

# ESC Congress 2014

30 August – 3 September: Barcelona, Spain

**Update  
Message**

Dear Exhibitors,

Please carefully read this document; it contains important logistical information for the ESC Congress 2014 in Barcelona.

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](mailto:exhibition@escardio.org)

We look forward to welcoming you soon in Barcelona!

Best regards,

ESC Industry Services Team



# ESC Congress 2014

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## Upcoming deadlines for ESC Congress 2014

- **28 July 2014** - Deadline for stand services through the FIRA Barcelona
- **4 August 2014** - Deadline for electricity and rigging orders through the FIRA Barcelona
- **11 August 2014** - Deadline for early fee and name change for Exhibitor badge
- **21 August 2014** - Deadline for sending a copy of the insurance certificate to Exhibition team (exhibition@escardio.org)



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## **Contents :**

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## 1. ACCESS TO THE VENUE AND PARKING

### Congress centre:

#### Fira Gran Via

Av. Joan Carles I, 64  
08908 L'Hospitalet de Llobregat  
Barcelona – Spain

The loading access plan & traffic regulations are available on the ESC Exhibition web site: [www.essexhibition.org/ESCcongress2014/Exhibition](http://www.essexhibition.org/ESCcongress2014/Exhibition)

|  |   |  |  |
|--|---|--|--|
| <b>Industry Guidelines</b> <ul style="list-style-type: none"><li>• ESC Congress 2014 Guidelines</li><li>• FIRA Barcelona Regulations</li></ul>   | <b>Exhibitor Information</b> <ul style="list-style-type: none"><li>• Exhibition Floor Plan</li><li>• ESC Plaza Floor Plan</li><li>• Building Overview</li><li>• Loading Access Plan</li><li>• Parking</li></ul> | <b>ESC Download Area</b> <ul style="list-style-type: none"><li>• Company and Product Description Form</li><li>• Exhibitor Badge Order Form</li><li>• Stand Activity Form</li></ul> |  |
| <b>On site logistics and arrival - Fairexx</b> <ul style="list-style-type: none"><li>• Fairexx Manual</li><li>• Handling Tariff</li><li>• Timeslot Request</li><li>• Special Equipment</li><li>• Quote Request</li></ul> | <b>Stand Services - FIRA Barcelona</b> <ul style="list-style-type: none"><li>• FIRA Barcelona eCommerce</li><li>• Stand Packages Catalogue (Basic, Pro &amp; Expert)</li><li>• eCommerce User Guide</li></ul>   | <b>Badge Readers - Léni</b> <ul style="list-style-type: none"><li>• Delegate Badge Readers</li><li>• Information Brochure</li></ul>  | <b>Additional Services</b> <ul style="list-style-type: none"><li>• Photographer</li><li>• Wi-Fi Policy Acceptance Form</li></ul> |
| <b>FIRA Barcelona Stand Services Catalogue for International Associations</b> <ul style="list-style-type: none"><li>• Stand Package for International Associations</li></ul>   |   |  |  |



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### Loading Access Plan FOR EXHIBITOR TRUCKS & VEHICLES

#### All vehicles must go venue Gate 1 at FAIREXX Checkpoint

The FAIREXX team will direct vehicles to one of the unloading zones according to the timeslot previously booked and to the location of the stand space.

Timeslot request form available here:

[www.essexhibition.org/ESCcongress2014/Exhibition](http://www.essexhibition.org/ESCcongress2014/Exhibition)

| Industry Guidelines   | Exhibitor Information  | ESC Download Area  |
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| Additional Services   | <ul style="list-style-type: none"> <li>Delegate Badge Readers</li> <li>Information Brochure</li> <li>Photographer</li> <li>Wi-Fi Policy Acceptance Form</li> </ul>             |  |

FAIREXX Contact: [contact@fairexx.com](mailto:contact@fairexx.com)

Fax: +49-30-44 03 47 79

### LOADING ACCESS PLAN



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### Parking FOR EXHIBITOR TRUCKS & VEHICLES

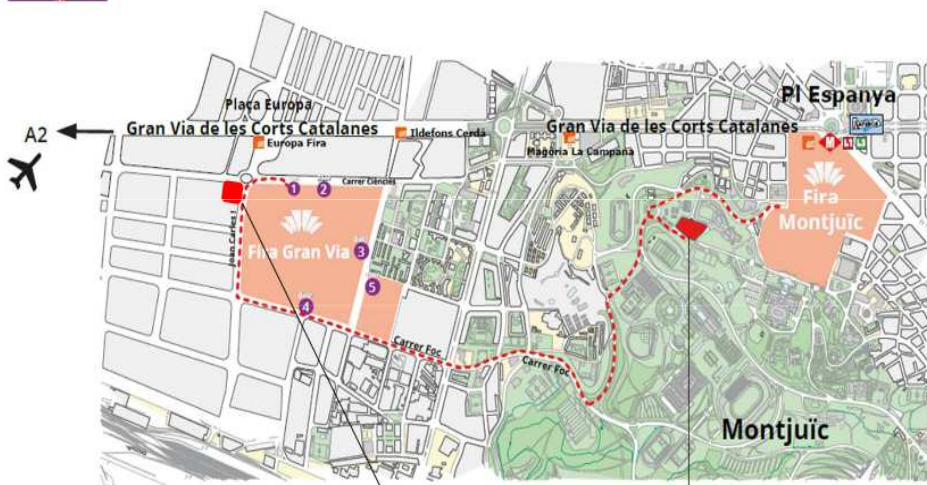
Once unloading is done trucks must go to Parking Iglesias for parking during the congress.

Cars below 2,10m high which do not need to access the unloading zones can park at Parking A (underground parking).

The process will be the same for dismantling.



### ACCESS LORRY AND CAR PARKING



|                         |
|-------------------------|
| <b>PARKING A</b>        |
| Only cars (2,10m/high)  |
| 3,00€/hour<br>30€ (24h) |

**Parking A**  
Only cars  
Open from 28th August to 3rd September  
7:00 to 21:00

**Parking Iglesias 24h**  
Avda Montanyans s/n  
Phone +34 93 425 0031

| PARKING IGLESIAS        |                         |
|-------------------------|-------------------------|
| Small Lorry             | Trailer                 |
| 3,60€/hour<br>30€ (24h) | 6€/hour<br>42,35€ (24h) |





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### Loading Access Plan & Parking FOR INDUSTRY BUSES

#### **All Buses & coaches must go to Hall 1 (via Gate 4)**

The FIRA team will guide the drivers of registered buses to their official parking spot. This spot is also the boarding and drop off location during the congress. **Price is 120€/day VAT incl. Vouchers provided will be a different colour each day.**

**ESC Congress 2014 will have a strict traffic plan in order to prevent congestion. Coaches will not be allowed to drop off or pick up in adjacent streets to FIRA Gran Via.**

The deadline for registration is passed therefore, if you need any assistance contact: [icp.esc@firabarcelona.com](mailto:icp.esc@firabarcelona.com)

The person in charge of the Industry Coach Parking will inform you on the process to follow to book a coach place.



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## 2. EXHIBITION TIMETABLE

### **A strict timetable will be applied**

- ✓ Vehicles can access the fairground with an official time-slot only (delivered by Fairexx)
- ✓ 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.essexhibition.org/ESCcongress2014/Exhibition](http://www.essexhibition.org/ESCcongress2014/Exhibition)

### **Working passes**

- ✓ Working passes will be delivered by Fairexx at the checkpoint
- ✓ 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





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## Build-up access Timetable

### From Monday 25 August to Thursday 28 August

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

Exhibitor badges must be worn by all personnel and photo ID should be carried

Schedule available in the Guidelines for Industry Participation on: [www.essexhibition.org/ESCcongress2014/Exhibition](http://www.essexhibition.org/ESCcongress2014/Exhibition)

| Unloading for vehicles size/date | Vehicle access for stands over 600m <sup>2</sup> | Vehicle access for stands over 400m <sup>2</sup> | Vehicle access for stands over 300m <sup>2</sup> | Vehicle access for stands over 150m <sup>2</sup> | Vehicle access for stands over 100m <sup>2</sup> | Vehicle access for stands over 30m <sup>2</sup> | Vehicle access for all stands |
|----------------------------------|--|--|--|--|--|---|-------------------------------|
| Monday<br>25 August              | From 8.00 to 11.00                               | From 11.00 to 13.00                              | From 13.00 to 18.00                              |  |  |   |                               |
| Tuesday<br>26 August             |  |  |  | From 8.00 to 13.00                               | From 13.00 to 18.00                              |   |                               |
| Wednesday<br>27 August           |  |  |  |  |  | From 8.00 to 13.00                              |                               |
| Thursday<br>28 August            |  |  |  |  |  |   | From 8.00 to 13.00            |
| Friday<br>29 August              |  |  |  |  |  |   | From 8.00 to 13.00            |

All construction must be completed by 18.00 on Friday 29 August, goods must be removed from aisles to allow carpeting of aisles, stand decoration is possible until 22.00.  
No further vehicle access to the fairground until 2 September 2014 at 21.00  
Daily deliveries should be sent to the Fairexx office, where transport to the exhibition area may be arranged

### Friday 29 August

**08.00 – 18.00**

Hall access for construction. All constructions must be completed by 18.00, goods must be removed from aisles to allow carpeting of the 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 2 September 2014 at 21.00. 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 30 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 31 August:

- 09.00–18.00** Exhibition open

#### Monday 1 September:

- 09.00–18.00** Exhibition open

#### Tuesday 2 September:

- 09.00–18.00** Exhibition open

### Dismantling Access Timetable

#### Tuesday 2 September:

- 18.00–20.00** Removal of the carpet in the aisles (aisles must not be obstructed) followed by delivery of empty packaging cases by Fairexx (if booked)
- 20.00–24.00** Removal of stand valuables.

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

#### Wednesday 3 September:

- The exhibition will not be open to delegates
- 08.00–13.00** No dismantling and no vehicle access to fairground
- 13.00–24.00** Hall access for exhibitors  
Dismantling – full vehicle access to fairground

#### Thursday 4 September:

- 08.00–18.00** Dismantling – full vehicle access to fairground (last day)
- from 18.00** Any materials left in the aisles will be cleared by the organisers and destroyed at exhibitor's expenses. 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.



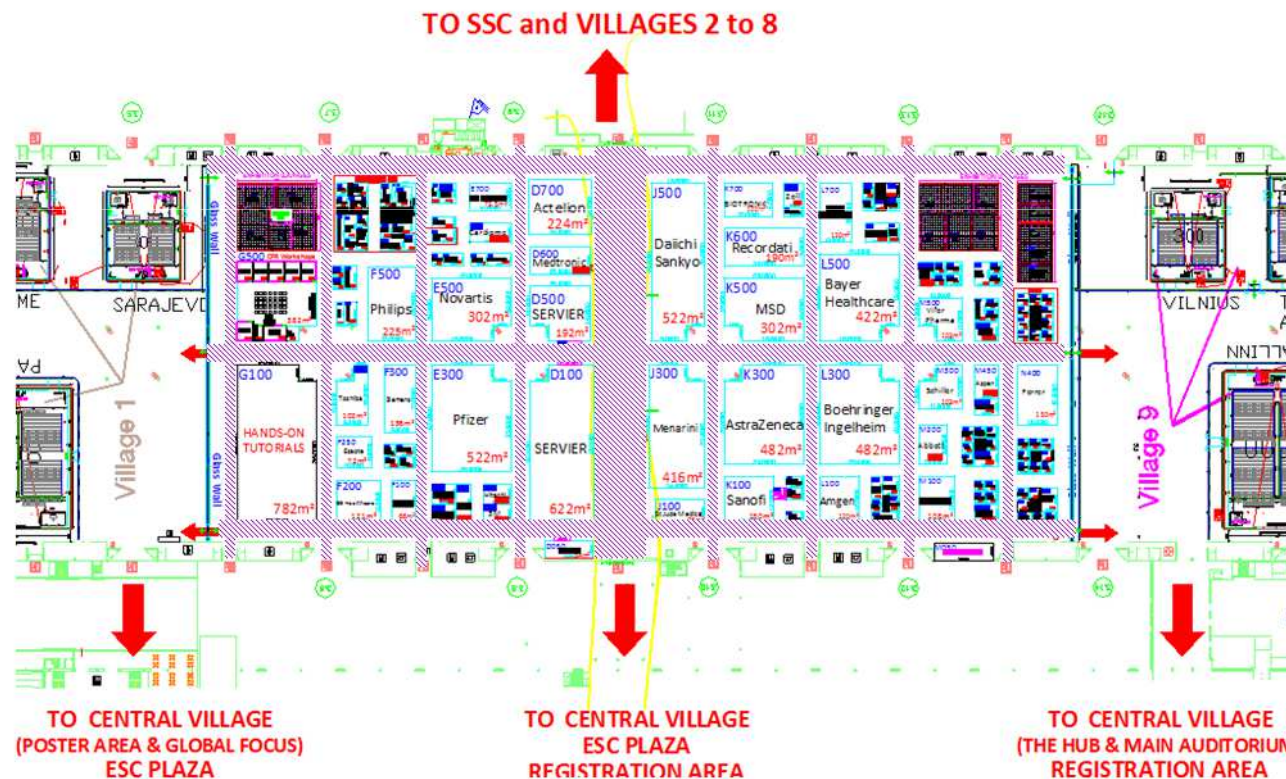
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### AISLES TO BE KEPT CLEAR DURING THE BUILD UP AND DISMANTLING OF THE STANDS

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



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### 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 FIRA Barcelona:

- ☞ Access to FIRA Barcelona 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 + aisles to be cleared (refer to plan with aisle to keep clear) and used only in case of emergency.
- ☞ Access to Fire extinguishers at any time.
- ☞ Hot work to be approved by the FIRA Barcelona 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 FIRA Barcelona Regulations further information:**

[www.essexhibition.org/ESCcongress2014](http://www.essexhibition.org/ESCcongress2014)

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





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## 3. STAND SERVICE ORDERS

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For all additional stand services, please feel free to consult the Servifira Stand Services E-Commerce: [www.essexhibition.org/ESCcongress2014](http://www.essexhibition.org/ESCcongress2014)

| On site logistics and arrival - Fairexx   | Stand Services - FIRA Barcelona   | Badge Readers - Léni  | Additional Services   |
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For any question, you can contact Ms Marta Jimenez at [mjimenez@firabarcelona.com](mailto:mjimenez@firabarcelona.com)

✓ Orders for **all constructions** (stand packages, custom stands, walls & carpet) - **Deadline: 28 July.**

✓ Orders for **Electricity and Rigging** – **Deadline: 4 August.**



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## 4. INTERNET CONNECTION

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



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

The Fira team is able to provide tailor-made solutions to all Exhibitors wishing to order a Wi-Fi efficient service. However, in order to allow certain Exhibitors the required flexibility on their stands, we have agreed that exhibitors may also use their own internet facility of choice.

All Exhibitors using an internet connection during ESC Congress 2014 should read and sign the Wi-Fi Policy Acceptance Form available here:

<http://www.essexhibition.org/ESCcongress2014/Exhibition/Exhibition%20Pictures/Wi-FiPolicyAcceptanceForm.pdf>

If an exhibitor do not follow ESC recommendations to order a consistent, reliable and secure appropriate network, the ESC cannot be held responsible for failing network connections or its quality for professional use on stands.

Internet connections should be ordered from the Servifira E-commerce:

[https://apps.firabcn.es/areaExpositor/PreLogin.action?salonEdicion=A046014&request\\_locale=en](https://apps.firabcn.es/areaExpositor/PreLogin.action?salonEdicion=A046014&request_locale=en)





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## 5. 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 through the official supplier. This can be ordered through the ServiFira – Fira Barcelona.



### **Waste management at Fira Barcelona**

A Fira ecotax patrol will deliver on-site waste management forms to exhibitors/stand builders having a custom stand. Each exhibitor/stand builder must sign the waste management policy and return the form to the hall manager office.

Once the stand is built, the exhibitor/stand builder should contact the Fira ecotax patrol to check the stand. If all waste has been removed, the patrol will provide to the exhibitor/stand builder with a certificate.

**The same process will apply for build-up and dismantling. All custom stands will need to get their waste management certificates dully completed.**

### **Important information for custom stands with carpet**

For carpet installation, Fira Barcelona only permit the use of approved double-sided adhesive tape (100% removable). The remaining tape on the hall floor must be removed by the end of the event.



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## 6. 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 FIRA Barcelona 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 the Servifira Stand Services E-Commerce: [www.essexhibition.org/ESCcongress2014](http://www.essexhibition.org/ESCcongress2014)

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



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## 7. DELIVERY ADDRESS AND STORAGE

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

Fairexx arranges all storage and forwarding for the ESC Congress 2014.

### **IMPORTANT:**

Spanish customs procedure requires more time, documents and efforts to get shipments cleared smoothly. Therefore it is strongly recommend to make use of Fairexx's transit option via our Munich facility with EU-clearance in Germany to transit to Barcelona. **Goods should not arrive later than 12 August 2014**

More details on shipments and deadlines are available in the Fairexx Manual on:

[www.essexhibition.org/ESCcongress2014](http://www.essexhibition.org/ESCcongress2014)

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For any question, you can contact

Stand number starting by J to N & Satellites,  
Hands on Tutorials and Exhibition Lounges:

**Ms. Anja Homann**

Mobile: +49 173 247 7818

Email: [anja.homann@fairexx.com](mailto:anja.homann@fairexx.com)

Stand number starting by D to H & ESC Plaza:

**Mr. Florian Wallmann**

Mobile: +49 173 214 5302

Email: [florian.wallmann@fairexx.com](mailto:florian.wallmann@fairexx.com)



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## 8. INSURANCE

- The civil liability insurance must cover all damages to persons and property that may be caused by its employees, agents or subcontractors as well as damages caused by guests, visitors or those participating in the event.
- While on the rented premises, exhibition goods and packaging materials must be insured at the expense and risk of the Exhibitor. Exhibitor should therefore contact their own insurance company.
- Exhibitor will be liable for the safety of participants on and around their stand area. Therefore Exhibitor must take out adequate insurance for third-Party Liability.

**All exhibitors must send a copy of their insurance certificate to the ESC Exhibitions Department ([exhibition@escardio.org](mailto:exhibition@escardio.org)) 10 days before the opening of the congress.**



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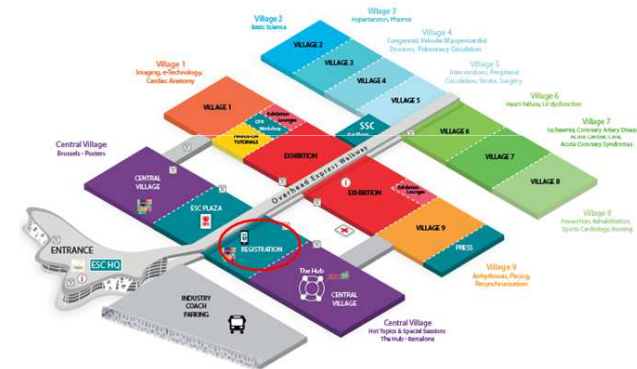
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## 9. EXHIBITOR REGISTRATIONS (for your stand staff)

The **Exhibitor Registration Desk** is located in the registration area 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 <sup>2</sup>      | 10                       | 5                           |                          |
| 50 and 99 m <sup>2</sup>     | 15                       | 10                          |                          |
| 100 and 199 m <sup>2</sup>   | 25                       | 20                          | 1                        |
| 200 and 299 m <sup>2</sup>   | 30                       | 25                          | 2                        |
| 300 and 399 m <sup>2</sup>   | 35                       | 30                          | 4                        |
| 400 and 499 m <sup>2</sup>   | 40                       | 35                          | 6                        |
| 500 and 599 m <sup>2</sup>   | 45                       | 40                          | 8                        |
| 600 and 699 m <sup>2</sup>   | 50                       | 45                          | 10                       |
| 700 and 799 m <sup>2</sup>   | 55                       | 50                          | 15                       |
| 800 and 899 m <sup>2</sup>   | 60                       | 55                          | 20                       |
| More than 900 m <sup>2</sup> | 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.esceexhibition.org/ESCcongress2014/Exhibition](http://www.esceexhibition.org/ESCcongress2014/Exhibition)

Please send your order to the Registration department at [groups@escardio.org](mailto:groups@escardio.org)





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## Different Badge Types

| 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 sessions

\* Only one Congress bag per stand

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



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## Exhibitors' Registration Opening Hours

| Opening days        | Hours         |
|---------------------|---------------|
| Wednesday 27 August | 14.00 – 17.00 |
| Thursday 28 August  | 08.00 – 18.00 |
| Friday 29 August    | 08.00 – 18.30 |
| Saturday 30 August  | 08.00 – 18.30 |
| Sunday 31 August    | 08.00 – 18.30 |
| Monday 1 September  | 08.00 – 18.30 |
| Tuesday 2 September | 08.00 – 18.30 |



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## 10. 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/esc2014/eng/index.php>



# ESC Congress 2014

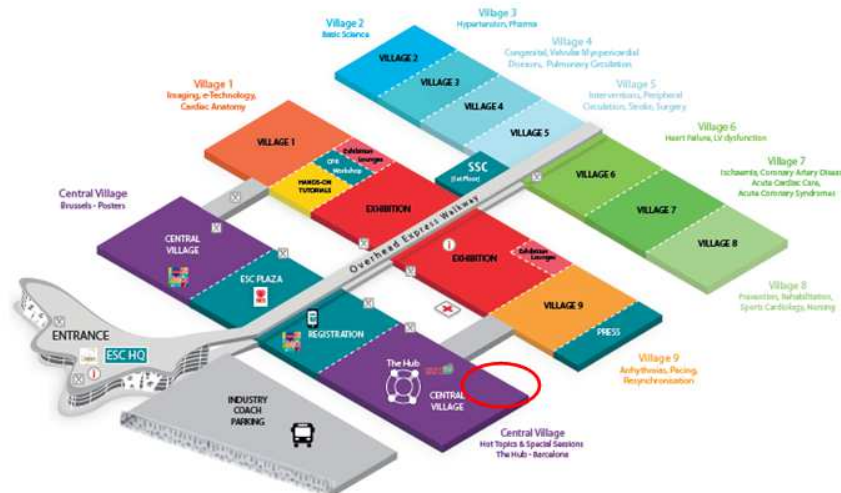
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## 11. INDUSTRY & CRT LOUNGE

A lounge will be made available for all industry partners during the Congress.

This lounge will be located in central village close to Room Barcelona and will be open from 08:00 to 18:00 from Saturday 31 August to Tuesday 3 September.



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## **12. 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.essexhibition.org/ESCcongress2014/Exhibition](http://www.essexhibition.org/ESCcongress2014/Exhibition)



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## **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.

