



**ACNAP**

Association of Cardiovascular  
Nursing & Allied Professions

# EuroHeartCare

Annual Congress of the Association of  
Cardiovascular Nursing and Allied Professions

2-4 May 2019

**Milan, Italy**



**KEY FIGURES:**

3 Days, 20 Sessions  
80+ international faculty members  
200 abstracts, 600+ delegates  
HCPs from 40+ countries

**KEY DEADLINES:**

Abstract Submission: 10 January  
Early Registration fee: 27 February  
Late Registration fee: 2 April

[www.escardio.org/EuroHeartCare](http://www.escardio.org/EuroHeartCare)  
[#euroheartcare](https://twitter.com/euroheartcare)



**ESC**

European Society  
of Cardiology

# ESC Guidelines for Industry @ EuroHeartCare 2019

## CONGRATULATIONS

You have decided to partner the EuroHeartCare 2019, the Annual Meeting of the EuroHeartCare of the ESC.

EuroHeartCare 2019 will take place in the city of MILAN and gathers the core professionals in all EuroHeartCare fields, into what will be one of the key meetings held within Europe for 2019.

We look forward to working closely with you over the coming months towards a rich and innovative EuroHeartCare 2019.

## THANK YOU FOR READING THESE GUIDELINES

Please note that a successful application for participation at ESC Congresses implies an acceptance of the requirements contained within these ESC Guidelines for Industry @ EuroHeartCare 2019, within complementary ESC Guidelines for Industry @ Congresses and also in any updates posted on [www.escehhibition.org/EHC19](http://www.escehhibition.org/EHC19)

Please carefully note the key deadlines marked at the start of each chapter. To ensure we deliver a successful EuroHeartCare 2019, we will not be able to deviate from these deadlines.

## THE ESC CONGRESSES INDUSTRY PORTAL: [www.escehhibition.org/EHC19](http://www.escehhibition.org/EHC19)

This web address should be a main reference source in your preparations. The website is also organised by activity to allow you to focus on your company's participation concerns. The website will provide you with updates, application forms, key dates, don't miss information, technical specifications and much more... Bookmark it now!

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.

## YOUR CONTACTS

A dedicated team is happy to assist you in your preparations for the EuroHeartCare 2019. Please contact the following people as necessary for your queries.

### **Exhibition, Industry Sponsored Sessions, Sponsorship and Rooms at**

**EuroHeartCare:**  
[EuroHeartCareservices@escardio.org](mailto:EuroHeartCareservices@escardio.org)  
Ms Julia Meunier

**Exhibitor Registration:**  
[EuroHeartCareregistration@escardio.org](mailto:EuroHeartCareregistration@escardio.org)

**Accommodation:**  
[EuroHeartCarehotels@escardio.org](mailto:EuroHeartCarehotels@escardio.org)

### **Orders and Industry Relations:**

[industry@escardio.org](mailto:industry@escardio.org)  
Mr Malek Lebsir

**Any other queries:**  
[fcalabrese@escardio.org](mailto:fcalabrese@escardio.org)  
Mr Fabrice Calabrese

## BOOKING PROCEDURE

Application forms available on the ESC Industry portal: [www.escehhibition.org/EHC19](http://www.escehhibition.org/EHC19)

## APPLICATION DEADLINES

**23 October 2018** Stand, Industry Sponsored Session, Sponsorship and Rooms Application Deadline

### NOTE

**The invoice will be issued by**

**ESC – European Society of Cardiology 2035 route des Colles CS 80179 BIOT  
06903 Sophia Antipolis, Cedex FRANCE**

Signature of the order form constitutes establishment of the contract between the sponsor and the ESC. A stand assignment, sponsored sessions, sponsorship or rooms at EuroHeartCare confirmation and an invoice will be sent to the sponsor by email only. Should the confirmation differ from the order form, the details of the confirmation prevail unless the sponsor protests in writing within two weeks of the date indicated on the confirmation email.

## APPOINTED AGENCY

- Sponsors should inform the ESC, in writing, which agency is appointed to conduct its affairs. Requests from unknown agencies will not be taken into account
- Applications for stand spaces, session' time slots, sponsorship items or rooms at EuroHeartCare 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 ESC Guidelines for Industry @ Congresses as an essential tool on how to host Industry activities. It is obligatory that every appointed agency read these Guidelines and all other documents posted on [www.escehhibition.org](http://www.escehhibition.org) website in order to have a proper working relationship with the ESC Industry Team. Sponsors are 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 ESC Guidelines for Industry so the companies may ensure smooth communication is re-established

## CONDITION OF SALES

- Order forms need to be signed by an authorised company representative, only signed order forms will be taken into consideration. Failure to return a signed order form will result in loss of product and priority position
- An order is considered final and subject to payment and cancellation fees once this form has been signed and returned.

- Companies are invoiced for the requested service 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).
- On time payment is essential to secure a stand space, session' time slot, sponsorship item or rooms assignment.
- Stand space, session' time slot, sponsorship item or rooms assignments are cancelled automatically if the invoice has not been paid within the given payment period.
- 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.

For all payment, invoicing and cancellation information, please refer to the Order Form and Chapter 2 “Finance and invoicing” of these Guidelines.

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## 1. EXHIBITION

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## 1.1 KEY DATES

<b>23 October 2018</b>	Application deadline
<b>Until 30 November 2018</b>	Cancellation fee: 10% of total amount due
<b>From 1 December 2018 to 31 January 2019</b>	Cancellation fee: 50% of total amount due
<b>From 1 February 2019</b>	Cancellation fee: 100% of total amount due
<b>1 March 2019</b>	Company and product description deadline
<b>9 April 2019</b>	Free Exhibitor badge deadline
<b>26 March 2019</b>	Stand activity declaration deadline
<b>18 April 2019</b>	Stand services deadline - After this date orders will incur 10% surcharge and payment by credit card only.
<b>30 April 2019</b>	Fiera Milano Congressi (FMC) Exhibitor Services closing date – from this date on-site order only.
<b>2 - 4 May 2019</b>	<b>EuroHeartCare 2019</b>

## 1.2 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
Price	€300/m <sup>2</sup>	€150/m <sup>2</sup>
Minimum exhibition space	9m <sup>2</sup>	6m <sup>2</sup>

## 1.3 STAND ASSIGNMENT

Stands will be assigned on a first come, first served basis.

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.

After confirmation of stand assignment, any alteration of the stand type may be requested to ESC before 4 March 2019. To ensure a proper announcement of the stand spaces in the EuroHeartCare 2019 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.

## 1.4 EXHIBITION SCHEDULE

### CONSTRUCTION SCHEDULE

Exhibitors and their agencies must study the timetable for construction, exhibition opening and dismantling.

Access to the unloading area and exhibition grounds for construction shall be according to the access schedule.

Priority will be decided based on the size of stand area under construction and other considerations such as availability of halls.

Exhibitors and their agencies 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 time slot 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 ESC shall be entitled to take all measures they may deem necessary. All costs arising from the ESC decision shall be paid by the exhibitor in full with no right to refund.

### EXHIBITION ACCESS TIMETABLE

The hall is open for construction:

- **Thursday 2 May** 08:00 – 19:00 Exhibition build-up (all stands)

During build-up and dismantling period, the Exhibition Halls don't have any air-conditioning.

## 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 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.escehibition.org/EHC19](http://www.escehibition.org/EHC19)

Daily deliveries should be sent to the Fairexx office, where transport to the exhibition area may be arranged.

## OPENING HOURS

### Friday 3 May

07:30 – 08:00 Stand decoration only, to be completed by 07:50  
Noisy activities and cleaning (vacuum) are strictly forbidden.  
Incomplete stands and no-shows by 07:50 will be walled off and goods removed into storage at the exhibitor's cost.  
Staff meetings may be held on stands

### IMPORTANT

**Special attention must be paid to noise disturbance caused by rehearsal of music and/or sound, broadcasting of images and vacuum cleaning of the stands during EuroHeartCare sessions held in lecture rooms. If the ESC judges that a disturbance is being cause, the exhibitor will be asked to cease the activity immediately. A refusal to lower the sound level or cease an activity will be considered as a violation of these Guidelines.**

08:00 – 18:00 EXHIBITION HALLS OPEN (all stands must be staffed)  
17:45 – 20:00 Inaugural Session and Networking Reception in the Exhibition  
(subject to change)

### Saturday 4 May

07:30 Hall access for exhibitors  
08:00 – 18:00 Exhibition opens  
16:30 – 20:00 Exhibition dismantling + Removal of stand valuables

### IMPORTANT

**From Friday 3 May until Saturday 4 May, stand personnel may enter the building 30 minutes before the opening of the exhibition.  
Outside of "Exhibition opens" periods, delegates will walk through the exhibition to access lecture rooms. Please note that exhibitors will therefore be responsible for securing they own stands outside these hours; ESC will not seek to manage this traffic and full liability is with the exhibitors regarding any measures related to their stand.**



## 1.5 TECHNICAL GUIDELINES

### EXHIBITION LOCATION AND BUILDING INFORMATION

The exhibition accompanying EuroHeartCare 2019 will be held at Mico, North Wing, level -1

### ZONE INFORMATION

- Exhibition Hall is located at the North Wing, level -1
- Gross area dedicated to exhibits approx. 210 sqm
- Ceiling height ranges from 3m at the lowest point to 3,30m at the highest
- Exhibition Hall floor weight loading: 1.500kg/m<sup>2</sup> (please consider that in front of the Bar the maximum load capacity is 500kg/sqm)
- Electricity and internet delivered from wall plugs or ceiling drops (depending on the position)
- Loading doors 3.5m (w) x 2.10m (h). Only through goodslift:

#### GOODLIFT L:

Capacity Kgs: 7500Kg

Capacity pax: 100pax

Dimension: 3,19x6,52x4,10h mt

Door dimension: 2,575x4,07h mt

- First Aid is on call
- Partial natural light in the hall there is no natural light in the Hall as it is located at Lev. -1
- No carpeting in the hall (flooring is made by resin)

### STAND CONSTRUCTION

Please refer to the ESC Guidelines for Industry @ Congresses for full technical specifications and illustrations.

### SECURITY

#### DUE DILIGENCE

All entities involved in EuroHeartCare 2019 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 the host country 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.

Please refer to the ESC Guidelines for Industry @ Congresses and venue rules and regulations for further information.

For any questions regarding safety and security in the venues, exhibitors could contact the ESC Industry Team who will liaise with the venues.

### STAND MODULE - SHELL SCHEME STAND

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

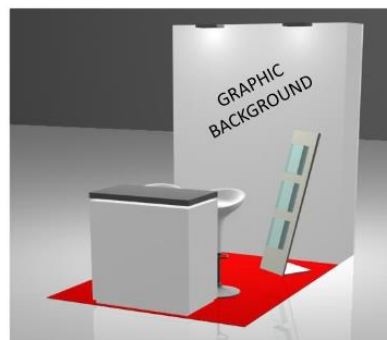
- By 1 April 2019: Exhibitors renting a shell scheme stand should inform ESC Industry Team accordingly  
A public liability insurance document should be sent by exhibitor to the ESC Industry Team.

A turn-key stand solution is available at attractive package prices for stands namely:

### EXHIBITION WELCOME PACKAGE

The stand includes:

- 4m<sup>2</sup> floor space and structure: Back wall with graphic, carpet, a display rack and daily basic stand cleaning (emptying of bins and floor vacuuming).
- Standard electricity supply
- Furniture package: 1 lockable desk, 2 stools, 1 waste basket



*Non contractual pictures*

The stand module provided by the official stand service supplier and illustrated above will be uniform stands with uniform graphics, height and design. Partition walls will be 2.5m high.

### CUSTOM STAND DESIGN

#### STANDS DRAWING

By 1 April 2019 every exhibitor must submit to the ESC Industry Team, an exact statement of the dimensions of their stand as well as plans and descriptions of this stand.

A public liability insurance document must be submitted as well as all additional certification documentation required for complex structures. All documents for construction certification are required.

[Please refer to the ESC Guidelines for Industry @ Congresses for further information.](#)

### HEALTH & SAFETY CERTIFICATION

#### COMPLEX STRUCTURES

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.

Please refer to the [ESC Guidelines for Industry @ Congresses](#) for further information.

### **STAND MODULE**

By 1 April 2019 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.

### **ONSITE CHECKING**

All stands will be checked onsite by the ESC Industry Team and by the venues’ Health & Safety Team to ensure that the structures are safe and that they are compliant with the approved technical drawing upstream. In case of difference between the approved drawing and the stand, the ESC Industry Team reserves the right to ask for any change needed in order to make the stand compliant.

Please refer to the [ESC Guidelines for Industry @ Congresses and venue rules and regulations](#) for further information.

### **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.

Please refer to the [ESC Guidelines for Industry @ Congresses and venue’ Rules and Regulations](#) available on [www.essexhibition.org/EHC19](http://www.essexhibition.org/EHC19).

### **SPECIFIC REQUIREMENTS**

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 Team will advise you accordingly.

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 3.5m
- 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...)

### 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 Team only when the venues have 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.

Please refer to the [ESC Guidelines for Industry @ Congresses and venue rules and regulations](#) for further information.

### STAND HEIGHT ALLOWANCE

The maximum height allowance is in direct proportion to the m2 floor area of each stand and is as follows:

4m<sup>2</sup> - 25m<sup>2</sup>                      2.5m

### 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 place stand elements on the open sides of island, peninsula, corner or in-line stands within this 30cm perimeter.



Erecting walls or glazed surfaces is permitted within the 30cm perimeter or at the edge of the stand, as long as there is no equipment or material integrated or placed on these surfaces, aiming to attract visitors and thus creating a crowd on the aisles bordering the stand.

### IMPORTANT

- It is forbidden to place stand elements (i.e desks, monitor, kiosk...) likely to attract visitors and cause a crowd onto the aisles on the edge of the stands. The stand should be designed to contain all interested parties without affecting the exhibition's traffic flow.
- All Exhibitors should have plans to prevent congesting the aisles and disrupting neighboring exhibits. All attendees visiting booths should be inside booth boundaries at all times. Attendee congestion in the aisles outside a booth is an

indicator of the need for a larger booth, which may be required by the ESC for the exhibitor to participate in future ESC exhibitions.

### **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 Exhibitions as free as possible. The line of sight minimum height must be 2m.

Please refer to the ESC Guidelines for Industry @ Congresses for full technical specifications and illustrations.

### **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.

Please refer to the ESC Guidelines for Industry @ Congresses for full technical specifications and illustrations.

### **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**

- Erecting walls or glazed surfaces is permitted within the 30cm perimeter or at the edge of the stand, as long as there is no equipment or material integrated or placed on these surfaces, aiming to attract visitors and thus creating a crowd on the aisles bordering the stand.
- 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 height of this wall must be approved by the ESC. These walls cannot be higher than 3.5m.
- According to the stand element height allowance, walls higher than 2.5m or 3.5m erected on stands must be 1m inset from the separation wall(s).

Please refer to the ESC Guidelines for Industry @ Congresses for full technical specifications and illustrations.

## **SELF STANDING ELEMENTS**

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 will not be taken into account in the calculation of the transparency and therefore will not be considered as obstructive.

## **EXHIBITION SERVICES**

For all your stand service orders and the latest exhibition logistics information, please visit [www.escehibition.org/EHC19](http://www.escehibition.org/EHC19).

All stand services can be ordered via the Exhibitor Shop available on [www.escehibition.org/EHC19](http://www.escehibition.org/EHC19).

For further information on services available, please contact the FMC Technical Department:

Email: [ehc2019@fieramilanocongressi.it](mailto:ehc2019@fieramilanocongressi.it)

Direct Line: +39 02 4997 7135

## **SERVICE POINTS (ELECTRICITY, WATER, WASTE, COMPRESSED AIR)**

All services (water, electricity, compressed air, etc.) will reach stands via the service ducts located within the wall. Connections to these service ducts must be made by the venues' Technical Exhibitor Service 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.

For complete details on electrical rules and regulations for stand installation, refer to the venues' Rules and Regulations available on [www.escehibition.org/EHC19](http://www.escehibition.org/EHC19).

Please refer to the [ESC Guidelines for Industry @ Congresses](#) for further information.

## **INTERNET CONNECTION**

With the explosion of wireless-enabled devices (smartphones and tablets), the Wi-Fi network availability during ESC Congresses has become a challenge. In order to avoid interferences between Wi-Fi devices on stands (routers, access points, controllers ...) the ESC strongly recommends getting in touch with the venues for all connection needs. The venues' IT and Telecommunications Support will provide internet connections (via cable) and Wi-Fi capabilities for internet browsing and email reading. The Wi-Fi settings will be coordinated with those of your neighboring booths to avoid interferences for you and other exhibitors as best possible. For this reason, it is extremely important that every stand owner operates his Wi-Fi on the settings assigned to him. This will ensure that interferences with your own Wi-Fi and the

network of others are kept to a minimum. The ESC and the venues' IT and Telecommunications Support have the right to require exhibitors to modify the settings and/or remove these devices if judged necessary.

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

#### **WASTE AND CLEANING MANAGEMENT**

Exhibitors should manage (contract and pay for) their waste removal through the official cleaning supplier. This can be ordered through the FMC Exhibitor shop on: [www.escehhibition.org/EHC19](http://www.escehhibition.org/EHC19).

'Wild tipping' or disposing of bulk waste within the fairground without payment will be considered a serious violation.

#### **IMPORTANT**

**Unattended rubbish left by exhibitors in aisles when the exhibitions are open will be removed at the Exhibitor's expense.**

[Please refer to the ESC Guidelines for Industry @ Congresses for further information.](#)

#### **CATERING**

Exhibitors may not bring their own catering into the venues. 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.

The Official Caterer of the EuroHeartCare 2019 is **Ad Arte – Compass Group**. Catering can be ordered online from the FMC Exhibitor Shop available on: [www.escehhibition.org/EHC19](http://www.escehhibition.org/EHC19).

#### **LOGISTICS**

Transport regulations/handling

The official forwarder for ESC Congresses is:

Fairexx Logistics for Exhibitions GmbH

Email: [contact@fairexx.com](mailto:contact@fairexx.com)

Within the limits of the venues, 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.

[Please refer to the ESC Guidelines for Industry @ Congresses for further information.](#)

## **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 available on [www.escehibition.org/EHC19](http://www.escehibition.org/EHC19).

## **DELIVERY ADDRESS**

The address for all deliveries will be made available in the Fairexx freight forwarder manual available online on [www.escehibition.org/EHC19](http://www.escehibition.org/EHC19). Note that this will be the only delivery address to be used for consignments delivered direct to Fiera Milano Congressi. Venues representatives are not entitled to receive goods on behalf of exhibitors.

## **STORAGE**

Empty packing cases must be removed from the exhibition halls by 19:00 on Thursday 2 May. 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.

Storage on stand is limited to daily basis used. No extra storage will be allowed in Exhibition halls.

## **1.6 SAFETY AND TECHNICAL SPECIFICATIONS**

Please refer to the ESC Guidelines for Industry @ Congresses and venue' Rules and Regulations available on [www.escehibition.org/EHC19](http://www.escehibition.org/EHC19).

### **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 ESC Congresses, all disabled persons must be able to access and exit all facilities without assistance.

### **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 stand will be subject to these regulations.

## **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 European standards.**

Exhibitor's using materials not conforming to any safety component of the ESC Guidelines for Industry @ Congresses and venue' Rules and Regulations will replace them with safe alternatives at their own cost.



## **ORGANISER'S SECURITY**

The ESC undertakes the general surveillance service of the venues, 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.

Stand security can be ordered via the FMC Exhibitor Shop available on [www.escehhibition.org/EHC19](http://www.escehhibition.org/EHC19)

## **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.**

## **INSURANCE**

Please refer to the MiCo Technical Regulations – Chapter 9: Insurance

ALL EXHIBITORS must be insured according to the following points:

1. As per Fiera Milano Congressi Technical Regulations Book, it is **COMPULSORY** that before entering the Fiera Milano / Fiera Milano Congressi Gates, ALL Exhibitors must be insured, by means of a property All Risks coverage, for all losses or damage that the assets in their availability during the event could suffer, according to the rules listed below.

"All risks" Policy of the Exhibitors (excluding terrorism and sabotage risks) - Fiera Milano Congressi requires that all goods, machinery, fixtures, fittings and equipment brought to and/or used at the Exhibition Centre by Exhibitors are covered by a property "All Risks" insurance, including a clause waiving the insurer's right of recourse against Third Parties, including Fiera Milano Congressi S.p.A., Fondazione Fiera Milano, Fiera Milano S.p.A., their subsidiaries and/or affiliates, the Organization and all Third Parties in any way involved in the organisation of the Exhibition.

This insurance is made available through Fiera Milano Congressi for a capital of Euro 25.000,00 at a cost of **Euro 100,00**, that can be booked in the FMC Exhibitor Services under ("Insurance Coverage").

Exhibitors may increase the automatic coverage, by filling in, signing and returning the INS Application Form.

2. Exhibitors can use their own policies, submitting the statements they can find at Art. 6.c of the insurance application Form, for the approval of Fiera Milano Insurance

Broker (MARSH). These policies will be considered valid, ONLY if, they are "Property All Risks Policies", and contain a clause waiving the right to claim compensation from third parties, including Fiera Milano Congressi SpA, Fondazione Fiera Milano, Fiera Milano SpA, their affiliates, the Organisers of the Event and any third-parties in any way involved in the Organisation of the Event. For policies that do not include the above-mentioned clause or that are considered inadequate, the Insurance Broker (MARSH) will ask Exhibitors to revise the clauses concerned. The statements as per Art. 6.c of the insurance application Form must be submitted to our Insurance Broker (MARSH) within and not later than 30 days before the beginning of the Event.

Please refer to Chapter 5 "General terms and conditions" § 5.3 INSURANCE of the ESC Guidelines for Industry @ Congresses.

## 1.7 EXHIBITOR REGISTRATION

Please refer to the ESC Guidelines for Industry @ Congresses for further information.

All exhibiting companies have a fixed allocation of free General Exhibitor, and Scientific Exhibitor badges. If the number of free General Exhibitor badges is insufficient, extra General Exhibitor badges may be purchased.

### 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 EuroHeartCare 2019 Scientific Sessions
- Access to Industry Sponsored Sessions of affiliated company
- No congress bag
- No journal subscription
- No accreditation
- Hard copy of the Programme at a glance
- Electronic version of the Final Programme on Mobile App and Website
- Opportunity to purchase additional General Exhibitor badges
- Onsite name changes are not accepted, a new badge must be purchased
- Lost General Exhibitor badges will not be replaced, a new badge must be purchased

#### SCIENTIFIC EXHIBITOR BADGE

- Access to Exhibition halls
- Access to EuroHeartCare 2019 Scientific Sessions
- Access to Industry Sponsored Sessions
- No congress bag
- No journal subscription

- Hard copy of the Programme at a glance
- Electronic version of the Final Programme on Mobile App and Website
- No additional paying Scientific Exhibitor badges 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 accepted upon surrender of the original badge (administration fee to be charged)
- Lost Scientific Exhibitor badges will not be replaced, a new badge must be purchased

### EXHIBITOR BADGE ALLOCATION

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.

Each exhibiting company is entitled to receive one official congress bag.

	General Exhibitor badges	Scientific Exhibitor badges
Welcome Package and all others stand size	3	2

### EXHIBITOR BADGE ORDER

#### FREE BADGE ORDERS

A link to an online form will be sent to the Industry's main contact 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 be left with the company name only).

Should the person in charge of ordering the badges not be from the Industry, an official letter of appointment must be provided 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 BADGE WITH COMPANY NAME AND/OR INDIVIDUAL NAME

Exhibitors may choose how their 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.

#### BADGE FEES AND ORDER DEADLINES

Additional General Exhibitor badges may be pre-ordered at the early fee of €50 (excl. VAT) per badge before **9 April 2019**.

### 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 from the Fairexx office during construction and dismantling phases.

Work passes are only valid during the stands' build-up time.

### **DELEGATE PASSES TO EXHIBITIONS OUTSIDE OF OPENING HOURS**

For security reasons, access to the exhibitions outside of opening hours is limited to persons holding an exhibitors' badge and to the official opening time of the congress. Full fee paying delegates affiliated with an exhibiting company can also receive a green sticker for access to the exhibitions 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.

## **1.8 STAND ACTIVITY AND PROMOTIONAL REGULATIONS**

Please refer to the ESC Guidelines for Industry @ Congresses for further information.

### **STAND ACTIVITIES**

The main activity of any exhibition' stands 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 exhibitions or other rules within this publication.

### **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.

### **IMPORTANT**

**Out of respect for our fellow exhibitors, it is requested that demonstrations/presentations, which may generate noise within the exhibition area, are kept to a minimum. All loudspeakers are to be positioned within the boundaries of the stand and angled so that they face inwards towards the centre point of the stand. The maximum permitted volume on stands is 3db above background noise, measured from 3m distance to the stand. The ESC is authorised to restrict any demonstrations/presentations which do not comply with the regulations.**

**We call on all exhibitors to kindly self-regulate the level of noise they are producing – the exhibition is an open area so it is crucial that all parties act in good faith to ensure harmony throughout the area.**

**NOTE**

**Each exhibitor is asked to seriously consider these recommendations and self-regulate. Refusal to lower the sound level or halt an activity will be considered a violation of these Guidelines.**

**PROMOTIONAL REGULATIONS**

**ITEMS WHICH MAY BE ADVERTISED**

It is prohibited to advertise goods and services which have not been admitted to EuroHeartCare 2019 or to make publicity for organisations which do not occupy stand space at ESC Congresses. 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.

Each exhibitor should declare all items for distribution in advance with a description/picture and unit price by using the e-form sent by the ESC Industry Team.

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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 2 May 2019, should this date fall first.

### VALUE ADDED TAXATION

Italian VAT rules will apply for, exhibitor badges, registration fees and hotel accommodation sales. For such services, Italian company VAT registered in Italy will have to auto reverse the VAT in their home country (general EU services directives).

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.

### 2.1 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 2 May 2019.

### CANCELLATION POLICY

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

- 10% until 30 November 2018
- 50% from 1 December 2018 to 31 January 2019
- 100% from 1 February 2019

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 November 2018, any down-sizing post this date will be subject to cancellation fees as outlined above.

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 é been ordered
- Cancelling your, Meeting Rooms, Industry Daily Room, Closed Industry Meeting and Business Suites if no Industry Sponsored Sessions has been ordered

- Loose your Exhibitor rights, which includes Exhibitor badge allocation (General Exhibitor and Scientific Exhibitor).

## 2.2 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, EuroHeartCare 2019 has to be cancelled, the ESC will refund to the Industry the sum paid to the ESC for contractual commitments less 25% expenses incurred in preparation of these contracts as administrative fees.

### 3. GENERAL TERMS AND CONDITIONS

#### INSURANCE

All industries must send a copy of their insurance certificate to the ESC Industry Team with their stand design submission by communicated deadlines. In the event that, the ESC Industry 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 automatically send a 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.