

Guidelines for Industry Participation

EuroHeartCare

Annual Congress of the Council on
Cardiovascular Nursing and Allied Professions

Glasgow, **Scotland**

22-23 March 2013



At the Heart of
Cardiovascular Care

Formerly the Annual Spring Meeting
on Cardiovascular Nursing

www.escardio.org/nursing



British Association
for Nursing in
Cardiovascular Care

ESC Council on
Cardiovascular Nursing and
Allied Professions



EUROPEAN
SOCIETY OF
CARDIOLOGY®

Your Contacts

For **General Information**, please contact:

ESC Congress Division – EuroHeartCare 2013

2035, Route des Colles

Les Templiers

BP 179

06903 SOPHIA ANTIPOLIS CEDEX

France

Tel: +33 492 947 600

Fax: +33 492 947 601

ehcare@escardio.org

Delegate Web Site: <http://www.escardio.org/congresses/euroheartcare/Pages/welcome.aspx>

Web Site for Industry Partners: <http://www.escexhibition.org/EuroHeartCare2013/default.aspx>

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

- | | |
|-------------------------------------|--|
| • Exhibition: | ehcareexhibition@escardio.org |
| • Industry Sponsored Sessions: | Satellite@escardio.org |
| • Sponsorship, Promotion: | Sponsorship@escardio.org |
| • Registration: | ehcareregistration@escardio.org |
| • Hotel accommodation: | ehcarehotel@escardio.org |
| • Abstracts & Scientific Programme: | ehcarescientific@escardio.org |

Important Dates

10 January 2012	Send us your Company Information
25 January 2012	Order your stand package with our preferred supplier
25 January 2012	Declare stand activity and give away items
15 February 2012	Submit a detailed stand drawing to the Organiser
1 st March 2012	Order free exhibitor badges
1 st March 2012	Additional stand services deadline
20 th March 2012	Catering orders deadline

Table of Contents

Section 1 - Page 4

General Information

- 1.1 Venue
- 1.2 Terminology
- 1.3 Building Overview
- 1.4 Congress Dates
- 1.5 Language

Section 2 – Page 5

Exhibition

2.1 Exhibition General Information

- 2.1.1 Exhibition Services
- 2.1.2 Exhibition Dates
- 2.1.3 Exhibition Time schedule
- 2.1.4 Exhibitor Badges
- 2.1.5 Company Information
- 2.1.6 Surveillance & Security
- 2.1.7 Insurance
- 2.1.8 Shipping information
- 2.1.9 Traffic Control
- 2.1.10 Transport regulations/ Handling
- 2.1.11 Storage
- 2.1.12 Customs/Taxes & Duties
- 2.1.13 Catering
- 2.1.14 Stand Activities
- 2.1.15 Miscellaneous

2.2 Exhibition Technical Guidelines

- 2.2.1 Exhibition Location
- 2.2.2 Exhibition Stand Package
- 2.2.3 Exhibition Space only
- 2.2.4 Stand Construction
- 2.2.5 Fire and Safety regulations
- 2.2.6 Cleaning and Refuse
- 2.2.7 Electricity
- 2.2.8 Water
- 2.2.9 Miscellaneous Services

Section 3 – Page 16

Industry Sponsored Sessions

- 3.1 Conditions for holding a Sponsored Sessions

- 3.2 Cost of Sponsored Sessions
- 3.3 Applying to hold a Sponsored Session
- 3.4 Accounting
- 3.5 Scientific Programme of Satellite Symposia
- 3.6 Erratum Policy
- 3.7 Room Assignment

Section 4 – Page 19

Sponsorship & Promotion opportunities

- 4.1 Sponsorship opportunities
- 4.2 Product Descriptions and Technical Specifications
- 4.3 Sponsorship Terms & Conditions

Section 5 – Page 21

Conditions of Participation

- 5.1 General Conditions
- 5.2 Admission to EuroHeartCare 2013
- 5.3 Conclusion of contract
- 5.4 Renting stand space
- 5.5 Assignment of Space
- 5.6 Stand design
- 5.7 Subtenants and other represented companies
- 5.8 Terms of payment
- 5.9 Acceptance of products
- 5.10 Reservations Policy
- 5.11 Exemption from liability
- 5.12 Premature termination of the rental Contract
- 5.13 Cancellation Policy
- 5.14 Enforcement of rules
- 5.15 Supplementary provisions
- 5.16 Usage Rights for Music, Image, Films
- 5.17 Claims, procedures, place of performance & jurisdiction
- 5.18 Appointed Agencies
- 5.19 Final clause

Section 1 – General Information

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

1.1 Venue

Scottish Exhibition and Conference Centre, Glasgow (SECC)
Exhibition Way
Glasgow G3 8YW, United Kingdom
<http://www.secc.co.uk>
Tel: +0044 141 248 3000



1.2 Terminology

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

City	Glasgow
Building	SECC
Exhibitor	The Company which is to be regarded as participant in the exhibition as a result of a submission of an application for stand space followed by a stand assignment.
Organiser	ESC Congress Division of behalf of the Council on Cardiovascular Nursing and Allied Professions (CCNAP)
The Meeting	EuroHeartCare 2013, organised in cooperation with the British Association for Nursing in Cardiovascular Care (BANCC)

1.3 Building Overview

Registration will take place in: Hall 1

Posters will be shown in: Hall 1

The Exhibition will be held in: Hall 2

Lectures will be held in the following rooms:

- Lomond Auditorium
- Boisdale Room

1.4 Congress Dates

EuroHeartCare 2013 will take place on 22-23 March 2013.

EuroHeartCare 2013
Congress Schedule

	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00					
	07:30	08:30	09:30	10:30	11:30	12:30	13:30	14:30	15:30	16:30	17:30	18:30						
Thurs day 21/03/2013								Registration										
Friday 22/03/2013	Registration																	
	Speaker Service Centre																	
	Exhibition																	
	Scientific Session (1 room only)		Coffee Break		Scientific Sessions		Lunch + Symposia		Scientific Sessions		Break		Scientific Sessions		Opening Ceremony		Civic reception Glasgow Science Centre	
Saturday 23/03/2013	Registration																	
	Speaker Service Centre																	
	Exhibition																	
	Scientific Sessions		Coffee Break		Scientific Sessions		Lunch + Symposia		Scientific Sessions		Closing Session							
	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00					
	07:30	08:30	09:30	10:30	11:30	12:30	13:30	14:30	15:30	16:30	17:30	18:30						

1.5 Official Language

The official language during the Congress is English. Translation facilities will not be available.

Section 2 – Exhibition

2.1 Exhibition General Information

2.1.1 Exhibition Services

For general information on exhibition, please contact

European Society of Cardiology
2035, Route des Colles
Les Templiers
B.P. 179
F-06903 SOPHIA ANTIPOLIS CEDEX
France
Tel: +33 (0)4 92 94 20 51 - Fax: +33 (0)4 92 94 76 26
Email: ehcareexhibition@escardio.org
Web Site: <http://www.esceexhibition.org/EuroHeartCare2013/default.aspx>

For information regarding the **Building** or **planning visit** contact:

Ms. Kerry McNally
Tel: +44 (0)141 248 3000
Email: kerry.mcnally@secc.co.uk

For information regarding:

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

Please contact ehcareexhibition@escardio.org

We recommend you visit the ESC Exhibitors and Industry Partners Web Site regularly to complete order forms in due time and learn about the latest announcements.

All relevant information, documentation, order forms, guidelines are available on:

<http://www.esceexhibition.org/EuroHeartCare2013/default.aspx>

2.1.2 Exhibition Dates

Thursday 21 st March	13:00 – 20:00	Exhibition Build-up
Friday 22 nd March	08:00 – 18:00	Exhibition OPEN
Saturday 23 rd March	08:00 – 16:00 16:00 – 20:00	Exhibition OPEN Exhibition Dismantling

IMPORTANT:

**NO DISMANTLING BEFORE 16:00 SATURDAY 23rd MARCH.
STANDS MUST BE PRESENTABLE & RETAIN UNTIL THE END OF THE CONGRESS.**

2.1.3 Exhibition Time Schedule

- Build-up will take place Thursday 21st March from 13:00 to 20:00.
- Stand decoration should be finished by **Thursday 21st March 20:00.**
- All packing material that is to be retained (e.g. for re-use) should be cleared from the building by **Thursday 21st March 20:00.** After this time any materials left in the aisles will be cleared by the organisers and destroyed. The organiser accepts no liability for packing materials not removed in due time.
- The EuroHeartCare 2013 Secretariat will have an office (ORGANISER'S OFFICE) in the Building from Thursday 21st March to Saturday 23rd March.

2.1.4 Exhibitor Badges

Exhibitors are entitled to 5 free exhibitor badges :

- **3 exhibitor badges** : these badges do not give access to the scientific sessions of the Congress.
- **2 exhibitor scientific badges** which allow access to the scientific sessions of the Congress.
- Exhibitor badges do not entitle you to receive Congress Bags
- Exhibitor badges do not give access to any certifications
- Please note that company names other than those of listed exhibiting companies will not be produced or allowed.
- Exhibiting company has the option to choose how the free badges are inscribed. Please indicate in the Badge Order Form the number of company only badges you wish to receive and the number of individual badges you wish to receive (and please indicate each person's name).

Please order them by contacting ehcareregistration@escardio.org before **March 1st, 2013**

Additional Exhibitor Badges:

If the number of free Exhibitor badges is insufficient, extra badges may be purchased at a price of **€50.00** per badge plus VAT (20%) if applicable.

Working Passes:

In the interest of security only those individuals directly responsible for the construction and dismantling of the stands will be permitted in the Exhibition area during stand construction and dismantling times. To this end, Working Passes will be given out at the Registration desk located in the SECC Hall 1 Entrance during stand construction and dismantling times. Registered Exhibitors may also gain entrance to the Exhibition hall during installation and dismantling times by showing their Exhibitor badge at the entrances. Exhibitors must ensure their badges are clearly visible at all times when in the congress centre.

2.1.5 Company Information

All Exhibitors will be listed in the Final Programme and on the ESC website, together with a short description of the products exhibited (Maximum 50 words).

All Exhibitors should send a high definition logo and a short description to ehcareexhibition@escardio.org before **January 10th, 2013**.

2.1.6 Surveillance & Security

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

Exhibitors are responsible for the surveillance of their stand and exhibits. Exhibitors are recommended to pay close attention to the exhibits during the stand construction and dismantling periods. We strongly urge exhibitors to secure their stand against theft or damage. Valuable objects, which may easily be removed, should be locked away during the night or whenever the stand is left unattended. Particular attention should be paid to goods awaiting collection at the end of the Congress.

The organiser accepts no responsibility for goods stolen from exhibits. Security services can be ordered from the congress centre.

The organiser may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of EuroHeartCare 2013, or who refuses to comply with the local safety rules.

2.1.7 Insurance

While on the premises, exhibition goods and packaging materials shall be insured at the expense and risk of the Exhibitor. Neither the Building nor the Organiser can accept responsibility for damage, loss, theft, disappearance or injury of anything or anyone due to any cause whatsoever. The Exhibitor and any contractors under exhibitor employment are obliged to take out insurance against third party risks before the start of the exhibition. The cost for this insurance and responsibility for its arrangement belongs to the Exhibitor.

Exhibitors should also be covered against any claims which may ensue from transportation to and from the Building and against any claims which may be made by third parties, e.g. the Building, the City and/or their insurers, in respect of injury or damage sustained in any way whatsoever inside or outside the Building.

If any conditions within the Industry Guidelines for Participation are infringed, the responsibility for any accident will lie exclusively with the Exhibitor, who must have contracted an insurance policy for unlimited civil liability for harm to third parties, be it a person or an object. In the case of incidents caused by negligence or

inaction on the part of exhibiting companies and their staff, the exhibiting company agrees to compensate the Organiser for all direct & consequential losses.

2.1.8 Shipping Information

Official Forwarder and Lifter EuroHeartCare 2013:

Melville

Contact: **Matthew Williams**
Tel: +44 121 782 4433
Fax: +44 121 782 4545
Email: matthew.williams@melville.co.uk

Airfreight

Your airfreight shipments should arrive at Brussels airport no later than **5 working days before desired delivery to booth**. See consignee address below.

Consignee Address: Melville Logistics
Unit 27, Exhibition Way
NEC, Birmingham, B40 1PA

Notify: EuroHeartCare 2013
Exhibitor's Name
Hall / Stand Number

Please send shipments prepaid, on own Master airwaybill, consigned to the above mentioned address. Three original Invoices should be attached to the Master airwaybill.

Roadfreight/Groupage Shipment

Groupage shipments should arrive at onsite warehouse no later than **3 working days before desired delivery to booth and sent to the following address:**

Warehouse Address: Melville Logistics
36, Corn Street, Port Dundas
Glasgow, G4 9LB

Notify: EuroHeartCare 2013
Exhibitors Name
Hall / Stand Number

Full Trailer Loads

Full Trailer Loads should arrive directly at SECC-Glasgow (Scottish Exhibition and Conference Centre), in accordance with the official Build-Up Dates, Times and Slot Numbers.

Venue address: SECC, Glasgow, G3 8YW

Notify: EuroHeartCare 2013
Exhibitor's Name
Hall / Stand Number

To ensure that reception of your shipment is managed, please fax a full pre-advice to MELVILLE
Attn. Matthew Williams
Fax: +44 121 782 4545

For deliveries of semi & full loads during build up, make sure you send a timeslot request form in order to let Melville staff schedule your trucks.

Within the limits of the SECC, Melville (official freight forwarder) and its agents act with the authority of the ESC on its behalf in matters concerning vehicle, logistics, security, freight forwarding, freight lifting and storage of goods. If the Exhibitor requires that parcels be delivered to their booth or be returned to their truck, MELVILLE can assist in this regard. For more information please consult Matthew Williams from Melville Logistics, email matthew.williams@melville.co.uk

2.1.9 Traffic Control

SECC TRAFFIC MANAGEMENT

Contractors & Exhibitors Build Up / Breakdown

Contractors must report to the Gate House which is located to the west of site nearest Hall 3, they will be cleared and checked by the on site Security personnel who will instruct the driver to the nearest available parking location in/next too or in the vicinity of the Hall (designated Vehicle Doors), dependent on the nature of the build/breakdown they are carrying out. Once the contractor is finished they will be directed back to the Gate House or to the exit barrier at Hall 5 to egress, if they need to remain on site they will be directed to park in Car Park 5.

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

Exhibitors and contractors must report to the Gate House. The on-site Security personnel will ask to see their Exhibitor Pass on arrival. All exhibitors must have and/ or collect their Exhibitor Car Parking pass on the first day of build. They then must display this pass on their windscreen/ dash of their vehicle for the duration of their stay and show the pass to Security on every entry onto site. Exhibitors that do not have a pass will be sent to a fee paying car park and have to pay £4.50 per visit.

All vehicles will be instructed where to park by the In- House Security Stewards on site. Once the available parking around the Halls and immediate vicinity reaches capacity the remaining traffic will stay in Car Park 5 until instructed to make their way from there to an available car parking space.

For Breakdown Exhibitors/ Contractors must wait until the Halls are officially closed and free from members of the public before commencing breakdown, any persons under the age of sixteen accompanying exhibitors &/or for any other reason must leave the Hall prior to the start of breakdown. The Guards on the vehicle exit doors will not allow exhibitors to utilise these exits prior to the official close of the exhibition. The Front of House Manager will instruct the Guards when it is safe to commence breakdown, open and make use of the exit doors and allow vehicles in the Hall.

2.1.10 Transport Regulations / Handling

The mechanical lifting and carrying of goods within the hall can only be carried out by the Official Forwarder and Lifter: Melville. **It is prohibited to drive motorised vehicles (including forklifts) into the building.** Melville will advise industry representatives on the mechanical lifting and carrying of goods in their quotation.

During the Meeting dates, from Friday 22nd March 08:00 to Saturday 23rd March 16:00, only light articles may be taken in the exhibition hall, pallet trucks may not be used. Goods can be collected when exhibition has closed if carried out and the exhibit remains visually presentable to delegates

Do not place anything in the aisles outside the stand. If you do, you will block the passageway for other transport. The Congress Centre (or Melville) has the right to store all packaging that is left in the aisles after 20.00 on Thursday 21st March 2013, at the exhibitor's expense.

2.1.11 Storage

No refuse (e.g. empty cartons, crates or shipping/packing materials) may be left behind on your booth or in the aisles. If any exhibitor or his contractor(s) leave such materials behind, the costs of removing will be charged to the exhibitor.

Please contact the official forwarder for handling and storage of empty crates and other packing materials.

2.1.12 Customs Information/Taxes & Duties

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

HM CUSTOMS AND EXCISE

The Scottish Exhibition + Conference Centre is not a bonded area. Exhibits from Overseas consigned to any Hall will need clearance by the local Customs Inspector. A minimum of 48 hours notice is required by HM Customs and Excise Office.

Further information should be obtained direct from:
Contact: Mr J McCallum
HM Revenue and Customs
Portcullis House, Room 316
21 India Street
GLASGOW
G2 4PZ
Tel: 0141-221 3828

2.1.13 Catering

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

See menu selection & order online via the SECC web portal:<http://secc.standdelivery.co.uk>
Orders can be placed up until and on the day of the event, but some fresh items require 48-72h notice.

For any additional information please contact:

Mrs. Angela Humphreys

Email: angela.humphreys@secc.co.uk

2.1.14 Stand Activities, Hospitality and Publicity

Please inform the ESC of your planned Stand Activity and Giveaways by sending the Stand Activity Form available on <http://www.esccexhibition.org/EuroHeartCare2013/default.aspx> before **25 January 2013**. Please note that stand activities should adhere to the following rules:

I) The main activity of any exhibition stand should be the presentation of the exhibiting company and/or its products or services. The use of photographers, portrait artists or other 'attractions' is not allowed, any similar project must be submitted to the ESC exhibition team for the organiser's approval prior to EuroHeartCare. Failure to do so may result in the exhibitors being obliged, at their own expense, to discontinue any such activity on-site.

II) 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 television sets, is allowed as long as no disturbance is caused. Should the organiser judge that a disturbance is being caused, the Exhibitor is to halt the activity immediately. If this is not done, the organiser reserves the right to make the necessary arrangements at the expense of the Exhibitor.

III) Companies wishing to arrange or sponsor sessions are invited to arrange an Industry Sponsored Session. Exhibit space is intended to display scientific information on products and/or services, therefore, positioning auditoria on stand areas is not permitted.

This does not exclude companies from giving product based presentations, but the area set aside for an audience should not resemble a theatre – therefore for stands more than 20m², no more than twenty seats should be provided and this area should not be covered. It should be positioned well within the stand area (not less than three metres from the stand perimeter) and should be submitted in the stand drawing/stand design to the ESC exhibition team for approval.

For stand less than 20m² the area set for an audience should be shown in the stand drawing and submitted to the ESC Exhibition department for approval.

The focus of presentations should be product-related information and not on the presenters themselves. Celebrated or costumed presenters may be employed as long as they are not central to the presentation or its publicity. Where Key Opinion Leaders (KOLs) are employed as presenters, their presence should be discrete and not publicly advertised. In addition, the nature of the presentation should be informal and in no way resemble any official session format, Satellite, Meet the Expert or EuroHeartCare programme.

All such activities require the prior approval of the ESC.

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

V) All audio-visual activities require the written permission of the ESC exhibition team, if you intend to organise any audio-visual activity please send a copy to the ESC Exhibition team for approval.

Please keep in mind that this activity:

- Should be focused on the product/service or findings/characteristics related to the product/service being exhibited
- Should not be the main activity on your stand
- Noise levels should be kept down in order to not disturb neighbours
- There must be no queuing in the aisles

We recommend that you inform your neighbours of the nature and frequency of the music/sound you intend to produce. In the event of complaints, either from the management or from neighbouring stands the volume must be reduced or turned off completely.

The activity will be stopped on site if judged inappropriate.

VI) Exhibitors shall refrain from holding lotteries, organising games of chance and using "market stall techniques". Only quizzes with a scientific content can be held at the stand. Any such activity must be approved of by the ESC exhibition team. Participation can be 'rewarded' with a prize. However, the prize should be the same for everybody. 'Drawing winners' is not allowed. Maximum retail value should be €5. If the prize is a 'medical information carrier' such as a medical text book, a CD-ROM, a tape, a slide set, USB memory stick etc., the maximum retail value should not exceed €10.

VII) Notwithstanding the legal responsibilities of each Exhibitor at his own stand, the ESC policy accepts that small giveaways are distributed (maximum retail value €5) for example badges, T-shirts, pens.

Giveaways can only be distributed inside the stand. The distribution of giveaways should be low profile and should in no way overshadow the main activity of the stand.

Please inform the ESC exhibition of your planned Stand Activity and Giveaways by sending the Stand Activity form. All such giveaways must have the written approval of the ESC exhibition team.

VIII) Distribution or display of material printed by industry or its agents is limited to the area rented by the Exhibitor in the exhibition. The placement of both signs and billboards must also be limited to the area rented by the Exhibitor in the exhibition area. Printed material should respect the norms of decency at a healthcare congress – explicit images of naked or partially clothed models should not be distributed within the congress venue.

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

X) Exhibitors are not allowed:

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

XI) The site assigned to the Exhibitor shall be staffed at the beginning of the exhibition (Friday 22nd March, 08:00), during the opening hours of the exhibition as well as during the construction and the dismantling and removal of the stand. The Exhibitor shall make sure that either himself or a person authorised by him is present at the site at all times.

XII) The use of the name of the European Society of Cardiology Council on Cardiovascular Nursing and Allied Profession (CCNAP), EuroHeartCare 2013, European Society of Cardiology (ESC) or the European Heart House (EHH), as well as the logos of these entities, is strictly forbidden in any advertising, publicity, sign, product, printed matter, film, video, or other media, etc. without the explicit permission in writing of the Organiser. The only exception is that Exhibitors may refer to EuroHeartCare 2013 organised by the European Society of Cardiology Council on Cardiovascular Nursing and Allied Professions together with the Professional Society for Cardiovascular and Thoracic Surgery Nurses.

Exhibitors or their agencies are not allowed to reproduce texts, drawings or graphics that have been specially produced by the ESC for use in publications such as the Final Programme or the Abstract CD ROM.

XIII) None of the exhibits may be photographed or filmed without the permission of the relevant Exhibitor. The ESC is entitled to photograph, draw or film the installations and stands, as well as the exhibits thereon and to use these reproductions in its publications and in the press.

The Exhibitor is entitled to photograph or film his own exhibition stand during exhibition hours.

XIV) The organising committee has adopted a policy which limits industry sponsored entertainment, lunches, seminars or other formal gatherings. Without the specific approval of the organiser, companies should not organise such events during the two days before EuroHeartCare 2013, during EuroHeartCare 2013 itself or during the two days immediately after EuroHeartCare 2013. Should a company wish to plan any such events then it is advised to consult the organiser in due time.

2.2.15 Miscellaneous

Smoking

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

Alcohol

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

Right of Admission reserved

This policy applies to construction and dismantling periods and during the Congress.

✓Children

Children under the age of 16 are not permitted in the Congress Centre. Exhibitors and their agents are advised that their staff must be over the age of 16 and legally employed within a European country.

✓Animals

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.

2.2 Technical Guidelines for Exhibitors

2.2.1 Exhibition Location

The exhibition will be located in the Hall 2 of the SECC

2.2.2 Exhibition Stand Package

The Stand Packages are produced via our official supplier and contain the following:

- Faschia Board Company Name
- 9m² floor space
- 9m² space Schell Scheme
- Grey carpeting
- 3 x 120w track mounted spotlights
- Electricity connection (1,5 kw 2.5amp outlet)
- 1 white table
- 2 black chairs
- 1 white counter unit
- Brochure rack
- Waste basket

For any additional needs, the Exhibitor will need to contact the ESC or our official suppliers. Any additional orders will need to be approved by ESC.

2.2.3 Exhibition Space Only

This does NOT apply to Exhibitors who have chosen to buy a Stand Package.

The Organiser will hire out the stand as 'SPACE ONLY', which means that the stand site will be rented out without any prefabricated walls, installations, furniture, electricity, carpet and furnishings, or any other technical supplies and facilities. **The Exhibitor shall personally take care of the set-up and installation of the stand**, which means carpet (mandatory), walls (mandatory), furniture, electricity etc (please read section 2.2.4 : Detailed Stand Construction Guidelines for Stand Space Only).

Immediately after allocation of the stand site the Exhibitor is advised to personally check the location and measurements of installations which might be found on the stand space assigned. The following items are given as examples: fire-alarm systems, junction boxes, technical inspection hatches, and columns. The Organiser does

not accept responsibility for the detailed accuracy of the floor plans provided for Exhibitors' reference. Each stand will be numbered by the Organiser.

Stand construction companies are specifically advised to consider the impact of natural light on exhibits due to large windows in exhibit areas which cannot be closed or covered.

2.2.4 Detailed Stand Construction Guidelines for Stand Space Only.

- **Stand Design**

If you choose to bring or build your own stand, the design will need to be approved by ESC.

Every Exhibitor must submit an exact statement of the dimensions of the stand, as well as plans and descriptions of the stand. This applies equally to those companies hiring a standard exhibit stand module from the Building. This information has to be sent to the ESC before **25 January 2013**.

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

Only with the written approval of the ESC shall the stand drawings be deemed approved for construction.

- **Approval**

Any set-up or installation, which does not comply with the standard specifications or with the designs approved of by the ESC, must be corrected by the Exhibitor before the opening of the exhibition. Failure to do so will result in the correction being made by the ESC. All expenses for these corrections will be payable by the Exhibitor. The ESC accepts no responsibility for damages caused by these corrections.

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

Packing material shall be removed from the stand. If it appears to the ESC that the equipment and furnishing and/or the set-up and installation of the rented stand site will not be completed in due time prior to the deadline, the organisers shall be entitled to take all measures they may deem necessary. The Exhibitor shall pay all costs that could arise there-from. He shall not be entitled to any claim for reimbursement that may arise in consequence of such an intervention.

- **Stand height**

The (standard) maximum height of stand constructions is 2.5 meters. If you wish to build higher than this please contact the ESC for approval (EHCARExhibition@escardio.org).

In cases where in-line, corner or peninsula stands are permitted to construct inside the stand elements above the separation wall height, such elements must be positioned at least 0.50 meter from the separation wall.

- **Two-storey structures**

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

- **Separation walls**

All peninsula, corner and in-line stands must be separated from the neighbouring stand(s) or hall wall by means of a separation wall. In principle this separation wall should be 2.5 metres high and finished on all sides. The separation wall is considered as part of the stand design and should be indicated on the stand drawings. If two neighbouring Exhibitors come to an agreement regarding the height of the separation wall, and this agreement differs from the policy prescribed by the ESC, this agreement has to be approved by the ESC and in any case may not exceed 3.5 metres height.

- **Back wall**

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

- **Open side of a stand**

Stands should be fully accessible on all 'open' sides. Requests to be partially exempted from this rule should be submitted in writing to the organisers (ehcarexhibition@escardio.org).

Walls erected on open sides of a stand must be 0.30 metre inset from the edge of the stand, must not be longer than 1/3rd length of the stand and should be no higher than 2.5 metres.

This applies for all stand types: island, peninsula, corner and in-line.

Stand transparency

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

Stand flooring

The stand floor must be adequately covered, for instance with carpeting or carpet tiles. **Please note that corridors of the Exhibition Hall must be clear of goods on Thursday 21st March 2013, 20:00.**

The floor area of the stand must not be covered with paint or glue. The stand area may be covered only by the installation of an elevated platform, use of carpeting that is held in place by its own weight on the floor or by adhesive bands. These items must be removed by the Exhibitor at the end of the exhibition.

It is forbidden to place mortar directly on the floor, to nail with percussion tools or to paint with spray guns.

Platform

The use of the wooden platforms is recommended for stands with a lot of electrical wiring; the stand construction firm will be able to advise on this matter. Exhibitors who use such platforms should bear in mind that:

- The maximum height allowed, measured from floor level to the top of the platform is 4m;
- The platform sides must be closed and neatly finished;
- The platform edges must be safe (secured safe & easily visible);
- The platform should be placed within the stand perimeter;
- The platform must allow access to those in wheelchairs; please note that the edges should be sloped for this purpose.
- Free sides of stairs, platforms, catwalks etc. must be protected or covered in such a manner that there is no risk of fall. All regulations (e.g. UVV) must be observed.

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

Load capacity

The maximum permissible load on the floors of the Building is approximately **500 Kgs per square meter**

Keep aisles clear

Island booths are separated the width of an aisle from all neighbouring exhibits, demonstration areas may not be set on the aisle line of the exhibit; space must be left within the exhibit area to absorb the spectators. Should the spectators interfere with the normal traffic flow in the aisle or overflow into neighbouring exhibits, the presentation must be limited or stopped immediately.

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

Stand lighting

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

Stand roofing

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

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

Suspension points

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

Positioning of stand

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

Positioning of exhibits

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

Construction

The ceilings, walls, columns and technical installations of the Building in general must not be subject to loads from the decoration or objects exhibited. It is forbidden to hang anything from the ceiling of the Building, or to affix stand parts, posters or other promotional material to columns, walls, girders, etc. of the Building within or outside the stand space assigned.

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

Stands construction and fittings (Materials and fire requirements)

All stands, materials, installations, advertising supports, etc, must conform to public safety requirements.

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

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

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

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

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

Building integrity

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

2.2.5 Fire and Safety regulations

Please note that the fire extinguishers and hoses must be kept free at all times.

Escape routes, doors and emergency exits (indoor and outdoor) should be kept free of any obstruction and be kept in full view. Similarly for fire fighting equipment, fire safety signs and emergency wall phones. No product/company signs, decorations or stand roofs should be placed above an emergency exit.

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

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

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

The same restrictions apply to the use of inflammable chemicals.

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

2.2.6 Cleaning & Refuse

The organiser will clean the Building and the aisles in the Exhibition area. In SECC, cleaning is included in the stand space (hovering of the stand space) before the beginning of the Congress and each open day.

Nevertheless we ask you to make sure that your stand is presentable, well arranged and clean before the opening of each congress day.

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

2.2.7 Electricity

It is mandatory in the SECC that all electrical orders be made through Melville.

Please order your electricity and connections on the Order Form available online, and also do not forget to indicate on the Order Form where you wish the electrical connections to be installed.

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

2.2.8 Water

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

2.2.9 Miscellaneous Services

To order any additional services, please contact the organiser at ehcareexhibition@escardio.org

Section 3 - Industry Sponsored Sessions

Participating companies may organise special scientific sessions called Satellite Symposia. These industry organised sessions are the perfect forum through which companies may reach their target audience with their latest scientific information and developments.

✓ Innovation in Care Session Timeslots:

Friday 22 March: 12:45 – 13:45 (4 Slots of 15 minutes available)
Saturday 23 March: 12:45 – 13:45 (4 Slots of 15 minutes available)

✓ Satellite Symposium

Participating companies may organise scientific sessions at dedicated time slots, known as Satellite Symposium. These industry organised sessions are the perfect forum through which you may reach your target audience with the latest scientific information.

Satellite Symposium Timeslots:

Friday 22 March: 12:45 – 13:45
Saturday 23 March: 12:45 – 13:45

3.1 Conditions for holding an Innovation in Care Session/ Satellite Symposia

Exhibition Stand

In order to hold an "Innovation in Care" Session or Satellite Symposium, an Exhibition Stand of 9 m² minimum (or grant equivalent) is required.

Promotion

Promotional material referring to the Satellite Symposia must receive ESC approval prior to being printed, distributed or posted online. Please refer to EuroHeartCare 2013 branding guidelines.

- No product names/brand names, no misleading names that might be perceived as product/brand names, and no registered trademarks are allowed anywhere on promotional materials of any kind.

Promotional material announcing Satellite Symposia may only be distributed in the following ways:

- Paper poster:

Display of **one non-rigid**, paper poster (A0 format) in the Registration Area the day of your session. Times and a document to follow at a later date.

- Lecture Room Roll-up & invitations:

Two Roll-ups of maximum height of 2.5m and maximum width of 1m (no electrical connection, no light and no sound) can be displayed in front of the lecture rooms 1 hour before the beginning of the sessions.

N.B. – Please note that contrary to previous years, the ESC will not be able to provide easels as posters support, in front of the lecture rooms.

- Distribution of material (flyers...) at the entrance of the assigned room 30 minutes before the beginning of the session, nowhere else in the building other than on the booth.

- Handing out material from the exhibition booth.

- Small give-aways are acceptable (maximum retail value € 10). The distribution within or in front of the of give-aways should be low profile and in no way overshadow the main activity of the Satellite Symposia.

Payment

Payment for the Satellite Symposium has to be completed before **15 March 2013**.

IMPORTANT:

It is strictly forbidden to hold Satellite Symposia outside the EuroHeartCare 2013 Congress premises between 22 March and 23 March 2013.

3.2 Cost of Innovation in Care/ Satellite Symposia

- ✓ **Price of Innovation in Care Timeslot: €5,000 per timeslot excl. VAT**
- ✓ **Price of a Satellite Symposium 60 minute session: €15,000 per session excl. VAT**

The cost of a Satellite Symposium includes:

- Room rental
- 1 Invite included in the Congress Bag
- 1 room Hostess
- Access and use of audiovisual equipment in lecture room

Note: The full list of equipment will be communicated upon room assignment. Cost of additional equipment, furniture, food and beverage will be at the expense of the sponsor.

3.3 Applying to hold an Innovation in Care Session/ Satellite Symposia

The Application Form for Innovation in Care/ Satellite Symposia must be send to the **EuroHeartCare 2013** Secretariat offices before **31 October 2012**

3.4 Accounting

Precise and definitive accounting information must be provided on the initial application form. Any and all changes post invoicing (addition of Purchase Order, changes of billing address, etc...) will not be taken into account, meaning invoices will not be reissued.

3.5 Scientific Programme of Satellite Symposium

The ESC will send you a session form to be completed with the Satellite Symposia programme(s). The complete scientific programme of the Satellite Symposia, typed on the special forms provided by the ESC, must reach the ESC offices, Sophia Antipolis, France, before **4 February 2013**. The Scientific Committee will validate the scientific programme.

Scientific Programme should be sent to:

EUROPEAN SOCIETY OF CARDIOLOGY
Ms Alexandra Gamard
2035, Route des Colles
Les Templiers
B.P. 179
F-06903 SOPHIA ANTIPOLIS CEDEX
France

Tel: +33 (0) 4 89 87 20 51- Email: agamard@escardio.org

A "complete programme" must include the following:

- Title of the session
- Names of the two chairpersons (one of them can also be a speaker)
- Title of each presentation with their duration and topic number
- Name of all speakers
- Complete addresses of the chairpersons and speakers
- Duration of each presentation

IMPORTANT

- No product names/brand names, no misleading names that might be perceived as product/brand names, and no registered trademarks are allowed in the title or in the scientific programme of the session. Please use generic names.
- No abstract forms need to be submitted for Satellite Symposia.
- Abstract poster sessions are not allowed during the Satellite Symposia or during any reception before or after the Sessions.
- The ESC does not cover the expenses related to the Speakers and Chairpersons of Satellite Symposia even if active in the Scientific Programme.

- Faculties Conflict of Obligation. Speakers and chairpersons cannot participate in two parallel sessions within the same time slot. If it is found that this is the case, both the companies and the speakers involved will be informed simultaneously and requested to resolve this conflict.

It is the responsibility for the companies to ensure there is not timing clash with parallel sessions, with the Chairpersons and the Speakers they choose. The ESC cannot be held responsible for any matter arising from this.

3.6 Changes in the Session Scientific Programmes/ Erratum Policy

Once your scientific programme has received approval from the **EuroHeartCare 2013** Committee, all changes post approval must be sent in writing to agamard@escardio.org in order to ask for re-approval of your session. We ask that you respect the deontology of this programme and adhere to the approved content of your scientific programme.

The ESC cannot guarantee to respond positively to the changes requested.

The ESC kindly asks the Company to inform of any modifications to the Scientific Programme of Satellite Symposia before **15 February 2013** in order to be printed in the Final Programme.

Late modifications in the Satellite Symposia Programme received on or after **16 February 2013** cannot be printed in the Final Programme. The ESC cannot guarantee to be able to communicate any alterations received after **15 February 2013**.

3.7 Room Assignment

Rooms are assigned by the ESC on a first come, first served basis.

Control of flow and attendance

It is the company's responsibility to select an adequate size room to accommodate all attendees in their session.

Companies must plan ahead of time appropriate staffing and/or security to avoid any problem. In case this is not respected and for obvious security reasons, the venue has complete authority to block entrance into the rooms.

Overflow

No overflow area is planned for Satellite Symposia.

Section 4 – Sponsorship, Advertising & Promotional Opportunities

The EuroHeartCare 2013 Congress offers cost-effective marketing exposure and branding of your company to your target audience through a wide variety of sponsorship, advertising and promotional opportunities.

Important: The following information is fully applicable to all sponsorship, advertising and promotional items and should be carefully read and respected:

All content and artwork must gain prior approval from the organiser. Corporate names and logos are allowed. Please note that no product/brand names, identifying product/brand logos, misleading names that might be perceived as product/brand names, or registered trademarks will be allowed for any of the Sponsorship, Advertising or Promotional opportunities listed in this chapter, unless specifically indicated.

The following pages detail all existing Sponsorship, Advertising & Promotional options at EuroHeartCare 2013 and we will be pleased to consider additional sponsorship initiatives or suggestions. For further consultation on and management of your corporate investment and strategy, please contact us at: agamard@escardio.org

4.1 Sponsorship Opportunities

SPONSORSHIP & PROMOTIONAL ITEMS	PRICE
DELEGATE BAG INSERT (excl. Production) Deadline for application	€ 2 000 15/02/2013
CONGRESS BAGS Exclusive Sponsorship Exclusive sponsorship incl. production cost Deadline for application	€ 6 000 01/10/2012
DELEGATE BADGE LACES Exclusive Sponsorship Exclusive sponsorship incl. production cost Deadline for application	€ 3,000 01/10/2012
CONGRESS GRANTS	€ 5 000
<i>All prices indicated are exclusive of VAT</i>	

For more information, contact: sponsorship@escardio.org

4.2 Product Descriptions and Technical Specifications

We have listed additional product details and technical specifications for sponsorship & promotional items below.

• Delegate Bag Inserts

Promote your congress activities by designing a promotional insert to be included in each and every Delegate Bag and given to each registered delegate at the EuroHeartCare 2013 Congress. This invitation will communicate your congress message directly to delegates.

- 1 Delegate Bag Insert can only promote 1 event (e.g. 1 industry supported educational session or 1 activity on the exhibition stand)
 - 1 Delegate Bag Insert promoting 1 session with reference to the exhibition stand will be considered as 1 insert (e.g. 1 industry support educational session, plus a mention similar to "visit our stand, location XX")
 - 1 Delegate Bag Insert promoting 1 session with full exhibition details will be considered as 2, and invoiced accordingly (e.g. 1 industry support educational session, plus a mention for a stand activity)
 - 1 Delegate Bag Insert promoting 2 sessions/activities will be considered as 2, and invoiced accordingly.
- Quantities to print: **600**
 - Submit for approval: **15 February 2013**
 - Reception directly in Glasgow: **19th March 2013**
Delivery details to be communicated closer to the Congress.

- **Congress Bags**

Highly visible sponsorship opportunity with delegates using the bag for the duration of the event and post-event due to the unique quality of the product (briefcase made of recycled material).

- Exclusive sponsorship – acknowledgement via sponsor logo on bag exterior flap
- Please submit a high resolution logo by **1 October 2012**

- **Delegate Badge Laces**

Worn by delegates throughout the event, this item provides excellent corporate exposure and association.

- Exclusive sponsorship – acknowledgement via sponsor logo on badge lace
- Please submit a high resolution logo by **1 December 2012**

4.3 Sponsorship Terms & Conditions

Sponsorship and promotional products are assigned on a first-come, first-served basis. Companies will be invoiced upon assignment of items following receipt of their application form. Cancellation fees of 100% apply once the signed application form has been received.

It is a strict policy from the organiser that all invoices be paid by the date indicated on the invoice or before the opening of the congress, whichever comes first.

Section 5 – Conditions of Participation

5.1 General Conditions

The following conditions of participation concern EuroHeartCare 2013 sponsors insofar as the contractual partners do not reach contrary agreements in writing.

5.2 Admission to EuroHeartCare 2013

The exhibition is open to companies active in the cardiovascular nursing arena and related fields. Marketing bureaus, consultants etc. may hire stand space in order to conduct their research or provide their services. These activities are restricted to the rented stand space. Canvassing for clients outside the space assigned is strictly forbidden.

5.3 Conclusion of Contract

Application for a stand is made by filling in and returning the Application Form for stand space. Only signed application forms will be taken into consideration. By signing the application form, the company accepts the requirements contained in the Guidelines for Industry Participation and any supplementary provisions. Confirmation of the allocation of a stand by the Organiser constitutes conclusion of the rental contract between the Exhibitor and the Organiser. A stand assignment and an invoice will be sent to the Exhibitor by registered mail. The date on the stand assignment is considered to be the date of stand allocation. If the contents of the stand assignment deviate from the contents of the Exhibitor's application, the contract is based on the substance of the stand assignment unless the Exhibitor protests in writing within two weeks after the date mentioned on the stand assignment.

5.4 Renting Stand Space

The Organiser lets stand space in accordance with the compatibility of the items to be exhibited with the subject matter of the exhibition and meeting in general. The minimum stand size is 9 m². For companies organising an Industry Sponsored Session a stand of 9 m² or larger is mandatory.

The Organiser reserves the right to deviate from the stand confirmation and to allocate a stand in a different location, to alter the size of the stand, to re-locate or close entrances and exits on the Exhibition Grounds and/or in the Congress Centre, and to carry out any other structural alterations providing it has a substantial interest in such measures, based on special circumstances.

The Organiser reserves the right to make changes in the layout of the exhibition, as well as in the stand assignment in the event that unforeseen circumstances make this necessary. If in such cases the interests of the Exhibitor are unreasonably impaired, he may withdraw from the contract in writing within one week after receipt of notification of the type of alteration. The Organiser accepts no responsibility for any damage, which may result from such changes.

5.5 Assignment of Space

Stands will be assigned to Exhibitors on a "first come, first served" basis

5.6 Stand Design

- Exhibits must be displayed on stands for the entire duration of the exhibition; display of products other than those listed in the application is not permitted.
- The Organiser is entitled to have exhibits removed from the stand if their display runs counter to the principles of fair competition or does not comply with the display programme.
- Details of prices, given in the form of signboards or stand lettering, are not permitted, nor are references to sales of products already affected or details of suppliers and customers.

5.7 Subtenants and other represented companies

Sharing the stand area with another company, regardless of whether this company is represented by its own exhibit and staff (subtenant) or only by its own exhibit (represented company), is not allowed, unless written approval is obtained from the Organiser. Transfer - even in part - of the rights and obligations arising from the rental contract to third parties is not permitted.

5.8 Terms of Payment

- The stand rental fee must be paid in full before the event. Failure to do so will result in the automatic cancellation of the assignment.
- The Exhibitor renounces the right to offset counterclaims against rent payable in time unless the counterclaims are undisputed or have been confirmed by a court of law.
- If the Exhibitor fails to meet his financial obligations, or additional expenses and other claims arising from the contract, the Organiser is entitled to retain exhibits and the stand equipment and to sell them by public auction or by private contract at the expense of the Exhibitor. The statutory provisions on realisation of objects seized are thus settled.
- Non-payment is considered a violation of the Organiser's rules; as a consequence it will entail closure of the exhibit before/during the event. In such cases, the exhibitor will be excluded from future events organised by the Organiser or division or Association of the ESC.

5.9 Acceptance of Products

Each country applies specific regulations with regards to product promotion in its markets. It is therefore advised that each participating company be aware of all regulations and restrictions that may affect their participation in EuroHeartCare. The Organiser will accept no responsibility for any impact, financial or other, relating to such issues.

5.10 Reservations Policy

In the event that, for any reason whatever, it is judged advisable or necessary for the Congress to close completely, or in part, the Exhibition and/or Congress for any period, the ESC will not be liable for any damage, loss, or other unfavourable conditions incurred by exhibitors/ session organisers/ sponsors. If for any reason, the Congress has to be cancelled, the ESC will refund to the exhibitors/ session organisers/ sponsors the sum paid to ESC for contractual commitments less expenses incurred in preparation of these contracts, with no liability for either party to the contract.

5.11 Exemption from Liability

The Organiser does not undertake to safeguard exhibits and excludes, for its staff as well, all liability for damage to these, for theft of these, or loss, except in cases of intentional or gross negligence. This exemption from liability also applies if exhibits are seized and stored by the Organiser due to infringement of the present conditions of participation. This exemption of liability is in no way impaired by the special security measures taken by the Organiser. Furthermore the Organiser explicitly excludes all liability for any disadvantages or damage incurred to Exhibitors due to erroneous details on space allocation, stand construction, catalogue entries or other errors in ancillary services. Property of the Exhibitor and of third parties shall remain on the premises at their own risk. The Organiser will not be responsible for the insurance of such items. The Organiser shall not be liable for any injury or damage whatsoever caused to goods and/or persons in the building and/or on the adjacent sites.

5.12 Premature Termination of Rental Contract

If, after binding application and conclusion of the contract, The Organiser should accept in exceptional cases to withdraw from the contract, the Exhibitor is liable for the full amount of the stand rental including all surcharges. Should the Organiser succeed in otherwise disposing of the stand, it reserves the right to claim payment of partial costs caused by the tenant withdrawing from the contract. A case of re-letting is not constituted if, for optical reasons, the area not used by the Exhibitor is allocated to another Exhibitor without The Organiser deriving further proceeds from re-letting the area previously occupied by the re-located company. A case of re-letting is also not constituted if there are still unoccupied stand areas available. The Organiser is entitled to withdraw from, or to revoke: the rental contract, the conditions of participation or the supplementary regulations even after a reasonable period of grace. This also applies in the event that the conditions on which the contract was concluded do not apply or no longer apply, in particular if the Exhibitor has altered his manufacturing programme so that his products can no longer be classified in the industry for which he has rented stand space.

5.13 Cancellation Policy

For Exhibition:

Cancellations by Exhibitors should be made by email addressed to the Organiser: agamard@escardio.org. Order Forms need to be signed by an authorised company representative, only signed order forms will be taken into consideration.

A stand assignment and invoice will be sent to the company by mail.

Should the stand assignment differ from the Order Form, the details of the stand assignment prevail.

Cancellation Fees will apply as of receipt of the signed order form as follows:

- 10% until 30 November 2012
- 50% from 01 December 2012 to 14 January 2013
- 100% from 15 January 2013

For Industry Sponsored Sessions:

Assignment of the sponsored session and invoice will be sent to the company by mail.

Should the assignment of the sponsored session differ from the Order Form, the details of the assignment prevail.

Cancellation Fees will apply as of receipt of the signed order form as follows:

- 10% until 30 November 2012
- 50% from 01 December 2012 to 14 January 2013
- 100% from 15 January 2013

For Sponsorship:

Cancellation Fees will apply as of receipt of the signed order form as follows:

- 10% until 30 November 2012
- 50% from 01 December 2012 to 14 January 2013
- 100% from 15 January 2013

5.14 Enforcement of Rules

Any company judged to have not followed these Guidelines may be refused the opportunity to participate at any future meetings organised on behalf of the the Organiser.

5.15 Supplementary Provisions

Constituent parts of the rental contract take the form of the Housing Regulations, the Guidelines for Industry Participation, the Exhibitor Kit, as well as other organisational and technical regulations sent to the Exhibitor before the exhibition opens. The sovereignty of national law of the site of EuroHeartCare is undisputed.

5.16 Usage Rights for Music, Images, Films

Participating companies are solely responsible for paying all usage rights and royalties for the use of intellectual property (music, photos, movies, artwork, etc) used on the company's Exhibition Stand; before, during and after an Industry Educational Sessions as well as during any company- organised events at the venue or in the city where the congress is taking place. The ESC reserves the right to request a copy of the authorisation, or proof of payment of said rights that should cover the duration of the congress as well as the 2 days before and after the event.

More information can be found on the World Intellectual Property Organization website: www.wipo.int and www.wipo.int/treaties.

5.17 Claims, Procedures, place of performance and jurisdiction

All claims by Sponsors against the the Organiser must be submitted in writing. These claims will lapse within 6 months of closure of the Congress. Agreements, which deviate from these conditions or from the supplementary regulations, must be in writing; facsimile signatures suffice. The contract is governed exclusively by French law; English text is authoritative.

Place of performance and jurisdiction is Grasse, France. The Organiser reserves the right, however, to bring its claims before the courts competent for the area where the Sponsors has his registered office.

5.18 Appointed Agencies – IMPORTANT

- Applications for Exhibition, Industry Sponsored Sessions, Advertising & Promotional activities must be submitted by the company (industry partner) under whose name each activity is to be organised. We would like to draw your attention to the fact that the correspondence for the above items should be made exclusively between this company and the organiser. It is not the role of an agency to make initial enquiries or reservations with the organiser independent of the company.
- Company must inform the organiser, in writing, which agency is appointed for which activity, (with the corresponding Exhibition stand number, Industry support educational session number or proper Sponsorship item name). Otherwise no requests from agencies will be taken into account.
- The official agency cannot fully act as if it were the company itself and the company will continue to be held entirely responsible and accountable for activities established or organised in its name.

The organiser created these Guidelines as an essential tool to aide your participation at the EuroHeartCare 2013.

It is mandatory that each and every appointed agency read, understand and strictly adhere to these Guidelines in order to have a proper working relationship with the organiser.

The Exhibitor is responsible for communicating these guidelines to its staff as well as to its appointed agencies.

The Organiser reserves the right to inform the company if the appointed agencies have not examined or understood the reasoning behind the Guidelines and the companies will ensure effective communication is re-established.

5.19 Final Clause

In cases not, or not clearly, covered by the regulations in the Guidelines for Industry Participation, the Organiser's decision shall be final.