

# EUROECHO 2008



The twelfth Annual Meeting of the European Association of Echocardiography, a Registered Branch of the ESC, in cooperation with the Working Group on Echocardiography of the French Society of Cardiology

10-13 December 2008

France

Lyon



**INDUSTRY GUIDELINES**

[www.euroecho.org](http://www.euroecho.org)

## TABLE OF CONTENTS

### **Section 1 - Page 3**

#### **General Information for Exhibitors**

Venue  
Exhibition Services  
Dates  
Addresses/contact details  
Terminology  
Layout  
Exhibition time schedule  
Exhibitor badges  
Product Description  
Surveillance & Security  
Insurance  
Shipping information  
Customs/Taxes & Duties  
Catering  
Stand Activities  
Miscellaneous

### **Section 2 – Page 10**

#### **Technical Guidelines for Exhibitors**

Exhibition Location  
Exhibition Info / Pricing  
Stand construction Guidelines  
Fire and Safety regulations  
Cleaning & Refuse  
Electricity  
Telephone and Fax connection  
Water  
Transport regulations / handling  
Storage  
Miscellaneous Services

### **Section 3A – Page 15**

#### **Sponsorship & Promotion opportunities**

Sponsorship opportunities  
Contacts

### **Section 3B – Page 17**

#### **Satellite Symposia**

Conditions for Satellite Symposium  
Time slots reserved for Satellite Symposia  
Cost of Satellite Symposia  
Available A/V Support  
Applying to hold a Satellite Symposium

### **Section 4 – Page 23**

#### **Conditions of Participation**

General Conditions  
Conclusion of contract  
Admission to EUROECHO 2008  
Renting stand space  
Stand design  
Subtenants and other represented companies  
Terms of payment  
Acceptance of products  
Reservations  
Exemption from liability  
Premature termination of the rental contract  
Cancellation Policy  
Assignment of space  
Enforcement of rules  
Supplementary provisions  
Claims, procedures, place of performance & jurisdiction  
Final clause

### **Section 5 – Page 26**

#### **Deadlines**

## Section 1 – GENERAL INFORMATION

### Venue

#### **Centre de Congrès de Lyon**

Cité Internationale  
50, quai Charles de Gaulle  
69463 LYON, France  
Web Site: [www.ccc-lyon.com](http://www.ccc-lyon.com)

### Exhibition Dates

Monday	08 December	08:00 – 20:00	<b>Exhibition build-up</b>
Tuesday	09 December	08:00 – 20:00	<b>Exhibition build-up</b>
Wednesday	10 December	10:00 – 19:00	<b>Exhibition OPEN</b>
		16:00 – 17:30	<b>Opening Ceremony followed by General Assembly</b>
		17:30 – 19:00	<b>Opening Reception in the exhibition area</b>
Thursday	11 December	09:30 – 18:00	<b>Exhibition OPEN</b>
Friday	12 December	09:30 – 18:00	<b>Exhibition OPEN</b>
Saturday	13 December	09:30 – 13:00	<b>Exhibition CLOSED (but Sessions still running)</b>
		13:00 – 24:00	<b>Dismantling</b>

---

#### **IMPORTANT:**

**NO DISMANTLING BEFORE 13:00 SATURDAY 13 DECEMBER. IF VALUABLES ARE REMOVED ON FRIDAY EVENING, STANDS MUST BE PRESENTABLE & RETAIN VISUALS UNTIL DISMANTLING STARTS.**

---

Outside of 'exhibition open' periods, delegates will walk to session rooms along a route including a portion of Exhibition. Exhibitors should therefore take all reasonable precautions to protect valuables.

Please note:

- 1) The limited dismantling time
- 2) The Exhibition is CLOSED on Saturday morning.

## **Congress dates: 10-13 December 2008**

	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	20:00	
	07:30	08:30	09:30	10:30	11:30	12:30	13:30	14:30	15:30	16:30	17:30	18:30	19:30	20:30	
<b>Tuesday 9 December 2008</b>				Registration											
				Speakers' Service Centre											
<b>Wednesday 10 December 2008</b>				Registration											
				Speakers' Service Centre											
				Exhibition											
				Scientific Sessions	Scientific Sessions		Scientific Sessions			Opening Ceremony	Opening Cocktail				
						Satellite Symposia									
<b>Thursday 11 December 2008</b>				Registration											
				Speakers' Service Centre											
				Exhibition											
				Scientific Sessions		Scientific Sessions	YIA	Scientific Sessions			Scientific Sessions				
				Posters			Satellite Symposia			Posters			Satellite Symposia		
<b>Friday 12 December 2008</b>				Registration											
				Speakers' Service Centre											
				Exhibition											
				Scientific Sessions		Scientific Sessions			Scientific Sessions		Scientific Sessions				
				Posters			EAE Lecture			Posters			Satellite Symposia		
<b>Saturday 13 December 2008</b>				Registration											
				Speakers' Service Centre											
				Scientific Sessions		Scientific Sessions									
				Posters											

## **Language**

English

## **Addresses/ Contact Details**

For **General Information** please contact:

EUROECHO 2008 Secretariat

2035, Route des Colles

Les Templiers

B.P. 179

F-06903 SOPHIA ANTIPOLIS

France

General Information: [euroecho@escardio.org](mailto:euroecho@escardio.org)

Website: <http://www.euroecho.org>

Tel: +33 (0)4 92 94 76 00

Fax: +33 (0)4 92 94 76 01

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

Sponsorship, Promotion and Industry participation

Industry Sponsored Session

Exhibition

Registration

Hotel accommodation

Abstracts and Scientific information

[Sponsorship@escardio.org](mailto:Sponsorship@escardio.org)

[satellite@escardio.org](mailto:satellite@escardio.org)

[EEexhibition@escardio.org](mailto:EEexhibition@escardio.org)

[Eeregistration@escardio.org](mailto:Eeregistration@escardio.org)

[EHotels@escardio.org](mailto:EHotels@escardio.org)

[EEscientific@escardio.org](mailto:EEscientific@escardio.org)

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

Mrs Valérie Bazerolle  
Tel.: +33 (0)4 72 82 27 08  
Fax: +33 (0)4 72 82 26 27  
Email: valerie.bazerolle@ccc-lyon.com

For information regarding:

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

See online order forms on: <http://www.escehhibition.org/Euroecho2008/default.aspx>

Or contact:

Ms. Elodie Chevauchee  
Email: [expo@ccc-lyon.com](mailto:expo@ccc-lyon.com)  
Tel: +33 472 822 734  
Fax: +33 472 822 736

## **Terminology**

This guide has been written by the Organiser. A successful application made by a company wishing to participate in the exhibition will imply an acceptance of the requirements contained in these Guidelines.

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

<b>City:</b>	Lyon
<b>Building:</b>	<b>Centre de Congrès de Lyon</b> , all contact is via Mrs. Valerie Bazerolle
<b>Exhibitor:</b>	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.
<b>Organisers/EAE:</b>	European Association of Echocardiography, a registered branch of the European Society of Cardiology
<b>EUROECHO 2008:</b>	The Eleventh Annual Meeting of the European Association of Echocardiography (a registered branch of the ESC).

## **Layout**

EUROECHO 2008 activities will take place on 4 levels:

### **Level 0: Main entrance**

#### **Level -1**

Registration, Secretariat  
Cloakroom  
EAE Members Lounge  
High Tech Corner

#### **Level-2**

Exhibition area  
Poster Area  
Imaging Campus  
Speakers' Service Centre  
Lecture Room AMPERE (1000 pax)  
Lecture Room LUMIERE (800 pax)  
Lecture Room DESCARTES (400 pax)  
Lecture Room BECQUEREL (400 pax)

## Level 1

Lecture Room PASTEUR (300 pax)

Lecture Room CURIE (260 pax)

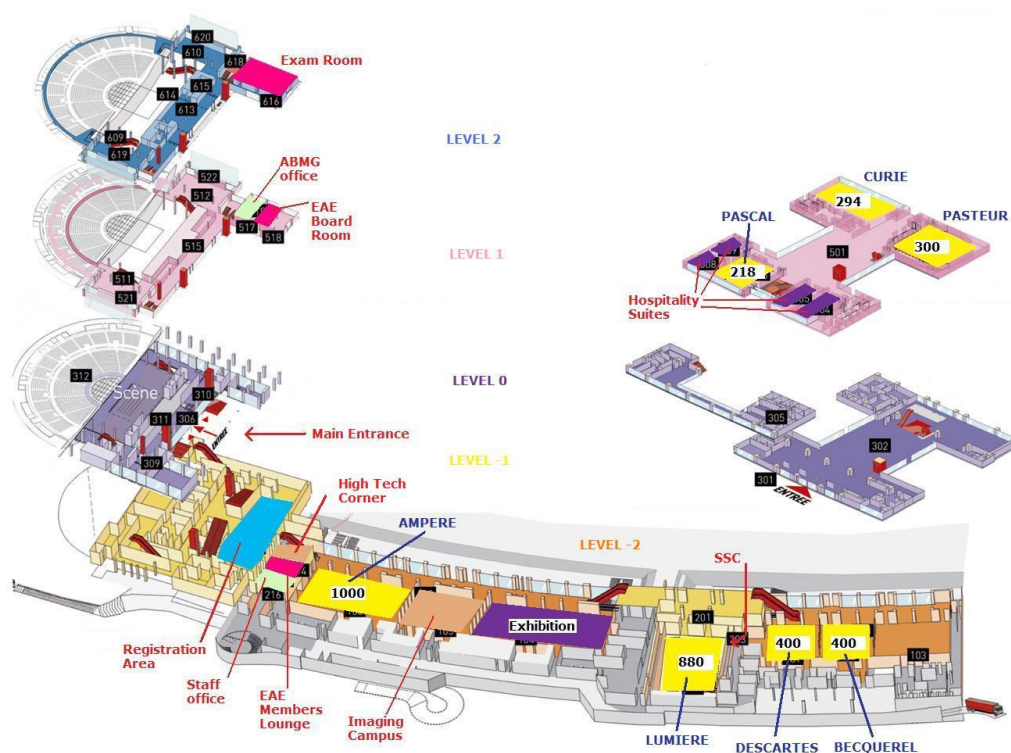
Lecture Room PASCAL (220 pax)

Hospitality Suites

## Level 2

Accreditation Exams Room

## CITÉ | CENTRE DE CONGRÈS | LYON



## Exhibition Time Schedule

- Build-up will take place on **Monday 08 and Tuesday 09 December** from 08:00 to 20:00 hrs.
- Stand construction should be finished by **Tuesday 09 December 20:00 hrs.**
- All packing material that is to be retained (e.g. for re-use) should be cleared from the Building by **Tuesday 09 December 20:00 hrs.** 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 EUROECHO 2008 Secretariat will have an office (ORGANISER'S OFFICE) in the Building from **Monday 08 December until Saturday 13 December.**

## Exhibitor Badges

### Free Exhibitor Badges

Exhibitors are entitled to a certain number of free badges. The number of free badges for each Exhibitor will be determined according to the floor space allocated as shown below. Please note that company names other than those of listed exhibiting companies will not be produced or allowed.

All Exhibitor badges must be ordered by email using the form available online, saving the badge name file in excel format. This email should be returned to the EUROECHO 2008 exhibition mailbox, [EEexhibition@escardio.org](mailto:EEexhibition@escardio.org) before **03 November 2008.**

<b><u>Stand size between</u></b>	<b><u>Number of Free Badges</u></b>
9 and 49m <sup>2</sup>	8
50 and 99m <sup>2</sup>	16

---

**Exhibitor badges will give access to the scientific sessions when space is available.  
To be sure of having a seat at the lecture full registration is recommended.**

---

Please note you now have the option to choose how your free badges are inscribed. Please indicate when you send your email for the badges the number of company-only badges you wish to receive and the number of individual badges you wish to receive (please indicate the person's name).

### **Additional Exhibitor Badges**

If the number of free exhibitor badges is insufficient, extra badges (under company name only) may be purchased at a price of **€ 33.45** per badge plus VAT (19.6%) if applicable.

### **Work Passes**

In the interest of security, only those individuals directly responsible for the erection 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 Exhibitor Registration desk and at the lorry unloading area 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 whilst inside the congress centre.

### **Product Description**

All Exhibitors will be listed in the Final Programme, together with a short description of the products exhibited. (Maximum 100 words). All Exhibitors should send their Product Description to the Organiser by email [EEexhibition@escardio.org](mailto:EEexhibition@escardio.org) before **26 September 2008**. Use the form online at <http://www.esceexhibition.org/EUROECHO2008/default.aspx>

### **Surveillance & Security**

The Organiser undertakes the general surveillance service of the Building, both day and night.

Exhibitors are responsible for the surveillance of their stand and exhibits. Exhibitors are recommended to pay closer 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 be easily removed, should be locked away during the night or whenever the stand is left unattended. The Organiser accepts no responsibility for goods stolen from exhibits. Security services can be ordered through the Centre de Congres de Lyon.

The Organiser may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of EUROECHO 2008, or who refuses to comply with the local safety rules.

### **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 any responsibility for damage, loss, theft, disappearance or injury of anything or anyone, for any reason. 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 falls 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 Health & Safety Guidelines 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 persons or objects.

## **Shipping Information**

Official Forwarder and Lifter for EUROECHO 2008:

**FAIREXX Logistics**

Sandra Guenther

Contact: Ms. Sandra Guenther

Tel.: +49 304 403 4712

Fax: +49 304 403 4779

Email: sandra.guenther@fairexx.com

### **Airfreight**

Your airfreight shipments should arrive at Lyon – St Exupery airport (LYS) no later than **02 December 2008**. See consignee address below.

**Consignee Address:** Exhibitor name – EUROECHO 2008  
c/o FAIREXX GmbH  
50 Quai Charles de Gaulle  
FR – 69006 Lyon / France

Notify: EUROECHO 2008 / Exhibitor's Name  
Hall / Stand Number  
Clamageran Expositions  
Louise Vigliandi (Tel: +33 478 900 600 / Fax: +33 478 905 161)

Please send shipments prepaid, on own Masterairwaybill, consigned to the above mentioned address. Three (3) original Invoices should be attached to the MAWB.

### **Groupage Shipment**

Groupage shipments should arrive at our onsite warehouse no later than **the 2 December 2008 and sent to the following address:**

**Warehouse Address:** CLAMAGERAN FOIREXPO  
c/o FAIREXX GMBH  
7 Impasse Georges Mèliès  
FR - 69680 Chassieu / FRANCE

Notify: EUROECHO 2008 / Exhibitor's Name  
Hall / Stand Number  
Clamageran Expositions  
Louise Vigliandi (Tel: +33 478 900 600 / Fax: +33 478 905 161)

### **Full /half Trailer Loads**

Full/half Trailer Loads should arrive directly at the Centre de Congres de Lyon, in accordance with the official Build-up Dates and Times.

**Venue address:** Cite centre de congrès de Lyon  
c/o FAIREXX GMBH 50, quai Charles de Gaulle  
FR – 69463 Lyon cedex 06 - FRANCE

Notify: EUROECHO 2008 / Exhibitor's Name  
Hall / Stand Number

To ensure that reception of your shipment is managed, please fax a full pre-advice to FAIREXX LOGISTICS  
Fax: +49 304 403 4779 attn. Sandra Guenther.



If the Exhibitor requires that parcels be delivered to their booth or be returned to their truck, the Official freight forwarders, FAIREXX, can assist in this regard. For more information please consult the Fairexx Shipping Manual available on: <http://www.escehhibition.org/Euroecho2008/default.aspx>

## **Customs Information/Taxes & Duties**

Exhibitors will pay the various taxes and duties owed resulting from their taking part in the exhibition.

## **Catering**

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

## **Stand Activities**

**I)** The EAE has adopted a policy which limits industry sponsored entertainment, lunches, seminars or other formal gatherings. Without the specific approval of the EAE, companies should not organise such events during the two days before EUROECHO 2008, during EUROECHO 2008 itself or during the two days immediately after EUROECHO 2008 (i.e. 08/12 – 14/12). Should a company wish to plan any such events, please consult the Organiser in due time.

**II)** 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 for the approval of EAE prior to EUROECHO 2008. Failure to do so may result in the exhibitors being obliged, at their own expense, to discontinue any such activity on-site.

**III)** 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 EAE judge that a disturbance is being caused; the Exhibitor must stop the activity immediately. If this is not done, the EAE reserves the right to make the necessary arrangements at the expense of the Exhibitor.

**IV)** Companies wishing to arrange or sponsor sessions are invited to arrange a satellite symposium or workshop, as detailed elsewhere in these Guidelines. 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 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).

The focus of presentations should be product-related information and not 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, be it a Workshop, Satellite, Meet the Expert or EUROECHO programme.

All such activities require the prior approval of the ESC.

**V)** The EAE has appointed an Audio-Visual Committee, which supervises audio-visual activities. All audio-visual activities require the written permission of EAE. Should a company intend to organise any audio-visual activity please consult the EAE for details of this policy.

**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 in advance by the EAE. All requests should be submitted in writing to the EUROECHO 2008 Secretariat before 24 October 2008. Participation can be 'rewarded' with a prize. However, the prize should be the same for everybody. 'Drawing winners' is not allowed. Maximum retail value may not exceed € 5. If the prize is a 'medical information carrier' such as a medical text book, a CD-ROM, a tape, a slide set etc., the maximum retail value may not exceed € 50. All "prizes" must be approved in advance by the EAE.

**VII)** The Board of the EAE has accepted the policy that small give-aways are acceptable at the exhibition (maximum retail value € 5) for example badges, T shirts, pens, etc. All such give-aways must have the written approval of EAE. The distribution of give-aways should be low profile and should in no way overshadow the main activity of the stand. Please inform the EAE secretariat of any planned Stand Activity and Give Away Items, before 24 October 2008.

**VIII)** Distribution, display or placement of material printed by industry or its agents (Including signs and billboards) is limited to the area rented by the Exhibitor in the exhibition.

**IX)** "Special effect" lights, laser, sound & video projection on the stand can only be allowed with the written permission of EAE.

**X)** The site assigned to the Exhibitor shall be staffed during the opening hours of the exhibition as well as during the construction and the dismantling and removal of the stand. Exhibitors must ensure an authorised person is present at the stand at all times.

**XI)** The use of the name of the European Association of Echocardiography (EAE), EUROECHO 2008, 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 to the EAE.

The only exception being that Exhibitors may refer to EUROECHO 2008, as "the 12th annual meeting of the European Association of Echocardiography, a registered branch of the European Society of Cardiology".

**XII)** Exhibitors or their agencies are not allowed to reproduce texts, drawings or graphics that have been specially produced by EAE 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. EAE 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.

**XIV)** Exhibitors are entitled to photograph or film their own exhibition stand during exhibition hours.

**XV)** Exhibitor Badges must be ordered by email to [EEexhibition@escardio.org](mailto:EEexhibition@escardio.org) no later than 3 November 2008.

## **Miscellaneous**

### **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.

### **Children**

Children under the age of 16 are not permitted in the Exhibition hall.

## Section 2 – TECHNICAL GUIDELINES

---

### Important Notice:

**All Exhibitors must submit a detailed stand drawing to the Organiser before 17 October 2008. Without the written approval of the Organiser no stand can be built. If a company wishes to hire a stand system from the Building please send us (ESC) details.**

---

### Exhibition Location

The exhibition at EUROECHO 2008 will be located in the Centre De Congres de Lyon, Lyon, France.

Any queries regarding Exhibition please contact:

ESC - Exhibition and Congress Services Department  
Tel.: +33 (0)4 92 94 77 55  
Fax: +33 (0)4 92 94 76 26  
Email: EExhibition@escardio.org

### General Exhibition Information with Pricing and minimum stand space requirements

**The price of 'SPACE ONLY' is € 400 per m<sup>2</sup> plus VAT. A reduced rate of € 280 per m<sup>2</sup> plus VAT is offered to publishers, booksellers and journals. Minimum stand size is 9 m<sup>2</sup> for Industry, 6m<sup>2</sup> for Publishers. For companies organising a Satellite Symposium or a User Group, a stand of minimum 9m<sup>2</sup> is mandatory.**

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, walls (if needed or prescribed), furniture, electricity etc.).

Exhibitors who will need to rent a standard exhibit stand module are advised to use the services of our local supplier. See Order Form in the Exhibitor Catalogue.

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.

### Detailed Stand Construction Guidelines

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 Organiser by **17 October 2008**. The drawings shall clearly indicate the planned layout, dimensions, equipment and furnishing of the stand, including the inscriptions. Also indicated must be the location of power outlets, electricity cables as well as telephone installations.

**Only with the written approval of the Organiser shall the stand drawings be deemed released for construction.**

All stands must be finished before the Committee's Inspection Visit the day before, or the morning of EUROECHO 2008's opening. The Exhibitor, or their qualified representative, must be at their stand during this inspection and must be able to supply all information and certificates concerning equipment and materials used. Note that fire safety certificates should be valid in France and available in French should authorities request this.

The decisions taken by the administrative authority, on the Committee's opinion during its inspection visit, can go as far as preventing the stand from opening, and must be carried out immediately. The Building and the Organiser refuse to accept any responsibility if the Safety Committee decides to close a stand because the Exhibitor has not respected the safety rules.

**I)** Exhibitors are asked to pay attention to the following stipulations:

- **From Wednesday 10 December 2008 08:30 hrs to Saturday 13 December 2008 13:00 hrs, all stands are to remain in their entirety, no dismantling or removal during this period is permitted.**
- Any column of the Hall lying within the stand may be covered without causing any damage and in compliance with accepted height regulations.
- Articles to be exhibited must be kept within the stand perimeter.
- The exhibition areas may only be covered by fitting platforms or carpets, which must be withdrawn by the exhibitor/decorator at the end of the exhibition.
- Mortar must not be placed on the floor; no nailing is allowed with percussion tools or painting with spray guns.
- Should there be an absolute need to carry out any of the unauthorised work, permission must be requested from the Management of the show at least 4 weeks before the inauguration, providing demarcation plans indicating weights and support surfaces for the products to be exhibited or the decoration to be fitted.
- The (standard) maximum height of stand constructions is **2.5 metres**. Written requests must be submitted to the Organiser if constructions will exceed **2.5 metres** and will be judged on stand size, transparency & impact on event.
- Two-storey structures are not allowed.
- Arches, bridges or similar constructions connecting two or more stands are not allowed.
- The maximum load permissible on the floors of the Building is approximately 400Kgs per square metre. Load capacity will be taken into account when entering the exhibited goods as well as during their handling.
- 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. In any case, the maximum amount any open side may be enclosed is 1/3<sup>rd</sup> the length of that side.
- Auditoria or structures resembling theatres are not permitted on stands – equipped lecture rooms are available for the purpose of providing educational sessions.
- The stand floor must be adequately covered, for instance with carpeting or carpet tiles.
- It is to be noted that vehicles are not admitted within the exhibition areas. Forklifts and other handling machines must be equipped with rubber wheels and can only be operated by the official Forwarder & Lifter, Fairexx GmbH.

**II)** Exhibitors are not permitted to:

- Erect or use names or trade marks which may be misleading or cause hindrance to the Exhibitors at the other stands or to EUROECHO 2008 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.
- Affix sold-tags to goods on display.
- No stands will be dismantled or removed prior to the end of the event.
- Drill, screw or nail the walls, ceilings, floors or columns of the exhibition areas.
- Place any heavy loads neither on the structure of the walls and columns; nor any of the technical installations of the Halls or the objects on display.
- Hang Advertising from the ceilings of the Halls 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.
- Dig trenches, anchorages or to make other structural alterations inside the Building, unless explicit authorisation has been obtained from the Building owners. This implies that it is forbidden to place channels or any other modification to the construction of the interior of the Halls without the exceptional, express authorisation of EAE to such end, on presentation of the project and the required report of the Technical and Security Services of EAE.
- Paint or Glue, in any way or part of the Exhibition area
- Place articles to be exhibited in a manner, which, in the Organiser's opinion, affects or hinders neighbouring stands, e.g. as regards the visibility of the neighbouring stands.

### III) Construction of Stands with a Floor:

- Authorisation must be requested in writing to EAE. Should acceptance be forthcoming, a descriptive report and 1:200 scale plans must be presented.
- All stands with a floor over 50 cm. above ground level with a staircase access must present a construction certificate signed by the competent engineer. All glass fitted in the top of the floor shall be at least 0.5 cm. thick, laminated and be of an approved safety type in France.
- 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.
- The use of 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 10 cm.
  - ✓ The platform sides must be closed and neatly finished. The platform edges must be safe (secured, safe & easily visible). Platforms 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 or a ramp included within stand perimeter.

### IV) Construction of Stands with a Ceiling:

- Exhibitors may cover their stands with a fabric ceiling which meets the European safety norm EN13501/1 to class B standard. Certification must be available in French language if required by the authorities.
- Any and all horizontal decorations, ceiling areas and roofs require approval.

### V) Construction of Walls – Lining – Corridors:

- 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 separation wall, and this agreement differs from the policy prescribed by the Organiser, this agreement has to be approved of by the Organiser. Please note that all in-line and corner stands must also have a back wall. The rear sides of the stands shall be designed and decorated by the Exhibitor to whose stand they belong, provided that the interests of the neighbours are not affected thereby.
- Should the external area of a stand lining a corridor where visitors will pass be decorated with windows, photo-assemblies or other outstanding objects, the enclosure wall must be built 0.25 m. inside the boundaries of the stand itself and be transformed into an advertising support, giving continuity to the corridor and a pleasant look to the whole of the area.
- The stand construction, installation of the objects on display and all advertising support must be sufficiently stable for public safety. All platforms open to the public over one metre below the lower level, must be surrounded by a handrail of at least 1m height.
- All peninsula, corner and in-line stands must be separated from the neighbouring stand(s) by means of a separation wall.
- 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.
- All glass corners must be polished or protected so that there is no chance of injury. Glass doors and any other complete glass construction must be marked at eye level.
- Machinery demonstrations causing noise shall be reduced to a minimum in order not to disturb exhibitors and visitors.
- Regarding Machines and Moving Apparatus, the exhibitor will fit the installations functioning throughout the show with all necessary working and accident prevention measures as shall be demanded by the technical regulations in use and local safety regulations for the installations.
- If the machinery or certain parts of the machinery are to be shown to the public while working, normal protection may be substituted by a protective shield of organic glass or a similar material.
- When the machines are not working and are only on display, the working protection mechanisms may be removed.
- Should this regulation be severely infringed and EAE considers the functioning of the machine as dangerous, the EAE may prohibit the machine from being used.
- If these conditions 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 persons or objects.

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.

Any set-up or installation, which does not comply with the standard specifications or with the designs approved of by the Organiser, 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 Organiser. All expenses for these corrections will be payable by the Exhibitor. The Organiser accepts no responsibility for damages caused by these corrections.

The set-up and installations shall be finalised by the deadlines fixed, and the packing material shall be removed from the stand. If it appears to the Organiser 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.

## **Fire & Safety**

- Please note that the fire extinguishers must always be kept free at all times.
- Escape routes, doors and emergency exits (indoor and out) 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.
- For booth construction etc., only non-inflammable materials or materials meeting the European safety norm EN13501/1 to class B standard may be used.
- Easily inflammable or explosive substances, gases or dangerous goods, including radio-active and chemical substances, are not permitted in the building.
- No working materials or tools causing possible obstruction may be left in corridors during assembly or removal.
- All edges of organic glass (Plexiglas, acrylics, etc.) shall be suitably protected to prevent fire from spreading.
- Under no circumstances shall means of evacuation (emergency exits), luminous signs, extinguishers, fire hydrants, indicators and other protection equipment be obstructed.
- No inflammable materials may be stored in offices, stores or on decorative enclosures on columns.
- Likewise, junction boxes (electricity, telephones, TV, gas, water, compressed air, etc.) and access to the equipment or dependencies of the Hall may not be locked.
- Easily inflammable materials shall not be used for any construction or installation.
- The use of spray guns and celluloid lacquer for painting the interior of the Halls is prohibited. This prohibition shall also extend to inflammable liquids and the use of aerosols containing gas.
- All welding work will require the corresponding permit and take place inside a sufficiently protected area provided with a fire extinguisher belonging to the applicant to prevent any possible fire.
- The use of balloons filled with inflammable gas is prohibited in the Halls.
- There will be no recipients with inflammable material on the stands for waste or rubbish. Waste paper baskets and rubbish bins must be emptied every evening when closing, and the contents placed in the dustbins provided by the Building for this purpose.
- The storage of any type of wrapping or packaging on the stands is prohibited.
- Materials such as decorative cloths, contact glues, carpets, etc. must be non-flammable and the corresponding certificates shall be presented.
- All other installations must adhere to regulations in force at the time. The stands, materials, installations, advertising supports, etc, must conform to public safety requirements.
- All gas or steam caused by the materials on display which might be a danger to health or disturbing for people must be removed from the Hall. Therefore, the assembly process will include an evacuation canal in non-flammable material, the cost of which will be covered by the exhibitor.
- Motorised vehicles and hand trolleys are not admitted within the Exhibition areas during build-up or dismantling periods or at any stage during EUROECHO 2008. Please ensure adequate means to transport your exhibit materials into the building and to the stand or order these services from the official freight forwarder
- It is strictly forbidden to store wood, paper, straw, cardboard and packaging materials which are a fire hazard in the exhibition areas, the booths, the areas behind them and the cabins.

## **Cleaning & Refuse**

The Organiser shall see to the regular general cleaning of the Building and the aisles therein. Booth cleaning is mandatory after Exhibitors installation and set-up. Cleaning is also strongly advised during the exhibition and should be ordered by each exhibitor from the building. Please see Order form on-line.

## **Electricity**

All electrical connections must be made under the supervision of an authorised electrician. At the time of the official inspection the relevant reports on the wiring including official form (information on connections) must be presented to the Technical Services Department for submission to the authorities.

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

Twenty-four-hour supplies, direct current and non-standard voltages, currents and frequencies can be arranged provided sufficient notice is given to the Centre de Congre de Lyon – mention your needs when returning the electrical order form.

## **Telephone & Facsimile Connections**

Exhibitors should use the relevant Order Form online for telephone and fax connection.

## **Water**

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

## **Transport Regulations / Handling**

During the Exhibition, goods can only be transported into the halls until the exhibits open. After that, only light articles can be hand carried in. Goods can be collected when the exhibition has closed if carried out and the exhibit remains visually presentable to delegates.

Do not place anything in the aisles outside the stand as this will block the passage-way for other transport. Fairexx has the right to store all packaging that is left in the aisles after 20:00 the day the build-up ends.

## **Storage**

No refuse (e.g. empty cartons, crates or shipping/packing materials) may be left behind on the booth or in the aisles. If Exhibitors or their 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 during the Exhibition.

## **Miscellaneous Services**

To order services not mentioned in the Exhibitor Catalogue, please contact the exhibition supplier, Centre de Congres de Lyon.

## Section 3 A – SPONSORSHIP & PROMOTION OPPORTUNITIES

EUROECHO 2008 goes **Green!**



This year, we have taken a huge step toward creating certain items (Congress Bag, Notepad & Pens, Final Programme) using recycled materials that can also be recycled. We hope you, our Industry Partners, will also consider participating in eco-friendly initiatives with regards to your Delegate Bag Inserts and any printed materials you may use onsite at EUROECHO 2008.

Help us to maintain a **green** congress through innovative ideas that are inoffensive for the planet.

### Go Green in 2008!

The following pages detail all existing **Sponsorship, Promotional** and **Industry Participation** options at EUROECHO 2008 and we will be pleased to consider additional sponsorship initiatives or suggestions.

Points are accrued per € 2 000 spent per item on Sponsorship & Promotional item

Please contact: Industry Services, for further consultation on and management of your corporate investment and strategy.

Tel: +33 (0)4 92 94 86 78  
Fax: +33 (0)4 92 94 76 26  
Email: Sponsorship@escardio.org

- In addition to the manner of recognition shown below, sponsors will be acknowledged in all printed material and on the Web Site.
- All sponsorship requests will be allocated on a first-come, first-served basis.
- All prices are excl. VAT
- Payment in € (Euro)

### 3A.1 SPONSORSHIP & PROMOTIONAL ITEMS

#### PRICE, POINTS ACCRUED, & DEADLINE

#### **NEW!! IMAGING CAMPUS**

**€ 10 000 /day (5 points)**

The Imaging Campus is a joint collaboration between EUROECHO and Industry to create educational and demonstrative learning opportunities.

The campus will offer you a unique one-on-one, hands-on learning experience with specific objectives to meet your educational needs in an exclusive and intimate environment.

Sessions will run four times per day on the same topic offering this enriching learning experience to a maximum number of delegates. The length of each session will be approximately one hour and will stress the practical issues behind each technique/modality. During the sessions you will have close contact with the teachers who will demonstrate the different techniques, workstations or patient approach (i.e. Stress Echo, 3D or Cardiac Resynchronisation Therapy).

There will also be a focus on interaction with other imaging modalities like CT, including the use of CT workstations.

Pre-registration is mandatory as the number of participants at each session is restricted to 15-20 per room.



SPONSORSHIP & PROMOTIONAL ITEMS	PRICE, POINTS ACCRUED, & DEADLINE
<b>FINAL PROGRAMME ADVERTISEMENT</b>	
Back Cover Advertisement	<b>RESERVED</b>
Inside Front Cover Advertisement	€ 5 000 (2 points)
Inside Page Advertisement	€ 3 500 (1 point)
<b>Deadline for application</b>	<b>30 September 2008</b>
<b>BELLY BAND AROUND THE FINAL PROGRAMME</b>	Price upon request
<b>BOOKMARK IN THE FINAL PROGRAMME</b>	<b>RESERVED</b>
<b>Onsite Abstract Consultation 6 stations in Poster Area to Access Abstract content</b>	€10 000 <b>30 September 2008</b>
<b>ABSTRACT CD-ROM</b>	
Exclusive sponsorship	€ 40 000 (20 points)
<b>Deadline for application</b>	<b>30 September 2008</b>
<b>NEW!! CONGRESS BAGS</b> (produced by the ESC) <b>Recycled and recyclable material</b> with embossed branding	
Exclusive sponsorship (incl. Production cost)	€20 000 (10 points)
<b>Deadline for application</b>	<b>30 September 2008</b>
<b>BADGE LACES / LANYARDS</b>	
Exclusive sponsorship (incl. Production cost)	€ 15 000 (7 points)
<b>Deadline for application</b>	<b>30 September 2008</b>
<b>NOTE PADS &amp; PENS</b>	
Exclusive sponsorship (incl. Production cost)	€ 12 000 (6 points)
<b>Deadline for application</b>	<b>30 September 2008</b>
<b>DELEGATE BAG INSERT</b>	€ 5 000 (2 points)
<b>Deadline for application</b>	<b>30 September 2008</b>
<b>WEBLINK</b>	€ 1 000 (0 points)
<b>CYBER CAFE / WEBSITE</b>	
Exclusive sponsorship	€ 10 000 (5 points)
<b>COFFEE BREAKS</b>	
One Day	€ 1 500 (0 points)
Entire Congress (x 5 days)	€ 5 000 (2 points)
<b>INDUSTRY WELCOME DESK</b>	Price upon request
<b>EDUCATIONAL GRANT SUPPORT</b>	€ 10 000
<b>FACULTY DINNER</b>	
Exclusive sponsorship	€ 25 000 (12 points)
<b>PRESIDENTS DINNER GALA</b>	<b>RESERVED</b>

For all sponsorship items concerning advertising any and all messages will be corporate, satellite or stand oriented. No product names will be allowed.

For any further queries on the above, please contact Industry Services.

Tel: +33 (0)4 92 94 86 78 Fax: +33 (0)4 92 94 76 26 E-mail: [Sponsorship@escardio.org](mailto:Sponsorship@escardio.org)

---

***All of our prices are exclusive of VAT***

---

## 3A.2 Cancellation Policy and Payment Conditions

All cancellations must be received in writing.

50% cancellation fees apply for all cancellations received on or before 31 July 2008

100% cancellation fees will apply for cancellations received after 31 July 2008.

Payment is due by the date indicated on the invoice or the opening of the congress, whichever comes first.

## 3A.3 General Rules & Conditions

**Advertisement** (FP, CD-ROM, Lanyards, Note Pads & Pens) Corporate Advertising, Satellite information, Exhibition information. No product names, no registered trademarks, no misleading names that may be mistaken for product names or trademarks.

**Delegate Bag Inserts:**

1 A4 page or equivalent is the maximum size allowed. Other types of inserts are available upon request.

**Internet Corner:**

Background and Screen Saver branded with the Sponsor's logo. We do not allow links to external websites;

**Welcome Desk:**

Comprises 1 desk, 1 chair, electrical outlet, overhead sign with the Company name. The Welcome Desks are located in Registration.

**Imaging Campus:**

Industry partners are invited to support a learning session in the following manner:

- Provision & set-up of equipment for hands-on learning session
- Proposal of teachers for the session to be validated by the committee
- Four learning sessions per day at fixed time slots
- Respect of learning objectives fixed for the session

The ESC will provide tables, chairs, projector, screen and electricity.

Each organiser will provide a syllabus and 8 names of suggested professors to teach the sessions which will be approved by the committee.

There will be no official sponsorship recognition of the supporting industry during the learning session. The workstation or equipment used in each room will be exclusively from the supporting company and, if needed, a technician from the company may be present at each session.

Companies will be acknowledged as sponsors on the EUROECHO pages of the ESC Web Site and in the Final Programme.

## Section 3 B – SATELLITE SYMPOSIA

Companies with an interest in the field of echocardiography and cardiovascular ultrasound are invited to organise special sessions as part of the annual EUROECHO meeting. These sessions take place during lunch or early evening for the duration of EUROECHO 2008; and can be held in rooms with capacities from 300 to 1000.

### **Conditions for Holding a Satellite Symposium**

- I)** To obtain permission to hold a Satellite Symposium, an exhibition stand of 9 m<sup>2</sup> or larger is required (cancelling exhibition space at a later stage will also mean cancelling the Satellite Symposium).
- II)** Companies only have access to the rooms at their scheduled time slots.
- III)** Any installations or alterations to the rooms can only be made with explicit approval of the Organiser.
- IV)** The Satellite Symposium must be open to all registered participants.
- V)** All persons attending the Satellite Symposium must be registered either as full participants or as exhibitors. Persons without such a badge will not be allowed to enter the room. This should be made clear on the invitations to potential attendees sent by Satellite Symposia organisers.
- VI)** Promotion or advertising prior to the Satellite Symposium is permitted in the areas designated by the ESC. For each Satellite Symposium or User Group Session organised, the EAE will provide 1 poster board in the Congress venue, near Registration. Display of Posters, handing out programmes and brochures at the entrance of the room is allowed, with ESC approval only, 30 minutes before the beginning of the session.
- VII)** It is strictly forbidden to hold Satellite Symposia or other formal presentations outside EUROECHO 2008 premises between 9 December and 14 December 2008.

### **Time Slots Reserved for Satellite Symposia**

- Wednesday, 10 December 2008:	12:45 – 13:45	60-minute session
- Thursday, 11 December 2008:	12:45 – 13:45	60-minute session
- Thursday, 11 December 2008:	18:15 – 19:45	90-minute session
- Friday, 12 December 2008:	18:15 – 19:45	90-minute session

### **Cost of Satellite Symposia**

The cost of a Satellite Symposium is € 22 000 excl VAT.

Companies wishing to organise two Satellite Symposia will obtain a reduction of 10% on the price for the second Satellite Symposium.

**Payment for the Satellite Symposium must be made before 15 November 2008.**

### **Room Rental Pricelist (not included in the Satellite Symposium Price) excl. VAT**

Room AMPERE	Capacity: 1000 seats	€ 10 000
Room LUMIERE	Capacity: 800 seats	€ 8 000
Room DESCARTES	Capacity: 400 seats	€ 4 000
Room BECQUIREL	Capacity: 400 seats	€ 4 000
Room PASTEUR	Capacity: 300 seats	€ 3 000
Room CURIE	Capacity: 260 seats	€ 2 600
Room PASCAL	Capacity: 220 seats	€ 2 200

---

***Please note: All prices are subject to VAT where applicable***

---

Cost of additional equipment such as projection equipment, operators, food and beverage will be the expense of the sponsor. To order any extra equipment please contact the official supplier whose details will be given in due course.

### **Available A/V support**

- One computer (PC, Windows XP, Office XP)
- Any PowerPoint presentation: file on Diskette, CD, ZIP or USB Memory Stick
- Use of a personal laptop **IS STRICTLY FORBIDDEN**
- Speaker's Service Centre is mandatory for all Satellite organisers and is offered free gratis.

The Speakers' Service Centre offers:

- Audio-visual assistance to all speakers from the session.
- Scientific programme of the session announced on the door of the room.
- Names of the chairpersons (only) on the table.

Please note: the Satellite organiser or speaker must bring the presentations to the Speakers' Service Centre a minimum of **3 hours prior** to the Satellite Symposium in question. Presentations must be submitted well in advance of the designated Satellite Timeslot.

---

***TRANSLATION IS NOT RECOMMENDED!***

---

### **Applying to hold a Satellite Symposium**

- Please return the enclosed Application Form for Satellite Symposia to the EUROECHO 2008 Secretariat offices before **31 May 2008**.
- In order to be considered as Satellite Symposia organisers by the EUROECHO 2008 Programme Committee, applications including a complete scientific programme must reach the EUROECHO 2008 Secretariat offices **before 19 September 2008**.
- Applications received **after 19 September 2008**, cannot be printed in the Final Programme. In this case, the Satellite Symposium will appear in the ERRATUM with only the title of the session, the name of the company, the day, room and time.
- Changes in the content of the scientific programme of Satellite Symposia are mentioned in the ERRATUM.

### **Scientific Programme**

- The complete programme of the Satellite Symposium, typed on the special form provided by the Organiser, must reach the EUROECHO 2008 Secretariat offices in Sophia Antipolis, France **before 19 September 2008**.

A "complete programme" must include the following:

- Title of the session
- Names of the two chairpersons and all speakers
- Title of each presentation with indications of duration and topic number
- Complete addresses of the chairpersons and speakers

No abstract forms need to be submitted for Satellite Symposia.

## **CHANGES IN THE SCIENTIFIC PROGRAMME / ERRATUM POLICY**

Once your scientific programme has received approval from the EUROECHO 2008 Committee, all changes post approval must be sent in writing to [satellite@escardio.org](mailto:satellite@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.

### **Lecture Room Assignments**

The Accrued Points awarded for participation since EUROECHO 7 and the date of receipt at the ESC offices will determine the assignment of the rooms and time slots. All application forms received after the official sponsorship deadline of 31, May 2008 will be treated as first come first served.

When several companies have the same number of points, applications will be dealt with on a first come, first served basis.

Points earned from Satellite Symposia are combined with the points earned through exhibition space.

A limited number of lecture rooms are available in the Building. Lecture Rooms can be reserved through the ESC only. The ESC has the right to modify lecture room assignment in case of matters unforeseen.

### **Accrued Points**

Companies having organised a Satellite Symposium obtain **11** points per symposium + **1** if Satellite Plus Package.

### **Enforcement of Rules**

Violations of these Guidelines and Conditions will result in the same sanctions as applied to Exhibition Violations

### **Invitations/Promotional Material**

#### **ESC Approval**

All invitations or promotional material referring to the Satellite Symposia must receive ESC approval prior to being printed and distributed. **Please refer to the EAE Branding Guidelines sent in due time.**

#### **Advertising**

Promotional material announcing satellite symposia may only be distributed in the following ways:

- Display of one non-rigid, paper poster in a designated area in Registration the day of your session.
- Display of posters **30 minutes before** the beginning of the session in front of the assigned room.
- Handing out material 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.

---

#### ***Please note:***

***No product names or brand names are allowed in the title or in the scientific programme of the session. No brand names are allowed anywhere on promotional materials of any kind.***

---

### **Cancellation Policy**

- Cancellations of Satellite Symposia should be sent by registered mail to EUROECHO 2008 Secretariat.
- If a reservation of a time slot is cancelled after Final Application Form receipt, or **after 31 July 2008**, 25% of the total amount due will be charged.
- If the cancellation is received **after 1 September 2008 and before 1 October 2008**, 50% of the total amount due will be charged.
- If the Satellite Symposium is cancelled **after 1 October 2008**, then a 100% cancellation fee will apply.

**MEETING ROOMS**

Various Congress Packages available

Price upon request

**A number of Function Spaces for Hospitality Suites are available. These will be served on a first come, first served basis.**

## **Section 4 – CONDITIONS OF PARTICIPATION**

### **General Conditions**

The following conditions of participation refer to allocation of exhibition space by EAE to companies exhibiting at EUROECHO 2008 insofar as the contractual partners do not reach contrary agreements in writing.

### **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 EAE constitutes conclusion of the rental contract between the Exhibitor and EAE. 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.

### **Admission to EUROECHO 2008**

The exhibition is open to companies active in the echocardiography 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.

### **Renting Stand Space**

EAE 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 m<sup>2</sup>. For companies organising a Satellite Symposium or a User Group Session a stand of 9 m<sup>2</sup> or larger is mandatory.

EAE 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.

EAE 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. EAE accepts no responsibility for any damage, which may result from such changes.

### **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.
- EAE 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.

### **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 EAE. Transfer - even in part - of the rights and obligations arising from the rental contract to third parties is not permitted.

## **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, EAE 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 loss of accrued points.

## **Acceptance of Products**

Each country has its own regulations. It is therefore advised that each participating Company be aware of all regulations and restrictions that may affect their participation in EUROECHO 2008. The EAE will accept no responsibility for any impact, financial or other, relating to such issues.

## **Reservations**

Given serious cause (e.g. industrial action, acts of God) EAE is entitled to postpone, to curtail the duration of, to close the exhibition in part for any period, or completely, or even to cancel it. In the event of complete or partial postponement or curtailment, the contract is regarded as valid for a possible new date and new duration unless the Exhibitor protests in writing within a period of 2 weeks after notification of the alteration.

## **Exemption from Liability**

EAE 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 EAE 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 EAE. Furthermore EAE 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. EAE will not be responsible for the insurance of such items. EAE 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.

## **Premature Termination of Rental Contract**

If, after binding application and conclusion of the contract, EAE 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 EAE 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 EAE 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. EAE 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.



## **Cancellation Policy**

Cancellations by Exhibitors should be made by letter addressed to EAE. If a reservation is cancelled by the Exhibitor **before 1 October 2008**, the amount paid will be refunded minus 50% of the total amount due. If a reservation is cancelled by the Exhibitor **after 1 October 2008** no refund will be made, and the total amount for the stand space is due.

Cancellation of Sponsorship, Promotion, Advertisement or Grant Association once the invoice has been raised will incur 100% cancellation charge.

## **Assignment of Space / Accrued Points**

- Stands will be assigned to Exhibitors according to previous participating points, starting with EUROECHO 8.
- Each exhibitor obtains 1 point per 9 m<sup>2</sup>.
- Added to this exhibiting companies have 5 participation points for each year the company has exhibited at EUROECHO.
- Companies having organised a Satellite Symposium obtain 11 points per symposium.
- Companies having organised a User Group Session obtain 5 points per symposium.
- Companies having sponsored items obtain 1 point per €2000 spent (see detailed list)

## **Enforcement of Rules**

Any exhibitor judged to have not followed these Guidelines may be refused the opportunity to exhibit at any future meetings organised on behalf of the EAE and will lose accrued points.

## **Supplementary Provisions**

Constituent parts of the rental contract take the form of the house 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 EUROECHO 2008 is undisputed.

## **Claims, Procedures, place of performance and jurisdiction**

All claims by the Exhibitor against EAE must be submitted in writing. These claims will lapse within 6 months from the closure of each EAE exhibition. 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. EAE reserves the right, however, to bring its claims before the courts competent for the area where the Exhibitor has his registered office.

## **Final Clause**

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

## Section 5 – DEADLINES AT A GLANCE

31 May 2008	Deadline for Points allocation for EUROECHO 2008 (stand space).
31 May 2008	Deadlines for Sponsorship Application.
31 May 2008	Deadline for Satellite Symposium
19 September 2008	Deadline for sending complete programme of Satellite Symposium
26 September 2008	Send product and/or company description.
1 October 2008	Cancellations before this date – 50% fee, after this date 100% fee.
17 October 2008	Submit a detailed stand drawing to the Organiser.
24 October 2008	Declare stand activity and give away items.
3 November 2008	Order exhibitor badges using the online form.
14 November 2008	Deadline for Stand service orders.
15 November 2008	Payment of Satellite Symposia made.