

# INDUSTRY GUIDELINES

[www.escardio.org/EHRA](http://www.escardio.org/EHRA)

# EUROPACE 2009

THE MEETING OF THE EUROPEAN HEART RHYTHM ASSOCIATION



Berlin  
21-24 June 2009  
Germany

Organized in collaboration with



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## Section 1 – GENERAL INFORMATION

### VENUE

Messe Berlin GmbH  
Internationales Congress centrum ICC Berlin  
Messedamm 22  
14055 Berlin  
Germany  
www.icc-berlin.com

### LOCAL AGENCY:

MB Capital Services GmbH  
Thüringer Allee 12/12A  
14052 Berlin  
Germany

Phone: +49 30 30 67 20 162

Fax: +49 30 30 67 20 59

### EXHIBITION DATES

Friday 19 June	08:00 – 12:00 12:00 – 20:00	Exhibition <b>Build-up</b> (>75m <sup>2</sup> stand area only) Exhibition <b>Build-up</b> (>24m <sup>2</sup> stand area only)
Saturday 20 June	08:00 – 20:00	Exhibition <b>Build-up</b> (all stands)
Sunday 21 June	08:00 – 11:00 11.00 -12.00 12:00 – 18:00 13:00-14:00	Exhibit <b>decoration only</b> Hall inspection by the ESC <b>Exhibition OPEN</b> Opening Cocktail in the Exhibition Hall
Monday 22 June	08:30 – 18:00	<b>Exhibition OPEN</b>
Tuesday 23 June	08:30 – 18:00	<b>Exhibition OPEN</b>
Wednesday 24 June	08:30 – 12:00 12:30 – 20:00	<b>Exhibition OPEN</b> <b>Exhibition Dismantling</b>
Thursday 25 June	08:00 – 20:00	<b>Exhibition Dismantling</b>

#### **IMPORTANT**

**NO DISMANTLING BEFORE 12:30 WEDNESDAY 24 JUNE. IF VALUABLES ARE REMOVED ON TUESDAY EVENING, STANDS MUST BE PRESENTABLE & RETAIN VISUALS UNTIL DISMANTLING STARTS.**

Outside of 'exhibition open' periods, delegates will walk to session rooms along a route through the exhibition. Exhibitors should therefore take all reasonable precautions to protect valuables. Security guards may be hired to protect valuables – see online order form at <http://www.esceexhibition.org/EUROPACE2009/default.aspx>

**CONGRESS DATES**

**EUROPACE 2009 CONGRESS TIMETABLE**

	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	20:00	
	07:30	08:30	09:30	10:30	11:30	12:30	13:30	14:30	15:30	16:30	17:30	18:30	19:30		
<b>Saturday 20 June</b>									Registration						
									Speakers' Service Centre						
<b>Sunday 21 June</b>	Registration														
	Speakers' Service Centre														
						Exhibition									
						Opening Session	Cocktail	Scientific Sessions	Scientific Sessions	Scientific Sessions	Satellite Symposia				
<b>Monday 22 June</b>	Registration														
	Speakers' Service Centre														
			Exhibition												
			Scientific Sessions		Scientific Sessions		Scientific Sessions		Scientific Sessions		Scientific Sessions				
				Posters			Satellite Symposia				Posters				
<b>Tuesday 23 June</b>	Registration														
	Speakers' Service Centre														
			Exhibition												
			Scientific Sessions		Scientific Sessions		Scientific Sessions		Scientific Sessions		Scientific Sessions				
				Posters			Satellite Symposia				Posters		G.A.		
<b>Wednesday 24 June</b>	Registration														
	Speakers' Service Centre														
			Exhibition												
			Scientific Sessions		Scientific Sessions										

**OFFICIAL LANGUAGE**

English

**ADDRESSES/ CONTACT DETAILS**

For General Information please contact:

EUROPACE 2009 Secretariat  
 2035, Route des Colles  
 Les Templiers  
 B.P. 179  
 F-06903 SOPHIA ANTIPOLIS CEDEX  
 France

Tel: +33 492 947 600  
 Fax: +33 492 947 601

Web: <http://www.europace.org>

For Exhibition; Sponsorship, Hotels, Registration or Scientific information, please contact:

Email: <a href="mailto:EPexhibition@escardio.org">EPexhibition@escardio.org</a>	Exhibition information
<a href="mailto:Sponsorship@escardio.org">Sponsorship@escardio.org</a>	Sponsorship information
<a href="mailto:EPhotel@escardio.org">EPhotel@escardio.org</a>	Hotel information
<a href="mailto:EPregistration@escardio.org">EPregistration@escardio.org</a>	Registration information
<a href="mailto:EPscientific@escardio.org">EPscientific@escardio.org</a>	Abstract and Scientific information
<a href="mailto:Satellite@escardio.org">Satellite@escardio.org</a>	Satellite Symposia
<a href="mailto:europace@escardio.org">europace@escardio.org</a>	General information

For information regarding:

- The Building
- Planning visit

Please contact: Mrs Hildegard Coronini  
Messe Berlin  
Messedamm 22  
14055 Berlin  
Tel: +49 30 30 38 30 67  
Fax: +49 30 30 38 30 30  
Email: [coronini@messe-berlin.de](mailto:coronini@messe-berlin.de)

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 at <http://www.esceexhibition.org/EUROPACE2009/default.aspx> and for queries please contact:

Mr Sven Romann  
MB Capital Services GmbH  
Thüringer Allee 12/12A  
14052 Berlin  
Germany  
Phone: +49 30 30 67 20 162  
Fax: +49 30 30 67 20 59  
Email: [roman@mb-capital-services.de](mailto:roman@mb-capital-services.de)

## **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:** Berlin  
**Building:** Internationales Congress Centrum ICC Berlin all contact is via:  
Mrs Hildegard Coronini  
Messe Berlin  
Messedamm 22  
14055 Berlin  
Tel: +49 30 30 38 30 67  
Fax: +49 30 30 38 30 30  
Email: [coronini@messe-berlin.de](mailto:coronini@messe-berlin.de)

**Exhibitor:** The Company which is regarded as participating in the exhibition as a result of the submission of an application for stand space followed by a stand assignment.  
**Organisers:** European Heart Rhythm Association (EHRA), a registered branch of European Society of Cardiology  
**EUROPACE 2009:** The Meeting of the European Heart Rhythm Association

## **LAYOUT**

<b>Registration</b> will take place	Main entrance, Level 0
<b>Posters</b> will be shown	Level 2
<b>The Exhibition</b> will be held	Level 2
<b>The PACE</b> will take place	Mezzanine Level 1
Speakers Service Centre	Level 0
EHRA Member's Lounge	Level 3

**Lectures will be held in the following rooms:**

Lecture Room	Hall	Level	Capacity
<input type="checkbox"/> Lecture Room 2	Hall 2	4	1476
<input type="checkbox"/> Lecture Room 3	Hall 3	2	810
<input type="checkbox"/> Lecture Room 6	Hall 15.2 B	2	636
<input type="checkbox"/> Lecture Room 1	Roof Garden	5	306
<input type="checkbox"/> Lecture Room 4	Hall 4/5	2	270
<input type="checkbox"/> Lecture Room 7	Hall 7	2	270
<input type="checkbox"/> Lecture Room 8	Hall 8	2	138
<input type="checkbox"/> Lecture Room 9	Hall 9	3	160
<input type="checkbox"/> Lecture Room 10	Hall 10	4	160

**Section 2 A EXHIBITIONS - GENERAL INFORMATION**

**EXHIBITION TIME SCHEDULE**

- Stand construction should be finished on **Saturday 20 June, 20:00 hrs**
- All packing material that is to be retained (e.g. for re-use) should be cleared from the Building by Saturday 20 June by 18:00 hrs. 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.
- Stand personnel can enter the Building at 12:00 on Sunday and 30 minutes before the opening of the Exhibition from Monday 21 June with an Exhibitor Badge.
- The EUROPACE 2009 Secretariat will have an office (ORGANISERS OFFICE) in the Building from Friday 19 June until 12:30 Wednesday 24 June.

**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 CSV format. This email should be returned to the EUROPACE 2009 exhibition mailbox, [EPexhibition@escardio.org](mailto:EPexhibition@escardio.org) before **18 May, 2009**.

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

**Exhibitor badges will give access to the scientific sessions when space is available.  
To be sure of having a seat in the lecture full registration is recommended.**

Please note you have the choice 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 (and please indicate each 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 **€84.00** per badge plus VAT (19%) if applicable (€100.00 on-site).

### **Working Passes:**

In the interest of security only those individuals directly responsible for the construction 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 when in the congress centre.

### **Product Description**

All Exhibitors will be listed in the Final Programme, together with a short description of the products exhibited. (Maximum 50 words). To this end, all Exhibitors should send their Product Description to the Organiser by email [EPexhibition@escardio.org](mailto:EPexhibition@escardio.org) before **27 March 2009**.

Use the online form at <http://www.esceexhibition.org/EUROPACE2009/default.aspx>.

### **Surveillance & Security**

The Organiser undertakes the general surveillance service of the Building, both day and night.

The Exhibitor shall be responsible for the surveillance of his 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 easily be 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 our exhibition supplier, Capital Services – see online order form at <http://www.esceexhibition.org/EUROPACE2009/default.aspx>

The Organiser may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of EUROPACE 2009, or who refuses to comply with the local safety rules.

### **Insurance**

While on the premises, exhibition goods and packaging materials shall be insured at the expense and risk of the Exhibitor. Neither the Building nor the Organiser can accept responsibility for damage, loss, theft, disappearance or injury of anything or anyone due to any cause whatsoever. 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 and responsibility for its arrangement belongs 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, with regards to injuries or damages sustained in any way whatsoever inside, or outside, the Building.

If any conditions within the Industry Guidelines for Participation 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 a person or an object. In the case of incidents caused by negligence or inaction on the part of exhibiting companies and their staff, the exhibiting company agrees to compensate the Organiser for all direct & consequential losses.

### **Shipping Information**

Official Forwarder and Lifter for EUROPACE 2009:

**FAIREXX Logistics for Exhibitions GmbH**

Tel.: +49 173 212 94 10 (this number is for on-site use also)

Fax: +49 304 403 4779

Contact: Mr. Stefan Grunwaldt

Email: [Stefan.Grunwaldt@fairexx.de](mailto:Stefan.Grunwaldt@fairexx.de)

Road-freight shipments (no full / no half trailer loads) sent to the Exhibition before the shipment arrival **deadline of 14 June** should be consigned and addressed as follows:

FAIREXX LOGISTICS

**Please see the Fairexx Manual available online at: <http://www.esceexhibition.org/EUROPACE2009/default.aspx>**

**Contact:** Stefan Grunwaldt

## **Mark goods as EUROPACE 2009 – “Name of exhibitor + Stand No. “**

To ensure reception of your shipment is managed properly, please fax a full pre-advise at least 3 days before its arrival to FAIREXX LOGISTICS Fax. +49 304 403 4779 attn.Stefan Grunwaldt.

All goods should be shipped on a prepaid basis and should arrive in Berlin:

- FOR ANY EUROPEAN UNION COUNTRIES: 4 working-days before build-up of the exhibition
- FOR ALL OTHER COUNTRIES: 6 working-days before build-up of the exhibition

Please note you are responsible for carrying your parcels directly to your booth then back to your truck at the end of the event. The Official freight forwarders, FAIREXX can help you to achieve this.

## **Customs Information/Taxes & Duties**

The Exhibitor will pay the various taxes and duties he may owe resulting from his taking part in the exhibition. Further information will be communicated later.

## **Catering**

Please note: it is not allowed to take food and/or drinks into the building or to keep them on the premises unless ordered through our official caterer, Capital Catering – see order form at <http://www.esceexhibition.org/Europace2009/default.aspx>.

## **Smoking**

Smoking is not permitted in the Building. Ashtrays and ash urns are prohibited in the exhibit area.

## **Alcohol**

Exhibiting Companies are not allowed to serve alcoholic beverages from their stand.

## **Children**

Children under the age of 16 are not permitted in Exhibit areas.

## **Stand Activities**

**I)** The organising committee has adopted a policy which limits industry sponsored entertainment, lunches, seminars or other formal gatherings. Without the specific approval of the Organiser, companies should not organise such events during the two days before EUROPACE 2009, during EUROPACE 2009 itself or during the two days immediately after EUROPACE 2009 (i.e. 21/06/2009 – 26/06/2009). Should a company wish to plan any such events then it is advised to 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 Organiser's approval prior to EUROPACE 2009. 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 Organiser judge that a disturbance is being caused; the Exhibitor must stop the activity immediately. If this is not done, the EHRA reserves the right to make the necessary arrangements at the expense of the Exhibitor.

**IV)** The Organiser has appointed an Audio-Visual Committee, which supervises audio-visual activities. All audio-visual activities require written permission, should a company intend to organise any audio-visual activity please submit a **stand activity declaration** and submit by **20 March 2009**.

**V)** 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 Organiser. All requests should be submitted in writing by **20 March 2009**. 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 Organiser.

**VI)** The organising committee has accepted the policy that small give-aways are acceptable at the exhibition (maximum retail value € 5) for example badges, T shirts, pens. All such give-aways must have the written approval of the Organiser. The distribution of give-aways should be low profile and should in no way overshadow the main activity of the stand. Approval procedure is as for 'Prizes' in section V.

**VII)** Distribution or display of material printed by industry or its agents is limited to the area rented by the Exhibitor in the designated exhibit area. The placement of both signs and billboards is limited to the area rented by the Exhibitor in the exhibition area.

**VIII)** "Special effect" lights, laser, sound & video projection on the stand can only be allowed with the written permission of the Organiser.

**IV)** 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. The Exhibitor shall make sure that either he himself or a person authorised by him is present at the stand at all times.

**X)** The use of the name of the European Heart Rhythm Association (EHRA), EUROPACE 2009, 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 of the Organiser.

The only exception is that Exhibitors may refer to EUROPACE 2009 as "EUROPACE 2009, the meeting of the European Heart Rhythm Association, a registered branch of the European Society of Cardiology".

**XI)** Exhibitors or their agencies are not allowed to reproduce texts, drawings or graphics that have been specially produced by EHRA or ESC for use in publications such as the Final Programme or the Abstract Book.

**XII)** None of the exhibits may be photographed or filmed without the permission of the relevant Exhibitor. The organiser 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.

**XIII)** The Exhibitor is entitled to photograph or film his own exhibition stand during exhibition hours.

**XIV) Exhibitor Badges** must be ordered by email to [EPexhibition@escardio.org](mailto:EPexhibition@escardio.org) no later than **18 May 2009**. Use the order form online at <http://www.esceexhibition.org/EUROPACE2009/default.aspx>.

## Section 2 B EXHIBITION – TECHNICAL GUIDELINES

**Important Notice:** All Exhibitors must submit a detailed stand drawing to the Organiser before **6 April 2009**. Without the written approval of the Organiser no stand can be built. If you will be hiring a stand system from the Building please send us details.

### Exhibition Location

The exhibition at EUROPACE 2009 will be located on the Second Level of the Berlin Congress Centre.

Any queries regarding Exhibition please contact:      ESC - Congress & Industry Services Department  
Tel: +33 492 943 510      Fax: +33 492 947 626  
Email: [EPexhibition@escardio.org](mailto:EPexhibition@escardio.org)

### General Exhibition Information with Pricing and minimum stand space requirements

**The price of 'SPACE ONLY' is € 500 per m<sup>2</sup> plus VAT. A reduced rate of € 350 per m<sup>2</sup> plus VAT is offered to publishers, booksellers and journals. Minimum stand size is 9 m<sup>2</sup> for Industry, 6m<sup>2</sup> for Publishers. For companies organising a Satellite Symposium, a stand of minimum area 9m<sup>2</sup> 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 the Building. See Order Forms online at <http://www.esceexhibition.org/EUROPACE2009/default.aspx>

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.

Stand construction companies are specifically advised to consider the impact of natural light on exhibits due to large windows in exhibit areas which cannot be closed or covered.

### **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 **6 April 2009**. 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 Organiser's inspection visit at 11:00 Sunday 21 June. The Exhibitors 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 Germany and available in German language 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 of the event or hosting country.

I) Exhibitors are asked to pay attention to the following stipulations:

- **From Sunday 21 June 12.00 hrs to Wednesday 24 June 2009 12:30 hrs, 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. Fire & safety equipment should not be covered if it is not safe to do so. The Building will advise on this matter.
- 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.
- 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.
- Any agreement to construct higher than 2.5m is given in strict relationship to the stand area rented, in m<sup>2</sup>. Elements rising higher than 2.5m must be positioned at least 0.5m from any stand separation wall.
- Two-storey structures are not allowed.
- Arches, bridges or similar constructions connecting two or more stands are not allowed.
- **The maximum permissible load on the floors of the Building is 500Kgs 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 organiser. In any case, the maximum amount any open side may be enclosed is 1/3<sup>rd</sup> 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 (including forklift trucks) are not admitted within the exhibition hall and loading bay. Pallet trucks and other handling machines must be equipped with rubber wheels and may only be operated by the official Forwarder & Lifter, Fairex GmbH.
- **Carpeting:** Installing carpet or other decorative materials on the available floor space must be executed in such way as to avoid any danger of personal injury from slipping, tripping or falling.
- It is possible to **transport palettes and similar cargo with four-wheel lift trucks** as long as the total load does **not exceed 250Kgs**.

II) Exhibitors are not permitted to:

- Erect or use names or trademarks which may be misleading or cause hindrance to the Exhibitors at the other stands or to EUROPACE 2009 visitors.
- Sell goods, barring exemption applied for and granted, against surrender of the purchased items or to receive money in any way for goods sold or offered for sale or for services rendered. Booksellers are exempted from this rule.
- 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 either on the structure of the walls and columns, or any of the technical installations of the Halls due to decoration 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.
- 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:

- A platform floor is advised if heavy equipment is stored on the stand (100kgs/m<sup>2</sup> or more)
- Authorisation must be requested in writing to the organiser. A descriptive report and to-scale plans should be presented.
- All stands with a floor over 50 cm. above ground level 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 Germany.
- 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 company 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 14 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 German 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 0.30 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, the installation of the objects on display and all advertising support must be sufficiently stable for public safety. A platform, if approved for construction by organiser and open to the public and over one metre below the lower level, must be surrounded by a handrail of at least 1.2m 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 anyone being cut. 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 that have to function throughout the event with all necessary working and accident prevention measures as shall be demanded by the technical regulations in use & 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 the Organiser considers that the working of the machine is a danger to people; the organiser will stop the machine from working.
- 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, albeit 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.

### **Fire & Safety**

- Please note that 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.
- 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, T.V., 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 collectors 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.
- Motorised vehicles and hand trolleys are not admitted within the Exhibition areas during build-up or dismantling periods or at any stage during EUROPACE 2009. 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.
- Fairexx, the official forwarder & lifter to EUROPACE 2009, has absolute priority in using the goods lift and will control access to loading/unloading areas.
- 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.

### **Cleaning & Refuse**

The Organiser shall see to the regular general cleaning of the Building and the public 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 online Order form.

### **Electricity**

All electrical connections must be made under the supervision of an authorised electrician.  
At the time of the official inspection the relevant reports on the wiring (information on connections) must be presented to the Building for submission to the authorities.  
Please order your electricity and connections on the Order Form available online.  
Please do not forget to indicate on the Order Form where you wish the electrical connections to be installed.

### **Telephone & Facsimile Connection**

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

### **Water**

Please note that Water Connections are not available in the Exhibition area – contact the Building for more information.

### **Transport Regulations/Handling**

During the Exhibition, goods cannot be transported into the halls until the exhibition opens. After that, only light articles can be carried in by hand. Goods can be collected when the exhibition has closed as long as the exhibit remains visually presentable to delegates.

Do not place anything in the aisles outside the stand. If you do, you will block the passage-way for other transport. The Congress Centre has the right to store all packaging that is left in the aisles after 18:00 the day the build-up ends.

### **Storage**

No refuse (e.g. empty cartons, crates or shipping/packing materials) may be left behind in your booth or in the aisles. If any Exhibitor or his contractor(s) leave such materials behind, the costs of removing will be charged to the Exhibitor. Please contact the official forwarder Fairexx for handling and storage of your empty crates and other packing material during the length of the exhibition.

### **Miscellaneous Services**

If you wish to order services, which are not mentioned in the Exhibitor Catalogue then please contact the exhibition supplier, Berlin Congress Centre. <http://www.esceexhibition.org/EUROPACE2009/default.aspx>

## **Section 3 A – INDUSTRY SPONSORED SESSIONS**

As in previous years, EHRA invites companies in the field of electrophysiology, arrhythmias and cardiac pacing to organise special sessions as part of the bi-annual EUROPACE 2009 meeting. These sessions take place during lunch or early evening during EUROPACE 2009, they can be held in rooms with capacities from **138 to 1476 seats**.

### **Conditions for Holding a Satellite Symposium**

- To obtain permission to hold a Satellite Symposium, **an exhibition stand of 9 m<sup>2</sup>** or larger is required (cancelling your exhibition space at a later stage will also mean cancelling your Satellite Symposium).
- Companies only have access to the rooms at their scheduled time slots.
- Any installations or alterations to the rooms can only be made with explicit approval of the Organiser.
- The Satellite Symposium must be open to all registered participants.
- All persons attending the Satellite Symposium must be registered either as full participants or as exhibitors; persons without such a badge will not be allowed to enter the room. This should be made clear on the invitations that Satellite Symposium organisers send to potential attendees. Other scientific sessions are not open to exhibitors.
- Promotion or advertising prior to the Satellite Symposium is not permitted in the building other than on the stand. Display of Posters, handing out programmes and brochures at the entrance of the room is allowed, with ESC approval only, **30** minutes before the beginning of the session. Posters, sandwich boards or other means of leading participants to the Satellite Symposium are strictly forbidden at all times.
- It is strictly forbidden to hold Satellite Symposia or other formal presentations outside EUROPACE 2009 premises between **20 and 25 June 2009**.

### **Time Slots Reserved for Satellite Symposia**

#### **Sunday 21 June 2009**

17.15 - 18.45 for **90 minutes**

#### **Monday 22 June 2009\***

12:45 - 13:45 for 60 minutes

**Tuesday 23 June 2009\***

12:45 - 13:45 for 60 minutes

### **Cost of Satellite Symposia**

-Basic price

Lunch or evening session: **€ 35.000 per session**

10% discount on 2<sup>nd</sup> Satellite

-Satellite

**All Inclusive Packages: € 38.000 per session**

Room rental included.

**Payment for the Satellite Symposium must be made before 4 May 2009.**

<b>Lecture Room</b>	<b>Hall</b>	<b>Level</b>	<b>Capacity</b>
<input type="checkbox"/> Lecture Room 2	Hall 2	<b>4</b>	1476
<input type="checkbox"/> Lecture Room 3	Hall 3	<b>2</b>	810
<input type="checkbox"/> Lecture Room 6	Hall 15.2 B	<b>2</b>	636
<input type="checkbox"/> Lecture Room 1	Roof Garden	<b>5</b>	306
<input type="checkbox"/> Lecture Room 4	Hall 4/5	<b>2</b>	270
<input type="checkbox"/> Lecture Room 7	Hall 7	<b>2</b>	270
<input type="checkbox"/> Lecture Room 8	Hall 8	<b>2</b>	138
<input type="checkbox"/> Lecture Room 9	Hall 9	<b>3</b>	160
<input type="checkbox"/> Lecture Room 10	Hall 10	<b>4</b>	160

**N.B.** All prices are subject to VAT where applicable

**The basic equipment of a lecture room is:**

- A table and chairs for the 2 chairpersons with 2 table microphone
- 1 lectern for the speakers with a fixed microphone
- Fixed microphones in the room for Q&A from the audience
- 1 screen for projections
- 1 video data projector
- Chairs arranged in theatre-style.
- 1 technician
- 1 hostess in charge of the room

Cost of additional equipment such as projection equipment, operators, food and beverage will be the expense of the sponsor.  
**To order any extra equipment we suggest you contact the official supplier whose details will be given in due time.**

### **Available A/V support**

- One computer
- Use of personal laptop on stage not allowed
- Use of the Speaker's Service Centre is **mandatory** for all Satellite organisers on a free basis.

The use of the Speakers' Service Centre offers:

- Audio-visual assistance to all speakers from the session.
- Scientific programme of the session announced on the door of the room.
- Names of the chairpersons (only) on the table.

**N.B** Please be aware the Satellite organiser or speaker must bring the presentations to the Speakers' Service Centre a minimum of **3 hours** prior to the Satellite Symposium in question. **We strongly recommend** presentations to be submitted well in advance of the designated Satellite Timeslot.

**TRANSLATION IS NOT RECOMMENDED!**

### **Applying to hold a Satellite Symposium**

Please return the enclosed Application Form for Satellite Symposia to the EUROPACE 2009 - Email: [satellite@escardio.org](mailto:satellite@escardio.org)

- Before **2 February 2009**.

In order to be considered as Satellite Symposium organisers by the EUROPACE 2009 Programme Committee, applications including **a complete scientific programme** must reach the EUROPACE 2009 - Email: [satellite@escardio.org](mailto:satellite@escardio.org) before **27 February 2009**.

- Late applications received after **9 March 2009**, cannot be printed in the Final Programme. In this case, the Satellite Symposium will appear in the ERRATUM with only the title of the session, the name of the company, the day, room and time.
- Changes in the content of the scientific programme of Satellite Symposia are not mentioned in the ERRATUM.

### **Scientific Programme**

- The complete programme of the Satellite Symposium, typed on the special form provided by the Organiser, must reach the EUROPACE 2009, attn. of **Mrs Karen Deparisse**, Sophia Antipolis, France, before **27 February 2009**.

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 chairpersons and speakers

No abstract forms need to be submitted for Satellite Symposia.

### **Industry Sponsored Sessions: Invitations/Promotional Material**

#### **ESC Approval**

All invitations or promotional material referring to the Satellite Symposia must receive ESC approval ([satellite@escardio.org](mailto:satellite@escardio.org)) prior to being printed and distributed.

#### **Advertising**

Promotional material announcing satellite symposia may only be distributed in the following ways:

- Display of posters **30** minutes before the beginning of the session in front of the assigned room. Posters are not permitted in the building other than on the booth.
- Handing out material 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.

**NB.** No product names or brand names are allowed in the title or in the scientific programme of the session. No brand names are allowed anywhere on promotional materials of any kind.

### **Cancellation Policy**

- Cancellations of Satellite Symposia should be sent by registered mail to EUROPACE 2009 Secretariat.
- If a reservation of a time slot is cancelled after having received the Final Application Form after **27 February 2009**, 50% of the total amount due will be charged.
- Any cancellations received after **28 February 2009** will incur a 100% cancellation fee.

## **Section 3 B – SPONSORSHIP & PROMOTION OPPORTUNITIES**

EUROPACE 2009 gathers the core professionals in the fields of arrhythmias, cardiac pacing and implantable devices for rhythm control and heart-failure into what will be the key electrophysiology meeting held within Europe in 2009.

Industry partners participating at EUROPACE 2009 with Satellite Symposia, Exhibition and Sponsorship & Promotion will:

- Reach a truly international target group of pacing and electrophysiology specialists
- Contribute to the high quality of the scientific and practical content of the congress through Satellite Symposia, Exhibition and committed sponsorship
- Achieve unique opportunities to showcase their products and services to specialists in their respective fields and related applications

- Avail of excellent Advertisement, Promotional and Social sponsorship opportunities (Gala dinner, Cyber cafe etc) which proffer excellent networking and relationship-building opportunities.

The following is a list of options which your company can avail of in order to participate at EUROPACE 2009, for further information please contact **Ms Aoife Sheil**, Sales & Liaison Officer at **Sponsorship@escardio.org**

*Please note that all of the above prices exclude VAT.*

<b>Exhibition Space</b>	
(Space only)	€ 500 per m <sup>2</sup>
(Publishers Rate)	€ 350 per m <sup>2</sup>

<b>Additional Exhibitor Badges</b>	€ 84 per badge
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<b>Satellite Symposia</b>	
(per session)	€ 35,000

<b>The PACE</b>	€10,000
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“The PACE”, EUROPACE workshop area is a new initiative that is also a joint collaboration between EUROPACE and our industry partners for educational learning. This campus will provide supporting companies with a unique means of associating with the educational requirements of delegates in an exclusive, and intimate, environment to showcase their equipment/technologies (through the equipment itself but also through demos, simulators, etc)

<b>Unrestricted Educational Grant</b>	€10,000
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<b>Final Programme Advertisement</b>	
Back Cover	Reserved
Inside Front Cover	Reserved
Inside Back Cover	€ 5,000
Inside Page	€ 3,000

<b>Abstract CD ROM</b>	Exclusive Sponsorship	Reserved
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<b>Featured Poster Session</b>	Exclusive Sponsorship	€ 8,000
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<b>Programme at a Glance</b>	Exclusive Sponsorship	Reserved
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<b>Congress Bags</b>	Exclusive Sponsorship	Reserved
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<b>Badge Laces</b>	Exclusive Sponsorship	Reserved
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<b>Note Pads &amp; Pens</b>	Exclusive Sponsorship	€ 10,000
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<b>Gift in the Bag</b>		€ 6,000
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<b>Onsite Advertising</b>		price available on request
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<b>Internet corner</b>	Exclusive Sponsorship	price available on request
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<b>Coffee Breaks</b>	Exclusive/Entire meeting	€ 5,000
	One Day	€ 1,500

<b>Lunches Sponsorship</b>	Exclusive Sponsorship	price available on request
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<b>Insert in Congress Bags</b>	A4 Leaflet in Congress Bags	€ 5,000
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<b>Weblink</b>		€ 2,000
<b>Delegate Lounge</b>	Exclusive Sponsorship	Reserved
<b>Water Bottles for Delegates</b>	Exclusive Sponsorship	price available on request
<b>EHRA Social Evening</b>	Exclusive Sponsorship	€ 20,000
<b>City Map &amp; Attraction Guide</b>	Exclusive Sponsorship	prices available on request
<b>Abstract Book Advertisement</b>		
<i>Back Cover:</i>		€ 8,000
<i>Inside Front cover:</i>		€ 5,000
<i>Inside page:</i>		€ 3,000
<i>Exclusive sponsor package:</i>		Price available upon request

**Industry Welcome Desks** € 2,000

Industry are invited to rent Industry Welcome Desks, the perfect forum through which your company may take care of delegate registrations, client management and other important coordination and meeting point activity for your Industry /Invited Delegates. Located in the Registration area of the Congress centre each industry Welcome Desk will comprise a desk and chair for 2 persons.

## Section 4 – CONDITIONS OF PARTICIPATION

### General Conditions

The following conditions of participation refer to allocation of exhibition space by the Organiser to companies exhibiting at EUROPACE 2009 insofar as the contractual partners do not reach contrary agreements in writing.

### 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 organiser constitutes conclusion of the rental contract between the Exhibitor and secretariat of EHRA. A stand assignment and an invoice will be sent to the Exhibitor by 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.

### Admission to EUROPACE 2009

The exhibition is open to companies active in the pacing & cardiovascular healthcare arena and related fields. Marketing bureaux, consultants etc. can hire stand space in order to be able to conduct their research or provide their services. These activities are restricted to the rented stand space. They are not allowed to actively canvass for clients outside the space assigned.

### Renting Stand Space

The Organiser lets stand space in accordance with the compatibility of the items to be exhibited with the subject matter of the exhibition & congress in general. The minimum stand size is 9m<sup>2</sup>. For companies organising a Satellite Symposium, a stand of 9 m<sup>2</sup> or larger is mandatory.

The Organiser 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.

The Organiser 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. The Organiser accepts no responsibility for any damage, which may result from such changes.

### **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.
- The Organiser 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.

### **Subtenants and other represented companies**

Sharing the stand area with another company, regardless of whether this company is represented by its own exhibits and its own staff (subtenant) or only by its own exhibits (represented company), is not allowed, unless written approval is obtained from the Organiser. Transfer, even in part, of the rights and obligations arising from the rental contract to third parties is not permitted.

Vertically integrated organisations represented by more than one corporate / brand identifier on a single stand area should have a clear statement of corporate ownership on display at the stand. A written statement of such corporate affiliation should be forwarded to the organiser (epexhibition@escardio.org) in advance of the congress for approval.

### **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 and resulting fees. If later rebooked, stand rental fees will be in addition to cancellation charges.
- 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, the Organiser 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 our rules; as a consequence it will be dealt with as a breach of contract.

### **Acceptance of Products**

Each country has its own regulations. It is therefore advised that each participating Company should obtain advice on such regulations and restrictions as may affect their participation in EUROPACE 2009. The Organiser accepts no responsibility for any impact, financial or other, relating to legal complicity issues.

### **Reservations**

Given serious cause (e.g. industrial action, acts of God) the Organiser is entitled to postpone, to curtail the duration of, to close the exhibition (completely or in part) for any period, or even to cancel it. In the event of complete or partial postponement or curtailment, the contract is regarded as valid for a possible new date and new duration unless the Exhibitor protests in writing within a period of 2 weeks after notification of the alteration.

### **Exemption from Liability**

The Organiser 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 intent or gross negligence. This exemption from liability also applies if exhibits are seized and stored by the Organiser 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 Organiser. Furthermore the Organiser 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. The Organiser will not be responsible for the insurance of such items. The Organiser shall not be liable for any injury or damage howsoever caused to goods and/or persons in the building and/or on the adjacent sites.

### **Premature Termination of Rental Contract**

If after binding application and conclusion of the contract the Organiser should accept in exceptional cases to withdrawal from the contract, the Exhibitor is liable for the full amount of the stand rental including all surcharges. Should the Organiser succeed in otherwise disposing of the stand, it reserves the right to claim payment of part costs by the tenant withdrawing from the contract. A case of re-letting is not constituted if, for optical reasons, the area not used by the Exhibitor is allocated to another Exhibitor without EAE deriving further proceeds from re-letting the area previously occupied by the re-located company. A case of re-letting is also not constituted if there are still unoccupied stand areas available. EAE is entitled to

withdraw from or to revoke the rental contract, the conditions of participation or the supplementary regulations even after a reasonable period of grace. This also applies in the event that the conditions on which the contract was concluded do not apply or no longer apply, in particular if the Exhibitor has so altered his manufacturing programme that his products can no longer be classified in the industry for which he has rented stand space.

#### **Cancellations**

- Cancellations by Exhibitors should be made by letter addressed to the EHRA Secretariat. If a reservation is cancelled by the Exhibitor **before 31 January 2009**, the amount paid will be refunded less **50% of the total amount due**. If a reservation is cancelled by the Exhibitor **after 1 February 2009** no refund will be made, and **the total amount for the stand space is due**.
- Cancellations of any sponsorship & promotional options once the invoice has been raised will incur a 100% cancellation charge. Any queries in this regard to be directed to EPsponsorship@escardio.org

#### **Assignment of Space**

- Stands will be assigned to Exhibitors according to date & time at which a signed application form for stand space is received by the Organiser.
- Exhibit areas are open to selection in order that application forms are received however stand areas marked may only be reduced in size with the agreement of the Organiser.

#### **Enforcement of Rules**

Any exhibitor that is judged to have not followed these Guidelines may be refused the opportunity to exhibit at any future meetings organised on behalf of the EHRA or by its secretariat, the ESC.

#### **Supplementary Provisions**

Constituent parts of the rental contract take the form of the house regulations, the Guidelines for Industry Participation, the online resource area at <http://www.escehhibition.org/EUROPACE2009/default.aspx>, 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 EUROPACE 2009 is undisputed.

#### **Claims, Procedures, place of performance and jurisdiction**

All claims by the Exhibitor against the Organiser must be lodged in writing. These claims will lapse within 6 months from the closure of the EUROPACE 2009 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; the English text is authoritative.

Place of performance and jurisdiction is Grasse - France. The Organiser reserves the right, however, to bring its claims before the courts competent for the area where the Exhibitor has his registered office.

#### **Final Clause**

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

### **Section 5 – IMPORTANT DATES**

21 November 2008	Deadline for exhibition applications for EUROPACE 2009
31 January 2009	Cancellations before this date – 50% fee, after this date 100% fee
31 January 2009	Deadline for Satellite Symposium Application Form
27 February 2009	Deadline for sending complete programme of the Satellite Symposium
9 March 2009	Deadline for sending corrected Proofs of programme
30 March 2009	Deadlines for Sponsorship Application
27 March 2009	Send product and/or company description
6 April 2009	submit a detailed stand drawing to the Organiser
20 April 2009	Declare <i>stand activity</i> and <i>give away</i> items

18 May 2009

Order free exhibitor badges using the online form

8 June 2009

Stand services – order deadline before late order charge

### Exhibition Timetable

Friday 19 June	08:00 – 12:00 12:00 – 20:00	Exhibition <b>Build-up</b> (>75m <sup>2</sup> stand area only) Exhibition <b>Build-up</b> (>24m <sup>2</sup> stand area only)
Saturday 20 June	08:00 – 20:00	Exhibition <b>Build-up</b> (all stands)
Sunday 21 June	08:00 – 11:00 11.00 -12.00 12:00 – 18:00 13:00 -14:00	Exhibit <b>decoration only</b> Hall inspection by the ESC <b>Exhibition OPEN</b> Opening Cocktail in the Exhibition Hall
Monday 22 June	08:30 – 18:00	<b>Exhibition OPEN</b>
Tuesday 23 June	08:30 – 18:00	<b>Exhibition OPEN</b>
Wednesday 24 June	08:30 – 12:00 12:30 – 20:00	<b>Exhibition OPEN</b> <b>Exhibition Dismantling</b>
Thursday 25 June	08:00 – 20:00	<b>Exhibition Dismantling</b>

### **Future ESC Family of Congress:**

CCNAP	Dublin, Ireland	24 - 25 April 2009
EuroPRevent	Stockholm, Sweden	6 - 9 May 2009
ICNC9	Barcelona, Spain	10 -13 May 2009
Heart Failure 2009	Nice, France	30 May - 2 June 2009
EUROPACE 2009	Berlin, Germany	21 - 24 June 2009
ESC Congress 2009	Barcelona, Spain	29 August - 2 September 2009

### Registered branches of the European Society of Cardiology (ESC)

- The European Heart Rhythm Association (EHRA)
- The European Association of Echocardiography (EAE)
- The Heart Failure Association (HFA)
- The European Association on Cardiovascular Prevention and Rehabilitation (EACPR)