for your Industry Sponsored Sessions.
- Cancelling your Sponsorship items if no Industry Sponsored Sessions has been ordered

- Cancelling your Function Spaces, Industry Meeting Room, Closed Industry Meeting if no Industry Sponsored Sessions has been ordered
- Lose your Exhibitor rights, which include Exhibitor badge allocation (General Exhibitor, Scientific Exhibitor).

5.2 INDUSTRY SPONSORED SESSIONS

INVOICING

- Industry Sponsored Sessions will be invoiced for the requested service following confirmation of your time slot.
- Lecture rooms will be invoiced upon assignment of the rooms.
- Once these deadlines have passed, Industry Sponsored Sessions will be invoiced on submission of their application.
- Payment for Industry Sponsored Sessions must be made within the payment deadline (30 days from date of invoice) and latest by **5 December 2017**.

CANCELLATION POLICY

If the Industry cancels its participation, cancellation fees will apply as of receipt of the signed order form as follows:
- 30% until 30 June 2017
- 50% from 1 July 2017 to 30 September 2017
- 100% from 1 October 2017

Cancellation fees will be charged despite unprocessed payments.

Cancelling your non-exhibitor Industry Sponsored Session will mean:

- Cancelling your Function Spaces, Industry Meeting Room and Closed Industry Meeting if no Industry Sponsored Sessions has been ordered.
- Lose your Industry Sponsored Session sponsor rights, which include Exhibitor badge allocation (General Exhibitor, Scientific Exhibitor).

5.3 SPONSORSHIP

INVOICING

- Sponsorship items will be invoiced for the requested service following signature of the appropriate order form.
- Payment for Sponsorship items must be made within the payment deadline (30 days from date of invoice) and latest by **5 December 2017**.

CANCELLATION POLICY

If the Industry cancels its participation, cancellation fees will apply as of receipt of the signed order form as follows:
- 30% until 30 June 2017
- 50% from 1 July 2017 to 30 September 2017
- 100% from 1 October 2017

Cancellation fees will be charged despite unprocessed payments.

IMPORTANT
For given Sponsorship & Advertising products ESC permits product advertising. Local regulatory approval is incumbent on the company selecting the product. The ESC acts in good faith and is not liable for refund of contracted services in the case of regulatory or legislative bodies refusing the content of same.

5.4 ROOMS AT EUROECHO-IMAGING

INVOICING

- Function Spaces, Industry Meeting Rooms, Closed Industry Meeting will be invoiced for the requested service following signature of the appropriate order form.
- Payment must be made within the payment deadline (30 days from date of invoice) or the room will be released for other companies.

- Payment for Rooms at EuroEcho-Imaging must be made within the payment deadline (30 days from date of invoice) and latest by **5 December 2017**.

CANCELLATION POLICY

If the Industry cancels its participation, cancellation fees will apply as of receipt of the signed order form as follows:

- 30% until 30 June 2017
- 50% from 1 July 2017 to 30 September 2017
- 100% from 1 October 2017

Cancellation fees will be charged despite unprocessed payments.

5.5 FRUSTRATION AND ADMINISTRATIVE FEES

All invoices will be raised using the Invoicing Data provided by the company on the various application forms. Please ensure the information provided is correct for invoicing. Please provide a PO number when submitting an application form.
An administrative fee of €70 + VAT will be charged for any requested changes to an invoice once it has been issued

Important
Given serious or unforeseen causes the ESC is entitled to postpone, to curtail the duration, to close the Congress completely or in part for any period, or to cancel the Congress.

In the event of complete or part postponement or curtailment, the order form is regarded as valid for a possible new date and new duration for the said congress and location only. If, for any reason, EuroEcho-Imaging 2017 has to be cancelled, the ESC will refund to the Industry the sum paid to the ESC for contractual commitments less 10% expenses incurred in preparation of these contracts as administrative fees.

6. GENERAL TERMS AND CONDITIONS

Contents

6.1 General 62
Indebtedness....62
Counterclaims rights renounced....62
Penalties....62
6.2 Liability....62
Damages....63
Exclusion from liability....63
6.3 Insurance....65
6.4 Copyright....64
6.5 Frustration and Cancellation....64
6.6 Termination of the Agreement....64
6.7 Jurisdiction and Applicable Law....64

6.1 GENERAL

Returning an application form and signature of the order form constitutes an Agreement and implies accordance with the Guidelines for Industry Participation and any provisions contained herein for Industry Participation for the EuroEcho-Imaging 2017.
These conditions supersede any others written agreements the ESC may have with Industries except otherwise mutually agreed upon between the Parties.

INDEBTEDNESS

If the Industry fails to meet its financial obligations, additional expenses or other claims arising from the contract, the ESC is entitled to prevent the Industry from accessing the service (incl. rental space) as long as a joint solution is not identified.

COUNTERCLAIMS RIGHTS RENOUNCED

The Industry renounces the right to offset counterclaims against any fees for service payable in time unless the counterclaims are undisputed or have been confirmed by a court of law.

PENALTIES

Non respect of these Guidelines may result in the loss of eligibility to participate in future EuroEcho-Imaging Congresses. The procedure for policing and enforcing the violation system is as follows:

The ESC will report alleged violations to the Guidelines for Industry Participation Committee. After considering the available evidence, a representative of the relevant company having been invited to present the company's view, the Committee will give its opinion. This will be confirmed in writing after the Congress. Appeals may be made to the Board of the EACVI.

First serious violation:
First written warning

Second serious violation:
Loss of eligibility to participate in future EuroEcho-Imaging Congresses for a period of two years.

6.2 LIABILITY

The Industry shall ensure it is compliant with all national, international regulations but also any technical and safety regulations required by the Building owner where the EuroEcho-Imaging 2017 is held.

The Industry shall be fully liable for the content of its presentation, promotional materials and/or any other information presented, displayed or distributed during EuroEcho-Imaging 2017. The Industry shall hold the ESC harmless from any third

Party's claim, damages or loss arising out including but not limited to from infringement, breach of copyright protected content or material.
Each Industry warrants that all its activities in relation to EuroEcho-Imaging 2017 (exhibition, sponsored sessions, sponsorship, etc) are in full respect of applicable laws, regulations, guidelines and relevant trade association codes of practice.

IMPORTANT
For given Sponsorship & Advertising products ESC permits product advertising. Local regulatory approval is incumbent on the company selecting the product. The ESC acts in good faith and is not liable for refund of contracted services in the case of regulatory or legislative bodies refusing the content of same.

DAMAGES

Any defects within rental areas found at the end of the Congress shall be deemed to have occurred during this period, unless the Industry reported the aforesaid defects to the ESC in writing at the start of the rental or can irrefutably prove that the defects concerned already existed before the rental.

The Industry shall use the rental areas and its equipment carefully and for its intended purpose and shall return it at the end of the rental period in the same condition in which it was at the start of the period.

All damages caused by any factor whatsoever during the rental to the rented premises or to any spaces that are made available to the Industry must be repaired by the Industry, in so far as such damage was not caused by the ESC and /or its personnel or other Industries.

EXCLUSION FROM LIABILITY

The ESC shall not be liable to support any financial charge, unless the damage is a consequence of intent or deliberate recklessness on the part of the ESC.

Neither the ESC nor the Building owner can accept any liability for loss or damage to Industry equipment.

The ESC shall not be responsible for any damages of the Industry, its participants or for damages suffered as a consequence of the activities of others Industries or of obstacles to the use of the Premises which are caused by third party unless there has been intent or deliberate recklessness on the part of the ESC.

The ESC does not undertake to safeguard the rental areas and excludes, for its staff as well, all liability for damage to these, for theft of these, or loss, except in cases of intent or gross negligence. This exclusion from liability also applies if industry equipments are seized and stored by the ESC due to infringement of the present conditions of participation. This exclusion of liability is in no way impaired by the special security measures taken by the ESC.

Furthermore the ESC explicitly excludes all liability for any disadvantages or damage incurred to Industry due to erroneous details on space allocation, stand construction, catalogue entries or other errors in ancillary services.

Property of the Industry and of third parties shall remain on the premises at their own risk. The ESC will not be responsible for the insurance of such items. The ESC shall not be liable for any injury or damage howsoever caused to goods and/or persons in the Building and/or on the adjacent sites.

In no event shall the ESC be responsible for a loss of profits, indirect, consequential or incidental damages of the Industry.

6.3 INSURANCE

All Industries must send a copy of their insurance certificate to the ESC Industry Services Team (**euroechoservices@escardio.org**) with their stand design submission by **25 October 2017**. In the event, the ESC Industry Services Team does not receive the certificate in due time or does not receive the certificate at all, please be informed that the ESC will not proceed with automatic reminder and only the Industries would be held responsible for this lack of information which can be, at the discretion of ESC, considered as a breach of contract.

The civil liability and professional insurances shall cover all damages to persons and property that may be caused by its employees, agents or subcontractors as well as damages caused by guests, visitors or those participating in the event.

While on the rented premises, exhibition goods and packaging materials shall be insured at the expense and risk of the Industry. Industry should therefore contact its own insurance company.
The Industry shall take out as well adequate insurance for third-Party Liability. The Industry will be liable for the safety of participants on and around their stand area. In accepting the ESC terms of sale, the Industry undertakes to indemnify the ESC against any and all losses resulting from an unsafe construction, unsafe exhibits or the actions/inactions of its staff. The Industry, personnel engaged by or on behalf of the Industry, and third parties such as other participants, subcontractors, guests, visitors are in the Rental area at the risk of the Industry, or, as the case may be, these third parties. The ESC is not required to insure these risks.

The Industry shall indemnify the ESC against all claims which third party may be able to enforce against the ESC in connection with acts and omissions of the Industry or of persons for whom the Industry is liable or who are present on account of the Industry.

In the Event that the Industry does not have adequate insurance or in the event local regulations or requirements are not covered in the standard policy to which the Industry has subscribed to, the ESC can provide a web link to a third party's platform insurer covering the event. At no time shall the ESC be held liable for any contracts the Industry may enter into with a third party Insurance.

6.4 COPYRIGHT

The Industry acknowledges and agrees that: (a) the ESC owns all right, title and interest in the ESC Trademarks and ESC Content; (b) nothing in this Agreement shall confer in the Industry any right of ownership in the ESC Content or the ESC Trademarks and that all uses of the ESC Trademarks shall inure to the benefit of ESC; and (c) the Industry shall not now or in the future contest the validity of the ESC Trademarks or use or authorise the use of any trademarks, service marks or logos that are confusingly similar to the ESC Trademarks.

ESC acknowledges and agrees that: (a) the Industry owns all right, title and interest in the Industry Materials and the Industry Trademarks; (b) nothing in this Agreement shall confer in ESC any right of ownership in the Industry Materials or the Industry Trademarks and that all uses of the Industry Trademarks shall inure to the benefit of Industry; and (c) ESC shall not now or in the future contest the validity of the Industry Trademarks or use or authorize the use of any trademarks, service marks or logos that are confusingly similar to the Industry Trademarks.

6.5 FRUSTRATION AND CANCELLATION

Given serious or unforeseen causes the ESC is entitled to postpone, to curtail the duration, to close the Congress completely or in part for any period, or to cancel the Congress.
In the event of complete or part postponement or curtailment, the order form is regarded as valid for a possible new date and new duration for the said congress and location only.
If, for any reason, EuroEcho-Imaging 2017 has to be cancelled, the ESC will refund to the Industry the sum paid to the ESC for contractual commitments less 10% expenses incurred in preparation of these contracts as administrative fees.
The ESC shall not be liable for any other consecutive or incidental damages suffered by the Industry from partial or complete curtailment of services.

6.6 TERMINATION OF THE AGREEMENT

If after binding application and conclusion of the contract the ESC should accept that an industry may withdraw from their contract, the Industry is liable for the full amount of the rental fee including all surcharges and associated costs.

6.7 JURISDICTION AND APPLICABLE LAW

In the event of any disputes, controversies or claims arising in connection with the Agreement or arising out of, or relating to, any provision of the Agreement or the breach thereof, the Parties shall try to settle the problem amicably between themselves.

Should the Parties fail to come to an agreement within Sixty (60) Days from the first notice of such dispute, controversy or claim; the same shall be finally settled by the competent Court of Grasse, France.
The Agreement shall be construed in accordance with the laws of France.