

# ESC Congress 2014

30 August – 3 September: Barcelona, Spain

## Update Message

Dear Exhibitors,

This Update contains important logistical information for the ESC Congress 2014 in Barcelona.

Please ensure **this document** and the **Stand Participation Policy and Guidelines 2014** 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 Exhibition Team



# ESC Congress 2014

30 August – 3 September: Barcelona, Spain

**Update  
Message**

## **Contents :**

1. Access to the Venue and Parking
2. ESC Plaza Timetable
3. Stand Packages & Custom Stands in ESC Plaza
4. Additional Stand Services
5. Waste Removal (for custom stands only)
6. Exhibitor Registrations (for your stand staff) & Badge Readers
7. Stand Activities and Items for distribution
8. Delivery Address and Storage
9. Insurance
10. Important Reminders



# ESC Congress 2014

30 August – 3 September: Barcelona, Spain

Update  
Message

## 1. ACCESS TO THE VENUE AND PARKING

**Congress centre:**

**Fira Gran Via**

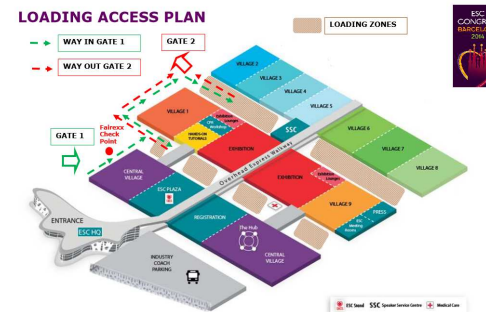
Av. Joan Carles I, 64

08908 L'Hospitalet de Llobregat

Barcelona – Spain

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

Industry Guidelines	Exhibitor Information	ESC Download Area	
<ul style="list-style-type: none"><li>ESC Congress 2014 Guidelines</li><li>FIRA Barcelona Regulations</li></ul>	<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>	<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>	
On site logistics and arrival - Fairexx	Stand Services - FIRA Barcelona	Badge Readers - Léni	Additional Services
<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>	<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>	<ul style="list-style-type: none"><li>FIRA Barcelona Stand Services Catalogue for International Associations</li><li>Stand Package for International Associations</li></ul>	<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>



# ESC Congress 2014

30 August – 3 September: Barcelona, Spain

## Update Message

### Loading Access Plan & Parking FOR EXHIBITOR TRUCKS & VEHICLES

#### All vehicles must go to venue Gate 1 – Fairexx Checkpoint.

The Fairexx team will direct vehicles to one of the unloading zones according to the timeslot previously booked.

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

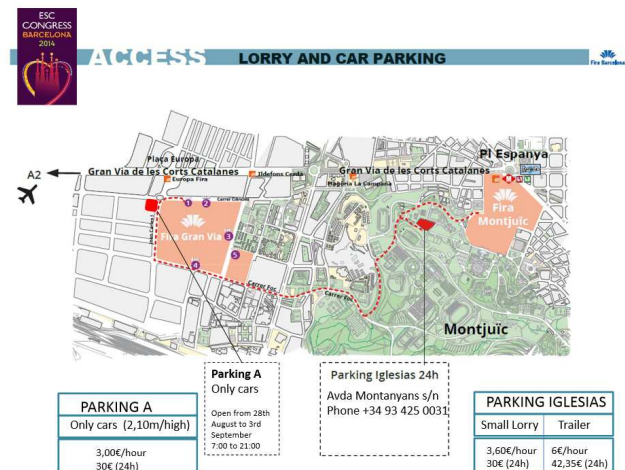
The process will be the same for dismantling.

**Only cars below 2,10m high which do not need to access the unloading zones can go directly to Parking A (underground parking)**

[Time slot request form](#) (deadline 18/07/2014)

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

Fax: +49 304 403 4779



# ESC Congress 2014

30 August – 3 September: Barcelona, Spain

Update  
Message

## 2. ESC PLAZA TIMETABLE

### ESC Plaza build-up

#### Wednesday 27 August 2014:

- 8.00 – 22.00** ESC Plaza access to personnel for construction: construction of self-build stands.  
**8.00 – 13.00** Vehicle access to fairground for stands over 30m<sup>2</sup>.

#### Thursday 28 August 2014:

- 8.00 – 22.00** ESC Plaza access to personnel for construction. Stand deliveries, decoration of stand packages and construction of self-build stands.  
**8.00 – 13.00** Vehicle access to fairground for all stands.

**A deposit of €100 will be required for vehicles entering the fairground. This will be returned if the timeslot is respected. Working passes will only be delivered in venue Gate 1 at the Fairexx office.**

#### Friday 29 August 2014:

- 8.00 – 18.00** Stand deliveries, decoration of stand packages and construction of self-build stands. Stand decoration is possible until 22.00.  
**8.00 – 13.00** Vehicle access to fairground for all stands.  
**18.00** **All construction must be completed, goods must be removed from aisles to allow aisles carpeting. No trolleys or pallet trucks allowed in hall from this time. Stand decoration is possible until 22:00.**

**Daily deliveries should be sent to Fairexx office, where transport to exhibit area may be arranged.  
No further vehicle access to fairground until 13.00, Wednesday 3 September 2014.**



# ESC Congress 2014

30 August – 3 September: Barcelona, Spain

## Update Message

### ESC Plaza opening hours

#### Saturday 30 August 2014:

**09.00 – 19.00** ESC Plaza opens and staffed (access with Exhibitor badges only)  
**15.00** Opening of the commercial Exhibition (Hall 3)  
**Welcome Refreshments in Exhibition & ESC Plaza**  
**17.00-18.00** Inaugural Session  
**18.00 – 19.00** Networking reception in ESC Plaza

#### Sunday 31 August 2014:

**09.00 – 18.00** ESC Plaza opens and staffed

#### Monday 1 September 2014:

**09.00 – 18.00** ESC Plaza opens and staffed

#### Tuesday 2 September 2014:

**09.00 – 18.00** ESC Plaza opens and staffed

#### Wednesday 3 September 2014:

**09.00 – 13.00** ESC Plaza opens for logistical reasons (presence optional for NCS stands)

### ESC Plaza dismantling

#### Wednesday 3 September 2014:

**13.00 - 24.00** Dismantling – full vehicle access to fairground (**custom stands only**)  
**From 15.00** Dismantling of stand packages – all personal items should be removed from the stand package

#### Thursday 4 September 2014:

**08.00 - 18.00** Dismantling – full vehicle access to fairground (**custom stands only, last day**)  
**From 18.00:** Any material left in the aisles will be cleared by the organisers and destroyed. The organisers 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.  
Presence on the stands outside the official ESC Plaza opening hours is optional.





# ESC Congress 2014

30 August – 3 September: Barcelona, Spain

## Update Message

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

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



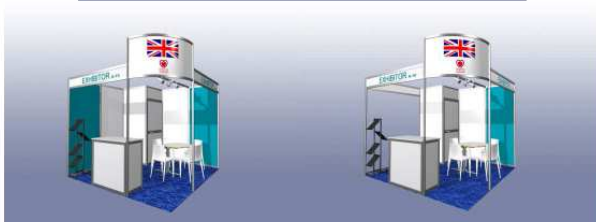
# ESC Congress 2014

30 August – 3 September: Barcelona, Spain

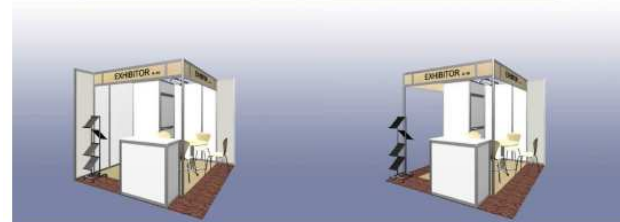
Update  
Message

## 3. STAND PACKAGES & CUSTOM STANDS IN ESC PLAZA

National Cardiac Societies Package



International Associations Package



For custom stands, please ensure that you have received an approval of the stand design from ESC. No approval means no permission to construct the stand – resulting costs are entirely at the exhibitor's expense.





# ESC Congress 2014

30 August – 3 September: Barcelona, Spain

Update  
Message

## 4. ADDITIONAL STAND SERVICES

For all additional stand services, please visit the ServiFira – Fira Barcelona catalogue available on:  
[www.escexhibition.org/ESCcongress2014/Exhibition](http://www.escexhibition.org/ESCcongress2014/Exhibition)

### Deadlines

#### **28 July 2014: Deadline to order exhibitor services**

- Stand packages, furniture, decoration, storages, custom made stands
- Booth cleaning and waste removal
- AV / IT equipment
- Internet & telephone
- Temporary staff (Hostess, security guard, waiter...)
- Water services, Compressed air...

#### **29 July 2014: Express Catalogue**

This catalogue is designed to cover last minute orders with a 30% surcharge with a limited range of products.

#### **4 August 2014: Deadline to order electricity**

After this date 30% surcharge will be added on the electricity.

#### **24 August 2014: Closing of stand services orders and deadline for catering orders**

**From 25 August 2014: All orders must be made on-site at the customer service office**

### Contact

Email: [esc@firabarcelona.com](mailto:esc@firabarcelona.com)

Tel: +34 932 332 000

Fax: +34 932 332 080



# ESC Congress 2014

30 August – 3 September: Barcelona, Spain

## Update Message

### Catering

The Official Stand Caterer is GastroFIRA. All catering offered within exhibit areas should be ordered from GastroFIRA. Catering can be ordered online from the ServiFira – Fira Barcelona catalogue available on:  
[www.escexhibition.org/ESCcongress2014/Exhibition](http://www.escexhibition.org/ESCcongress2014/Exhibition)

#### **Ferrán Pesas**

Tel: +34 93 233 39 66

Email: [acatering@firabarcelona.com](mailto:acatering@firabarcelona.com)

Web Site: [www.gastrofira.com](http://www.gastrofira.com)

Exhibitors may not bring their own catering into the Fira Barcelona. Exhibitors may not sell food or drink for consumption on the premises. Serving alcoholic beverages on stands is strictly forbidden.

All companies offering hospitality are reminded of their responsibilities for hygiene & food safety. When offering catering to delegates through the official caterer, exhibitors are encouraged to guarantee a healthy and balanced catering offer for delegates.

### Internet connections

Please note that a free congress Wi-Fi network will be available in the ESC Plaza during ESC Congress 2014. This WiFi will be available for delegates during the event. It is a limited network therefore if an exhibitor requires a consistent, reliable and secure connection for professional use, we strongly recommend the exhibitor to order an internet connection through the Fira Barcelona.

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 via the ServiFira – Fira Barcelona catalogue available on:  
[www.escexhibition.org/ESCcongress2014/Exhibition](http://www.escexhibition.org/ESCcongress2014/Exhibition)



# ESC Congress 2014

30 August – 3 September: Barcelona, Spain

## Update Message

### Stand Security: Valuable goods and responsibility

Delegates can pass through the ESC Plaza before 9:00 or after 18:00, hence we strongly urge you to secure your stand against theft or damage when the stand is not manned. ESC also recommends you arrange adequate insurance cover. Booth representatives are entirely responsible for the surveillance of their stand (i.e. during the stand construction, the opening hours of the Congress and the Building, dismantling periods and during the night).

**Extra security:** Should you plan to order stand services (for example plasma, video...), we suggest you add extra security staff on your stand. To place your order please contact the official supplier.

**Valuable goods:** Valuable objects, which may easily be removed, should be locked away during the night.

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



### 5. WASTE REMOVAL (for custom stands only)

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.

# ESC Congress 2014

30 August – 3 September: Barcelona, Spain

Update  
Message

## 6. EXHIBITOR REGISTRATIONS (for your stand staff) & BADGE READERS

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

The following services will be available:

- ❖ **Collection of pre-ordered exhibitor badges**
- ❖ **Preparation and purchase of additional exhibitor badges**

Stand staff will only gain access to the stand if they have an Exhibitor Badge.

Please therefore do not arrange to distribute Exhibitor badges from the stand.

**NO BADGE = NO ACCESS TO EXHIBIT AREA**



# ESC Congress 2014

30 August – 3 September: Barcelona, Spain

Update  
Message

## 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





# ESC Congress 2014

30 August – 3 September: Barcelona, Spain

**Update  
Message**

## Exhibitor 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



# ESC Congress 2014

30 August – 3 September: Barcelona, Spain

## Update Message

### 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

30 August – 3 September: Barcelona, Spain

Update  
Message

## 7. STAND ACTIVITIES AND ITEMS FOR DISTRIBUTION

All stand activities and items for distribution need to be approved by the ESC.

Please fill in the Stand Activity form available on:  
[www.escexhibition.org/ESCcongress2014/Exhibition](http://www.escexhibition.org/ESCcongress2014/Exhibition)

☞ The deadline to submit your form was on **21 July 2014**

**If you have anything to declare please submit your form at your earliest convenience.**



# ESC Congress 2014

30 August – 3 September: Barcelona, Spain

Update  
Message

## 8. DELIVERY ADDRESS AND STORAGE

The official forwarder and lifter for ESC Congress 2014 is **FAIREXX GmbH**.

To arrange your shipments, delivery to the booth, storage of goods and for booking a time slot for vehicle access to the fairground, please contact:

**FAIREXX GmbH**

Marienstrasse 28

12207 Berlin

Tel: +49 304 403 470

Fax: +49 304 403 4779

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

For more information about **Delivery Address and Storage**, download the **FAIREXX manual** available on:

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



## 9. 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.**

# ESC Congress 2014

30 August – 3 September: Barcelona, Spain

Update  
Message

## 10. 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.

