

EuroHeartCare

ANNUAL CONGRESS OF THE COUNCIL ON
CARDIOVASCULAR NURSING AND ALLIED PROFESSIONS

Athens, Greece
15 - 16 April 2016



GUIDELINES FOR INDUSTRY PARTICIPATION

Excellence in patient care - the heart of EuroHeartCare
EuroKardiaCare

KEY FIGURES: 2 Days, 16 Sessions, 40 countries represented,
50 international faculty members, 200 abstracts,
500 delegates, 1 congress!

KEY DEADLINES: Abstract Submission - 1 November
Early Registration - 27 January
Late Registration - 16 March

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



Congratulations

You have decided to participate in EuroHeartCare 2016 Congress.

EuroHeartCare 2016 Congress will take place in the city of Athens, full of historical wealth and cultural attractions.

By associating with the EuroHeartCare 2016, you will participate to one of the most relevant exchange platforms for discussion on cardiovascular nursing and allied professionals.

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.

These Guidelines will guide you in the necessary steps of your participation at EuroHeartCare 2016. The document is organised 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 Congress activities.

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

The ESC Congress industry portal: www.essexhibition.org/EuroHeartCare2016/

Please note that a successful application for participation at EuroHeartCare 2016 Congress implies an acceptance of the requirements contained within these Guidelines and also in any updates posted on

Your Contacts

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

Exhibition, Industry Sponsored Sessions, Sponsorship and Rooms at EuroHeartCare:

ehcareexhibition@escardio.org

Ms Samantha Bickham

Exhibitor Registration:

ehcareregistration@escardio.org

Mr Axel Browne

General Information:

ehcare@escardio.org

EuroHeartCare Secretariat

Accommodation*:

ehcarehotels@escardio.org

Mrs Tina Oldenburg

**Industry group reservations and general queries*

Please contact Panos Travel by email at EHC2016@panos-travel.gr

For other general accommodation queries please don't hesitate to contact the ESC directly:

ehcarehotels@escardio.org

We look forward to working closely with you over the coming months towards a rich and innovative EuroHeartCare 2016.

Definitions

Exhibition	The technical and scientific display of current and future healthcare practices, goods and services relevant to the field of cardiology.
Exhibitor	Any person, firm, company or corporation and its employees and agents to who space(s) have been allocated for the purpose of exhibiting at the Exhibition.
Industry Sponsored Sessions	Satellite Symposia organised by ESC Industry Partners
Rooms at EuroHeartCare	Rooms rented to Exhibitors to organise different meeting formats
Sponsorship	Additional marketing strategies, including onsite advertising, purchased by industry partners to highlight their congress activities

Key Dates

24 January 2016	Deadline for Stand applications Deadline for Satellite Symposia applications
01 February 2016	Deadline for exhibitors to send their Company & Product description Deadline for Satellite Symposia organisers to send their scientific programmes
15 February 2016	Deadline to send Delegate Bag Insert artwork (DBI) for approval
21 March 2016	Deadline for exhibitors to order Exhibitor Badges
21 – 31 March 2016	Deadline for printed DBI to arrive at congress supplier storage (Qty.550)
25 March 2016	Deadline for exhibitors to submit their Stand Design Deadline for exhibitors to declare items for distribution and Stand Activity Deadline to send weblink
28 March 2016	Deadline to order stand packages, stand services & furniture. After this date surcharge will apply.
04 April 2016	Deadline for sending insurance certificate copy for stand to ESC Industry Services Team
08 April 2016	Deadline for ordering lunch boxes for satellite symposia & catering for stands
15 - 16 April 2016	EuroHeartCare 2016 – Athens, Greece

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Section 1 – General Information

1.1 Venue

MAICC - Athens International Conference Centre

Vass. Sofias & Kokkali

115 21 Athens,

Greece

Tel. +30 210 7282156

Web Site: www.maicc.gr/en/



1.2 Terminology

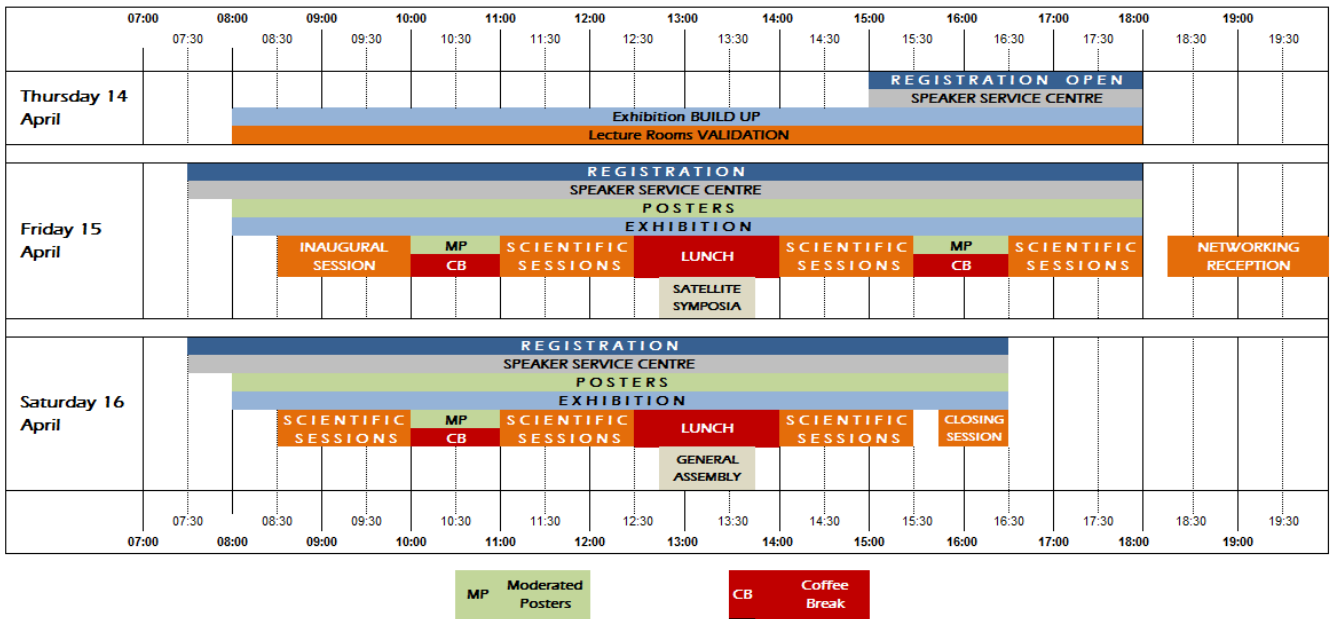
The Organiser has written this guide. A successful application made by a company wishing to participate in the exhibition will imply acceptance of the requirements contained in these Guidelines.

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

City	Athens
Building	Megaron
Organiser	ESC Congress Division of behalf of the Council on Cardiovascular Nursing and Allied Professionals (CCNAP)
The Congress	EuroHeartCare 2016

1.3 Congress dates: 15 – 16 April 2016

Congress schedule planned as of 18 December 2015



MP Moderated Posters CB Coffee Break

Schedule may be subject to change

1.4 Language

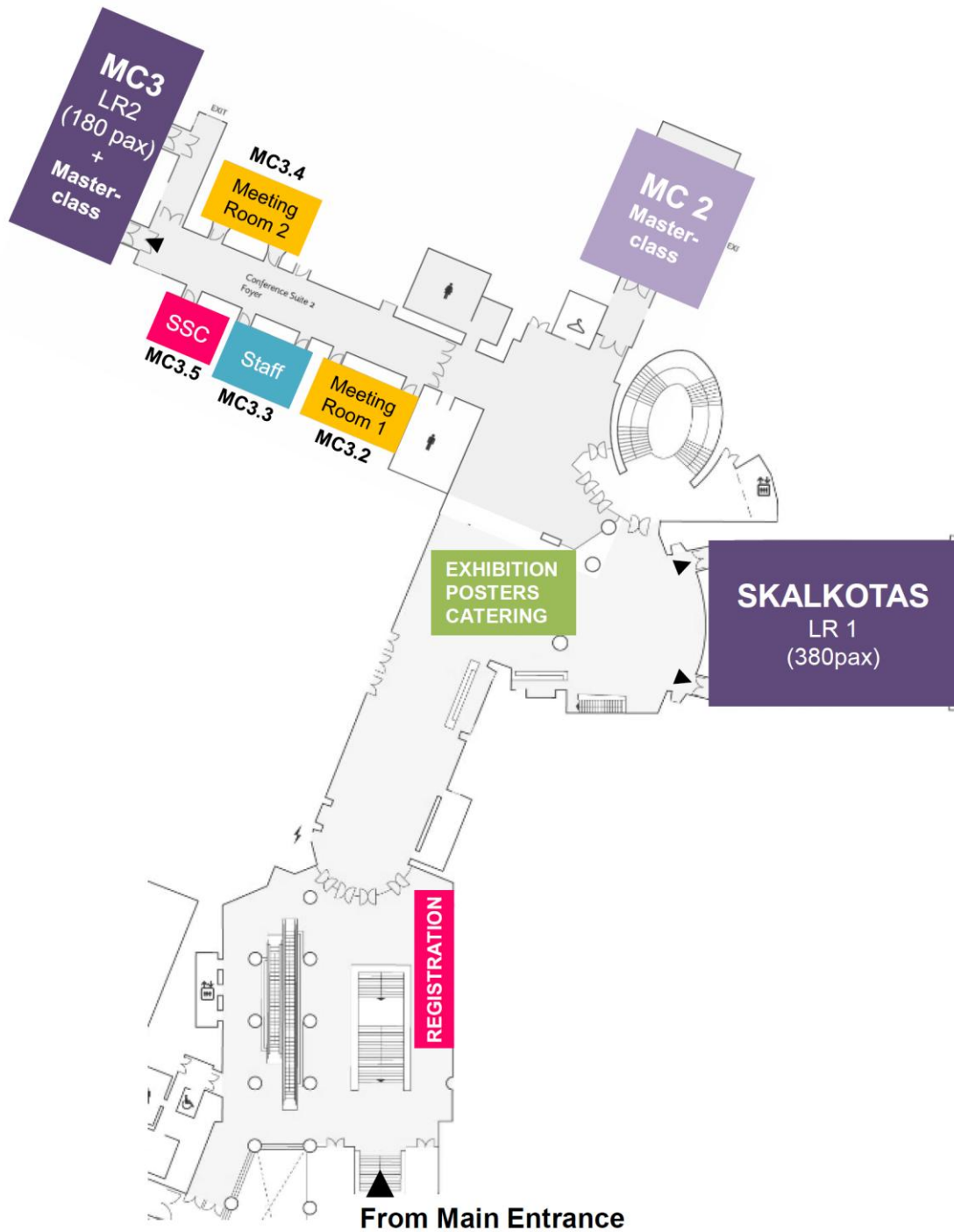
The official language at EuroHeartCare 2016 is English.

1.5 Building Overview

Building layout as of December 18, 2015 subject to change



BUILDING FLOOR PLAN | INTERNAL VERSION



Section 2 – Exhibition

2.1 Exhibition General Information

2.1.1 Exhibition Contacts

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 4 92 94 77 54 - Fax: +33 4 92 94 76 26
Email: ehcareexhibition@escardio.org
Website: www.esceexhibition.org/EuroHeartCare2015/

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

MAICC

Ms. Elli Harami
Sales department
Tel: (+30) 210 72 82 786
Fax: (+30) 210 72 90 174
Email: eharami@megaron.gr

For information regarding:

- Technical aspects of the exhibition such as extra order for stand equipment or personalised stand requests
- Requests for furniture, plants/flowers, electricity, carpet/flooring, A/V equipment, internet, stand cleaning
- Order of shell scheme stands – stand packages
- Request for staff on the stands – hostesses/security guards

Please contact:

VISION

Mr Peter Theodorides
160 Lavriou Avenue
19002 Peania
Athens Greece
Tel: (+30) 210 66 40 645
GSM: (+30) 69 44 35 31 45
Fax: (+30) 210 66 40 646
Email: pt@vision.gr
Website: www.vision.gr

For catering information, please contact:

ARIA Fine Catering (DILL SA)

George Sarlos
Sales Director
85A Harilaou Trikoupi Str.
14563 Kifisia, Greece
Tel: +30 210 9656388
GSM: +30 6946 950813
Fax: +30 210 6231421
qsarlos@aria.gr

Find all **relevant information, documentation, guidelines and order forms** on the ESC Exhibitors and Industry Partners Web Site: www.esceexhibition.org/EuroHeartCare2016/ such as:

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

We recommend you visit www.escehhibition.org/EuroHeartCare2016/ regularly to complete order forms in due dates and learn about the latest announcements

2.1.2 Exhibition Booking Procedure and Condition

- **Admission to EuroHeartCare 2016**

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.escehhibition.org/EuroHeartCare2016/. After submitting your stand space application you will receive from the ESC Industry Relations Department, an order form to sign and return by email: industry@escardio.org or Fax: +33 4 92 94 76 26. Your order will be considered final and subject to our payment and cancellation terms once this form has been signed and returned.

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 2016 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 do 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**

- On time payment of your exhibition space is essential to secure your space assignment.
- Stand assignments will be cancelled automatically if the stand rental has not been paid within the given payment period.
- In such cases, cancellation fees will apply as outlined in Section 6 "Finance and invoicing".
- 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 2016 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 2016 Secretariat or division or Association of the ESC.

IMPORTANT

The selection of the stand space is crucial. When you select your stand space, keep in mind the international, national legislation in place with regards to promotion of medicines, industry regulation relative to same, ESC stand build requirements and the amount and type of material your company wishes to display. The ESC Industry Services Team is at your service to help you make the right choice.

2.1.3 Exhibition Time Schedule

Exhibition Build Up:

Thursday 14 April	08.00 – 11.00	Exhibition Build-Up – For self built stand only
	11.00 – 18.00	Stand Packages delivery and ready for decoration
		Exhibition Build-Up – For all stands
	18.00 – 19.00	Stand decoration only and ESC inspection

Exhibition Opening Hours:

Friday 15 April	08.00 – 18.00	Exhibition OPEN – All exhibits must be staffed
	08.30 – 10.00	Inaugural Session
	10.00 – 11.00	Coffee Break *
	15.30 – 16.30	Coffee Break *
	18.15 – 20.00	Networking reception
Saturday 16 April	08.00 – 16.30	Exhibition OPEN
	10.00 – 11.00	Coffee Break *

Exhibition Dismantling:

Saturday 16 April	17.00 – 19.00	Exhibition Dismantling
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* Free tea/coffee will be served

IMPORTANT

All construction must be completed imperatively by 18.00 on Thursday 14 April.

From 18.00 on Thursday 14 April empty cases must be removed from the aisles which must be kept clear for cleaning. Any packing cases still left in the aisles will be removed at the exhibitor's expense.

For Exhibitor requesting stands from the local stand supplier, the stand will be ready to decorate from Thursday 14 April, 11.00.

During the congress days, stand personnel can access the exhibition 1/2 hour before the opening of the exhibition with an exhibitor badge

NO DISMANTLING BEFORE 17.00 on Saturday 16 April

Exhibitors who have a shell scheme stand should remove all personal items from the stand by Saturday 16 April at 17.00. All remaining material will be considered as rubbish.

Outside the exhibition opening hours, delegates will walk to lecture rooms and meeting rooms along a route through the Exhibition. Exhibitors should therefore take all reasonable precautions to protect valuables.

2.1.4 Working Passes and Exhibitor Badges

- **Working Passes**

In the interest of security, only those individuals directly responsible for the erection and dismantling of the stands will be permitted in the Exhibition area during stand construction and dismantling times. **Please note there will not be working passes only exhibitor badges.** 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 while inside the venue.

- **Free Exhibitor Badges**

Exhibitors are entitled to a certain number of free badges. The number of free badges for each Exhibitor will be determined according to the floor space allocated as shown below. Please note that company names other than those of listed exhibiting companies will not be produced or allowed.

- **Exhibitor Badges Allocation:**

	Free General Exhibitor Badges	Free Scientific Exhibitor Badges
Badge Allocation for all stand sizes	3	2

IMPORTANT

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

- **General Exhibitor badges do not give access to EuroHeartCare 2016 Scientific Sessions.**
- **Scientific Exhibitor Badges do give access the Scientific Sessions of EuroHeartCare 2016.**

Neither badge entitles the holder to get a congress bag, a certificate of attendance and do not include a journal subscription.

Exhibitor Badges must be ordered before **21 March 2016** using the exhibitor badge order form available on: www.esceexhibition.org/EuroHeartCare2016/.

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

- **Additional Exhibitor Badges**

If the number of free Exhibitor badges is insufficient, only General Exhibitor Badges may be purchased at a price of **€50 per badge**.

2.1.5 Product Description

Each exhibitor will be able to detail their participation in the Final Programme, and ESC Web Site together with a short description of the products exhibited (Maximum 50 words). To this end, all Exhibitors should submit the Product Description's e-form available on www.esceexhibition.org/EuroHeartCare2016/ before **01 February 2015**.

Please note that we could not guarantee the inclusion of your product description in above publications if received after this deadline.

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.
- We recommend exhibitors pay closer attention to their exhibits during the stand construction and dismantling periods.
- We strongly urge exhibitors to secure their stand against theft or damage. Valuable objects, which may easily be removed, should be locked away overnight or whenever the stand is left unattended.
- The Organiser accepts no responsibility for goods stolen from exhibits.
- Security services can be ordered through the local supplier, please consult Vision Exhibitor Services order forms available on: www.esceexhibition.org/EuroHeartCare2016/
- The Organiser may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of EuroHeartCare 2016, or who refuses to comply with the local safety rules or with the content of these Guidelines.

2.1.7 Insurance

While on the premises, exhibition goods and packaging materials shall be insured at the expense and risk of the Exhibitor. Neither the Building nor the organiser can accept responsibility for damage, loss, theft, disappearance or injury of anything or anyone due to any cause whatsoever. The Exhibitor and any contractors under exhibitor employment are obliged to take out insurance against third party risks before the start of the exhibition. The cost for this insurance and responsibility for its arrangement belongs to the Exhibitor.

Exhibitors should also be covered against any claims which may ensue from transportation to and from the Building and against any claims which may be made by third parties, e.g. the Building, the City and/or their insurers, with regards to injuries or damages sustained in any way whatsoever inside, or outside, the Building.

If any conditions within the Industry Guidelines for Participation are infringed, the responsibility for any accident will lie exclusively with the Exhibitor, who must have contracted an insurance policy for unlimited civil liability for harm to third parties, be it a person or an object. In the case of incidents caused by negligence or inaction on the part of exhibiting companies and their staff, the exhibiting company agrees to compensate the Organiser for all direct & consequential losses.

IMPORTANT

All exhibitors must send a copy of their insurance certificate to the ESC Industry Services Department (ehcareexhibition@escardio.org) at least **10 working days** before the opening of the congress (**by 04 April 2016**).

2.1.8 Shipping Information

All shipments should arrive under your own responsibility between the 21 – 31 March 2016. (Monday to Friday from 10:00 to 16:00)

Delivery address and contact:

VISION

Attn.: Chrisoula Kominaki
Leoforos Lavriou 160
19002 Paiania, Athens
Greece

Contact: Mrs. Chrisoula Kominaki / Tel.: +30 210 6640645

After sending your shipment, please send the tracking information by email to: ckominkai@vision.gr

All packages must be labeled as follows:

- EuroHeartCare 2016
- Nomination (i.e. DBI, stand material,...)
- Company/Sender Name

2.1.9 Goods Entrance

All materials for the Exhibition Hall should be unloaded at the loading zone. Please contact Vision to arrange for scheduled slot if required:

VISION

Mr Peter Theodorides
160 Lavriou Avenue
19002 Peania
Athens Greece
Tel: (+30) 210 66 40 645
GSM: (+30) 69 44 35 31 45
Fax: (+30) 210 66 40 646
Email: pt@vision.gr
Website: www.vision.gr

2.1.10 Traffic Control

Please instruct your drivers that the Loading area is accessible only with a scheduled slot via Vision:

VISION

Mr Peter Theodorides
Tel: (+30) 210 66 40 645
GSM: (+30) 69 44 35 31 45
Email: pt@vision.gr
Website: www.vision.gr

2.1.11 Transport Regulations/Handling

It is prohibited to drive motorised vehicles (including forklifts) into the building.

During the exhibition opening hours, from Thursday 14 April to Saturday 16 April, only light articles may be taken in the exhibition hall, pallet trucks may not be used.

Do not place anything in the aisles outside the stand. If you do, you will block the passageway for other transport. The venue has the right to store all packaging that is left in the aisles after 19.00 on **Thursday 14 April 2016**.

2.1.12 Storage

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

Please contact Vision for handling and storage of your empty crates and other packing material during the Congress.

2.1.13 Customs Information / Taxes & Duties

Exhibitors will pay the various taxes and duties owed resulting from their taking part in the Exhibition.

2.1.14 Catering

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

Exhibitors are allowed to hand out food and beverage samples of their own products under the condition that the Greek food regulations are observed. Under no circumstances will the exhibitors be allowed to sell food or beverages from their stand. Serving alcoholic beverages on stands is strictly forbidden. All companies offering hospitality are reminded of their responsibilities for hygiene & food safety.

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

When offering catering to delegates through the official caterer, exhibitors are encouraged to guarantee a healthy and balanced catering offer to delegates.

Orders should be made before the 08 April 2016, via Aria Catering order forms available on:
www.escehhibition.org/EuroHeartCare2016/.

For further information, please contact:

ARIA Fine Catering (DILL SA)

George Sarlos
Sales Director
85A Harilaou Trikoupi Str.
14563 Kifisia, Greece
Tel: +30 210 9656388
GSM: +30 6946 950813
Fax: +30 210 6231421
gsarlos@aria.gr

2.1.15 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/EuroHeartCare2016/ for the approval of the ESC by **25 March 2016**. After this date the ESC cannot guarantee approval.

Stand activities include all presentations, documents, interactive knowledge tests, hospitality and other which will be available to delegates from the stand during the event. The main activity of the stand should focus on the imparting of knowledge and while reasonable hospitality is accepted, this should not form the main focus of the stand. The ESC advises that hospitality is limited to non-alcoholic beverages, tea, coffee, juice, etc and is available on request and not as a general attraction.

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.

NOTE

- The official language at EuroHeartCare 2016 is English.
- All flyers, items for distribution, promotional materials and presentations on stands and information on stand displays must be in English.
- Distribution of translated printed documents is permitted.

Companies may organise stand activities in line with the information they have to communicate with the delegates. Stand activities should be focused on the product and scientific information to be communicated; companies should ensure that the perception of the activity is above all one of transfer of knowledge. All stand activities must be submitted to the ESC for approval. Interactive technology based activities may be accepted provided their focus remains product, scientific knowledge transfer and they have no negative impact on the exhibition area or other rules within this publication. Stand activities must be declared to the ESC by using the appropriate form available for this purpose, see www.escehhibition.org/EuroHeartCare2016/.

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 of any kind
- entertain delegates with sport or cultural events or any other way
- providing hospitality as a main focus point of the stand

Companies wishing to arrange or sponsor sessions are invited to arrange a Satellite Symposium, as detailed in the Section 3 of these Guidelines.

• 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.

• 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/EuroHeartCare2016/.

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/EuroHeartCare2016/. 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
- Industry Sponsored Sessions (see applicable rules in Section 3)

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

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

There is to be no distribution of flyers in the general and/or public areas (e.g. at the arrival entry of the venue).

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 2016 or to make publicity for organisations which do not occupy stand space at EuroHeartCare 2016. 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 only 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 2016
- 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 16 April 2016 17.00. 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.

NOTE: You can order badge scanners with our official congress supplier LENI: www.escehhibition.org/EuroHeartCare2016/

Please note the deadline: Tuesday 1 March 2016 (date subject to change: to be confirmed)

LENI will not be at EUROHEARTCARE. ESC staff will give you the pre-ordered badge reader(s)

- **Staffing on stands**

The space assigned to the exhibitor shall be staffed at the beginning of the exhibition on Friday 15 April 2016 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:

<http://www.escardio.org/The-ESC/About/Policies-statutes-and-reports/ESC-corporate-identity>

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 Greek 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, in Greece.

- **Stand promotion**

For further details on how to promote your stand presence, please consult the sponsorship opportunities in Section 5 "Sponsorship".

- **Embargo regulations**

It is strictly forbidden to hold industry scientific meetings or other formal gatherings outside the congress premises between 13 and 18 April 2016.

2.1.16 Miscellaneous

- **Smoking**

Smoking is forbidden throughout the Building. Ashtrays are prohibited in the exhibit area.

- **Alcohol**

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

- **Access**

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

2.2 Technical Guidelines for Exhibitors

2.2.1 Exhibition Location

The exhibition at EuroHeartCare 2016 will be located in the **Skalkotas foyer**, Level -1 of the MEGARON.

- **Load capacity**

The maximum permissible load on the floors of the Building is: **500 Kg per square meter**.

2.2.2 General Exhibition Information with pricing and minimum stand space requirements

The price of 'SPACE ONLY' is €300 per m² plus VAT. A reduced rate of € 150 per m² plus VAT is offered to publishers, booksellers and journals. Minimum stand size is 9m², excluding package offers. For companies organising a Satellite Symposium, a stand of minimum 9m² is mandatory.

The Organiser will hire out the stand as 'SPACE ONLY', which means that the stand site will be rented out without any prefabricated walls, installations, furniture, electricity, carpet and furnishings, or any other technical supplies and facilities. The Exhibitor shall personally take care of the set-up and installation of the stand (which means carpet, walls (if needed or prescribed), furniture, electricity etc.).

Exhibitors who need to rent a standard exhibit stand module are advised to use the services of our local supplier. Please visit Vision Exhibitor Services on: www.esceexhibition.org/EuroHeartCare2016/.

IMPORTANT

The selection of the stand space is crucial. When you select your stand space, keep in mind the international, national legislation in place with regards to promotion of medicines, industry regulation relative to same, ESC stand build requirements and the amount and type of material your company wishes to display. The ESC Industry Services Team is at your service to help you make the right choice.

2.2.3 Stand Construction Guidelines

- **Overview information for stand construction**

IMPORTANT

All Exhibitors must submit a detailed stand drawing to the ESC Industry Services Team (ehcareexhibition@escardio.org) **before 25 March 2016**.

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 complete 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 **25 march 2016**.

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 or Greek (language) 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 2016 Congress is a long standing event with a reputation of equity in its dealings with all participants. The responsibility of ensuring a fair and balanced experience for all is shared by all participants. Each exhibitor is asked to consider, therefore, the impact of their stand construction on neighbouring exhibits and ensure transparency. If there is a risk of unfairly blocking another stand from view, even when all the Guidelines are respected, the ESC will retain all rights of approval of the final stand design. In order to respect the fair nature of the exhibition, exhibitors are requested to indicate any possible problems of transparency or impediments to neighbouring stands. Failure to do so would breach the spirit of the exhibitor's contract with ESC and in such cases the exhibitor responsible will be expected to make such changes as are necessary at his own cost. In such cases, the decision of the ESC will be considered final.

- **Stand Design Approval**

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

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

Any set-up or installation, which does not comply with the standard specifications or with the designs approved by the ESC, must be corrected by the exhibitor before the opening of the exhibition. Failure to do so will result in the correction being made by the ESC or removal of the stand. All expenses for these corrections/removal will be payable by the exhibitor. The ESC accepts no responsibility for damage caused by these changes. Exhibitors are strongly encouraged to consider potential stand activities such as demonstrations, presentations, storage 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 see Section 2.1.15 "Stand Activities and Promotion Regulations").

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**

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 (6m² - 9m²) provided by the official stand service supplier will be uniform stands with uniform graphics, height and design. Partition walls will be 2.50m high for stand packages, graphics & signage may rise 0.5m further.

Turn key stands includes:

- **Structure:** walls, fascia board with exhibitor name and assembly charges & daily stand cleaning.
- **Lighting:** Spotlight 100W x 3 and one twin socket for 500W
- **Furniture package:** Lockable Counter, a brochure rack, wastepaper basket, 1 table and 2 chairs.

NOTE

It is forbidden to make holes, insert screws or nails in the stand modules provided by the official stand service supplier, hotel walls and furniture.

Please order your stand package through the Vision Exhibitor Services order forms available on:
www.escexhibition.org/EuroHeartCare2016/.

- **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 18m ²	3m
Stands under 18m ²	2.50m

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

- **Line of sight**

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

Criteria for line of sights are as follows:

- Free space from floor to ceiling of the Exhibition hall (full and open line of sight)
- Free space from the floor to the ceiling of the stand or other constructed structure (free standing element). Minimum required height 2m
- Free space from the top of a stand element of 1.4m in height maximum (i.e. decorative elements, counter, kiosk, etc...) and the ceiling of the Exhibition hall
- Free space from the top of a stand element of 1.4m in height maximum and the ceiling of the stand or other constructed structure (free standing element). Minimum required height 2m

NOTE

In the case that the esc considers that too narrow line of sights did not provide sufficient visibility of neighbouring stands, the esc reserves the right to request a modification. all costs for modifications must be borne in full by the exhibitor.

- **Stand transparency**

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

Each open side of island and peninsula stand types must provide line of sights from aisle to aisle. The total of the line of sights must reach a minimum of 33% of the stand width.

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

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.

*Height of walls over 2.40m may require certification of an engineer, this information will be confirmed at a later stage

In cases where an exhibitor fails to supply & install necessary separation walls by **18.00 on Thursday 14 April 2016**, ESC will arrange for walls to be erected (and floor covering to be laid, if necessary) at the exhibitor's expense. This applies to all stands **except table packages**.

IMPORTANT

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

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

An access between the two peninsula stands is possible (i.e. door(s)). This access should appear on the stand design.

The two peninsula stands will be considered as two separate stands. Therefore each stand will have its own stand height allowance depending on the size of each space and each stand design will be evaluated individually. If suspended items are envisaged for stands larger than 61m², each stand should comply with its own suspended height allowance and install a truss or hanging points on each space accordingly. If the two stands are equal in size and as such have the same suspended height allowance, a common truss can be envisaged but prior approval by the ESC is required. However, suspended items such as banners should be confined to each peninsula stand perimeter.

- **Open sides of a stand**

Each wall erected inside the booth must be placed at least 30cm inset from the edge of the stand.

For Island stands and open sides of the Corner or Peninsula stands walls cannot be longer than 1/3 of the length of side of the stand. It is forbidden to erect walls, glazing or other constructions 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.

NOTE

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

- **Back walls**

The rear side of each stand shall be designed and decorated by the relevant exhibitor, provided that the interests of the neighbours are not thereby affected. The ESC decision of the effect of a rear side design on a neighbouring stand 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).

- **Stand elements**

Stand elements must be placed 30cm inset from the edge of the stand. The height of these elements is subject to the stand height allowance chart.

Generally speaking, should the ESC consider that an item of the stand will obstruct visibility of neighbouring stands; the ESC reserves the right to ask for modification. All costs for modifications must be borne 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 interfere 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 onto the aisles.

The doors of meeting rooms or storage areas located on the stand should not open onto 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 local supplier 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; positioning auditoria or presentation areas on stands is subject to specific conditions:

The space dedicated to presentations must be of reasonable size compared to the size of the stand. The area should not be covered and all sound and lighting limitations for stands apply within these areas. The area should be designed within the stand to avoid a spillover of participants onto the aisles; the area should be able to contain all interested parties without affecting the exhibition traffic flow. The design and seating should be informal so as not to resemble a lecture room.

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", "Product Theatre", 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 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 14 April 2016, 18.00** to allow cleaning in the aisles.

- **Platform floors**

The use of the wooden platforms is recommended for stands with 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
- Platforms higher than 0.03m 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 exhibition stand or a ramp should be included in the flooring of the stand. An alternative could be a portable ramp which can be deployed when required. For platforms less than 0.03m sloped edges or ramps are recommended but not mandatory
- The maximum height allowed, measured from floor level to the top of the platform is 0.14m without protection by a balustrade of at least 1.1m in height.
- For platforms in excess of 0.5m 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 Greece. 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 Greece 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.

IMPORTANT

All exhibitors must send a copy of their insurance certificate to the ESC Industry Services Department (ehcareexhibition@escardio.org) **10 days** before the opening of the congress (**by 04 April 2016**).

- **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 most stringent 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 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:

- The exhibition is accessible only to persons in possession of an exhibitor badge.
- 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

If any question on the safe and security, please send an email to Megaron to Ms. Elli Harami: eharami@megaron.gr

- **Suspension points**

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

2.2.4 Exhibition Services

For all your stand service orders and the latest exhibition logistics information, please visit: www.esceexhibition.org/EuroHeartCare2016/.

All stand services can be ordered via Vision to Mr. Peter Theodorides

Tel: (+30) 210 66 40 645

GSM: (+30) 69 44 35 31 45

Email: pt@vision.gr

Website: www.vision.gr

- **Service points**

The electricity will reach stands from the columns or hall walls depending on the stand location. Connections to this service must be made by the official supplier only. Access points at any given location may be supplying services to other exhibitors; therefore some stand areas may have cables/pipes/electrical distribution boxes within their area feeding other locations. For aesthetic reasons it may be necessary to shield these pipes or in extreme cases install a platform floor, in such cases ESC will advise exhibitors at the earliest opportunity. Any additional costs arising will remain the responsibility of each exhibitor.

- **Payment**

For all goods & services ordered through the official stand supplier Vision and its own suppliers, payment is required upon receipt of invoice. Any outstanding amounts remaining to be paid after the given payment deadlines will be considered a violation of the ESC Guidelines for Industry Participation and penalties may be imposed. This applies to amounts due for services provided by Vision or its partners/suppliers.

- **Electricity**

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

- **Connecting to mains:** Stands can only be connected to the building's electricity mains by the electricians authorised by the building. Should an unauthorised connection damage the power distribution system or connected plants, the building will demand compensation from the company responsible for the connection.
- **Electrical supply:** The standard supplies of electrical current available at the building are:
220 to 240 Volts single-phase current ($\pm 10\%$) / 50 Hz (applies only for single-phase machinery and ground sockets up to 500Watt).
400V three-phase current ($\pm 10\%$) / 50 Hz
- **Fault reporting:** In the event of damage or fault in the electrical installation on the stand, the building services should be contacted immediately.
- **Installation:** As the electricity supply is divided into sections, the power for each section may not, for safety reasons, be connected until all installations in the same section are completed. Electricity supply must never be blocked with an exhibitor's material.
- **Reliable supply:** Neither the ESC nor the venue can accept any liability for loss or damage to Exhibitors' equipment caused by voltage fluctuations or breaks in electrical supply.

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

Electricity should be ordered via the Vision: www.escehhibition.org/EuroHeartCare2016/.

Do not forget to indicate on the order form where you wish the electrical connections to be installed.

Calculate your needs in KW (1KW = 1000 Watts)	
Spotlight	100 W
Projector	500 / 1000 W
Screen	100 W
Laptop	200 W
Printer	150 W
Copier	1800 W
Fridge	400 W
Fax	100 W
Domestic coffee machine	1000 W
*Approximate electric consumption according to the materials/equipment used on the stand	

- **Internet connection**

With the explosion of wireless-enabled devices (smartphones and tablets), the Wi-Fi network availability during EuroHeartCare 2016 has become a challenge. In order to avoid interferences between Wi-Fi devices on stands (routers, access points, controllers ...) the ESC strongly recommends getting in touch with Vision for all connection needs. Vision will provide internet connections (via cable) for internet browsing and email reading.

Any other wireless devices installed on the stands might interfere with the Wi-Fi network, and the ESC and Megaron reserve the right to require exhibitors to modify the settings and/or remove these devices if judged necessary.

If an exhibitor requires a consistent, reliable and secure connection for professional use, we strongly suggest the exhibitor to order an internet connection via cable through Vision.

If an exhibitor does not follow ESC recommendations to order a consistent, reliable and secure appropriate network, the ESC cannot be held responsible for failing network connections or its quality for professional use on stands.

Internet connection should be ordered via Vision order forms on www.escehhibition.org/EuroHeartCare2016/.

- **Cleaning, refuse collection & waste disposal**

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

Booth cleaning is mandatory after Exhibitors installation and set-up. Cleaning is also strongly advised during the exhibition and should be ordered by each exhibitor from the venue. Cleaning can be ordered through the supplier Vision.

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

IMPORTANT

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

- **Water**

Please note that water connections are not available in the Exhibition area.

2.2.5 Fire & Safety Regulations

- Please note that the fire extinguishers must always be kept free at all times.
- Escape routes, doors and emergency exits (indoor and out) should be kept free of any obstruction and be kept in full view. Similarly for fire fighting equipment, fire safety signs and emergency wall phones. No product/company signs, decorations or stand roofs should be placed above an emergency exit.
- For booth construction etc., only non-inflammable materials or materials meeting the European safety norm EN13501/1 to class B standard may be used.
- No stand or display material may be more flammable than wood. Use of plasterboards as construction materials is prohibited. Exhibitors are not permitted to use materials in your stand design such as paper, cardboard, plastic, artificial flowers, etc., which are easily ignitable or explosive, which can melt, drip, develop toxic gasses or produce excessive amounts of smoke. Materials must always be treated with a fireproofing agent, while closely following the guidelines laid down by the Fire Department and the manufacturer. If artificial flowers are used on a stand they must be made fireproof. Wooden floors laid out as gratings with gaps and especially with cavities below are not allowed. If you intend to lay your own carpet or floor covering, the product must carry one of the following approvals
A: Fire classification of floors of stands: Bfl-s1. (27/2011 OTSZ)
B: Fire classification of construction products and building elements Class C -s1 flooring after EN 13501.

It is important that you bring documentation for 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.
- The storage of any type of wrapping or packaging, wood, paper, straw, cardboard (etc) on the stands is prohibited and is considered a fire hazard. No inflammable material may be stored in offices, in the exhibition areas, the booths, the areas behind them and the cabins 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.
- 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.

Section 3 – Industry Sponsored Sessions

3.1 CME Accredited programmes

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

CME or EBAC Accredited programmes should be booked in the same timeslots as a Satellite Symposium.

- **European Board for Accreditation in Cardiology (EBAC)**

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

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

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

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

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

A Satellite Symposium with EBAC accreditation should fit in the standard time unit of 60-minute session.

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

- **How do I get EBAC accreditation?**

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

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

CME providers are asked to:

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

EBAC recommends submitting your programme 3 to 4 months before the event takes place and in any case no later than 8 weeks before.

NOTE

Submission must be compliant with deadlines required by the ESC Satellite Symposia deadlines. It is the responsibility of the CME Provider to manage deadlines.

- **How can I apply?**

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

- **How much does it cost?**

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

- **Appointed agency**

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

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

- **How to communicate on an EBAC session?**

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

- **What should not be done?**

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

3.2 Satellite Symposia

Participating companies may organize 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.

IMPORTANT

Industry meetings open to **EuroHeartCare 2016** delegates are strictly forbidden outside the official **Congress** offer (Industry Sponsored Sessions, Rooms at **EuroHeartCare**). Companies are requested to respect this rule from **15 April through 16 April 2016, 08:00 to 20:00**

3.2.1 Conditions for holding Satellite Symposia

- **Duration**

Satellite Symposia should fit in the standard time unit of a 60-minute session. The lunchtime Satellite Symposia should not alter in any way the scientific sessions held in the room before and after the Satellite Symposia.

- **Exhibition Stand**

To obtain permission to hold Satellite Symposia, an exhibition stand of 9m² or larger is required. Cancelling your exhibition space at a later stage will also mean cancelling or pay the non-exhibitor fee for your Industry Sponsored Sessions.

- **Room access Satellite Symposia**

Companies organising Satellite Symposia during the lunch time will be allowed to enter the Lecture rooms after the scientific sessions.

- 12.45 on Friday 15 April 2016 (set up possible from 12.30 if room is clear of delegates)

Companies must leave the lecture rooms at:

- 13.45 on Friday 15 April 2016

This is in order to let the ESC staff prepare the following scientific sessions.

Organising companies must adhere to the strict time limit. The Chairpersons of the sessions immediately prior to the symposia will be asked to respect the session duration.

- **Access – Badges**

- Companies only have access to the rooms at their scheduled time slots.

- The ESC reminds that the Chairpersons and Speakers must be contacted by the companies themselves to arrange registration, travel and accommodation details.
- Satellite Symposia Chairpersons and Speakers are not considered as ESC "Invited Speakers".
- All involved in the operation of the Satellite Symposia (hostesses, film crew, technicians...) must also have a valid badge (Exhibitors, Scientific Exhibitors, Active Participant).
- All persons attending the Satellite Symposia must be registered either as full participants or as exhibitors; persons without such a badge will not be allowed to enter the room.
- The Satellite Symposia must be open to all registered participants.
- General Exhibitors' badges allow access to the Exhibition Hall and to Sponsored Sessions of the organising company. Access to EuroHeartCare 2016 Scientific Sessions is not allowed.
- Scientific Exhibitors' badges allow access to the Exhibition Hall, and to EuroHeartCare Scientific Sessions.
- All Exhibitor and Scientific Exhibitors' badges should be collected at the Registration Assistance Desk.

- **Lecture Room**

Satellite Symposia, will be held within the Congress Centre.

Satellite Symposia will be held in lecture rooms with capacity of 180 or 380 Seats.

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

- **Catering**

ARIA has the exclusive right to serve food and beverages prior the Satellite Symposia. Prior permission shall be obtained from ESC for any distribution of food and beverage samples. The official caterer services must make sure that the rules and regulations laid down by the Greek authorities are observed.

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

When offering catering to delegates through the official caterer, exhibitors are encouraged to guarantee a healthy and balanced catering offer to delegates.

Orders should be made before the 8 April 2016, via the **ARIA** Catering order forms available on:

www.esceXhibition.org/EuroHeartCare2016/.

For further information, please contact:

ARIA Fine Catering (DILL SA)

George Sarlos

Sales Director

85A Harilaou Trikoupi Str.

14563 Kifisia, Greece

Tel: +30 210 9656388

GSM: +30 6946 950813

Fax: +30 210 6231421

gsarlos@aria.gr

IMPORTANT

Food and Beverages are not permitted in Skalkotas lecture room at any time, but it is possible to serve food in the lobby in front of the room (capacity of Skalkotas 380 pax)

- **Promotion**

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

IMPORTANT

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:

Lecture Room Roll-up & invitations:

- Two Roll-ups of maximum height of 2.5m and maximum width of 1m (no electrical connection, no light and no sound) can be displayed in front of the lecture rooms 1 hour before the beginning of the sessions.
N.B. – The ESC will not be able to provide easels as posters support.
- Distribution of material (flyers...) at the entrance of the assigned room 30 minutes before the beginning of the session, nowhere else in the building other than on the booth and Industry Welcome Desk (if applicable).
- Handing out material from the exhibition 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.escehhibition.org/EuroHeartCare2016/.

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.escehhibition.org/EuroHeartCare2016/. For more advice on items for distribution approval, contact ehcareexhibition@escardio.org.

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.

NOTE

- The official language at EuroHeartCare 2016 is English.
- All flyers, items for distribution, promotional materials and presentations during Sponsored Sessions must be in English.
- Distribution of translated printed documents is permitted.

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

- **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) before, during and after an Industry Sponsored Session as well as during any company-organised events at the venue or in the city where the congress is taking place. The ESC reserves the right to request a copy of the authorisation, or proof of payment of said rights that should cover the duration of the congress as well as the 2 days before and after the event. More information can be found on the World Intellectual Property Organisation Web Sites: www.wipo.int and www.wipo.int/treaties.

3.2.2 Time Slots and Cost of Satellite Symposia

	Exhibitor	Non-Exhibitor
Friday 15 April 2016:		
12.45 – 13.45 (60-minute session)	€5 000	€6 500

- **The cost of a Satellite Symposium includes**

- Lecture Room Rental
- Basic lecture room set-up
- Customization needs to be ordered through our suppliers at extra cost
- Promotional package
- 1 Delegate Bag Insert, 1 Weblink
- Dedicated listing in the Scientific Programme & Planner (SPP), Final Programme
- 4 General Exhibitor Badges for Non-Exhibitor Categories*
- 4 Scientific Exhibitor Badges for Non-Exhibitor Categories**

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

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

- **Lecture room basic equipment:**

- Chairs arranged theatre-style
- 1 lectern + 2 microphones + computer networked with the Speakers' Service Centre
- 1 table for 2 chairpersons * + 2 microphones + 1 video monitor
- Aisle microphones in the room for the delegates
- 1 Video-projector
- 1 screen
- Technician(s)

- **Plus cost for any extras**

E.g. extra audio-visual equipment, extra furniture, extra decoration, etc... To order any extra equipment we suggest you to contact the official suppliers whose details are available on: www.escehhibition.org/EuroHeartCare2016/

3.2.3 Room Assignment

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

- **Control of flow and attendance**

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

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

- **Overflow**

No overflow area is planned during EuroHeartCare 2016.

3.2.4 Speaker Service Centre

The Speaker Service Centre offers the following services:

- Access to the Speaker Service Centre.
- Audio-visual assistance to all speakers from the session.

The Speaker Service Centre will be open*:

- On **Thursday 14 April 2016:** from 15.00 – 18.00
- On **Friday 15 April 2016:** from 07.30 – 18.00
- On **Saturday 16 April 2016:** from 07.30 – 16.30

* May be subject to change

IMPORTANT

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

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

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

DOUBLE PROJECTION AND TRANSLATION ARE NOT RECOMMENDED!

LIVE TRANSMISSION IS SUBJECT TO ESC APPROVAL

3.2.5 Satellite Symposia Speakers & Chairpersons Management

Industry Sponsored Session organisers are responsible for:*

- The registration of the faculty involved in their sponsored sessions. **
- Payment of the related registration fees. **
- Payment of travel related expenses
- Payment of accommodation expenses
- Payment of extra expenses at the discretion of the Industry Partners (e.g. taxi, extra nights, room service, restaurant...)

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

The ESC will facilitate contact between Industry Sponsored Sessions organisers to discuss faculty arrangements amongst themselves. Nevertheless, the ESC will not engage in communication on faculty arrangements and expense management.

Please note that the ESC reserves all rights to modify the programme faculty.

*Exceptions are made for the Congress President(s) and the Congress Committee Chair whose expenses will be covered by the Congress organisation.

**Exception is made for the faculty involved also in a regular scientific session. Registration will be covered by Congress organisation.

3.2.6 Applying to hold Satellite Symposia

Application for a Satellite Symposia is made by submitting the Application Form for Satellite Symposia available on www.esceexhibition.org/EuroHeartCare2016/ before **24 January 2016**. After submitting your Satellite Symposia application you will receive from ESC Industry Relations Department, an order form to sign and to 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.

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

3.2.7 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.

3.2.8 Scientific Programmes of Satellite Symposia

The ESC will send you a session form to be completed with the Satellite Symposia programme(s) in order for you to provide us with your scientific programme.

The complete scientific programme of the Satellite Symposia, typed on the special forms provided by the ESC, must reach the ESC Industry Services Team before **01 February 2016**.

The Scientific Committee will validate the scientific programme at a later date.

Scientific Programme should be sent to:

Email: ehcareexhibition@escardio.org or Fax: +33 4 92 94 76 26

A "complete programme" must include the following:

- Title of the session and primary topic
- 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 chairpersons and speakers
- Duration of each presentation
- Learning objectives of the Satellite Symposium

IMPORTANT

- **Industry Sponsored Sessions Chairpersons and Speakers are not considered as “Invited Speakers” and must be contacted by the organising company.**
- The organising company must receive prior approval of Chairpersons and Speakers before providing the ESC with the session’ scientific programme.
- 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.**
- Speakers and chairpersons cannot participate in two parallel sessions. In this case, the two companies concerned and the relative speakers will be informed and requested to resolve the situation. It is the responsibility of the session sponsor to ensure there is no scheduling conflict for speakers with parallel sessions. The ESC cannot be held responsible for any scheduling conflict.

3.2.9 Changes in scientific programme content

Once your scientific programme has received approval from the EuroHeartCare Committee, all changes post approval must be sent in writing to the ESC Industry Services Team of the ESC at ehcareexhibition@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 **29 February 2016** in order to be printed in the Final Programme.

Late modifications in the Satellite Symposia Programme received on or after **29 February 2016** cannot be printed in the Final Programme. The ESC cannot guarantee to be able to communicate any alterations received after **29 February 2016**.

Section 4 – Sponsorship

4.1 Participation & Sponsorship Opportunities

EuroHeartCare 2016 offers our industry partners a unique opportunity to showcase their products and services to Cardiovascular Nursing and Allied Professionals.

IMPORTANT

The following information is fully applicable to all sponsorship, advertising and promotional items and should be carefully read and respected:

All content and artwork must gain prior approval from the ESC. Corporate names and logos are allowed.

Please note that unless specifically indicated, 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.

By associating with EuroHeartCare 2016, your message will:

- Reach a national and international audience
- Be associated with, and contribute to, the high quality of the scientific and clinical content of the conference
- Have unique opportunities to showcase their products and services to specialists in their respective fields and related applications

NOTE

Creation of apps that relate to the congress and its scientific programme are permitted, but subject to ESC approval. The use of any ESC corporate branding and visuals (such as logos, images, graphics, and branding guidelines) is strictly forbidden without prior request and subsequent written approval from the ESC. An event visual was created to identify specifically with EuroHeartCare 2016. This visual is a derivative of the Council on Cardiovascular Nursing and Allied Professionals (CCNAP) logo and a reflection of the EuroHeartCare Congress. The EuroHeartCare 2016 event visual may be used. The use of the ESC or CCNAP logo is not allowed. Furthermore if Industry Partners create apps that are to be used by delegates during the Congress, they must insist that apps are to be downloaded ahead of the Congress and that the congress WiFi network (if available) is not used for this purpose.

The following pages detail all existing Sponsorship, Advertising & Promotional options at EuroHeartCare 2016 and we will be pleased to consider additional sponsorship initiatives or suggestions.

Remaining Sponsorship & Promotional opportunities:

Item	Designation	Price (Excl. VAT)
Congress Bag	Exclusive Sponsorship	€5 000
Delegate Badge Laces	Exclusive Sponsorship	€5 000
Final Programme	Back Cover	€7 500
Weblink	(included for a Satellite Symposia)	€1 000
Delegate Bag insert	(included for a Satellite Symposia)	€1 000

NOTE:

Onsite advertising available upon request, please do not hesitate to contact the sponsorship team for further information: industry@escardio.org

4.2 Booking Procedure

- Sponsorship and promotional products are assigned on a first-come, first-served basis and are subject to availability. Certain conditions may apply.
- Companies will be invoiced following receipt of their signed order form.
- Cancellations: please see Section 6 "Finance and Invoicing".
- All invoices must be paid in full by the opening of the congress, please see Section 6 "Finance and Invoicing".

- To obtain permission to order sponsorship, companies must have a stand or a non exhibitor Industry Sponsored Session.

4.3 Sponsorship Contact

For any logistical queries on the above, please contact Samantha Bickham of the ESC at:
sponsorship@escardio.org

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

4.4 Product Descriptions and Technical Specifications

We have listed product details and technical specifications for sponsorship & promotional items below. All necessary technical specifications will be updated and posted on the ESC Exhibitors and Industry Partners Web Site: [http:// www.escexhibition.org/EuroHeartCare2016/](http://www.escexhibition.org/EuroHeartCare2016/)
Please consult regularly this important Web Site.

- **Congress Bag**

The Congress Bag is used by delegates during and post-congress and includes all Official congress.

- Exclusive sponsorship
- Acknowledgement via sponsor logo

Submit a high resolution logo by **18 December 2015**

- **Delegate Badge Laces**

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

- Exclusive sponsorship
- Acknowledgement via sponsor logo

Submit a high resolution logo by: **18 December 2015**

- **Final Programme Advertisements – Product advertising allowed**

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

Two separate advertisements are available in the Final Programme with advertisements requiring prior approval:

Submit artwork for approval: **25 January 2016**

Final approval: **01 February 2016**

- **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 EuroHeartCare 2016. This invitation will communicate your congress message directly to delegates. **Product advertising allowed for Exhibition only.**
(Please see product details in paragraph 4.5)

- **Onsite Advertisements**

There are numerous opportunities for our industry partners to promote their congress and corporate messages to delegates' onsite. Please contact industry@escardio.org for further details.

4.5 Products included in the Satellite Symposia promotional packages

- **Delegate Bag Inserts**

Promote your Satellite Symposium by designing a promotional insert to be included in each and every Delegate Bag and given to each registered delegate at EuroHeartCare 2016. This invitation will communicate your congress message directly to delegates.

- 1 Delegate Bag Insert can promote only 1 event (e.g. 1 sponsored session or activity on the exhibition stand)
- 1 Delegate Bag Insert promoting 1 session with reference to the exhibition stand location will be considered as 1 insert (e.g. 1 sponsored 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 sponsored session, plus a mention for a stand activity)
- 1 Delegate Bag Insert promoting 2 sessions/activities will be considered as 2, and invoiced accordingly.

The size of the DBI is maximum A4, and weight should be similar to flyer type thickness
Please remember the flyers will need to be posted so we recommend a light g/m²

- Quantities to print: **550**
- Submit draft artwork for approval: **15 February 2016**
- Final approval: **29 February 2016**
- Deadline to send printed quantity: **21 to 31 March 2016.**

NOTE

Delegate Bag Inserts must be delivered to **VISION**

Delegate Bag Inserts delivered at ESC offices will not be inserted in the congress bag.

Please remember to deal with **shipment details or custom obligation**

Refer to Section 2 Exhibition -> [2.1.8 Shipping Information](#)

- **Weblink**

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

No hyperlinks to sponsor web sites allowed. No product advertising allowed.

1 Weblink can only promote 1 industry sponsored session.

Deadline for Final approval: **25 March 2016**

Weblink format: PDF, html or flash invitation:

PDF PAGE	HTML OR FLASH PAGE
Size: the lighter the better, screen quality, 600Kb max Security: ideally locked Open size: ideally 100% Images: may be included	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

Section 5 – Rooms at EuroHeartCare

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

IMPORTANT

Industry meetings open to **EuroHeartCare 2016** delegates are strictly forbidden outside the official **Congress** offer (Industry Sponsored Sessions, Rooms at **EuroHeartCare**). Companies are requested to respect this rule from **15 April through 16 April 2016**, 08:00 to 20:00

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.

Any formal presentations occurring at hospitality events for more than 150 guests and open to delegates are regarded as satellite symposia and need to be organised within the official programme.

5.1 Function Spaces

• **Product Specifications**

Companies are allowed to host a limited number of guests and organise small and informal meetings (approx. 20 peoples) in a range of Function Spaces on offer within the venue.

- Unless otherwise agreed, **Hospitality Suites** are rented for a minimum of 2 days.
- Unless otherwise agreed, **Meeting rooms** are rented for a minimum of a day.
- The ESC will only be responsible for booking Function Space in the Venue.
- 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 Function Spaces are available in the Venue.
- 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 EuroHeartCare 2016 official suppliers its individual needs.
- Contact information will be sent to companies which confirm room reservations.
- Number of rooms may be limited. In this case, and with prior approval from the ESC, we strongly urge companies to consider potential venues outside the congress centre.

- **Rental cost:** communicated upon request

5.2 Closed Industry Meeting

• **Product Specifications**

Company staff meetings and briefings, investigators meetings or other type of closed meetings are allowed inside or outside the Congress Centre.

In order to allow industries to organise staff meetings, briefings, investigators or other type of closed meetings, the ESC has decided to open, upon request, several time slots and facilities, to provide the opportunity to hold these meetings in the Congress Centre.

Closed Industry Meetings should only be organised with the explicit approval of the ESC, under the following conditions:

- Meeting "is closed" and on invitation only
- Maximum attendance 150 guests
- Entry to the Closed Industry Meeting must be controlled by the organiser at the door(s).
- Meetings are not promoted in the convention centre or in any EuroHeartCare 2016 publications
- No addition equipment or modifications can be made to the lecture room set up.
- Media should not be invited and are not permitted to attend the meeting

- **Rental cost:** €3,000 for a 60-minute meeting (excl. VAT if applicable).

For time-slots longer than 60-minutes, the additional cost per increment of 30-minutes will be €1,500 (excl. VAT if applicable).

5.3 Booking Procedure

- **Eligibility**

To obtain permission to rent a Function Space or a Closed Industry Meeting, companies must have a stand or a non-exhibitor Industry Sponsored Session.

- **Rooms at EuroHeartCare Contact**

For application, please contact the ESC Industry Relations Team at industry@escardio.org.

For any logistical queries, please contact the ESC Industry Services Team at ehcareexhibition@escardio.org

- **Invoicing**

Function Spaces and Closed Industry Meeting will be invoiced for the requested service following signature of the appropriate order form.

- Precise and definitive accounting information must be provided.
- 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 Function Spaces or Closed Industry Meetings can be organised with the EuroHeartCare 2016 official caterer at the sponsor's cost.
- Organisers are encouraged to guarantee a healthy and balanced catering service to their delegates.

- **Extra services**

- The costs for any extra orders are not included in the room rental price.
- To order extra equipment we suggest you contact the official suppliers whose details will be communicated on www.essexhibition.org/EuroHeartCare2016/
- The ESC has established a coordination system to ensure that the various suppliers duly execute the numerous orders. The ESC cannot however be held fully responsible for the services delivered by sub-contractors or the building.

Section 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 14 April 2016, should this date fall first.

- **Value added taxation**

Greek VAT rules will apply for 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 assignment of your stand.

Payment for exhibition space must be made within the payment deadline (30 days from date of invoice) and latest by 14 April 2016.

- **Cancellation policy**

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

- 10% until 30 November 2015
- 50% from 1 December 2015 to 31 January 2016
- 100% from 1 February 2016

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 2015, 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 EuroHeartCare 2016 Congress 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 cancelling or paying the non-exhibitor fee for your Industry Sponsored Sessions.

6.2. Accredited Programmes & Industry Sponsored Sessions

- **Invoicing**

Accredited Programmes & Industry Sponsored Sessions will be invoiced for the requested service following confirmation of your time slot.

Payment for accredited programme and sponsored sessions must be made within the payment deadline (30 days from date of invoice) and latest by 14 April 2016.

- **Cancellation policy**

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

- 10% until 30 November 2015
- 50% from 1 December 2015 to 31 January 2016
- 100% from 1 February 2016

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) and latest by 14 April 2016.

- **Cancellation policy**

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

- 10% until 30 November 2015
 - 50% from 1 December 2015 to 31 January 2016
 - 100% from 1 February 2016
- Cancellation fees will be charged despite unprocessed payments

6.4. Rooms at EuroHeartCare

- **Invoicing**

Rooms at EuroHeartCare 2016 will be invoiced for the requested service following signature of the appropriate order form.

Payment for Rooms at ESC must be made within the payment deadline (30 days from date of invoice) and latest by 14 April 2016.

- **Cancellation policy**

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

- 10% until 30 November 2015
- 50% from 1 December 2015 to 31 January 2016
- 100% from 1 February 2016

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 2016 Congress.

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 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 retain exhibits, the stand equipment and any other material belonging to the Industry within the rental area and to sell them by public auction or by private contract at the expense of the Industry. The statutory provisions on realisation of objects seized are thus settled.

7.2. Responsibility

The Industry shall be compliant with all national and international regulations.

The Industry is liable for the content of its presentation, promotional materials and/or any other information presented during EuroHeartCare 2016. 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 2016 (exhibition, industry 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 the rental area found at the end of the Rental Period 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 Period or can irrefutably prove that the defects concerned already existed before the Rental Period.

The Industry shall use the Rental area 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 Period to the rented Premises or to any space of spaces that are made available by any factor whatsoever may 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 (EuroHeartCareservices@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 hired Exhibition area 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. This also applies in the event that the conditions on which the contract was concluded do not apply or no longer apply, in particular if the Industry has so altered his manufacturing programme that his products can no longer be classified in the industry for which he has rented areas.

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 French Laws.

