

EuroPrevent 2011

The European Meeting Place for Science in Preventive Cardiology

FROM KNOWLEDGE TO PRACTICE

GUIDELINES FOR INDUSTRY PARTICIPATION



GENEVA, SWITZERLAND - 14-16 APRIL 2011

www.escardio.org/EuroPrevent

▪ No use of tobacco ▪ Adequate physical activity ▪ Healthy eating habits ▪ Not overweight ▪ Low Blood pressure ▪ Low Blood cholesterol ▪ Normal glucose metabolism ▪ Avoidance of excessive stress



Your Contacts

For **General Information** please contact:

EuroPrevent 2011 SECRETARIAT

2035, Route des Colles

Les Templiers

B.P. 179

F-06903 SOPHIA ANTIPOLIS

France

General Information: euoprevent@escardio.org

Website: <http://www.escardio.org/congresses/euoprevent-2011/>

Tel : +33 492 94 76 00

Fax : +33 492 94 76 01

For information on **Sponsorship, Exhibition** and **Industry Participation** contact:

Sponsorship, Advertising & Promotion

sponsorship@escardio.org

Satellite Symposia

satellite@escardio.org

Exhibition

euopreventexhibition@escardio.org

Registration

euopreventregistration@escardio.org

Hotel accommodation

euopreventhotels@escardio.org

Abstracts and Scientific information

euopreventscientific@escardio.org

Important Dates

24 January 2011	Send product and/or company description
31 January 2011	Cancellations of the stand before this date – 50% fee, after this date 100% fee
4 February 2011	Submit a detailed stand drawing to the Organiser
18 February 2011	Declare stand activity and give away items
1 February 2011	Industry Educational session: Scientific programme deadline
11 March 2011	End of discount prices for stand services by Mathys SA
14 March 2011	Order free exhibitor badges using the online form
25 March 2011	End of standard prices for stand services Mathys SA. On-site prices apply.
29 March 2011	Deadline to order Electricity, Phone & Internet Connections and Cleaning
30 March 2011	Deadline to apply for Sponsorship, Advertising & Promotional Opportunities

Dear Industry Partner,

We would like to invite you to attend EuroPREvent 2011, the meeting place for scientists and experts engaged in preventive cardiology. This sixth congress will be organised by the European Association for Cardiovascular Prevention and Rehabilitation (EACPR) from 14-16 April 2011 in Geneva, Switzerland. This year's theme of the congress will be "Cardiovascular Prevention a global challenge – from science to practice".

During the two and half day meeting, experts will discuss and present fascinating achievements in cardiovascular prevention obtained either in basic and translational science or in the implementation or recommendation of therapeutic strategies.

On Thursday afternoon, please join us for joint sessions with the WHO, WHF and the IOC on prevention as a global challenge and strategies to prevent sudden cardiac death in athletes. The Opening Ceremony followed by an informal get together will be held in the Exhibition Area. This offers an opportunity to meet new and old friends in a relaxed atmosphere and to share news on the most recent accomplishments.

On Friday and Saturday the programme is dedicated to exciting presentations of scientific results in 4 tracks including new developments in sports cardiology, latest scientific achievements in cardiovascular prevention, implementations and recommendations to attack cardiovascular disease and "how to" sessions. The congress includes a Young Investigator Award Session and all poster presentations will be discussed onsite by experts in the field.

What will be new for EuroPREvent 2011? First, "*How to sessions*" will be offered throughout the programme with the focus on practical issues, which will attract clinical cardiologists as well as general practitioner. Second, specific topics related to cardiovascular risk management and prevention are coupled to specific slots for satellite symposia. This allows the discussion of the topic in more detail. Third, a specific area will be reserved for Exhibition where participants can get hands-on experience with various novel technical equipments (Technopark). Forth, various events within the exhibition area (welcome reception, healthy coffee breaks, and the Farewell cocktail) will give our industry partner the opportunity to have intensive contact with the congress participants. Last but not least, EuroPREvent 2011 will be an environmental friendly congress, by offering free tickets for public transportation with hotel reservations, exciting "bike to the congress" routes and recyclable congress bags.

Geneva was carefully chosen as host city not only for its location on Lake Geneva at the foot of the Alps, but also for being close to the European Headquarters of the United Nations (UN) the World Heart Federation (WHF), the World Health Organization (WHO), the United European Football Association (UEFA), and the International Olympic Committee (IOC).

We are looking forward to your participation at the EuroPREvent 2011 meeting in Geneva.

Pantaleo Giannuzzi
President of the European
Association for Cardiovascular
Prevention and Rehabilitation
(EACPR)

Volker Adams
Chairperson, EuroPREvent
Congress Programme
Committee

Hugo Saner,
Co-Chairperson,
Local Host

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Section 1 – General Information

1.1 Venue

Centre International de Conférences Genève – CICG
17 rue de Varembe
Case postale 13
1211 Genève 20
Switzerland
Web Site: www.cicg.ch/eng

1.2 Terminology

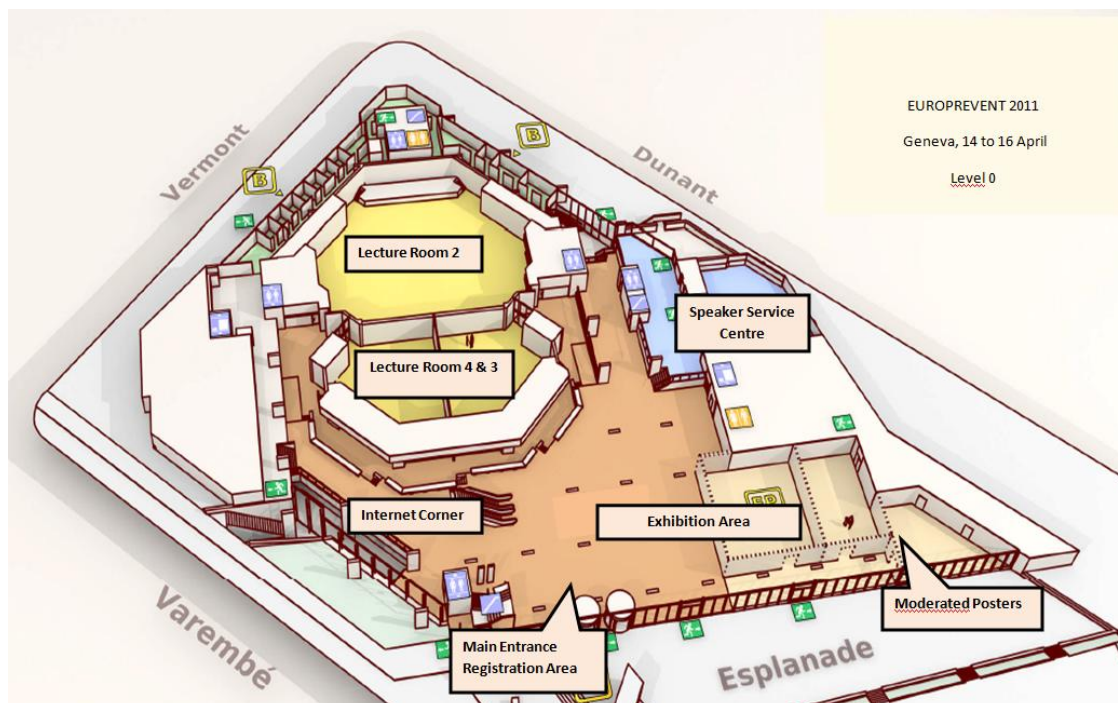
The Organiser has written this guide. A successful application made by a company wishing to participate in the exhibition will imply an acceptance of the requirements contained in these Guidelines.

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

City:	Geneva
Building:	Centre International de Conférences Genève (CICG). All contact is via Mrs. Nathaly Bauer
Exhibitor:	The Company which is to be regarded as participant in the exhibition as a result of a submission of an application for stand space followed by a stand assignment.
Organisers:	EuroPREvent 2011 SECRETARIAT

1.3 Building Overview

Level 0



Level 1



1.4 Congress dates: 14 – 16 May 2011

	Wednesday 13 April	Thursday 14 April	Friday 15 April	Saturday 16 April
Registration	15:00 - 18:30	07:30 - 18:30	07:30 - 18:30	07:30 - 18:30
Speaker Service Centre	15:00 - 18:30	07:30 - 19:00	07:30 - 19:00	07:30 - 19:00
Pre Congress Course	Closed	08:30 - 13:30	Closed	Closed
Scientific Programme	Closed	14:00 - 19:00	08:30 - 19:00	08:30 - 19:00

1.5 Language

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



Section 2 – Exhibition

2.1 Exhibition General Information

2.1.1 Exhibition Services

For information regarding:

- **The Building or to plan a site visit**
- **Electricity, Internet Connection & Telecommunications,**
- **Stand Cleaning**
- **Flowers & plants**

See online order forms on www.esceexhibition.org/EuroPRevent2011 and for any queries please contact:

Mrs. Nathaly Bauer
Centre International de Conférences Genève – CICG
17 rue de Varembé
Case postale 13
1211 Genève 20
Switzerland
Tel: +41 22 791 91 52
Fax: +41 22 791 90 64
Email: n.bauer@cicg.ch

For information regarding:

- **Technical aspects of the exhibition such as extra orders for stand equipment or personalised stand requests**
- **Requests for additional fittings like, accessories, furniture, carpet/flooring, A/V equipment, graphics, stand builders**
- **Order of Shell Scheme Stands and Equipment**

See online order forms on www.esceexhibition.org/EuroPRevent2011 and for queries please contact:

MS. Caroline Bouchard or Ms. Florence Darves
MATHYS SA
11 chemin Delay
1214 Vernier – Geneva
Switzerland
Tel : +41 22 306 40 00
Fax : +41 22 306 40 10
Email : licastand@mathys-sa.ch
Web Site : www.mathys-sa.ch

For information regarding:

- **Security guards, please contact:**
- Ms. Nancy Knowlton Mean**
Securitas
Tél : +41 22 809 48 52 – Fax : +41 22 809 48 49
Email: Nancy.KnowltonMean@securitas.ch

For information regarding:

- **Hostesses, please contact:**
- Ms. Katrin Neuhaus**
KTNM
Tel: +41 22 787 05 77 – Fax: +41 22 787 05 78
Email : info@ktnm.com

2.1.2 Exhibition Dates

Exhibition Build Up:

Tuesday 12 April	07:00 – 19:00	Exhibition build-up
Wednesday 13 April	07:00 – 14:00	Exhibition build-up
	14:00 – 15:30	Debrief meetings on stand and ESC inspection
	14:00 – 19:00	Exhibition Decoration Only

Exhibition Opening Hours:

Thursday 14 April	09:00 – 20:00	Exhibition OPEN
	18:00 – 20:00	Opening Ceremony in Room1
	20:00 – 21:00	Opening Cocktail in the Exhibition Area
Friday 15 April	09:00 – 18:30	Exhibition OPEN
Saturday 16 April	09:00 – 20:00	Exhibition OPEN
	18:30 – 20:00	Closing Ceremony in Room 2
	20:00 – 21:00	Farewell Cocktail in the Exhibition Area

Dismantling:

Saturday 16 April	21:00 – 24:00	Dismantling
Sunday 17 April	07:00 – 19:00	Dismantling

IMPORTANT:

On Wednesday 13 April the hall is open for construction until 14:00, therefore, all construction must be completed by 14:00. Any packing cases still left in the aisles will be removed at the exhibitor's expense.

NO DISMANTLING BEFORE 21:00 Saturday 16 April

Exhibitors who have a shell scheme stand should remove all personal items from the stand by Saturday 21:00. All remaining material on Sunday morning will be considered as rubbish.

Outside of exhibition opening hours, delegates will walk to session rooms along a route including the Exhibition. Exhibitors should therefore take all reasonable precautions to protect valuables.

2.1.3 Exhibition Time Schedule

- Build-up will take place on Tuesday 12 April from 07:00 to 19:00 and on Wednesday 13 April from 07:00 to 14:00.
- Stand construction must be finished by Wednesday 13 April at 14:00. From 14:00 to 19:00 **only decoration** is permitted
- All packing material that is to be retained (e.g. for re-use) should be cleared from the Building by Wednesday 13 April 14:00. After this time, any materials left in the aisles will be cleared by the Organisers and destroyed. The Organiser accepts no liability for packing materials not removed in due time.
- The EuroPREvent SECRETARIAT will have an office (ORGANISER'S OFFICE) in the Building from Tuesday 12 April.

2.1.4 Exhibitor Badges

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.

All Exhibitor badges must be ordered by email using the form available online, saving the badge name file in CSV or XLS format. This email should be returned to the EuroPREvent 2011 exhibition mailbox, europreventexhibition@escardio.org before 14 **March 2011**.

Stand size between	Number of Free Badges
9 and 49m ²	8
50 and 99m ²	16
100m ² +	24

Exhibitor badges are reserved for staff working directly in the organisation and management of exhibits, satellite symposia and sponsored activities. Bearers are subject to the restrictions contained within these Guidelines.

Exhibitor badges do not give access to the ESC Scientific Sessions.

Please note you now have the option to choose how your free badges are inscribed. Please indicate when you send your email for the badges the number of company-only badges you wish to receive and the number of individual badges you wish to receive (please indicate the person's name).

Additional Exhibitor Badges

If the number of free Exhibitor badges is insufficient, extra may be purchased at a price of €100.00 per badge. VAT is not applicable.

Work 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. To this end, Working Passes will be given out at the Exhibitor Registration desk and at the lorry unloading area during stand construction and dismantling times. Registered Exhibitors may also gain entrance to the Exhibition hall during installation and dismantling times by showing their Exhibitor badge at the entrances. Exhibitors must ensure their badges are clearly visible at all times whilst inside the congress centre.

2.1.5 Product Description

All Exhibitors will be listed in the Final Programme, together with a short description of the products exhibited. (Maximum 50 words). All Exhibitors should send their Product Description to the Organiser by email europreventexhibition@escardio.org before **24 January 2011**.

Use the form online at <http://www.esceexhibition.org/EUOPREVENT2011/default.aspx>

2.1.6 Surveillance & Security

The Organiser undertakes the general surveillance service of the Building, both day and night.

Exhibitors are responsible for the surveillance of their stand and exhibits. Exhibitors are recommended to pay closer attention to the exhibits during the stand construction and dismantling periods. We strongly urge exhibitors to secure their stand against theft or damage. Valuable objects, which may be easily removed, should be locked away during the night or whenever the stand is left unattended. The Organiser accepts no responsibility for goods stolen from exhibits. Security services can be ordered through Securitas. Please contact Ms. Nancy Knowlton Mean: Tél: +41 22 809 48 52 – Fax : +41 22 809 48 49 - Email: Nancy.KnowltonMean@securitas.ch

The Organiser may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of EuroPrevent 2011, or who refuses to comply with the local safety rules.

2.1.7 Insurance

While on the premises, exhibition goods and packaging materials shall be insured at the expense and risk of the Exhibitor. Neither the Building nor the Organiser can accept any responsibility for damage, loss, theft, disappearance or injury of anything or anyone, for any reason. 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 falls 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, in respect of injury or damage sustained in any way whatsoever inside or outside the Building.

If any conditions within the Health & Safety Guidelines 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 persons or objects.

2.1.8 Shipping Information

Official Forwarder and Lifter for EuroPREvent 2011:

FAIREXX Logistics

Tel: +49 304 403 4713

Fax: +49 304 403 4779

Contact: Mr. Stefan Grunwaldt

Email: Stefan.Grunwaldt@fairexx.de

- **Airfreight Shipment**

Your airfreight shipments should arrive at Geneva - airport (GVA) not later than 5 working days before desired delivery to booth

Consignee Address: INTER EXPOLOGISTICS LTD
c/o FAIREXX Logistics for Exhibitions GmbH
30 route Francois Peyrot
CH-1218 Grand Saconnex, Geneva
Fax : +49 304 403 4779

Notify: EuroPREvent 2011
Exhibitors Name
Hall / Stand Number

Pre-advice: Please send to Fairexx at least two days before arrival in Geneva by
Telefax: +49 (0) 30 44 03 47 79
Copy of Airwaybill / Flight details
Copy of invoice / packing list

- **Groupage Shipment**

Groupage shipment should arrive at Fairexx agent's onsite warehouse no later than 3 working days before desired delivery to booth.

Warehouse address: INTER EXPOLOGISTICS LTD (FAIREXX Log.)
c/o BOTECH SA
Gare La Praille
CH-1211 Geneva 26
Fax: +49 304 403 4779

Notify: EuroPREvent 2011
Exhibitors Name
Hall / Stand Number

- **Full Trailer Loads**

Full trailer Loads should arrive directly at CICG-Geneva (Centre International de Conférences de Geneve), in accordance with the official Build-Up Dates, Times and Slot Numbers

Venue address: CICG – Centre International des Conférences
GENEVE
c/o FAIREXX Logistics for Exhibitions GmbH
17 rue de Varembe
CH- 1211 Geneve 20
Contact: Stefan Grunwaldt / +49 173 212 9410

Notify: EuroPREvent 2011
Exhibitors Name
Hall / Stand Number

Pre-advice: For your Road cargo Shipments please send to Fairexx in advance by Telefax:
+49 304 403 4779
Trucking details (Truck no., haulier, ETA)
Copy of invoice / packing list

For deliveries of semi & full loads during build up, make sure you send back the timeslot request form to Fairexx for scheduling.

To ensure that reception of your shipment is managed, please fax a full pre-advice to FAIREXX LOGISTICS
Attn. **Sandra Guenther**
Fax: +49 304 403 4779

Within the limits of the CICG Geneve, FAIREXX (official freight forwarder) and its agents act with the authority of the ESC on its behalf in matters concerning vehicle, logistics, security, freight forwarding, freight lifting and storage of goods. If the Exhibitor requires that parcels be delivered to their booth or be returned to their truck, FAIREXX, can assist in this regard. For more information please consult the Fairexx Shipping Manual available on: www.escehibition.org/EuroPREvent2011

2.1.9 Customs Information / Taxes & Duties

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

2.1.10 Catering

Please note: it is not allowed to take food and/or drinks into the building or to keep them on the premises unless ordered through our official caterer MIP Restaurant.

See online order forms on www.ESCexhibition.org/EuroPREvent2011 and for queries please contact:

Ms Emilie Russell

MIP Restaurants

Tel : +41 22 791 93 15

Email: e.russell@miprestaurants.com

2.1.11 Stand Activities

1) The EuroPREvent 2011 SECRETARIAT has adopted a policy which limits industry sponsored entertainment, lunches, seminars or other formal gatherings. Without the specific approval of the EuroPREvent 2011 SECRETARIAT, companies should not organise such events during the two days before EuroPREvent 2011, during EuroPREvent 2011 itself or during the two days immediately after EuroPREvent 2011 (i.e. 12/04 -18/04). Should a company wish to plan any such events, please consult the EuroPREvent 2011 SECRETARIAT in due time.

2) The main activity of any exhibition stand should be the presentation of the exhibiting company and/or its products or services. The use of photographers, portrait artists or other 'attractions' is not allowed. Any similar project must be submitted for the approval of the EuroPREvent 2011 SECRETARIAT prior to EuroPREvent 2011. Failure to do so may result in the exhibitors being obliged, at their own expense, to discontinue any such activity on-site.

3) 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 television sets, is allowed as long as no disturbance is caused. Should the EuroPREvent 2011 SECRETARIAT judge that a disturbance is being caused; the Exhibitor must stop the activity immediately. If this is not done, the EuroPREvent 2011 secretariat reserves the right to make the necessary arrangements at the expense of the Exhibitor.

4) Companies wishing to arrange or sponsor sessions are invited to arrange a satellite symposium or mini-satellite symposium, as detailed elsewhere in these Guidelines. Exhibit space is intended to display scientific information on products and/or services, therefore positioning auditoria on stand areas is not permitted.

This does not exclude companies from giving product based presentations, but the area set aside for an audience should not resemble a theatre – therefore no more than twenty seats should be provided and this area should not be covered. It should be positioned well within the stand area (not less than three metres from the stand perimeter).

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

All such activities require the prior approval of the Organiser.

5) The EuroPREvent 2011 Secretariat has appointed an Audio-Visual Committee, which supervises audio-visual activities. All audio-visual activities require the written permission of the EuroPREvent 2011 Secretariat. Should a company intend to organise any audio-visual activity please consult the EuroPREvent 2011 Secretariat for details of this policy.

6) Exhibitors shall refrain from holding lotteries, organising games of chance and using "market stall techniques". Only quizzes with a scientific content can be held at the stand. Any such activity must be approved in advance by the EuroPREvent 2011 Secretariat. All requests should be submitted in writing to the EuroPREvent 2011 secretariat before **18 February 2011**. Participation can be 'rewarded' with a prize. However, the prize should be the same for everybody. 'Drawing winners' is not allowed. Maximum retail value may not exceed € 10. If the prize is a 'medical information carrier' such as a medical text book, a CD-ROM, a tape, a slide set etc., the maximum retail value may not exceed € 50. All "prizes" must be approved in advance by the EuroPREvent 2011 Secretariat.

7) The Board of the EuroPREvent 2011 Secretariat has accepted the policy that small give-aways are acceptable at the exhibition (maximum retail value € 10) for example badges, T shirts, pens, etc. All such give-aways must have the written approval of the EuroPREvent 2011 Secretariat. The distribution of give-aways should be low profile and should in no way overshadow the main activity of the stand. Please inform the EuroPREvent 2011 Secretariat of any planned Stand Activity and Give Away Items, before **18 February 2011**.

8) Distribution or display of material printed by industry or its agents is limited to the area rented by the Exhibitor in the exhibition. The placement of both signs and billboards is limited to the area rented by the Exhibitor in the exhibition area.

9) "Special effect" lights, laser, sound & video projection on the stand can only be allowed with the written permission of the EuroPREvent 2011 Secretariat.

10) The site assigned to the Exhibitor shall be staffed during the opening hours of the exhibition as well as during the construction and the dismantling and removal of the stand. Exhibitors must ensure an authorised person is present at the stand at all times.

11) The use of the names of the European Society of Cardiology (ESC), European Association for Cardiovascular Prevention and Rehabilitation (EACPR), EuroPREvent 2011 as well as the logos of these entities, is strictly forbidden in any advertising, publicity, sign, product, printed matter, film, video, or other media, etc. without the explicit permission in writing from the EuroPREvent 2011 Secretariat.

12) Exhibitors or their agencies are not allowed to reproduce texts, drawings or graphics that have been specially produced by the EuroPREvent 2011 Secretariat for use in publications such as the Final Programme or the Abstract Book.

13) None of the exhibits may be photographed or filmed without the permission of the relevant Exhibitor. EuroPREvent 2011 Secretariat is entitled to photograph, draw or film the installations and stands, as well as the exhibits thereon and to use these reproductions in its publications and in the press.

14) Exhibitors are entitled to photograph or film their own exhibition stand during exhibition hours.

15) Exhibitor Badges must be ordered by email to europreventexhibition@escardio.org using the form available on www.esceexhibition.org/EuroPREvent2011 no later than **14 March 2011**.

2.1.12 Miscellaneous

Smoking

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

Alcohol

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

Children

Children under the age of 16 are not permitted in the Exhibition hall.

2.2 Technical Guidelines for Exhibitors

IMPORTANT NOTICE:

**All Exhibitors must submit a detailed stand drawing to the Organiser before
4 February 2011**

Without the written approval of the Organiser no stand can be built. If a company wishes to hire a stand system from the stand builder Mathys SA, the EuroPREvent Secretariat should be informed.

2.2.1 Exhibition Location

Centre International de Conférences Genève – CICG

17 rue de Varembe

Case postale 13

1211 Genève 20

Switzerland

Web Site: www.cicg.ch/eng

2.2.2 General Exhibition Information with Pricing and minimum stand space requirements

The price of 'SPACE ONLY' is € 400 per m² plus VAT. A reduced rate of € 250 per m² plus VAT is offered to publishers, booksellers and journals. Minimum stand size is 9 m² for Industry and for Publishers and Booksellers. 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 will need to rent a standard exhibit stand module are advised to use the services of our local supplier. See Order Form on www.esceexhibition.org/EuroPREvent2011.

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

2.2.3 Detailed Stand Construction Guidelines

Every Exhibitor must submit an exact statement of the dimensions of the stand, as well as plans and descriptions of the stand. This applies equally to those companies hiring a standard exhibit stand module from **the stand builder Mathys SA**. This information has to be sent to the Organiser by **4 February 2011**. The drawings shall clearly indicate the planned layout, dimensions, equipment and furnishing of the stand, including the inscriptions. Also indicated must be the location of power outlets, electricity cables as well as telephone installations. **Only with the written approval of the Organiser shall the stand drawings be deemed released for construction.**

All stands must be finished before the Committee's Inspection Visit on Wednesday 13 April 14:00. The Exhibitor, or their qualified representative, must be at their stand during this inspection and must be able to supply all information and certificates concerning equipment and materials used. Note that fire safety certificates should be valid in Switzerland and available in English should authorities request this.

The decisions taken by the administrative authority, on the Committee's opinion during its inspection visit, can go as far as preventing the stand from opening, and must be carried out immediately.

The Building and the Organiser refuse to accept any responsibility if the Safety Committee decides to close a stand because the Exhibitor has not respected the safety rules.

1) Exhibitors are asked to pay attention to the following stipulations:

- **From Thursday 14 April 2011 9:00 to Saturday 16 April 21:00, all stands are to remain in their entirety, no dismantling or removal of items during this period is permitted allow for the Closing Ceremony.**
- Any column of the Hall lying within the stand may be covered without causing any damage and in compliance with accepted height regulations.

- Articles to be exhibited must be kept within the stand perimeter.
- The exhibition areas may only be covered by fitting platforms or carpets, which must be withdrawn by the exhibitor/decorator at the end of the exhibition.
- Mortar must not be placed on the floor; no nailing is allowed with percussion tools or painting with spray guns.
- Should there be an absolute need to carry out any of the unauthorised work, permission must be requested from the Management of the show at least 4 weeks before the inauguration, providing demarcation plans indicating weights and support surfaces for the products to be exhibited or the decoration to be fitted.
- The (standard) maximum height of stand constructions is **2.5 meters**. Written requests must be submitted to the Organiser if constructions will exceed **2.5 meters** and will be judged on stand size, transparency & impact on event.
- Two-storey structures are not allowed.
- Arches, bridges or similar constructions connecting two or more stands are not allowed.
- The maximum load permissible on the floors of the Building is 500Kgs per square meter. Load capacity will be taken into account when entering the exhibited goods as well as during their handling.
- Stands should be fully accessible on all 'open' sides. Requests to be partially exempted from this rule should be submitted in writing to the Organisers.
- The stand floor must be adequately covered, for instance with carpeting or carpet tiles.
- It is to be noted that vehicles are not admitted within the exhibition areas. Forklifts and other handling machines must be equipped with rubber wheels and can only be operated by the official Forwarder & Lifter, Fairexx GmbH.

2) Exhibitors are not permitted to:

- Erect or use names or trade marks which may be misleading or cause hindrance to the Exhibitors at the other stands or to EuroPREvent 2011 visitors.
- 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.
- Affix sold-tags to goods on display.
- Dismantled or removed stands prior to the end of the event.
- Drill, screw or nail the walls, ceilings, floors or columns of the exhibition areas.
- Place any heavy loads neither on the structure of the walls and columns; nor any of the technical installations of the Halls or the objects on display.
- Hang Advertising from the ceilings of the Halls 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.
- Dig trenches, anchorages or to make other structural alterations inside the Building, unless explicit authorisation has been obtained from the Building owners. This implies that it is forbidden to place channels or any other modification to the construction of the interior of the Halls without the exceptional, express authorisation of the EuroPREvent 2011 Secretariat to such end, on presentation of the project and the required report of the Technical and Security Services of the EuroPREvent 2011 Secretariat.
- Paint or Glue, in any way or part of the Exhibition area
- Place articles to be exhibited in a manner, which, in the Organiser's opinion, affects or hinders neighbouring stands, e.g. as regards the visibility of the neighbouring stands.

3) Construction of Stands with a Floor:

- Authorisation must be requested in writing to the EuroPREvent 2011 Secretariat. Should acceptance be forthcoming, a descriptive report and 1:200 scale plans must be presented.
- All stands with a floor over 50 cm. above ground level with a staircase access must present a construction certificate signed by the competent engineer. All glass fitted in the top of the floor shall be at least 0.5 cm. thick, laminated and be of an approved safety type in Switzerland.
- 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, use of carpeting that is held in place by its own weight on the floor or by adhesive bands. These items must be removed by the Exhibitor at the end of the exhibition.
- The use of wooden platforms is recommended for stands with a lot of electrical wiring; the stand construction firm will be able to advise on this matter. Exhibitors who use such platforms should bear in mind that:
 - ✓ The maximum height allowed, measured from floor level to the top of the platform is 10 cm.
 - ✓ The platform sides must be closed and neatly finished. The platform edges must be safe (secured, safe & easily visible). Platforms should be placed within the stand perimeter.
- The platform must allow access to those in wheelchairs. Please note that the edges should be sloped for this purpose or a ramp included within stand perimeter.

4) Construction of Stands with a Ceiling:

- Exhibitors may cover their stands with a fabric ceiling which meets the European safety norm EN13501/1 to class B standard. Certification must be available in English if required by the authorities.
- All horizontal decorations, ceiling areas and roofs require approval.

5) Construction of Walls – Lining – Corridors:

- In principle, this separation wall should be **2.5 meters** 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, and this agreement differs from the policy prescribed by the Organiser, this agreement has to be approved of by the Organiser. Please note that all in-line and corner stands must also have a back wall. The rear sides of the stands shall be designed and decorated by the Exhibitor to whose stand they belong, provided that the interests of the neighbours are not affected thereby.
- Should the external area of a stand lining a corridor where visitors will pass be decorated with windows, photo-assemblies or other outstanding objects, the enclosure wall must be built 0.25 m. inside the boundaries of the stand itself and be transformed into an advertising support, giving continuity to the corridor and a pleasant look to the whole of the area.
- The stand construction, installation of the objects on display and all advertising support must be sufficiently stable for public safety. All platforms open to the public over one meter below the lower level, must be surrounded by a handrail of at least 1m height.
- All peninsula, corner and in-line stands must be separated from the neighbouring stand(s) or hall wall by means of a separation wall.
- Island booths are separated the width of an aisle from all neighbouring exhibits, demonstration areas may not be set on the aisle line of the exhibit; space must be left within the exhibit area to absorb the spectators. Should the spectators interfere with the normal traffic flow in the aisle or overflow into neighbouring exhibits, the presentation must be limited or stopped.
- All glass corners must be polished or protected so that there is no chance of injury. Glass doors and any other complete glass construction must be marked at eye level.
- Machinery demonstrations causing noise shall be reduced to a minimum in order not to disturb exhibitors and visitors.
- Regarding Machines and Moving Apparatus, the exhibitor will fit the installations functioning throughout the show with all necessary working and accident prevention measures as shall be demanded by the technical regulations in use and local safety regulations for the installations.
- If the machinery or certain parts of the machinery are to be shown to the public while working, normal protection may be substituted by a protective shield of organic glass or a similar material.
- When the machines are not working and are only on display, the working protection mechanisms may be removed.
- Should this regulation be severely infringed and the EuroPREvent 2011 Secretariat considers the functioning of the machine as dangerous, the EuroPREvent 2011 Secretariat may prohibit the machine from being used.
- If these conditions 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 persons or objects.

The floor, columns and installations (distribution boxes, piping, rented shell stands, etc.) of the Building shall 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.

Any set-up or installation, which does not comply with the standard specifications or with the designs approved of by the Organiser, 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 Organiser. All expenses for these corrections will be payable by the Exhibitor. The Organiser accepts no responsibility for damages caused by these corrections.

The set-up and installations shall be finalised by the deadlines fixed, and the packing material shall be removed from the stand. If it appears to the Organiser 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.

2.2.4 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.
- Easily inflammable or explosive substances, gases or dangerous goods, including radio-active and chemical substances, are not permitted in the building.

- No working materials or tools causing possible obstruction may be left in corridors during assembly or removal.
- All edges of organic glass (Plexiglas, acrylics, etc.) shall be suitably protected to prevent fire from spreading.
- Under no circumstances shall means of evacuation (emergency exits), luminous signs, extinguishers, fire hydrants, indicators and other protection equipment be obstructed.
- No inflammable materials may be stored in offices, stores or on decorative enclosures on columns.
- Likewise, junction boxes (electricity, telephones, TV, gas, water, compressed air, etc.) and access to the equipment or dependencies of the Hall may not be locked.
- Easily inflammable materials shall not be used for any construction or installation.
- The use of spray guns and celluloid lacquer for painting the interior of the Halls is prohibited. This prohibition shall also extend to inflammable liquids and the use of aerosols containing gas.
- All welding work will require the corresponding permit and take place inside a sufficiently protected area provided with a fire extinguisher belonging to the applicant to prevent any possible fire.
- The use of balloons filled with inflammable gas is prohibited in the Halls.
- There will be no recipients with inflammable material on the stands for waste or rubbish. Waste paper baskets and rubbish bins must be emptied every evening when closing, and the contents placed in the dustbins provided by the Building for this purpose.
- The storage of any type of wrapping or packaging on the stands is prohibited.
- Materials such as decorative cloths, contact glues, carpets, etc. must be non-flammable and the corresponding certificates shall be presented.
- All other installations must adhere to regulations in force at the time. The stands, materials, installations, advertising supports, etc, must conform to public safety requirements.
- All gas or steam caused by the materials on display which might be a danger to health or disturbing for people must be removed from the Hall. Therefore, the assembly process will include an evacuation canal in non-flammable material, the cost of which will be covered by the exhibitor.
- Motorised vehicles and hand trolleys are not admitted within the Exhibition areas during build-up or dismantling periods or at any stage during EuroPRevent 2011. Please ensure adequate means to transport your exhibit materials into the building and to the stand or order these services from the official freight forwarder.
- It is strictly forbidden to store wood, paper, straw, cardboard and packaging materials which are a fire hazard in the exhibition areas, the booths, the areas behind them and the cabins.

2.2.5 Cleaning & Refuse

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

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

2.2.6 Electricity

All electrical connections must be made under the supervision of an authorised electrician.

At the time of the official inspection the relevant reports on the wiring including official form (information on connections) must be presented to the Technical Services Department for submission to the authorities.

- Please order your electricity and connections, please see Order form on-line.
- Also upload your floorplan where you wish the electrical connections to be installed.

Power to computers, coolers and freezers

- The electrical power supplied to your stand is shut off approximately an hour after the fair's closing time.
- If you have planned to use coolers or freezers it is therefore necessary to order a power connection with night power.
- Regarding computers it is important that you order night power if you need continuous operation of your equipment.
- Neither the Building nor the Organiser compensate for any destroyed products if you make connections to the closable electricity supply network.
- We mark the power points which you have ordered for night power with easily visible markings.

IMPORTANT:

Supplies will be switched on 30 minutes before opening for the duration of the congress, and then off 15 minutes after the Exhibition closes each day.

2.2.7 Telephone and Fax Connections

Exhibitors should use the relevant Order Form online for telephone and fax connections.

2.2.8 Water

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

2.2.9 Transport Regulations / Handling

During the Exhibition, goods can only be transported into the halls until the exhibits open. After that, only light articles can be hand carried in. Goods can be collected when the exhibition has closed if carried out and the exhibit remains visually presentable to delegates.

Do not place anything in the aisles outside the stand as this will block the passage-way for other transport. Fairexx has the right to store all packaging that is left in the aisles after 14:00 the day the build-up ends.

2.2.10 Storage

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

Please contact Fairexx, the official forwarder for handling and storage of empty crates and other packing materials during the Exhibition.

2.2.11 Miscellaneous Services

If you wish to order services, which are not mentioned in the Exhibitor Catalogue then please contact the stand builder:

Ms. Caroline Bouchard or Ms. Florence Darves

MATHYS SA

11 chemin Delay

1214 Vernier – Geneva

Switzerland

Tel : +41 22 306 40 00

Fax : +41 22 306 40 10

Email : licastand@mathys-sa.ch

Web Site : www.mathys-sa.ch



Section 3 - Industry Educational Sessions

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

The price of a Satellite Symposium is € 15 000 (+ VAT) for one 60 minute Satellite Symposium. Satellite Symposia will be held within the Congress centre on:

- Friday 15 April 2011:

12:45 – 13:45 (60-minute session)

- Saturday 16 April 2011:

13:15 – 14:15 (60-minute session)

3.1 Conditions for holding Satellite Symposium

Duration

The Satellite Symposia should fit in the standard time unit of 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 (See following chapter).

Lunch time Satellite Symposia

Companies organising Satellite Symposia during the lunch time will be allowed to enter the Lecture rooms at 12:30 on Friday 15 April 2011, 13:00 on Saturday 16 April 2011, after the scientific session and must leave the lecture rooms at 13:50 on Friday 15 April 2011, 14:20 on Saturday 16 April 2011 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

Exhibition Stand

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

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, active participant or day ticket badges).
- All persons attending the Satellite Symposia must be registered either as full participants or as exhibitors; persons without such a badge will not be allowed to enter the room.
- The Satellite Symposia must be open to all registered Meeting participants.
- Exhibitors' badges allowed access to the Exhibition Hall and to Industry Educational Sessions. Access to EuroPREvent 2011 Scientific Sessions is not allowed.
- All Exhibitor badges should be collected at the Exhibitor Registration Desks

Lecture Room

Satellite Symposia, will be held within the Congress Centre.

Satellite Symposia will be held in lecture rooms ranging in capacity from 128 to 972 seats.

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

Promotion

Promotional material referring to the Satellite Symposia must receive ESC approval prior to being printed, distributed or posted online. Please refer to EuroPREvent 2011 branding guidelines.

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

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

- Industry Educational Sessions invitation flyers display racks:

Company organising Satellite Symposia are offered specific display racks located at the congress Registration Area to promote their events; one allocated A4 plexi holder on the display rack per session.

The holders will be allocated per session's day, time-slots and lecture rooms alphabetical order.

The display rack will be available from 14 to 16 April 2011.

- Lecture Room Roll-up & invitations:

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

N.B. – Please note that contrary to previous years, the ESC will not be able to provide easels as posters support, in front of the lecture rooms.

- Distribution of material (flyers...) at the entrance of the assigned room 30 minutes before the beginning of the session, nowhere else in the building other than on the booth.
- Handing out material from the exhibition booth.
- Small give-aways are acceptable (maximum retail value € 10). The distribution within or in front of the of give-aways should be low profile and in no way overshadow the main activity of the Satellite Symposia.

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

Payment

Payment for the Satellite Symposium has to be completed before **1 April 2011**.

IMPORTANT:

It is strictly forbidden to hold Satellite Symposia outside the official EuroPrevent 2011 programme between 13 April 2011 and 17 April 2011.

3.2 Cost of Satellite Symposia

A basic price of excl. VAT

- € 15 000 (+ VAT) for one 60-minute Satellite Symposium.

The cost of a Satellite Symposium includes:

- The session
- A Delegate Bag Insert
- A Weblink
- The Lecture room

The basic equipment of a lecture room is:

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

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

The room technician will be in charge of light/audio and beamer facilities.

Plus cost for any extras

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

3.3 Speaker Service Centre

The Speaker Service Centre offers the following services:

- Access to the Speaker Service Centre
- Audio-visual assistance to all speakers from the session.
- Scientific programme of the session announced at the entrance of the room.
- Names of the chairpersons (only) on the table.

The Speaker Service Centre will open*:

- **Friday 15 April 2011:** 08:00 – 18:00
- **Saturday 16 April 2011:** 08:00 – 18:00

*Subject to changes

Speakers' presentations

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

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

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

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

3.4 Applying to hold Satellite Symposia

The Application Form for Satellite Symposia must be sent to the **EuroPrevent 2011** Secretariat offices at satellites@escardio.org. Applications will be treated on first come, first-served basis.

3.5 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.

3.6 Scientific Programmes of Satellite Symposia

The ESC will send you a session form to be completed with the Satellite Symposia programme(s). The complete scientific programme of the Satellite Symposia, typed on the special forms provided by the ESC, must reach the ESC offices, Sophia Antipolis, France, before **1 February 2011**. The Scientific Committee will validate the scientific programme.

Scientific Programme should be sent to:

EUROPEAN SOCIETY OF CARDIOLOGY
Mr. Nouredine M'Ghari
2035, Route des Colles
Les Templiers
B.P. 179
F-06903 SOPHIA ANTIPOLIS CEDEX
France

Tel: +33 (0)4 8987 2003 - Fax: ++33 (0)4 9294 7626 - Email: satellite@escardio.org

A "complete programme" must include the following:

- Title of the session
- Names of the two chairpersons (one of them can also be a speaker)
- Title of each presentation with their duration and topic number
- Name of all speakers
- Complete addresses of the chairpersons and speakers
- Duration of each presentation

IMPORTANT

- No product names/brand names, no misleading names that might be perceived as product/brand names, and no registered trademarks are allowed in the title or in the scientific programme of the session. Please use generic names.
- No abstract forms need to be submitted for Satellite Symposia.
- Abstract poster sessions are not allowed during the Satellite Symposia or during any reception before or after the Sessions.
- The ESC does not cover the expenses related to the Speakers and Chairmen of Satellite Symposia even if active in the Scientific Programme.

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

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

3.7 Changes in Scientific content/ Erratum Policy

Once your scientific programme has received approval from the **EuroPrevent 2011** Committee, all changes post approval must be sent in writing to satellite@escardio.org in order to ask for re-approval of your session. We ask that you respect the deontology of this programme and adhere to the approved content of your scientific programme.

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

The ESC kindly asks the Company to inform of any modifications to the Scientific Programme of Satellite Symposia before **15 February 2011** in order to be printed in the Final Programme.

Late modifications in the Satellite Symposia Programme received on or after **16 February 2011** cannot be printed in the Final Programme. The ESC cannot guarantee to be able to communicate any alterations received after **15 February 2011**

3.8 Room Assignment

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

Control of flow and attendance

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

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

Overflow

No overflow area is planned for Satellite Symposia.

3.9 Hospitality Suites and Meeting Rooms

Hospitality Suites are rented for a minimum of **2** days and Meetings Rooms for a minimum of half a day.

- Only a limited number of Hospitality Suites & Meeting Rooms are available in the congress centre.
- Rooms can be reserved only through the ESC.
- The ESC has the right to modify demands as it sees fit to best accommodate as many requests as possible.
- The placement of signs and posters on the exterior doors or walls of the rented room is possible. No other signage or promotion can be made within the building other than on the company's stand.
- All persons involved in the operation of the Hospitality Suite & Meeting Room must have a valid badge (Exhibitor, active participant, press or day ticket). All persons requesting access to the Hospitality Suite & Meeting Room must be registered either as active participants or as exhibitors; persons without such a badge will not be allowed to enter the room.
- The ESC will propose Hospitality Suites & Meeting Rooms to requesting companies in writing and the company will have the right to accept or decline within the given deadline.
- Hospitality Suites & Meeting Rooms are assigned on a first-come, first-served basis, while space is available.
- Companies not responding by the deadline date will be assumed to have accepted the assigned Hospitality Suite & Meeting Room and will also be invoiced.
- Once confirmation is received the ESC will invoice the company. Payment must be made within the given time or the Hospitality Suite & Meeting Room will be released. Cancellation of Hospitality Suite & Meeting Room once the invoice has been issued will incur a 100% cancellation fee.
- The ESC will only be responsible for booking Hospitality Suite & Meeting Room in the Congress Centre. Each company, thereafter, is responsible for organising in accordance with the Congress Centre or other suppliers its individual needs such as food, furniture or supplies. Contact information will be sent to companies who confirm room reservations.
- Requests for Hospitality Suites & Meeting Rooms request should be addressed to the ESC offices at: satellite@escardio.org.

Section 4 – Sponsorship, Advertising & Promotional Opportunities

4.1 Participation & Sponsorship Opportunities

EuroPREvent 2011 offers our Industry partners a unique opportunity to showcase their products and services to the core professionals involved fields of prevention and health policy; epidemiology and public health; cardiac rehabilitation; exercise physiology, sports cardiology and basic science.

By associating with EuroPREvent 2011, your message will:

- Reach a truly 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
- Avail of Social sponsorship opportunities (Gala / Faculty Dinner, Opening Ceremony, Internet Corner etc) which proffer excellent networking and relationship-building opportunities

The following pages detail all existing **Sponsorship, Advertising & Promotional** options at EuroPREvent 2011 and we would be pleased to consider additional sponsorship initiatives or suggestions.

- In addition to the manner of recognition shown below, sponsors will be acknowledged in all printed materials as well as on the EuroPREvent 2011 Web Site.
- All sponsorship requests will be allocated on a first-come, first-served basis.
- All prices are exclusive of VAT
- Payment in € (Euro)

ITEM	DESIGNATION	PRICE
Final Programme Advertisement	Back Cover Inside Back Cover	No longer available € 5 000
Abstracts CD-ROM		€ 10 000
Delegate Bag Insert	Invite to a Satellite Symposium	€ 5 000
Web Space	Exclusive sponsorship	€ 10 000
Fun Run	Exclusive sponsorship	€ 10 000
Pedal for your heart	Exclusive sponsorship	No longer available
Healthy Breaks	One Day	€ 5 000
	Exclusive / Entire meeting	€ 20 000
Opening Ceremony Cocktail		Price upon request
Congress Grant/per session		€ 10 000

4.2 Sponsorship Terms & Conditions

Sponsorship and promotional products are assigned on a first-come, first-served basis. Companies will be invoiced upon assignment of items following receipt of their application form. Cancellation fees of 100% apply once a signed application form has been received.

It is ESC policy that all invoices be paid by the date indicated on the invoice or before the opening of the congress, whichever comes first.

4.3 Industry Relations Contact

Please contact:

Ms Kristina Simon, Sponsorship Officer, for further consultation on and management of your corporate investment and strategy sponsorship@escardio.org

4.4 Product Descriptions and Technical Specifications

We have listed additional product details and technical specifications for sponsorship & promotional items below. All necessary technical specifications will be updated and posted on the ESC Exhibitors and Industry Partners Web Site: <http://www.escexhibition.org/EuroPREvent2011>. Please consult regularly this important Web Site

Web Space

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

- Exclusive sponsorship
- Web Space comprises seating, work stations & printer
- Acknowledgement: Logo on screensaver on each of the computer screens, Final Programme & EuroPREvent2011Web Site
- Any additional signage, furniture or other requested for the Delegate Lounge needs to be approved by the organiser and is at the sponsor's cost.
- High resolution logo to be provided for the screen saver acknowledgement by 31 January 2011

Final Programme Advertisements – Product Advertising allowed

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

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

- Submit for approval: 02 February 2011
- Final approval: 04 February 2011

Bookmark in the Final Programme – Product Advertising allowed

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

- Submit for approval: 02 February 2011
- Final approval: 04 February 2011

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 EuroPREvent2011. This invitation will communicate your congress message directly to delegates.

- 1 Delegate Bag Insert can promote only 1 event (e.g. 1 industry supported session or 1 activity on the exhibition stand)
 - 1 Delegate Bag Insert promoting 1 session with reference to the exhibition stand will be considered as 1 insert (e.g. 1 industry supported session, plus a mention similar to "visit our stand, location XX")
 - 1 Delegate Bag Insert promoting 1 session with full exhibition details will be considered as 2, and invoiced accordingly (e.g. 1 industry supported session, plus a mention for a stand activity)
 - 1 Delegate Bag Insert promoting 2 sessions/activities will be considered as 2, and invoiced accordingly.
- Quantities to print: 1 500
 - Submit for approval: 14 February 2011
 - Final approval: 16 February 2011
 - Date to receive the DBIs: 28 March 2011 **at the European Heart House.**

Weblink

Invite delegates to your congress activities by designing a promotional page link to the EuroPREvent2011Web Site. This invitation will communicate your congress message to delegates in two locations online (Page Link to the official EuroPREvent2011 Web Site in two locations, via the Scientific Programme Online (SPO) and Industry Partner pages).

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

NB: Hyperlinks to sponsor Web Sites will be not be allowed

Weblink format: PDF, html or flash invitation:

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

Submit for approval: 14 February 2011

Final approval: 16 February 2011



Section 5 – Conditions of Participation

5.1 General Conditions

The following conditions of participation concern EuroPREvent 2011 sponsors insofar as the contractual partners do not reach contrary agreements in writing.

5.2 Admission to EuroPREvent 2011

The exhibition is open to companies active in the fields of Prevention 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.

5.3 Conclusion of Contract

Application for a stand is made by filling in and returning the Application Form for stand space. Only signed application forms will be taken into consideration. By signing the application form, the company accepts the requirements contained in the Guidelines for Industry Participation and any supplementary provisions. Confirmation of the allocation of a stand by the EuroPREvent 2011 Secretariat constitutes conclusion of the rental contract between the Exhibitor and the EuroPREvent 2011 Secretariat. A stand assignment and an invoice will be sent to the Exhibitor by registered mail. The date on the stand assignment is considered to be the date of stand allocation. If the contents of the stand assignment deviate from the contents of the Exhibitor's application, the contract is based on the substance of the stand assignment unless the Exhibitor protests in writing within two weeks after the date mentioned on the stand assignment.

5.4 Renting Stand Space

EuroPREvent 2011 Secretariat 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. The minimum stand size is 9 m². For companies organising a Satellite Symposium or a stand of 9 m² or larger is mandatory.

EuroPREvent 2011 Secretariat reserves the right to deviate from the stand confirmation and to allocate a stand in a different location, to alter the size of the stand, to re-locate or close entrances and exits on the Exhibition Grounds and/or in the Congress Centre, and to carry out any other structural alterations providing it has a substantial interest in such measures, based on special circumstances.

EuroPREvent 2011 Secretariat 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. EuroPREvent 2011 Secretariat accepts no responsibility for any damage, which may result from such changes.

5.5 Assignment of Space

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

5.6 Stand Design

- Exhibits must be displayed on stands for the entire duration of the exhibition; display of products other than those listed in the application is not permitted.
- EuroPREvent 2011 Secretariat is entitled to have exhibits removed from the stand if their display runs counter to the principles of fair competition or does not comply with the display programme.
- Details of prices, given in the form of signboards or stand lettering, are not permitted, nor are references to sales of products already affected or details of suppliers and customers.

5.7 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 EuroPREvent 2011 Secretariat. Transfer - even in part - of the rights and obligations arising from the rental contract to third parties is not permitted.

5.8 Terms of Payment

- The stand rental fee must be paid in full before the event. Failure to do so will result in the automatic cancellation of the assignment.
- 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, EuroPREvent 2011 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 EuroPREvent 2011 Secretariat or division or Association of the ESC.

5.9 Acceptance of Products

Each country has its own regulations. It is therefore advised that each participating Company be aware of all regulations and restrictions that may affect their participation in EuroPREvent 2011. The EuroPREvent 2011 Secretariat will accept no responsibility for any impact, financial or other, relating to such issues.

5.10 Reservations Policy

In the event that, for any reason whatever, it is judged advisable or necessary for the EuroPREvent 2011 Congress to close completely, or in part, the Exhibition and/or Congress for any period, the ESC will not be liable for any damage, loss, or other unfavourable conditions incurred by exhibitors/ session organisers/ sponsors. If for any reason, the EuroPREvent 2011 Congress has to be cancelled, the ESC will refund to the exhibitors/ session organisers/ sponsors the sum paid to ESC for contractual commitments less expenses incurred in preparation of these contracts, with no liability for either party to the contract.

5.11 Exemption from Liability

EuroPREvent 2011 Secretariat does not undertake to safeguard exhibits and excludes, for its staff as well, all liability for damage to these, for theft of these, or loss, except in cases of intentional or gross negligence. This exemption from liability also applies if exhibits are seized and stored by the EuroPREvent 2011 Secretariat due to infringement of the present conditions of participation. This exemption of liability is in no way impaired by the special security measures taken by the EuroPREvent 2011 Secretariat. Furthermore the EuroPREvent 2011 Secretariat explicitly excludes all liability for any disadvantages or damage incurred to Exhibitors due to erroneous details on space allocation, stand construction, catalogue entries or other errors in ancillary services. Property of the Exhibitor and of third parties shall remain on the premises at their own risk. EuroPREvent 2011 Secretariat will not be responsible for the insurance of such items. EuroPREvent 2011 Secretariat shall not be liable for any injury or damage whatsoever caused to goods and/or persons in the building and/or on the adjacent sites.

5.12 Premature Termination of Rental Contract

If, after binding application and conclusion of the contract, EuroPREvent 2011 Secretariat should accept in exceptional cases to withdraw from the contract, the Exhibitor is liable for the full amount of the stand rental including all surcharges. Should EuroPREvent 2011 Secretariat succeed in otherwise disposing of the stand, it reserves the right to claim payment of partial costs caused by the tenant withdrawing from the contract. A case of re-letting is not constituted if, for optical reasons, the area not used by the Exhibitor is allocated to another Exhibitor without EuroPREvent 2011 Secretariat deriving further proceeds from re-letting the area previously occupied by the re-located company. A case of re-letting is also not constituted if there are still unoccupied stand areas available. EuroPREvent 2011 Secretariat is entitled to withdraw from, or to revoke the rental contract, the conditions of participation or the supplementary regulations even after a reasonable period of grace. This also applies in the event that the conditions on which the contract was concluded do not apply or no longer apply, in particular if the Exhibitor has altered his manufacturing programme so that his products can no longer be classified in the industry for which he has rented stand space.

5.13 Cancellation Policy

For Exhibition:

Cancellations by Exhibitors should be made by letter addressed to the EuroPREvent 2011 Secretariat. If the Exhibitor cancels a reservation **before 31 January 2011**, the amount paid will be refunded minus 50% of the total amount due. If a reservation is cancelled by the Exhibitor **after 31 January 2011** no refund will be made, and the total amount for the stand space is due.

For Industry Educational Sessions:

Cancellations of Satellite Symposia / Mini-Satellite Symposia should be sent by in writing to the ESC. If cancellation is received before **15 February 2011**, 50% of the total amount due will be charged. If cancellation is received on or after **15 February 2011** 100% of the total amount due will be charged.

For Sponsorship:

Cancellations will incur fees of 100% if cancelled after receipt of your signed application form.

5.14 Enforcement of Rules

Any company judged to have not followed these Guidelines may be refused the opportunity to participate to at any future meetings organised on behalf of the EuroPREvent 2011 Secretariat.

5.15 Supplementary Provisions

Constituent parts of the rental contract take the form of the Housing Regulations, the Guidelines for Industry Participation, the Exhibitor Kit, as well as other organisational and technical regulations sent to the Exhibitor before the exhibition opens. The sovereignty of national law of the site of EuroPREvent 2011 is undisputed.

5.16 Usage Rights for Music, Images, Films

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

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

5.17 Claims, Procedures, place of performance and jurisdiction

All claims by the Sponsors against the EuroPREvent 2011 Secretariat must be submitted in writing. These claims will lapse within 6 months from the closure of each EuroPREvent 2011 Secretariat exhibition. Agreements, which deviate from these conditions or from the supplementary regulations, must be in writing; facsimile signatures suffice. The contract is governed exclusively by French law; English text is authoritative.

Place of performance and jurisdiction is Grasse, France. EuroPREvent 2011 Secretariat reserves the right, however, to bring its claims before the courts competent for the area where the Sponsors has his registered office.

5.18 Final Clause

In cases not, or not clearly, covered by the regulations in the Guidelines for Industry Participation, EuroPREvent 2011 Secretariat's decision shall be final.

