

EUROECHO 2011

& other Imaging Modalities

The International Congress on Echocardiography and Non-Invasive Cardiovascular Imaging

INDUSTRY GUIDELINES



HUNGARY
Budapest
7-10 December 2011

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

www.euroecho.org



Your Contacts

Addresses/ Contact Details

For **General Information** please contact:

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2035, Route des Colles
Les Templiers
B.P. 179
F-06903 SOPHIA ANTIPOLIS
France
General Information: euroecho@escardio.org
Website: www.euroecho.org

Tel: +33 (0)4 92 94 76 00
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For information on **Industry Participation, Registration, Hotel and Scientific information** contact:

| | |
|---|--|
| Sponsorship, Promotion and Industry participation | sponsorship@escardio.org |
| Industry Sponsored Session | satellite@escardio.org |
| Exhibition | EEexhibition@escardio.org |
| Registration | ERegistration@escardio.org |
| Hotel accommodation | EHotels@escardio.org |
| Abstracts and Scientific information | EEscientific@escardio.org |

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

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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.escexhibition.org/EUROECHO2011/default.aspx>

Or contact:

HUNGEXPO H-1101 Budapest, Albertirsai út 10.
Tel.: (+36 1) 263 61 71 / Mobile: (+36) 30 469 13 66 / Fax: (+36 1) 263 60 50
virag.roland@hungexpo.hu or exhibition.euroecho2011@hungexpo.hu / <http://www.hungexpo.hu>

Important Dates

| | |
|--------------------------|--|
| 31 May 2011 | Deadline for Points allocation for EUROECHO 2011 (stand space) Deadline for returning Exhibition Space Application Form |
| 26 September 2011 | Send product and/or company description |
| 30 September 2011 | Cancellations before this date – 50% fee, after this date 100% fee |
| 14 October 2011 | Submit a detailed stand drawing to the Organiser |
| 21 October 2011 | Declare stand activity and give away items |
| 7 November 2011 | Order exhibitor badges using the online form |
| 11 November 2011 | Deadline for Stand service orders |

Dear Friends and Colleagues,

December is the month we have come to associate not only with Christmas, but also with one of the greatest educational and scientific meetings on non-invasive cardiovascular diagnosis worldwide. EUROECHO, the annual meeting of the European Association of Echocardiography (EAE), a registered branch of the European Society of Cardiology (ESC), will be held in the fascinating city of Budapest, Hungary, from 7-10 December 2011.

The main themes of EUROECHO 2011 will be valvular heart disease and left ventricular function. There will be joint sessions with the ESC Associations and Working Groups, as well as EACTA, AEPC, and the American Society of Echocardiography (ASE). In addition, we have further strengthened our successful links with the ESC Working Groups on Cardiovascular Magnetic Resonance, Nuclear Cardiology and cardiac CT, and Computers in Cardiology with the aim of providing a wider spectrum of multimodality non-invasive assessment of the various cardiovascular conditions.

The usual symposia, satellite sessions, Imaging Campus, advanced teaching courses and the more general education course on echocardiography will contribute to providing attendees with a unique opportunity for in-depth education about non-invasive imaging of cardiovascular diseases.

However, this congress is not only about education. The core of EUROECHO is the presentation of original research and therefore we encourage you and your fellows to submit the results of your scientific studies to be selected for oral abstract sessions, poster sessions or to compete in the Young Investigators Award.

EUROECHO is not only science, it is a unique opportunity to meet the greatest experts on cardiovascular diagnosis in the world, to exchange ideas with colleagues with the same professional interest coming from all over the world, and to visit one of the largest exhibitions on cardiovascular imaging and related products.

You will be visiting Budapest, one of Europe's most delightful and enjoyable cities. Thanks to its perfect location, Hungarian hospitality and memorable monuments, it has been called the «Little Paris of Central Europe» and the «Pearl of Danube». We're sure you will enjoy discovering it.

We look forward to seeing you there.

Professor Luigi P Badano

President EAE 2010-2012



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Section 1 – General Information

These guidelines have been written by the European Society of Cardiology (ESC). A successful application made by a company wishing to participate in EUROECHO & other Imaging Modalities 2011 shall imply an acceptance of the requirements contained in these Guidelines and in the technical specifications updates on the ESC Exhibitors and Industry Partners Web Site: www.ESCexhibition.org

1.1 Venue

Hungexpo – Gate 6

H-1101 Budapest

Albertirsai ut 10

Hungary

Tel: +36 126 360 00 - Fax: +36 126 360 98

Email: hungexpo@hungexpo.hu

Web Site: www.hungexpo.hu



1.2 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: | Budapest |
| Building: | Hungexpo , all contact is via KRISTÓF Anita. |
| 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 2011: | The Fifteenth Annual Meeting of the European Association of Echocardiography (a registered branch of the ESC). |

1.3 Layout

EUROECHO 2011 activities will take place on 2 levels:

Level 0 (Main entrance)

Registration

Speaker Service Centre

Exhibition Area

Poster Area

Imaging Campus

Lecture room BUDAPEST 800 pax

Lecture room DEBRECEN 600 pax

Lecture room SZEGED 400 pax

Lecture room MISKOLC 300 pax

Lecture room PECS 250 pax

Lecture room GYOR 250 pax

Lecture room KAPOSVAR 100 pax

Exam Room

Internet Corner

Cloakroom

Level 1

EAE Members Lounge

Hall 25

Hospitality Suites

1.4 Congress dates:

The EUROECHO & other Imaging Modalities 2011 Congress will take place on 07 December - 10 December 2011.

| | 07:00 | 08:00 | 09:00 | 10:00 | 11:00 | 12:00 | 13:00 | 14:00 | 15:00 | 16:00 | 17:00 | 18:00 | 19:00 | | | | |
|-------------|-------|------------------------|-------|---------------------|-------|---------------------------|-------|---------------------------|-------|---------------------|-------|------------------|-------|---------------------|--|----------------------------------|--|
| | 07:30 | 08:30 | 09:30 | 10:30 | 11:30 | 12:30 | 13:30 | 14:30 | 15:30 | 16:30 | 17:30 | 18:30 | 19:45 | | | | |
| TUESDAY 6 | | | | | | | | REGISTRATION | | | | | | | | | |
| | | | | | | | | Speaker Service Centre | | | | | | | | | |
| WEDNESDAY 7 | | REGISTRATION | | | | | | | | | | | | | | | |
| | | Speaker Service Centre | | | | | | | | | | | | | | | |
| | | EXHIBITION | | | | | | | | | | | | | | | |
| | | SCIENTIFIC SESSIONS | | SCIENTIFIC SESSIONS | | SATELLITE SYMPOSIA 12:45- | | SCIENTIFIC SESSIONS | | Opening Ceremony | | Opening Cocktail | | | | | |
| THURSDAY 8 | | REGISTRATION | | | | | | | | | | | | | | | |
| | | Speaker Service Centre | | | | | | | | | | | | | | | |
| | | EXHIBITION | | | | | | | | | | | | | | | |
| | | SCIENTIFIC SESSIONS | | POSTERS | | SCIENTIFIC SESSIONS | | SATELLITE SYMPOSIA 12:45- | | SCIENTIFIC SESSIONS | | POSTERS | | SCIENTIFIC SESSIONS | | SATELLITE SYMPOSIA 18:15 - 19:45 | |
| | | Imaging Campus | | Imaging Campus | | YIA 12:45 - 13:45 | | Imaging Campus | | Imaging Campus | | | | | | | |
| FRIDAY 9 | | REGISTRATION | | | | | | | | | | | | | | | |
| | | Speaker Service Centre | | | | | | | | | | | | | | | |
| | | EXHIBITION | | | | | | | | | | | | | | | |
| | | SCIENTIFIC SESSIONS | | POSTERS | | SCIENTIFIC SESSIONS | | SATELLITE SYMPOSIA 12:45- | | SCIENTIFIC SESSIONS | | POSTERS | | SCIENTIFIC SESSIONS | | | |
| | | Imaging Campus | | Imaging Campus | | Imaging Campus | | Imaging Campus | | Imaging Campus | | | | | | | |
| SATURDAY 10 | | REGISTRATION | | | | | | | | | | | | | | | |
| | | Speaker Service Centre | | | | | | | | | | | | | | | |
| | | SCIENTIFIC SESSIONS | | POSTERS | | SCIENTIFIC SESSIONS | | | | | | | | | | | |
| | 07:00 | 08:00 | 09:00 | 10:00 | 11:00 | 12:00 | 13:00 | 14:00 | 15:00 | 16:00 | 17:00 | 18:00 | 19:00 | | | | |
| | 07:30 | 08:30 | 09:30 | 10:30 | 11:30 | 12:30 | 13:30 | 14:30 | 15:30 | 16:30 | 17:30 | 18:30 | 19:45 | | | | |

1.5 Language

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

1.6 General Information

For **General Information** please contact:

EUROECHO 2011 Secrétariat
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: www.euroecho.org

Section 2 – Exhibition

2.1 Exhibition General Information

2.1.1 Exhibition Dates

| | | | |
|-----------|-------------|---------------|---|
| Monday | 05 December | 08:00 – 20:00 | Exhibition build-up |
| Tuesday | 06 December | 08:00 – 20:00 | Exhibition build-up |
| Wednesday | 07 December | 10:00 – 18:30 | Exhibition OPEN |
| | | 16:00 – 17:30 | Opening Ceremony |
| | | 17:30 – 19:00 | Opening Reception in the exhibition area |
| Thursday | 08 December | 09:30 – 18:00 | Exhibition OPEN |
| Friday | 09 December | 09:30 – 18:00 | Exhibition OPEN |
| Saturday | 10 December | 09:30 – 13:00 | Exhibition CLOSED (but Sessions still running) |
| | | 13:00 – 24:00 | Dismantling |

IMPORTANT:

NO DISMANTLING BEFORE 13:00 SATURDAY 10 DECEMBER. IF VALUABLES ARE REMOVED ON FRIDAY EVENING, STANDS MUST BE PRESENTABLE & RETAIN VISUALS UNTIL DISMANTLING STARTS.

This year the Exhibition will be located in between the lecture rooms, in the heart of the building in order to ensure exhibitors a maximum of traffic flow. The building will be open every day from 7.30, therefore **delegates will go through the exhibition area to access the lecture rooms outside of 'exhibition open' periods.** 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.

2.1.2 Exhibition Time Schedule

- Build-up will take place on **Monday 05 and Tuesday 06 December** from 08:00 to 20:00.
- Stand construction should be finished by **Tuesday 06 December 20:00.**
- All packing material that is to be retained (e.g. for re-use) should be cleared from the Building by **Tuesday 06 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 2011 Secretariat will have an office (ORGANISER'S OFFICE) in the Building from **Monday 05 December until Saturday 10 December.**

2.1.3 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 2011 exhibition mailbox, EEexhibition@escardio.org before **07 November 2011.**

| Stand size between | Number of Free Badges |
|---------------------------|------------------------------|
| 9 and 49m ² | 8 |
| 50 and 99m ² | 16 |
| 100 m ² + | 24 |

Exhibitor badges will not allow access to the scientific sessions of EUROECHO 2011.

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.

2.1.4 Product Description

All Exhibitors will be listed in the Final Programme, together with a short description of the products exhibited. (Maximum 100 words). All Exhibitors should send their Product Description to the Organiser by email EEexhibition@escardio.org before **26 September 2011**.

Use the form online at <http://www.esceexhibition.org/EUROECHO2011/default.aspx>

2.1.5 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 Hungexpo.

The Organiser may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of EUROECHO 2011, or who refuses to comply with the local safety rules.

2.1.6 Insurance and Other Charges

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.

2.1.7 Shipping Information

Official Forwarder and Lifter for EUROECHO 2011:

FAIREXX Logistics

Contact: Mr Stefan Grunwaldt

Tel.: +49 304 403 4713

Fax: +49 304 403 4779
Email: stefan.grunwaldt@fairexx.com

Airfreight

Your airfreight shipments should arrive at Munich International Airport (MUC) no later than **30 November 2011**. See consignee address below.

Consignee Address: MULTILOGISTICS GmbH
Modul D / 3rd Floor
Suedallee - Cargoterminal
DE – 85356 Munich-Airport / Germany

Notify: FAIREXX Logistics for Exhibitions GmbH
EUROECHO 2011/Exhibitors name, Hall G + Stand No.

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

Roadfreight/Courier shipments – only for NON EU-GOODS where customs clearance is required

Groupage shipments should arrive at our onsite warehouse no later than **28 November 2011** and sent to the following address:

Warehouse Address: FAIREXX Logistics for Exhibitions GmbH
c/o MULTILOGISTICS GmbH
Modul D / 3rd Floor
Suedallee - Cargoterminal
DE – 85356 Munich-Airport / Germany

Notify: EUROECHO 2011/Exhibitors Name, Hall G & Stand No.

On-site contact: Stefan Grunwaldt / Tel: +49 173 212 94 10

Roadfreight/Courier shipments – only for EU-GOODS and/or already duty & tax cleared goods

Groupage shipments should arrive at our onsite warehouse no later than **30 November 2011** and sent to the following address:

Warehouse Address: FAIREXX Logistics for Exhibitions GmbH
Kesselbodenstrasse 34
DE – 85391 Allershausen / Germany

Notify: EUROECHO 2011/Exhibitors Name, Hall & Stand No.

Full /half Trailer Loads

Full/half Trailer Loads should arrive directly at HUNGEXPO FAIR CENTER-Budapest, in accordance with the official Build-up and Break-down Dates and Times.

Venue address: Hungexpo C.Co. Ltd
c/o Fairexx – Logistics for Exhibitions
Hungexpo Budapest Fair Center
Albertirsai ut. 10 / Gate 2
HU – 1101 Budapest / Hungary

Notify: EUROECHO 2011/Exhibitors Name, Hall G & Stand No.

On-site contact: Stefan Grunwaldt / Tel: +49 173 212 94 10

To ensure that reception of your shipment is managed, please fax a full pre-advice to FAIREXX LOGISTICS
Fax: +49 304 403 4779 attn. Stefan Grunwaldt or by email to stefan.grunwaldt@fairexx.com:

- Trucking details (Truck no., haulier, ETA)
- Copy of invoice / packing list

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.esceexhibition.org/EUROECHO2011/default.aspx>.

2.1.8 Customs Information / Taxes & Duties

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

2.1.9 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.

2.1.10 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.

2.1.11 Stand Activities, Hospitality and Publicity

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 2011, during EUROECHO 2011 itself or during the two days immediately after EUROECHO 2011 (i.e. 05/12 – 12/12). 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 2011. 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 to play music on your stand, the Exhibitor shall request

a right to perform from the Programme Licensing Department, ARTISJUS Hungarian Copyright Protection Office Association (H-1016 Budapest, Mészáros u. 15-17, telephone: +36 1 488-2670, fax: +36 1 212-1546, email: cskertes@artisjus.com, www.artisjus.hu).

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 2011 Secretariat before 21 October 2011. 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 21 October 2011.

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 & other Imaging Modalities 2011, EUROECHO 2011, 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 & other Imaging Modalities 2011, as "the 15th 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 7 November 2011.

2.1.12 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.

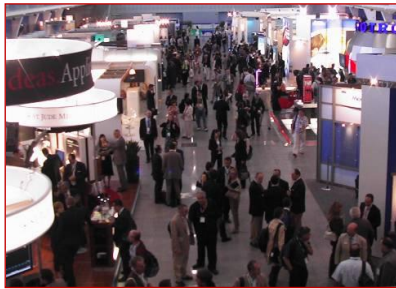
Children

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 14 October 2011. 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 2011 will be located in the Hungexpo, Hall G, Budapest, Hungary.

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 General Exhibition Information with regards to pricing 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 **14 October 2011**. 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 2011'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 Hungary and available in Hungarian 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 07 December 2011, 08:30 to Saturday 10 December 2011, 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 30kN 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 2011 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 Hungary.
- 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 Hungarian 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: Fire classification of floors of stands : Bfl-s1. (27/2011 OTSZ).

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

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 2011. 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.

2.2.6 Electricity

It is mandatory in the Hungexpo that all electrical connections must be made by a Hungexpo 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 service channels.

2.2.7 Telephone and Fax Connections

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

2.2.8 Water

Please note that Water Connections are available in the Exhibition area.

2.2.9 Miscellaneous Services

To order services not mentioned in the Exhibitor Catalogue, please contact the exhibition supplier, Hungexpo.

2.2.10 Catering

Hungexpo 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 Hungexpo Services must make sure that the rules and regulations laid down by the Hungarian 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 Hungexpo 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 Hungarian 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.esccexhibition.org/EUROECHO2011/default.aspx>

Section 3 - Industry Sponsored Sessions



Participating companies may organise special scientific sessions called Satellite Symposia. These industry sponsored sessions are the perfect forum through which companies may reach their target audience with their latest scientific information and developments.

3.1 Conditions for holding Satellite Symposia or Mini Satellite Symposia

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).

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.

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 **250** to **800** seats.
- Mini-Satellite Symposia will be held in the **Lecture Room KAPOSVAR** for a maximum of **100** delegates.
- 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 Sponsored Sessions invitation flyers display racks:** Company organizing Satellite Symposia / Mini-Satellite Symposia are offered specific display racks located at the congress centre main entrance to promote their events; one allocated A4 plexi holder on the display rack per session. The holders will be allocated per session's day, time-slots and lecture rooms alphabetical order. The display rack will be available from 07 December 2011 to 10 December 2011.

N.B. – Please note that contrary to previous years, the ESC will not offer easels for poster display in the Registration Area.

- **Lecture Room Roll-up & invitations:** Two Roll-ups of maximum height of 2.5m and maximum width of 1m (no electrical connection, no light and no sound) can be displayed in front of the lecture rooms 1 hour before the beginning of the sessions.

N.B. – Please note that contrary to previous years, the ESC will not be able to provide easels as posters support, in front of the lecture rooms.

- Distribution of material (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 material from the exhibition booth.
- Small give-aways are acceptable (maximum retail value € 10). The distribution within or in front of the of give-aways should be low profile and in no way overshadow the main activity of the Satellite Symposia / Mini-Satellites 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 2011**.

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 2011 Congress premises from 5 December to 12 December 2011.

3.2 Time slots reserved

Timeslots reserved for Satellite Symposia

- Wednesday 7 December 2011:
- 12:45-13:45 (60-minute session)
- Thursday 8 December 2011:
- 12:45-13:45 (60-minute session)
- 18:15-19:45 (90-minute session)
- Friday 9 December 2011:
- 12:45-13:45 (60-minute session)

Timeslots reserved for Mini-Satellite Symposia

- Wednesday 7 December 2011:
- 13:00-13:45 (45-minute session)
- Thursday 8 December 2011:
- 13:00-13:45 (45-minute session)
- 18:15-19:00 (45-minute session)
- Friday 9 December 2011:
- 13:00-13:45 (45-minute session)

3.3 Cost of Satellite Symposia and Mini Satellite Symposia

- **A basic price (excl. VAT)**
 - € 28 000 (+ VAT) for one 60 or 90-minute Satellite Symposium.
10% discount on 2nd session
 - € 18 000 (+ VAT) for one 45-minute Mini-Satellite Symposium
- **The cost of a Satellite Symposium / Mini-Satellite Symposium includes all of the below:**
 - 1 Invite Page in the Industry Programme (formerly known as bag Insert)
 - Access and use of audiovisual equipment in lecture room
 - 1 Weblink
 - The rental of the lecture room
- **The basic equipment of a lecture room is:**
 - Chairs arranged theatre-style
 - 1 lectern + 2 Microphones + 1 Laptop connected with SSC system
 - 1 table for 2 chairpersons + 2 microphones
 - 1 VGA monitor on chairpersons table
 - Aisle microphones in the room for the delegates
 - Video-projector (s)
 - Screen (s)
 - 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:

<http://www.escehhibition.org/EUROECHO2011/default.aspx>.

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 6 December 2011 | from 14:00 to 18:00 |
| - On Wednesday 7 December 2011 | from 07:30 to 18:30 |
| - On Thursday 8 December 2011 | from 07:30 to 18:30 |
| - On Friday 9 December 2011 | from 07:30 to 18:30 |
| - On Saturday 10 December 2011 | from 07:30 to 12:30 |

* 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 SATELLITE / MINI-SATELLITE SYMPOSIA Speakers & Chairmen rules

Speakers and Chairpersons of regular scientific sessions also involved in Satellite / Mini-Satellite Symposia

The Company organising the Satellite/ Mini-Satellite Symposium must cover the expenses for:

- Hotel Accommodation
- Travel
- Related claim expenses

The EAE Secretariat will cover:

- Registration fee

Exception is made for the EAE Presidents and scientific chairpersons (Dr. Luigi Badano, Prof P. Lancellotti, Prof. Jose Luis Zamorano, Prof. F. Flaschkamp, Dr. B.A. Popescu,) whose expenses will be covered by the Congress Organisation.

Speakers and Chairpersons only involved in Satellite/ Mini-Satellite Symposia

The Company organising the Satellite/ Mini-Satellite Symposium must cover all expenses of Speakers/Chairpersons of their Satellite/ Mini-Satellite Symposium. This includes:

- Travel
- Hotel Accommodation
- Participation to Social Events
- Registration fee

3.6 Applying to hold Satellite Symposia/ Mini Satellite Symposia

Please return the enclosed Application Form for Satellite Symposia to the **EUROECHO 2011** Secretariat offices before **31 May 2011**.

Precise and definitive accounting information must be provided on the initial application form. Any and all changes post invoicing (addition of Purchase Order, changes of billing address, etc...) will not be taken into account, meaning invoices will not be reissued.

3.7 Scientific Programmes of Satellite Symposia/ 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 2011**.

The Scientific Committee will validate the scientific programme on **12 September 2010**.

Scientific Programme should be sent to:

EUROPEAN SOCIETY OF CARDIOLOGY

Satellite Team

2035, Route des Colles

Les Templiers

B.P. 179

F-06903 SOPHIA ANTIPOLIS CEDEX

France

Tel: +33 492 941 825- 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.

3.8 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 and EUROECHO 2010 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 8 and Friday 9 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 (upon request)
- Customised electric supply

Price of Imaging Campus:

Imaging Campus only: € 10 000 per day

- Accrued Points awarded: 5

Imaging Campus Package (invitation to delegates on web site and in Industry Programme): €12,000

- Accrued Points awarded: 6

3.9 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 2011** 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 **05 December** to **12 December, 2011**.

The **EUROECHO 2011** 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 2011** 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.

3.10 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: **04 November 2011**

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.

3.11 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 2011** 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 € 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 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: **04 November 2011**

3.12 Changes in the Scientific Content/ Erratum Policy

Once your scientific programme has received approval from the EUROECHO 2011 Committee, all changes post approval must be sent in writing to 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 **30 September 2011** in order to be printed in the Final Programme.

Late modifications in the Satellite/Mini-Satellite Scientific Programme received on or after **30 September 2011** cannot be printed in the Final Programme and will be included to the Erratum. The organiser cannot guarantee to be able to communicate any alterations received after **2 December 2011**.

3.13 Room Assignment

The Accrued Points awarded for participation since EUROECHO 2007 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.

3.14 Cancellation Policy

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

- If cancellation is received **before 30 August 2011**, **50%** of the total amount due will be charged.
- If cancellation is received **on or after 30 August 2010**, **100%** of the total amount due will be charged.

Imaging Campus

- Cancellation once the invoice has been issued will incur a 100% cancellation fee.

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.

Section 4 – Sponsorship, Advertising & Promotional Opportunities

4.1 Participation & Sponsorship Opportunities

The EUROECHO & other Imaging Modalities 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, identifying product/brand logos, misleading names that might be perceived as product/brand names, or registered trademarks will be allowed for any of the Sponsorship, Advertising or Promotional opportunities listed in this chapter, unless specifically indicated.

The following pages detail all existing **Sponsorship, Advertising & Promotional** options at EUROECHO & other Imaging Modalities 2011 and we will be pleased to consider additional sponsorship initiatives or suggestions. For further consultation on and management of your corporate investment and strategy, please contact us at: sponsorship@escardio.org

Remaining Sponsorship & Promotional opportunities:

| ITEM | DESIGNATION | PRICE |
|--|----------------------|----------|
| Final Programme Advertisement | Tab page | € 3 500 |
| Bookmark in Final Programme | Including production | € 10 000 |
| Mobile Application | | €20 000 |
| Industry Programme with integrated Notepad & Pen | | € 10 000 |
| Industry Insert in Industry Programme / Notepad | | € 5 500 |
| Weblink | | € 2 000 |
| Webspace | | € 10 000 |
| Unrestricted Educational Grant | Per session | € 10 000 |

All prices indicated are exclusive of VAT

4.2 Sponsorship Terms & Conditions

- 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.
- Cancellations will incur fees of 100% if cancelled after receipt of your signed application form.
- 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.
- All items are subject to availability and certain conditions may apply.

4.3 Industry Relations Contact

For any further queries on the above, please contact your Sponsorship officer:

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

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

E-mail: sponsorship@escardio.org

4.4 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.escexhibition.org/EUROECHO2011/Sponsorship/default.aspx>, so please consult regularly this important web site.

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
- Acknowledgements: Logo on screensaver on each of the computer screens; listed in Final Programme & among sponsors online.
- 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 **30/10/2011**



Industry Programme with integrated Note Pads & Pen – product advertising allowed

We combined practicality with design and created a highly attractive Notepad & Pen that will please delegates but also offer exceptional exposure for industry activities at EUROECHO. The main sponsor of this product will have **2** advertisements in the catalogue as well as their logo on the pen.

- Exclusive sponsorship
- Please submit a high resolution logo and 2 advertisement by **5 October 2011**

Badge Laces

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

- Exclusive sponsorship – acknowledgement via sponsor logo on badge lace
- Please provide 3500 Badge Laces please apply by 24 September 2011

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: 5 October 2011**
- **Final approval: 6 October 2011**

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 and available to all registered delegates at the congress.

- **Submit for approval: 13 October 2011**
- **Final approval: 14 October 2011**



Mobile Application for the Final Programme

Delegates can download the EE Mobile Application onto their smartphones and consult the Final Programme at any time. An exclusive sponsorship agreement is available for association with this programme offering sponsor visibility via a splash page and sponsor advertisement within the application.

- Exclusive sponsorship
- Acknowledgement via sponsor logo, Splash page and .pdf within application
- Please submit a high resolution logo and 2 advertisements by **15 October 2011**



Industry Insert in Industry Programme/ notepad

An Industry Insert is a page advert inserted in the Industry Programme detailing your satellite or exhibition activities (specs provided). Reach every delegate at the congress.

- **Submit for approval: 5 October 2011**
- **Final approval: 7 October 2011**

Weblink

Invite delegates to your congress activities by designing a promotional page linked to the EUROECHO 2011 web site. This invitation will communicate your congress message to delegates in two locations online (via the Scientific Programme Online (SPO) and Industry Partner pages).

- 1 weblink may only promote **1 event** (e.g. 1 industry supported session)
- 1 weblink 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 weblink 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 weblink 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: 7 November 2011

Final approval: 9 November 2011

Section 5 – Conditions of Participation

5.1 General Conditions

The following conditions of participation concern EUROECHO & other Imaging Modalities 2011 sponsors insofar as the contractual partners do not reach contrary agreements in writing.

5.2 Admission to EUROECHO & other Imaging Modalities 2011

The exhibition is open to companies active in the field of cardiology. 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.

5.3 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 the EUROECHO & other Imaging Modalities secretariat constitutes conclusion of the rental contract between the Exhibitor and the EUROECHO & other Imaging Modalities secretariat. 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.

5.4 Renting Stand Space

EUROECHO & other Imaging Modalities secretariat 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 and 6m² for Publishers/Booksellers. For companies organising a Satellite Symposium a stand of 9 m² or larger is mandatory.

EUROECHO & other Imaging Modalities secretariat 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.

EUROECHO & other Imaging Modalities secretariat 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. EUROECHO & other Imaging Modalities secretariat accepts no responsibility for any damage, which may result from such changes.

5.5 Assignment of Space

- Stands will be assigned to Exhibitors according to previous participating points, starting with EUROECHO 2007.
- 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)

5.6 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.

5.7 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.

5.8 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, EUROECHO & other Imaging Modalities secretariat 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 closure of the exhibit before/during the event. In such cases, the exhibitor will be excluded from future events organised by the EUROECHO & other Imaging Modalities secretariat or division or Association of the ESC.

5.9 Acceptance of Products

Each country applies specific regulations with regards to product promotion in its markets. It is therefore advised that each participating Company be aware of all regulations and restrictions that may affect their participation in EUROECHO & other Imaging Modalities 2011. The EUROECHO & other Imaging Modalities secretariat will accept no responsibility for any impact, financial or other, relating to such issues.

5.10 Reservations Policy

In the event that, for any reason whatever, it is judged advisable or necessary for the EUROECHO & other Imaging Modalities 2011 Congress to close completely, or in part, the Exhibition and/or Congress for any period, the ESC will not be liable for any damage, loss, or other unfavourable conditions incurred by exhibitors/ session organisers/ sponsors. If for any reason, the EUROECHO & other Imaging Modalities 2011 Congress has to be cancelled, the ESC will refund to the exhibitors/ session organisers/ sponsors the sum paid to ESC for contractual commitments less expenses incurred in preparation of these contracts, with no liability for either party to the contract.

5.11 Exemption from Liability

EUROECHO & other Imaging Modalities secretariat 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 the EUROECHO & other Imaging Modalities secretariat 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 the EUROECHO & other Imaging Modalities secretariat. Furthermore the EUROECHO & other Imaging Modalities secretariat 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. EUROECHO & other Imaging Modalities secretariat will not be

responsible for the insurance of such items. EUROECHO & other Imaging Modalities secretariat 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. All Exhibitors should ensure they have their own insurance.

5.12 Premature Termination of Rental Contract

If, after binding application and conclusion of the contract, EUROECHO & other Imaging Modalities secretariat 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 EUROECHO & other Imaging Modalities secretariat 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 EUROECHO & other Imaging Modalities secretariat 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. EUROECHO & other Imaging Modalities secretariat 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.

5.13 Cancellation Policy

For Exhibition:

Cancellations by Exhibitors should be made by letter addressed to EAE. If a reservation is cancelled by the Exhibitor **before 30 September 2011**, the amount paid will be refunded minus 50% of the total amount due. If a reservation is cancelled by the Exhibitor **after 30 September 2011** 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.

For Industry Educational Sessions:

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

- If cancellation is received **before 30 August 2011**, **50%** of the total amount due will be charged.
- If cancellation is received **on or after 30 August 2010**, **100%** of the total amount due will be charged.

Imaging Campus

- Cancellation once the invoice has been issued will incur a 100% cancellation fee.

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.

For Sponsorship:

Cancellations will incur fees of 100% if cancelled after receipt of a signed application form.

5.14 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.

5.15 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 & other Imaging Modalities is undisputed.

5.16 Usage Rights for Music, Images, Films

Participating companies are solely responsible for paying all usage rights and royalties for the use of intellectual property (music, photos, movies, artwork, etc) used on the company's Exhibition Stand; before, during and after an Industry Sponsored Sessions as well as during any company- organised events at the venue or in the city where the congress is taking place. The ESC reserves the right to request a copy of the authorisation, or proof of payment of said rights that should cover the duration of the congress as well as the 2 days before and after the event.

More information can be found on the World Intellectual Property Organization website: www.wipo.int and www.wipo.int/treaties.

5.17 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.

5.18 Final Clause

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

