



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

Dear Exhibitor,

This Update contains important logistical information concerning EUROECHO 2010. 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.esccexhibition.org/EUROECHO2010/default.aspx>

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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 2010:

Please contact Sponsorship@escardio.org



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2. Access

EUROECHO 2010 will be held in the **Bella Center Copenhagen**, Denmark

See the Loading Access Plan on:

<http://www.escexhibition.org/EUROECHO2010/ESC%20Items/Loading%20Access%20Plan.pdf>

The exhibition is situated in Hall E of the Bella Center Copenhagen and access is **via the South Gate (C.F. MØLLERS ALLE/STREET)**.

Parking

There are various car parks around the Bella Center Copenhagen. The parking dedicated to cars and mini vans is P5 and is clearly marked on the Loading Access Plan.

Trucks can be parked for the duration of the congress near the South Gate.



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3. Build up and Break Down

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

Build Up Timetable

Monday 6 December 08:00 – 20:00

Tuesday 7 December 08:00 – 20:00



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Break Down Timetable

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 (18:00 – 20:00), STANDS MUST BE PRESENTABLE & RETAIN VISUALS UNTIL DISMANTLING STARTS.

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

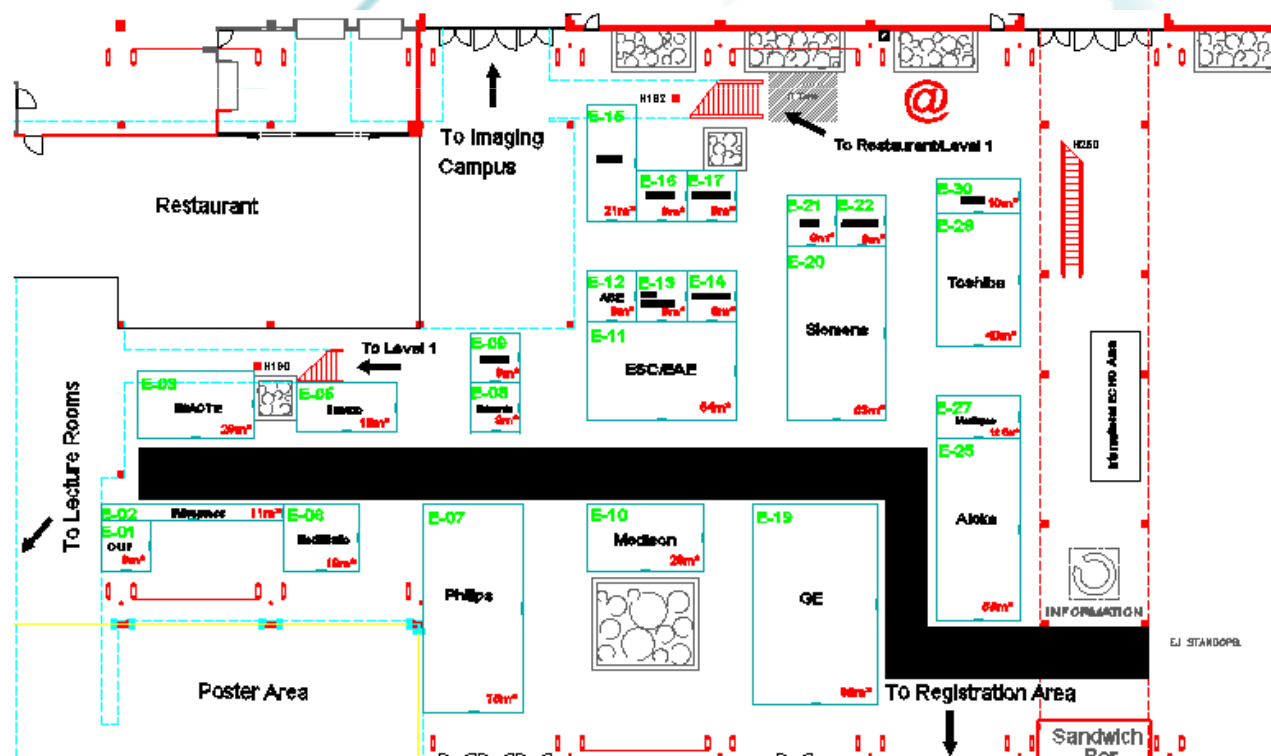
Please note:

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

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Freight Free Aisles

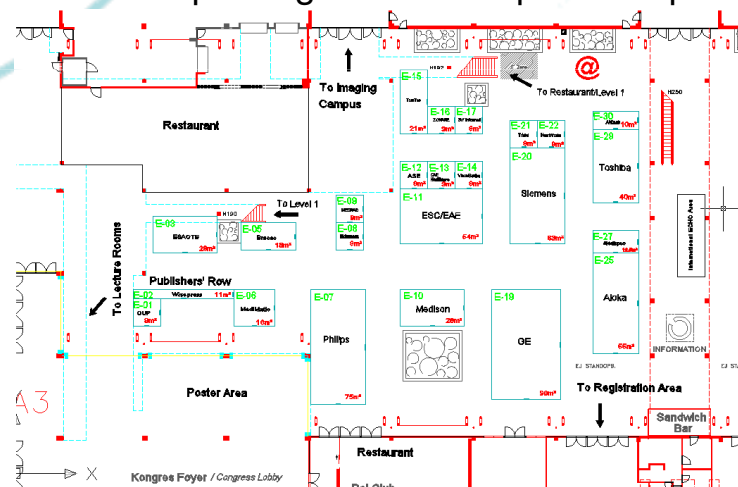
There is one main freight free aisle running through the exhibition. The route marked in black needs to be kept free of all goods and refuse AT ALL TIMES to enable fast access and exit from all areas of the Hall. See plan below for more details:



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4. Security

The Organisers only provide General Surveillance within the Exhibition area.
Note that delegates will be able to walk through the 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 Bella Center Copenhagen will accept no responsibility for loss or theft from stands.



Security guards on your booth can be ordered directly through the Bella Center Copenhagen, for more details please contact:

Mr. Dennis Hove

Tel: +45 324 723 35

Email: dho@bellacenter.dk



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5. Delivery Address and Storage

Official Forwarder and Lifter for EUROECHO 2010:

FAIREXX Logistics

Contact: Ms. Sandra Guenther

Tel.: +49 304 403 4712

Fax: +49 304 403 4779

Email: sandra.guenther@fairexx.com

**Airfreight: Shipments should arrive at Copenhagen International Airport (CPH)
no later than the 1 December 2010**

Consignee Address:

DSV Air & Sea A/S

Kornmarksvej 1

DK - 2605 Brøndby

Notify:

DSV Solutions A/S

c/o Fairexx - Logistics for Exhibitions

Bella Center

DK - 2300 Copenhagen S, Denmark

EUROECHO 2010 / Exhibitor Name, Hall & Stand No.



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Roadfreight/Courier Shipments via Advanced Warehouse: Shipments should arrive at the warehouse **no later than the 1 December 2010**

Warehouse Address:

DSV Solutions A/S
c/o Fairexx - Logistics for Exhibitions
Bella Center
DK - 2300 Copenhagen S, Denmark
EUROECHO 2010 / Exhibitor Name, Hall & Stand No.

Full and Half Trailer Loads: They 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
EUROECHO 2010 / Exhibitor Name, Hall & Stand No.

Packages should be clearly marked: "EUROECHO 2010 / Exhibitor 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. For more information, download the FAIREXX Manual from:

<http://www.esccexhibition.org/EUROECHO2010/Stand%20Service%20Download%20Area/Fairexx%20Manual.pdf>



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6. Stand Service Orders

In order to avoid any surcharges, please make sure you send your orders to the Bella Center Copenhagen before **8 November 2010**.

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

Mr. Dennis Hove

Email: dho@bellacenter.dk

Tel: +45 324 723 35



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7. Exhibition Opening Hours

Wednesday 8 December

10:00 – 18:30 Exhibition OPEN

16:15 – 17:45 Opening Ceremony

17:45 – 19:00 Cocktail Reception in the Exhibition Area

Thursday 9 December

09:30 – 18:00 Exhibition OPEN

Friday 10 December

09:30 – 18:00 Exhibition OPEN

All exhibiting staff must wear an Official EUROECHO 2010 badge at all times within the venue.



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8. Exhibitors Registration and Badge Readers

The Exhibitors Registration Desk is situated inside the Registration Area (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 exhibitor badges
- Preparation and purchase of additional exhibitor badges
- Distribution of “Green Stickers” enabling fully registered participants to access the exhibition areas outside official opening hours

Please note that employees of exhibiting companies will only gain access to the stand if they have an Exhibitor Badge. You should therefore not arrange to distribute exhibitor badges from the stand – make sure that everyone is aware of this restriction, as exceptions will not be made.

NO BADGE = NO ACCESS TO EXHIBIT AREA

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Badge Readers

Recording a prospective customer's information can be done by using the EUROECHO 2010 Badge Readers mentioned below. For more information or to order one of the two, please download the following information forms:

- **Classic Badge Reader:**

<http://www.escexhibition.org/EUROECHO2010/EUROECHO%202010%20Badge%20Readers/key4lead%20Classic%20Badge%20Reader.pdf>

- **Advanced Badge Reader:**

<http://www.escexhibition.org/EUROECHO2010/EUROECHO%202010%20Badge%20Readers/key4lead%20Advanced%20Badge%20Reader.pdf>



Classic Badge Reader



Advanced Badge Reader



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Exhibitors Registration Opening Hours

Monday 6 December	08:00 – 18:00
Tuesday 7 December	08:00 – 18:00
Wednesday 8 December	08:00 – 18:00
Thursday 9 December	08:00 – 18:00
Friday 10 December	08:00 – 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.esccexhibition.org/EUROECHO2010/default.aspx>

DEADLINE FOR SENDING BADGE ORDERS TO EEexhibition@escardio.org IS THE **1 NOVEMBER 2010**



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9. Stand Design and Activities Approval

Stand Drawings and Designs

Each stand design needs to be approved by the ESC and the Bella Center Copenhagen. 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.esccexhibition.org/EUROECHO2010/default.aspx> and send it back to us as soon as possible.



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10. Important Reminders

Payment

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

Smoking

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

Alcohol

Exhibitors must not serve any alcoholic beverages from the stand.



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Catering

Please note that it is not allowed to take food and/or drinks into the building or to keep them on the premises unless ordered through the **Bella Center**. For more details or to order, visit the following link:

<http://www.esccexhibition.org/EUROECHO2010/Stand%20Service%20Download%20Area/Catering.pdf>

If you should require more details on catering, feel free to contact:

Ms. Gitte Bjerg

Tel: +45 3247 2142

Email: bbb@bellacenter.dk

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 10 December at 16:30. Location TBA.



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11. Future ESC Congresses

11th Annual Spring Meeting on Cardiovascular Nursing
EuroPrevent 2011
ICNC10
Heart Failure 2011
EHRA - EUROPACE 2011
ESC Congress 2011

Brussels	1 - 2 April 2011
Geneva	14 - 16 April 2011
Amsterdam	15 - 18 May 2011
Gothenburg	21 - 24 May 2011
Madrid	26 - 29 June 2011
Paris	27 - 31 August 2011

If you have any questions about the Exhibition at EUROECHO 2010, please contact:

EEexhibition@escardio.org

or +33 492 94 77 55.

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