



# EUROECHO 2011

& other Imaging Modalities



Dear Exhibitor,

This Update contains important logistical information concerning EUROECHO 2011. 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/EUROECHO2011/default.aspx>

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### 1. Access

EUROECHO 2011 will be held at the **Hungexpo** in Budapest, Hungary.

See the Loading Access Plan on:

<http://www.escexhibition.org/EUROECHO2011/ESC%20Items/Loading%20Access%20Plan.pdf>

The exhibition is situated in Hall G of the Hungexpo and access is **via Gate 2 (Albertirsai Road)**.

### Parking

The parking dedicated to cars is P5 (Visitor Parking) in front of the entry hall registration and is clearly marked on the Loading Access Plan. Access is via Gate 4.

Trucks can be parked for the duration of the Congress in parking 5 marked in orange on the Plan. Access is also via Gate 4.



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## 2. Build Up and Break Down

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

## Build Up Timetable

<b>Monday 5 December</b>	<b>08:00 – 20:00</b>
<b>Tuesday 6 December</b>	<b>08:00 – 20:00</b>

## Break Down Timetable

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 (18:00 – 20:00), STANDS MUST BE PRESENTABLE & RETAIN VISUALS UNTIL DISMANTLING STARTS. Noise levels need to be kept down during this period as the lecture rooms are in close proximity to the Exhibition Area.

Outside of 'exhibition open' periods, delegates will access the lecture rooms via the Exhibition Area. Exhibitors should therefore take all reasonable precautions to protect valuables.

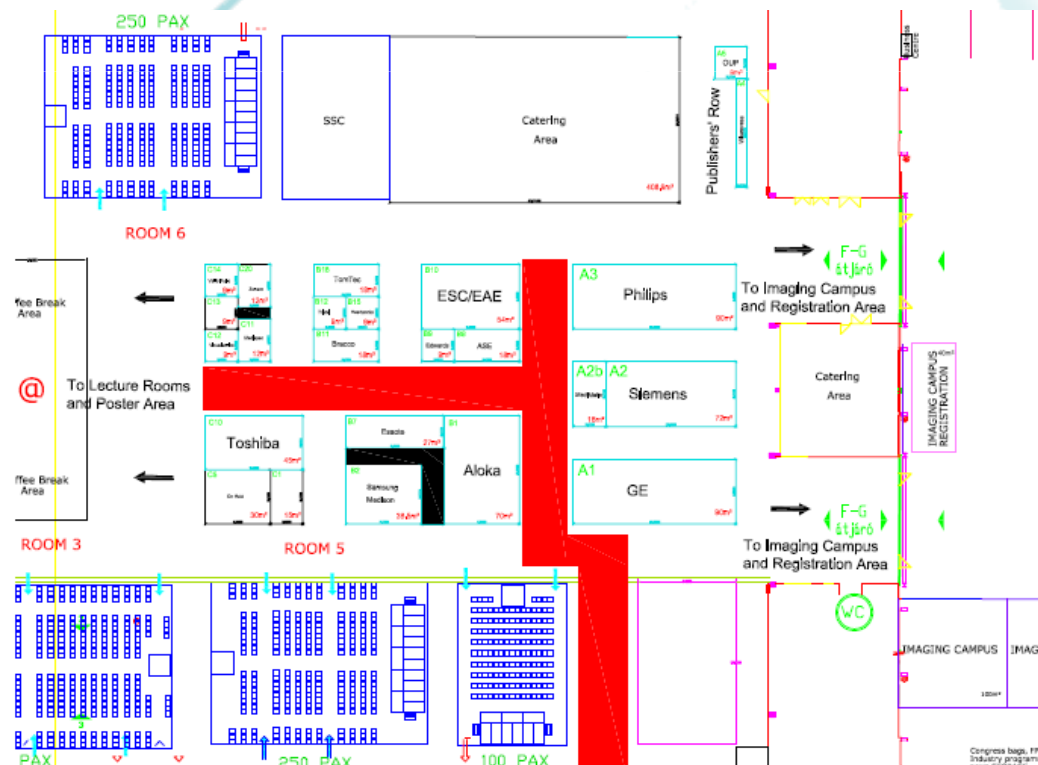
Please note:

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



### Freight Free Aisles

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



### **3. Security**

The Organisers only provide General Surveillance within the Exhibition Area.

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

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

**Mr. Roland Virag**

Tel: +36 126 361 71

Fax: +36 126 363 23

Email: [exhibition.euroecho2011@hungexpo.hu](mailto:exhibition.euroecho2011@hungexpo.hu) or  
[virag.roland@hungexpo.hu](mailto:virag.roland@hungexpo.hu)

## 4. Delivery Address and Storage

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](mailto:stefan.grunwaldt@fairexx.com)

**Airfreight: Shipments should arrive at Munich International Airport (MUC) no later than the 30 November 2011**

### **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.





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**Roadfreight/Courier shipments – only for NON EU-GOODS where customs clearance is required:**  
Shipments should arrive at our onsite warehouse **no later than the 28 November 2011**

**Warehouse Address:**

FAIREXX Logistics for Exhibitions GmbH  
c/o MULTIOLOGISTICS 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:**  
Shipments should arrive at our onsite warehouse **no later than the 30 November 2011**

**Warehouse Address:**

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

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



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**Full /half Trailer Loads:** They should arrive directly to the 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

**Packages should be clearly marked: "EUROECHO 2011 / Exhibitors Name, Hall G & 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. Stefan Grunwaldt or by email to [stefan.grunwaldt@fairexx.com](mailto:stefan.grunwaldt@fairexx.com). Include:

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

For more information, download the FAIREXX Manual from:

<http://www.escexhibition.org/EUROECHO2011/Stand%20Services%20Download%20Area/Fairexx%20Manual.pdf>

## 5. Stand Service Orders

In order to avoid any surcharges, please make sure you send your orders to the Hungexpo before the **11 November 2011**.

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

**Mr. Roland Virag**

Tel: +36 126 361 71

Fax: +36 126 363 23

Email: [exhibition.euroecho2011@hungexpo.hu](mailto:exhibition.euroecho2011@hungexpo.hu) or  
[virag.roland@hungexpo.hu](mailto:virag.roland@hungexpo.hu)



# **EUROECHO** 2011

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### **6. Exhibition Opening Hours**

**Wednesday 7 December**

**10:00 – 18:30 Exhibition OPEN**

**16:00 – 17:30 Opening Ceremony**

**17:30 – 19:00 Opening Reception in the Exhibition Area**

**Thursday 8 December**

**09:30 – 18:00 Exhibition OPEN**

**Friday 9 December**

**09:30 – 18:00 Exhibition OPEN**

All exhibiting staff must wear an official EUROECHO 2011 badge at all times within the venue.

## **7. 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**

**Exhibitor Badges do not give access to the scientific sessions of EUROECHO 2011  
(Excluding your own Satellite).**

**To attend all scientific sessions a full delegate registration is required.**



## Badge Readers

Recording a prospective customer's information can be done by using the EUROECHO 2011 Badge Readers mentioned below. For more information or to order one, please download the following information forms:

- **Classic Badge Reader:**

<http://www.escexhibition.org/EUROECHO2011/Heart%20Failure%202008%20Badge%20Reader%20Library/key4lead%20Classic%20Badge%20Reader.pdf>

- **Advanced Badge Reader:**

<http://www.escexhibition.org/EUROECHO2011/Heart%20Failure%202008%20Badge%20Reader%20Library/key4lead%20Advanced%20Badge%20Reader.pdf>



Classic Badge Reader



Advanced Badge Reader



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### Exhibitors Registration Opening Hours

Monday 5 December	08:00 – 18:00
Tuesday 6 December	08:00 – 18:00
Wednesday 7 December	08:00 – 18:00
Thursday 8 December	08:00 – 18:00
Friday 9 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.escexhibition.org/EUROECHO2011/default.aspx>

DEADLINE FOR SENDING BADGE ORDERS TO [EEexhibition@escardio.org](mailto:EEexhibition@escardio.org) IS THE **7 NOVEMBER 2011**

## **8. Stand Design and Activities Approval**

### **Stand Drawings and Designs**

Each stand design needs to be approved by the ESC and the Hungexpo. Stands that have not been approved in writing or that do not correspond to approved drawings will have to be corrected at the exhibitor's expense.

### **Stand Give Aways and Activities**

All stand give aways and activities need to be approved by the ESC. Please fill in the Stand Activity form available on <http://www.escexhibition.org/EUROECHO2011/default.aspx> and send it back to us as soon as possible.

## **9. Hungexpo Declaration of Compliance with Electrical Standards**

We remind you that all electrical installations at the Hungexpo must have the correct certification.

For those exhibitors that have ordered an electrical connection(s) from the Hungexpo it's vital that the form available on the link below is filled in and sent back to [exhibition.euroecho2011@hungexpo.hu](mailto:exhibition.euroecho2011@hungexpo.hu) as soon as possible:

<http://www.esccexhibition.org/EUROECHO2011/ESC%20Items/DECLARATION%20OF%20COMPLIANCE%20WITH%20ELECTRICAL%20STANDARDS%202011.pdf>

## **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 **Hungexpo**. For more details or to order, visit the following link:

<http://www.escexhibition.org/EUROECHO2011/Stand%20Services%20Download%20Area/Catering.pdf>

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

**Mr. Doffek Gabor**

Tel: (+36 1) 263 60 61

Fax: (+36 1) 263 60 54

Email: [doffek.gabor@hungexpo.hu](mailto:doffek.gabor@hungexpo.hu)

### 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.

### Industry Debrief Meeting

A post show meeting for Industry feedback will be held on **Friday 9 December at 11:00. Location TBA.**

## 11. Future ESC Congresses

12th Annual Spring Meeting on Cardiovascular Nursing  
FCVB 2012  
EuroPRevent 2012  
Heart Failure 2012  
ESC Congress 2012  
Acute Cardiac Care 2012  
EUROECHO 2012

Copenhagen	16 - 17 March 2012
London	30 March - 1 April 2012
Dublin	3 - 5 May 2012
Belgrade	19 - 22 May 2012
Munich	25 - 29 August 2012
Istanbul	20 - 22 October 2012
Athens	5 - 8 December 2012

If you have any questions about the Exhibition at EUROECHO 2011, please contact:

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

or +33 4 92 94 77 55.

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