



EUROECHO 2009



Dear Exhibitor,

This Update contains important logistical information concerning EUROECHO 2009. 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/Euroecho2009/default.aspx>



EUROECHO 2009



Contents:

1. Sponsorship Opportunities
2. Access
3. Build up and Break down
4. Security
5. Delivery Address and Storage
6. Stand Service Orders
7. Exhibition Opening Hours
8. Exhibitors Registration and Badge Readers
9. Stand Design and Activities Approval
10. Compulsory Insurance and Validation of Feria de Madrid Electrical Installation
11. Important Reminders
12. Future ESC Congresses



EUROECHO 2009



1. Sponsorship Opportunities

A significant number of sponsorship opportunities have been made available to our industry partners to allow them to distinguish their products from competitors. If you are interested in increasing your corporate visibility at EUROECHO 2009:

Please contact sponsorship@escardio.org



EUROECHO 2009



2. Access

EUROECHO 2009 will be held in the **IFEMA - Feria de Madrid Centro de Convenciones Norte**. See the Loading Access Plan on:

<http://www.escexhibition.org/EUROECHO2009/ESC%20Items/Loading%20Access%20Plan.pdf>

The exhibition is situated in Hall 10 of the IFEMA - Feria de Madrid Centro de Convenciones Norte and access is **via the East Access**.

Parking

There are various car parks around the IFEMA. The parking dedicated to cars are marked in orange, green, brown and red, these are clearly marked on the Loading Access Plan.

Trucks can be parked for the duration of the congress near the Blue Parking. Access to this parking will also be via the East Access



EUROECHO 2009



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

Monday 7 December	08:00 – 20:00
Tuesday 8 December	08:00 – 20:00



EUROECHO 2009



Break Down Timetable

Saturday 12 December: **09:30 – 13:00 Exhibition CLOSED (but sessions still running)**
 13:00 – 24:00 Dismantling

IMPORTANT:

NO DISMANTLING BEFORE 13:00 SATURDAY 12 DECEMBER. IF VALUABLES ARE REMOVED ON FRIDAY EVENING, STANDS MUST BE PRESENTABLE & RETAIN VISUALS UNTIL DISMANTLING STARTS.

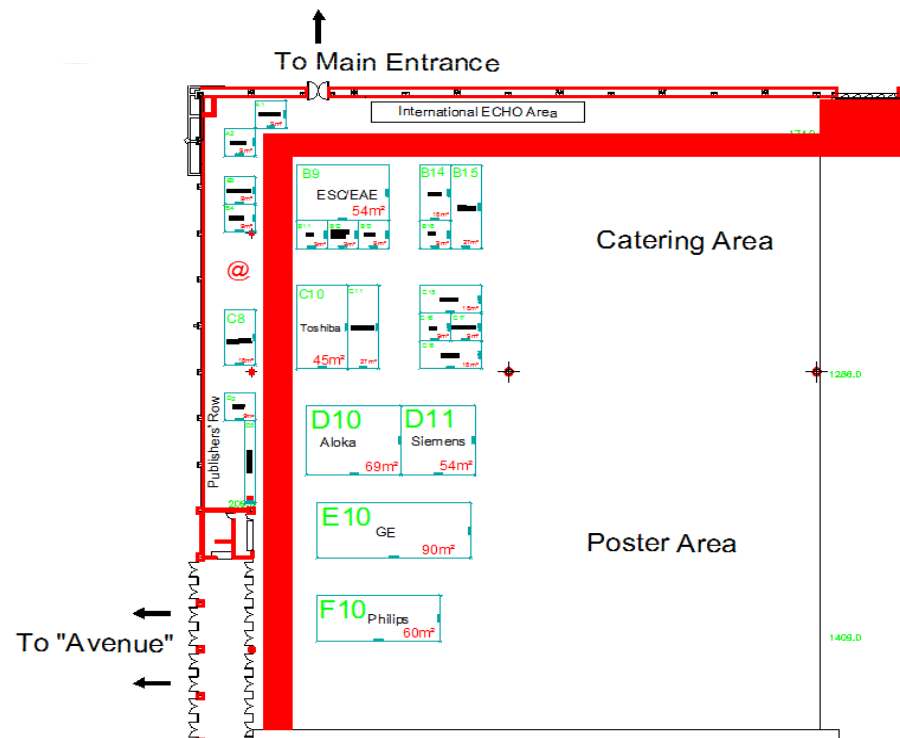
Outside of 'exhibition open' periods, delegates walk to lecture rooms along a route including the exhibition. Exhibitors should therefore take all reasonable precautions to protect valuables.

Please note:

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

Freight Free Aisles

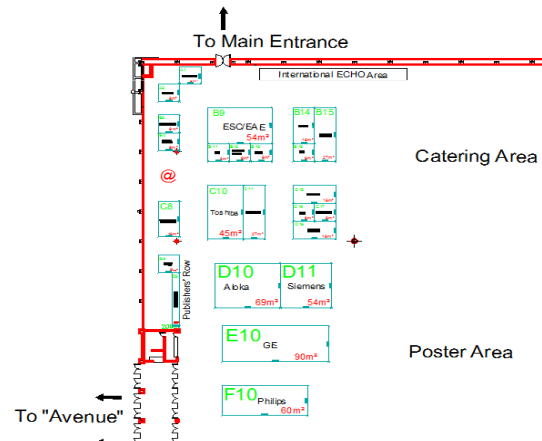
There is one main freight free aisle running through the exhibition. The route marked in red needs to be kept free of all goods and refuse **AT ALL TIMES** to enable fast access and exit from all areas of the Hall. See plan below for more details:



4. Security

The Organisers only provide General Surveillance within the Exhibition area.

Note that delegates will be able to walk through the Exhibition area below during closed hours. It's therefore vital that each exhibitor secures his/her stand against the risk of theft. The Organisers and IFEMA will accept no responsibility for loss or theft from stands.



Security guards on your booth can be ordered directly from the SECURITAS SEGURIDAD ESPAÑA, S.A., for more details please contact:

Mr. Eduardo Bejarano

Tel: +34 917 225 198

Fax: +34 917 225 197

Email: eduardo.bejarano@securitas.es



EUROECHO 2009



5. Delivery Address and Storage

Official Forwarder and Lifter for EUROECHO 2009:

FAIREXX Logistics

Contact: Ms. Sandra Guenther

Tel.: +49 304 403 4712

Fax: +49 304 403 4779

Email: sandra.guenther@fairexx.com

Airfreight: Shipment should arrive at Madrid Airport (MAD) no later than the 27 November

Exhibitor name – EUROECHO 2009

TRANSFEREX S.A. c/o FAIREXX Logistics GmbH

C/General Moscardó 32

E – 28020 Madrid / SPAIN

Tel. +34 917 225 240

Fax: +34 917 225 242



EUROECHO 2009



Roadfreight via advanced warehouse **Shipment should arrive at the warehouse no later than the 30 November**

TRANSFEREX S.A.
c/o FAIREXX Logistics GmbH
Pabellon De Servicios
Parque Ferial Juan Carlos I
E – 28042 Madrid / SPAIN
Tel. +34-91 722 5240
Fax: +34-91 722 5242

Full and Half Trailer loads (Fairground Address):

IFEMA (Feria de Madrid)
c/o FAIREXX Logistics GmbH
Parque Ferial Juan Carlos I / **East Access**
E – 28042 Madrid / SPAIN

Packages should be clearly marked “Name of Exhibitor”, “EUROECHO 2009” “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.escehhibition.org/EUROECHO2009/Stand%20Services%20Download%20Area/Fairexx%20Manual.pdf>



EUROECHO 2009



6. Stand Service Orders

In order to avoid any surcharges, please make sure you fax your orders to the SERVIFEMA before the **13th November 2009**.

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

Mr. Alvaro Marchito
Email: alvaro.marchito@ifema.es
Tel: +34 917 223 000
Fax: +34 917 225 795



EUROECHO 2009



7. Exhibition Opening Hours

Wednesday 9 December

10:00 – 19:00 Exhibition OPEN

16:00 – 17:30 Opening Ceremony

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

Thursday 10 December

09:30 – 18:00 Exhibition OPEN

Friday 11 December

09:30 – 18:00 Exhibition OPEN

All exhibiting staff must wear an Official EUROECHO 2009 badge at all times within the venue.



EUROECHO 2009



8. Exhibitors Registration and Badge Readers

The Exhibitors Registration Desk is situated inside the Registration Area (Close to the main entrance).

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



EUROECHO 2009



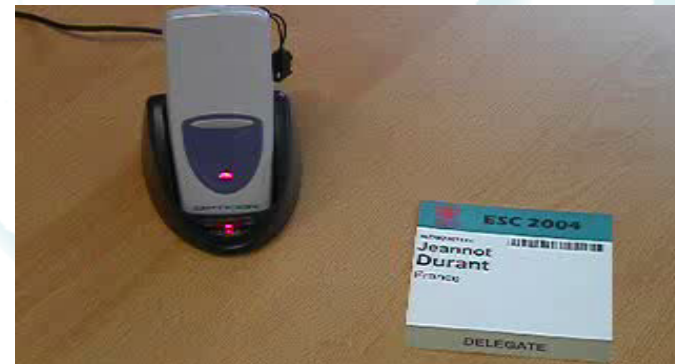
Badge Readers

Recording a prospective customer's information can be done by using the EUROECHO 2009 Badge Reader. For more information, please download the following information form:

<http://www.essexhibition.org/EUROECHO2009/Badge%20Reader/EUROECHO%202009%20Badge%20Reader%20Information.pdf>

The order form is available below:

<http://www.essexhibition.org/EUROECHO2009/Badge%20Reader/EUROECHO%202009%20Badge%20Reader%20Order%20Form.pdf>





EUROECHO 2009



Exhibitors Registration Opening Hours

Monday 7 December	09:00 – 18:00
Tuesday 8 December	09:00 – 18:00
Wednesday 9 December	07:30 – 18:00
Thursday 10 December	07:30 – 18:00
Friday 11 December	07:30 – 18:00

Exhibitor 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/EUROECHO2009/default.aspx>

DEADLINE FOR SENDING BADGE ORDERS TO EEexhibition@escardio.org IS THE
2nd NOVEMBER 2009



EUROECHO 2009



9. Stand Design and Activities Approval

Stand Drawings and Designs

Each stand design needs to be approved by the ESC and the IFEMA. 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/EUROECHO2009/default.aspx> and send it back to us as soon as possible.



EUROECHO 2009



10. Compulsory Insurance and Validation of Feria de Madrid Electrical Installation

Compulsory Insurance

Over the coming days you will receive from the IFEMA a Current Statement of Account including the compulsory insurance that all exhibiting companies need to purchase.

Validation of Feria de Madrid Electrical Installation

We remind you that all electrical installations at IFEMA must have the correct certification and only a Madrid-licensed electrician can present the required certification to the corresponding Regional Government Authorities. Therefore, for stand builders bringing their own fuse board you must hire from IFEMA the correct certification. Alternatively, you may hire IFEMA's Fuse board + Certification Pack. Both the Certificates or Pack are available for hire on the form on the following link:

<http://www.escexhibition.org/EUROECHO2009/Stand%20Services%20Download%20Area/Services%20Free%20Design%20Stands.pdf>



EUROECHO 2009



11. 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.



EUROECHO 2009



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 ANTARA CATERING. For more details or to order, visit the following link:

<http://www.escexhibition.org/EUROECHO2009/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.



EUROECHO 2009



12. Future ESC Congresses

CCNAP 2010	Geneva	12 – 13 March 2010
EuroPREvent 2010	Prague	5 – 7 May 2010
Heart Failure 2010	Berlin	29 May – 1 June 2010
Frontiers in CardioVascular Biology	Berlin	16 – 19 July 2010
ESC Congress 2010	Stockholm	28 August – 1 September 2010
Acute Cardiac Care 2010	Copenhagen	16 – 19 October 2010
EUROECHO 2010	Copenhagen	8 – 11 December 2010

If you have any questions about the Exhibition at EUROECHO 2009, please contact:

EEexhibition@escardio.org

or **+33 492 94 77 55.**

We look forward to welcoming you to a successful event in Madrid!