

EUROECHO 2010



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

Join us in...

DENMARK
COPENHAGEN
8-11 December
2010

www.euroecho.org

INDUSTRY GUIDELINES

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EUROECHO General Congress Information

What is EUROECHO?

EUROECHO, the Annual Meeting of the European Association of Echocardiography (EAE), has become the largest echo meeting in the world in terms of attendance and original scientific content presentation.

EAE is a registered branch of the European Society of Cardiology (ESC). Its mission is to promote excellence in clinical diagnosis, research, technical development, and education in cardiovascular ultrasound in Europe.

About EUROECHO 2010

EUROECHO 2010 is the fourteenth Annual Meeting of the European Association of Echocardiography.

EUROECHO 2010 will have a focus on two main themes:

- non invasive diagnosis of aorta and vascular diseases, including preclinical diagnosis and risk assessment of atherosclerosis
- echocardiography for selecting patients and monitoring procedures in the cath lab, including congenital, valve and coronary artery diseases

EUROECHO 2010 Scientific Programme

The Scientific Programme Committee has prepared an outstanding programme for EUROECHO 2010. Over 90 scientific sessions dedicated to promoting excellence in diagnosis, research, education and technical developments in cardiovascular ultrasound.

This year's main sessions will explore the topics of Aorta and vascular diseases and 3D echo for guiding percutaneous procedures in the cath lab.

An objective is to focus on practical applications and actual clinical cases - cases will be brought to the audience throughout the different sessions, as teaching courses, Digital Interactive Clinical Echocardiography, clinical pathways and debates.

EUROECHO 2010 Committees

EUROECHO 2010 Programme Committee

Dr. Luigi Badano, *Chairperson Programme Committee*

Dr. Jose Juan Gomez de Diego, *Scientific Programme Director*

Dr. Fausto Rigo, *Scientific Programme Director*

Dr. Christian Hassager, *Local Host*

S Nagueh, *ASE Representative*

S Aakhus
N Baun
B Bjinens
T Buck
J D'Hooge
H Frank
P Lancellotti
A Neskovic
N Ozer
P Perrone Filardi
BA Popescu
R Sicari
P Sogaard
R Winter
JL Zamorano

EAE 2010 Board Members

Prof. JL Zamorano, *President EAE*

Dr. LP Badano, *President-Elect*

Prof. P Nihoyannopoulos, *Past President*

Prof. G Habib, *Secretary*

Prof. P Lancellotti, *Treasurer*

Councillors

N Cardim
K Fox
M Galderisi
L Galiuto
A Hagendorff
G Karatasakis
AN Neskovic
JRTC Roelandt
P Sogaard
J-U Voigt

1 GENERAL INFORMATION

1.1 Venue

Bella Center Copenhagen

Center Boulevard 5

DK-2300 Copenhagen S, Denmark

Tel: +45 325 288 11 - Fax: + 45 325 196 36

Email: bc@bellacenter.dk

Web Site: www.bellacenter.dk



Exhibition Dates

Monday	06 December	08:00 – 20:00	Exhibition build-up
Tuesday	07 December	08:00 – 20:00	Exhibition build-up
Wednesday	08 December	10:00 – 18:30	Exhibition OPEN
		16:15 – 17:45	Opening Ceremony
		17:45 – 19:00	Opening Reception in the exhibition area
Thursday	09 December	09:30 – 18:00	Exhibition OPEN
Friday	10 December	09:30 – 18:00	Exhibition OPEN
Saturday	11 December	09:30 – 13:00	Exhibition CLOSED (but Sessions still running)
		13:00 – 24:00	Dismantling

IMPORTANT:

NO DISMANTLING BEFORE 13:00 SATURDAY 11 DECEMBER. IF VALUABLES ARE REMOVED ON FRIDAY EVENING, STANDS MUST BE PRESENTABLE & RETAIN VISUALS UNTIL DISMANTLING STARTS.

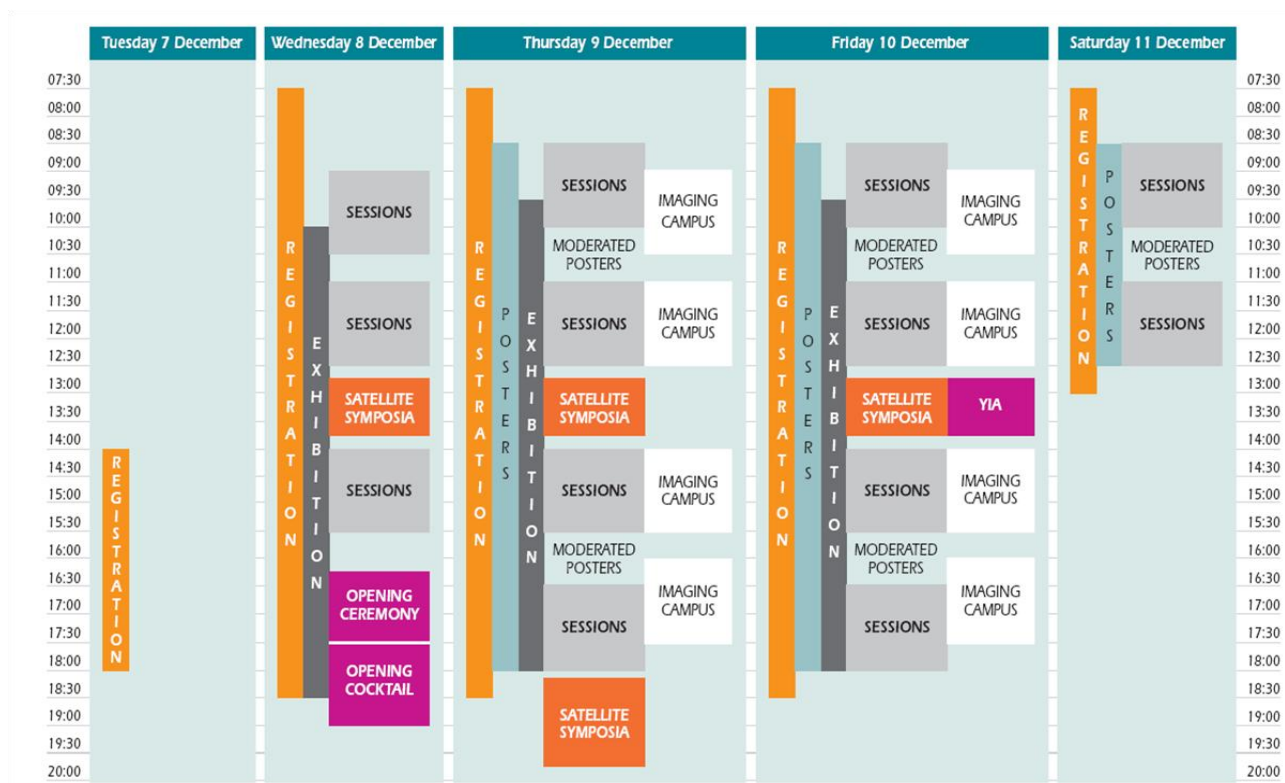
Outside of 'exhibition open' periods, delegates will walk to session rooms along a route including a portion of Exhibition. Exhibitors should therefore take all reasonable precautions to protect valuables.

Please note:

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

1.2 Congress dates

The EUROECHO 2010 Congress will be taking place on 08 December - 11 December 2010.



1.3 Official Language

The official language during the Congress is English. No translation is available.

1.4 Addresses / Contact Details

For **General Information** please contact:

EUROECHO 2010 Secretariat
2035, Route des Colles
Les Templiers
B.P. 179
F-06903 SOPHIA ANTIPOLIS
France

Tel: +33 (0)4 92 94 76 00
Fax: +33 (0)4 92 94 86 29

General Information: euroecho@escardio.org
Website: <http://www.euroecho.org>

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
satellite@escardio.org
EEexhibition@escardio.org
EEregistration@escardio.org
EEhotels@escardio.org
EEscientific@escardio.org

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

Ms. Mette Wolf
Tel: +45 324 721 39
Email: mwo@bellacenter.dk

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.escehibition.org/EUROECHO2010/default.aspx>

Or contact:

Mr. Dennis Hove
Email: dho@bellacenter.dk
Tel: +45 324 723 35

1.5 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:

City:	Copenhagen
Building:	Bella Center Copenhagen , all contact is via Ms. Mette Wolf
Exhibitor:	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.
Organisers/EAE:	European Association of Echocardiography, a registered branch of the European Society of Cardiology
EUROECHO 2010:	The Fourteenth Annual Meeting of the European Association of Echocardiography (a registered branch of the ESC).

1.6 Layout

EUROECHO 2010 activities will take place on 2 levels:

Level 0 (Main entrance)

Registration
Speaker Service Centre
Exhibition Area
Poster Area
Imaging Campus
Lecture Room COPENHAGEN (600 pax)
Lecture Room AARHUS (582 pax)
Lecture Room ODENSE (400 pax)
Exam Room
Web Space
Cloakroom

Level 1

Lecture Room AALBORG (310 pax)
Lecture Room ESBJERG (310 pax)
Lecture Room RANDERS (310 pax)
Lecture Room KOLDING (120 pax)
EAE Members Lounge
Hospitality Suites

2 EXHIBITION

2.1 Exhibition General Information

2.1.1 Exhibition Time Schedule

- Build-up will take place on **Monday 06 and Tuesday 07 December** from 08:00 to 20:00.
- Stand construction should be finished by **Tuesday 07 December 20:00**.
- All packing material that is to be retained (e.g. for re-use) should be cleared from the Building by **Tuesday 07 December 20:00**. 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 2010 Secretariat will have an office (ORGANISER'S OFFICE) in the Building from **Monday 06 December until Saturday 11 December**.

2.1.2 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 2010 exhibition mailbox, EEexhibition@escardio.org before **01 November 2010**.

<u>Stand size between</u>	<u>Number of Free Badges</u>
9 and 49m ²	8
50 and 99m ²	16
100 m ² +	24

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 **€ 44.00** per badge excl. VAT (25%) 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.

2.1.3 Company 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 before **24 September 2010**. Use the form online at <http://www.esceexhibition.org/EUROECHO2010/default.aspx>

2.1.4 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 Bella Center Copenhagen.

The Organiser may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of EUROECHO 2010, or who refuses to comply with the local safety rules.

2.1.5 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.

The National Working Environment Authority

You must always observe the Danish National Working Environment Authority regulations. For more information on the subject you can check their website: www.arbejdstilsynet.dk, or phone them at: +45 701 212 88.

2.1.6 Shipping Information

Official Forwarder and Lifter for EUROECHO 2010:

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 Copenhagen International Airport (CPH) no later than **01 December 2010**. See consignee address below.

Consignee Address: DSV Air & Sea A/S
Kornmarksvej 1
DK – 2605 Brøndby, Denmark

Notify: DSV Solutions A/S
c/o Fairexx – Logistics for Exhibitions
Bella Center

DK – 2300 Copenhagen S, Denmark
EUROECHO 2010/Exhibitors name, Hall + Stand No.

Please send your shipments prepaid, on own Masterairwaybill, consigned to above mentioned address. 4 original Invoices in Danish language and Packing list should be attached to the Airwaybill.

Groupage Shipment

Groupage shipments should arrive at our onsite warehouse no later than **the 1 December 2010 and sent to the following address:**

Warehouse Address: DSV Solutions A/S
c/o Fairexx – Logistics for Exhibitions
Bella Center
DK – 2300 Copenhagen S, Denmark

Notify: EUROECHO 2010/Exhibitors Name, Hall & Stand No.

Full /half Trailer Loads

Full/half Trailer Loads should arrive directly at Bella Center Copenhagen, in accordance with the official Build-up and Break-down Dates and Times.

Venue address: DSV Solutions A/S
c/o Fairexx – Logistics for Exhibitions
Bella Center
DK – 2300 Copenhagen S, Denmark

Notify: EUROECHO 2010/Exhibitors Name, Hall & Stand No.

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/EUROECHO2010/default.aspx>

2.1.7 Customs Information / Taxes & Duties

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

2.1.8 Catering

Bella Center Services has the exclusive right to serve food and beverages within the exhibition area. Prior permission shall be obtained from ESC for any handing-out of food and beverage samples. The Bella Center Services must make sure that the rules and regulations laid down by the Danish authorities are observed. However, Exhibitors are allowed to establish serving areas at their stand, but only after approval by and according to specifications laid down by the Bella Center Services.

Please note that in connection with food and beverage trade fairs the exhibitors are allowed to hand out food and beverage samples of their own products under the condition that the Danish food regulations are observed. Under no circumstances will the exhibitors be allowed to sell food or beverages from their stand. All food & drink offered in exhibit area must be arranged via the official caterer.

See menu selection & online order form from the Official Caterer at:
<http://www.escehhibition.org/EUROECHO2010/default.aspx>

2.1.9 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 2010, during EUROECHO 2010 itself or during the two days immediately after EUROECHO 2010 (i.e. 06/12 – 13/12). 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 2010. 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. If you wish music to be played on your stand, you are obliged to inform Koda and Gramex of this, just as you must ensure that their conditions are strictly adhered to. Koda and Gramex are Danish societies that administer Danish and international copyrights for composers, writers and music publishers, when their musical work are performed in public. For further information please see www.koda.dk or www.gramex.dk

We recommend that you inform your neighbours of the nature and frequency of the music/sound you intend to reproduce. In the event of complaints, either from the management or from neighbouring stands, the volume must be reduced or turned off completely.

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 2010 Secretariat before 22 October 2010. 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 22 October 2010.

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 2010, 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 2010, as "the 14th 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.

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 no later than 1 November 2010.

2.1.10 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.

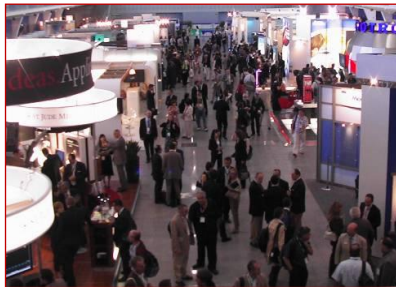
Children

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

2.2 Technical Guidelines for Exhibitors

Important Notice:

All Exhibitors must submit a detailed stand drawing to the Organiser before 15 October 2010. 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.



2.2.1 Exhibition Location

The exhibition at EUROECHO 2010 will be located in the Bella Center Copenhagen, Denmark.

Any queries regarding Exhibition please contact:

ESC – Industry Services Department
Tel.: +33 (0)4 92 94 77 55
Fax: +33 (0)4 92 94 76 26
Email: EEexhibition@escardio.org

2.2.2 Exhibition Prices and minimum stand space requirements

The price of 'SPACE ONLY' is € 400 per m² plus VAT. A reduced rate of € 280 per m² plus VAT is offered to publishers, booksellers and journals. Minimum stand size is 9 m² for Industry, 6m² for Publishers. For companies organising a Satellite Symposium or a User Group, a stand of minimum 9m² 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.

2.2.3 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 **15 October 2010**. 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 2010'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 Denmark and available in Danish 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 08 December 2010, 08:30 to Saturday 11 December 2010, 13:00, 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 1/3rd 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 2010 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 Denmark.
- 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 Danish 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.

2.2.4 Fire & Safety regulations

- 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.
- No stand or display material may be more flammable than wood. Exhibitors are not permitted to use materials in your stand design such as paper, cardboard, plastic, artificial flowers, etc., which are easily ignitable or explosive, which can melt, drip, develop toxic gasses or produce excessive amounts of smoke. Materials must always be treated with a fireproofing agent, while closely following the guidelines laid down by the Fire Department and the manufacturer. If artificial flowers are used on a stand they must be made fireproof. Wooden floors laid out as gratings with gaps and especially with cavities below are not allowed. If you intend to lay your own carpet or floor covering, the product must carry one of the following approvals:

A: Class G flooring as in DS-1063.2, in accordance with Danish Building Regulations '95, chapter 6.11.1 section 5.

B: Class D -s1 flooring after EN 13501 Fire classification of construction products and building elements.

C: NT Fire 007 (Scandinavian approval)

It is important that you bring documentation for the approval. The ESC reserves the right to reject use of material that does not comply with the above mentioned demands.

- 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 2010. 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.

2.2.5 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.

Bella Center is obliged by law to comply with the guidelines laid down by the Ministry of Environment and Energy for the sorting of waste materials. The rubbish containers and skips may therefore only be used for the disposal of combustible waste or recyclable card board. There will be containers showing where to sort different materials.

Green containers may be used solely for the disposal of recyclable paper and cardboard.

Bella Center cannot accept chemical products, oil, paints, batteries, fluorescent light tubes or similar materials which may only be disposed at an official chemical-waste destruction plant. After the completion of the event, there may still be some material you do not wish to take home with you the bella Center will be able to help. Please contact the Technical Service Department on +45 32 47 23 30, and they will make sure that your surplus material is disposed in the correct manner. This service will normally cost DKK 1.000 per cubic metre (ex. 25% DK VAT). It is a prerequisite that the material is palletted.

2.2.6 Electricity

It is mandatory in the Bella Center that all electrical connections must be made by a Bella Center authorized electrician.

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

IMPORTANT: Mains power supply will be switched off overnight. Should you require 24 hr power, this should be specified on the order form. 24 hr power will be connected from the first day of build up until 12.00 hrs the day after the event closes – unless otherwise agreed with the Technical Service Department. Power supplies, network and telephone cables as well as plumbing will be run into your stand via the hall ceiling.

2.2.7 Telephone and Fax connection

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

2.2.8 Water

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

2.2.9 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.

2.2.10 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.

2.2.11 Miscellaneous Services

To order services not mentioned in the Exhibitor Catalogue, please contact the exhibition supplier, Bella Center Copenhagen.

3 INDUSTRY SUPPORTED EDUCATIONAL SESSIONS: SATELLITE SYMPOSIA & MINI-SATELLITE SYMPOSIA



- **Satellite Symposia** will be held within the Congress centre in lecture rooms ranging in capacity from **310** to **600 seats**.
- **Mini-Satellite Symposia** will be held within the Congress centre in the **KOLDING** lecture room for a **maximum of 120 people**.

Satellite Symposia and Mini-Satellite Symposia Programmes will be published in EUROECHO Final Programme and on the EURECHO Web Site. Each Industry Supported Educational Sessions programme is subject to the organiser's approval.

3.1 Conditions for Holding Satellite Symposia & Mini-Satellite Symposia

- **Exhibition Stand**

To obtain permission to hold Satellite Symposia / Mini-Satellite Symposia, an exhibition stand of 9 m² or larger is required. Cancelling your exhibition space at a later stage will also mean cancelling your Satellite Symposium or Mini-Satellite Symposium.

- **Duration**

The Satellite Symposia should fit in the standard time unit of one 60 or 90-minute session.

The Mini-Satellite Symposia should have duration of 45-minutes maximum.

The lunchtime Satellite Symposia / Mini-Satellite Symposia should not alter in any way the scientific sessions held in the room before and after the satellite symposia (see following paragraph).

- **Lunch time sessions**

Companies organising Satellite Symposia / Mini-Satellite Symposia during the lunch time will be allowed to enter the lecture rooms at **12:30** after the scientific session and must leave the lecture rooms at **13:45** in order to let the organising staff prepare the following scientific sessions. Companies must adhere to the strict time limit. The Chairpersons of the sessions immediately prior to the symposia will be asked to respect the session duration.

- **Access – Badges**

- Companies only have access to the rooms at their scheduled time slots.
- The organiser reminds that the Chairpersons and Speakers of the industry supported session must be contacted by the companies themselves to arrange registration, travel and accommodation details.
- Satellite Symposia / Mini-Satellite Symposia Chairpersons and Speakers are not considered as ESC "Invited Speakers".
- All involved in the operation of the Satellite Symposia / Mini-Satellite Symposia (hostesses, film crew, technicians...) must also have a valid badge (Exhibitors, active participant or day ticket badges).
- All persons attending the Satellite Symposia / Mini-Satellite Symposia must be registered either as full participants or as exhibitors; persons without such a badge will not be allowed to enter the room.
- The Satellite Symposia / Mini-Satellite Symposia must be open to all registered EUROECHO participants.

- **Lecture Room**

- Satellite Symposia and Mini-Satellite Symposia will be held within the Congress Centre.
- Satellite Symposia will be held in lecture rooms ranging in capacity from **310** to **600 seats**.
- Mini-Satellite Symposia will be held in the lecture room Kolding for a maximum of **120** people.
- Any installations or alterations to the rooms can only be made with explicit approval of the organiser.

- **Promotion**
- Promotional material referring to the Satellite Symposia / Mini-Satellite Symposia must receive approval of the organiser prior to being printed, distributed or posted online. Please refer to the EAE branding guidelines.
- No product names/brand names, no misleading names that might be perceived as product/brand names, and no registered trademarks are allowed anywhere on promotional materials of any kind.

Promotional material announcing Satellite Symposia / Mini-Satellite Symposia may only be distributed in the following ways:

- Industry Supported Educational Sessions invitation flyers display racks. Companies organising Satellite Symposia/ Mini-Satellite Symposia are offered specific display racks located in the registration area to promote their events. The holders will be allocated per session's day, time-slots, congress zones and lecture rooms alphabetical order. These display racks will be available free of charge to Satellite Symposia, Mini-Satellite Symposia and Imaging Campus organisers only.
- Display of **two rigid** posters (A0 format) 1 hour before the beginning of the session in front of the assigned room. Posters are not permitted in the building other than on the booth.
- Distribution of material (such as flyers) 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 materials from the exhibition booth.
- Small give-aways are acceptable (maximum retail value € 10). The distribution within or in front of the lecture room of give-aways should be low profile and in no way overshadow the main activity of the Satellite Symposia / Mini-Satellite Symposia.

- **Reception Space:**

Must not be used for entertainment, poster displays, presentations or any other promotional purposes. Please respect this rule, especially during lunch time.

- **Payment**

Payment for the Satellite Symposia and Mini-Satellite Symposia has to be completed before **26 November 2010**.

- **Overflow**

No overflow area is planned for Satellite Symposia / Mini-Satellite Symposia.

Important Information:

It is strictly forbidden to hold Satellite Symposia / Mini-Satellite Symposia outside the EUROECHO 2010 Congress premises from 6 December to 14 December 2010.

3.2 Time slots reserved

Timeslots reserved for Satellite Symposia

- Wednesday 8 December 2010:
 - 12:45-13:45 (60-minute session)
- Thursday 9 December 2010:
 - 12:45-13:45 (60-minute session)
 - 18:15-19:45 (90-minute session)
- Friday 10 December 2010:
 - 12:45-13:45 (60-minute session)
 - 18:15-19:45 (90-minute session)

Timeslots reserved for Mini-Satellite Symposia

- Wednesday 8 December 2010:
 - 13:00-13:45 (45-minute session)
- Thursday 9 December 2010:
 - 13:00-13:45 (45-minute session)
- Friday 10 December 2010:
 - 13:00-13:45 (45-minute session)

3.3 Cost of satellite symposia & Mini-Satellite symposia

- **A basic price (excl. VAT)**
 - € 26 000 (+ VAT) for one 60 or 90-minute Satellite Symposium.
10% discount on 2nd session
 - € 16 000 (+ VAT) for one 45-minute Mini-Satellite Symposium
- **The cost of a Satellite Symposium / Mini-Satellite Symposium includes all of the below:**
 - The session
 - 1 Delegate Bag Insert
 - 1 Weblink
 - The rental of the lecture room
- **The basic equipment of a lecture room is:**
 - Chairs arranged theatre-style
 - 1 lectern + Microphone
 - 1 table for 2 chairpersons + 2 microphones
 - Aisle microphones in the room for the delegates
 - 1 Video-projector
 - 1 screen
 - Technician(s)
 - Room networked with the Speaker Service Centre
 - 1 room Hostess



- **The room hostess will be in charge of welcoming and briefing the Chairpersons and the Speakers on technical facilities, and will ensure that the session is running on time.**
- **The room technician will be in charge of light/audio and beamer facilities.**

- **Plus cost for any extras:**

e.g. extra audio-visual equipment, extra furniture, extra decoration. To order any extra equipment we suggest you to contact the official suppliers whose details are available on: www.ESCexhibition.org/EUROECHO2010.

3.4 Speaker Service Centre

The Speaker Service Centre (SSC) offers the following services:

- Access to the Speakers' Service Centre.
- Audio-visual assistance to all speakers from the session.
- Scientific programme of the session announced at the entrance of the room.
- Names of the chairpersons (only) on the table.
- A hostess available in the lecture room during the session to assist speakers & chairpersons

The Speaker Service Centre will be open*:

- | | |
|--------------------------------|---------------------|
| - On Tuesday 7 December 2010 | from 14:00 to 18:00 |
| - On Wednesday 8 December 2010 | from 07:30 to 18:30 |
| - On Thursday 9 December 2010 | from 07:30 to 18:30 |
| - On Friday 10 December 2010 | from 07:30 to 18:30 |
| - On Saturday 11 December 2010 | from 07:30 to 18:30 |

* Subject to changes

Speakers' presentations:

To avoid unexpected technical problems at the last minute, the session organiser are strongly encouraged to make sure their speakers use the Speaker Service Centre to preload all presentations.

The session organiser or speaker must bring the presentations to the Speaker Service Centre a minimum of 3 hours prior to the session.

If speakers choose to use their own laptop, this is the responsibility of the company organising the session.

TRANSLATION ARE NOT ALLOWED

DOUBLE PROJECTION AND LIVE TRANSMISSION ARE SUBJECT TO THE ORGANISER'S APPROVAL

3.5 Applying to hold Satellite Symposia / Mini-Satellite Symposia

- Please return the enclosed Application Form for Satellite Symposia to the **EUROECHO 2010** Secretariat offices before **31 May 2010**.

3.6 Scientific programmes of Satellite Symposia and Mini-Satellite Symposia

The organiser will send you a session form to be completed with the Satellite Symposia / Mini-Satellite Symposia scientific programme.

The complete scientific programme of the Satellite Symposia / Mini-Satellite Symposia, typed on the special forms provided by the organiser, must reach the ESC offices, Sophia Antipolis, France, before **9 September 2010**.

The Scientific Committee will validate the scientific programme on **11 September 2010**.

Scientific Programme should be sent to:

EUROPEAN SOCIETY OF CARDIOLOGY

Mr. Nouredine M'ghari

2035, Route des Colles

Les Templiers

B.P. 179

F-06903 SOPHIA ANTIPOLIS CEDEX

France

Tel: +33 489 872 003 - Fax: +33 492 941 824 - Email: satellite@escardio.org

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 chairperson and speakers
- Duration of each presentation

IMPORTANT INFORMATION

- 1) **No product/brand names, no misleading names that might be perceived as product/brand names, and no registered trademarks** are allowed in the title or in the scientific programme of the session. Please use generic names.
- 2) No abstract forms need to be submitted for Satellite Symposia / Mini-Satellite Symposia.
- 3) Abstract poster sessions are not allowed during the Satellite Symposia / Mini-Satellite Symposia or during any reception before or after the Sessions.
- 4) **The organiser (ESC/EAE) does not cover the expenses related to the Speakers and Chairmen of Satellite Symposia and Mini-Satellite Symposia even if active in the Scientific Programme**
- 5) **Faculties Conflict of Obligation.** Speakers and chairpersons cannot participate in two parallel sessions within the same time slot. If it is found that this is the case, both the companies and the speakers involved will be informed simultaneously and requested to resolve this conflict.
- 6) It is the responsibility for the companies to ensure there is not timing clash with parallel sessions, with the Chairpersons and the Speakers they choose. The organiser (ESC/EAE) cannot be held responsible for any matter arising from this.

3.7 Imaging Campus



The Imaging Campus is a joint collaboration between EUROECHO and our Industry Partners to create educational and demonstrative learning opportunities for delegates during the congress. The Imaging Campus was organised for the first time at EUROECHO 2008 and repeated at EUROECHO 2009 with:

- 5 rooms with parallel sessions 4 times a day
- Diverse, highly popular sessions
- Excellent delegate feedback

Given the immense success, we are happy to announce that the initiative will be repeated this year.

The Campus provides supporting companies with a unique means of associating these companies and products with the

educational requirements of delegates in an exclusive and intimate environment.

It also offers delegates a unique one-on-one, hands-on learning experience with specific objectives.

- No of sessions: Sessions will run four times per day on the same topic
- Length of each session: 90 minutes
- No. of participants: 30 people max.
- Delegate registration fee: €25 paid to EUROECHO
- No. of imaging campus: 5 available campus rooms per day
- Registration: mandatory. Pre-registration via my ESC Web Site and onsite
- Acknowledgement: on the EUROECHO Web Site and in the Final Programme

The times of the Imaging Campus have been altered to allow for greater delegate participation with a later start and earlier finish to the day. The Imaging Campus will be held on Thursday 9 and Friday 10 December at the following times:

Session 1: 09:00 - 10:30

Session 2: 11:00 - 12:30

Session 3: 14:00 - 15:30

Session 4: 16:00 - 17:30

During the sessions the attendees will have close contact with the teachers who will demonstrate the different techniques, workstations or how to approach a patient i.e. contrast echo, stress echo or 3D. There will also be a focus on interaction with other imaging modalities like CT or MRI (including the use of MRI or CT workstations).

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. There will be no official sponsorship recognition of the supporting industry during the learning session.



Companies will need to devise and submit an educational programme with teachers for validation by the scientific committee. Sponsors will equip the room with the necessary tools and equipment for their session.

Included in price:

- Room set-up and rental
- Room furnishings (tables & chairs)
- Screen & Projector
- Customised electric supply

Price of Imaging Campus: €10,000 per day

Accrued points awarded: 5

3.8 Changes in the session scientific programmes / erratum policy

Once your scientific programme has received approval from the EUROECHO 2010 Committee, all changes post approval must be sent in writing to Mr. Nouredine M'ghari of the ESC at 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 organiser cannot guarantee to respond positively to the changes requested.

The organiser kindly asks the Company to inform of any modifications to the Scientific Programme of the Satellite Symposia / Mini-Satellite Symposia before **20 September 2010** in order to be printed in the Final Programme.

Late modifications in the Satellite/Mini-Satellite Scientific Programme received on or after **20 September 2010** cannot be printed in the Final Programme. The organiser cannot guarantee to be able to communicate any alterations received after **20 September 2010**.

3.9 Room assignment

The Accrued Points awarded for participation since **EUROECHO 9** (2005) 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 application deadline of **31 May 2010** 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 from exhibition space.

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

Control of flow and attendance

It is the company's responsibility to select an adequate size room to accommodate all attendees in their session. Companies must plan ahead of time appropriate staffing and/or security to avoid any problem. In case this is not respected and for obvious security reasons, the venue has complete authority to block entrance into the rooms.

3.10 Accrued Points

- A company organising a Satellite Symposium of 60 or 90 minutes will receive 13 points.
- A company organising a Mini-Satellite Symposium of 45 minutes will receive 6 points.
- A company organising an Imaging Campus will receive 5 points

3.11 Cancellation Policy

Cancellations of Satellite Symposia / Mini-Satellite Symposia should be sent in writing to the organiser.

- If cancellation is received **before 1 August 2010**, **50%** of the total amount due will be charged.
- If cancellation is received **on or after 1 August 2010**, **100%** of the total amount due will be charged.

3.12 Enforcement of rules

Infringements of these Guidelines and Conditions will be referred to the Board of the European Association of Echocardiography. If a serious infringement is deemed to have been committed, the company in question may be refused access to future **EUROECHO** Congresses.

4 SPONSORSHIP & PROMOTIONAL OPPORTUNITIES

4.1 Sponsorship and Promotional items

The EUROECHO Congress offers cost-effective marketing exposure and branding of your company to your target audience through a wide variety of sponsorship, advertising and promotional opportunities.

Important: The following information is fully applicable to all sponsorship, advertising and promotional items and should be carefully read and respected:

All content and artwork must gain prior approval from the organiser. Corporate names and logos are allowed. Please note that no product/brand names, no identifying product/brand logos, no misleading names that might be perceived as product/brand names, no registered trademarks will be allowed for any of the Sponsorship, Advertising or Promotional opportunities listed in this chapter.

No promotional support or activity (e.g. distribution of flyers) is permitted in the congress centre apart from on the supporting company's stand, at the Industry Welcome Desk and in front of the assigned Lecture Room where applicable for Industry Supported Sessions (see Chapter 3 for further details).

The technical specifications for sponsorship items requiring graphics will be detailed and updated regularly on the ESC Exhibitors and Industry Partners Web Site: <http://www.escexhibition.org/EUROECHO2010>

Investment in sponsorship activities earn the supporting company accrued points to the order of 1 point per investment of €2,000 per item. All sponsorship requests are allocated on a first-come, first-served basis. Please refer to the application dates in the table below per product items.

Sponsors of EUROECHO 2010 will be acknowledged via the EUROECHO 2010 Web Site and via the Final Programme in addition to specific acknowledgements linked to the product selected and as detailed in Paragraph 4.3 of this Chapter.

The following pages summarise the existing sponsorship and promotional opportunities at EUROECHO 2009. We are always more than happy to discuss and consider additional sponsorship initiatives or suggestions made by our Industry Partners.

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

Email: Sponsorship@escardio.org

Tel: +33 (0)4 89 87 20 09

Fax: +33 (0)4 92 94 76 26

4.2 Available sponsorship & promotional opportunities

SPONSORSHIP & PROMOTIONAL ITEMS	PRICE, POINTS ACCRUED
WEB SPACE Exclusive Sponsorship Deadline to apply	€ 20 000 (10 pts) 30/10/2010
NOTE PADS & PENS Exclusive Sponsorship – Product Advertising allowed (incl. production) Deadline for application	€ 12 000 (6 pts) 1/08/2010
CONGRESS BAGS Exclusive Sponsorship (incl. production) Deadline for application	€ 20 000 (10 pts) 1/08/2009
BADGE LACES Exclusive Sponsorship (incl. production) Deadline for application	€ 15 000 (7 pts) 1/08/2010
FINAL PROGRAMME ADVERTISEMENT – Product Advertising allowed - Back Cover - Inside Back Cover - Tab Page Deadline for application	€ 10 000 (5 pts) € 5 000 (2 pts) € 3 500 (1 pt) 1/08/2010
BOOKMARK IN THE FINAL PROGRAMME – Product Advertising allowed Deadline for application	€ 10 000 (2 pts) 1/08/2010
DELEGATE BAG INSERT (excl. Production) Deadline for application	€ 5 000 (2 pts) 1/08/2010
WEBLINK Deadline for application	€ 2 000 (1 pt) 1/08/2010
UNRESTRICTED EDUCATIONAL GRANTS	€ 10 000 (5 pts)
FACULTY DINNER	€ 25 000 (12 pts)
ONSITE ADVERTISING	Details on request
<i>All prices indicated are exclusive of VAT</i>	

4.3 Product Descriptions and Technical Specifications:

We have listed additional product details and technical specifications for sponsorship & promotional items below. All necessary technical specifications will be updated and posted on the ESC Exhibitors and Industry Partners Web Site <http://www.essexhibition.org/EUROECHO2010> so please consult regularly this important Web Site.

4.3.1 Web Space

This highly popular area allows delegates to connect to the internet, access their working files and print necessary documents onsite.

- Exclusive sponsorship
- Web Space comprises seating, work stations & printer
- Acknowledgement: Logo on screensaver on each of the computer screens, Final Programme & EUROECHO Web Site
- Any additional signage, furniture or other requested for the Delegate Lounge needs to be approved by the organiser and is at the sponsor's cost.
- High resolution logo to be provided for the screen saver acknowledgement by 30/09/2010

4.3.2 Note Pads & Pens – product advertising allowed

Official congress items included in the Delegate Bag and used by delegates during and post-congress.

- Exclusive sponsorship – acknowledgement via sponsor logo
- Please submit a high resolution logo by 15 September 2010

4.3.3 Delegate Bags

Highly visible sponsorship opportunity with delegates using the bag for the duration of the event and post-event due to the unique quality of the product (briefcase made of recycled material).

- Exclusive sponsorship – acknowledgement via sponsor logo on bag exterior flap
- Please submit a high resolution logo by 15 September 2010

4.3.4 Badge Laces

Worn by delegates throughout the event, this item provides excellent corporate exposure and association.

- Exclusive sponsorship – acknowledgement via sponsor logo on badge lace
- Please submit a high resolution logo by 15 September 2010

4.3.5 Final Programme Advertisements – product advertising allowed

The Final Programme provides delegates with the full scientific agenda, exhibition and industry supported sessions information and will be the essential reference document for delegates during the congress.

Three separate advertisements are available in the Final Programme with advertisements requiring prior approval from the organiser:

- Submit for approval: 21 September 2010
- Final approval: 23 September 2010

4.3.6 Bookmark in the Final Programme – product advertising allowed

The Bookmark in the Final Programme displays an Exclusive advertisement and is attached to the Final Programme which is inserted into each Congress Bag.

- Submit for approval: 21 September 2010
- Final approval: 23 September 2010

4.3.7 Delegate Bag Inserts

Promote your congress activities by designing a promotional insert to be included in each and every Delegate Bag and given to each registered delegate at the EUROECHO 2010 Congress. This invitation will communicate your congress message directly to delegates.

- 1 Delegate Bag Insert can promote only 1 event (e.g. 1 industry supported session or 1 activity on the

exhibition stand)

- 1 Delegate Bag Insert promoting 1 session with reference to the exhibition stand will be considered as 1 insert (e.g. 1 industry supported session, plus a mention similar to "visit our stand, location XX")
 - 1 Delegate Bag Insert promoting 1 session with full exhibition details will be considered as 2, and invoiced accordingly (e.g. 1 industry supported session, plus a mention for a stand activity)
 - 1 Delegate Bag Insert promoting 2 sessions/activities will be considered as 2, and invoiced accordingly.
- Quantities to print: 3 000
 - Submit for approval: 22 October 2010
 - Final approval: 26 October 2010
 - Reception in Copenhagen: 1 December 2010 (address to be communicated at a later date)

4.3.8 Weblink

Invite delegates to your congress activities by designing a promotional page link to the EUROECHO 2010 Web Site. This invitation will communicate your congress message to delegates in two locations online (Page Link to the official EUROECHO 2010 Web Site in two locations, via the Scientific Programme Online (SPO) and Industry Partner pages).

- 1 Weblink can only promote **1 event** (e.g. 1 industry supported session or 1 activity on the exhibition stand)
- 1 web page promoting **1 session with reference to the exhibition stand** will be considered as 1 Weblink (e.g. 1 industry supported session, plus a mention similar to "visit our stand, location XX")
- 1 web page promoting **1 session with full exhibition details** will be considered as 2 Weblinks (e.g. 1 industry supported session, plus a mention for a stand activity)
- 1 web page promoting **2 sessions/activities** will be considered as 2 Weblinks, and invoiced accordingly

NB: Hyperlinks to sponsor Web Sites will be not be allowed

Weblink format: PDF, html or flash invitation:

PDF PAGE	HTML OR FLASH PAGE
Size: the lighter the better, screen quality, 600Kb max Security: ideally locked Open size: ideally 100% Number of pages: 3 pages max Images: may be included	Provide organiser with the invitation URL, not the company web site URL. Must be optimized for web 1280 x 1024 pixel Size: the lighter the better

Submit for approval: 8 November 2010

Final approval: 10 November 2009

Onsite Advertisements: There will be numerous opportunities for our industry partners to promote their congress and corporate messages to delegates onsite in Copenhagen. Please contact sponsorship@escardio.org for further details.

4.3.9 Finance / Invoicing / Cancellation policies for Sponsorship / Advertisement opportunities:

Sponsorship and promotional products are assigned on a first-come, first-served basis. Companies will be invoiced upon assignment of items following receipt of their application form. Cancellation fees of 100% apply once an invoice has been issued.

It is a strict policy from the organiser that all invoices be paid by the date indicated on the invoice or before the opening of the congress, whichever comes first.

5 Function Spaces: Hospitality Suites, Meeting Rooms, Closed Industry Meetings

In order to maximise attendance at its scientific sessions, the organiser has adopted a policy, which limits industry supported presentations, hospitality and formal gatherings. No such activity should be held without the specific approval of the organiser.

Any formal presentations occurring at hospitality events for more than 150 guests and open to **EUROECHO 2010** delegates are regarded as satellite symposia and need to be organised within the official programme.

Companies are requested to respect the following Guidelines throughout the period from **07 December** to **14 December, 2010**.

The **EUROECHO 2010** Secretariat has devised two product categories to allow supporting companies organise different meeting formats within the congress centre during the congress hours.

Hospitality Suites and Meeting Rooms

The **EUROECHO 2010** Secretariat allows companies to host a limited number of guests and organize small and informal meetings (approx 20 peoples) in a range of Hospitality Suites and Meeting Rooms on offer within the congress centre. Please refer to the chapter below.

Closed Industry Meeting

Company staff meetings and briefings, investigators meetings or other type of closed meetings are allowed inside or outside the Congress Centre.

Should a company wish to arrange a meeting of this type within the Congress Centre, please refer to the "Closed Industry Meeting" chapter below.

The following rules and regulatory govern these meeting formats:

- Meeting "is closed" and on invitation only
- Maximum attendance is restricted and defined within each product category.
- Meeting is not promoted in the convention centre nor in any **EUROECHO 2010** publication.

5.1 Hospitality Suites and Meeting Rooms

Hospitality Suites are rented for a minimum of **three** days and Meetings Rooms for a minimum of half a day.

- Only a limited number of Hospitality Suites & Meeting Rooms are available in the congress centre.
- Rooms can be reserved only through the organiser.
- The organiser has the right to modify demands as it sees fit to best accommodate as many requests as possible.
- The placement of signs and posters on the exterior doors or walls of the rented room is possible. No other signage or promotion can be made within the building other than on the company's stand.
- All persons involved in the operation of the Hospitality Suite & Meeting Room must have a valid badge (Exhibitor, active participant, press or day ticket). All persons requesting access to the Hospitality Suite & Meeting Room must be registered either as active participants or as exhibitors; persons without such a badge will not be allowed to enter the room.
- The organiser will propose Hospitality Suites & Meeting Rooms to requesting companies in writing and the company will have the right to accept or decline within the given deadline.
- Hospitality Suites & Meeting Rooms are assigned on a first-come, first-served basis, while space is available.
- Companies not responding by the deadline date will be assumed to have accepted the assigned Hospitality Suite & Meeting Room and will also be invoiced.
- Once confirmation is received the organiser will invoice the company. Payment must be made within the given time or the Hospitality Suite & Meeting Room will be released. Cancellation of Hospitality Suite & Meeting Room once the invoice has been issued will incur a 100% cancellation fee.
- The organiser will only be responsible for booking Hospitality Suite & Meeting Room in the Congress Centre. Each company, thereafter, is responsible for organising in accordance with the Congress Centre or other suppliers its individual needs such as food, furniture or supplies. Contact information will be sent to companies who confirm room reservations.
- Requests for Hospitality Suites & Meeting Rooms request should be addressed to the ESC offices at: satellite@escardio.org.
- Deadline for Application: **9 November 2010**

Due to the limited number of rooms, companies may also request approval from the organiser to hold their events at other locations. In this case, and with prior approval from the organiser, we strongly urge companies to consider potential venues outside the congress centre.

5.2 Closed Industry Meetings

In order to allow industries to organise staff meetings, briefings, investigators or other type of closed meetings, the organiser has decided to open, upon request, several time slots and facilities, to provide the opportunity to hold these meetings in the Congress Centre.

Closed Industry Meetings should only be organised with the explicit approval of the organiser, under the following conditions:

- Meeting "is closed" and on invitation only
- Maximum attendance 50 guests
- Meeting is not promoted in the convention centre nor in any **EUROECHO 2010** publications
- No installations or alterations to the lecture room set-up
- The basic price of a closed industry session is € 3,000 for a 60-minute meeting.
- For time-slots longer than 60-minutes, the additional cost per increment of 30-minutes will be e 1,500 (excl. VAT if applicable).
- Plus the cost of any extras.
- General Hospitality Suites and Meeting Rooms rules apply.
- Cancellation of Closed Industry Meetings once the invoice has been issued will incur a 100% cancellation fee.
- Requests for Hospitality Suites & Meeting Rooms request should be addressed to the ESC offices at: satellite@escardio.org.
- Deadline for Application: **9 November 2010**

6 CONDITIONS OF PARTICIPATION

6.1 General Conditions

The following conditions of participation refer to allocation of exhibition space by EAE to companies exhibiting at EUROECHO 2010 insofar as the contractual partners do not reach contrary agreements in writing.

6.2 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.

6.3 Admission to EUROECHO 2010

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.

6.4 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 m². For companies organising a Satellite Symposium or a User Group Session a stand of 9 m² 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.

6.5 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.

6.6 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.

6.7 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.

6.8 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 2010. The EAE will accept no responsibility for any impact, financial or other, relating to such issues.

6.9 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.

6.10 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.

6.11 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.

6.12 Cancellation Policy

Cancellations by Exhibitors should be made by letter addressed to EAE. If a reservation is cancelled by the Exhibitor **before 1 October 2010**, the amount paid will be refunded minus 50% of the total amount due. If a reservation is cancelled by the Exhibitor **after 1 October 2010** 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.

6.13 Assignment of Space / Accrued Points

- Stands will be assigned to Exhibitors according to previous participating points, starting with EUROECHO 10.
- Each exhibitor obtains 1 point per 9 m².

- 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)

6.14 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.

6.15 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 2010 is undisputed.

6.16 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.

6.17 Final Clause

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



7 MAIN DEADLINES

31 May 2010	Deadline for Points allocation for EUROECHO 2010 (stand space) Deadline for returning Exhibition Space Application Form
31 May 2010	Deadlines for Sponsorship Application
31 May 2010	Deadline for Satellite Symposium
9 September 2010	Deadline for sending complete programme of Satellite Symposium
24 September 2010	Send product and/or company description
1 October 2010	Cancellations before this date – 50% fee, after this date 100% fee
15 October 2010	Submit a detailed stand drawing to the Organiser
22 October 2010	Declare stand activity and give away items
1 November 2010	Order exhibitor badges using the online form
8 November 2010	Deadline for Stand service orders
26 November 2010	Payment of Satellite Symposia made