

ESC CONGRESS 2012 – Update Message

25 August - 29 August: Munich, Germany

Dear Exhibitor,

This Update contains important logistical information concerning the ESC Congress 2012 in Munich. Please ensure this message and the Industry Guidelines are distributed to all your staff and agencies involved in this Congress.

At any stage you can reach the exhibition team on:

Abir Ghorab
Maud Payssé
Samantha Bickham
Phone: + 33 4 92 94 76 17
Fax: + 33 4 92 94 76 26
Email: exhibition@escardio.org

We look forward to speaking with you in the coming weeks and working towards the best event in Cardiology in 2012!

Regards,
ESC Exhibition Team



Abir Ghorab



Maud Paysse



Samantha Bickham

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1. Access to the Venue and Parking

Congress Venue

The ESC Congress 2012 will be held in ICM - Internationales Congress Center München,
Messe München GmbH
Messegelände
81823 Munich
Germany

There are 3 dedicated exhibition areas: the ESC Plaza, Exhibition A and Exhibition B. The venue floor plan is available on this link: <http://www.escexhibition.org/ESC2012/exhibition/>

As usual vehicles entering the fairground will be required to pay a deposit of €100. This will be returned if the timeslot is respected.

For more details see Access plan on: <http://www.escexhibition.org/ESC2012/exhibition/>

Parking

Long term parking for trucks will be in Parking P6. Short term parking will be close to the exhibitor entrance , with Fairexx a check point at G19. This area will also be used for long term parking permits for cars and minivans.

For more details, please see the parking order form on the exhibition website:

<http://www.escexhibition.org/ESC2012/exhibition/>

Note: Industry Coach parking information is available on line on the same link

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2. Build Up and Break Down

A strict timetable will be applied – (See next page)

Cars and lorries cannot be driven into the exhibition halls. Always park your vehicle in the allotted space outside. Space is limited – as soon as you have unloaded, please move your vehicle away from the unloading area. On arrival, drivers should report to uniformed staff from Fairexx, the Official ESC Logistics Provider, to obtain a Working Pass. This pass carries the name of the individual, company and booth number and needs to be carried at all times during the build up/break down. The traffic and deposit system will be managed by Fairexx on behalf of the ESC. Also note that power operated equipment such as forklifts can only be used by Fairexx.

The Freight Free Aisle plan also needs to be respected. **For more details click on this link:**

Exhibition A:

<http://www.escexhibition.org/ESC2012/exhibition/ESC%20Items/ESC%20Congress%202012%20Exhibition%20A%20Freight%20Free%20Aisle%20Plan.pdf>

Exhibition B:

<http://www.escexhibition.org/ESC2012/exhibition/ESC%20Items/ESC%20Congress%202012%20Exhibition%20B%20Freight%20Free%20Aisle%20Plan.pdf>

IMPORTANT:

NO DISMANTLING BEFORE 13:00 WEDNESDAY 29 AUGUST. VALUABLES CAN BE REMOVED ON TUESDAY EVENING FROM 18:00, STANDS MUST BE PRESENTABLE & RETAIN VISUALS UNTIL DISMANTLING STARTS.

On Tuesday evening (28 August) preference is given to trucks delivering bulk packaging materials. We would therefore advise you book the delivery of your empties through Fairexx our Official Forwarder and lifter.

Please note the Exhibition is CLOSED on Wednesday morning.

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Build up:

During construction the halls are open from 8:00 to 22:00

Access Schedule:

Unloading for vehicles sizes/date	Vehicle access for stands over 600m ²	Vehicle access for stands over 300m ²	Vehicle access for stands over 150m ²	Vehicle access for stands over 100m ²	Vehicle access for stands over 30m ²	Vehicle access for all stands
Monday 20 August	From 8.00 to 13.00	From 13.00 to 18.00				
Tuesday 21 August			From 8.00 to 13.00	From 13.00 to 18.00		
Wednesday 22 August					From 8.00 to 13.00	
Thursday 23 August						From 8.00 to 13.00

Friday, 24 August

08.00-18.00 Hall access for construction All construction must be completed by 18.00, goods must be removed from aisles, stand decoration is possible until 22.00

Unloading: 08.00-19.00 Vehicle access to the fairground for all stands

- No further vehicle access to the fairground until 28 August, 2012 at 21.00
- Daily deliveries should be sent to the Fairexx office, where transport to the exhibition area may be arranged

Saturday 25 August

08.00-20.00 Hall access for exhibitors

08.00-12.00 Stand decoration only, to be completed by 12.00 Incomplete stands and no-shows by 12:00 will be walled off and goods placed in storage at exhibitors cost.

08.00-15.00 Staff Meetings may be held on stands. Exhibit staff with full delegate registrations should go to exhibitor's registration desk to have their badge validated for privileged exhibitor access

NEW 15.00 Exhibition halls open (all stands must be staffed)



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Removal of Valuables and Break Down:

Tuesday 28 August

09.00 - 18.00 Exhibition open

18.00 - 24.00 Removal of valuables & delivery of empty packaging cases by Fairexx (booking necessary)

Vehicle access from 21.00 - 24.00 (deposit required for all vehicles entering the fairground; please note this is a very busy period and priority is given to trucks delivering bulk packaging materials)

Wednesday 29 August

The exhibition will not be open to delegates on Wednesday 29 August

08.00 - 13.00 No dismantling and no vehicle access to fairground

13.00 - 24.00 Dismantling: full vehicle access to fairground

Thursday 30 August



NEW 08.00 - 24.00 Dismantling - full vehicle access to fairground (last day)

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3. Cleaning and Waste

Exhibitors are responsible for the cleaning of their own exhibit and the disposal of waste generated before, and after the event.

To order stand cleaning and waste collection please click on this link:

http://www.escexhibition.org/ESC2012/exhibition/Stand%20Services%20Download%20Area/web_cleaning.pdf

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

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4. Security

The Organisers provide General Surveillance only within the Exhibition areas. It is therefore important that each exhibitor secures his/her stand against the risk of theft. The Organisers and the Messe München will accept no responsibility for loss or theft from stands.

Should you order or possess valuable items on your stand, eg: plasma, DVD players...), we suggest you order security staff for your stand by using this link:
<http://www.escexhibition.org/ESC2012/exhibition/>

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5. Delivery Address and Storage

FAIREXX arranges all storage and forwarding for the ESC Congress 2012.

AIRFREIGHT:

Your shipments should arrive at Munich airport (MUC) no later than 5 working days before desired delivery to your booth

Consignee Address:

FAIREXX Logistics for Exhibitions GmbH

Niederlassung Muenchen
Kesselbodenstrasse 34
85391 Allershausen / Germany

Notify : ESC 2012 / Exhibitors Name

Hall / Stand Number

Contacts:

HALL A: Florian Wallmann

Tel: +49 173 214 5302

Florian.wallmann@fairexx.de

HALL B: Anja Homann

Tel: + 49 173 247 7818

Anja.Homann@fairexx.com

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

Pre-advice: please send to Fairexx at least two days before arrival in Munich

by Telefax (+49 (0) 30 44 03 47 79) or by e-mail

Copy of Airwaybill (AWB) / invoice / packing list / Flight details

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ROADFREIGHT:

Consolidated shipments should arrive at the Munich warehouse no later than
4 working days before desired delivery to your booth

Warehouse address:

FAIREXX – Logistics for Exhibitions GmbH

Niederlassung Muenchen / Munich branch

Kesselbodenstrasse 34

85391 Allershausen / Germany

Notify : ESC 2012 / Exhibitors Name

Hall / Stand Number

Contacts:

HALL A: **Florian Wallmann**

Tel: +49 173 214 5302

Florian.wallmann@fairexx.de

HALL B: **Anja Homann**

Tel: + 49 173 247 7818

Anja.Homann@fairexx.com

Pre-advice : for your Roadcargo Shipments please send to Fairexx in

Advance by Telefax: (+49 (0) 30 44 03 47 79) or e-mail

* Trucking details (Truck no., haulier, ETA)

* Copy of invoice / packing list / Exhibitor name / stand no.

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ROADFREIGHT:

Trucks arriving directly at the congress center (full / half trailer loads) should arrive in accordance with the official Build-Up Dates and Times.

Important: Each truck must be registered at FAIREXX and will get a timeslot for unloading/re-loading

Please complete the time-slot request form to get your reference number

Fairground Address:

MesseGelaende Munich

c/o FAIREXX Logistics GmbH

Paul-Henri-Spaak-Str. 8 / **Gate 19**

D - 81829 Munich – Fairground Riem

Notify : ESC 2012 / Exhibitors Name
Hall / Stand Number

Contacts:

HALL A: **Florian Wallmann**

Tel: +49 173 214 5302

Florian.wallmann@fairexx.de

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Tel: + 49 173 247 7818

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Pre-advice : for your Roadcargo Shipments please send to Fairexx in advance
by Telefax (+49 (0) 30 44 03 47 79) or e-mail

- * Trucking details (Truck no., haulier, ETA)
- * Copy of invoice / packing list / Exhibitor name / stand no.

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For more information about the **Delivery Address and Storage**, download the FAIREXX Manual from:

<http://www.escexhibition.org/ESC2012/exhibition/Stand%20Services%20Download%20Area/Fairexx%20Manual.pdf>

Fairexx Contacts:

HALL A
Florian Wallmann
Tel: +49 173 214 5302
Email : Florian.wallmann@fairexx.de

HALL B
Anja Homann
Tel : +49 304 403 4710
Email : anja.homann@fairexx.com

FAIREXX GmbH
Marienstrasse 28
12207 Berlin
Germany
Fax : +49 304 403 4779

General requests:
Tel : +49 304 403 4711
Email : contact@fairexx.com

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6. Stand Service Orders

If you should still require additional stand services, we suggest you consult the online catalogues available on: <http://www.essexhibition.org/ESC2012/exhibition/default.aspx>

Deadline: 20 July 2012

For all primary services

(electricity, internet, water, audio, staff, etc...) please contact:

The Messe Muenchen Technical Exhibition

Services Division:

Mrs Barbara Wentz or Mr. Patrick Reuter

Email: tas3@messe-muenchen.de

Tel: +49 899 492 1130

Fax: +49 899 492 1149

For additional furniture or

decoration items for your stand, or stand packages, please contact:

Meplan

Ms. Mymy Memed

Email: memed@meplan.de

Tel: +49 899 492 8823

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7. Hostesses

To order your Hostesses/Hosts we would suggest you contact the Fair Agency GmbH as soon as possible, using the following form:

<http://www.essexhibition.org/ESC2012/exhibition/Stand%20Services%20Download%20Area/Hostesses%20-%20Hosts.pdf>

For more details, feel free to contact:

The Fair Agency

Tel: +49 892 444 193 89 / Fax: +49 892 444 193 79

Email: personal@the-fair-agency.com

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Stand services

Please find the links online:

<http://www.esccongress.org/ESC2012/exhibition/default.aspx>

Primary services - Messe Muenchen		
General Information	Compressed air	Cleaning and waste
Stand construction and suspensions	Internet and telecommunications	Parking
Electricity	Audio visual	Fire safety
Water	Staff support	Insurance

Stand services - Meplan

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8. Catering

Please note that it is not allowed to take food and/or drinks into the building or to keep them on the premises unless ordered through **Käfer Services**:

Käfer Service GmbH | Messesgastronomie

Am Messeturm 3

81829 München

Tel: +49 899 492 4293

Fax: +49 899 492 4209

Email: esc.catering@feinkost-kaefer.de

Deadline for orders is 4 August 2012 please use the order form available on the following link: <http://www.escexhibition.org/ESC2012/exhibition/>

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9. Exhibition Opening Hours



Saturday 25 August

15.00 Exhibition halls open (all stands must be staffed)
17.00-18.00 Opening Ceremony
17.30 Opening reception in exhibition halls
20.00 Exhibition closes

Sunday 26 August

09.00 - 18.00 Exhibition open

Monday 27 August

09.00 - 18.00 Exhibition open

Tuesday 28 August

09.00 - 18.00 Exhibition open

All exhibiting staff must wear an Official ESC Congress 2012 badge at all times within the venue.

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10. Exhibitors Registration and Badge Readers

The Exhibitors Registration Desk is situated close to the main entrance of the congress centre.

The following services will be available:

- Collection of Work Passes (Also available from FAIREXX Office)

- Collection of pre-ordered exhibitors' badges



- **New Category : Scientific Exhibitor Badges** are available this year (description in next page)

- Preparation and purchase of additional exhibitor badges

- Distribution of "Green Stickers" enabling fully registered participants to access the exhibition areas outside official opening hours

- **Please note that employees of exhibiting companies will only gain access to the stand if they have an Exhibitor Badge. You should therefore not arrange to distribute Exhibitor Badges from the stand – make sure that everyone is aware of this restriction, as exceptions cannot be made.**

NO BADGE = NO ACCESS TO EXHIBIT AREA

BADGE ORDERS:

Early fee deadline: 16 July 2012

Name change deadline: 18 July 2012

To place your order use the form on:

<http://www.esccongress.org/ESC2012/exhibition/default.aspx>

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Exhibitor Badge Allocation

Stand size between:	General Exhibitor Badges	Scientific Exhibitor Badges	Diamond Exhibitor Badges
9 and 49 m ²	10	5	
50 and 99 m ²	15	10	
100 and 199 m ²	25	20	1
200 and 299 m ²	30	25	2
300 and 399 m ²	35	30	4
400 and 499 m ²	40	35	6
500 and 599 m ²	45	40	8
600 and 699 m ²	50	45	10
700 and 799 m ²	55	50	15
800 and 899 m ²	60	55	20
More than 900 m ²	75	75	25



New Category :

Scientific Exhibitor Badges

Each exhibitor is entitled to a defined number of Scientific Exhibitor Badges which will enable the bearer to access the Scientific Sessions of the ESC Congress. Companies cannot order additional numbers of Scientific Exhibitor Registrations beyond the defined number allocated per stand. This registration category does not give access to an official congress bag and/or accreditation.

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Exhibitors Registration Opening Hours

❖ Monday 20 August	08:00 – 18:00
❖ Tuesday 21 August	08:00 – 18:00
❖ Wednesday 22 August	08:00 – 18:00
❖ Thursday 23 August	08:00 – 18:00
❖ Friday 24 August	08:00 – 18:00
❖ Saturday 25 August	08:00 – 20:00
❖ Sunday 26 August	08:00 – 18:00
❖ Monday 27 August	08:00 – 18:00
❖ Tuesday 28 August	08:00 – 18:00
❖ Wednesday 29 August	08:00 – 12:00

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Badge Readers

Recording a prospective customer's information can be done by using one of the ESC Congress 2012 Badge Readers. There are two models available for order:

- Classic Badge Reader:

<http://www.esccongress.org/ESC2012/exhibition/Stand%20Services%20Download%20Area/Key4lead%20Classic%20Badge%20Reader.pdf>



- Advanced Badge Reader:

<http://www.esccongress.org/ESC2012/exhibition/Stand%20Services%20Download%20Area/Key4lead%20Advanced%20Badge%20Reader.pdf>

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11. Stand Design and Activities Approval

Stand Drawings and Designs

Each stand design needs to be approved by the ESC. Stands that have not been approved in writing or that do not correspond to approved drawings **will have to be corrected at the exhibitor's expense.**

Stand Giveaways and Activities

All stand giveaways and activities need to be approved by the ESC.

Please fill in the Stand Activity form available on

<http://www.esccongress.org/ESC2012/exhibition/ESC%20Items/Stand%20Activity%20Form%20Deadline%2023%20July%202012.pdf> and send it back to us before the **23 July 2012.**



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Distribution of promotional material, directions etc. from the stand

Distribution and/or display of printed material by industries and/or its' agents is limited to the company's exhibition space only or the "Information Tables", which will be specifically set up for that purpose and marked as such.

Industry Debrief Meeting

A post show meeting will be held on **Tuesday, 28 August from 11:00 to 12:00**.
Location TBA.

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12. Important Reminders

Payment

Please remember that payment for stand rental must be made in full before the event, if payment has only been made recently you are advised to bring proof of payment with you.

Smoking

Please note that smoking is not permitted anywhere in the building.

Alcohol

It is strictly forbidden to serve any alcoholic beverages from your stand.

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13. Future ESC Congresses

- Acute Cardiac Care 2012
 - EUROECHO & other Imaging Modalities 2012
 - ICNC11
 - EuroPRevent 2013
 - Heart Failure 2013
 - EHRA EUROPACE 2013
 - ESC Congress 2013
- Istanbul, Turkey 20 – 22 Octobre 2012
Athens, Greece 5 – 8 December 2012
Berlin, Germany 5 – 8 May 2013
Rome, Italy 18 – 20 April Rome 2013
Lisbon, Portugal 25 – 28 May 2013
Athens, Greece, 23 – 26 June 2013
Amsterdam, The Netherlands 31 August
- 4 September 2013

If you have any questions about the Exhibition at the ESC Congress 2012, please contact:
exhibition@escardio.org or +33 4 92 94 76 17

We look forward to welcoming you to a successful event in Munich!