

ESC Congress 2013

31 August – 4 September: Amsterdam, The Netherlands

Update
Message

Dear Exhibitors,

Please carefully read this document; it contains important logistical information for the ESC Congress 2013 in Amsterdam.

Please also ensure **this document** and the **Guidelines for Industry Participation** are distributed to **all staff and agencies** involved in the Congress.

At any stage you can reach the Exhibition team on:

Tel: +33 4 92 94 76 17

Fax: +33 4 92 94 76 26

Email: exhibition@escardio.org

We look forward to welcoming you soon in Amsterdam!

Best regards,

ESC Industry Services Team



#ESCcongress2013

www.escardio.org/esc2013

Upcoming deadlines for ESC Congress 2013

- **22 July 2013** - Deadline for declaration of stand activity and give-aways
- **26 July 2013** - Deadline for stand construction orders through the Amsterdam RAI
- **31 July 2013** - Deadline for early fee and name change for Exhibitor badge
- **2 August 2013** - Deadline for electricity and rigging orders through the Amsterdam RAI
- **16 August 2013** - Deadline for hostess and security orders through the Amsterdam RAI
- **21 August 2013** – Deadline for sending a copy of the insurance certificate to Exhibition team (exhibition@escardio.org)

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1. ACCESS TO THE VENUE AND PARKING

Congress venue:

Amsterdam RAI

Europaplein 22 - NL 1078 GZ

P.O. Box 77777 - NL 1070 MS Amsterdam

The Netherlands

Dedicated Exhibition Areas:

Hall 1 & 6 :

- ✓ Exhibition Halls for Industry

Hall 3:

- ✓ ESC Plaza including the ESC stand
- ✓ International Associations

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Loading Access Plan & Parking FOR EXHIBITOR TRUCKS & VEHICLES

All vehicles must go to P15. The FAIREXX team will direct vehicles to one of the unloading zones according to the timeslot previously booked.

Once unloading is done trucks higher than 1,90m must go to P15 for parking during the congress.

Vehicles below 1,90m can park at P1/P2/P3 (underground parking)

The process will be the same for dismantling.

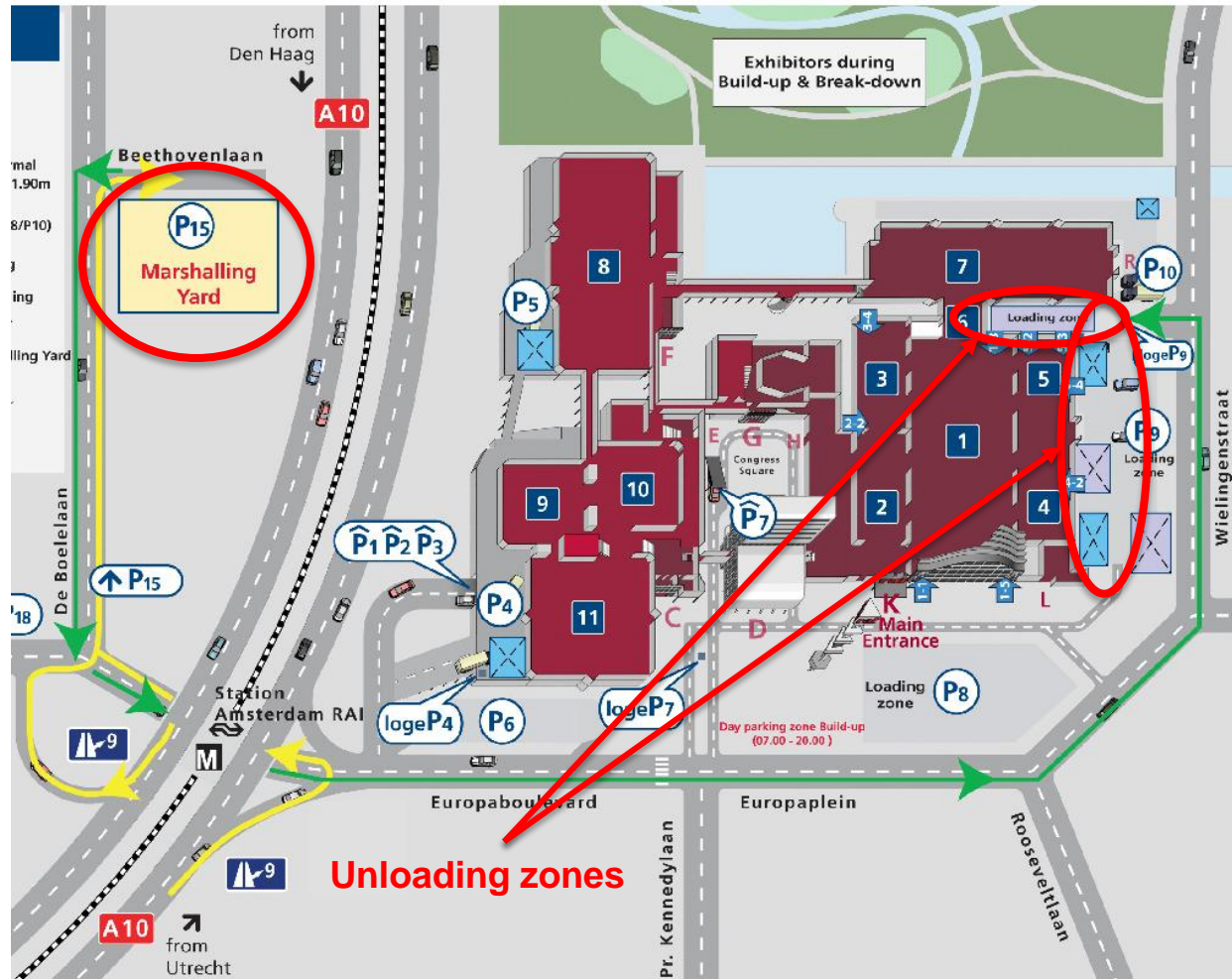
Vehicles below 1,90m who don't need to access the unloading zones can go directly to P1/P2/P3.

[Detailed traffic regulations](#)

[Timeslot request form](#) (deadline 19/07/2013)

FAIREXX Contact: contact@fairexx.com

Fax: +49-30-44 03 47 79



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Loading Access Plan & Parking

FOR INDUSTRY BUSES

All Buses & coaches must present themselves at the P7 Lodge.

The RAI team will guide the drivers of registered buses to their official parking spot (P8/P9/P10). This spot is also the boarding and drop off location during the congress. **Price is 50€/day VAT incl. to pay at the P7 lodge.**

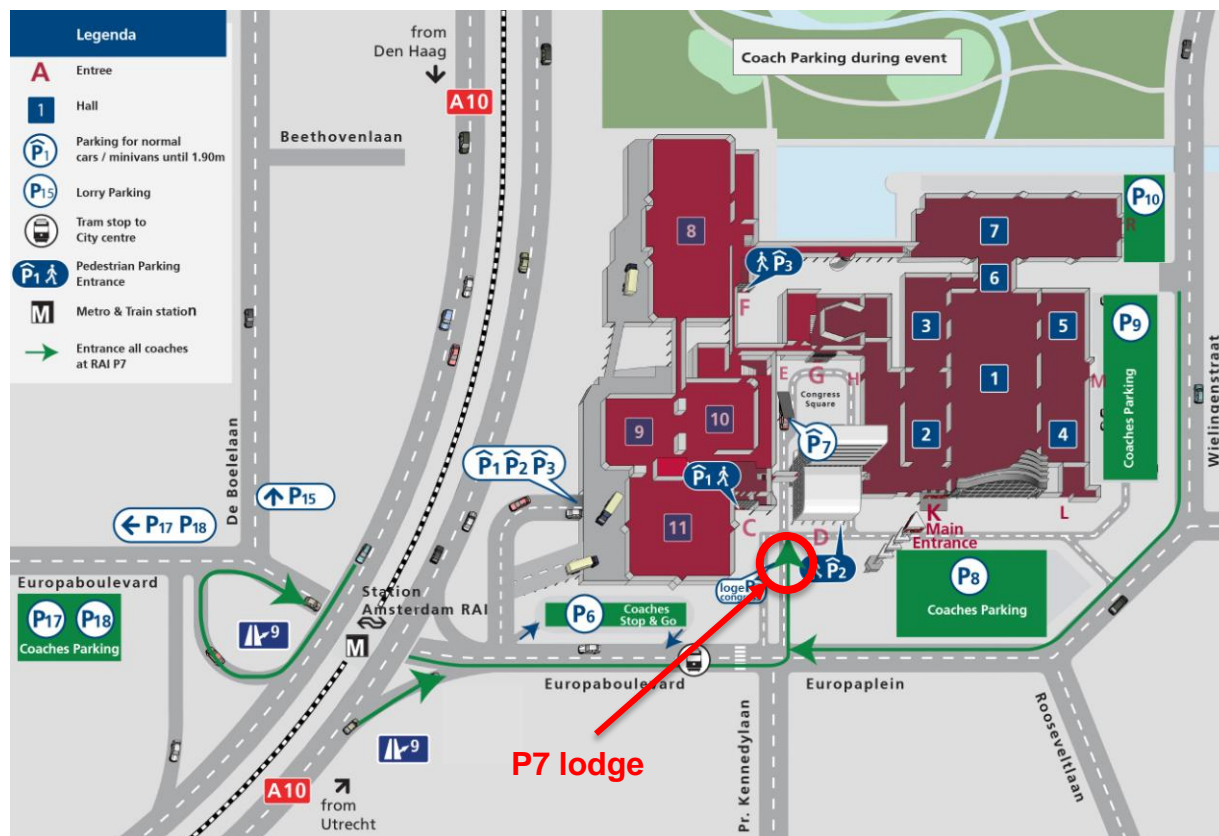
Unregistered buses will be guided to P8/P9/P10 to drop off, board and pack only if there are still spaces available. If not, the buses will be escorted to drop off in P6 and park in P17/P18. **Price for unregistered buses is 75€/day VAT incl. to pay at the P7 lodge.**

Stop and go coaches can drop off and pick up passengers at location P6 with a maximum of 10 minutes (registration needed).

To register:

[Parking reservation form](#)

(deadline 02/08/2013)



(Click to enlarge)

2. EXHIBITION TIMETABLE

A strict timetable will be applied

- ✓ Vehicles can access the fairground with an official time-slot only
- ✓ No vehicles are permitted inside the exhibit halls
- ✓ No access is provided before the date and time mentioned on the access schedule; Access is in direct relation to the size of the exhibition stand.
- ✓ A deposit of €100 will be required for vehicles entering the fairground. This will be returned if the timeslot is respected.

Each exhibitor must request an unloading and reloading time slot through Fairexx for build up and dismantling, please use the form available on www.esccongress2013.org/Exhibition

Working passes

- ✓ Working passes or exhibitors badges are needed for all personnel to access the building
- ✓ 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

Working passes will only be delivered in P15 at the Fairexx office.

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Build-up access Timetable

From Monday 26 August to Thursday 29 August

During the construction period, the halls are open from 08.00 to 22.00

Unloading for vehicles sizes/date	Vehicle access for stands over 600m ²	Vehicle access for stands over 400m 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 26 August	From 8.00 to 11.00	From 11.00 to 13.00	From 13.00 to 18.00				
Tuesday 27 August				From 8.00 to 13.00	From 13.00 to 18.00		
Wednesday 28 August						From 8.00 to 13.00	
Thursday 29 August							From 8.00 to 13.00

Friday 30 August

08.00 – 18.00

Hall access for construction. All constructions 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 vehicles access to the fairground will be permitted until 3 September 2013 at 20.00. Daily deliveries should be sent to the Fairexx office, where transport to the exhibition area may be arranged.

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Exhibition Opening Hours

Saturday 31 August

08.00 – 18.00 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 removed into storage at exhibitors cost.

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

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

Welcome refreshments in Exhibition & ESC Plaza

17.00 – 18.00: Inaugural session

18.00 : Exhibition closes

18.00 – 19.00: Networking reception in ESC Plaza

Sunday 1 September:

09.00 – 18.00 : Exhibition open

Monday 2 September:

09.00 – 18.00 : Exhibition open

Tuesday 3 September:

09.00 – 18.00 : Exhibition open

Dismantling Access Timetable

Tuesday 3 September:

18.00 – 20.00 : Delivery of empty packaging cases by Fairexx (booking necessary) & removal of the carpet in the aisles.

Aisles must not be obstructed.

20.00 – 00.00: Dismantling – full vehicle access to fairground

Wednesday 4 September:

The exhibition will not be open to delegates

00.00 – 22.00 : Dismantling – full vehicle access to fairground (last day)

From 22.00 : Any materials left in the aisles will be cleared by the organisers and destroyed. The Organiser accepts no liability for packing materials not removed in due time.

During the Congress, stand personnel may enter the building one hour before the opening of the exhibition.



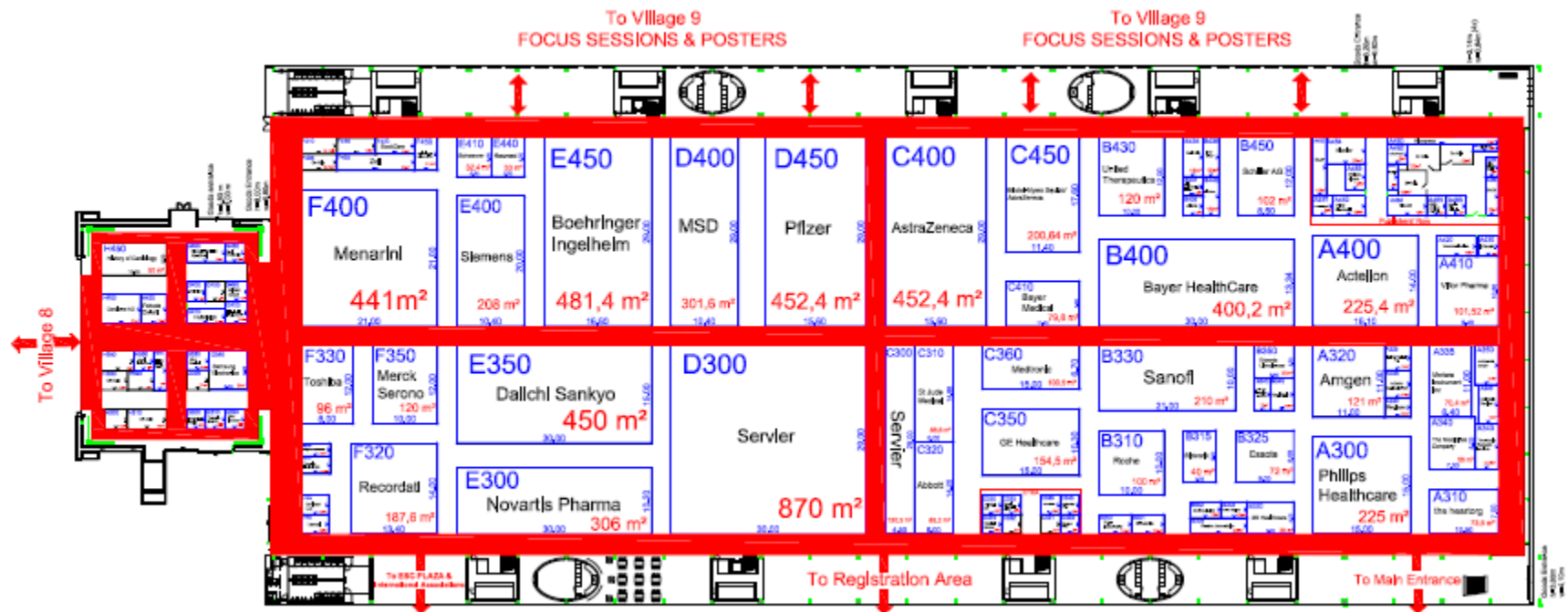
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AISLES TO BE KEPT CLEAR DURING THE BUILD UP AND DISMANTLING OF THE STANDS

The surface in red must be accessible at all times
and must not be obstructed by any materials.



SAFETY REQUIREMENTS

To ensure a safe Build up and Break down, all stand Builders must wear the correct Equipment and follow the safe and secure regulations in Amsterdam RAI:

- ☞ Access to the Amsterdam RAI only with a **valid working pass**.
- ☞ Approved **safety shoes** to be worn.
- ☞ Approved safety **Helmet** to be worn when required.
- ☞ Smoking, drug-taking and consumption of alcohol are prohibited
- ☞ Emergency exists + yellow traffic routes to be cleared and used only in case of emergency.
- ☞ Access to Fire extinguishers at any time.
- ☞ Hot work to be approved by the Amsterdam RAI and conducted in safe area with fire extinguishers close by.
- ☞ Work above 2.5m to be conducted with a safety line for no longer than 2 consecutive hours.
- ☞ Only approved (i.e. CE certified) machines and tools to be used.
- ☞ Goods to be stacked properly
- ☞ Qualified Staff is required for any electrical work

PLEASE REFER TO THE MANUAL « SAFE WORKING PRATICES » for further information:

www.escexhibition.org/ESCcongress2013.

If any question on the safe and secure in Amsterdam RAI, please send an email to :

safety@rai.nl

THE ESC RESERVES THE RIGHT TO REFUSE ACCESS TO THE EXHIBITION HALLS IF IT IS ESTEEMED THAT THE CORRECT PROTECTION EQUIPMENT IS NOT WORN

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.

Exhibitors should manage (contract and pay for) their waste removal and stand cleaning through the official supplier. This can be ordered through the Amsterdam RAI Exhibitor Services web shop on www.escexhibition.org/ESCcongress2013.

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

4. STAND SECURITY

Responsibility:

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 Amsterdam RAI will accept no responsibility for loss or theft from stands.

Extra security:

The ESC reminds you of your individual responsibility for the surveillance of your stand. Exhibitors requiring security staff are invited to order via the Amsterdam RAI Exhibitor Services web shop on www.esccongress2013.org/ESCcongress2013.

The ESC accepts no responsibility for goods stolen from exhibits at any time.

5. DELIVERY ADDRESS AND STORAGE

FAIREXX arranges all storage and forwarding for the ESC Congress 2013.

AIRFREIGHT

Your shipment should arrive at Amsterdam airport (AMS) no later than 5 working days before desired delivery to booth.

MAWB consignment address: **FAIREXX Logistics for Exhibitions B.V.**
De Trompet 1540
1967 DB Heemskerk
The Netherlands

Notify: **FAIREXX** *c/o ESC 2013 / Exhibitors Name / Hall / Stand No.*

Please send your shipments prepaid, on own Masterairwaybill (MAWB) consigned to above mentioned address. Please attach 3 original Invoices to the MAWB.

Pre-advice: Please send to **FAIREXX** at least two days before arrival in Amsterdam
- by Telefax +49 (0) 30 44 03 47 79 or by e-mail: contact@fairexx.com
☞ Copy of Airwaybill / Invoice / Packing list / flight details.

ROADFREIGHT / 1

Groupage & courier shipments (Via advance warehouse) ➡ should arrive at below address no later than 4 working days before desired delivery to booth.

Warehouse address: **FAIREXX Logistics for Exhibitions B.V.**

De Trompet 1540
1967 DB Heemskerk
The Netherlands
Tel: +31 251 250060

Notify: **FAIREXX** c/o ESC 2013 / Exhibitors Name / Hall / Stand No.

Pre-advice: For your Roadcargo Shipments please send to **FAIREXX** pre-advise in advance
- by Telefax: +49 (0) 30 44 03 47 79 or by email contact@fairexx.com
➡ Trucking details (ETA, haulier/courier, tracking number, number of pieces / volume / weight)

ROADFREIGHT / 2

Full/part Trailer Loads (Direct to the venue) → Should arrive first at marshalling yard / Check-In parking P15 in accordance with the official Build-up Dates and Times.

Check-In Address: **FAIREXX Logistics for Exhibitions B.V.**
c/o RAI Amsterdam
Marshalling Yard / Check-In Parking P15
Beethovenlaan
NL – 1078 GZ Amsterdam

Notify: **FAIREXX** c/o ESC 2013 / Exhibitors Name / Hall / Stand No./ FAIREXX time-slot
Reference Number

Pre-advice: For your Roadcargo Shipments please send to **FAIREXX** pre-advise in advance
- by Telefax: +49 (0) 30 44 03 47 79 **or** by email contact@fairexx.com
☞ Trucking details (Truck No., haulier, ETA, volume)

Each exhibitor must request an unloading and reloading time slot through Fairexx for build up and dismantling using the Fairexx form on www.esccongress2013.org/ESCcongress2013

Each direct truck will get a time-slot reference number for unloading and re-loading. Your driver needs to report at Check-In P15 with this reference number.

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

www.escexhibition.org/ESCcongress2013/Exhibition

In case of any further questions, you can contact FAIREXX office:

Your contacts :

Stand no. A-C
& Satellites

Anja Homann

mobile +49 – 173 – 24 77 818
anja.homann@fairexx.com

Stand no. D-F
& ESC Plaza

Florian Wallman

mobile +49 – 173 – 214 53 02
florian.wallmann@fairexx.com

All Pre-advice should kindly be sent 2 days prior to the arrival date by telefax or email to:

FAX: **+49 (0)30 44 03 47 79**

TEL: **+49 (0)30 44 03 47 11**



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www.escardio.org/esc2013

6. STAND SERVICE ORDERS

Stand Space Application Form

Guidelines	Industry Information	ESC Download Area
ESC Guidelines	Exhibition Floor Plans	Company and product description form
RAI Rules & Regulations	Venue Overview	Exhibitor badge order form
RAI Manual Safe Working Practices	Loading Access Plan & Parking	Stand activity form

For all additional stand services, please feel free to consult the Amsterdam RAI Exhibitor Services Web shop available on:

www.escexhibition.org/ESCcongress2013

On site logistics and arrival - Fairexx	Stand Services - Amsterdam RAI		Badge Readers - Léni
Fairexx manual	Amsterdam RAI General web shop	Amsterdam RAI web shop for International Associations	Delegate badge readers
Handling tariff	Stand Packages Catalogue (Basic, Pro & Expert)	Stand Package Catalogue for International Associations	Information brochure
Time slot request	Industry Coach Parking Form		
Working platforms	Traffic Regulations Coach		

For any question, you can contact
Mr Pim Bakkenes or Mr Dennis Disseldorp at
exhibitorservices@rai.nl

- ✓ Orders for **all constructions** (stand packages, custom stands, wall & carpet) - **Deadline: 26 July.**
- ✓ Orders for **Electricity and Rigging** – **Deadline: 2 August.**

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Catering:

The official Stand Caterer is Amsterdam RAI. All catering offered within exhibit areas should be ordered from the Amsterdam RAI.

Catering can be ordered online from the Amsterdam RAI Exhibitor Services web shop available on www.escexhibition.org/ESCcongress2013

It is not allowed for exhibitors to bring their own catering into the Amsterdam RAI. Exhibitors may not sell food or drink for consumption on the premises. Serving alcoholic beverages on stands is strictly forbidden.

Amsterdam RAI Catering
Tel: +31 205 491 928
Email: exhibitorservices@rai.nl

For special catering at your stand, feel free to contact RAI Banqueting by email at: banqueting@rai.nl or by phone on: +31 20 549 18 12

Waste removal (Only for self-built stands):

Exhibitors should manage (contract and pay for) their waste removal through the official supplier. This can be ordered through the Amsterdam RAI Exhibitor Services web shop available on: www.escexhibition.org/ESCcongress2013/Exhibition

Hostesses:

Can be ordered through the Amsterdam RAI Exhibitor Services web shop on: www.escexhibition.org/ESCcongress2013

Internet connection & AV equipment:

Can be ordered through the Amsterdam RAI Exhibitor Services web shop on: www.escexhibition.org/ESCcongress2013



7. INSURANCE

Optional: insurance for goods & packaging materials:

Exhibition goods and packaging materials shall be insured at the expense and risk of the Exhibitor, please contact your own insurance company.

Mandatory: insurance for stand construction/structure

Exhibitors are liable for the safety of participants on and around their stand area at all time. Their stand construction/structure must be insured, please contact your own insurance company.

For exhibitors who don't have an insurance company able to provide this type of service, the Amsterdam RAI offers punctual insurances for the congress available directly from the web shop.

All exhibitors must send a copy of their insurance certificate to the ESC Exhibition Department – exhibition@escardio.org - 10 days before the opening of the Congress

Stand packages: For exhibitors ordering a stand package from the RAI, the insurance for stand construction/structure is included in the package.

8. EXHIBITOR REGISTRATIONS

The **Exhibitor Registration Desk** is situated close to the main entrance of the Congress centre.

The following services will be available:

- ❖ Collection of pre-ordered exhibitor badges
- ❖ 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 the 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 will not be made.

NO BADGE = NO ACCESS TO EXHIBIT AREA

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According to your stand space, you are entitled to a determined number of FREE Exhibitor Badges as follows:

Stand size between:	General Exhibitor Badges	Scientific Exhibitor Badges	Diamond Exhibitor Badges
ETSA	3	2	
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

Extra Badge Orders:

If the number of free General Exhibitor badges is insufficient, extra badges may be purchased by using the form on: www.escexhibition.org/ESCcongress2013/Exhibition.

Please send your order to the Registration department at groups@escardio.org.

EARLY FEE until 31 July 2013 €60 (excl. 21% VAT)
NAME CHANGE until 31 July 2013 €30 (excl. 21% VAT)



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Different Badge Types

	General Exhibitor badges	Scientific Exhibitor Badges	Diamond Exhibitor badges	Delegate badges
Access to exhibition halls (during opening hours)	✓	✓	✓	✓
Access to exhibition halls (outside opening hours)	✓	✓	✓	✗
Access to Industry sponsored sessions**	✗	✓	✓	✓
Access to Industry & CRT lounge	✓	✓	✓	✗
Access to all scientific sessions	✗	✓	✓	✓
Congress bag*	✗	✗	✓	✓
Free journal subscription	✗	✗	✗	✓
EBAC accreditation	✗	✗	✗	✓
Access to Industry & CRT lounge + 3 guests	✗	✗	✓	✗

* Only one Congress bag per stand

** General Exhibitor badges only give access to your own sponsored session

Exhibitor Registration Opening Hours

Opening days	Hours
Wednesday 28 August	14.00 – 16.00
Thursday 29 August	08.00 – 18.00
Friday 30 August	08.00 – 18.30
Saturday 31 August	08.00 – 18.30
Sunday 01 September	08.00 – 18.30
Monday 02 September	08.00 – 18.30
Tuesday 03 September	08.00 – 18.30

9. BADGE READERS

Recording a prospective customer's information can be done by using a Badge Reader.

It can be ordered via the following web link:

<http://www.events-eurodocument.com/esc2013/eng/index.php>



10. INDUSTRY & CRT LOUNGE

A lounge will be made available for all industry partners during the Congress. This lounge will be located close to the main entrance and will be open from 08:00 to 18:00 from Saturday 31 August to Tuesday 3 September.

11. STAND DESIGN AND STAND ACTIVITY 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:

www.esccongress2013.org/Exhibition

☞ Deadline to submit your form: 22 July 2013.

12. EXHIBITION LOUNGES

The Exhibition Lounges are located on the balconies of the Exhibition Hall

Access to the exhibition hall outside of opening hours is limited to persons holding an exhibitors' badge. Persons with an exhibiting company can also receive a green sticker at the Exhibitor Registration Desk to access the exhibition outside of exhibition hours.

Friday 30 August

08:00-22:00 Access for Exhibitors
No access for delegates

Saturday, 31 August

08:00-20:00 Access for Exhibitors
15:00-18:00 Access for delegates

Sunday 1, Monday 2, September

08:00-20:00 Access for Exhibitors
09:00-18:00 Access for delegates

Tuesday 3, September

08:00-22:00 Access for Exhibitors
09:00-18:00 Access for delegates
Exhibitors must remove all personal items from the lounge by **Tuesday 3 September 22:00**.

Wednesday, 04 September

Exhibition Hall closed
00:00 –22:00 exhibition lounge and booth dismantling

Room set up / AV equipment / Telecommunications / Hostesses / Catering

Deadline to place your orders: 2 August 2013

Official Supplier: Amsterdam RAI

Tel: +31 (0) 20549 18 12
Fax: +31 (0) 20549 19 64
E-mail: banqueting@rai.nl

13. IMPORTANT REMINDERS

Access

The Congress is only accessible to certified healthcare professionals, associated press, industry representatives and other stakeholders in the science, management and prevention of cardiovascular disease.

Payment

Please note that payment for stand rental must be made in full before the event.

Smoking

Smoking is forbidden throughout the Building. Ashtrays and ash urns are prohibited in the exhibit area.

Alcohol

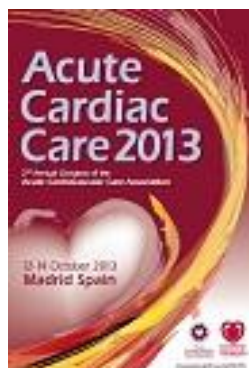
Exhibiting Companies are not allowed to serve any alcoholic beverages from their stand.

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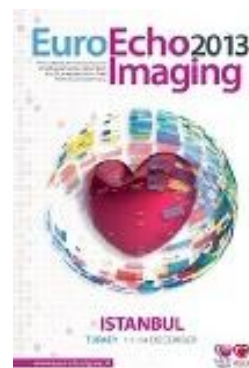
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Upcoming ESC Congresses



Acute Cardiac Care 2013
12-14 October
Madrid
Spain



Euro Echo Imaging 2013
11 - 14 December
Istanbul
Turkey