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.escexhibition.org/EUROECHO2011/default.aspx
Contents:

1. Access
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8. Stand Design and Activities Approval
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1. Access

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

See the Loading Access Plan on:


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.
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

- Monday 5 December 08:00 – 20:00
- Tuesday 6 December 08:00 – 20:00
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 or 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

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

For more information, download the FAIREXX Manual from:

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 or virag.roland@hungexpo.hu
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](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](http://www.escexhibition.org/EUROECHO2011/Heart%20Failure%202008%20Badge%20Reader%20Library/key4lead%20Advanced%20Badge%20Reader.pdf)
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 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 as soon as possible:

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.
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:


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

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

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<tr>
<th>Event</th>
<th>Location</th>
<th>Dates</th>
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<td>12th Annual Spring Meeting on Cardiovascular Nursing</td>
<td>Copenhagen</td>
<td>16 - 17 March 2012</td>
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<tr>
<td>FCVB 2012</td>
<td>London</td>
<td>30 March - 1 April 2012</td>
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<tr>
<td>EuroPRevent 2012</td>
<td>Dublin</td>
<td>3 - 5 May 2012</td>
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<tr>
<td>Heart Failure 2012</td>
<td>Belgrade</td>
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<tr>
<td>ESC Congress 2012</td>
<td>Munich</td>
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<tr>
<td>Acute Cardiac Care 2012</td>
<td>Istanbul</td>
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</tr>
<tr>
<td>EUROECHO 2012</td>
<td>Athens</td>
<td>5 - 8 December 2012</td>
</tr>
</tbody>
</table>

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

**EEexhibition@escardio.org**

or **+33 4 92 94 77 55**.

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