



# EUROPACE 2009



## **UPDATE MESSAGE**

Dear Exhibitor,

This Update contains important logistical information concerning EUROPACE 2009.

On this note, 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.esceexhibition.org/EUROPACE2009/default.aspx>



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## **UPDATE MESSAGE**

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## **UPDATE MESSAGE**

### **1. Sponsorship Opportunities**

For consultancy on how to promote your Satellite, mini-Satellite, Pace place or other congress activity at EUROPACE 2009, contact:

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



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## **UPDATE MESSAGE**

### **2. Access**

EUROPACE 2009 will be held in the ICC Berlin.

**For more details, please see the Access plan on:**

**<http://www.escehhibition.org/EUROPACE2009/ESC%20Items/Access%20Plan%20to%20the%20Venue.pdf>**

The exhibition is situated on level 2 of the ICC Berlin.

### **Parking**

Trucks: There is one large public truck parking area (P12 - red circle in the plan), but this one is for all trucks and no tickets can be ordered or space reserved.

**<http://www.escehhibition.org/EUROPACE2009/ESC%20Items/Truck%20Parking%20Access%20Plan.pdf>**

Cars : We suggest you to use the car park at the south entrance of the ICC (position, see plan; 7,50 EUR/Day). There are also several parking area for free also marked in the plan ("P"):

**<http://www.escehhibition.org/EUROPACE2009/ESC%20Items/Car%20Park%20Access%20Plan.pdf>**



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## **UPDATE MESSAGE**

### **3. Build up and Break Down**

Cars and fork lifts 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. Access to the exhibition floor is via a loading lift managed by the ICC Berlin, according to the build up timetable below:

### **Build Up Timetable**

<b>Friday 19 June:</b>	<b>08.00 – 12.00 Build-up (<math>\geq 75</math> m<sup>2</sup> stand area only)</b> <b>12.00 – 20.00 Build-up (<math>\geq 24</math> m<sup>2</sup> stand area only)</b>
<b>Saturday 20 June:</b>	<b>08.00 – 20.00 Build-up (all stands)</b>
<b>Sunday 21 June:</b>	<b>08.00-11.00 Decoration only (All stands)</b> <b>11.00-12.00 Inspection by the ESC</b>



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## UPDATE MESSAGE

### **Break Down Timetable**

**Wednesday 24 June: 13.00 – 20.00 Dismantling**

**Thursday 25 June: 08.00 – 20.00 Dismantling**

### **IMPORTANT:**

**NO DISMANTLING BEFORE 13:00 WEDNESDAY 24 JUNE.**

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



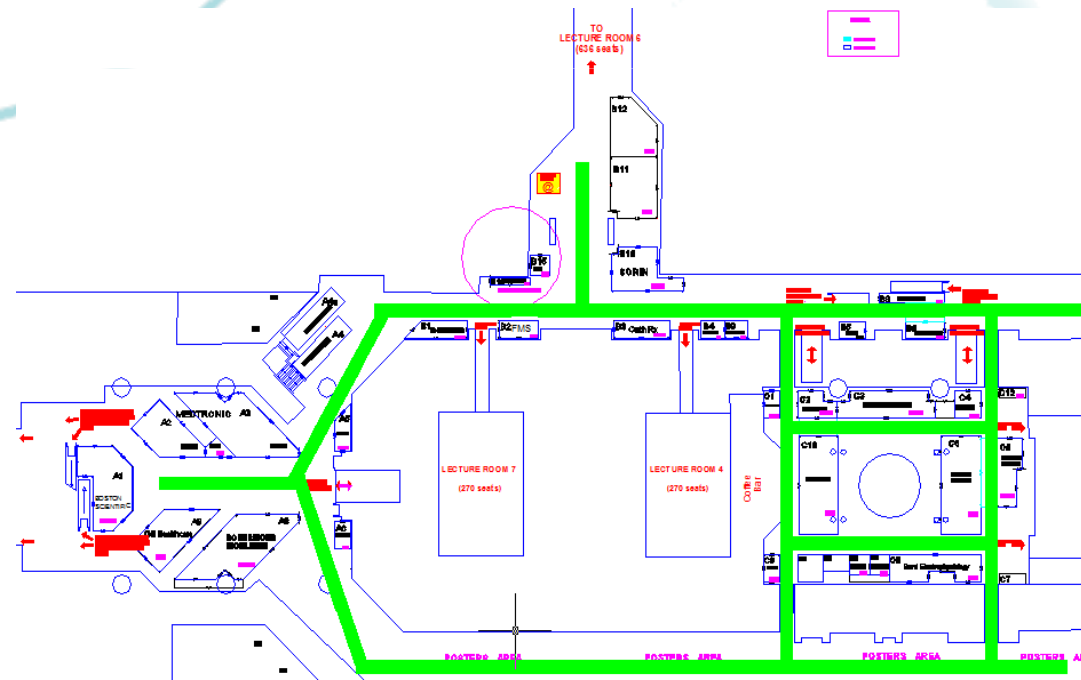
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## UPDATE MESSAGE

### **Freight Free Aisles**

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





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## **UPDATE MESSAGE**

### **4. Security**

The Organisers provide General Surveillance only within the Exhibition area. Note that delegates will be able to walk in the Exhibition area during closed hours – it is important that each exhibitor secures their stand against the risk of theft. The Organisers will accept no responsibility for loss or theft from stands.

Please find below the Security Guards order form:

<http://www.escexhibition.org/EUROPACE2009/Stand%20Services%20Download%20Area/Security%20Order%20Form.pdf>





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## UPDATE MESSAGE

### **5. Delivery Address and Storage**

**FAIREXX** arrange all storage and forwarding for EUROPACE 2009.

Official contact:

**Stefan Grunwaldt**

**Tel /Fax: +49 30 44 03 47 79**

**e-mail: [stefan.grunwaldt@fairexx.com](mailto:stefan.grunwaldt@fairexx.com)**



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## **UPDATE MESSAGE**

### **Airfreight:**

Your shipments should arrive at Berlin-Tegel airport (TXL) no later than 5 working days before desired delivery to booth

Consignee Address:           FAIREXX –  
Logistics for Exhibitions GmbH  
Marienstrasse 28  
12207 Berlin / Germany  
Tel./Fax : +49-30- 44 03 47 79

To ensure that reception of your shipment is managed please notify :  
**EUROPACE 2009 / Exhibitor Name/ Hall / Stand Number**



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## **UPDATE MESSAGE**

### **Groupage Shipment (Warehouse address):**

Your road freight should arrive at our agent's onsite warehouse not later than :3 working days before desired delivery to booth to the address as follows :

Warehouse address:           FAIREXX Logistics for Exhibitions GmbH  
c/o Agility Logistics GmbH/ Fairs & Events  
Jaffee/Harbigstrasse  
14055 Berlin / Germany  
Tel./Fax : +49-30-44 03 47 79

To ensure that reception of your shipment is managed please notify :  
**EUROPACE 2009 / Exhibitor Name/ Hall / Stand Number**



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## **UPDATE MESSAGE**

### **Full and half trailer loads (Fairground Address):**

Your shipment should arrive at ICC – Berlin (Messe Berlin), in accordance with the official Build-Up Dates and Times.

Venue address:

ICC - Berlin  
c/o FAIREXX Logistics for Exhibitions GmbH  
Neue Kantstrasse 1  
14057 Berlin / Germany

To ensure that reception of your shipment is managed please notify :  
**EUROPACE 2009 / Exhibitor Name/ Hall / Stand Number**



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## **UPDATE MESSAGE**

### **6. Stand service orders: Deadline 2 weeks before the event**

All the order forms below are available to the following link:

<http://www.esceexhibition.org/EUROPACE2009/default.aspx>

If you should require more details, contact:

**MB Capital Services GmbH**

**Mr Sven Romann**

**Phone: +49 (0)30 30 6720 162**

**Fax: +49 (0) 30 30 6720 59**

**Email: [romann@mb-capital-services.de](mailto:romann@mb-capital-services.de)**



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## **UPDATE MESSAGE**

### **7. Exhibition Opening Hours**

Sunday 21 June: 12.00-18.00 Exhibition open  
13.00-14.00 Opening Cocktail in the Exhibition Hall  
Monday 22 June: 08.30-18.00 Exhibition open  
Tuesday 23 June: 08.30-18.00 Exhibition open  
Wednesday 24 June: 08.30-12.00 Exhibition open



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## **UPDATE MESSAGE**

### **8. Exhibitors Registration and Badge Readers**

The Exhibitors Registration Desk is situated inside the registration area close to the entrance.

The following services will be available:

- Collection of Work Passes (Also available from FAIREXX team)
- Collection of pre-ordered exhibitors' badges
- Preparation and purchase of additional exhibitor badges
- Distribution of "Green Stickers" enabling fully registered participants to access the exhibition area outside official opening hours
- Please note that employees of exhibiting companies will only gain access to the stand if they have an Exhibitor Badge. You should therefore not arrange to distribute exhibitor badges from the stand – make sure that everyone is aware of this restriction, as exceptions will not be made.

**NO BADGE = NO ACCESS TO EXHIBIT AREA**



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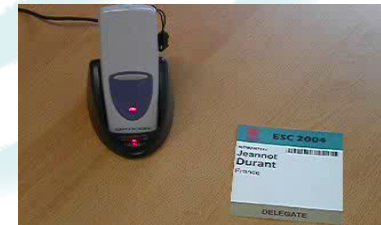
### **Badge Readers**

Recording a prospective customer's information can be done by using the EUROPACE 2009 Badge Reader.

For more information please download the following information form:  
<http://www.escexhibition.org/EUROPACE2009/Badge%20Readers%20Document%20Library/Badge%20Reader%20Information%20Form.pdf>

The order form is available below: (You can also order it on site in the Exhibition Services desk in the registration Area).

<http://www.escexhibition.org/EUROPACE2009/Badge%20Readers%20Document%20Library/Badge%20Reader%20Order%20Form.pdf>







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## **UPDATE MESSAGE**

### **Exhibitors Registration Opening Hours**

Friday 19 June: 08.00-18.00  
Saturday 20 June: 08.00-18.00  
Sunday 21 June: 08.00-18.00  
Monday 22 June: 07.30-18.00  
Tuesday 23 June: 07.30-18.00  
Wednesday 24 June: 07.30-12.00

### **Exhibitors Badge Orders – Deadline: Monday 18 May 2009**

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.esceexhibition.org/EUROPACE2009/default.aspx>



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## **UPDATE MESSAGE**

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

#### **Stand Drawings and Designs**

Each stand design needs to be approved by the ESC and the ICC Berlin.

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.essexhibition.org/EUROPACE2009/default.aspx> and send it back to us **before Monday 20 April**.



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## **UPDATE MESSAGE**

### **10. Insurance**

According to our Guidelines all exhibition goods and packaging materials shall be insured at the expense and risk of the Exhibitor.

On this note, we would suggest you send us a copy of this insurance or provide proof of adequate cover on site.



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## **UPDATE MESSAGE**

### **11. Important Reminders**

**The Exhibitor's Debrief will be held on Tuesday 23 June at 16.30 in the Press Conference Room.**

#### **Payment**

Please remember 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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## **UPDATE MESSAGE**

### **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:

**Capital Catering GmbH**

**Mr. Oliver Paluch**

**Tel.: +49-30-3038-2993**

**Fax.: +49-30-3038-1952**

**E-Mail: [cateringservice@capital-catering.de](mailto:cateringservice@capital-catering.de)**

### **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.



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## **UPDATE MESSAGE**

### **12. Future ESC Congresses**

ESC Barcelona 2009	29 Aug. -2 September 2009 – Barcelona, Spain
EUROECHO 2009	9-12 December 2009 – Madrid, Spain
EUROPACE 2011	36-29 June 2011- Madrid, Spain

If you have any questions about the Exhibition at EUROPACE 2009, please contact:

[EPexhibition@escardio.org](mailto:EPexhibition@escardio.org) or +33 492 94 35 10.

We look forward to welcoming you to a successful event in Berlin.