



# 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

Dear Exhibitor,

This Update contains important logistical information concerning EUROECHO 2008. Therefore, please ensure this message and the Industry Guidelines are distributed to all your staff and agencies involved in this Congress.

All the stand service order forms are available on the following site:

<http://www.escexhibition.org/Euroecho2008/default.aspx>



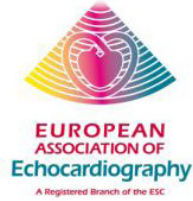
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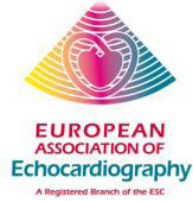
## 1. Sponsorship Opportunities

A limited number of exciting branding & sponsorship opportunities are now available to maximise your presence at EUROECHO 2008. These items include:

- **Delegate Bag Inserts:** unique opportunity to place an Invitation to your company Satellite or Exhibition in the Delegate Bags.
- **Badge Holders:** instant recognition as a supporting industry partner for all delegates arriving at the congress.
- **Notepads & Pens:** visible & practical sponsorship tool appreciated by all delegates during the event.
- **Programme Advertisements:** associate your company name with the high quality of the scientific and clinical content of the event via the Final Programme.

For further information on these or other sponsorship products, please contact:

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



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## 2. Access

EUROECHO 2008 will be held in the **Centre de Congrès de Lyon**  
See the Access plan on:

<http://www.escexhibition.org/EUROECHO2008/ESC%20Items/Loading%20Access%20Plan.pdf>

The exhibition is situated on Level -2 of the Centre de Congrès de Lyon.

## Parking

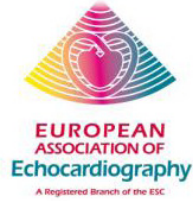
Only small trucks and cars can use parking P2 (Maximum height 2.7m, or 20 m<sup>3</sup>)

Larger trucks can be parked for the duration of the congress at the centre routier de Bron, located close to the fairground and the Bron Aerodrome. Access is via Boulevard Charles de Gaulle.

For more information, you can contact:

Tel : +33 478 897 778 - Fax : +33 478 820 478

Email: [abonnement@lpa.fr](mailto:abonnement@lpa.fr)



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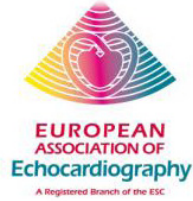
## 3. Build up and Break Down

Cars and forklifts cannot be driven into the exhibition hall. Always park your vehicle in the allotted space outside. Space is limited – as soon as you have unloaded, please move your vehicle away from the unloading area. On arrival, drivers should report to uniformed staff from FAIREXX, the Official ESC Logistics Provider, to obtain a Working Pass. This pass carries the name of the individual, company and booth number and needs to be carried at all times during the build up/break down.

## Build Up Timetable

<b>Monday 08 December</b>	<b>08:00 – 20:00</b>
<b>Tuesday 09 December</b>	<b>08:00 – 20:00</b>





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## Break Down Timetable

**Saturday 13 December:** 09:30 – 13:00 Exhibition **CLOSED (but sessions still running)**  
13:00 – 24:00 **Dismantling**

### **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 walk to lecture rooms along a route including the 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.



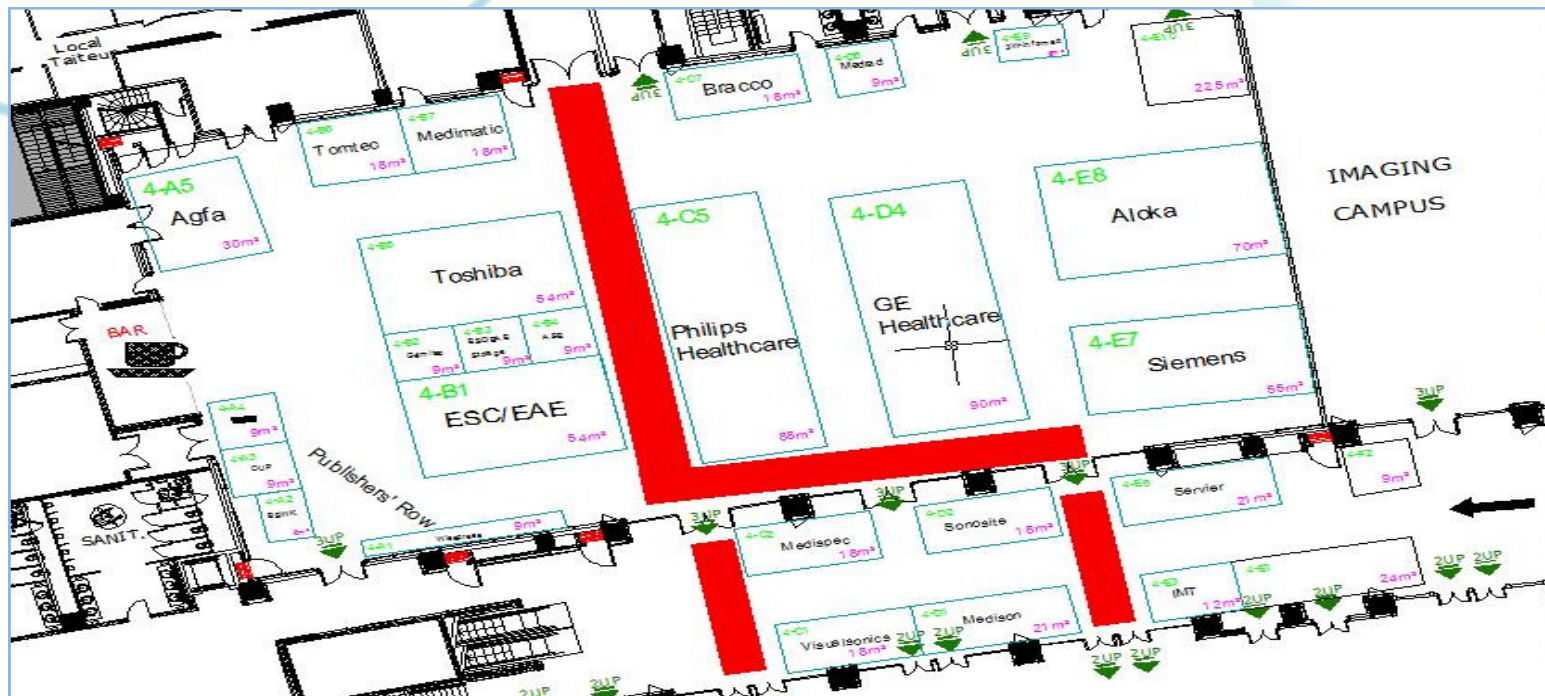
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## Freight Free Aisles

There are three main freight free aisles running through the exhibition. The routes marked in red need to be kept free of all goods and refuse AT ALL TIMES to enable fast access and exit from all areas of the Hall. See plan below for more details.

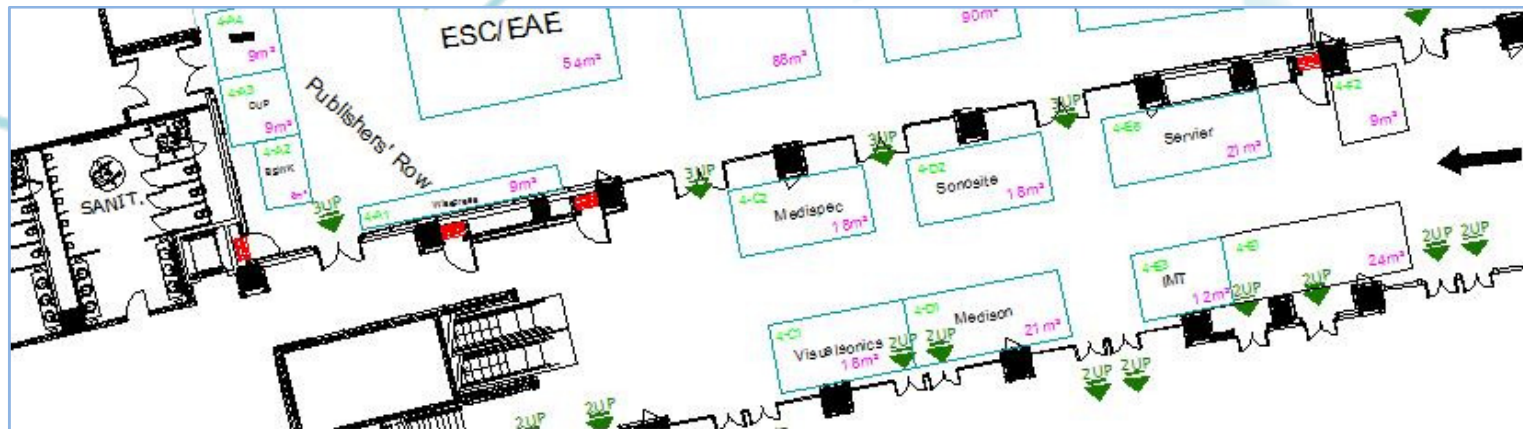


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## 4. Security

The Organisers only provide General Surveillance within the Exhibition area.

Note that delegates will be able to walk through the portion below of the Exhibition area during closed hours – it is important that each exhibitor secures his/her stand against the risk of theft. The Organisers will accept no responsibility for loss or theft from stands.



Security guards on your booth can be ordered directly from the Centre de Congrès de Lyon, for more details please contact:

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





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## 5. Delivery Address and Storage

Official Forwarder and Lifter for EUROECHO 2008:

FAIREXX Logistics

Contact: Ms. Sandra Guenther

Tel.: +49 304 403 4712

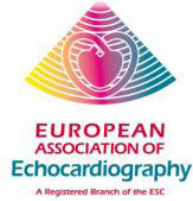
Fax: +49 304 403 4779

Email: [sandra.guenther@fairexx.com](mailto:sandra.guenther@fairexx.com)

### **Airfreight:**

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)



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Groupage Shipment (Warehouse Address):

CLAMAGERAN FOIREXPO  
c/o FAIREXX GMBH  
7 Impasse Georges Mèliès  
FR - 69680 Chassieu / France

Full and Half Trailer loads (Fairground Address):

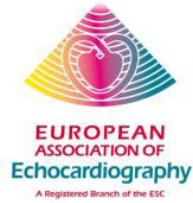
Cite centre de congrès de Lyon  
c/o FAIREXX GMBH  
50, quai Charles de Gaulle  
FR – 69463 Lyon cedex 06 – France

Packages should be clearly marked “Name of Exhibitor”, “EUROECHO 2008” “Hall and 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.

For more information, download the FAIREXX Manual from:

<http://www.escehibition.org/EUROECHO2008/Stand%20Services%20Download%20Area/Fairexx%20Manual.pdf>



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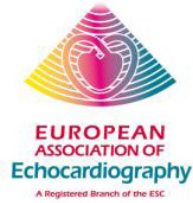
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## 6. Stand Service Orders

In order to avoid any surcharges, please make sure you fax your orders to the Centre de Congrès de Lyon (+33 472 822 626) before the **14th November 2008**.

If you should require more details on the stand services available, feel free to contact:

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



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## 7. Exhibition Opening Hours

**Wednesday 10 December**

10:00 – 19:00 Exhibition **OPEN**

16:00 – 17:30 Opening Ceremony followed by General Assembly

17:30 – 19:00 Opening Reception in the exhibition area

**Thursday 11 December**

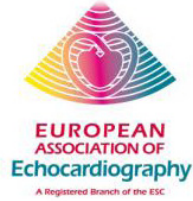
09:30 – 18:00 Exhibition OPEN

**Friday 12 December**

09:30 – 18:00 Exhibition OPEN

All exhibiting staff must wear an Official EUROECHO 2008 badge at all times within the venue.





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## 8. Exhibitors Registration and Badge Readers

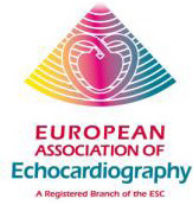
The Exhibitors Registration Desk is situated inside the Registration Area (Level -1).

The following services will be available:

- Collection of Work Passes (Also available from FAIREXX team in the Loading Area)
- Collection of pre-ordered exhibitors' 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 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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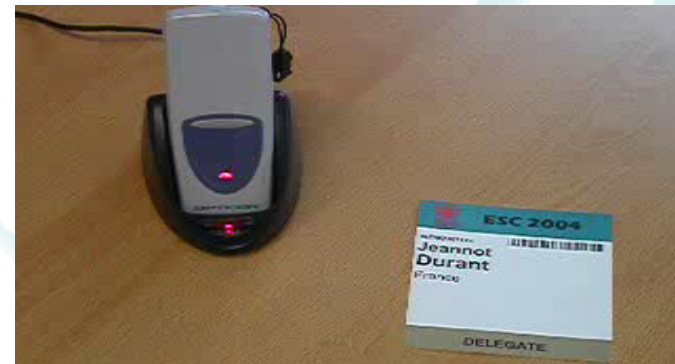
## Badge Readers

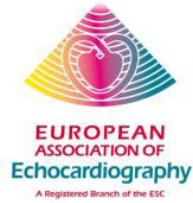
Recording a prospective customer's information can be done by using the EUROECHO 2008 Badge Reader. For more information, please download the following information form:

<http://www.escehhibition.org/EUROECHO2008/EUROECHO%202008%20Badge%20Readers/Badge%20Reader%20Information.pdf>

The order form is available below:

<http://www.escehhibition.org/EUROECHO2008/EUROECHO%202008%20Badge%20Readers/Badge%20Reader%20Order%20Form.pdf>





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## Exhibitors Registration Opening Hours

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Tuesday 09 December	08:00 – 18:00
Wednesday 10 December	08:30 – 19:00
Thursday 11 December	08:30 – 18:00
Friday 12 December	08:30 – 18:00

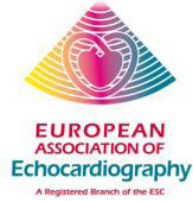
## Exhibitors Badge Orders

Please note that you have the choice to choose how your free badges are inscribed. Company name, individual name or both.

The Badge Order Form can be downloaded from:

<http://www.escexhibition.org/EUROECHO2008/ESC%20Items/ESC%20Badge%20Order%20Form.xls>

DEADLINE FOR SENDING BADGE ORDERS TO [EEexhibition@escardio.org](mailto:EEexhibition@escardio.org)  
IS THE **3rd NOVEMBER 2008**



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## 9. Stand Design and Activities Approval

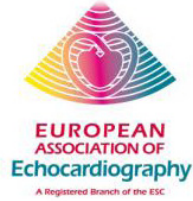
### Stand Drawings and Designs

Each stand design needs to be approved by the ESC and the Centre de Congrès de Lyon. 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 Give Aways and Activities

All stand give aways and activities need to be approved by the ESC. Please fill in the Stand Activity form available on <http://www.escexhibition.org/EUROECHO2008/default.aspx> and send it back to us as soon as possible.





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## 10. Important Reminders

### Payment

Please note that payment for stand rental must be made in full before the event. If payment has only been made recently you are advised to bring proof of payment with you.

### Smoking

Please note that smoking is not permitted anywhere in the building.

### Alcohol

Exhibitors must not serve any alcoholic beverages from the stand.



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## 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 Centre de Congrès de Lyon. For more details or to order, visit the following link:

<http://www.escexhibition.org/EUROECHO2008/Stand%20Services%20Download%20Area/Catering.pdf>

## Distribution of promotional material, directions etc. from the stand

Distribution and/or display of printed material by industries and/or its agents is limited to the company's exhibition space only or the "Information Tables", which will be specifically set up for that purpose and marked as such.

## Exhibitor Debriefing Meeting

A post show meeting will be held on Friday, 12 December at 16:30. Location TBA.



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## 11. Future ESC Congresses

CCNAP 2009	Dublin	24 – 25 April 2009
EuroPREvent 2009	Stockholm	6 – 9 May 2009
ICNC9	Barcelona	10 – 13 May 2009
Heart Failure 2009	Nice	30 May – 02 June 2009
EuroPace 2009	Berlin	21 – 24 June 2009
ESC Congress 2009	Barcelona	29 August – 2 September 2009
EUROECHO 2009	Madrid	09 – 12 December 2009

If you have any questions about the Exhibition at EUROECHO 2008, please contact:

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

or +33 492 94 77 55.

We look forward to welcoming you to a successful event in Lyon.