

EuroHeartCare

ANNUAL CONGRESS OF THE COUNCIL ON
CARDIOVASCULAR NURSING AND ALLIED PROFESSIONS

Trinity College Dublin, Ireland

7-9 JUNE 2018



“Tackling the Complexity of Cardiovascular Care”

KEY FIGURES

3 Days, 20+ Sessions, 40+ Countries represented,
63 international faculty members, 250+ abstracts,
500+ participants, One Congress!

KEY DEADLINES

Abstract Submission - 20 January
Early Registration Fee - 26 March
Late Registration Fee - 3 May

www.escardio.org/EuroHeartCare
[#euroheartcare](https://twitter.com/euroheartcare)



ESC

Council
Cardiovascular Nursing
and Allied Professions

ESC Guidelines for Industry @ EuroHeartCare 2018

Congratulations

You have decided to partner EuroHeartCare 2018 the Annual Congress of the Council on Cardiovascular Nursing and Allied Professions.

EuroHeartCare 2018 will take place in the city of Dublin. It is a unique opportunity for everyone to participate to one of the most relevant exchange platform for discussion on cardiovascular nursing and allied professions.

We look forward to working closely with you over the coming months towards a rich and innovative EuroHeartCare 2018.

Thank you for reading these Guidelines

Please note that a successful application for participation at ESC Congresses implies an acceptance of the requirements contained within these ESC Guidelines for Industry @ EuroHeartCare 2018, within complementary ESC Guidelines for Industry @ Congresses and also in any updates posted on www.escexhibition.org/EuroHC18

Please carefully note the key deadlines marked at the start of each chapter. To ensure we deliver a successful EuroHeartCare 2018, we will not be able to deviate from these deadlines.

The ESC Congresses Industry portal: www.escexhibition.org/EuroHC18

This web address should be a main reference source in your preparations. The website is also organised by activity to allow you to focus on your company's participation concerns. The website will provide you with updates, application forms, key dates, don't miss information, technical specifications and much more... Bookmark it now!

Each exhibitor is responsible for sharing the address of the ESC industry portal with their agencies or contractors and providing them with the necessary information for exhibition preparations.

Your contacts

A dedicated team is happy to assist you in your preparations for the EuroHeartCare 2018. Please contact the following people as necessary for your queries.

Exhibition, Industry Sponsored Sessions,
Sponsorship and Rooms at EuroHeartCare:
ehcareservices@escardio.org

Ms Julia Meunier

Exhibitor Registration:
ehcareregistration@escardio.org

Accommodation:
ehcarehotels@escardio.org

Orders and Industry Relations:
industry@escardio.org

Any other queries:
fcalabrese@escardio.org
Mr Fabrice Calabrese

Booking procedure

Application forms available on the ESC Industry portal: www.esceexhibition.org

Note

- The invoice will be issued by ESC – European Society of Cardiology 2035 route des Colles CS 80179 BIOT 06903 Sophia Antipolis, Cedex FRANCE

Signature of the order form constitutes establishment of the contract between the sponsor and the ESC. A stand assignment, sponsored sessions, sponsorship or rooms at EuroHeartCare confirmation and an invoice will be sent to the sponsor by email only. Should the confirmation differ from the order form, the details of the confirmation prevail unless the sponsor protests in writing within two weeks of the date indicated on the confirmation email.

Appointed agency

- Sponsors should inform the ESC, in writing, which agency is appointed to conduct its affairs. Requests from unknown agencies will not be taken into account.
- Applications for stand spaces, session' time slots, sponsorship items or rooms at EuroHeartCare must be submitted by the sponsoring industry. Correspondence 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 ESC Guidelines for Industry @ Congresses as an essential tool on how to host Industry activities. 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 Industry Division. Sponsors are responsible for communicating these guidelines to staff and appointed agencies.
- The ESC reserves the right to inform the Sponsor if the appointed agencies have not read or understood the ESC Guidelines for Industry @ Congresses so the companies may ensure smooth communication is re-established.

Condition of sales

- Order forms need to be signed by an authorised company representative, only signed order forms will be taken into consideration. Failure to return a signed order form will result in loss of product and priority position
- An order is considered final and subject to payment and cancellation fees once this form has been signed and returned.
- Companies are invoiced for the requested service upon signature of the order form. 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).
- On time payment is essential to secure a stand space, session' time slot, sponsorship item or rooms assignment.

- Stand space, session' time slot, sponsorship item or rooms assignments are cancelled automatically if the invoice has not been paid within the given payment period.
- The ESC acts in good faith and is not liable for refund of contracted services in the case of regulatory or legislative bodies refusing the content of same.

For all payment, invoicing and cancellation information, please refer to the Order Form and Chapter 5 "Finance and invoicing" of these Guidelines.

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1. Exhibition

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1.1 KEY DATES

Until 30 November 2017	Cancellation fee: 10% of total amount due
From 1 December 2017 to 31 January 2018	Cancellation fee: 50% of total amount due
From 1 February 2018	Cancellation fee: 100% of total amount due
14 March 2018	Company and product description deadline
9 April 2018	Deadline for stand design submission. All exhibitors must submit their insurance certificates. For custom stands, risk assessments and method statements are requested.
26 April 2018	Stand activity declaration deadline
7 May 2018	Free Exhibitor badge deadline
7 – 9 June 2018	EuroHeartCare 2018

1.2 COSTS FOR STAND SPACE ONLY

“Stand Space” refers to the physical floor area occupied by an exhibit and excludes all construction materials and services such as electricity and communications.

	Industry	Publishers, booksellers
Price	€300/m ² excl. VAT	€150/m ² excl. VAT
Minimum exhibition space	9m ²	6m ²

1.3 STAND ASSIGNMENT

Stands will be assigned on a first come, first served basis.

To ensure every exhibitor has a chance to choose an appropriate location, the ESC stand assignment proposal is valid for 48 hours only unless the offer states otherwise.

After confirmation of stand assignment, any alteration of the stand type may be requested to ESC before 9 April 2018. To ensure a proper announcement of the stand spaces in the EuroHeartCare 2018 publications digital tools and printed material, any request of change post this date will be subject to prior approval by the ESC. ESC cannot guarantee a positive response.

1.4 EXHIBITION SCHEDULE

Construction schedule

Exhibitors and their agencies must study the timetable for construction, exhibition opening and dismantling.

Access to the unloading area and exhibition grounds for construction shall be according to the access schedule.

Priority will be decided based on the size of stand area under construction and other considerations such as availability of halls.

Exhibitors and their agencies must strictly adhere to the timelines provided and ensure set-up is completed and the necessary packing material removed from the stand by the end of the time slot provided. If it appears to the ESC that the equipment and furnishing and/or the set-up and installation of the rented stand site will not be completed by the deadline, the ESC shall be entitled to take all measures they may deem necessary. All costs arising from the ESC decision shall be paid by the exhibitor in full with no right to refund.

Exhibition access timetable

Construction

The hall is open for construction:

- Thursday 7 June 08:00 - 18:00 Exhibition build-up

Vehicle access for unloading

Vehicles will not be allowed to access the loading bays before the date and time indicated on the Access Schedule.

Access to the loading bay is at the rear of the Arts Building Conference Centre. Vehicles should enter via Lincoln Gate and drive along the Nassau Street carpark to the rear of the Arts Building. Security staff at the entrance gate will provide clear directions on arrival.

Opening hours

Thursday 7 June

- | | |
|---------------|--|
| 08:00 – 15:00 | Exhibit decoration only - ESC inspection
Incomplete stands and no-shows by 15:00 will be walled off and goods removed into storage at the exhibitors cost |
| 19:00 – 21:00 | Inaugural Session and Networking Reception |

Friday 8 June

- | | |
|---------------|----------------------------|
| 07:30 | Hall access for exhibitors |
| 08:00 – 18:00 | Exhibition opens |

Saturday 9 June

- | | |
|---------------|---|
| 08:00 | Hall access for exhibitors |
| 08:00 – 16:30 | Exhibition opens |
| 17:00 – 19:00 | Exhibition dismantling - Removal of stand and Meeting Rooms valuables |

IMPORTANT

On Friday 8 June 2018, stand personnel may enter the building 30 minutes before the opening of the exhibition. Outside of “Exhibition Open” periods, delegates will walk through the Exhibition, we therefore strongly urge you to secure your stand against theft or damage when the stand is not manned. (See Chapter 5 “General Terms and Conditions” of the ESC Guidelines for Industry @ Congresses).

1.5 TECHNICAL GUIDELINES

Exhibition location and building information

The exhibition accompanying EuroHeartCare 2018 will be held in the Concourse area the Level 2 of The Trinity College Dublin.

Zone information

- Exhibition hall is located in the Concourse area on the second floor.
- Ceiling height is approximately 3m
- No carpeting in the hall

Stand construction

Please refer to ESC Guidelines for Industry @ Congresses for full technical specifications and illustrations.

Security

Due diligence

All entities involved in EuroHeartCare 2018 must have adequate insurance to cover claims arriving from industrial accidents and public safety, whatever the cause. Exhibitors and their contractors must abide by current legislation in the host country with regards 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

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 most stringent standard must be met.

Please refer to ESC Guidelines for Industry @ Congresses and venue rules and regulations for further information. For any questions regarding safety and security in the venues, exhibitors could contact the ESC Industry Team who will liaise with the venues.

Stand module – Shell scheme stand

Exhibitors who need to rent a standard exhibit stand module are urged to use the services of the official stand service supplier. Shell scheme stand will be signed off by the official stand supplier separately.

Submission deadlines

- By **9 April 2018**: Exhibitors renting a shell scheme stand should inform ESC Industry Team accordingly. A public liability insurance document should be sent by exhibitor to the ESC Industry Team.

A turn-key stand solution is available at attractive package price for stand namely:

Exhibition Welcome Package

The stand includes:

- 4m² floor space and structure: Back wall with graphic and company name, carpet, and daily basic stand cleaning (emptying of bins and floor vacuuming).
- Lighting: 1 twin socket, 1 switchboard for general lighting and consumption (1kw)
- Furniture package: 1 counter with printed logo, 2 high stools



Non-contractual picture, may be subject to change

The stand module provided by the official stand service supplier and illustrated below will be uniform stands with uniform graphics, height and design. Partition walls will be 2.5m high.

Custom stand design

Stands drawing

By 9 April 2018 every exhibitor must submit to the ESC Industry Team, an exact statement of the dimensions of their stand as well as plans and descriptions of this stand.

A public liability insurance document must be submitted as well as all additional certification documentation required for complex structures. **All documents for construction certification are required.**

Please refer to ESC Guidelines for Industry @ Congresses for further information.

Health & Safety certification

Complex structures

A complex structure is any form of construction of any height, which may require input from a structural engineer.

If a stand is not constructed from “shell scheme”, it is the responsibility of the stand designer to determine whether the construction is complex or not.

Please refer to ESC Guidelines for Industry @ Congresses for further information.

Stand module

By 9 April 2018 exhibitors renting a stand module from the official stand supplier should submit the package type, dimensions & non-standard items such as display screens and catering areas. Note that these stand constructions will be signed off by the official stand supplier separately. There is no need to provide any specific documentation for a stand construction certification apart from the public liability insurance document.

Onsite checking

All stands will be checked onsite by the ESC Industry Team and by the venues' Health & Safety Team to ensure that the structures are safe and that they are compliant with the approved technical drawing upstream. In case of difference between the approved drawing and the stand, the ESC Industry Team reserves the right to ask for any change needed in order to make the stand compliant.

Please refer to ESC Guidelines for Industry @ Congresses and venue rules and regulations for further information.

Stand types

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.

Specific requirements

In order to create a physical separation within a stand (e.g. to provide a distinction between commercial and scientific functions) an Exhibitor can choose to have 2 peninsula (or 2 corner stands) side by side, instead of one island stand (or peninsula stand).

Please mention this requirement on your stand application form and the ESC Industry Services Team will advise you accordingly.

An Exhibitor choosing to have 2 peninsula or 2 corner stands should be aware that both stands will be considered as 2 separate stands:

- Each stand design will be evaluated individually
- Each stand will have its own stand height allowance depending on the size of each ordered space
- Both stands can be separated by means of a separation wall or by means of a common storage area
- The back wall or the combination of common storage area and back wall must extend throughout the full width of the stand, from one side to the other
- The separation wall between both stands must be at a minimum of 2.5m and a maximum of 3m.
- A service door between both stands is possible. This service door must be exclusively reserved for the exhibitor's stand staff. An open passageway will not be approved.
- Line(s) of sight on the back wall of both stands is possible (i.e glazing...)

Stand design approval

Each stand design is evaluated individually.

For confidentiality matters, the exhibitors' stand designs submitted to the ESC will not be communicated to third parties.

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. The stand design approval will be sent by the ESC Industry Services Team only when the venues have approved and signed off the stand plan and the required documentation for construction certification.

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

Please refer to ESC Guidelines for Industry @ Congresses and venue rules and regulations for further information.

Stand height allowance

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

4m² - 25m² 2.5m

Edge of the stands

A 30cm inset from the edge of the stand is the minimum vacant margin required by the ESC. It is forbidden to erect walls, glazing, other constructions, or to place stand elements on the open sides of island, peninsula, corner or in-line stands within this 30cm perimeter.

Line of sight

The primary objective of creating a line of sight through the open sides of the stands is to keep the view throughout the Exhibitions as free as possible. The line of sight minimum height must be 2m.

Please refer to ESC Guidelines for Industry @ Congresses for full technical specifications and illustrations.

Stand transparency

33% of the overall stand width is the minimum transparency rate required by the ESC.

Each open side of island and peninsula stand types must provide lines of sight from aisle to aisle.

The total of the lines of sight must reach a minimum of 33% of the stand width.

On the closed side of peninsula, corner and in-line stands, the ESC requires a line of sight when the height of the construction exceeds the height of the back wall. The total of the lines of sight must reach a minimum of 33% of the stand width.

Please refer to ESC Guidelines for Industry @ Congresses for full technical specifications and illustrations.

Walls erected on stands

1/3 of the length of the stand is the maximum size for walls erected at the edge or inside island, peninsula, corner or in-line stands.

There is no limit on the number of walls erected inside the stand if it complies with the 30cm, 1/3 and stand transparency regulations.

NOTE

Peninsula, corner and in-line stands must be separated from neighbouring stands by means of separation wall(s). In principle this separation wall(s) should be 2.5m high. 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. These walls cannot be higher than 3m.

Please refer to ESC Guidelines for Industry @ Congresses for full technical specifications and illustrations.

Self standing elements

Stand elements of 1.4m and higher will be taken into account in the calculation of the transparency and the total width of these elements must not exceed 1/3 of the side of the construction.

Stand elements lower than 1.4m will not be taken into account in the calculation of the transparency and therefore will not be considered as obstructive.

Self standing structures with a banner on the top or arch structure

A banner on self standing items or top part of an arch should not exceed 2m.

Please refer to ESC Guidelines for Industry @ Congresses for full technical specifications and illustrations.

Exhibition services

For all your stand service orders and the latest exhibition logistics information, please visit www.escexhibition.org/EuroHC18

All stand services can be ordered through our official supplier form available on: www.escexhibition.org/EuroHC18

For further information on services available, please contact our official supplier Obexpo:

Email: tony@obexpo.ie
Line: (m) +35 387 249 2489
(p) +35 316 144 700

Service points (electricity, water, waste, compressed air)

Electricity points will be provide in a number of areas on the concourse area, with additional power strips available on request. Any additional costs arising will remain the responsibility of each exhibitor. Please note compressed air and water are not provided to exhibitors.

Please refer to ESC Guidelines for Industry @ Congresses for further information.

Internet connection

With the explosion of wireless-enabled devices (smartphones and tablets), the Wi-Fi network availability during ESC Congresses 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 the venues for all connection needs.

Wifi usernames and passwords will be provided to the ESC by the Trinity College Dublin. Please note wired internet connection will be not available.

Waste and cleaning management

Exhibitors should manage (contract and pay for) their waste removal through the official cleaning supplier.

This can be ordered through Obexpo on: www.escehhibition.org/EuroHC18

'Wild tipping' or disposing of bulk waste within the fairground without payment will be considered a serious violation.

IMPORTANT

Unattended rubbish left by exhibitors in aisles when the exhibitions are open will be removed at the Exhibitor's expense.

Please refer to ESC Guidelines for Industry @ Congresses for further information.

Catering

Exhibitors may not bring their own catering into the venues. All perishable goods (coffee, tea, milk, sugar, fresh fruits...) necessary for the service of hospitality on stands should be ordered from the official caterer. Exhibitors may not sell food or drink for consumption on the premises. Serving alcoholic beverages on stands is strictly forbidden.

The Official Caterer of the EuroHeartCare 2018 is Trinity College Dublin.

Catering can be ordered online from the Trinity College Dublin available on: www.escehhibition.org/EuroHC18

Logistic

All items delivered in advance (**3 days** before the congress) of the conference should be addressed as follows:

EuroHeartCare 2018 Conference

c/o Room 4045, Arts Building

Trinity Conference Centre, Trinity College Dublin,

Dublin 2 - Ireland

Couriers will be instructed to leave the items directly to the storage room of the Trinity College Dublin. For any further information, please contact Trinity Enquiries, c/o Central Event: 00 353 8961897

Please refer to ESC Guidelines for Industry @ Congresses for further information.

Delivery address

Deadline for all deliveries will be made available on www.escehhibition.org/EuroHC18.

Note that this is the only delivery address to be used for consignments delivered direct to Trinity College Dublin. Venues representatives are not entitled to receive goods on behalf of exhibitors.

Storage

Empty packing cases must be removed from the exhibition area by 15:00 on Thursday 7 June 2018. Exhibitors should therefore make prior arrangements for the safekeeping of such items with the College or with their own shipping agent. Storing materials in the spaces behind or close to stands not rented by the exhibitor is strictly forbidden.

1.6 SAFETY AND TECHNICAL SPECIFICATIONS

Access for people with reduced mobility

The exhibitor must comply with European regulations and with the accessibility order. These regulations specify that all premises and facilities open to the public must allow access to the disabled and to people with reduced mobility. For ESC Congresses, all disabled persons must be able to access and exit all facilities without assistance.

Fire prevention and crowd safety

Exhibitor obligations

Exhibitors must have available on site all official reports on the fire resistance classification of all materials used on their stands. If official reports are not available, exhibitors must have all fireproofing certificates available on site at each of their stands. Any goods on stand will be subject to these regulations.

IMPORTANT

All materials to be used for stand fitting up (partition walls, backdrops, platforms, coverings, fabrics, false ceilings, curtains, carpets, various structures and so on) must be incombustible, originally fireproof or fireproofed, in compliance with the European standards.

Exhibitor's using materials not conforming to any safety component of the ESC Guidelines for Industry @ Congresses and venue' Rules and Regulations will replace them with safe alternatives at their own cost.

Organiser's security

The ESC undertakes the general surveillance service of the venues, both day and night.

Extra security

The ESC will provide general surveillance of the hall, however, the ESC reminds exhibitor of their responsibility for their stand surveillance.

Valuable goods

The Exhibitor shall be responsible for the surveillance of his/her stand and exhibit during the exhibition opening hours. Exhibitors are recommended to pay closer attention to the exhibits during the stand construction and dismantling periods. Valuable objects, which may

easily be removed, should be locked away overnight. The ESC accepts no responsibility for goods stolen from exhibits at any time.

IMPORTANT

Exhibitors should not leave removable/valuable goods unattended on the stand at any time; particular attention should be given to goods awaiting collection from the freight forwarder/lifter.

Insurance

Please refer to Chapter 5 “General terms and conditions” § 5.3 INSURANCE of the ESC Guidelines for Industry @ Congresses.

1.7 EXHIBITION REGISTRATION

Please refer to ESC Guidelines for Industry @ Congresses for further information.

All exhibiting companies have a fixed allocation of free General Exhibitor, and Scientific Exhibitor badges. If the number of free General Exhibitor badges is insufficient, extra General Exhibitor badges may be purchased.

Exhibitor badge categories

Exhibitor registration types are reserved only for staff working directly in the organisation and management of exhibits, Industry Sponsored Sessions and sponsored activities. Bearers are subject to the restrictions contained within these Guidelines.

General Exhibitor badge

- Access to Exhibition halls
- No access to EuroHeartCare 2018 Scientific Sessions
- Access to Industry Sponsored Sessions of affiliated company
- Congress bag
- No journal subscription
- No accreditation
- Hard copy of the Final Programme, and digital version on Mobile App and Website
- Opportunity to purchase additional General Exhibitor badges
- Onsite name changes are not accepted, a new badge must be purchased
- Lost General Exhibitor badges will not be replaced; a new badge must be purchased

Scientific Exhibitor badge

- Access to Exhibition halls
- Access to EuroHeartCare 2018 Scientific Sessions
- Access to Industry Sponsored Sessions
- Congress bag
- No journal subscription
- Hard copy of the Final Programme, and digital version on Mobile App and Website

- No additional paying Scientific Exhibitor badges can be ordered (beyond the defined number allocated per stand). If any additional one is required, a usual delegate badge should be purchased through the ESC website.
- Onsite name changes are accepted upon surrender of the original badge (administration fee to be charged)
- Lost Scientific Exhibitor badges will not be replaced, a new badge must be purchased

Exhibitor badge allocation

The number of free allocated badges is determined according to each stand space. An Exhibitor choosing to order several stands, should be aware that each stand will be considered as separate stand.

	General Exhibitor badges	Scientific Exhibitor badges
Exhibition Welcome Package and all others stand size	3	2

Exhibitor badge orders

Free badge orders

A link to an online form will be sent to the Industry's main contact a few weeks before the Congress. This online form will already have the correct number of badges to be completed with the onsite staff's names (or be left with the company name only).

Should the person in charge of ordering the badges not be from the Industry, an official letter of appointment must be provided to the ESC to prove they have indeed been mandated to order them. Failure to do so will result in the request for badges not being taken into account.

Exhibitor badges with company name and/or individual name

Exhibitors may choose how their free badges are inscribed: either company name only or individual name & company name.

It is mandatory that the company name is the same as that provided for the exhibition listing.

Badges fees and order deadlines

Additional General Exhibitor badges may be pre-ordered at the early fee of €50 (excl. VAT) per badge before 7 May 2018.

Delegate passes to exhibitions outside of opening hours

For security reasons, access to the exhibitions outside of opening hours is limited to persons holding an exhibitors' badge.

Full fee paying delegates affiliated with an exhibiting company can also receive a green sticker for access to the exhibitions outside of exhibition hours. Companies must provide the ESC with a complete list of relevant names prior the congress.

Named delegates will be provided with the necessary stickers at the Exhibitor Registration desk and will be given access to the exhibition without the need to be accompanied.

1.8 STAND ACTIVITY AND PROMOTIONAL REGULATIONS

Please refer to ESC Guidelines for Industry @ Congresses for further information.

Stand activities

The main activity of any exhibition' stands should be the presentation of the exhibiting company and/or its products or services.

Companies may organise stand activities in line with the information they have to communicate with the delegates. Stand activities should be focused on the product and scientific information to be communicated; Companies should ensure that the perception of the activity is above all one of transfer of knowledge. All stand activities must be submitted to the ESC for approval. Interactive technology based activities may be accepted provided their focus remains product, scientific knowledge transfer and they have no negative impact on the exhibitions or other rules within this publication.

Audio & visual activities

The projection of films and slides; any amplification with the aid of loudspeakers; the production of music and/or sound; as well as the use of lighting, computer monitors and television screens is acceptable within the stand space as long as no disturbance is caused. Sound and lighting effects should be contained within each stand area. If the ESC judges that a disturbance is being caused, the exhibitor is to halt the activity immediately. If this is not done, the ESC reserves the right to make the necessary arrangements at the expense of the exhibitor. A refusal to lower the sound level or halt an activity will be considered a violation of these Guidelines. Licensing for copyrighted work is the sole responsibility of the exhibitor.

IMPORTANT

Out of respect for our fellow exhibitors, it is requested that demonstrations/ Presentations, which may generate noise within the exhibition area, are kept to a minimum. All loudspeakers are to be positioned within the boundaries of the stand and angled so that they face inwards towards the centre point of the stand. The maximum permitted volume on stands is 3db above background noise, measured from 3m distance to the stand. The ESC is authorised to restrict any demonstrations/ Presentations which do not comply with the regulations.

We call on all exhibitors to kindly self-regulate the level of noise they are producing – the exhibition is an open area so it is crucial that all parties act in good faith to ensure harmony throughout the area.

NOTE

Each exhibitor is asked to seriously consider these recommendations and self-regulate. Refusal to lower the sound level or halt an activity will be considered a violation of these Guidelines and will cause the penalty of removal of half of the company's accrued points accumulated for the congress.

Promotional regulations

Items which may be advertised

It is prohibited to advertise goods and services which have not been admitted to EuroHeartCare 2018 or to make publicity for organisations which do not occupy stand space at ESC Congresses. Exhibitors should be aware that they are held responsible for any material on which their logo and/or name appears. This applies especially to any brochures produced and distributed by a third party.

Items for distribution

Exhibitors can distribute approved items to delegates on their stands and/or to those delegates participating in approved stand activities.

Each exhibitor should declare all items for distribution in advance with a description/picture and unit price by using the e-form sent by the ESC Industry Team.

2. Industry Sponsored Sessions

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2.1 KEY DATES

Until 30 November 2017	Cancellation fee: 10% of total amount due
From 1 December 2017 to 31 January 2018	Cancellation fee: 50% of total amount due
From 1 February 2018	Cancellation fee: 100% of total amount due
28 March 2018	Deadline for receiving complete scientific programmes

April/May 2018	Deadline for printing scientific programmes in the Final Programme
23 April 2018	Deadline for approval of promotional materials (invitations/flyers) by ESC
7 – 9 June 2018	EuroHeartCare 2018

2.2 SATELLITE SYMPOSIA

Please refer to the Industry Prospectus and ESC Guidelines for Industry @ Congresses for further information.

Satellite Symposia can be organised by exhibiting or non-exhibiting companies and must be open to all registered delegates.

Satellite Symposia are organised within the congress centre in fully furnished and AV equipped lecture rooms.

Satellite Symposia should fit in the standard time unit of a 60-minute session.

Time slots and costs

Satellite Symposia	Exhibitor Prices	Non-exhibitor Prices
Friday 8 June 2018		
12:45 – 13:45 60 mins	€5 000	€6 500
Saturday 9 June 2018		
12:45 – 13:45 60 mins	€5 000	€6 500
<i>All prices are exclusive of VAT</i>		

What is included in the cost?

- Room rental
- Standard lecture room set-up
- 1 advert
- 1 weblink
- Dedicated listing in the Scientific Programme & Planner, Final Programme, and Mobile App
- Promotion allowed in front of the session room (Roll-up and/or invitations)

For Non-Exhibiting companies the cost includes all the above as well as:

- 5 General Exhibitor badges
- 5 Scientific Exhibitor badges

Lecture room set-up

The full list of equipment will be communicated upon room assignment. Cost of additional equipment, furniture, food and beverage will be at the expense of the sponsor.

NOTE

Installation of extra materials or any alterations to Lecture rooms is not allowed. Further information will be communicated at a later stage on: www.escexhibition.org/EuroHC18
Any installations or alterations to lecture rooms may only be made with explicit approval of the ESC.

Promotional regulations

Invitations

Invitations can be distributed at the entrance of the assigned regular lecture rooms and in the direct vicinity of the assigned rooms 30 minutes before the beginning of the session. It is forbidden to distribute invitations anywhere else in the building other than on the booth and on the "Display tables".

Roll-ups

Two Roll-up (maximum height of 2.5m and maximum width of 1m, no electrical connections, no lights, and no sound) may be displayed in front of the regular lecture room door(s) and in the direct vicinity of the assigned lecture room 1 hour before the sessions start.

2.3 PRACTICAL TUTORIALS – NEW THIS YEAR

Please refer to the Industry Prospectus and ESC Guidelines for Industry @ Congresses for further information.

These industry sponsored tutorials provide participants with an opportunity for one-on-one learning from clinical and/or technical experts on specific areas of expertise.

Practical Tutorials are organised in rooms of 20-30 pax located in the congress centre. One room is allocated per company for the duration of the congress. Sessions can be organised during Exhibition opening hours from 08:00 to 18:00 on Friday 8 June 2018 and from 08:00 to 16:30 on Saturday 9 June 2018.

Time slots and costs

Practical Tutorials <i>(Room rental included)</i>	Exhibitor Prices	Non-exhibitor Prices
Friday 8 June 2018		
08:00 – 18:00	€6 000	€7 500
Saturday 9 June 2018		
08:00 – 16:30	€6 000	€7 500
<i>All prices are exclusive of VAT</i>		

What is included in the cost?

- Standard room (Rooms will include standard electricity supply, air-conditioning and daily cleaning). Customisation needs to be ordered through our supplier at extra cost.
- 1 advert

- Dedicated listing in the Scientific Programme & Planner, Final Programme and Mobile App
- Promotion allowed in front of the session room (Roll-up, invitations and/or information screen)

For Non-Exhibiting organising companies the cost includes all of the above and:

- 5 General Exhibitor badges
- 5 Scientific Exhibitor badges

Room access and set-up

- Unless agreed otherwise, Practical Tutorials organisers will have access to their assigned room on Friday 8 June at 08:00.
- Dismantling (Removal of the Practical Tutorials rooms' valuables) can start on Saturday 9 June at 17:00 and must be completed on Saturday 9 June by 19:00.
- Depending on request, the ESC will confirm room set-up to Practical Tutorials organisers. Practical Tutorials organisers must bring their own consoles, projectors and other necessary equipment.
- All furniture, audiovisual equipment and electricity supply over and above the standard set-up will be at the cost of the Practical Tutorials organisers.
- Session organisers must plan appropriate staffing and/or security to avoid any problems. If this is not the case, for security reasons, the venue has complete authority to block entrance into the rooms.

IMPORTANT

Companies must ensure set-up is completed and the necessary packing material removed from the room by the end of the time slot provided. If it appears to the ESC, that the equipment and furnishing and/or the set-up and installation of the room will not be completed by the deadline, the organisers shall be entitled to take all measures they may deem necessary. All arising costs shall be paid by the Session organisers in full with no right to refund.

Transport regulations/handling

For all delivery and logistics matters, please see Chapter 1. Exhibition and refer to 1.5 Technical Guidelines.

Please refer to ESC Guidelines for Industry @ Congresses for further information.

Access Schedule

The full access schedule will be available upon Practical Tutorials request.

Friday 8 June 2018

07:30 – 18:00	Access to the Practical Tutorials for Exhibitors
08:00 – 18:00	Access to the Practical Tutorials for Delegates

Saturday 9 June 2018

08:00 – 16:30	Access to the Practical Tutorials for Exhibitors
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08:00 – 16:30	Access to the Practical Tutorials for Delegates
17:00 – 19:00	Access to Practical Tutorials rooms for dismantling
From 19:00	Any materials left in the rooms will be cleared by the organisers and destroyed at the Session organiser's expenses.

Room 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.
- Signage for Practical Tutorial will be dealt with upon request. If available, organisers may place signage on the screen of the assigned room (included in the Practical Tutorials room rental); this signage cannot carry product names, logos or references and should be limited to the company name, corporate logo, congress image and PACE-Practical Tutorial Agenda. The titles of official ESC sessions such as "Meet the Expert", "Symposium", "Experts on the Spot", etc must not be used by Practical Tutorials organisers.
- Room signage must receive prior approval from the ESC.

Promotional regulations

Invitations

Invitations can be distributed at the entrance of the assigned room. It is forbidden to distribute invitations anywhere else in the building other than on the booth.

Room roll-ups and Information Screen

One Roll-up (maximum height of 2.5m and maximum width of 1m, no sound) and/or an information screen (no sound) may be displayed in front of the assigned room. These promotional supports cannot carry product names, logos or references and should be limited to the company name, corporate logo, congress image and Practical Tutorials Agenda.

2.4 GENERAL RULES GOVERNING INDUSTRY SPONSORED SESSIONS

Assignment of Industry Sponsored Sessions

Please refer to the ESC Guidelines for Industry @ Congresses for further information.

Preparing Industry Sponsored Sessions scientific programmes

Please refer to the ESC Guidelines for Industry @ Congresses for further information.

Submitting your scientific programme

By 28 March 2018 the complete scientific programme of Industry Sponsored Sessions must be sent to the ESC. The scientific programme must be typed on the appropriate form available on www.essexhibition.org/EuroHC18

NOTE

- Industry Sponsored Sessions are announced in all publications as “Sponsored by company X”. Sessions’ sponsor can use a different wording to announce the session on promotional material. The ESC approval is mandatory.
- Sponsored sessions’ chairperson(s): 1 mandatory for 45 and 60-minute Satellite Symposia
- Sponsored sessions’ chairperson(s): 2 mandatory for 90-minutes Satellite Symposia

Approval of scientific programmes

The content and scientific programme of Industry Sponsored Sessions must be reviewed and approved by the Chairperson of the Congress Programme Committee (CPC) who will confirm/ascertain the scientific value of Industry Sponsored Sessions. This review will take place in April/May 2018. Approval or suggestions for changes by the CPC Chairperson will be communicated to the Industry Sponsored Sessions sponsors. **These recommendations must be taken into consideration.**

Changes in the scientific programmes content cannot be made without the specific approval of the Congress Programme Committee (CPC).

CCNAP Faculty management Policy

Faculty (with minimum 1 speaker role) involved in CCNAP scientific sessions will benefit from:

- Free registration
- Hotel accommodation in Faculty hotel for 1 night
- Travel expenses up to a maximum of 200€

All extras remain the responsibility of the Faculty member.

Faculty (with minimum 1 chairperson role) involved in CCNAP scientific sessions will benefit from:

- Free registration

Industry Sponsored Session Faculty management Policy

Faculty management

The CCNAP Faculty management Policy does not apply for Faculty participating only in Industry Sponsored Sessions. The sponsor must contact the Faculty involved in their sponsored session(s) with regards to their Faculty contracts and congress participation.

Faculty engagement

Following the approval of the session scientific programmes by the Congress Programme Committee, CCNAP encourages Industry Sponsored Session organisers to visit the Congress Scientific Programme & Planner (SPP) to identify Faculty participating in multiple sessions from Industry or CCNAP Scientific Programme.

For Faculty only involved in Industry Sponsored Sessions programmes, CCNAP will facilitate contact between Industry Sponsored Session organisers to discuss Faculty arrangements amongst themselves. Nevertheless, CCNAP will not engage in communication on Faculty arrangements and expense management.

Please note that CCNAP reserves all rights to modify the programme Faculty at any time without prior notification, the SP&P will reflect the changes made.

Preparing Industry Sponsored Sessions requirements

Please refer to the ESC Guidelines for Industry @ Congresses for further information.

Badges, right of admission reserved

All persons involved in the organisation of Industry Sponsored Sessions (film crew, technicians, participants...) must have a valid badge: General Exhibitor¹, Scientific Exhibitor², active participant or day ticket.

¹ 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.

² 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.

Speaker Service Centre (SSC)

ESC Congresses offers computerised presentation facilities for all lectures. The use of the Speaker Service Centre is mandatory, free, and offers audio-visual assistance to all speakers.

The Speaker Service Centre will be open as follows:

Date	Times
Thursday 7 June 2018	15:30-19:30
Friday 8 June 2018	07:30-18:00
Saturday 9 June 2018	08:00-16:30

Catering

- Catering services can be organised with the ESC official caterer at the sponsor's cost. The Official Caterer of the EuroHeartCare 2018 is The Trinity College Dublin.
- Companies will have the right to serve alcoholic beverages during the receptions organised at the following dates and times only:

Date	Times
Thursday 7 June 2018	from 18:30
Friday 8 June 2018	from 18:00
Saturday 9 June 2018	from 16:30

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 session price. To order extra equipment we suggest you contact the official suppliers whose details will be communicated in due time.

These details will be available on www.esccongress.org/EuroHC18

Promotional regulations

Please refer to ESC Guidelines for Industry @ Congresses for further information.

Invitations

- Invitations should not be distributed anywhere else in the building other than on the booth, in front of regular lecture rooms and on the “Display tables”.
- Invitations should not exceed the maximum size A4 (21 X 29.7cm).

Roll-ups

Technical specifications: maximum height of 2.5m and maximum width of 1m, no electrical connections, no lights, and no sound

- Satellite Symposia: 2 roll –ups may be displayed in front of regular lecture rooms 1 hour before the sessions start.
- It is forbidden to place roll-ups anywhere else in the building other than on the booth.

Industry Sponsored Session promotional materials must be approved by the ESC before 23 April 2018.

Items for distribution

Industry Sponsored Sessions organisers can distribute approved items to delegates participating in their sessions.

Each session organiser should declare all items for distribution at their sessions in advance with a description/picture and unit price using the e-form sent by the ESC Industry Team.

3. Sponsorship

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3.1 KEY DATES

Until 30 November 2017	Cancellation fee: 10% of total amount due
From 1 December 2017 to 31 January 2018	Cancellation fee: 50% of total amount due
To be announced upon request	Deadline to submit logo for Delegate Badge Lace
16 April 2018	Deadline to submit first content for Mobile App
From 1 February 2018	Cancellation fee: 100% of total amount due

23 April 2018	Deadline to submit your flyer Deadline to submit your weblink advert (Industry Sponsored Session)
14 May 2018	Deadline to send visuals for eBlasts emailing date 28 May 2018
1 June 2018	Deadline to send visuals for eBlasts post- congress emailing date 15 June 2018
7 – 9 June 2018	EuroHeartCare 2018

3.2 ASSIGNMENT OF SPONSORSHIP ITEMS

Please refer to the ESC Guidelines for Industry @ Congresses for further information.

3.3 PRODUCT ADVERTISING

Unless specifically noted in § 3.4 Product Descriptions and Technical Specifications, the use of product names/brand names, misleading names that might be perceived as product/brand names and registered trademarks are not permitted for sponsorship products.

In the event where product prescription information is specifically required by local healthcare authorities, the ESC will align with local regulations.

IMPORTANT

For given Sponsorship products ESC permits product advertising. Local regulatory approval is incumbent on the company selecting the product. The ESC acts in good faith and is not liable for refund of contracted services in the case of regulatory or legislative bodies refusing the content of same.

3.4 PRODUCT DESCRIPTIONS AND TECHNICAL SPECIFICATIONS

For further information, please refer to the Industry Prospectus, the ESC Guidelines for Industry @ Congresses and to the latest logistics information posted on www.escehhibition.org/EuroHC18

Delegate Badge Lace

Deadline will be communicated upon request

No product advertising permitted – exclusive sponsorship

The popular and highly visible Badge Lace contains your logo. Worn by all delegates throughout the event, this product offers significant exposure. There will be 750 badge laces produced.

Specifications:

High resolution corporate logo in .ai and .eps formats (1 white file and 1 colour file)

Mobile App

Deadline: 16/04/2018

ESC permits product advertising - in sponsor button only

Previous years have demonstrated the success of the App with about 260 downloads for a total of 332 participants. The App offers the exclusive sponsor a dedicated sponsor button where they can promote their own congress activities. Co-promotion of the App is offered to the sponsor as well as sponsor acknowledgement on the opening page. Furthermore, delegates without the necessary equipment will be able to consult the Mobile App helpdesk. Sponsors activities are highlighted within the App.

The colours to be used are the ones from the ESC Branding Guidelines:

- ESC Red: Pantone 187 - CMYK 7/100/82/26 - RGB 174/16/34 – Hex AE1022 – RAL 3002
- White: Pantone White - CMYK 0/0/0/0 - RGB 255/255/255 – Hex FFFFFFFF – RAL 9003
- Black: Pantone Black - CMYK 0/0/0/100 - RGB 0/0/0 – Hex 000000 – RAL 9005
- Dark Grey: Pantone Cool Grey 8 - 0/0/0/60 - RGB 135/135/135 – Hex 878787 – RAL 7042
- Light Grey: Pantone Cool Grey 3 - 0/0/0/25 - RGB 208/208/208 – Hex D0D0D0 – RAL 7047

For event tiles, the colours used will be the ones defined in the Association/congress guidelines:

- Colours (up to 2 – main colours) will only be used for paragraph titles and clickable links
- The top banner colour (home screen) is the primary colour of the congress/association
- Association button colour will be the primary colour of the association

For each event, the welcome screen is based on the congress poster. The sponsor's name is added (if applicable) with the mention "Mobile App supported by". **The sponsor logo and Association/ESC logo have to be in separate locations, and sponsor's logo has to be smaller than Association/ESC logo.**

Depending on the version of the mobile app (Advance Programme or Final Programme), the content is different (if applicable)

Available to delegates as of April 2018.

16 April 2018

- Send logo and visual for sponsor button; size: 200 x 200 pixels to be sent in .png. On the Mobile app sponsor's button the logo of the sponsor appears with the title "Mobile App Sponsor". The logo will be displayed with the same colour as for every other homepage buttons.

- Advance Programme: supply the following information for each sub-sections:
 - *About* [Mobile App Sponsor's name]
 - *Contact* [Mobile App Sponsor's name]
- Final Programme: supply up to 4 pictures (each image must be in PNG or JPEG - whichever gives the best quality at small filesize - with a resolution of 1200w x 600h pixels)

Updates are allowed for the following sub-sections are:

- [Mobile App Sponsor's name] *Stand* (on the congress map, automatically displayed via web service),
- [Mobile App Sponsor's name] *Activities* (provided by Mobile App Sponsor),
- [Mobile App Sponsor's name] *Sessions* (automatically displayed via web service),
- [Mobile App Sponsor's name] *Company Description* (provided by Mobile App Sponsor),
- *About* [Mobile App Sponsor's name] (provided by Mobile App Sponsor),
- *Contact* [Mobile App Sponsor's name] (provided by Mobile App Sponsor)

Delegate Insert

Deadline 23/04/2018

Exclusive sponsorship

The Delegate insert allows you to design an invitation in the form of a customised flyer advertising your company satellite or exhibition activities (format A4, 2 pages maximum). Available on display table, this opportunity allows you to reach every delegate at the congress. One Delegate Insert promotes one activity.

Specifications:

The size of the Invitation Flyer is between A5 and maximum A4, and weight should be similar to flyer type thickness. Please remember the flyers will need to be posted therefore we recommend a light g/m².

After approval, the printed flyers must be sent(3 days before the congress) directly to:

**EuroHeartCare 2018 Conference
c/o Room 4045, Arts Building
Trinity Conference Centre,
Trinity College Dublin,
Dublin 2
Ireland**

For any further information, please contact Trinity Enquiries, c/o Central Event: 00 353 8961897

Weblink

Deadline: 23/04/2018

No product advertising permitted

Create an invitation in pdf or jpg format to invite delegates to your Industry Sponsored Sessions from the EuroHeartCare 2018 Scientific Programme & Planner (SP&P). This invitation will communicate your congress message to delegates online. No link permitted.

PDF or JPG PAGE:

- Size: screen quality, 600Kb max weight
- No crops
- Open size: ideally 100%
- Images: may be included

eBlast – Pre-Congress

Deadline: 14/05/2018

ESC permits product advertising for exhibition advert only

Reach out to EuroHeartCare 2018 pre-registered delegates prior the congress via an electronic invitation to your exhibition space, or Industry Sponsored Sessions. The eBlast is an ideal way to highlight your congress activities and your association with EuroHeartCare 2018. A customised mailing created exclusively will be mailed to pre-registered delegates from our database who have agreed to receive communications from the ESC (according to European data protection regulations) on 28 May 2018.

Due to the limited number of electronic invitations, be sure to reserve early.

14 May 2018

Deadline for 28 May 2018 eBlast

In order to offer a prime position to each advert, 10 different versions of the eBlast mailing will be produced and a randomised version of each sent to the mailing list of pre-registered delegates.

Delegates will be able to open an enlarged pdf version of each of the sponsor's adverts by clicking on the advert visual or the session title.

Hyperlinks permitted only to a standalone webpage. The focus of this page should be the activity mentioned in the advert.

eBlast sponsors must provide:

- 1 advert visual for mailing content - size: 185px x 92px - weight: 50 ko max (recommendation: include your logo)
- 1 Pdf format advert – weight: 1MB max

eBlast – Post-Congress

Deadline: 01/06/2018

ESC permits product advertising for exhibition advert only

Reach out to EuroHeartCare 2018 registered delegates and our healthcare professional database after the congress via an electronic message regarding your products or your Industry Sponsored Sessions.

The post-congress eBlast is an ideal way to highlight your congress activities and your association with ESC congress.

A customised mailing created exclusively will be mailed to the healthcare professionals from our database who have agreed to receive communications from the ESC (according to European data protection regulations) on 15 June 2018. Due to the limited number of electronic invitations, be sure to reserve early.

1 June 2018

Deadline for 15 June 2018 eBlast

In order to offer a prime position to each advert, 10 different versions of the eBlast mailing will be produced and a randomised version of each sent to the mailing list of pre-registered delegates.

Hyperlinks permitted only to a standalone webpage. The focus of this page must be the activity mentioned in the advert.

Delegates will be able to open an enlarged pdf version of each of the sponsor's adverts by clicking on the advert visual or the session title.

- 1 advert visual for mailing content - size: 185px x 92 px - weight: 50 ko max (recommendation: include your logo)
- 1 Pdf format advert – weight: 1MB max

Final Programme

Product advertising permitted

The Final Programme contains general information on the congress and the organising association, the detailed scientific programme including Industry Sponsored Sessions.

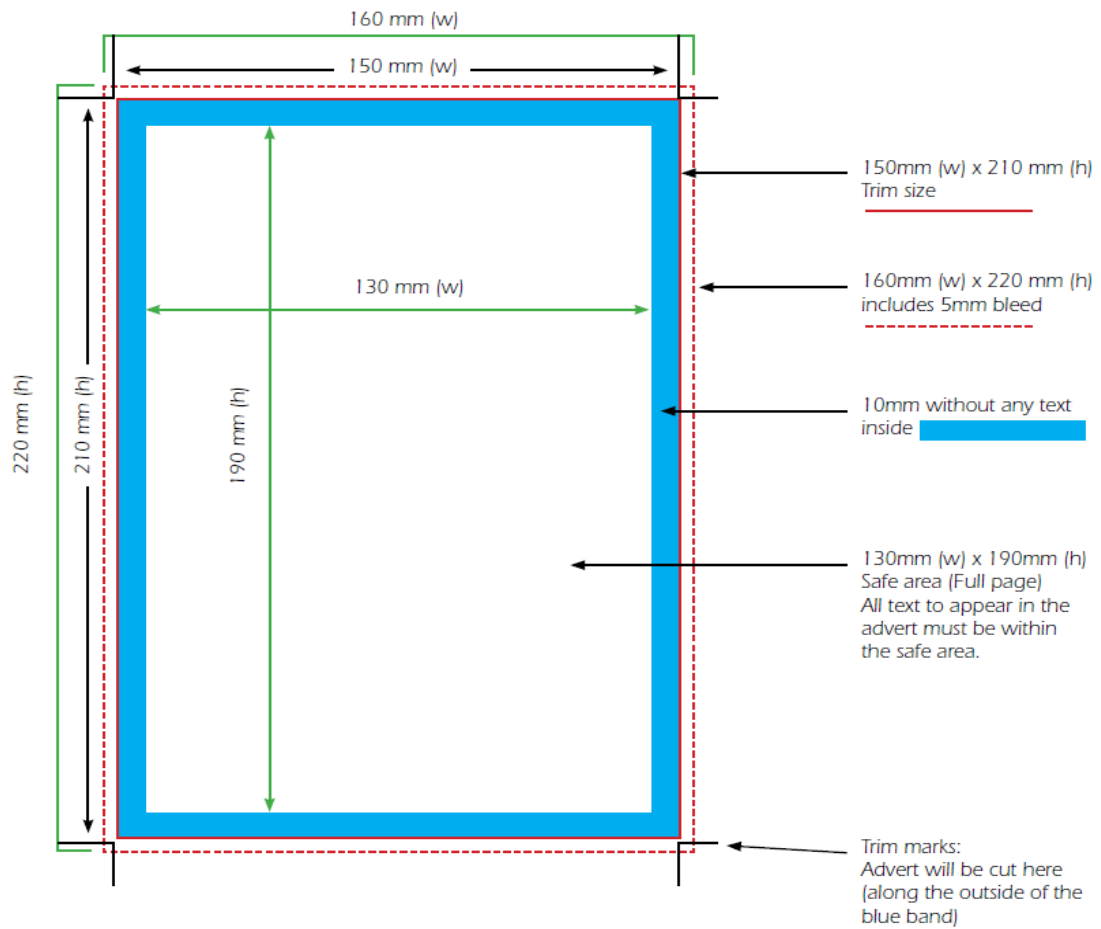
The electronic copy is made available on the congress website approximately one month prior to the congress.

Hard copies are available to congress delegate.

There will be around 600 Final Programmes produced (could be subject to modification).

Specifications for a back page advertisement:

- Printable size of artwork:
- Width: 160mm
- Height: 220mm
- Safety Zone: 190 mm (H) x 130 mm (W)
- Detailed specifications visual can be requested at ehcareservices@escardio.org



Respect from mechanical specifications



No respect from mechanical specifications



4. Partner Services

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4.1 KEY DATES

28 February 2018	Rooms at EuroHeartCare application deadline
7 – 9 June 2018	EuroHeartCare 2018

4.2 ROOMS AT EUROHEARTCARE

Please refer to the ESC Guidelines for Industry @ Congresses for further information.

Embargo regulations

Industry meetings open to EuroHeartCare 2018 delegates are strictly forbidden outside the official EuroHeartCare 2018 offer (Industry Sponsored Sessions and Rooms at EuroHeartCare) from Thursday 7 June to Saturday 9 June 2018.

Meeting Room

The ESC allows companies to host a limited number of guests and organise small and informal meetings (up to approximately 20 pax) in a range of rooms available within the congress centre.

Unless agreed otherwise, Meeting Rooms are rented for 2 days, from Friday 8 June to Saturday 9 June 2018.

Rooms are located on the level 3 above the exhibition level and will include a standard set-up, basic AV equipment, basic electricity supply, air conditioning/heating and daily cleaning.

Companies are responsible for additional furniture, extra AV equipment and catering arrangements with the official congress venue suppliers within these rooms.

IMPORTANT

No press conference, Hands-on training of products/therapies, showcasing of products/therapies, or announcement of scientific results may take place in the Meeting Rooms. Non respect of this rule will be considered a violation of these Guidelines and will cause the penalty of removal of half of the company's accrued points accumulated for the congress.

Access schedule

The full access schedule will be available upon Meeting Room request.

Closed Industry Meeting

The ESC allows companies to organise staff meetings, briefings, investigator or other type of closed meetings in and around the congress centre.

- Closed Industry Meetings within the congress centre will be held in fully furnished and AV equipped lecture rooms up to 200 seats (theatre style only – No alteration of the room set-up allowed).
- Rental period: the ESC deals with requests on an individual basis.
Closed Industry Meetings are permitted within the congress centre from 08:00 to 18:00 on Friday 8 June and from 08:00 to 16:30 on Saturday 9 June 2018.
- Depending on request, the ESC will confirm the time slot and room reserved for the meeting to the closed industry meetings organisers.
- Rental costs (excl. VAT): €1 000 per 60-minute meeting – Additional €500 charged per increment of 30 minutes. The organiser must include the 30-minute set up in their rental cost.

Please refer to the Industry Prospectus and ESC Guidelines for Industry @ Congresses for further information.

Business Suite

When suitable space is available, the ESC allows industries to reserve spaces or unused restaurants within the congress centre to organise industry Business Suites. In case of unavailability, the construction of outdoor lounges might be envisaged. The ESC deals with requests on an individual basis.

Rental costs: prices communicated at a later date depending on availability.

Room set-up

- Meeting Rooms: rooms will include a standard set-up, basic AV equipment, basic electricity supply, air conditioning/heating and daily cleaning.
Additional furniture, AV equipment and catering arrangements need to be ordered from the official congress venue suppliers and are billable as extras.
- Closed Industry Meetings: within the congress centre Closed Industry Meetings will be held in fully furnished and AV equipped lecture rooms up to 200 seats (theatre style only – no alteration of the room set-up allowed).
- Business Suites: the ESC deals with requests on an individual basis.

Catering

- Catering services can be organised with the ESC official caterer at the sponsor's cost. The Official Caterer of the EuroHeartCare 2018 is The Trinity College Dublin.
- Companies will have the right to serve alcoholic beverages during the receptions organised at the following dates and times only:

Date	Times
Thursday 7 June 2018	from 18:30
Friday 8 June 2018	from 18:00
Saturday 9 June 2018	from 16:30

Extra services

The costs for any extra orders (i.e. catering service, extra audio-visual equipment, furniture, extra decoration, hostesses, etc) are not included in the Rooms at EuroHeartCare rental price.

Extra services within Rooms at EuroHeartCare can be organised with the ESC official suppliers at the sponsor's cost.

4.3 GROUP REGISTRATION

Group Online services are available on www.escardio.org through your "My ESC" account.

Deadline

26 March 2018	Early Fee Registration Deadline
3 May 2018	Late Fee Registration Deadline

Please refer to the ESC Guidelines for Industry @ Congresses for further information.

4.4 HOTEL SERVICES

Companies participating to EuroHeartCare 2018 may wish to make group hotel reservations for employees and invited guests.

For information and requests, please visit the hotel accommodation section on the EuroHeartCare 2018 web page:

www.escardio.org/Congresses-&-Events/EuroHeartCare/Travel,-hotel-and-city

5. Finance and Invoicing

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It is the ESC's policy that all invoices be paid by the date indicated on the invoice or before the opening of the congress on 7 June 2018, should this date fall first.

Value added taxation

No VAT will be charged on, exhibitor badges, registration fees and hotel accommodation sales.

All other services are subject to French VAT according to general EU services directive and reverse charge procedure may apply. In this case the customer must auto reverse the VAT in their home country; companies registered in a country outside of the European Union are encouraged to seek advice on reclaiming VAT payment.

5.1 EXHIBITION

Invoicing

- Exhibition space will be invoiced for the requested service following assignment of your stand.
- Payment for exhibition space must be made within the payment deadline (30 days from date of invoice) and latest by 7 June 2018.

Cancellation policy

If the sponsor cancels its participation, cancellation fees will apply as of receipt of the signed order form as follows:

- 10% until 30 November 2017
- 50% from 1 December 2017 to 31 January 2018
- 100% from 1 February 2018

Cancellation fees will be charged despite unprocessed payments.

Requested stand size may be revised downwards by the client with no cancellation fees up until 29 November 2017, any down-sizing post this date will be subject to cancellation fees as outlined above.

Cancelling your exhibition space will mean:

- Pay the non-exhibitor fee for your Industry Sponsored Sessions.
- Cancelling your Sponsorship items if no Industry Sponsored Sessions has been ordered
- Cancelling your Meeting Rooms, Industry Daily Room, Closed Industry Meeting and Business Suites if no Industry Sponsored Sessions has been ordered

- Loose your Exhibitor rights, which includes Exhibitor badge allocation (General Exhibitor and Scientific Exhibitor Badges).

5.2 INDUSTRY SPONSORED SESSIONS

Invoicing

- Industry Sponsored Sessions will be invoiced for the requested service following confirmation of your time slot.
- Once these deadlines have passed, Industry Sponsored Sessions will be invoiced on submission of their application.
- Payment for Industry Sponsored Sessions must be made within the payment deadline (30 days from date of invoice) and latest by 7 June 2018.

Cancellation policy

If the sponsor cancels its participation, cancellation fees will apply as of receipt of the signed order form as follows:

- 10% until 30 November 2017
- 50% from 1 December 2017 to 31 January 2018
- 100% from 1 February 2018

Cancellation fees will be charged despite unprocessed payments.

Cancelling your non-exhibitor Industry Sponsored Session will mean:

- Cancelling your Meeting Rooms, Daily Meeting Room, Closed Industry Meeting and Business Suites if no Industry Sponsored Sessions has been ordered
- Loose your Industry Sponsored Session sponsor rights, which include Exhibitor badge allocation (General Exhibitor and Scientific Exhibitor Badges).

5.3 SPONSORSHIP

Invoicing

- Sponsorship items will be invoiced for the requested service following signature of the appropriate order form.
- Payment for Sponsorship items must be made within the payment deadline (30 days from date of invoice) and latest by 7 June 2018.

Cancellation policy

If the Industry cancels its participation, cancellation fees will apply as of receipt of the signed order form as follows:

- 10% until 30 November 2017
- 50% from 1 December 2017 to 31 January 2018
- 100% from 1 February 2018

Cancellation fees will be charged despite unprocessed payments.

IMPORTANT

For given Sponsorship & Advertising products ESC permits product advertising. Local regulatory approval is incumbent on the company selecting the product. The ESC acts in

good faith and is not liable for refund of contracted services in the case of regulatory or legislative bodies refusing the content of same.

5.4 ROOMS AT EUROHEARTCARE

Invoicing

- Meeting Rooms, Daily Meeting Rooms, Closed Industry Meeting will be invoiced for the requested service following signature of the appropriate order form.
- Payment for Rooms at EuroHeartCare must be made within the payment deadline (30 days from date of invoice) and latest by 7 June 2018.

Cancellation policy

If the Industry cancels its participation, cancellation fees will apply as of receipt of the signed order form as follows:

- 10% until 30 November 2017
- 50% from 1 December 2017 to 31 January 2018
- 100% from 1 February 2018

Cancellation fees will be charged despite unprocessed payments.

5.5 FRUSTRATION AND ADMINISTRATIVE FEES

All invoices will be raised using the Invoicing Data provided by the company on the various application forms. Please ensure the information provided is correct for invoicing. Please provide a PO number when submitting an application form.

An administrative fee of €70 + VAT will be charged for any requested changes to an invoice once it has been issued.

IMPORTANT

Given serious or unforeseen causes the ESC is entitled to postpone, to curtail the duration, to close the Congress completely or in part for any period, or to cancel the Congress.

In the event of complete or part postponement or curtailment, the order form is regarded as valid for a possible new date and new duration for the said congress and location only. If, for any reason, EuroHeartCare 2018 has to be cancelled, the ESC will refund to the Industry the sum paid to the ESC for contractual commitments less 10% expenses incurred in preparation of these contracts as administrative fees.