

EUROPACE EHRA 2013

THE MEETING OF THE EUROPEAN HEART RHYTHM ASSOCIATION (EHRA)

GUIDELINES for Industry Participation

ATHENS
GREECE
23-26 JUNE

SCIENCE

NETWORK

HEART

e-CARDIOLOGY

PATIENT

RESEARCH

TECHNOLOGY

EDUCATION

With the ESC Working Groups
on Cardiac Cellular Electrophysiology
and e-Cardiology

EXPERTISE

www.escardio.org/EHRA

Organised in collaboration with



e-Cardiology
ESC Working Group

Cardiac Cellular
Electrophysiology
ESC Working Group



Your Contacts

Addresses/ Contact Details

For General Information please contact:

EHRA EUROPACE 2013 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: Europaceexhibition@escardio.org	Exhibition information
Sponsorship@escardio.org	Sponsorship information
EPhotel@escardio.org	Hotel information
EPregistration@escardio.org	Registration information
EPscientific@escardio.org	Abstract and Scientific information
Europacesatellite@escardio.org	Industry Sponsored Sessions
Roomservices@escardio.org	Room Rental information
europace@escardio.org	General information

Important Dates

5 November 2012	Deadline for Industry Sponsored Sessions applications
25 November 2012	Deadline for Exhibition applications
18 March 2013	Deadline for exhibitors to send their Company and Product Description
1 April 2013	Deadline for exhibitors to submit their Stand Design
29 April 2013	Deadline for exhibitors for ordering the Badge Lead Management System
13 May 2013	Deadline for exhibitors for declaring Giveaway and Stand Activity
22 May 2013	Deadline for exhibitors to order Exhibitor Badges
22 May 2013	Stand Services Order Deadline

Dear Friends and Colleagues,

In June 2013 the lovely city of Athens will host EHRA EUROPACE 2013, the seventeenth edition of the official Meeting of the European Heart Rhythm Association (EHRA). EHRA EUROPACE is an established, international conference attracting key opinion leaders, well-recognised scientists, physicians, allied professionals and industry, who all enjoy scientific exchange of the highest level in an informal atmosphere. A record-breaking 5560 participants attended our last meeting. The steadily growing international attendance confirms the relevance of EHRA EUROPACE within the worldwide scientific community.

For the first time in its history, EHRA EUROPACE 2013 will be jointly conducted by EHRA and a very prominent Working Group of the European Society of Cardiology (ESC), the WG on Cardiac Cellular Electrophysiology. This unique partnership emphasises the multidisciplinary and translational approach in modern electrophysiology, in the diagnosis and therapy of arrhythmias and conduction disturbance.

A great deal of energy and enthusiasm has already gone into the preparation of what promises to be an outstanding scientific programme; we are committed to providing you with a richer experience at every event.

Last but not least Athens, a pearl of the Mediterranean Sea in the South of Europe, is the ideal venue for a congress with our profile and scope. I am sure that the city's wealth of historical, cultural and social attractions will draw your attention and will fascinate you.

Join us and you will learn why EHRA EUROPACE is a leading international event in the electrophysiological community.

I am looking forward to meeting you in Athens in 2013,



Professor Angelo Auricchio MD, PhD
EHRA President, 2011-2013

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Section 1 – General Information

1.1 Venue

Metropolitan Expo
Athens International Airport
« Eleftherios Venizelos »
19019 Spata, Greece
PO Box 80072
Email: info@metropolitanexpo.gr

1.2 Terminology

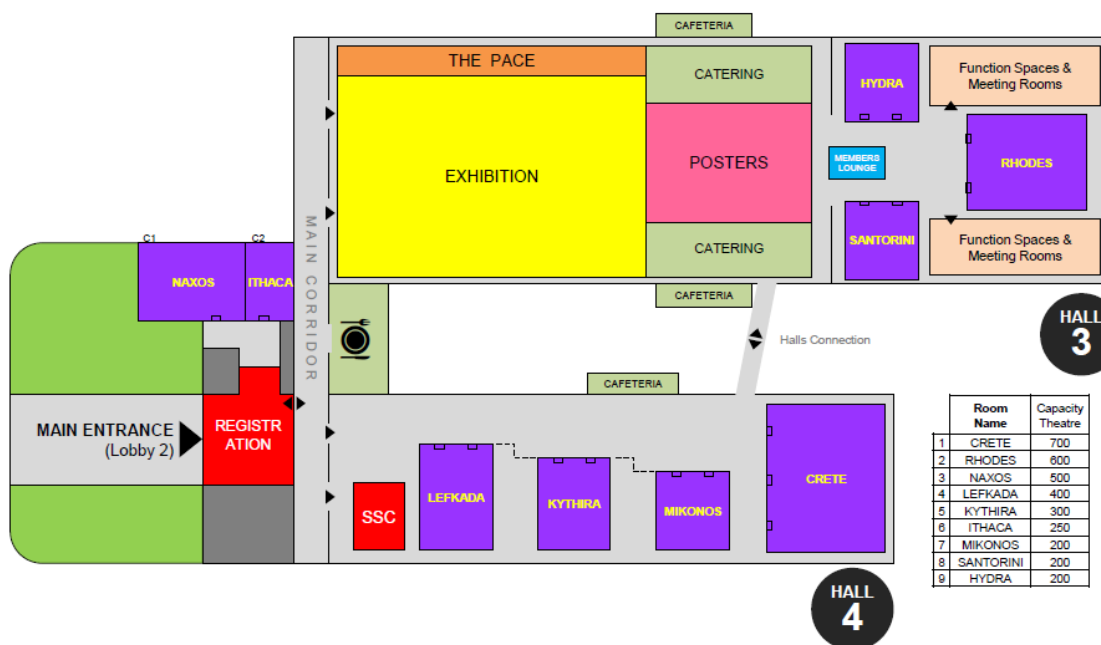
This guide has been written by the Organiser. A successful application made by a company wishing to participate in the congress will imply an acceptance of the requirements contained in these Guidelines. For the sake of brevity, the following terms are used in these Guidelines:

- City:** Athens
- Building:** Metropolitan Expo
Athens International Airport
« Eleftherios Venizelos »
19019 Spata, Greece
PO Box 80072
Email: info@metropolitanexpo.gr
- 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 Society of Cardiology (ESC)
- EHRA EUROPACE 2013:** The Meeting of the European Heart Rhythm Association

1.3 Building Overview

EHRA EUROPACE 2013
23-26 June 2012, Athens

Congress Layout



1.4 Congress dates: 23 – 26 June 2013



1.5 Language

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

Section 2 – Exhibition

2.1 Exhibition General Information

2.1.1 Exhibition Contacts

For general information on exhibition, please contact:

European Society of Cardiology
2035, Route des Colles - Les Templiers
B.P. 179
F-06903 SOPHIA ANTIPOLIS CEDEX - France
Tel: +33 (0)4 92 94 35 14 - Fax: +33 (0)4 92 94 76 26
Email: Europaceexhibition@escardio.org
Web Site: <http://www.esceexhibition.org/europace2013/default.aspx>

For information regarding the Building or to plan a site visit, please contact:

ATHENS METROPOLITAN EXPO S.A.,
Mr. Petros Panias & Mr. Kostas Dritsas
Athens International Airport "Eleftherios Venizelos"
P.O. Box 80072,
190 16 Spata - Greece
Tel: +30 210 354 2900 – Fax: (+30)2103542910
E-mail: ppanias@metropolitanexpo.gr, kdritsas@metropolitanexpo.gr
Web Site: <http://www.metropolitanexpo.gr/index.php?l=2>



For information regarding:

- Technical aspects of the exhibition such as extra order for stand equipment or personalised stand requests
- Requests for furniture, plants/flowers, electricity, carpet/flooring, fascia, A/V equipment, telecommunications,
- Order of Shell Scheme Stands – Stand Package
- Request for staff on the stands - hostesses/security guards

Please contact:

EXPOWORK S.A.
Integrated Exhibition & Congress Systems
EXPOWORK Customer Technical Service
METROPOLITAN EXPO- T.K./P.C. 19019 - T.Θ./P.O. BOX 80048
Tel: +30 210 354 2990 - Fax: +30 210 354 2998
E-mail: sales@expowork.gr



For catering information, please contact:

DILL S.A. (ARIA GEFSEON)
Mr. George Sarlos
Harilaou Trikoupi 85A,
P.C.145 63, Kifisia,
Athens - Greece
Tel: +30 210 623 3456 or +30 210 965 6388 - Fax: +30 210 623 1421
E-mail: sales@aria.gr
Catering order for is available on: <http://www.esceexhibition.org/europace2013/default.aspx>

Find all **relevant information, documentation, guidelines and orders forms** on the ESC Exhibitors and Industry Partners Web Site: www.esceexhibition.org/europace2013 such as:

- Important announcements for industry participation
- An electronic version of these Guidelines
- Technical aspects of the exhibition such as floor plan and extra orders for stand equipment, shell scheme stands or personalised stand requests.
- Order forms for furniture, plants/flowers, electricity, carpet/flooring, fascia, A/V equipment, telecommunications, hostesses, security, catering, etc.

We recommend you visit www.esceexhibition.org/europace2013 regularly to complete order forms in due dates and learn about the latest announcements



2.1.2 Exhibition Dates

Thursday 20 June	08:00 – 12:00 12:00 – 23:00	Exhibition Build-up (>120m ² stand area only) Exhibition Build-up (>70m ² stand area only)
Friday 21 June	08:00 – 12:00 12:00 – 23:00	Exhibition Build-up (>25m ² stand area only) Exhibition Build-up (all stands)
Saturday 22 June	08:00 – 15:00 15:00 – 20:00	Exhibition Build-up (all stands) Exhibit decoration only
Sunday 23 June	08:30 – 12:00	Exhibition CLOSED – ESC inspection and staff briefings can be held on the stands
	12:00 – 19:30 18:30 – 19:30	Exhibition OPEN Opening reception in the Exhibition Hall
Monday 24 June	08:30 – 18:00	Exhibition OPEN
Tuesday 25 June	08:30 – 18:00	Exhibition OPEN
Wednesday 26 June	08:30 – 12:30 12:30 – 15:00 15:00 – 23:00	Exhibition OPEN Exhibition CLOSED Exhibition Dismantling
Thursday 27 June	08:00 – 20:00	Exhibition Dismantling

IMPORTANT:

An access schedule for delivery will be established by the official forwarder and lifter, Fairexx. This schedule should be respected and each exhibitor must adhere to their delivery slot.

On Saturday 22 June the hall will be open for construction until 15:00. All constructions must be completed imperatively by 15:00. From 15:00 to 20:00 only decoration of the stands will be allowed.

From 18:00 empty cases will be removed from the aisles which must be kept clear for the cleaning and carpeting.

Staff briefings can be held on stands on Saturday afternoon.

For Exhibitors requesting stands from the local stand supplier, EXPOWORK, the stand will be ready to decorate from Friday 21 June.

NO DISMANTLING BEFORE 15:00, Wednesday 26 June.

From 12:30 – 15:00, exhibitors can start packing light articles only. The aisles should remain clean and stands presentable as delegates will pass through the exhibition until 14:30.

Empty crates will be delivered by Fairexx from 15:00.

Exhibitors who have ordered a shell scheme stand should remove all personal items from the stand by Wednesday 18:00. All remaining material will be considered as rubbish and removed by the Organiser at the exhibitor's expense.

Outside the exhibition opening hours, delegates will walk to lecture rooms and the poster area through the Exhibition. Exhibitors should therefore take all reasonable precautions to protect valuables. Security guards may be hired to protect valuables (order form available on-line in the Technical Services Brochure)

2.1.3 Exhibition Time Schedule

- Stand construction should be finished on **Saturday 22 June, 15:00**.
- All packing material that is to be retained (e.g. for re-use) should be cleared from the Exhibition Hall on **Saturday 22 June, 20:00. After this time any materials left in the aisles will be cleared by the organisers and destroyed. The Organiser accepts no liability for packing materials not removed in due time.**
- Stand personnel can access the exhibition 1 hour before the opening from Monday 24 June with an exhibitor badge.
- The EHRA EUROPACE 2013 Secretariat will have an office (ORGANISERS OFFICE) in the Building from Thursday 20 June until Wednesday 26 June.

2.1.4 Working Passes and Exhibitor Badges

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. Working Passes will be given out by the EHRA EUROPACE 2013 official forwarder and lifter, FAIREXX at the lorry unloading area during stand construction and dismantling timeslot at the Exhibitor Registration desk. 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.

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.

Exhibitor Badges Allocation: The number of badges depends on the size of the stand:



Stand size between:	General Exhibitor Badges	Scientific Exhibitor Badges
9 and 49 m ²	10	10
50 and 99 m ²	18	18
100+ m ²	25	25

Exhibitor badges are reserved for staff working directly in the organisation and management of exhibits, industry sponsored sessions and sponsored activities.

General Exhibitor Badges do not give access to EHRA EUROPACE 2013 Scientific Sessions. Scientific Exhibitor Badges enable the bearer to access the Scientific Sessions of EHRA EUROPACE; however do not give access to a congress bag, a certificate of attendance and do not include a journal subscription to EP EUROPACE Journal for 2014

Exhibitor Badges must be ordered before **22 May 2013** using the exhibitor badge order form available on: <http://www.escehhibition.org/EUROPACE2013/exhibition/default.aspx>

For more information contact the registration team: EPregistration@escardio.org

Additional Exhibitor Badges:

If the number of free Exhibitor badges is insufficient, only General Exhibitor Badges may be purchased at a price of **€100.00** per badge **plus VAT if applicable. It is not possible to purchase additional Scientific Exhibitor Badges.**

2.1.5 Product Description

All Exhibitors will be listed in the Final Programme, Mobile Application and Web Site together with a short description of the products exhibited (maximum 100 words). All Exhibitors should submit the Product Description's e-form available on www.escehhibition.org/EUROPACE2013 before **18 March 2013**.

Please note that we cannot guarantee the inclusion of your description in the Final Programme if received after this deadline.

2.1.6 Surveillance & Security

- The Organiser undertakes the general surveillance service of the building, both day and night.
- Exhibitors are responsible for the surveillance of their stand and exhibits.
- We recommend exhibitors pay closer attention to their exhibits during the stand construction and dismantling periods.
- We strongly urge exhibitors to secure their stand against theft or damage. Valuable objects, which may be easily removed, should be locked away during the night or whenever the stand is left unattended.
- The Organiser accepts no responsibility for goods stolen from exhibits.
- Security service can be ordered through EXPOWORK, order form available on-line in the Technical Services Brochure: www.escehibition.org/EUROPACE2013
- The Organiser may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of EHRA EUROPACE 2013, or who refuses to comply with the local safety rules.

2.1.7 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.

2.1.8 Shipping Information

Official Forwarder and Lifter for EHRA EUROPACE 2013:

Fairexx Logistics for Exhibitions GmbH

Contact: Mr. Stefan Grunwaldt

Tel: +49 304 403 4713

Fax: +49 304 403 4779

Email: stefan.grunwaldt@fairexx.com

On-site contact: Stefan Grunwaldt - Tel: +49 173 212 9410



Shipment from outside the European Union (customs clearance required)

Greek customs procedures require a deadline for arrival of 14 days prior the delivery date. Therefore it is strongly advised to make use of the Fairexx transit option via their facilities in Munich -Germany.

Shipment from outside the European Union should arrive at the below address before **10 June 2013**

Fairexx Logistics for Exhibitions GmbH

c/o MULTILOGISTICS GmbH

Modul D/3rd Floor

Suedallee – Cargoterminal

85356 Munich Airport – Germany

Notify: EHRA EUROPACE 2013/ Exhibitors Name/ Stand Number – Hall 3

Send to Fairexx a pre-advice by fax or by email to

Fax: +49 304 403 4779

Email: stefan.grunwaldt@fairexx.com

Check the required documents required for customs clearance for Non- European Union shipments on the Fairexx Manual available online:

<http://www.escehibition.org/EUROPACE2013/exhibition/default.aspx>

Shipment from European Union (no customs clearance required)

Shipment from European Union should arrive at the below address before **12 June 2013**

Fairexx Logistics for Exhibitions GmbH

Kesselbodenstrasse 34

85391 Allershausen

Germany

Notify: EHRA EUROPACE 2013/ Exhibitors Name/ Stand Number – Hall 3

Send to Fairexx a pre-advice by fax or by email to

Fax: +49 304 403 4779

Email: stefan.grunwaldt@fairexx.com

Airfreight

Your airfreight shipments should arrive at Munich International Airport (MUC) no later than **10 June 2013**.

See consignee address below.

Fairexx Logistics for Exhibitions GmbH

c/o MULTIOLOGISTICS GmbH

Modul D / 3rd Floor

Suedallee – Cargoterminal

85356 Munich Airport – Germany

Notify: EHRA EUROPACE 2013/ Exhibitors Name/ Stand Number – Hall 3

Send to Fairexx a pre-advice by fax or by email to

Fax: +49 304 403 4779

Email: stefan.grunwaldt@fairexx.com

Send your shipments prepaid, on own Masterairwaybill, consigned to above mentioned address. 3 original invoices and packing list should be attached to the Airwaybill

Seafreight shipments

For Seafreight shipment contact Fairexx

Full /Half Trailer Loads

Full/Half Trailer Loads should arrive directly at the METROPOLITAN EXPO in accordance with the official build-up dates and timeslots that should be booked from Fairexx. The time slot form is available on-line: <http://www.escexhibition.org/EUROPACE2013/exhibition/default.aspx>

All vehicles must arrive at the following address:

Fairexx Logistics for Exhibitions GmbH

c/o Athens the METROPOLITAN EXPO S.A.

Athens International Airport "Eleftherios Venizelos" – North Entrance

19019 Spata - Greece

Notify: EHRA EUROPACE 2013/ Exhibitors Name/ Stand Number – Hall 3

For deliveries of semi & full loads during the build up, make sure you send back the timeslot request form available on our web site to Fairexx to let them schedule your trucks.

Within the limits of the METROPOLITAN EXPO, FAIREXX (official freight forwarder) and its agents act with the authority of the ESC on its behalf in matters concerning vehicle, logistics, security, freight forwarding, freight lifting and storage of goods. If the Exhibitor requires that parcels be delivered to their booth or be return to their truck, the Official freight forwarders, Fairexx, can assist in this regard. For more information please consult the Fairexx Shipping Manual available on: www.escexhibition.org/europace2013/default.aspx

2.1.9 Goods Entrance

All materials for the Exhibition Hall should be unloaded on both sides of Hall 3 of the METROPOLITAN EXPO. Please refer to access plan available on <http://www.escexhibition.org/EUROPACE2013/default.aspx>

2.1.10 Traffic Control

Please instruct your drivers to wait at the entrance of the loading area. Once registered with Fairexx, unloading may proceed according to the access schedule. A waiting period should be expected. Always park your vehicle in the allotted space. Note that parking is not allowed in front of doors or on ramps. Information about truck and car parking is available on: www.escexhibition.org/europace2013/default.aspx

2.1.11 Transport Regulations / Handling

The mechanical lifting and carrying of goods within the hall can only be carried out by the Official Forwarder and Lifter: Fairexx GmbH. It is prohibited to drive motorised vehicles (including forklifts) into the building. Fairexx will advise industry representatives on the mechanical lifting and carrying of goods in their quotation.

During the exhibition opening hours, from Sunday 23 June 12:00 to Wednesday 26 June 12:30, only light articles may be taken in the exhibition hall, pallet trucks may not be used.

Do not place anything in the aisles outside the stand. If you do, you will block the passageway for other transport. Fairexx has the right to store all packaging that is left in the aisles after 18:00 on Saturday 22 June.

2.1.12 Storage

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

2.1.13 Customs Information / Taxes & Duties

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

2.1.14 Catering

DILL S.A. (ARIA GEFSEON) official caterer, has the exclusive right to serve food and beverages within the exhibition area. Prior permission shall be obtained from ESC for any distribution of food and beverage samples. The official caterer services must make sure that the rules and regulations laid down by the Greek authorities are observed. However, Exhibitors are allowed to establish serving areas at their stand, but only after approval by ESC and according to specifications laid down by the official caterer services.

Exhibitors are allowed to hand out food and beverage samples of their own products under the condition that the Greek food regulations are observed. Under no circumstances will the exhibitors be allowed to sell food or beverages from their stand.

All food & drink offered in the exhibition must be arranged via the official caterer.

Orders should be made via the catering order form available on:

www.escexhibition.org/europace2013/default.aspx

2.1.15 Stand Activities, Hospitality and Publicity

Please inform the ESC of your planned Stand Activity and Giveaways by sending the Stand Activity form available www.escexhibition.org/europace2013/default.aspx before **13 May 2013**. Please note that stand activities should adhere to the following rules:

I) 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 EHRA EUROPACE 2013. Failure to do so may result in the exhibitors being obliged, at their own expense, to discontinue any such activity on-site.

II) Companies wishing to arrange or sponsor sessions are invited to arrange an industry sponsored session, as detailed elsewhere in these Industry Guidelines. Exhibit space is intended to display scientific information on products and/or services; therefore, positioning auditoria on stand areas is not permitted.

This does not exclude companies from giving product based presentations, but the area set aside for an audience should not resemble a theatre – therefore for stands more than 20m², no more than twenty seats should be provided and this area should not be covered. It should be positioned well within the stand area (not less than three metres from the stand perimeter) and should be submitted in the stand drawing/stand design to the ESC exhibition team for approval. For stand less than 20m², the area set for an audience should be shown in the stand drawing and submitted to the ESC Exhibition department for approval.

The focus of presentations should be product-related information and not on the presenters themselves. Celebrated or costumed presenters may be employed as long as they are not central to the presentation or its publicity. Where Key Opinion Leaders (KOLs) are employed as presenters, their presence should be discrete and not publicly advertised. In addition, the nature of the presentation should be informal and in no way resemble any official session format, industry sponsored sessions or EHRA EUROPACE 2013 programme.

All such activities require the prior approval of the ESC.

III) Use of acoustic equipment, as well as audiovisual shows (projection of films and slides) of any kind by the exhibitor require authorisation by the Organiser and must be presented in writing. The noise level of musical shows must not exceed 60 dBA. Repeated non-observance of these regulations can result in the electricity to the exhibitor's stand being cut off, irrespective of the resulting loss in supply to the stand. The exhibitor cannot claim compensation for damages arising directly or indirectly from the interruption to the electricity supply. The burden of proof that the regulations were observed lies with the exhibitor.

IV) All audio-visual activities require the written permission of the ESC exhibition team, if you intend to organise any audio-visual activity please send a copy to the ESC Exhibition department for approval.

Please keep in mind that this activity:

- Should be focused on the product/service or findings/characteristics related to the product/service being exhibited
- Should not be the main activity on the stand
- Noise levels should be kept down to not disturb neighbouring stands
- There must be no queuing in the aisles

We recommend that you inform your neighbours of the nature and frequency of the music/sound you intend to produce. In the event of complaints, either from the management or from neighbouring stands the volume must be reduced or turned off completely. The activity will be stopped on site if judged inappropriate.

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 by the ESC exhibition department. Participation can be 'rewarded' with a prize. However, the prize should be offered and the same for all. 'Drawing winners' is not allowed. Maximum retail value should be €10 and the item should have a scientific value.

VI) Notwithstanding the legal responsibilities of each Exhibitor at his own stand, the ESC policy accepts that small giveaways are distributed (maximum retail value €5) for example badges, T-shirts, pens.

Giveaways can only be distributed inside the stand. The distribution of giveaways should be low profile and should in no way overshadow the main activity of the stand. Please inform the ESC exhibition of your planned Stand Activity and Giveaways by sending the Stand Activity form. All such giveaways must have the written approval of the ESC exhibition team.

VII) Distribution or display of material printed by industry or its agents is limited to the area rented by the Exhibitor in the exhibition. The placement of both signs and billboards must also be limited to the area rented by the Exhibitor in the exhibition area. Printed material should respect the norms of decency at a healthcare congress – explicit images of naked or partially clothed models should not be distributed within the congress venue.

VIII) "Special effect" lights, laser, sound & video projection on the stand will be allowed with written permission of the ESC.

IX) Exhibitors are not allowed:

- To use names or trademarks which may be misleading or cause hindrance to the Exhibitors at the other stands or to visitors at EHRA EUROPACE 2013.
- Barring exemption applied for and granted, to sell goods against surrender of the purchased items or to receive money in any way for goods sold or offered for sale or for services rendered. Such activities require the prior approval of the ESC.
- To affix sold-tags to goods on display.
- To remove exhibits from the stand, to add exhibits to the stand or to cover (parts of) exhibits on the stand. Nor should stands be dismantled or removed prior to the end of the event.

X) The site assigned to the Exhibitor shall be staffed at the beginning of the exhibition (Sunday 23 June 2013, 12:00), 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 a competent representative is present on the exhibit at all times.

XI) The use of the names of the European Society of Cardiology (ESC), European Heart Rhythm Association (EHRA), EHRA EUROPACE 2013, 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 from the Organiser. Exhibitors may use the Congress graphic where approval has been granted by the ESC. Exhibitors or their agencies are not allowed to reproduce texts, drawings or graphics that have been specially produced by the ESC for use in publications such as the Final Programme or the Abstract CD ROM.

XII) None of the exhibits may be photographed or filmed without the permission of the relevant Exhibitor. The ESC 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. The Exhibitor is entitled to photograph or film his own exhibition stand during exhibition hours.

XIII) 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 EHRA EUROPACE 2013, the congress itself or for two days immediately after EHRA EUROPACE 2013 (i.e. 21/06/2013 – 28/06/2013). Should a company wish to plan any such events then it is advised to consult the Organiser in due time.

2.1.16 Miscellaneous

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.

Access

The Congress is only accessible to certified healthcare professionals, associated press, industry representatives and other stakeholders in the science, management and prevention of cardiovascular disease. Children are not allowed access to the EHRA EUROPACE 2013 congress.

2.2 Technical Guidelines for Exhibitors

Important Notice:

All Exhibitors must submit a detailed stand drawing to the Organiser before 1 April 2013. Without the written approval of the Organiser no stand can be built. If a company wishes to hire a stand system from the local service provider, EXPOWORK, the ESC Exhibition department should be informed.

2.2.1 Exhibition Location

The exhibition at EHRA EUROPACE 2013 in the METROPOLITAN EXPO – Exhibition Centre Athens in Hall 3.

- Gross area dedicated to exhibits approximately 4 500m²
- The ceiling height is 7m
- Carpeting colour within aisles is mid-grey (unless laid by an exhibitor)
- Load capacity: The maximum permissible load on the floors of the Building is approximately 10 Tonnes per square meter
- Electricity, water, waste & telecoms delivered by service ducts at floor level (according to Services Duct Floor Plan available on-line:
<http://www.escehhibition.org/EUROPACE2013/exhibition/default.aspx>)
- Loading doors & rollers:
Between Hall 3 and Hall 4: Doors 3.1, 3.5 (double leaf doors – each leaf 2m high & 2m width) and Roller 3.3 (5.80m high & 5m width)
Between Hall 2 and Hall 3: Doors 3.4, 3.8 (double leaf doors – each leaf 2m high & 2m width) and Roller 3.6 (5.80m high & 5m width)

2.2.2 General Exhibition Information with pricing and minimum stand space requirements

The price of 'SPACE ONLY' is €500 per m² plus VAT. A reduced rate of €350 per m² plus VAT is offered to publishers, booksellers and journals. Minimum stand size is 9 m².

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 system are urged to use the services of our local supplier. See Order Form in our web site:

<http://www.escehhibition.org/EUROPACE2013/exhibition/default.aspx>

2.2.3 Detailed Stand Construction Guidelines

Overview information for stand construction

Important Notice: All exhibitors must submit a detailed stand drawing to the ESC Exhibitions Team (Europaceexhibition@escardio.org) before **1 April 2013**. Construction of any stand is prohibited without written ESC approval of the stand design.

Stand Dimensions

Immediately after allocation of the stand, the exhibitor is urged to personally check the location and measurements of installations which might be found on the stand space assigned. The ESC does not accept responsibility for the detailed accuracy of the floor plans provided for exhibitors' reference.

Numbering

Each stand will be numbered by the ESC.

Stand Design

Every exhibitor must submit an exact statement of the dimensions of their stand, as well as plans and descriptions of their stand. Those companies renting a stand module from the building should submit the package type, dimensions & non-standard items such as display screens and catering areas.

This information must be sent to the ESC by email to Europaceexhibition@escardio.org before **1 April 2013**.

The drawings must clearly indicate the planned layout, equipment and furnishing of the stand, including the signage and visuals. The location of power outlets, electricity cables, moving parts, details of raised floors, water as well as telephone and ventilation installations must also be indicated. Please supply:

- a SCALED top view drawing
- a SCALED side view drawing
- a three-dimensional drawing (or photograph)

Indicating the various heights and the open/transparent spaces will, in principle, be sufficient. If special construction is planned (information towers, moving parts, etc.), additional information will have to be submitted.

Responsibility

Exhibitors are fully responsible for all displays and demonstrations they hold.

Responsibility to Neighbouring Stands

EHRA EUROPACE congress is a long standing event with a reputation of equity in its dealings with all participants. The responsibility of ensuring a fair and balanced experience for all is shared by all participants. Each exhibitor is asked to consider, therefore, the impact of their stand construction on neighbouring exhibits and ensure transparency. If there is a risk of unfairly blocking another stand from view, even when all the Guidelines are respected, the ESC will retain all rights of approval of the final stand design. In order to respect the fair nature of the exhibition, exhibitors are requested to indicate any possible problems of transparency or impediments to neighbouring stands. Failure to do so would breach the spirit of the exhibitor's contract with ESC and in such cases the exhibitor responsible will be expected to make such changes as are necessary at his own cost. In such cases, the decision of the ESC will be considered final.

Stand Design Approval

The ESC will send an approval of the stand design to the exhibitor and/or the exhibitors' agent. Only with this approval shall the stand be deemed eligible for construction.

No approval means no permission to construct the stand – resulting costs are entirely at the exhibitor's expense

Any set-up or installation, which does not comply with the standard specifications or with the designs approved by the ESC, 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 ESC or removal of the stand. All expenses for these corrections / removal will be payable by the exhibitor. The ESC accepts no responsibility for damage caused by these changes. Exhibitors are strongly encouraged to consider potential stand activities such as demonstrations, presentations, storage, hosted quizzes and hospitality when planning stand usage.

Stand Selection: areas under 80m²

When selecting a stand area, exhibitors should consider the impact of large stand areas (80 m² or more) on the local area. Constructions are proportionate to the stand area rented and this will have a clear impact on the visibility of adjacent exhibits.

Stand Module

Those exhibitors who need to rent a standard exhibit stand module are urged to use the services of the official stand service supplier.

A turn-key stand solution is available at attractive package prices for stands up to 19m²:

This stand includes:

- **STRUCTURE:** Walls, carpet, frieze (according to project with standard black lettering), carpet plastic protector, assembly charges & daily basic stand cleaning.
- **LIGHTING:** General lighting by spots of 100 W per 3m²(based on boo type), 1 switchboard for general lighting, electrical consumption and taxes included.
- **FURNITURE PACKAGE:** According to the project, storage 1x1m, counter with stool, brochure holder, table and chairs.

Note that it is forbidden to make holes, insert screws or nails in the walls from the official stand service supplier.

Please refer to the stand package order form available on the ESC industry portal for further information:

<http://www.escehhibition.org/EUROPACE2013/exhibition/default.aspx>

Shell Scheme Stands

Shell scheme stands (9 m² – 18 m²) provided by the official stand service supplier will be uniform stands with uniform graphics, height and design. Partition walls will be 2.5m high, graphics & signage may rise 0.5m further.

Stand Height

If so desired, exhibitors with stands larger than 18m² can submit a written request to obtain permission to exceed the standard height of 2.5m. All designs over 2.5 metres high will be judged on transparency, size, location and volume.

Stand height allowance is in direct proportion to the m² floor area of each stand and is as follows:

Stand Height Allowance

Stand size	Maximum height allowance
From 9m ² to 18m ²	2,5m
From 20m ² to 39m ²	3m
From 40m ² to 59m ²	3,5m
From 60m ² to 89m ²	4m
From 90m ² to 129m ²	4.5m
Over than 129m ²	5m

For stand construction higher than 3m, a solemn declaration for technical integrity, safety and static adequacy of the construction, signed by a licensed engineer or technician will be required. The required document is available online:

<http://www.escehhibition.org/EUROPACE2013/exhibition/default.aspx>



Stand Transparency

For Island and Peninsula stand types, the ESC requires that a line of sight through the stand be possible from aisle to aisle for at least 37% of the stand width when viewed from each open side.

On the closed side of peninsula stand type, the ESC requires that a line of sight for at least 37% of the stand width is respected when the construction (back wall) goes over the standard height of 2.5m.

As an example of assessment criteria, high walled areas forming large storage rooms may block neighbours unreasonably and in this case, will not receive approval. A high tower to attract attention (not blocking neighbours) is likely to be approved. For aesthetic reasons, ESC does not advise constructions rising floor to ceiling.

NOTE: If large enclosed areas are envisaged, it is important to consider this when initially choosing a stand location. There are several constraints attached to island stands, those with four open sides. Since these constraints apply to 'open' sides of a stand, exhibitors planning an enclosed stand (a solid structure with covering) are advised to seek corner or in-line locations when selecting a stand location.

Accepted Stand Types (No Two Storey Structures) & Aisle Carpeting

Two-storey structures are not allowed. Arches, bridges or similar constructions connecting two or more stands are not allowed. L & U shape island stands are not encouraged. Two or more stands hired by the same company can only be connected by carpeting the corridor between them. Such space is rented at 25% of the standard square metre price (€125 excl. VAT).

Separation Walls

All peninsula, corner and in-line stands must be separated from neighbouring stand(s) by means of a separation wall – the building can supply this if required. 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, the right to and the height of this wall must be approved by the ESC. Walls, inset 1m from the perimeter of a stand, are not considered as separation walls.

In cases where an exhibitor fails to supply & install necessary separation walls by **16:00 on Saturday 22 June 2013**, ESC will arrange for walls to be erected (and floor covering to be laid, if necessary) at the exhibitor's expense.

Back Walls

The rear side of each stand shall be designed and decorated by the exhibitor to whom this stand belongs, provided that the interests of the neighbours are not thereby affected. Walls constructed on an open side should be visually appealing to adjacent exhibits – some suggestions include screens with moving displays, scientific posters and colourful design and lighting.

Open Sides of a Stand

Walls erected on the open sides of a stand must be 30cm inset from the edge of the stand, must not be longer than 1/3 of the length of the stand and should be no higher than 2.5m. It is forbidden to erect walls, glazing or other constructions on or within 30cm of the perimeter of island stands. This also applies to the open sides of peninsula, corner and inline stands. Stands should be fully accessible on all "open" sides. Requests to be partially exempted from this rule should be submitted in writing to the ESC.

Stand elements

Stand elements placed on the open sides of a stand must be 30cm inset from the edge of the stand. The height of these elements is subject to the stand height allowance chart. Generally speaking, should the ESC consider that an item of the stand will obstruct visibility of neighbouring stands, the ESC reserves the right to ask for any modification.

Keep Aisles Clear

All stands are separated from the other neighbouring exhibits by aisle(s). Demonstration areas may not be set on the aisle line of the exhibit; space must be left within the stand area to absorb 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 immediately. No objects, including signs or advertisements, may project into the visitors' aisles.

Positioning of Stand

Access to the doors, windows, fire alarms, hydrants, portable fire extinguishers, fuse boxes, line poles and circulation routes must be kept free from obstructions at all times.

Positioning of Exhibits

The exhibitor is not allowed to place articles to be exhibited in a manner which, in the opinion of the ESC, affects or hinders neighbouring stands, e.g. with regards to the visibility of the neighbouring stands. Articles to be exhibited must be kept within the stand perimeter. The exhibit should pose no danger to participants. Any structural or display element which does not satisfy the organisers and/or venue officials in terms of safety must be made safe or removed.

Access to Stand

Exhibitors are obliged to grant official supervisory staff and accredited representatives of the METROPOLITAN EXPO to their stands. Exhibitors, their staff and all visitors to the congress must obey the instructions of the above officers. In the event of a fire or other hazard all those present must leave the endangered area at once when directed to do so by a member of the safety and security staff.

Stand lighting

No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space. Lighting should be directed to the inner confines of the stand space and not projected onto other exhibits or aisles. Lighting which is potentially harmful, such as lasers or ultraviolet lighting is not permitted. Lighting that spins, rotates, pulsates and other specialized lighting effects that could interfere with neighbouring exhibitors or detract from the general atmosphere of the congress is strictly forbidden.

Stand Flooring

The stand floor must be adequately covered, for instance with carpeting or carpet tiles. The floor area of the stand must not be covered with paint or glue. Carpeting must only be held in place by its own weight on the floor or by adhesive tape. These items must be removed by the exhibitor at the end of the exhibition. It is forbidden to place mortar directly on the floor, to nail with percussion tools or to paint with spray guns.

Platform Floors

The use of wooden platforms is recommended for stands with water piping and/or a lot of electrical wiring; a stand construction agency will be able to advise on this matter. Since mains supplies (water points, drainage and electricity) are supplied over the floor from the service duct to the exact location where the exhibitor needs them, it is strongly recommended to use platforms for most stands. For all connections to service ducts visit the Technical Services Brochure:

<http://www.escehhibition.org/EUROPACE2013/exhibition/default.aspx> or contact EXPOWORK at sales@expowork.gr

Exhibitors who use such platforms should bear in mind:

- The platform must allow easy access to those in wheelchairs; part or all of the edges must be sloped for this purpose on each open side of the stand
- The maximum height allowed, measured from floor level to the top of the platform is 0.14 m without protection by a balustrade of at least 1.1 m in height
- For platforms in excess of 0.5 m a construction safety certificate, signed by a qualified technician, must be submitted
- The platform sides must be closed and neatly finished
- The platform edges must be safe (secured shape & easily visible)
- Platforms should be placed within the stand perimeter
- The platform must allow easy access to service points in case venue technicians require access

Stand Roofing

Stands should not be covered by a roof due to fire safety and heating/air conditioning policies of METROPOLITAN EXPO.

Building integrity

The ceilings, walls, columns and technical installations of the building in general must not be subject to loads from the decoration or objects exhibited, 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.

The floor, columns and installations (distribution boxes, piping, rented shell stands, etc.) of the building must be left in the same state in which they were found. Any damage shall be repaired by the building at the exhibitor's expense.

It is forbidden to make holes, insert screws or nails in the walls, ceilings, floors or columns of the building.

Due Diligence

All entities involved in the EHRA EUROPACE Congress must have adequate insurance to cover claims arising from industrial accidents and public safety, whatever the cause. Exhibitors and their contractors must abide by current legislation in Greece with regard to the prevention of occupational hazards which apply to the work being carried out. Particular care should be taken during construction and dismantling periods; un-safe working practices will be stopped by the organiser in the interests of public safety. Exhibitors using materials not conforming to any safety component of these Guidelines will replace them with safe alternatives at their own cost.

Safety requirements

Stand construction, installation of materials and poster supporting structures should be sufficiently stable to ensure public safety. Exhibit cases & displays should be sanded down / finished to ensure that they will not inflict cuts. Clear glass elements should display warning signs at eye level.

All stands, materials, installations, advertising supports, etc., must conform to public safety requirements in the host country and the E.U. Where these differ, the safest standard must be met.

To ensure a safe build up and break down, the following precautions need to be taken into account (this list is illustrative and not exhaustive):

- The exhibition is accessible only to persons in possession of a valid working pass delivered by our official logistic company at the loading doors.
- Approved safety shoes and safety helmet must be worn during the stand set-up and breakdown periods
- Smoking, drug-taking and the consumption of alcohol are prohibited
- The emergency exits and traffic routes should always be kept free of obstructions. The emergency exits should be used only in emergencies
- Fire extinguishers should always be kept accessible
- One must conduct hot work (e.g. welding) in a safe area with fire extinguishers close by and should be submitted for approval to the METROPOLITAN EXPO
- Persons working at heights in excess of 2.5m must be attached by a safety line. It is not allowed to work on a ladder at heights above 2.5m for more than 2 consecutive hours.
- Only approved (i.e. CE certified) machines and tools may be used
- One must stack goods properly
- One must use qualified staff when performing electrical work

If any question on the safe and secure in METROPOLITAN EXPO, please send an email to kdritsas@metropolitanexpo.gr.



Suspension points

For the EHRA EUROPACE Congress 2013, exhibitors with a stand size larger than 59m² will be able to benefit from the possibility of having a portion of their stand design suspended.

The suspended height allowance will be in direct proportion to the m² floor area of each stand and the slings around the truss will be adjusted accordingly. The following hanging points are permitted:

Stand size	Maximum height allowance
From 60m ² to 89m ²	5m
From 90m ² to 129m ²	5.5m
Over than 129m ²	6m

To the extent that it is structurally feasible, the EXPOWORK may provide the exhibitor with a fixing point at the position which is available, based on the ceiling beams, above the stand floor area and within the stand perimeter. Hanging of items from the hall ceilings will be carried out exclusively through EXPOWORK. This can be ordered through the Technical Services Brochure available on:
<http://www.esceexhibition.org/EUROPACE2013/exhibition/default.aspx>

Permitted overhead suspended items, from a truss, include:

- Company or brand identity signs/banners (Consider including stand space number)
- Theatrical/audiovisual lighting
- Photographic imagery, with or without text or logos
- Inflatable balloons with a diameter less than 2m

Condition for hanged items

- Hanging items or trusses may not touch the free standing elements below or be placed in a way to unfairly impede visibility of neighbouring stands
- A minimum of 50cm must be kept free from the highest point of free standing elements and the lowest point of hanging items
- The width of the banner(s) and fabric/cloth is restricted to 2m. Extra care needs to also be taken with regard to the length of the horizontal banners so as to not impede the visibility of neighbouring stands
- Nothing should protrude above the trusses and all rigging and electrics should be hidden as much as possible
- No movable/rotating/swinging elements are allowed to be hung/suspended from the truss or hall ceiling
- Trusses may never be hung outside the perimeter of the stand

Suspension above the aisles

- Under no circumstances should stand constructions or trusses be suspended over the aisles
- If two or more stands belong to a single exhibitor only the aisle space between the stands can be purchased and the exhibitor is welcome to then provide his/her carpet to join the stands
All overhead signs and features, including inflatable element(s), must be sent to the ESC Exhibitions Team (Europaceexhibition@escardio.org) by **1 April 2013**. Unapproved items cannot be hung. Only the official Rigging Company EXPOWORK can install rigging/suspension points. All costs and risks associated with overhead hanging features are the sole responsibility of the exhibitor, including the risk that sightlines to the exhibitor's own signs may be blocked by other exhibitors' signs and displays.

The ESC does not accept any share of liability for any damages, losses, expenses or other impacts arising from the exhibitor's (or their neighbour's) decision to use overhead signs and rigging.

2.2.4 Exhibition Services

For all your stand service orders and the latest exhibition logistics information, please visit:
<http://www.esceexhibition.org/EUROPACE2013/exhibition/default.aspx>

All stand services can be ordered via the EXPOWORK, official stand Services Company.

Service Points (Electricity, Water, Drainage)

All services (water, electricity, drainage) will reach stands via the service ducts located within the floor. Connections to these service ducts must be made by EXPOWORK only. Access points at any given location may be supplying services to other exhibitors; therefore some stand areas may have cables/pipes/electrical distribution boxes within their area feeding other locations. For aesthetic reasons it may be necessary to shield these pipes or in extreme cases install a platform floor, in such cases ESC will advise exhibitors at the earliest opportunity. Any additional costs arising will remain the responsibility of each exhibitor.

Payment

For all goods & services ordered through the by EXPOWORK, payment is required upon receipt of proforma invoice. All invoices will be issued and delivered to exhibitors upon exhibition opening. Any outstanding amounts remaining to be paid after the given payment deadlines will be considered a violation of the ESC Guidelines for Industry Participation and penalties may be imposed. This applies to amounts due for services

provided by EXPOWORK, Fairexx, official badge readers' supplier and/or the ESC.

Electricity

Exhibitors must inform the EXPOWORK of the electric power outlet they need. Electricity installations cannot be connected to the Building until they comply with the building rules & regulations.

Electricity should be ordered via EXPOWORK

Exhibitors must fill in and sign the electricity document stating that their installation is made by a qualified technician available on:

<http://www.escexhibition.org/EUROPACE2013/exhibition/default.aspx>

- **Connecting to Mains:** Stands can only be connected to the building's electricity mains by the electricians authorised by the building. Should an unauthorised connection damage the power distribution system or connected plants, the building will demand compensation from the company responsible for the connection.
- **Electrical Supply:** The standard supplies of electrical current available at the building are:
230 Volts single-phase current ($\pm 10\%$) / 50 Hz (applies only for single-phase machinery and ground sockets up to 500Watt).
400 Volts three-phase current ($\pm 10\%$) / 50 Hz
- **Fault Reporting:** In the event of damage or fault in the electrical installation on the stand, the building services should be contacted immediately.
- **Installation:** As the electricity supply is divided into sections, the power for each section may not, for safety reasons, be connected until all installations in the same section are completed. Electricity supply must never be blocked with an exhibitor's material.
- **Reliable Supply**
Neither the ESC nor the Building owners can accept any liability for loss or damage to Exhibitors' equipment caused by voltage fluctuations or breaks in electrical supply.

Please refer to the rules and regulations of the Greek legislation, according to EAOT HD 384.

Please note that all conductive material and items should be protectively earthed.

Internet connection

With the explosion of wireless-enabled devices (smartphones and tablets), the Wi-Fi network availability during the EHRA EUROPACE Congress has become a challenge. In order to avoid interferences between Wi-Fi devices on stands (routers, access points, controllers ...) the ESC strongly recommends getting in touch with EXPOWORK for all connections needs.

EXPOWORK through METROPOLITAN EXPO's infrastructure can provide:

- Wireless internet connection, in the stand's area, with no restricted services, during the exhibition, through local wireless system. (Wireless LAN 802.11x).
- Wired internet connection, with no restricted services, provided to your stand through a single Ethernet cable with RJ45 male connector

Going through EXPOWORK will guarantee a consistency on Wi-Fi settings (channel and signal strength) throughout the congress centre. Any other wireless devices installed on the stands might interfere with the Wi-Fi network and the ESC and building reserves the right to require exhibitors to modify the settings and/or remove these devices if judged necessary.

Internet connection can be ordered from EXPOWORK via the order form available in the Technical Services Brochure: <http://www.escexhibition.org/EUROPACE2013/exhibition/default.aspx>

Cleaning, Refuse & Waste Disposal

The Organiser shall see to the regular general cleaning of the Building and the aisles therein.

Booth cleaning is mandatory after Exhibitors installation and set-up. Cleaning is also strongly advised during the exhibition and should be ordered by each exhibitor from the building. Please see order form on-line.

- **Cleaning:** Exhibitors should manage (contract and pay for) their waste removal through the official cleaning supplier. This can be ordered through the EXPOWORK catalogue available on: <http://www.escexhibition.org/EUROPACE2013/exhibition/default.aspx>
'Wild tipping' or disposing of bulk waste within fairground without payment will be considered a serious violation.
- **Refuse Collection:** During exhibition opening times the ESC shall see to the regular general cleaning of the Building and the aisles – that is, daily waste left by delegates. Exhibitors are responsible for cleaning their own exhibit and disposal of waste generated before, during and after the event.
- **Waste removal:** Exhibitors and constructors of stands are strongly recommended to hand over the site thoroughly clean, and have to remove their construction waste that was generated by their activities with their own means.

IMPORTANT: Unattended rubbish left in aisles when the exhibition is open will be removed at the Exhibitor's expense.

Water

Please note that Water Connections are not permanently installed in the Exhibition area

Water Supply and Drainage

Water supply can be ordered via EXPOWORK order form available on:

<http://www.esceexhibition.org/EUROPACE2013/exhibition/default.aspx>

The building cannot accept responsibility for interruptions or pressure irregularities in the water supply.

Where water is used as part of a display, the construction agency responsible must ensure electrical installations in the vicinity are safe and protection has been put in place against risk of leakage/flooding

Air Conditioning

Devices with hot air condensation are prohibited inside the halls.

2.2.5 Fire & Safety Regulations

- Please note that the fire extinguishers must always be kept free at all times.
- Escape routes, doors and emergency exits (indoor and out) should be kept free of any obstruction and be kept in full view. Similarly for fire fighting equipment, fire safety signs and emergency wall phones. No product/company signs, decorations or stand roofs should be placed above an emergency exit.
- For booth construction etc., only non-inflammable materials or materials meeting the European safety norm EN13501/1 to class B standard may be used.
- No stand or display material may be more flammable than wood. Use of plasterboards as construction materials is prohibited. Exhibitors are not permitted to use materials in your stand design such as paper, cardboard, plastic, artificial flowers, etc., which are easily ignitable or explosive, which can melt, drip, develop toxic gasses or produce excessive amounts of smoke. Materials must always be treated with a fireproofing agent, while closely following the guidelines laid down by the Fire Department and the manufacturer. If artificial flowers are used on a stand they must be made fireproof. Wooden floors laid out as gratings with gaps and especially with cavities below are not allowed. If you intend to lay your own carpet or floor covering, the product must carry one of the following approvals:

A: Fire classification of floors of stands: Bfl-s1. (27/2011 OTSZ).

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

It is important that you bring documentation for the approval. The ESC reserves the right to reject use of material that does not comply with the above mentioned demands.

- Easily inflammable or explosive substances, gases or dangerous goods, including radio-active and chemical substances, are not permitted in the building.
- No working materials or tools causing possible obstruction may be left in corridors during assembly or removal.
- All edges of organic glass (Plexiglas, acrylics, etc.) shall be suitably protected to prevent fire from spreading.
- Under no circumstances shall means of evacuation (emergency exits), luminous signs, extinguishers, fire hydrants, indicators and other protection equipment be obstructed.
- No inflammable materials may be stored in offices, stores or on decorative enclosures on columns.
- Likewise, junction boxes (electricity, telephones, TV, gas, water, compressed air, etc.) and access to the equipment or dependencies of the Hall may not be locked.
- Easily inflammable materials shall not be used for any construction or installation.
- The use of spray guns and celluloid lacquer for painting the interior of the Halls is prohibited. This prohibition shall also extend to inflammable liquids and the use of aerosols containing gas.
- All welding work will require the corresponding permit and take outside the halls.
- The use of balloons filled with inflammable gas is prohibited in the Halls.
- There will be no recipients with inflammable material on the stands for waste or rubbish. Waste paper baskets and rubbish bins must be emptied every evening when closing, and the contents placed in the dustbins provided by the Building for this purpose.
- The storage of any type of wrapping or packaging on the stands is prohibited.
- Materials such as decorative cloths, contact glues, carpets, etc. must be non-flammable and the corresponding certificates shall be presented.
- All other installations must adhere to regulations in force at the time. The stands, materials, installations, advertising supports, etc, must conform to public safety requirements.
- All gas or steam caused by the materials on display which might be a danger to health or disturbing for people must be removed from the Hall. Therefore, the assembly process will include an evacuation canal in non-flammable material, the cost of which will be covered by the exhibitor.
- Motorised vehicles and hand trolleys are not admitted within the Exhibition areas during build-up or dismantling periods or at any stage. 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.

- 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.

Section 3 - Industry Sponsored Sessions

3.1 Satellite Symposia

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

3.1.1 Conditions for holding Satellite Symposia

Duration

The Satellite Symposia should fit in the standard time unit of one 60 or 90-minute session. The lunchtime Satellite Symposia should not alter in any way the scientific sessions held in the room before and after the satellite symposia (See following chapter).

Exhibition Stand

To obtain permission to hold Satellite Symposia, an exhibition stand of minimum 9m² for a 60-minute session or a 90-minute session, or larger is required. Cancelling your exhibition space at a later stage will also mean cancelling your Satellite Symposium.

Lunch time Satellite Symposia

Companies organising Satellite Symposia during the lunch time will be allowed to enter the Lecture rooms at 12:35 after the scientific session and must leave the lecture rooms at 13:50 in order to let the ESC staff prepare the following scientific sessions. Organising companies must adhere to this strict time limit. The Chairpersons of the sessions immediately prior to the symposia will be asked to respect the session duration.

Access - Badges

- Companies only have access to the rooms at their scheduled time slots.
- The ESC reminds that the Chairpersons and Speakers must be contacted by the companies themselves to arrange registration, travel and accommodation details.
- Satellite Symposia Chairpersons and Speakers are not considered as ESC "Invited Speakers".
- All involved in the operation of the Satellite Symposia (hostesses, film crew, technicians...) must also have a valid badge (Exhibitors, Scientific Exhibitors, Active Participant or Day Ticket badges).
- All persons attending the Satellite Symposia must be registered either as full participants or as exhibitors; persons without such a badge will not be allowed to enter the room.
- The Satellite Symposia must be open to all registered Meeting participants.
- General Exhibitors' badges allow access to the Exhibition Hall and to Industry Sponsored Sessions of the organizing company. Access to EHRA EUROPACE Scientific Sessions is not allowed.
- Scientific Exhibitors' badges allow access to the Exhibition Hall, and to EHRA EUROPACE Scientific Sessions. Where space is limited priority is given to General Delegate Registrations above Scientific Exhibitor Registrations.
- All Exhibitor and Scientific Exhibitors' badges should be collected at the Registration Desks.

Lecture Room

Satellite Symposia, will be held within the Congress Centre.

Satellite Symposia will be held in lecture rooms ranging in capacity from 200 to 700 seats.

Any installations or alterations to the rooms can only be made with explicit approval of the ESC.

Promotion

Promotional material referring to the Satellite Symposia must receive ESC approval prior to being printed, distributed or posted online.

No product names/brand names, no misleading names that might be perceived as product/brand names, and no registered trademarks are allowed anywhere on promotional materials of any kind.

Promotional material announcing Satellite Symposia may only be distributed in the following ways:

- Industry Sponsored Sessions invitation flyers display racks:

Company organising Satellite Symposia are offered a communal display rack located in the Registration Area to promote their Industry Educational Session. Companies may distribute the flyer promoting their Educational Session in the assigned A4 plexi-holder allocated per session's day, time-slots and lecture rooms alphabetical order.

Companies are responsible for storing the invitations and keeping the rack supplied from Saturday 22 June to Wednesday 26 June 2013.

- Lecture Room Roll-up & invitations:

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

N.B. – The ESC will not be able to provide easels as posters support.

- Distribution of material (flyers...) at the entrance of the assigned room 30 minutes before the beginning of the session, nowhere else in the building other than on the invitations flyers display racks and on the booth (except for EBAC Accredited Educational Programmes).

- Handing out material from the exhibition booth.

- Small give-aways are acceptable (maximum retail value € 10). The distribution within or in front of the of give-aways should be low profile and in no way overshadow the main activity of the Satellite Symposia.

Reception space must not be used for entertainment, poster displays, presentations or any other promotional purposes. Please respect this rule, especially during lunch time.

Payment

Payment for the Satellite Symposia has to be completed before **Friday 6 June 2013**.

IMPORTANT:

It is strictly forbidden to hold Satellite Symposia outside the EHRA EUROPACE 2013 Congress premises between 21 June and 28 June, 2013.

3.1.2 Time Slots and Costs of Satellite Symposia

	Exhibitor	Non-Exhibitor
- Sunday 23 June 2013:		
15:30-16:30 (60-minute session)	€ 40 000	€ 60 000
- Monday 24 June 2013:		
12:45-13:45 (60-minute session)	€ 40 000	€ 60 000
18:15-19:15 (60-minute session)	€ 40 000	€ 60 000
18:15-19:45 (90-minute session)	€ 45 000	€ 65 000
- Tuesday 25 June 2013:		
12:45-13:45 (60-minute session)	€ 40 000	€ 60 000
18:15-19:15 (60-minute session)	€ 40 000	€ 60 000
18:15-19:45 (90-minute session)	€ 45 000	€ 65 000

The cost of a Satellite Symposium includes:

- Lecture Room Rental

- Basic lecture room set-up

customization needs to be ordered through our suppliers at extra cost

- Promotional package:

1 Insert in the Industry Programme, 1 Weblink, 1 information Screen Advertisement

- Dedicated listing in the Scientific Programme Online, Advance & Final Programme, Mobile Application

- 10 General Exhibitor Badges for Non-Exhibitor Categories*

- 10 Scientific Exhibitor Badges for Non-Exhibitor Categories**

*General Exhibitor Badges for Non-Exhibitors will give the holder access to the Industry Sponsored Sessions of the organising company during the congress opening hours. These badges do not give the holder any exhibitor rights.

**Scientific Exhibitor Badges for Non-Exhibitors will give the holder access to the scientific sessions of the ESC Congress. These badges do not give the holder access to an official congress bag and/or accreditation.

Lecture room basic equipment

- Chairs arranged theatre-style

- 1 lectern + Microphone

- 1 table for 2 chairpersons + 2 microphones

- Aisle microphones in the room for the delegates

- 1 Video-projector

- 1 screen

- Technician(s)

- Room networked with the Speakers' Service Centre

- 1 Hostess

The room hostess will be in charge of welcoming and briefing the Chairpersons and the Speakers on technical facilities, and will ensure that the session is running on time.
The room technician will be in charge of light/audio and beamer facilities.

Plus cost for any extras

E.g. extra audio-visual equipment, extra furniture, extra decoration, etc... To order any extra equipment we suggest you to contact the official suppliers whose details are available on: www.ESCexhibition.org.

3.1.3 Speaker Service Centre

The Speaker Service Centre offers the following services:

- Access to the Speaker Service Centre.
- Audio-visual assistance to all speakers from the session.
- A hostess available in the lecture room during the session to assist speakers & chairpersons

The Speaker Service Centre will be open*:

- Sunday 23 June 2013: 07:30 – 18:30
- Monday 24 June 2013: 07:30 – 18:30
- Tuesday 25 June 2013: 07:30 – 18:30
- Wednesday 26 June 2013: 07:30 – 12:00

* Subject to changes

Speakers' presentations

To avoid unexpected technical problems at the last minute, the session organiser are strongly encouraged to make sure their speakers use the Speaker Service Centre to preload all presentations.

The session organiser or speaker must bring the presentations to the Speaker Service Centre a minimum of 3 hours prior to the session.

If speakers choose to use their own laptop, this is the responsibility of the company organising the session.

**DOUBLE PROJECTION AND TRANSLATION ARE NOT RECOMMENDED!
LIVE TRANSMISSION IS SUBJECT TO ESC APPROVAL**

3.1.4 Satellite Symposia Speakers & Chairpersons Rules

The Company organising the Satellite Symposium must cover all expenses of Speakers/Chairpersons of their Satellite Symposium.

This includes:

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

3.1.5 Applying to hold Satellite Symposia

The Application Form for Satellite Symposia, must be sent before **5 November 2012**. Email: europacesatellite@escardio.org

Applications will be treated on a first-come first-served basis.

3.1.6 Accounting

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

3.1.7 Scientific Programmes of Satellite Symposia

The ESC will send you a session form to be completed with the Satellite Symposia programme(s). The complete scientific programme of the Satellite Symposia, typed on the special forms provided by the ESC, must reach the ESC offices, Sophia Antipolis, France, before **28 February 2013**. The Scientific Committee will validate the scientific programme at a later date.

Scientific Programme should be sent to:

EUROPEAN SOCIETY OF CARDIOLOGY
Mr. Fabrice Calabrese
2035, Route des Colles
Les Templiers
B.P. 179
F-06903 SOPHIA ANTIPOLIS CEDEX
France

Tel: +33 (0)4 92 94 18 25 - Fax: ++33 (0)4 92 94 76 26

Email: europacesatellite@escardio.org

A "complete programme" must include the following:

- Title of the session
- Names of the Chairperson(s):
 - 1 mandatory for 60-minute sessions
 - 2 mandatory for 90-minute sessions
 - One of them can also be a speaker
- Title of each presentation with their duration and topic number
- Name of all speakers
- Complete addresses of the chairpersons and speakers
- Duration of each presentation

Important

- No product names/brand names, no misleading names that might be perceived as product/brand names, and no registered trademarks are allowed in the title or in the scientific programme of the session. Please use generic names.
- No abstract forms need to be submitted for Satellite Symposia.
- Abstract poster sessions are not allowed during the Satellite Symposia or during any reception before or after the Sessions.

- The ESC does not cover the expenses related to the Speakers and Chairmen of Satellite Symposia even if active in the Scientific Programme.

- Faculty Conflict of Obligation. Speakers and chairpersons cannot participate in two parallel sessions within the same time slot. If it is found that this is the case, both the companies and the speakers involved will be informed simultaneously and requested to resolve this conflict.

It is the responsibility for the companies to ensure there is not timing clash with parallel sessions, with the Chairpersons and the Speakers they choose. The ESC cannot be held responsible for any matter arising from this.



European Board for Accreditation in Cardiology (EBAC)

EHRA Europace 2013 will be reviewed for accreditation by the European Board for Accreditation in Cardiology (EBAC) for external CME credits. The accreditation results will be announced on the EHRA Europace Web site and in the final programme.

Each participant should claim those hours of credit spent on an educational activity. EBAC works in co-operation with the European Accreditation Council for Continuing Medical Education (EACCME), which is an institution of the European Union of Medical Specialists (UEMS).

EBAC certificates will be available at the Registration Desk as from Tuesday 25 June 2013 in the afternoon.

3.1.8 Changes in Scientific Programme content

Once your scientific programme has received approval from the EHRA EUROPACE Committee, all changes post approval must be sent in writing to Mr. Fabrice Calabrese of the ESC at **europacesatellite@escardio.org** in order to ask for re-approval of your session. We ask that you respect the deontology of this programme and adhere to the approved content of your scientific programme.

The ESC cannot guarantee to respond positively to the changes requested.

The ESC kindly asks the Company to inform of any modifications to the Scientific Programme of Satellite Symposia before **15 April 2013** in order to be printed in the Final Programme.

Late modifications in the Satellite Symposia Programme received on or after **16 April 2013** cannot be printed in the Final Programme. The ESC cannot guarantee to be able to communicate any alterations received after **16 April 2013**.

3.1.9 Room Assignment

The ESC will seek to allocate the most appropriate lecture room available in line with the requested capacity.

Control of flow and attendance

It is the company's responsibility to select an adequate size room to accommodate all attendees in their session.

Companies must plan ahead of time appropriate staffing and/or security to avoid any problem. In case this is not respected and for obvious security reasons, the venue has complete authority to block entrance into the rooms.

Overflow

No overflow area is planned for Satellite Symposia.

3.2 CME Accredited programmes

Satellite Symposia can be CME Accredited. The supporting company is free to choose their CME provider and support the programme via an unrestricted educational grant.

CME or EBAC Accredited programmes should be booked in the same time slots as an Industry Sponsored Session.

European Board for Accreditation in Cardiology (EBAC)

EBAC works in cooperation with the EACCME (European Accreditation Council for CME) and EBAC. CME credits are recognised in most European countries which have a running CME system. EBAC CME credits can also be reported to the American Medical Association.

The EBAC accreditation, granted by a board of specialists widely recognised in the field of cardiology, confirms the scientific and educational quality of programmes proposed by national and international scientific or academic organisations and institutions, such as medical professional organisations, universities or teaching hospitals.

EBAC provides accreditation to educational programmes such as events and distance learning courses. EBAC is an independent body constituted of European specialists in cardiology and medical education. EBAC accreditation confirms the scientific & educational quality of a programme, and allows the participants to receive continued medical education (CME) credits for the time spent in the educational activity.

For more information you are welcome to visit the EBAC website www.ebac-cme.org

- Satellite Symposia can be accredited by EBAC, the European Board for Accreditation in Cardiology.
- Satellite Symposia rates and rules apply except for specific EBAC promotional restrictions.

A Satellite Symposium with EBAC accreditation is officially announced as "EBAC Accredited Educational Programme supported by an unrestricted educational grant from company X"

Appointed agency

Applications for EBAC Accredited Educational Programmes may be submitted for the CME provider by a third party (for example: communication agency). Please make sure all correspondence for EBAC accreditation is made between this third party, EBAC and the ESC.

- ESC should be informed in writing, which agency is appointed to manage EBAC Accredited Educational Programmes. Requests from unknown agencies will not be taken into consideration.
- These guidelines and the EBAC accreditation guidelines should be communicated to staff of appointed agencies by the organising companies.
- The appointed agency will work in accordance with the requirements of the CME provider and will be held accountable for its organised activities.

How do I get EBAC accreditation?

Application for EBAC accreditation can only be submitted by national and international scientific or academic organisations and institutions, such as medical professional organisations, universities or teaching hospitals. Each programme should have a designated Scientific Director, responsible for the quality of the programmes scientific content, and appointed by the applying institution or organisation. Applications can only be submitted via the EBAC on-line system (www.ebac-cme.org), and must include the following:

- Registration as a CME provider
- Completion of the on-line application form on www.ebac-cme.org/
- Provision of EBAC endorsement letter, Course Director's Commitment and Programme
- Reception of the accreditation certificate

CME providers are asked to:

- Follow EBAC requirements concerning the publicity and the use of EBAC logo
- Distribute CME certificates to participants after the verification of their presence
- Send a post-course report to EBAC (template available on website)
- Host an EBAC monitor (upon request of the EBAC Board)

Important

- EBAC recommends submitting your programme 3 to 4 months before the event takes place and in any case no later than 8 weeks before.
- Submission must be compliant with deadlines required by the ESC Scientific Sessions deadlines. It is the responsibility of the CME Provider to manage deadlines.

How can I apply?

Applications for EBAC Accredited Educational Programmes may be submitted for the CME provider by a third party (for example: communication agency) in respect of the Appointed Agencies. We would like to draw your attention to the fact that correspondence for EBAC accreditation should be made between this third party, EBAC and the ESC.

How much does it cost?

Companies applying for an EBAC accredited Educational Programme will pay the ESC the same fee as for a Satellite Symposia. A non-refundable administrative fee will be paid to EBAC at the time of submission of the application. The accreditation fee will be indicated when accreditation is granted.

How to communicate on an EBAC session?

What should be done?

- EBAC recommends sending any promotional materials (printed and electronic) bearing the EBAC logo and relating to EBAC Accredited Educational Programmes (programmes, invitations, posters, folders, abstract books...etc) for review and validation to ESC and the EBAC office.
- The EBAC Accredited Educational Programme promotional items must respect the EBAC template.

What should not be done?

Do not:

- Promote in any way the educational programme as a « XYZ company supported programme » or invite participants to « the symposium of the XYZ Company ».
- Use corporate colours, visuals (publicity item pictures) in communication and publicity concerning the accredited programme.
- Use items with corporate visuals during the programme (pens, banners, notepads, etc).
- Distribute invitations, use roll-ups and posters of the accredited CME programme on the financial sponsor's stand, in the Exhibition area.
- Commercially publicise prior, during or after an EBAC Accredited Educational Programme (i.e. use of banners, pens, commercial logo...etc).

3.3 The PACE

3.3.1 The PACE – EHRA EUROPACE Workshop Area

The PACE is a designated area for companies to provide delegates with a one-on-one learning environment for the teaching of key learning techniques.

The PACE provides delegates with an opportunity to interact with clinical experts in their field, acquire new techniques, improve current knowledge and ask all they need to know on procedures essential to daily practice.

3.3.2 Conditions for holding The PACE

Duration

"The PACE" rooms are available for the full duration of the congress and are not available on a individual or daily basis.

Supporting companies can run "The PACE" sessions from Sunday 23 June to Wednesday 26 June 2013:

- Sunday 23 June 2013: 12:00 - 19:30
- Monday 24 June 2013: 08:30 - 18:00
- Tuesday 25 June 2013: 08:30 - 18:00
- Wednesday 26 June 2013: 08:30 - 12:30

Exhibitor Stand

In order to organise a PACE room, an exhibition stand of minimum 9m² is required. Cancelling your exhibition space at a later stage will also mean cancelling your "The PACE" room.

The PACE Room

The same "The PACE" room is allocated per company for the duration of the congress.

The PACE rooms will be located within the congress centre.

Companies will be provided with a room of 48, 64 or 80 m² to include basic electricity connection, and cleaning.

The PACE Room set-up

- Unless otherwise agreed, "The PACE" rooms are set-up by supporting companies on Thursday 20 June 2013 (08:00-23:00) Friday 21 June 2013 (08:00-23:00) Saturday 22 June 2013 (08:00-20:00) for workstations and equipment delivery, and Sunday 23 June 2013 (08:00 - 12:00) for decoration only, no moving of equipment.
- "The PACE" rooms can be dismantled on Wednesday 26 June 2013 (15:00 23:00) and Thursday 27 June 2013 (08:00-20:00).
- Any installations or alterations to the rooms can only be made with explicit approval of the ESC.
- Room set-up, catering and audiovisual equipment must be covered by the supporting company.
- The workstation or equipment used in each room will be provided exclusively from the supporting company and, if needed, a technician from the company may be present at each session.

Access - Badges

- All involved in the operation of The PACE (hostesses, film crew, technicians...) must also have a valid badge (Exhibitors, Scientific Exhibitors, Active Participant or Day Ticket badges).
- All persons attending The PACE must be registered either as full participants or as exhibitors; persons without such a badge will not be allowed to enter the room.
- The PACE must be open to all registered Meeting participants.
- Exhibitors' badges allow access to the Exhibition Hall and to Industry Sponsored Sessions. Access to EHRA EUROPACE Scientific Sessions is not allowed.
- Scientific Exhibitors' badges allow access to the Exhibition Hall and to EHRA EUROPACE Scientific Sessions. Where space is limited priority is given to General Delegate Registrations above Scientific Exhibitor Registrations.
- All Exhibitor and Scientific Exhibitors' badges should be collected at the Registration Desks.

Promotion

- Supporting companies may use one portable display in front of the assigned "The PACE" room to identify the room for delegates, and to promote the programme (including agenda of the "The PACE" – only company name corporate logo and visual – no products names or logos allowed).
- Signage and promotion within the room is permitted.
- All signage must receive prior approval from the ESC.
- Companies will be acknowledged as sponsors on the EHRA EUROPACE 2013 pages of the ESC Web Site.

3.3.3 Applying to hold The PACE

The Application Form for The PACE, must be sent before **5 November 2012**. Email: **europacesatellite@escardio.org**
Applications will be treated on a first-come first-served basis.

3.3.4 Accounting

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

3.3.5 Costs of The PACE

	Exhibitor	Non-Exhibitor
- 48 m ² The PACE room	€ 10 000	€ 30 000
- 64 m ² The PACE room	€ 15 000	€ 35 000
- 80 m ² The PACE room	€ 18 000	€ 38 000

N.B. – Companies without a stand must pay the Non-Exhibitor fee.

The cost of a Non-Exhibitor "The PACE" include:

- 10 General Exhibitor Badges for Non-Exhibitor Categories*
- 10 Scientific Exhibitor Badges for Non-Exhibitor Categories**

*General Exhibitor Badges for Non-Exhibitors will give the holder access to the Industry Sponsored Sessions of the organising company during the congress opening hours. These badges do not give the holder any exhibitor rights.

**Scientific Exhibitor Badges for Non-Exhibitors will give the holder access to the EHRA EUROPACE Scientific Sessions. These badges do not give the holder access to an official congress bag and/or accreditation.

Section 4 – Rooms at EHRA EUROPACE

The ESC has created two product categories to allow exhibition companies to organise different meeting formats within the congress centre during the congress hours.

Important

Industry meetings with any formal presentations for EHRA EUROPACE delegates are strictly forbidden outside of the official industry sponsored sessions. Companies are requested to respect the following Guidelines throughout the period between 21 June and 28 June 2013.

In function spaces, the ESC allows companies to host a limited number of guests and organize small and informal meetings (approx 20 pax) in a range of rooms available within the congress centre.

What is a Function Space?

The ESC will build standard size rooms within the congress centre reserved for a minimum of 4 and half days.

Depending on availability rooms may be available for one-shot occasional meetings for a minimum of half a day rental.

What is a Closed Industry Meeting?

The ESC allows industries to organise staff meetings, investigator or other type of closed meetings within the congress centre with the following requirements:

- Meeting "is closed" and on invitation only
- Maximum attendance is 100 guests
- Meeting is not promoted in the convention centre or in any EHRA EUROPACE publication
- Closed industry meetings are permitted in and around the congress centre for 100 pax, any requirements for meetings exceeding this number should be addressed to the ESC for review and approval
- Media should not be invited and are not permitted to attend the meeting.

Where do they take place?

- Function spaces: within the congress centre will be located by the exhibition area.

- Closed industry meetings within the congress centre will be held in fully furnished and AV equipped 200 seats lecture rooms
- The ESC can propose a limited number of function spaces within the congress centre.
- The ESC cannot handle any meeting requests for industry meetings outside the congress centre.
- Rooms in the congress centre can be reserved only through the ESC.
- The ESC has the right to modify demands as it sees fit to best accommodate as many requests as possible.

When do they take place?

- Function spaces: Unless otherwise agreed, rooms are rented for a minimum of 4 and half days, from Saturday 22 June to Wednesday 26 June 2013, each day from 08:00 to 20:00 (13:00 on Wednesday).
- Closed industry meetings: the ESC deals with requests on an individual basis.

What is the cost?

- Function spaces:

32 m ²	€ 7 000
40 m ²	€ 7 500
48 m ²	€ 8 500
64 m ²	€ 10 000
80 m ²	€ 12 000

- Closed industry meetings: €3, 000 per 60-minute meeting with an additional €1,500 charged thereafter per increment of 30 minutes.

4.1 Booking procedure

Exhibition stand:

For supporting companies a stand is required to obtain permission to rent a function space or closed industry meeting. Cancelling your exhibition space at a later stage will also mean cancelling your "Rooms at EHRA".

Application forms

Please submit the completed e-application form. Please fill in e-application forms on our website: www.esceexhibition.org

Application deadline

Deadline for application is **28 February 2013**.

Please note space is limited and orders are confirmed on a first-come, first served basis.

Appointed Agency

- Sponsoring industries should inform the ESC, in writing, which agency is appointed for which session, with the corresponding session number. Requests from unknown agencies will be taken into account.
- Applications for function space and closed industry meeting. must be submitted by the sponsoring industry. Correspondence for the above items should be made exclusively between this company and the ESC.
- It is not the role of any agency to make initial enquiries or reservations with the ESC independently of the sponsoring industry.
- The named agency cannot fully act as if it were the company itself and the company will continue to be held entirely responsible and accountable for activities organised in its name by its agency.
- The ESC has created these Guidelines as an essential tool. It is obligatory that every appointed agency read these Guidelines and all other documents posted on www.esceexhibition.org website in order to have a proper working relationship with the ESC congress division. The sponsoring industry is responsible for communicating these guidelines to staff and appointed agencies.
- The ESC reserves the right to inform the function space and closed industry meeting organisers if the appointed agencies have not read or understood the Guidelines and the companies will ensure smooth communication is re-established.

4.2 Preparing your room requirements

Badges, right of admission reserved

- All persons involved in the operation of function space or closed industry meeting (film crew, technicians, participants, etc) must have a valid badge: General Exhibitor, Scientific Exhibitor, Diamond Exhibitor, active participant or day ticket.
- All persons visiting a function space or closed industry meeting must be registered either as active participants, exhibitors or journalists; persons without a badge will not be allowed to enter the room.

Rooms assignment

- Rooms are assigned on a first-come first-served basis.
- The ESC will propose rooms to requesting companies in writing and the company will have the right to accept or decline within the given deadline.
- Companies not responding by the deadline date will be assumed to have accepted the assigned rooms.
- The ESC has the right to modify rooms' assignment in the event of last minute changes.

Rooms' access

- Function spaces: unless otherwise agreed, organisers will have access to their assigned room on Saturday 22 June at 08:00.
- Closed Industry Meetings: unless otherwise agreed, closed industry meetings organisers have access to their assigned lecture room 15 to 30 minutes before their scheduled time slot.

Rooms' set-up

Rooms will include electricity, air-com and daily cleaning.

- Function spaces: room set-up (furniture and AV) need to be ordered from EHRA EUROPACE official suppliers and are billable as extras.

Unless otherwise agreed, function spaces are set-up by supporting companies on Thursday 20 June 2013 (08:00-23:00) Friday 21 June 2013 (08:00-23:00) Saturday 22 June 2013 (08:00-20:00) for furniture and equipment delivery, and Sunday 23 June 2013 (08:00 - 12:00) for decoration only, no moving of furniture and equipment.

Function spaces can be dismantled on Wednesday 26 June 2013 (15:00 23:00) and Thursday 27 June 2013 (08:00-20:00).

- Closed industry meetings within the congress centre will be held in fully furnished and AV equipped 200 seats lecture rooms.

Invoicing

- An invoice will be issued on acceptance of the proposed room.
- If the deadline to accept has passed without the ESC having received a negative response from the company, the ESC will consider this non-response as a tacit acceptance of the room proposed and will invoice accordingly.
- Precise and definitive accounting information must be provided on the initial e-application form.
- The ESC cannot reissue invoices for missing or incorrect data (addition of Purchase Order, changes of billing address, etc...).

For all payment, invoicing and cancellation information, please see, sections regarding Invoicing and cancellation policies

Signage

- The ESC will take care of the generic signage within the congress centre.
- No other signage or promotion can be made within the building.
- Function spaces: one A3 size (297 X 420 mm) Landscape format signage place by EHRA EUROPACE 2013 official supplier on the entrance wall of the assigned rooms to identify the function space for delegates (company name, corporate logo & visual permitted only).

Catering

- Catering services within the function space or closed industry meetings can be organised with the EHRA EUROPACE 2013 official caterer at the sponsor's cost.
- Organisers are encouraged to guarantee a healthy and balanced catering service to their delegates.

Extra services

- The costs for any extra orders (i.e. catering service, extra audio-visual equipment, extra furniture, extra decoration, extra hostesses, etc) are not included in the room rental price. To order extra equipment we suggest you contact the official suppliers whose details will be communicated as later date on www.esceexhibition.org
- The ESC has established a coordination system to ensure that the various suppliers duly execute the numerous orders. The ESC cannot however be held fully responsible for the services delivered by sub-contractors or the building.

Section 5 – Sponsorship, Advertising & Promotional Opportunities

5.1 Participation & Sponsorship Opportunities

EHRA EUROPACE 2013 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 2013.

By associating with EHRA EUROPACE 2013, you 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, The PACE 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 which proffer excellent networking and relationship-building opportunities.

The following pages detail all existing **Sponsorship, Advertising & Promotional** options at EHRA EUROPACE 2013 and we will be pleased to consider additional sponsorship initiatives or suggestions.

Remaining Sponsorship & Promotional opportunities:

ITEM	DESIGNATION	PRICE
CD Rom & Online Abstracts Library	Exclusive Sponsorship	€ 35 000
Delegate lounge	Exclusive Sponsorship	€ 20 000
Poster Area	Exclusive Sponsorship	€ 20 000
EHRA EUROPACE TV	Exclusive Sponsorship	€ 50 000
Industry Welcome Desk		€ 3 500
Final Programme	Product Advertising allowed	
	Back Cover	€ 10 000
	Inside Back Cover	€ 8 000
	Inside Page	€ 5 000
MD Conference Express	Exclusive Sponsorship	€ 50 000
Industry Programme with integrated Note Pad	Product Advertising allowed	€ 12 000
EHRA EUROPACE Congress News 2013	Exclusive Sponsorship	€ 15 000
Bookmark in Final Programme	Exclusive Sponsorship	€ 8 000
Note Pads & Pens	Product Advertising allowed	€ 12 000
Athens City Maps	Product Advertising allowed	€ 20 000
Industry Insert in Industry Programme	Product Advertising allowed	€ 5 000
Gift in Congress Bags		€ 10 000
Programme at a Glance	Product Advertising allowed	€ 10 000
Live Sessions Sponsor	Exclusive Sponsorship	€ 20 000
Independent Educational Grant	per session	€ 10 000

Please note that all of the above prices exclude VAT.

5.2 Sponsorship Terms & Conditions

- Sponsors will be acknowledged in all printed material and on the EHRA EUROPACE 2013 Web Site.
- All sponsorship requests will be allocated on a first-come, first-served basis.
- All prices are exclusive of VAT
- Payment and invoices are in Euros (€)

5.3 Sponsorship Contact

For further consultation on and management of your corporate investment and strategy, please contact us at: **industry_services@escardio.org**

For any logistical queries on the above, please contact Mr. Fabrice Calabrese of the ESC at **sponsorship@escardio.org**

5.4 Product Descriptions and Technical Specifications

We have listed additional product details and technical specifications for sponsorship & promotional items below. All necessary technical specifications will be updated and posted on the ESC Exhibitors and Industry Partners Web Site: <http://www.escehitation.org/EUROPACE2013/default.aspx>

Please consult regularly this important Web Site.

CD Rom & Online Abstracts Library

This online library is available for free from the ESC Web site and provides users with practical and simple access to all accepted abstracts of the Congress. Sponsorships offers a partnership acknowledgment on the production online as well as exclusive distribution of the Abstracts CD ROM onsite. This product guarantees maximum traffic to the sponsor stand where delegates will use the sponsor voucher to receive the CD-ROM. Price does not include production & shipment of the voucher.

- Submit a high resolution logo by **15 February 2013**

Delegate Lounge

This highly popular area allows delegates to connect to the internet, access their working files and print necessary documents onsite.

- Exclusive sponsorship
- Delegate Lounge comprises seating, work stations & printer
- Acknowledgement: Logo on screensaver on each of the computer screens, Final Programme & EHRA EUROPACE 2013 Web Site*
- Any additional signage, furniture or other requested for the Delegate Lounge need to be approved by the organiser and will be at the sponsor's cost.

- Submit a high resolution logo by **30 April 2013**

Poster Area

The EHRA EUROPACE Poster Area is dedicated to research in the cardiovascular field and notably the transmission of the posters submitted and accepted for the congress. This unique educational initiative and the surrounding area are available to an industry partner for exclusive exposure and association with the scientific content of the congress (acknowledgement on the Final Programme & online, sponsor logo displayed throughout the Poster Area).

- Submit a high resolution logo by: **Date to be advised upon request**

EHRA EUROPACE TV

EHRA EUROPACE 2013 TV highlights the main scientific advances presented during the Congress providing the viewer with an overview of the congress highlights. The sponsor is acknowledged in the credits and web pages.

Industry Welcome Desk

Exhibiting companies are invited to rent Industry Welcome Desks located by the Registration Area. These desks will enable you to distribute your company's delegate registrations directly to recipients, manage your clients on their arrival in the congress centre and provide an important information point for guests during the congress.

Final Programme Advertisements – product advertising allowed

The Final Programme provides delegates with the full scientific agenda, exhibition and industry supported sessions information and will be the essential reference document for delegates during the congress.

Three separate advertisements are available in the Final Programme with advertisements requiring prior approval from the organiser:

- Submit artwork for approval: **15 February 2013**
- Final approval: **20 February 2013**

MD Conference Express

A peer-review publication with a special edition reviewed by the EHRA EUROPACE Congress Programme Chair will be mailed to all attendees post congress and posted online via the ESC web site. This exclusive sponsorship opportunity provides a highly select advertisement space and abstract to extend the reach and impact of your congress activities beyond the congress.

Industry Programme with integrated Note Pads – Product advertising allowed

We combined practicality with design and created a highly attractive Notepad that will please delegates but also offer exceptional exposure for industry activities at EHRA Europace. The main sponsor of this product will have 2 advertisements in the catalogue.

- Submit artwork for approval: **To be advised at a later date**

EHRA EUROPACE Congress News 2013

The highly popular Congress News is a daily publication providing delegates with an update on the congress news and events. Seize the opportunity to post your key congress message in this popular publication with an exclusive back page advertisement on each of the congress days.

- Submit artwork for approval: **Date to be advised upon request**

Bookmark in the Final Programme – Product advertising allowed

The Bookmark in the Final Programme displays an Exclusive advertisement and is attached to the Final Programme which is inserted into each Congress Bag.

- Submit artwork for approval: **15 February 2013**
- Final approval: **20 February 2013**

Note Pads & Pens – Product advertising allowed

Official congress items included in the Congress Bag and used by delegates during and post-congress. Acknowledgement via sponsor logo

- Submit a high resolution logo by: **Date to be advised upon request**

Athens City Maps - Product advertising allowed

An industry partner can exclusively advertise their congress activities on this support and be associated with this very useful delegate item. Distributed to every delegate in the congress bag. Price includes production.

- Submit a high resolution logo by: **Date to be advised upon request**

Congress Bag

Add your company name to the EHRA EUROPACE 2013 congress bag distributed to each registered delegate as the exclusive sponsor! Made from recycled and recyclable material with embossed branding.

- Exclusive sponsorship
- Acknowledgement via sponsor logo

- Submit a high resolution logo by **1 December 2012**

Delegate Badge Laces

The popular and highly visible official EHRA EUROPACE 2013 badge laces are available for exclusive sponsorship. The sponsor's name and logo will be printed on the badge laces, distributed to all participants.

- Exclusive sponsorship
- 6 Acknowledgement via sponsor logo

- Submit a high resolution logo by **1 December 2012**

Industry Insert in Industry Programme with integrated Notepad

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

- Submit for approval: **To be advised at a later date**

Weblink

Invite delegates to your congress activities by designing a promotional page link to the EHRA EUROPACE 2013 Scientific Programme Online (SPO). This invitation will communicate your congress message to delegates.

- 1 Weblink can only promote 1 event (e.g. 1 industry supported session or 1 activity on the exhibition stand)
- 1 web page promoting 1 session with reference to the exhibition stand will be considered as 1 Weblink (e.g. 1 industry supported session, plus a mention similar to "visit our stand, location XX")
- 1 web page promoting 1 session with full exhibition details will be considered as 2 Weblinks (e.g. 1 industry supported session, plus a mention for a stand activity)
- 1 web page promoting 2 sessions/activities will be considered as 2 Weblinks, and invoiced accordingly

NB: Hyperlinks to sponsor Web Sites will be not be allowed. No product advertising will be allowed.

Weblink format: PDF, html or flash invitation:

PDF PAGE	HTML OR FLASH PAGE
<p>Size: the lighter the better, screen quality, 600Kb max Security: ideally locked Open size: ideally 100% Number of pages: 3 pages max Images: may be included</p>	<p>Provide organiser with the invitation URL, not the company web site URL. Must be optimized for web 1280 x 1024 pixel Size: the lighter the better</p>

- Submit for approval: **15 May 2013**
- Final approval: **20 May 2013**

Information Screen adverts

Information Screens are located throughout the congress centre and in front of the lecture rooms. Adverts will run for the duration of the congress. This information screen is dedicated to the promotion of your Satellite.

- Only Power point presentations
- No videos allowed
- Avoid transparencies
- Duration of advert: 30"
- Format 16/9

NB: No product advertising will be allowed.

- Submit artwork for approval: **15 May 2013**
- Final approval: **20 May 2013**

Gift in Congress Bags

An industry partner can exclusively advertise their congress activities on this support and be associated with this very useful delegate item. Distributed to every delegate in the congress bag.

- Submit artwork for approval: **15 May 2013**
- Final approval: **20 May 2013**

Programme at a Glance – Product advertising allowed

Place your message on this popular guide to the scientific sessions - The EHRA EUROPACE 2013 Programme at a Glance is a practical pocket guide to the congress providing delegates with a quick day-to-day view of the programme. The Programme at a Glance is designed in a practical pocket format.

- Submit artwork for approval: **Date to be advised upon request**

Live Sessions Sponsor

Exclusively sponsor the Live Session Programme and associate your company with the most interactive, innovative and high-tech sessions that the congress has to offer. Sponsorship involves:

- Onsite Sponsor acknowledgement in the Lecture Room (display signs, plasma screens)
- Onsite Sponsor acknowledgement on the ESC web site, Final Programme and Mobile Application.

- Submit a high resolution logo by: **Date to be advised upon request**

Onsite Advertisements: There are numerous opportunities for our industry partners to promote their congress and corporate messages to delegates onsite in Athens. Please contact industry_services@escardio.org for further details.

Section 6 – Conditions of Participation

6.1 General Conditions

The following conditions of participation refer to allocation of exhibition space by the Organiser to companies exhibiting at EHRA EUROPACE 2013 insofar as the contractual partners do not reach contrary agreements in writing.

6.2 Admission to EHRA EUROPACE 2013

The exhibition is open to companies active in the pacing & cardiovascular healthcare arena and related fields. Marketing bureaus, 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.

6.3 Conclusion of Contract

Application for a stand is made by filling in and returning the Application Form for stand space. Only signed application forms will be taken into consideration. By signing the application form, the company accepts the requirements contained in the Guidelines for Industry Participation and any supplementary provisions. Confirmation of the allocation of a stand by the organiser constitutes conclusion of the rental contract between the Exhibitor and EHRA EUROPACE 2013 Secretariat. 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.

6.4 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 9m². For exhibiting companies organising a Satellite Symposium, a stand of 9 m² 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.

6.5 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.

6.6 Stand Design

Exhibits must be displayed on stands for the entire duration of the exhibition; display of products other than those listed in the application is not permitted.

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.

6.7 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 (europaceexhibition@escardio.org) in advance of the congress for approval.

6.8 Terms of Payment

- ✓ The stand rental fee must be paid in full before the event. Failure to do so will result in the automatic cancellation of the assignment 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.

6.9 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 EHRA EUROPACE 2013. The Organiser accepts no responsibility for any impact, financial or other, relating to legal complicity issues.

6.10 Reservations Policy

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.

6.11 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.

6.12 Premature Termination of Rental Contract

If, after binding application and conclusion of the contract, the organiser should accept in exceptional cases to withdraw from the contract, the Exhibitor is liable for the full amount of the stand rental including all surcharges.

Should the organiser succeed in otherwise disposing of the stand, it reserves the right to claim payment of partial costs caused by the tenant withdrawing from the contract. A case of re-letting is not constituted if, for optical reasons, the area not used by the Exhibitor is allocated to another Exhibitor without the organiser 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. The organiser is entitled to withdraw from, or to revoke: the rental contract, the conditions of participation or the supplementary

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

6.13 Cancellation Policy

For Exhibition:

Cancellations by Exhibitors should be made by letter addressed to the EHRA EUROPACE 2013 Secretariat.

Cancellation Fees will apply as of receipt of the signed order form as follows:

- 10% until 30 November 2012
- 30% from 1 December to 31 December 2012
- 50% from 1 January 2013 to 28 February 2013
- 100% from 1 March 2013

For Industry Sponsored Sessions:

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

Cancellation Fees will apply as of receipt of the signed order form as follows:

- 10% until 30 November 2012
- 30% from 1 December to 31 December 2012
- 50% from 1 January 2013 to 28 February 2013
- 100% from 1 March 2013

For Rooms at EHRA EUROPACE 2013:

Cancellation Fees:

Requested Rooms at EHRA EUROPACE can be cancelled by the client with no cancellation fees up until 1 January 2013.

30% cancellation fees will apply for all order cancellations from 2 January 2013 until 28 February 2013.

100% cancellations fees will apply for all order cancellations as of this date.

For Sponsorship:

Cancellation Fees will apply as of receipt of the signed order form as follows:

- 10% until 30 November 2012
- 30% from 1 December to 31 December 2012
- 50% from 1 January 2013 to 28 February 2013
- 100% from 1 March 2013

6.14 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.

6.15 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.esceexhibition.org/EUROPACE2013/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 EHRA EUROPACE 2013 is undisputed.

6.16 Usage Rights for Music, Images, Films

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

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

6.17 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 EHRA EUROPACE 2013 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.

6.18 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.