

Guidelines for Industry Participation

EuroHeartCare

Annual Congress of the Council on
Cardiovascular Nursing and Allied Professions

Stavanger, Norway

4-5 April 2014

www.escardio.org/nursing



Heart & Mind



NSFs LANDSGRUPPE AV
KARDIOLOGISKE SYKEPLEIERE

ESC Council on
Cardiovascular Nursing and
Allied Professions



**EUROPEAN
SOCIETY OF
CARDIOLOGY®**

Congratulations

You have decided to partner the EuroHeartCare 2014 Congress, the Annual Congress of the Council on Cardiovascular Nursing and Allied Professions.

EuroHeartCare 2014 will take place in the city of Stavanger in Norway.

Thank You for reading these Guidelines

Successful planning makes for successful execution and the European Society of Cardiology will happily guide you over the coming months towards a congress rich in discussion and exchange for your organisation.

This document will guide you in the necessary steps of your participation at EuroHeartCare 2014. The document is structured by activity to allow you to concentrate on areas of interest to your organisation. Please read this document carefully and share with the necessary colleagues and agencies involved in the organisation of your EuroHeartCare activities.

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

The ESC Industry portal

Please note that a successful application for participation at the EuroHeartCare 2014 Congress implies an acceptance of the requirements contained within these Guidelines and also in any updates posted on www.escexhibition.org/EuroHeartCare2014

Your contacts

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

Exhibition and Sponsored Sessions:

ehcareexhibition@escardio.org

Sponsorship:

sponsorship@escardio.org

Registration:

ehcareregistration@escardio.org

Accommodation:

ehcarehotels@escardio.org

General Information:

ehcare@escardio.org

EuroHeartCare Secretariat
European Society of Cardiology
Les Templiers
2035, Route des Colles
CS 80179 BIOT
06903 SOPHIA ANTIPOLIS Cedex
France
Web Site: www.escardio.org
Tel: +33 492 94 76 00
Fax: +33 492 94 76 01

We look forward to working closely with you over the coming months towards a rich and innovative EuroHeartCare 2014 Congress.

Definitions

The Exhibition

The technical and scientific display of current and future healthcare practices, goods and services relevant to the field of cardiology.

The Exhibitor

Any person, firm, company or corporation and its employees and agents to whom space(s) have been allocated for the purpose of exhibiting at the Exhibition.

Sponsored Sessions

Satellite Symposia organised by ESC Industry Partners

Rooms at EuroHeartCare

Rooms rented to Exhibitors to organised different meeting formats

Sponsorship

Additional marketing strategies purchased by Exhibitors to attract attendees to their booth and Sponsored Sessions, or to deliver their messages.

Key Dates

20 December 2013

For all exhibitors

Send us your Company Description to insert in our publications

14 February 2014

For free-built stands ONLY (not stand packages)

Submit a detailed stand drawing to the Organiser

14 March 2014

For all exhibitors

Declare stand activity and items for distribution

Order your exhibitor badges

Additional stand services deadline

Catering orders deadline

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Section 1 – General Information

These guidelines have been written by the organiser, the ESC, on behalf of the Council on Cardiovascular Nursing and Allied Professions (CCNAP). A successful application made by a company wishing to participate in the exhibition will imply an acceptance of the requirements contained in these Guidelines and in the technical updates on the ESC Exhibitors and Industry Partners web site : www.ESCexhibition.org

1.1 Venue

Stavanger Forum
Gunnar Warebergs Gate 13
4021 Stavanger, Norway



stavanger forum

1.2 Terminology

For the sake of brevity, the following terms are used in these Guidelines:

City	Stavanger
Venue	Stavanger Forum
Organiser	ESC Congress Division of behalf of the Council on Cardiovascular Nursing and Allied Professions (CCNAP)
The Meeting	EuroHeartCare 2014, organised in cooperation with the Norwegian Society of Cardiovascular Nurses

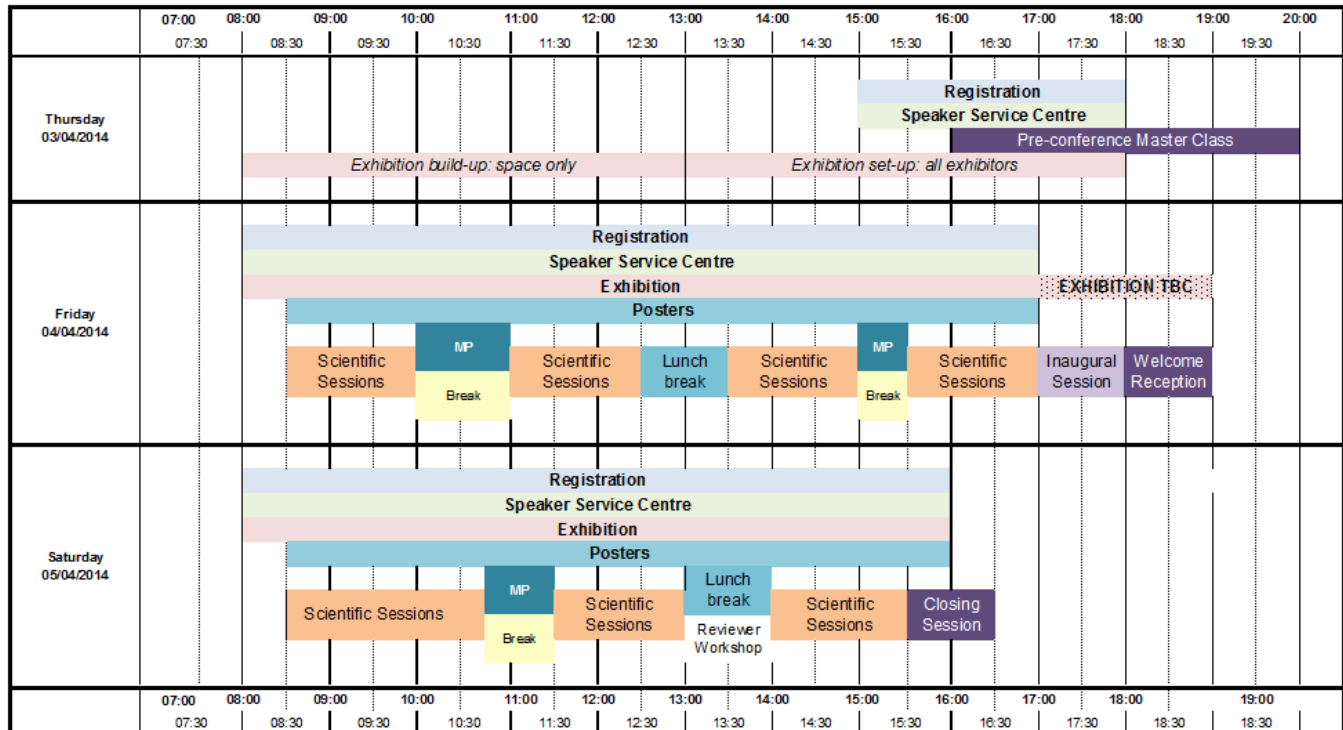
1.3 Congress areas

Registration will take place in: Forum Plaza Foyer
Posters will be displayed in: Forum Plaza
The Exhibition will be held in: Forum Plaza
Lectures will be held in the following rooms:

- RUNDE, capacity 600
- HALTEN, capacity 220

1.4 Congress Dates

EuroHeartCare 2014 will take place on 4-5 April 2014



Please note that this schedule may be amended, check online for an updated version. The location of the Inaugural Session and Welcome Reception will be confirmed at a later stage but it is possible that the Welcome Reception be held in the Exhibition area, in which case we ask that exhibitors be present at their stands.

1.5 Official Language

The official language during the Congress is English.
Translation facilities will not be available.

Section 2 – Exhibition

2.1 Exhibition General Information

2.1.1 Exhibition Contacts and Services

For general information on exhibition, please contact
European Society of Cardiology
Les Templiers
2035, Route des Colles
CS 80179 BIOT
06903 SOPHIA ANTIPOLIS Cedex
France
Tel: +33 (0)4 92 94 20 51 - Fax: +33 (0)4 92 94 76 26
Email: ehcareexhibition@escardio.org
Web Site: www.esceexhibition.org/EuroHeartCare2014

For information regarding the **Building** or **planning visit** contact:
Ms. Therese Oppegaards
Tel: +47 51 59 81 45
Email: therese.oppegaard@stavanger-forum.no

For information regarding:

- Technical aspects of the exhibition such as extra orders for stand equipment or personalised stand requests
- Requests for furniture, electricity, carpet/flooring, fascia, A/V equipment, telecommunications, plants/flowers, hostesses, security
- Order of Shell Scheme Stands and Equipment

Please contact ehcareexhibition@escardio.org

We recommend you visit the ESC Exhibitors and Industry Partners Web Site regularly to complete order forms in due time and learn about the latest announcements.

All relevant information, documentation, order forms, guidelines are available on:
www.esceexhibition.org/EuroHeartCare2014

2.1.2 Exhibition Booking Procedure and Condition

Admission to EuroHeartCare 2014

The exhibition is open to companies active in the fields of Nursing in cardiology and health policy and related fields. Marketing bureaus, consultants etc. may hire stand space in order to conduct their research or provide their services. These activities are restricted to the rented stand space. Canvassing for clients outside the space assigned is strictly forbidden.

Conclusion of Contract

Application for a stand is made by submitting the application form for stand space available on www.esceexhibition.org/EuroHeartCare2014. After submitting your stand space application you will receive from ESC Industry Relations Department, an order form to sign and return by email: industry@escardio.org or Fax: +33 (0)4 92 94 76 26.

By signing the order 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 ESC Industry Services Department constitutes conclusion of the rental contract between the Exhibitor and the EuroHeartCare 2014 Secretariat. A stand assignment and an invoice will be sent to the Exhibitor by email.

The date on the stand assignment is considered to be the date of stand allocation. Should the stand assignment differ from the Order Form, the details of the stand assignment prevail unless the exhibitor protests in writing within two weeks of the date indicated on the stand assignment.

Renting Stand Space

ESC Industry Services Department lets stand space in accordance with the compatibility of the items to be exhibited with the subject matter of the exhibition and meeting in general.

ESC Industry Services Department reserves the right to deviate from the stand confirmation and to allocate a stand in a different location at any time, 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.

ESC Industry Services Department 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. ESC Industry Services Department accepts no responsibility for any damage, which may result from such changes.

The ESC will contact the company in writing to inform them of any change to their assignment. Modifications to a stand assignment does not entitle a company to a refund.

ESC Industry Services Department 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.

Assignment of Space

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

Subtenants and other represented companies

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

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.
- 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, EuroHeartCare 2014 Secretariat 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 the Organiser's rules; as a consequence it will entail closure of the exhibit before/during the event. In such cases, the exhibitor will be excluded from future events organised by the EuroHeartCare 2014 Secretariat or division or Association of the ESC.

2.1.3 Exhibition Dates and Schedule

Thursday 3 rd April	08.00 – 18.00 13.00 – 18.00	Exhibition build-up for space only clients Exhibition set-up for stand package clients
Friday 4 th April	08.00 – 17.00	Exhibition OPEN
Saturday 5 th April	08.00 – 16.00 16.00 – 20.00	Exhibition OPEN Exhibition Dismantling

IMPORTANT:

**NO DISMANTLING BEFORE 16.00 Saturday 5th April.
STANDS MUST BE PRESENTABLE & REMAIN SO UNTIL THE END OF THE CONGRESS.**

Please keep in mind:

- Stand decoration should be finished by **Thursday 3rd April at 18.00.**
- All packing material that is to be retained (e.g. for re-use) should be cleared from the building by **Thursday 3rd April at 18.00.**
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.
All of the costs related to clearing empties that are not removed on time will be charged to the exhibitor.
- The EuroHeartCare 2014 Secretariat will have an office (TUNGENES) in the Building from Thursday 3rd April to Saturday 5th April.
- **Exhibitors who have a shell scheme stand should remove all personal items from the stand by Saturday 17.00. All remaining material will be considered as rubbish.**
- **Outside of the exhibition opening hours, delegates will walk to lecture rooms and poster area along a route through the exhibition. Exhibitors should therefore take all reasonable precaution to protect valuables.** Security may be hired through Stavanger Forum.

2.1.4 Exhibitor Working Passes and 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. To this end, Working Passes will be given out at the Registration desk located in the Forum Plaza entrance during stand construction and dismantling times. Registered Exhibitors may also gain entrance to the Exhibition hall during installation and dismantling times by showing their Exhibitor badge at the entrances. Exhibitors must ensure their badges are clearly visible at all times when in the congress centre.

Exhibitors are entitled to 5 free exhibitor badges :

- **3 exhibitor badges** : these badges do not give access to the scientific sessions of the Congress.
- **2 exhibitor scientific badges** which allow access to the scientific sessions of the Congress.

Exhibitor badges do not entitle you to receive Congress Bags

Exhibitor badges do not give access to any certifications

Please note that company names other than those of listed exhibiting companies will not be produced or allowed.

Exhibiting company has the option to choose how the free badges are inscribed. Please indicate in the Badge Order Form the number of company only badges you wish to receive and the number of individual badges you wish to receive (and please indicate each person's name).

Please order them by filling out the Badge Order Form before **14th March, 2014**

Additional Exhibitor Badges:

If the number of free Exhibitor badges is insufficient, extra badges may be purchased at a price of **€50.00** per badge plus applicable VAT.

IMPORTANT

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

2.1.5 Company Information

All Exhibitors will be listed in the Final Programme and on the ESC website, together with a short description of the products exhibited.

In order to appear on our publications and on our website, please send to ehcareexhibition@escardio.org :

- A high definition image of your company logo
- A short description of your company (70 words max)

Deadline: 20th December 2013

After this deadline, we cannot guarantee the inclusion of the description in print publications.

2.1.6 Surveillance & Security

The organiser undertakes the general surveillance service of the Building, both by day and at night.

Exhibitors are responsible for the surveillance of their stand and exhibits. Exhibitors are recommended to pay close attention to the exhibits during the stand construction and dismantling periods. We strongly urge exhibitors to secure their stand against theft or damage. Valuable objects, which may easily be removed, should be locked away during the night or whenever the stand is left unattended. Particular attention should be paid to goods awaiting collection at the end of the Congress.

The organiser accepts no responsibility for goods stolen from exhibits. Security services can be ordered from the congress centre.

The organiser may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of EuroHeartCare 2014, or who refuses to comply with the local safety rules.

2.1.7 Insurance

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.

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, in respect of injury or damage 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.

More information can be found on Section 7 "General Terms and Conditions".

IMPORTANT

All exhibitors must send a copy of their insurance certificate to the organisers (ehcareexhibition@escardio.org) at least **10 days** before the opening of the congress (**25 March 2014**).

2.1.8 Storage

No refuse (e.g. empty cartons, crates or shipping/packing materials) may be left behind on your booth or in the aisles. If any exhibitor or his contractor(s) leave such materials behind, the costs of removing will be charged to the exhibitor.

Please contact Stavanger Forum for handling and storage of empty crates and other packing materials.

2.1.9 Shipping Information

Exhibitors may use a logistic partner of their choice for shipments to Stavanger Forum. We advise that all shipments are due to arrive in Stavanger minimum 3 working days prior to the event, and further delivered to Stavanger Forum on the morning 3rd of April.

Our recommended suppliers are:

EFI Logistics

Tel: +44 1444 87 13 14

Web: www.efilogistics.com

Contact: Colin Huckle, Operations Director

Direct Line: +44 1444 23 77 43

DHL Norway

Tel: +47 810 01 45

Web: www.dhl.no/en/contact_center/contact_express.html

For smaller shipments (limited to 3 boxes maximum), exhibitors may ship goods directly to Stavanger Forum. If so, please address the shipment as follows:

EuroHeartCare Congress 04-05.04.2014

Stand nr. ____

Hall A v/ Resepsjonen

Gunnar Warebergsgate 13

4021 Stavanger

Norway

(Phone: +47 51 59 81 00)

Stavanger Forum requests a notification in advance for all shipments directly addressed to the congress centre describing the size and content of the shipment. Please note that Stavanger Forum are not responsible for damages e.g. in regards to the shipment. Please note that Stavanger Forum is not responsible for any damages or loss/theft of equipment while stored in our premises.

For shipments directly to Stavanger Forum:

Please send the requested details to post@stavanger-forum.no, with heading "EuroHeartCare Congress 2014 – shipment"

Return of goods after the event must be agreed upon in advance with your chosen logistic partner. If you ship directly to Stavanger Forum using the above address, you must make arrangement with Stavanger Forum personnel on-site for return of goods at the exhibitor's expense.

Please note that any shipment which is not collected within one week after the event will be shipped by Stavanger Forum to the exhibitor address at the exhibitor's expense.

The exhibitors must ensure that all shipment service charges must be addressed directly to the exhibitor. Please note that any charges related to the shipments received at Stavanger Forum will be further invoiced to the exhibitor.

All shipments must respect custom clearance regulations (see paragraph 2.1.10 below).

2.1.10 Customs Information/Taxes & Duties

The Exhibitor will pay the various taxes and duties owed resulting from his taking part in the exhibition. For details regarding custom clearance, please contact your logistic partner or the Norwegian Customs and Excise department www.toll.no/default.aspx?id=3&epslanguage=en

Please note that Stavanger Forum is not responsible for custom clearance and/or VAT charges. Any costs related to custom clearance received at Stavanger Forum will be invoiced back to the sender.

2.1.11 Traffic Control

Contractors & Exhibitors Build Up / Breakdown

Parking must take place only in designated areas on the premises. There are 50 available parking lots for audience and exhibitors outside the conference centre (first come first serve), in addition to several lots in the adjacent parking house. Please note that anyone leaving a vehicle outside the specified parking zones could be liable to a fine.

Trucks/delivery vans are admitted for loading/unloading only outside designated parking spaces.

All questions in regards to parking must be addressed to Stavanger Parkering www.stavanger-parkering.no/

Tariffs as of 06.12.2013 (subject to changes):

08.00-20.00: NOK 10 pr hour

20.00-08.00: NOK 5 pr hour

2.1.12 Transport Regulations / Handling

The mechanical lifting and carrying of goods within the hall can only be carried out by the Official Forwarder and Lifter: Stavanger Forum. **It is prohibited to drive motorised vehicles (including forklifts) into the building.**

Stavanger Forum will advise industry representatives on the mechanical lifting and carrying of goods in their quotation.

Outside of Build-up, Set-up and Dismantling hours, only light articles may be taken in the exhibition hall, pallet trucks may not be used. Goods can be collected when exhibition has closed and as long as the exhibit remains visually presentable to delegates.

Do not place anything in the aisles outside the stand. If you do, you will block the passageway for other transport. Stavanger Forum has the right to remove all packaging that is left in the aisles after 18:00 on Thursday 3rd April 2014, at the exhibitor's expense.

2.1.13 Catering

Stavanger Forum has the exclusive right to serve food and beverages within the exhibition area. Stavanger Forum must make sure that the rules and regulations laid down by the Norwegian authorities are observed. However, Exhibitors are allowed to establish serving areas at their stand, but only after approval by and according to specifications laid down by the Stavanger Forum.

Under no circumstance will the exhibitors be allowed to sell food or beverages from their stand. Serving alcoholic beverages on stands is strictly forbidden. All companies offering hospitality are reminded of their responsibilities for hygiene & food safety.

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

Exhibitors are also encouraged to guarantee healthy and balanced catering service to their delegates.

See menu selection & order online via the Order Form available on www.escehhibition.org/euroheartcare2014

All stand catering orders must be received before **17th March** (minor changes accepted within 4 days prior to the event). Orders received after the original deadline are subject to a 25% increase in price, and delivery of late orders can not be guaranteed and will be subject to availability of commodities and staff.

For any additional information please contact:

Therese Oppegaard, therese@stavanger-forum.no , Tel: +47 51 59 81 45

2.1.14 Stand Activities and Promotion Regulations

• Activities on stands

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 performers is not allowed without the written permission of the ESC.

All stand activities must be submitted, using the form on www.escehhibition.org/euroheartcare2014, for the approval of the ESC by **14 March 2014**. After this date the ESC cannot guarantee approval. Non-approved stand activities will result in the exhibitor being obliged at their own expense to discontinue any such activity on-site and may risk penalties.

• Presentations on stands

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.

NOTE

The nature of the presentation should be informal; the titles of official ESC sessions such as "Meet the Expert" "Symposium" "Experts on the Spot" etc must not be used by companies to describe their presentation. The use of presentation titles is subject to prior approval by the ESC. All flyers, promotional brochures which refer to the presentation and are to be distributed to delegates during the Congress are subject to prior ESC approval. The activity or distribution of flyers pertaining to the presentation may be stopped onsite should approval not have been secured in advance.

• Stand Activities

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, scientific information to be communicated and 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 exhibition area or other rules within this publication. As it would not be in the spirit of the perception of transfer of knowledge to communicate widely on specific stand activity, communication of all approved activities must remain "low profile" and no blatant publicity should be made. Stand activities must be declared to the ESC by using the appropriate form available for this purpose, see www.escehhibition.org/euroheartcare2014.

When planning stand activities, Exhibitors shall refrain from:

- holding lotteries
- organising games of chance
- using "market stall" techniques
- distributing items with no scientific value
- using performance artists

• Items for distribution

Exhibitors can distribute approved items to delegates on their stands and/or to those delegates participating in approved stand activities. The ESC recommends that items for distribution are of scientific or educational value with a maximum purchase value of €60. For items which have no scientific or educational value, the maximum purchase value must not exceed €10. Items should be equally available to all delegate or participants of stand activities; drawing winners is not allowed.

All items for distribution should be declared to the ESC using the form available for this purpose, see www.escehhibition.org/euroheartcare2014.

Each exhibitor should declare all items for distribution in advance with a description/picture and unit price using the form available on www.escehhibition.org/euroheartcare2014. For more advice on items for distribution approval, contact ehcareexhibition@escardio.org.

NOTE

- Non-scientific items for distribution must not exceed €10 purchase value.
- Items of scientific or educational value must not exceed €60 purchase value.
- Certain items such as digital cameras, MP3 players, tablet computers or other hi-tech, high value goods are not considered appropriate
- Approval of all items for distribution is at the discretion of the ESC.
- In the case of printed or electronic material for distribution, the intellectual ownership of content should not be a cause for dispute and images should not cause offence. Additionally, any quoted references should be clear and follow internationally accepted principles; scientific claims should be based on accepted evidence. ESC's decision in such matters will be considered final.

Distribution or display of materials by an exhibitor or its agents is limited to:

- The company's exhibition space only
- Sponsored Sessions (see applicable rules in Section 3)

IMPORTANT

- Items for distribution should be legal in the congress hosting nation, in terms of the item itself and any product advertised.
- Items for distribution must be safe for the user & not endanger health or reputation of congress participants or ESC.
- Items for distribution should be reasonable and to the value stated here, the item should in no way overshadow the main activity of the sponsor.
- The distribution must not disturb neighbouring stands or cause queues outside the stand area.
- Each exhibitor is expected to show proof of purchase value either before or during the congress.
- Non-compliance will be considered a violation of these Guidelines.

• **Items which may be advertised**

It is prohibited to advertise goods and services which have not been admitted (see stand space application form) to EuroHeartCare 2014 or to make publicity for organisations which do not occupy stand space at EuroHeartCare 2014. 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.

• **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.

• **Photography & filming**

No part of the building or of the exhibition may be photographed or filmed without permission of the ESC or of the relevant Exhibitor. The ESC is entitled to photograph, draw or film installations, stands, as well as exhibits 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 or build-up and dismantling periods for professional use only.

• **Special effects**

"Special effect" lights, laser, sound & video projection/recording on the stand will only be allowed:

- when the effect is limited to the rented stand area
- if it is proven that there is no health or safety risk
- and when written permission from the ESC has been achieved

• **Prohibited activities**

Exhibitors are not allowed:

- To display or use names or trademarks which may be misleading or cause hindrance to the exhibitors at other stands or to visitors to EuroHeartCare 2014
- 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
- 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

Stands should not be dismantled or items removed prior to the end of the congress, **Saturday 5 April 2014 16.00**. See Exhibition Time Schedule in Section 2.1.3.

- **Badge scanning and market research**

All stand activities must be confined within the stand perimeter. Badge scanning by hostesses or staff members as well as market research / questionnaire polling must be held on the stand space only. It is forbidden to conduct such activities in the aisles of the Exhibition or in any other area of the congress centre.

- **Staffing on stands**

The space assigned to the exhibitor shall be staffed at the beginning of the exhibition on Friday 4 April 2014 at 8.00, 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 either he/she or a person authorised by him/her is present at the site at all times. Unattended stands are a security risk to the exhibitor and, during open periods, are discourteous to delegates, fellow exhibitors and the ESC. Such cases will be considered as a violation of the Guidelines.

- **Promotion rights**

The use of any ESC corporate branding and visuals (such as logos, images, graphics, graphic chart), without written permission, is strictly forbidden in any advertising, publicity, signage, product, printed matter, film, video, other media, etc. without prior request and subsequent written approval from the ESC. A dedicated congress graphic has been created for the ESC Congress and can be freely used by exhibitors in their communications. The graphic must not be distorted or altered in any way.

A copy of the ESC Corporate Identity Rules and Regulations, the Branding Guidelines and ESC Corporate Logos and Visual form request may be obtained at following web address:

www.escardio.org/about/how/policies/Pages/corporate-identity.aspx.

For further information, please contact: communications@escardio.org.

- **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 Educational Scientific Session as well as during any company-organised event at the venue or in the city of the congress. The ESC reserves the right to request a copy of the authorisation or proof of payment of the 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 Organisation website: www.wipo.int and www.wipo.int/treaties.

- **Regulation on participation at medical congress exhibitions**

Exhibitors are advised to consult the Codes of Practice of their governing bodies and the Norwegian Ministry of Health for information and guidance on regulations around attendance at medical congress exhibitions. In all cases, exhibitors are responsible for ensuring that their promotion during the congress is legally and ethically acceptable in Europe and, in particular, Norway.

- **Stand promotion**

For further details on how to promote your stand presence, please consult the sponsorship opportunities in Section 4 "Sponsorship".

- **Embargo regulations**

It is strictly forbidden to hold industry scientific meetings or other formal gatherings outside the congress premises between 2 April and 7 April 2014.

2.1.15 Miscellaneous

Smoking

Smoking is forbidden throughout the Building. Ashtrays and ash urns are prohibited in the building.

Alcohol

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

Access

The congress is only accessible to certified healthcare professionals, associated press, industry representatives and other stakeholders in the science and management of cardiovascular disease.

2.2 Technical Guidelines for Exhibitors

2.2.1 Exhibition Location

The exhibition will be located on the Ground Floor of Stavanger Forum, in the **Forum Plaza**.

2.2.2 Exhibition Stand Package

The Stand Packages are produced via Stavanger Forum and contain the following:

- Stick out board with company name
- 9m² floor space
- 9m² space Schell Scheme
- Grey carpeting
- 3 spotlights
- Socket outlet 1-phase Double 10A
- 1 table
- 2 red chairs
- 1 information desk
- 1 brochure rack
- Wastepaper basket

Please note it is forbidden to make holes, insert screws or nails in the walls provided by Stavanger Forum.

Stand packages are sold at a total price of €1'500, reduced price of €1'250 for publishers.

2.2.3 Exhibition Space Only

This does NOT apply to Exhibitors who have chosen to buy a Stand Package.

Purchase bare floor space and build your stand as per your requirements (200€ per m², reduced price of 150€ per m² for publishers).

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 (mandatory), walls (mandatory), furniture, electricity etc (please read below : Detailed Stand Construction Guidelines for Stand Space Only).

Immediately after allocation of the stand site the Exhibitor is advised to personally check the location and measurements of installations which might be found on the stand space assigned. The following items are given as examples: fire-alarm systems, junction boxes, technical inspection hatches, and columns. The Organiser does not accept responsibility for the detailed accuracy of the floor plans provided for Exhibitors' reference. Each stand will be numbered by the Organiser.

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

The selection of the stand space is crucial. When you select your stand space, keep in mind your restrictions in terms of compliance and quantity of material that will be on the stand during the congress. The ESC exhibition team is at your disposal to help you make the right choice.

2.2.4 Detailed Stand Construction Guidelines

- **Overview information for stand construction**

IMPORTANT

All Exhibitors must submit a detailed stand drawing to the organisers (ehcareexhibition@escardio.org) **before 14 February 2014.**

Stand drawings can be deemed approved for construction only once written approval has been secured from the ESC. If a company wishes to hire a stand module from the local stand supplier, the ESC Industry Services department should be informed.

- **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 assignment. The ESC does not accept responsibility for the detailed accuracy of the floor plans provided for exhibitors' reference.

- **Stand types**

Island: open on 4 sides

Peninsula: open on 3 sides

Corner: open on 2 sides

In-line: open on 1 side

- **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 should be sent to the ESC by email to ehcareexhibition@escardio.org before **14 February 2014.** The drawings must clearly indicate, in English, 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.

If fabrics (including linoleum and vinyl floor coverings) are to be used, safety certificates in English should be supplied.

- **Responsibility**

Exhibitors are fully and solely responsible for information they display, presentations they hold and items they distribute to delegates.

- **Responsibility to Neighbouring Stands**

EuroHeartCare 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 and hospitality when planning stand usage.

IMPORTANT

Approval of the stand design does not mean approval of stand activity.

Stand activity must be declared in a separate form. For more information please refer to paragraph 2.1.14

All stands must be finished before the start of the congress. An inspection will be done by the ESC in the two hours before the end of official build-up. Exhibitors, or their qualified representative, must be at their stand during the inspection and must be able to supply all information and certificates concerning equipment and materials used.

Packing material shall be removed from the stand. 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 in due time prior to the deadline, the organisers shall be entitled to take all measures they may deem necessary. The Exhibitor shall pay all costs that could arise there-from. He shall not be entitled to any claim for reimbursement that may arise in consequence of such an intervention.

- **Shell scheme stands**

Those exhibitors who need to rent a standard exhibit stand module are urged to use the services of the official stand service supplier. Shell scheme stands provided by the official stand service supplier will be uniform stands with uniform graphics, height and design.

- **Stand height allowance**

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

Stand size	Stand Height Allowance
Stands over than 18m ²	3m
Stands lower than 18m ²	2.5m

Stands larger than 18m² can exceed the standard height of 2.5m for the items within the stand. Walls height can exceed 2.5m by submitting a written request to the ESC. All designs will be judged on transparency, size, location and volume.

- **Stand transparency**

For Island and Peninsula stand types, the ESC requires that line of sight through the stand be possible from aisle to aisle for at least 33% 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 33% of the stand width is respected when the height of the construction exceeds the height of the back wall.

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 which extend completely from 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 and peninsula stands. 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)**

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.

- **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. These walls cannot be higher than 3.5m.

In cases where an exhibitor fails to supply & install necessary separation walls by **18.00 on Thursday, April 3rd**, ESC will arrange for walls to be erected (and floor covering to be laid, if necessary) at the exhibitor's expense.

IMPORTANT

In order to have a physical separation of its booth (e.g. to separate the scientific and commercial part of the same company) a company can choose to have two peninsula stands side by side, instead of one island stand. Please notify this choice in the stand application form to inform ESC Industry Services Team of this choice and they will advise you accordingly.

An access between the two peninsula stands is possible. This access should appear on the stand design.

- **Back walls**

The rear sides 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 affected thereby. The ESC decision of the effect of the design on neighbours will be final. Walls constructed on an open side should be visually appealing to adjacent exhibits (e.g. could 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 and must not be longer than 1/3 of the length of the stand. 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 in-line 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 considers that an item of the stand will obstruct visibility of neighbouring stands, the ESC reserves the right to ask for any modification. All costs for modifications must be born in full by the exhibitor.

IMPORTANT

Stand elements (decorative elements, counter, kiosk, etc...), lower than 1.2m in height will not be considered as obstructive articles and will not be taken into account in the calculation of the transparency.

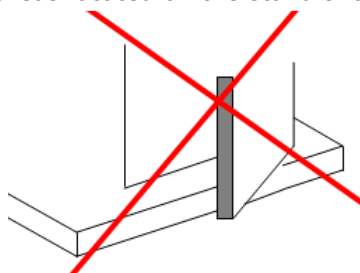
In the case where there is no line of sight between elements, the total width of these elements must not exceed 1/3 of the side of the construction.

- **Keep aisles clear**

All stands are separated from other neighbouring exhibits by aisle(s). No stand activities may take place in the aisles and exhibitors must ensure space is available on their stand to absorb spectators for all planned activities. Should a stand activity interferes with the normal traffic flow in the aisle or overflow into neighbouring exhibits, the presentation must be modified or stopped immediately.

No objects, including signs or advertisements, may project into the aisles.

The doors of meeting rooms or storage areas located on the stand should not open on the 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 obstruction 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 ESC and Stavanger Forum access 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.

- **Auditoria & Presentations**

Companies wishing to arrange or sponsor sessions are invited to arrange a satellite symposium, as detailed in Section 3 of these Guidelines. Exhibit space is intended to display scientific information on products and/or services and favour exchange; therefore, positioning official auditoria on stand areas is restricted.

This does not exclude companies from giving product based presentations, but the area set aside for an audience should not resemble an official auditorium – therefore no more than fifty 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 the furniture setup must be informal. All sounds and lighting limitations for stands apply within these areas.

- **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 project 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 effect 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. The stand area may be covered only by the installation of an elevated platform or 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.

NOTE

The Exhibition Hall aisles must be clear of goods on **Thursday 3rd April, 18.00** to allow cleaning in the aisles.

- **Platform floors**

The use of the wooden platforms is recommended for stands with water piping and/or a lot of electrical wiring; the stand construction agency will be able to advise on this matter. Exhibitors who use such platforms should bear in mind that:

- 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 may be covered by a roof insofar such roofs are in compliance with the fire protection regulations in The Netherlands. All horizontal decorations, ceiling areas and roofs require prior approval by the ESC and must be coordinated with the Building. For safety reasons, all ceilings must respect the European standards.

Roofs, including ceiling grids, must neither restrict nor obstruct fire safety installations. Materials used must be at least Category B1 in accordance with DIN 4102, or at least Class C in accordance with EN 13501-1, e.g. flame resistant, and must not drip when burning, produce toxic gases nor obstruct the sprinkler system (minimum mesh size: 2 x 4mm or 3 x 3mm).

- **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 owners 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 EuroHeartCare Congress 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 Norway 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.

- **Stands construction and fittings (Materials and fire 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.

The ESC encourages stand construction, materials and roof constructions that meet European safety norms (B1, as specified in DIN 4102, or at least Class C as specified in EN 13501-1). Ornamentations in hallways, corridors and stairwells required for emergencies (escape routes) must be made of non-combustible materials (e.g. A as specified in DIN 4102 or A1 as specified in DIN EN 13501-1).

Ornamentations using decorative elements from real plants are only allowed inside the buildings while they are fresh. Bamboo, reed, hay, straw, bark mulch, turf, (fir) trees without roots or similar materials do not meet the aforementioned requirements. The fire department must approve any exceptions.

Exhibitor's using materials not conforming to any safety component of these Industry Guidelines will replace them with safe alternatives at their own cost.

The use of pyrotechnics and sources of raw flame (e.g. candles) within the Exhibition is not permitted.

The use of air balloons filled with combustible gas is prohibited in all spaces of Stavanger Forum.

The ESC reserves the right to refuse access to the Exhibition Halls should we esteem that the correct protection equipment is not worn.

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). For safety reasons, all stand builders must wear the correct equipment and follow the safe and secure regulations in Stavanger Forum:

- The exhibition is accessible only to persons in possession of a valid working pass delivered by our official logistic company, Fairexx, at the loading doors.
- Approved safety must be worn during the stand set-up and breakdown periods
- An approved safety helmet must be worn when the safety sign is on in the exhibition halls
- 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 by the building.
- 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 (e.g. CE certified) machines and tools may be used
- One must stack goods properly
- One must use qualified staff when performing electrical work

- **Suspension points**

Use of suspension points is not permitted. All displays should be free standing.

2.2.5 Fire and 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-flammable 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.

2.2.6 Cleaning & Refuse

The organiser will clean the Building and the aisles in the Exhibition area.

Stand packages – cleaning and refuse is included in your order.

Free-built stands – please order cleaning and refuse via the order form online.

We ask you to make sure that your stand is presentable, well arranged and clean before the opening of each congress day.

Waste generated during construction and dismantling periods will be removed at the expense of the exhibitor.

2.2.7 Electricity

It is mandatory that all electrical orders be made through Stavanger Forum.

Stand packages – a 1.5kw 2.5amp outlet is included in your order.

Free-built stands – please order electricity via the order form online.

IMPORTANT: Mains power supply will be switched off overnight. Should you require 24 hr power, please specify.

2.2.8 Water

Please note that Water Connections are not available in the Exhibition area

2.2.9 Internet

There is free wireless available in the congress centre, additional wired lines may be ordered to Stavanger Forum.

Please contact **Therese Oppegaard, therese@stavanger-forum.no, Tel: +47 51 59 81 45**

2.2.10 Miscellaneous Services

To order any additional services, please contact the organiser at ehcareexhibition@escardio.org

Section 3 - Sponsored Sessions

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.

Satellite Symposium Timeslots:

Friday 4 April 2014 12.30 – 13.30
Saturday 5 April 2014 13.00 – 14.00

3.1 Conditions for holding Satellite Symposia

Exhibition Stand

In order to hold a Satellite Symposium, an Exhibition Stand of 9 m² minimum (or grant equivalent) is required.

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:

- **Registration Area Roll-up**
Display of a Roll-up in the Registration Area the day of your session.
- **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. Please note that the ESC will not be able to provide easels as posters support, in front of the lecture rooms.
- **Distribution of material** (flyers...):
At the entrance of the assigned room 30 minutes before the beginning of the session, or on the booth.
- **Items for distribution** Session organisers can distribute approved items to delegates participating in their sessions. The ESC recommends that items for distribution are of scientific or educational value with a maximum purchase value of €60. For items which have no scientific or educational value, the maximum purchase value must not exceed €10. Items should be equally available to all participants of a session; selecting or drawing winners is not allowed.
All items for distribution should be declared to the ESC using the form available for this purpose, see www.esceexhibition.org/euroheartcare2014.
Each session organiser should declare all items for distribution at their symposia in advance with a description/picture and unit price using the form available on www.esceexhibition.org/euroheartcare2014. For more advice on items for distribution approval, contact ehcareexhibition@escardio.org.

Payment

Payment for the Satellite Symposium has to be completed before **15 March 2014**.

IMPORTANT

It is strictly forbidden to hold Satellite Symposia outside the EuroHeartCare 2014 Congress premises between 2 and 7 April 2014.

3.2 Cost of Satellite Symposia

Price of a Satellite Symposium 60 minute session: €5,000 per session excl. VAT

The cost of a Satellite Symposium includes:

- Room rental
- 1 Invite included in the Congress Bag (produced by company)

- 1 room Hostess
- Access and use of audiovisual equipment in lecture room

Note: 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. Satellite organisers may hold receptions before or after the Satellite. Lunch boxes may also be distributed before or after the symposia.

3.3 Applying to hold a Satellite Symposium

In order to hold a Satellite Symposium, the company is required to book an exhibition stand of 9 m² minimum (or equivalent grant).

The Application Form for Satellite Symposia must be sent to the **EuroHeartCare 2014** Secretariat offices before **24 January 2014**

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.

3.5 Scientific Programme 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 **20 January 2014**. The Scientific Committee will validate the scientific programme.

Scientific Programme should be sent to:

EUROPEAN SOCIETY OF CARDIOLOGY
EuroHeartCare Secretariat/ Damian Basto
Les Templiers
2035, Route des Colles
CS 80179 BIOT
06903 SOPHIA ANTIPOLIS Cedex
France

Tel: +33 (0) 4 92 94 76 00- Email: ehcare@escardio.org

A "complete programme" must include the following:

- Title of the session
- Name of the Chairperson(s) (1 mandatory for 60-minute session – can also be speaker)
- Title of each presentation with their duration and topic number
- Name of all speakers
- Complete addresses of the chairperson 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 Chairperson(s) of Satellite Symposia even if active in the Scientific Programme
- Faculties Conflict of Obligation. Speakers and Chairperson(s) 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 of the companies to ensure there is no timing clash with parallel sessions, with the Chairperson(s) and the Speakers they choose. The ESC cannot be held responsible for any matter arising from this.

3.6 Changes in the Session Scientific Programmes

Once your scientific programme has received approval from the **EuroHeartCare 2014** Committee, all changes post approval must be sent in writing to ehcare@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 **26 January 2014** in order to be printed in the Final Programme.

Late modifications in the Satellite Symposia Programme received on or after **27 January 2014** cannot be printed in the Final Programme. The ESC cannot guarantee to be able to communicate any alterations received after **26 January 2014**.

3.7 Room Assignment

Rooms are assigned by the ESC on a first come, first served basis.

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.

Section 4 – Sponsorship

The EuroHeartCare 2014 Congress offers cost-effective marketing exposure and branding of your company to your target audience through a wide variety of sponsorship, advertising and promotional opportunities.

All content and artwork must gain prior approval from the organiser. Corporate names and logos are allowed. Please note that no product/brand names, identifying product/brand logos, misleading names that might be perceived as product/brand names, or registered trademarks will be allowed for any of the Sponsorship, Advertising or Promotional opportunities listed in this chapter, unless specifically indicated.

Sponsorship and promotional products are assigned on a first-come, first-served basis

The following pages detail all existing Sponsorship, Advertising & Promotional options at EuroHeartCare 2014 and we will be pleased to consider additional sponsorship initiatives or suggestions. For further consultation on and management of your corporate investment and strategy, please contact us at: sponsorship@escardio.org

4.1 Sponsorship Opportunities

SPONSORSHIP & PROMOTIONAL ITEMS	PRICE
DELEGATE BAG INSERT (excl. Production) Deadline for application	€ 1 000 31/01/2014
WEBLINK	€ 1 000
CONGRESS BAGS Exclusive Sponsorship Exclusive sponsorship incl. production cost Deadline for application	€ 3 000 24/01/2014
DELEGATE BADGE LACES Exclusive Sponsorship Exclusive sponsorship incl. production cost Deadline for application	€ 1,500 24/01/2014
CONGRESS GRANTS	€ 5 000

All prices indicated are exclusive of VAT

For more information, contact: sponsorship@escardio.org

4.2 Product Descriptions and Technical Specifications

We have listed additional product details and technical specifications for sponsorship & promotional items below.

• Delegate Bag Inserts

Promote your congress activities by designing a promotional insert to be included in each and every Delegate Bag and given to each registered delegate at the EuroHeartCare 2014 Congress. This invitation will communicate your congress message directly to delegates.

- 1 Delegate Bag Insert can only promote 1 event (e.g. 1 supported session or 1 activity on the exhibition stand)
- 1 Delegate Bag Insert promoting 1 session with reference to the exhibition stand will be considered as 1 insert (e.g. 1 supported session, plus a mention similar to "visit our stand, location XX")
- 1 Delegate Bag Insert promoting 1 session with full exhibition details will be considered as 2, and invoiced accordingly (e.g. 1 supported session, plus a mention for a stand activity)
- 1 Delegate Bag Insert promoting 2 sessions/activities will be considered as 2, and invoiced accordingly.
 - Quantities to print: **400**
 - Submit for approval: **15 February 2014**
 - Reception directly in Stavanger: **Between 24 and 31st March 2014**
For delivery details please refer to paragraph 2.1.9

- **Weblink**

Invite delegates to your congress activities by designing a promotional page link to the EuroHeartCare 2014 Scientific Programme & Planner (SPP). This invitation will communicate your congress message to delegates.

- 1 Weblink can only promote 1 event (e.g. 1 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 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 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% 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>

- **Congress Bags**

Highly visible sponsorship opportunity with delegates using the bag for the duration of the event and post-event due to the unique quality of the product (briefcase made of recycled material).

- Exclusive sponsorship – acknowledgement via sponsor logo on bag exterior flap
- Please submit a high resolution logo by **24 January 2014**

- **Delegate Badge Laces**

Worn by delegates throughout the event, this item provides excellent corporate exposure and association.

- Exclusive sponsorship – acknowledgement via sponsor logo on badge lace
- Please submit a high resolution logo by **24 January 2014**

Section 5 – Rooms at EuroHeartCare

In order to maximise attendance at its scientific sessions, the ESC has adopted a policy, which limits industry sponsored presentations, hospitality and formal gatherings. No such activity should be held without the specific approval of the organiser.

5.1 Meeting Rooms

Product Specifications

Companies are allowed to host a limited number of guests and organise small and informal meetings (approx 20 people) in Meeting Room(s) on offer within the congress centre. Room(s) include a basic set-up, electricity, air-conditioning, and daily cleaning. Change of set-up and AV equipment need to be ordered from Stavanger Forum and are billable as extras.

- Unless otherwise agreed, Meeting Room(s) is rented for a minimum of half a day
- The ESC will only be responsible for booking Meeting Room(s) within the Congress Centre
- The ESC has the right to modify demands as it sees fit to best accommodate as many requests as possible
- Only a limited number of Meeting Room(s) are available in the congress centre
- The placement of signs on the exterior doors of the rented room is possible; no other signage or promotion can be made within the building other than on the company's stand
- Each company is responsible for organising in accordance with Stavanger Forum its individual needs
- Contact information will be sent to companies who confirm room reservations

Rental cost: communicated upon request

5.2 Booking Procedure

Exhibition Stand

For supporting companies a stand is required to obtain permission to rent a meeting room. Cancelling a stand at a later stage will mean cancelling the meeting room reservation.

Rooms at EuroHeartCare Contact

For any logistical queries and application, please contact: ehcareexhibition@escardio.org

Invoicing

Meeting rooms will be invoiced for the requested service following signature of the appropriate order form.

- Precise and definitive accounting information must be provided upon booking
- The ESC cannot reissue invoices for missing or incorrect data (addition of purchase order, changes of billing address, etc...)
- Payment for rooms must be made within the payment deadline and latest by beginning of the congress, or the room will be released for other companies
- For all payment, invoicing and cancellation information, please see Section 6 "Finance and Invoicing"

Catering Services

- Catering services within the meeting room(s) can be organised with Stavanger Forum at the company's expense
- Organisers are encouraged to guarantee a healthy and balanced catering service to their delegates

Extra services

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

Section 6 – Finance and Invoicing

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 4 April 2014, should this date fall first.

Value added taxation

Norwegian VAT rules will apply for exhibition space, 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; Company registered in a country outside of the European Union are encouraged to seek advice on reclaiming VAT payment.

6.1. Exhibition

Invoicing

- Exhibition space will be invoiced for the requested service following signature of the appropriate order form.
- Payment for exhibition space must be made within the payment deadline (30 days from date of invoice).

Cancellation policy

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

- 10% until 30 November 2013
- 50% from 1 December 2013 to 14 January 2014
- 100% from 24 January 2014

Cancellation fees will be charged despite unprocessed payments

Requested stand size may be revised downwards by the client with no cancellation fees up until 30 November 2013, any down-sizing post this date will be subject to cancellation fees as outlined above. Given serious cause the ESC is entitled to postpone, to curtail the duration, to close the exhibition completely or in part for any period, or to cancel. 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, the FCVB 2014 has to be cancelled, the ESC will refund to the exhibitors the sum paid to the ESC for contractual commitments less expenses incurred in preparation of these contracts, with liability for either party to the contract.

Cancelling your exhibition space will mean:

- For Satellite Symposia organisers, pay a 9 m² booth equivalent grant
- Cancelling your Sponsorship, Advertising & Promotional items.

6.2. Sponsored Sessions

Invoicing

- Sponsored Sessions will be invoiced for the requested service following signature of the appropriate order form.
- Payment for sponsored sessions must be made within the payment deadline (30 days from date of invoice).

Cancellation policy

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

- 10% until 30 November 2013
- 50% from 1 December 2013 to 14 January 2014
- 100% from 24 January 2014

Cancellation fees will be charged despite unprocessed payments

6.3. Sponsorship

Invoicing

- Sponsorship, Advertising & Promotional items will be invoiced for the requested service following

signature of the appropriate order form.

- Payment for Sponsorship, Advertising & Promotional items must be made within the payment deadline (30 days from date of invoice).

Cancellation policy

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

- 10% until 30 November 2013
- 50% from 1 December 2013 to 14 January 2014
- 100% from 24 January 2014

Cancellation fees will be charged despite unprocessed payments

6.4. Rooms at EuroHeartCare

Invoicing

- Rooms at EuroHeartCare will be invoiced for the requested service following signature of the appropriate order form.
- Payment must be made within the payment deadline (30 days from date of invoice) or the room will be released for other companies.

Cancellation policy

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

- 10% until 30 November 2013
- 50% from 1 December 2013 to 14 January 2014
- 100% from 24 January 2014

Cancellation fees will be charged despite unprocessed payments

6.5. Administrative Fees Related to Invoicing Changes

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.

Section 7 – General Terms and Conditions

7.1 General

Returning an application form constitutes an Agreement and implies accordance with the Guidelines and any provisions contained herein for Industry Participation for the EuroHeartCare 2014.

These conditions supersede any others written agreements ESC may have with Industries except otherwise mutually agreed upon between the Parties.

Counterclaims rights renounced

The Industry renounces the right to offset counterclaims against any fees for service ~~rent~~ payable in time unless the counterclaims are undisputed or have been confirmed by a court of law

Indebtedness

If the Industry fails to meet its financial obligations, or additional expenses and other claims arising from the contract, the ESC is entitled to prevent the Industry from accessing the service (incl. rental space) as long as a joint solution is not identified

ESC suppliers

In the event the Industry fails to meet its financial obligations to any third Party provider who is exclusive partner of the Venue or the ESC, it may be considered as a violation of the ESC Guidelines and will lead to penalties.

7.2 Responsibility

The Industry shall ensure it is compliant with all national and international regulations.

Sponsored sessions or room rental

The Industry is liable for the content of its presentation, promotional materials and/or any other information presented during the Rental Period. The Industry shall hold the ESC harmless from any third Party's claim arising out from infringement or breach of copyright protected content or material.

Each company accepts their sole and individual responsibility to ensure that all their activities in relation to EuroHeartCare 2014 (exhibition, sponsored sessions, sponsorship, hospitality, etc) are in full respect of applicable laws, regulations, guidelines and relevant trade association codes of practice.

Damages

Any defects within rental areas found at the end of the Congress shall be deemed to have occurred during this period, unless the Industry reported the aforesaid defects to the ESC in writing at the start of the rental or can irrefutably prove that the defects concerned already existed before the rental.

The industry shall use the rental areas and its equipment carefully and for its intended purpose and shall return it at the end of the rental period in the same condition in which it was at the start of the Period.

All damages caused during the rental to the rented Premises or to any space of spaces that are made available by any factor whatsoever must be repaired by the Industry, in so far as such damage was not caused by the ESC and /or its personnel or other Industries.

Exclusion from liability

The ESC shall not be liable to support any financial charge, unless the damage is a consequence of intent or deliberate recklessness on the part of the ESC.

Neither the ESC nor the Building owners can accept any liability for loss or damage to Industry' equipment

The ESC shall not be responsible for any loss or profits or consequential damages of the Industry, its participants or for damages suffered as a consequence of the activities of others Industries or of obstacles to the use of the Premises which are caused by third party unless there has been intent or deliberate recklessness on the part of the ESC.

The ESC does not undertake to safeguard the rental areas 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 exclusion from

liability also applies if industry equipments are seized and stored by the ESC due to infringement of the present conditions of participation. This exclusion of liability is in no way impaired by the special security measures taken by the ESC.

Furthermore the ESC explicitly excludes all liability for any disadvantages or damage incurred to Industry due to erroneous details on space allocation, stand construction, catalogue entries or other errors in ancillary services.

Property of the Industry and of third parties shall remain on the premises at their own risk. The ESC will not be responsible for the insurance of such items. The ESC 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.

7.3 Insurance

All industries must send a copy of their insurance certificate to the ESC Exhibitions Department (ehcareexhibition@escardio.org) at least **10 days** before the opening of the congress. In the event, the ESC Exhibitions Department does not receive the certificate in due time or does not receive the certificate at all, please be informed that the ESC will not proceed with automatic reminder and only the Industries would be held responsible for this lack of information which can be, at the discretion of ESC, considered as a breach of contract.

The civil liability insurance shall cover all damages to persons and property that may be caused by its employees, agents or subcontractors as well as damages caused by guests, visitors or those participating in the event.

While on the rented premises, exhibition goods and packaging materials shall be insured at the expense and risk of the Industry. Industry should therefore contact their own insurance company or use the corresponding order form.

Industry shall take out as well adequate insurance for third-Party Liability. Industry will be liable for the safety of participants on and around their stand area. In accepting ESC terms of sale, Industry undertakes to indemnify the ESC against any and all losses resulting from an unsafe construction, unsafe exhibits or the actions/inactions of its staff. The Industry, personnel engaged by or on behalf of the Industry, and third parties such as other participants, subcontractors, guests, visitors are in the Rental area at the risk of the Industry, or, as the case may be, these third parties. The ESC is not required to insure these risks.

The Industry shall indemnify the ESC against all claims which third party may be able to enforce against the ESC in connection with acts and omissions of the Industry or of persons for whom the Industry is liable or who are present on account of the Industry.

7.4 Copyright

The Industry acknowledges and agrees that: (a) the ESC owns all right, title and interest in the ESC Trademarks and ESC Content; (b) nothing in this Agreement shall confer in the Industry any right of ownership in the ESC Content or the ESC Trademarks and that all uses of the ESC Trademarks shall inure to the benefit of ESC; and (c) the Industry shall not now or in the future contest the validity of the ESC Trademarks or use or authorize the use of any trademarks, service marks or logos that are confusingly similar to the ESC Trademarks.

ESC acknowledges and agrees that: (a) the Industry owns all right, title and interest in the Industry Materials and the Industry Trademarks; (b) nothing in this Agreement shall confer in ESC any right of ownership in the Industry Materials or the Industry Trademarks and that all uses of the Industry Trademarks shall inure to the benefit of Industry; and (c) ESC shall not now or in the future contest the validity of the Industry Trademarks or use or authorize the use of any trademarks, service marks or logos that are confusingly similar to the Industry Trademarks

7.5 Force Majeure

If the ESC is unable to make the agreed services fully available to the Industry in accordance with the

Agreement on account of Force Majeure or some other cause or circumstance beyond its control, the ESC shall not be liable for any damages suffered by the Industry of other participants. The ESC will refund to the Industry the sum paid to the ESC for contractual commitments less expenses incurred in preparation of these contracts, with liability for either party to the contract.

7.6 Termination of the Agreement

If after binding application and conclusion of the contract the ESC should accept that an industry may withdraw from their contract, the Industry is liable for the full amount of the rental fee including all surcharges and associated costs.

7.7 Jurisdiction and applicable law

In the event of any disputes, controversies or claims arising in connection with the Agreement or arising out of, or relating to, any provision of the Agreement or the breach thereof, the Parties shall try to settle the problem amicably between themselves. Should the Parties fail to come to an agreement within Sixty (60) Days from the first notice of such dispute, controversy or claim; the same shall be finally settled by the competent Court of Grasse, France.

The Agreement shall be construed in accordance with the laws of France.
