

EuroPREvent

The European Meeting Place for Science in Preventive Cardiology

2012

GUIDELINES FOR INDUSTRY PARTICIPATION



Dublin
Ireland
3-5 May 2012

FROM RESEARCH TO IMPLEMENTATION

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 2012 SECRETARIAT

2035, Route des Colles

Les Templiers

B.P. 179

F-06903 SOPHIA ANTIPOLIS

France

General Information: europrevent@escardio.org

Website: <http://www.escardio.org/congresses/europrevent-2012/>

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

europreventexhibition@escardio.org

Registration

europreventregistration@escardio.org

Hotel accommodation

europreventhotels@escardio.org

Abstracts and Scientific information

europreventscientific@escardio.org

Important Dates

27 January 2012	Send product and/or company description
31 January 2012	Cancellations of the stand before this date – 50% fee, after this date 100% fee
1 February 2012	Industry Sponsored session: Scientific programme deadline
05 March 2012	Submit a detailed stand drawing to the Organiser
12 March 2012	Deadline to receive your artwork (DBI) for approval
19 March 2012	Declare stand activity and give away items
02 April 2012	Order free exhibitor badges using the online form
07 April 2012	Deadline for stand services orders to the local stand supplier Obexpo. Order received after this date will be subjected to 30% surcharge.
12 April 2012	Deadline to receive your Delegate Bag Insert at the European Heart House
25 May 2012	Deadline to order internet, phone and fax connections, cleaning and catering to the venue



Welcome to EuroPREvent 2012, the premier international forum for Preventive Cardiology! The congress will be hosted in Europe's newest Convention Centre, beside the river in central Dublin.

Diseases of the heart and circulation are the biggest global causes of death and disability even though they are preventable. Building on the success of the 2011 meeting in Geneva, EuroPREvent 2012 promises to make the newest advances in preventive cardiology accessible to all.

Next year's meeting will be unique. For the first time, the new 2012 European Guidelines on the Prevention of Cardiovascular Disease in Clinical practice will be launched at EuroPREvent, together with dedicated educational and implementation programmes. This will widen the relevance of the meeting to include cardiologists, family doctors, nurses, allied health professionals and voluntary bodies such as Heart Foundations, as well as health planners, local and international politicians, Departments of Health and Health executives.

The theme follows the cycle of the scientific evidence base that increases knowledge and informs guidelines through the Guidelines themselves to implementation strategies and audit.

The meeting will encompass basic science, research methods, epidemiology (how studies of groups and populations can inform preventive strategies), rehabilitation, lifestyle, sports medicine, health policy, education and implementation strategies at individual, local, national and international level.

EuroPREvent 2012 will bring the finest international health experts together to present their research and translate it into usable knowledge for health care workers, researchers, planners and policy makers.

Join us in Dublin! Oh, and don't forget that the Convention Centre is within walking distance of Trinity College, Dublin Castle, museums, art galleries, and other local attractions with the mountains and sea close by.

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

Volker Adams
*Chairperson, EuroPREvent Congress Programme
Committee*

Ian Graham,
*Co-Chair of the Congress Programme
Committee and Local Organiser*

Table of Contents

Section 1 - Page 5

General Information

- 1.1 Venue
- 1.2 Terminology
- 1.3 Building Overview
- 1.4 Congress Dates
- 1.5 Language

Section 2 – Page 7

Exhibition

2.1 Exhibition General Information

- 2.1.1 Exhibition Services
- 2.1.2 Exhibition Dates
- 2.1.3 Exhibition Time Schedule
- 2.1.4 Exhibitor Badges
- 2.1.5 Product Description
- 2.1.6 Surveillance & Security
- 2.1.7 Insurance
- 2.1.8 Shipping information
- 2.1.9 Goods Entrance
- 2.1.10 Traffic Control
- 2.1.11 Transport regulations/ Handling
- 2.1.12 Storage
- 2.1.13 Customs Information / Taxes & Duties
- 2.1.14 Catering
- 2.1.15 Stand Activities
- 2.1.16 Miscellaneous

2.2 Technical Guidelines for Exhibitors

- 2.2.1 Exhibition Location
- 2.2.2 Exhibition Info / Pricing
- 2.2.3 Stand Construction Guidelines
- 2.2.4 Fire and Safety Regulations
- 2.2.5 Cleaning & Refuse
- 2.2.6 Electricity
- 2.2.7 Telephone & Fax Connections
- 2.2.8 Water
- 2.2.9 Miscellaneous Services

Section 3 – Page 19

Industry Sponsored Sessions

- 3.1 Conditions for holding Satellite Symposium
- 3.2 Cost of Satellite Symposia

- 3.3 Speaker Service Centre
- 3.4 Applying to hold a Satellite Symposium
- 3.5 Accounting
- 3.6 Scientific Programme of Satellite Symposia
- 3.7 Erratum Policy
- 3.8 Room Assignment

Section 4 – Page 23

Sponsorship & Promotion opportunities

- 4.1 Participation & Sponsorship opportunities
- 4.2 Sponsorship Terms & Conditions
- 4.3 Product Descriptions and Technical Specifications

Section 5 – Page 26

Conditions of Participation

- 5.1 General Conditions
- 5.2 Admission to EuroPREvent 2012
- 5.3 Conclusion of contract
- 5.4 Renting stand space
- 5.5 Assignment of Space
- 5.6 Stand design
- 5.7 Subtenants and other represented companies
- 5.8 Terms of payment
- 5.9 Acceptance of products
- 5.10 Reservations Policy
- 5.11 Exemption from liability
- 5.12 Premature termination of the rental Contract
- 5.13 Cancellation Policy
- 5.14 Enforcement of rules
- 5.15 Supplementary provisions
- 5.16 Usage Rights for Music, Image, Films
- 5.17 Claims, procedures, place of performance & jurisdiction
- 5.18 Final clause

Section 1 – General Information

1.1 Venue

The Convention Centre Dublin - CCD
Spencer Dock, North Wall Quay
Dublin 1, Ireland
Web: www.theccd.ie

1.2 Terminology

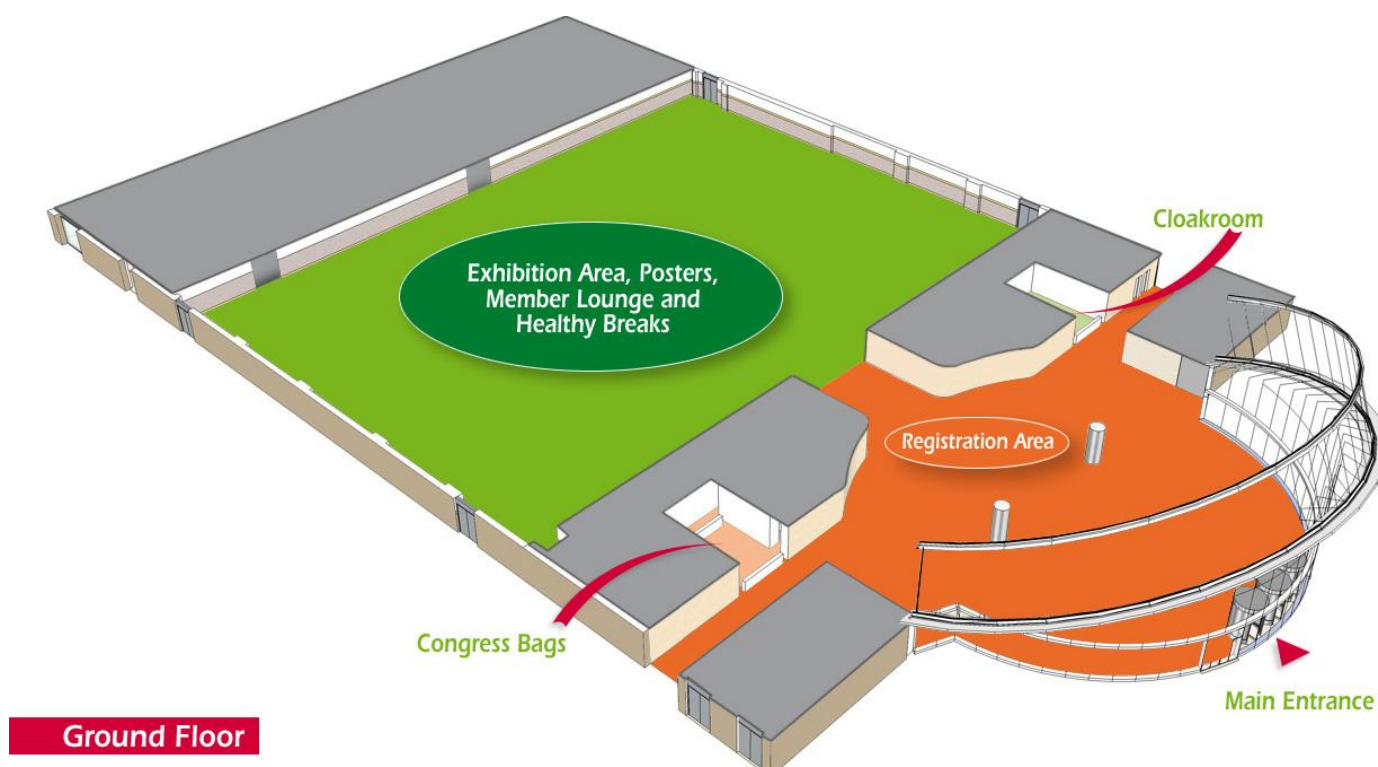
The Organiser has written this guide. A successful application made by a company wishing to participate in the exhibition will imply acceptance of the requirements contained in these Guidelines.

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

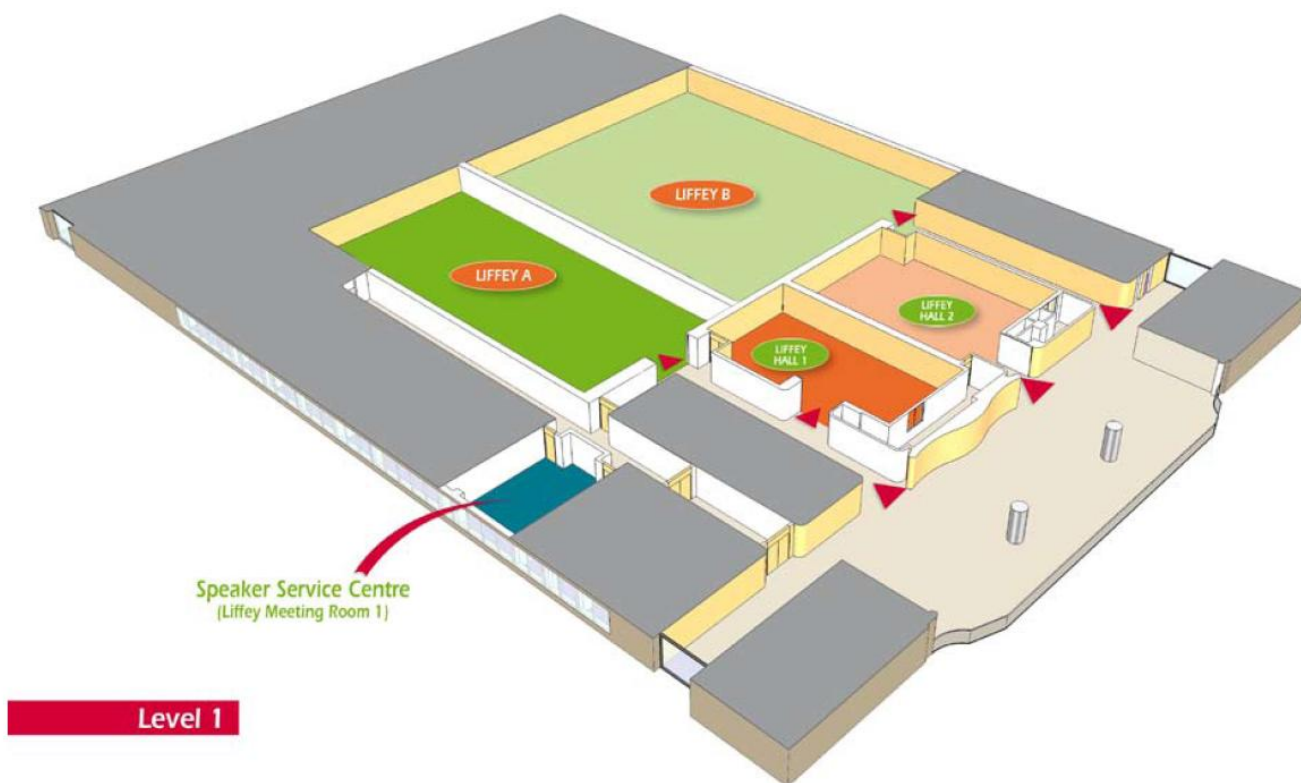
City	Dublin
Building	The Convention Centre Dublin – CCD. All contact should be made via Ms. Rebecca Walsh
Exhibitor	The Company which is to be regarded as participant in the exhibition as a result of a submission of an application for stand space followed by a stand assignment.
Organiser	ESC Congress Division of behalf of the European Association for Cardiovascular Prevention & Rehabilitation (EACPR)
The Meeting	EuroPREvent 2012

1.3 Building Overview

Level 0



Level 1



1.4 Congress dates: 3 – 5 May 2012

	Wednesday 2 May	Thursday 3 May	Friday 4 May	Saturday 5 May
Registration	15:00 - 18:30	08:00 - 18:30	08:00 - 18:30	07:30 - 15:00
Speaker Service Centre	15:00 - 18:30	08:00 - 19:30	08:00 - 19:00	07:30 - 14:00
Scientific Programme	Closed	09:00 - 19:00	08:30 - 18:00	08:00 - 14:30
Exhibition	Closed	09:00 - 20:00	09:00 - 18:00	09:00 - 15:00

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 general information on exhibition, please contact

European Society of Cardiology
2035, Route des Colles
Les Templiers
B.P. 179
F-06903 SOPHIA ANTIPOLIS CEDEX
France
Tel: +33 (0)4 92 94 35 14 - Fax: +33 (0)4 92 94 76 26
Email: EuroPREventexhibition@escardio.org
Web Site: <http://www.esceexhibition.org/EuroPREvent2012/default.aspx>

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

Ms. Rebecca Walsh
Tel : +353 1 856 0000
Email: rebecca.walsh@theccd.ie

For information regarding technical aspects of the exhibition, please contact:

Mr. Edwin Whelan
Tel: +353 181 845 71
Email: edwin.whelan@theccd.ie

Requests for:

- Stand cleaning,
- Internet, phone and fax connections,
- Catering,
- Hostesses and security,

Should be made online via the Convention Centre Dublin – CCD web site: www.theccd.ie

Access to these online services will given 3 months prior the congress. Once your stand is assigned, you will receive an email giving you the event code to access to this web site.

Find how to use the CCD online services on:

<http://www.esceexhibition.org/EuroPREvent2012/default.aspx>

For information regarding:

- Furniture, carpet/flooring, fascia, A/V equipment, electricity connections and outlets, plants/flowers,
- Extra orders for stand equipment or personalised stand requests,
- Order of Shell Scheme Stands and equipment,

Please contact:

Mr Tony O Brien
OBrien expo services Ltd.
The coachhouse
Rear of 1 warwick terrace
Appian way, ranelagh
Dublin 6 , Ireland
Tel: +353 161 447 00
Fax: +353 161 446 76
Email: tony@obexpo.ie

Obexpo stand services catalogue and order forms are available on:

<http://www.esceexhibition.org/EuroPREvent2012/default.aspx>

We recommend you visit the ESC Industry Portal regularly to access the latest order forms, updates, deadlines and congress essentials:

<http://www.esceexhibition.org/EuroPREvent2012/default.aspx>

2.1.2 Exhibition Dates

Exhibition Build Up:

Wednesday 02 May	09:00 – 18:00	Exhibition Build-Up
Thursday 3 May	08:00 – 09:00	Stand decoration only

Exhibition Opening Hours:

Thursday 3 May	09:00 – 20:00	Exhibition OPEN
	18:00 – 19:00	Opening Ceremony
	19:00 – 20:00	Opening Cocktail in the Exhibition Area
Friday 4 May	09:00 – 18:00	Exhibition OPEN
Saturday 5 May	09:00 – 14:00	Exhibition OPEN

Dismantling:

Saturday 5 May	14:00 – 24:00	Dismantling
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IMPORTANT:

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

On Wednesday, 2 May the hall will be open for construction until 18:00. All construction must be completed imperatively by 18:00. Any packing cases still left in the aisles will be removed at the exhibitor's expense.

NO DISMANTLING BEFORE 14:00, Saturday 05 May

Exhibitors who have a shell scheme stand should remove all personal items from the stand by Saturday 15:00. All remaining material will be considered as rubbish.

2.1.3 Exhibition Time Schedule

- Build-up will take place on Wednesday, 2 May from 09.00 to 18:00.
- Stand construction must be finished by Wednesday, 2 May at 18:00.
- On Thursday, 3 May the exhibition is open from 09:00. Exhibitors will be allowed to access the exhibition hall from 08:00 for stand decoration only. Decoration is permitted until 09:00.
- All packing material that is to be retained (e.g. for re-use) should be cleared from the Building by Wednesday, 2 May 18:00. After this time, any materials left in the aisles will be cleared by the Organisers at the exhibitor's cost. 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 Wednesday, 2 May.

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 are not permitted.

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 exhibition mailbox, EuroPREventexhibition@escardio.org before **2 April 2012**.

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 EuroPREvent Scientific Sessions.

You have the option to choose how your free badges are inscribed. Indicate when you send the exhibitor badge application form by email, the number of company-only badges you wish to receive and the number of individual badges you wish to receive (please indicate each person's name).

Additional Exhibitor Badges

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

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. 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 while inside the congress centre.

2.1.5 Product Description

All Exhibitors will be listed in the Final Programme and the ESC website, together with a short description of the products exhibited, (Maximum 50 words). All Exhibitors should send their Product Description to the Organiser before **27 January 2012** using the form online: <http://www.esceexhibition.org/EuroPRevent2012/default.aspx>

2.1.6 Surveillance & Security

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

Each Exhibitor is responsible for the security of their stand and exhibit. Exhibitors are recommended to pay close attention to the exhibits during the stand construction and dismantling periods. We strongly urge exhibitors to secure their stand against theft or damage. Valuable objects, which may easily be removed, should be locked away during the night or whenever the stand is left unattended. Particular attention should be paid to goods awaiting collection at the end of the Congress. The ESC accepts no responsibility for goods stolen from exhibits. Security services can be ordered from the congress centre.

The ESC may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of EuroPRevent 2012, 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 at their cost against third party risks before the start of the exhibition.

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 2012:

FAIREXX GmbH

Tel: +49 304 403 4713

Fax: +49 304 403 4779

Contact: Mr. Stefan Grunwaldt

Email: Stefan.Grunwaldt@fairexx.de

On-site phone: + 49 173 212 9410

- **Airfreight Shipment**

Your airfreight shipments should arrive at Munich International Airport (MUC) no later than **20 April 2012**, address as follows:

Consignee Address: MULTILOGISTICS GmbH
Modul D/3rd Floor
Suedallee – Cargoterminal
DE-85356 Munich-Airport , Germany

Notify: Fairexx – Logistics for Exhibitors GmbH
EuroPREvent 2012 / Exhibitors Name, Hall & Stand Number

Send your prepaid shipments with the Masterairwaybill the above mentioned address. 4 original Invoices in English and the Packing list should be attached to the Airwaybill.

Pre-advices: Send to Fairexx at least one day before departure by fax: +49 304 403 4779 or by email to stefan.grunwaldt@fairexx.com

- 1 Copy of Airwaybill / Flight details
- 1 Copy of commercial invoice / packing list

- **Roadfreight/ Courier Shipment**

- ✓ **For non-European Union Goods when custom clearance is required:**

Roadfreight/ Courier Shipments should arrive no later than **20 April 2012** to the following address:

Warehouse address: FAIREXX Logistics for Exhibitions GmbH
c/o MULTILOGISTICS GmbH
Modul D / 3rd Floor
Suedallee - Cargoterminal
DE- 85356 Munich-Airport / Germany

Notify: EuroPREvent 2012/Exhibitors Name, Hall & Stand Number

Pre-advices : For your Roadcargo/courier shipments please send to Fairexx in advance by fax: +49 304 403 4779 or by email to stefan.grunwaldt@fairexx.com

- Trucking details (Truck no., haulier, ETA)
- Copy of invoice / packing list

- ✓ **For European Union Goods when custom clearance is not required:**

Roadfreight/ Courier Shipment should arrive no later than **22 April 2012**.

Warehouse address: FAIREXX Logistics for Exhibitions GmbH
Kesselbodenstrasse 34
DE- 85391 Allershausen / Germany

Notify: EuroPREvent 2012/Exhibitors Name, Hall & Stand Number

Pre-advices : For your Roadcargo/courier shipments please send to Fairexx in advance by fax: +49 304 403 4779 or by email to stefan.grunwaldt@fairexx.com

- Trucking details (Truck no., haulier, ETA)
- Copy of invoice / packing list

- **Full / Half Trailer Loads – Direct deliveries to the venue:**

Should arrive directly at CCD (The Convention Centre Dublin), in accordance with the official build-up schedule and slot number given by Fairexx.

For deliveries of semi & full loads during build up, make sure you send a timeslot request form to Fairexx to schedule your truck access. Trucks will be refused access if not on the Fairexx schedule.

Venue Address: THE CONVENTION CENTRE DUBLIN
c/o FAIREXX Logistics for Exhibitions GmbH
East Access Road - Spencer Dock
North Wall Quay - IRL- Dublin 1 - IRELAND

Notify: EuroPREvent 2012/Exhibitors Name, Hall & Stand Number

Pre-advices: For your Roadcargo Shipments, please send to Fairexx in advance by by fax: +49 304 403 4779 or by email to stefan.grunwaldt@fairexx.com

- Trucking details (Truck no., haulier, ETA)
- Copy of invoice / packing list

Within the limits of the CCD Dublin, 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: <http://www.esceexhibition.org/EuroPRevent2012>

2.1.9 Goods Entrance

All materials for the Exhibition Hall should be unloaded at the east access road or the loading dock. Please refer to access plan on <http://www.esceexhibition.org/EuroPRevent2012>

2.1.10 Traffic Control

Please instruct your drivers to wait at the entrance of the loading area. Once registered with Fairexx, unloading may proceed according to the access schedule. A waiting period should be expected.

Always park your vehicle in the allotted space. Note that parking is not allowed in front of doors or on ramps. Information about truck and car parking is available on: <http://www.esceexhibition.org/EuroPRevent2012>

2.1.11 Transport Regulations/Handling

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

During the exhibition opening hours, from Thursday 03 May 09:00 to Saturday 06 May 14:00, 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 Congress Centre has the right to store all packaging that is left in the aisles after 18:00 on **Wednesday 2 May 2012.**

2.1.12 Storage

No refuse (e.g. empty cartons, crates or shipping/packing materials) may be left behind on your booth or in the aisles. If any exhibitor or contractor(s) leaves such materials behind, the costs of removing will be charged to the exhibitor. Please contact the Official Forwarder and Lifter (Fairexx) for handling and storage of your empty crates and other packing material during the Congress.

2.1.3 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

CCD Services 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 CCD Services must make sure that the rules and regulations laid down by the Irish authorities are observed. However, Exhibitors are allowed to establish serving areas at their stand, but only after approval by and according to specifications laid down by the CCD Services.

Exhibitors are allowed to hand out food and beverage samples of their own products under the condition that the Irish food regulations are observed. Under no circumstances will the exhibitors be allowed to sell food or beverages from their stand. All food & drink offered in the exhibition must be arranged via the official caterer. Orders should be made via the CCD online services.

2.1.15 Stand Activities

Please inform the ESC of your planned Stand Activity and Giveaways by sending the Stand Activity form available on <http://www.escexhibition.org/EuroPREvent2012> before **19 March 2012**. Please note that stand activities should adhere to the following rules:

I) The main activity of any exhibition stand should be the presentation of the exhibiting company and/or its products or services. The use of photographers, portrait artists or other 'attractions' is not allowed, any similar project must be submitted to the ESC exhibition department for the European Association for Cardiovascular Prevention & Rehabilitation (EACPR) approval prior to EuroPREvent 2012. Failure to do so may result in the exhibitors being obliged, at their own expense, to discontinue any such activity on-site.

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

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

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

All such activities require the prior approval of the ESC.

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

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

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

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

V) Exhibitors shall refrain from holding lotteries, organising games of chance and using "market stall techniques". Only quizzes with a scientific content can be held at the stand. Any such activity must be approved by the ESC exhibition department. Participation can be 'rewarded' with a prize. However, the prize should be offered and the same for all. 'Drawing winners' is not allowed. Maximum retail value should be €10 and the item should have a scientific value.

VI) Notwithstanding the legal responsibilities of each Exhibitor at his own stand, the ESC policy accepts that small giveaways are distributed (maximum retail value €5) for example badges, T-shirts, pens. Giveaways can only be distributed inside the stand. The distribution of giveaways should be low profile and should in no way overshadow the main activity of the stand. Please inform the ESC exhibition of your planned Stand Activity and Giveaways by sending the Stand Activity form. All such giveaways must have the written approval of the ESC exhibition team.

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

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

IX) Exhibitors are not allowed:

- To use names or trademarks which may be misleading or cause hindrance to the Exhibitors at the other stands or to visitors to the EuroPREvent Congress 2012.
- Barring exemption applied for and granted, to sell goods against surrender of the purchased items or to receive money in any way for goods sold or offered for sale or for services rendered. Such activities require the prior approval of the ESC.
- To affix sold-tags to goods on display.
- To remove exhibits from the stand, to add exhibits to the stand or to cover (parts of) exhibits on the stand. Nor should stands be dismantled or removed prior to the end of the event.

X) The site assigned to the Exhibitor shall be staffed at the beginning of the exhibition (Thursday 03 May 2012, 09:00), during the opening hours of the exhibition as well as during the construction and the dismantling and removal of the stand. The Exhibitor shall make sure that a competent representative is present on the exhibit at all times.

XI) The use of the names of the European Society of Cardiology (ESC), European Association for Cardiovascular Prevention and Rehabilitation (EACPR), EuroPREvent 2012 as well as the logos of these entities, is strictly forbidden in any advertising, publicity, sign, product, printed matter, film, video, or other media, etc. without the explicit permission in writing from the Organiser or the EACPR. Exhibitors may use the Congress graphic where approval has been granted by the ESC. Exhibitors or their agencies are not allowed to reproduce texts, drawings or graphics that have been specially produced by the ESC for use in publications such as the Final Programme or the Abstract CD ROM.

XII) None of the exhibits may be photographed or filmed without the permission of the relevant Exhibitor. The ESC is entitled to photograph, draw or film the installations and stands, as well as the exhibits thereon and to use these reproductions in its publications and in the press. The Exhibitor is entitled to photograph or film his own exhibition stand during exhibition hours.

XIII) The organising committee has adopted a policy which limits industry sponsored entertainment, lunches, seminars or other formal gatherings. Without the specific approval of the Organiser, companies should not organise such events during the two days before EuroPREvent 2012, during EuroPREvent 2012 itself or during the two days immediately after EuroPREvent 2012 (i.e. 01/05/2012 – 07/05/2012). Should a company wish to plan any such events then it is advised to consult the Organiser in due time.

2.1.16 Miscellaneous

Smoking

Smoking is 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 5 March 2012, to EuroPREventexhibition@escardio.org.

Without the written approval of the Organiser, no stand can be built. If a company wishes to hire a stand module from the local stand supplier, Obexpo, the EuroPREvent Secretariat should be informed.

2.2.1 Exhibition Location

The exhibition will be located in the Foyer Hall – Ground floor of The Convention Centre Dublin - CCD

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 6m² 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 need to rent a standard exhibit stand module are advised to use the services of our local supplier. See Order Form on <http://www.esceexhibition.org/EuroPREvent2012/default.aspx>.

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 only. The Organiser will number each stand.

2.2.3 Detailed Stand Construction Guidelines

- **Stand Design**

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 Building. This information has to be sent to the ESC before **5 March 2012**.

The drawings shall clearly indicate the planned layout, equipment and furnishing of the stand, including the graphics and signage, location of the activities (presentation, games/quizzes...). Also indicated must be the location of power outlets, electricity cables, water and compressed air connections as well as telephone and ventilation installations. If fabrics (including linoleum and vinyl floor coverings) are to be used, safety certificates in English or Danish (language) should be supplied.

Stand drawings can be deemed approved for construction only once written approval has been secured from the ESC.

- **Approval**

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. All expenses for these corrections will be payable by the Exhibitor. The ESC accepts no responsibility for damages caused by these corrections.

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**

Shell scheme stands provided by the local stand supplier will be uniform stands with uniform graphics, height and design. Exhibitors who will need to rent a standard exhibit stand module are advised to use the services of the local stand supplier mentioned above in these guidelines.

Order form and Stand services Catalogue are available on our web site: <http://www.esceexhibition.org/EuroPREvent2012/default.aspx>.

- **Stand height**

The (standard) maximum height of stand constructions is 2.5 meters. If you wish to build higher than this please contact the ESC for approval (EuroPREventexhibition@escardio.org).

In cases where in-line, corner or peninsula stands are permitted to construct inside the stand elements above the separation wall height, such elements must be positioned at least 0.50 metre from the separation wall.

- **Two-storey structures**

Two-storey structures are not allowed. Arches, bridges or similar constructions connecting two or more stands are not allowed.

- **Separation walls**

All peninsula, corner and in-line stands must be separated from the neighbouring stand(s) or hall wall by means of a separation wall. 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 height of the separation wall, and this agreement differs from the policy prescribed by the ESC, this agreement has to be approved by the ESC and in any case may not exceed 3.5 metres height.

- **Back wall**

The rear sides of the stands shall be designed and decorated by the Exhibitor to whom this stand belongs, provided that the interests of the neighbours are not affected thereby.

- **Open side of a stand**

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 (EuroPREventexhibition@escardio.org).

Walls erected on open sides of a stand must be 0.30 metre inset from the edge of the stand, must not be longer than 1/3rd length of the stand and should be no higher than 2.5 metres.

This applies for all stand types: island, peninsula, corner and in-line.

- **Stand transparency**

For island and peninsula booths, the ESC requires that line of sight through the stand be possible from aisle to aisle for at least 40% of the stand width when viewed from each open side.

- **Stand flooring**

The stand floor must be adequately covered, for instance with carpeting or carpet tiles. **Please note that Exhibition Hall aisles must be clear of goods on Wednesday 2 May 2012, 18:00.**

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.

It is forbidden to place mortar directly on the floor, to nail with percussion tools or to paint with spray guns.

- **Platform**

The use of the 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);
- The platform 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.
- Free sides of stairs, platforms, catwalks etc. must be protected or covered in such a manner that there is no risk of fall. All regulations (e.g. UVV) must be observed.

It is forbidden to dig trenches, anchorages or to make other structural alterations inside the Building, unless explicit authorisation has been obtained from the Building owners.

- **Load capacity**

The maximum permissible load on the floors of the Building is approximately **1150 Kg per square meter**

- **Keep aisles clear**

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 immediately.

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

- **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 roofing**

Stands may be covered by a roof insofar such roofs are in compliance with the fire protection regulations in Denmark. Any and all horizontal decorations, ceiling areas and roofs require approval by the ESC and must be in accordance with 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, i.e. 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).

- **Suspension points**

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

- **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 all times.

- **Positioning of exhibits**

The Exhibitor is not allowed to place articles to be exhibited in a manner, which, in the ESC's opinion, affects or hinders neighbouring stands, e.g. as 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.

- **Construction**

The ceilings, walls, columns and technical installations of the Building in general must not be subject to loads from the decoration or objects exhibited. It is forbidden to hang anything from the ceiling of the Building, 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.

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

Stands construction and fittings (Materials and fire requirements)

All stands, materials, installations, advertising supports, etc, must conform to public safety requirements.

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 (i.e. A as specified in DIN 4102 or A1 as specified in DIN EN 13501-1).

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

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

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

The use of air balloons filled with combustible gas is prohibited in all spaces of the CCD.

- **Building integrity**

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.

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 2012. 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. Exhibitors must ensure their booth is clean following the installation and set-up phase. Cleaning is also strongly advised during the exhibition and should be ordered by each exhibitor from the building. Cleaning can be ordered from the CCD web site. For further details on access, see <http://www.esceexhibition.org/EuroPREvent2012/default.aspx>.

2.2.6 Electricity

The Building strictly requires all electrical connections to be made via the local stand supplier, Obexpo.

Please order your electricity and connections using the order form available in the Stand services catalogue on [www. http://www.esceexhibition.org/EuroPREvent2012/default.aspx](http://www.esceexhibition.org/EuroPREvent2012/default.aspx). Do not forget to indicate on the order form where you wish the electrical connections to be installed.

IMPORTANT: Mains power supply will be switched off overnight (1 hour after the exhibition opening hours). Should you require 24 hours power, this should be specified on the order form. 24 hours power will be connected from the day of build up, Wednesday 02 May 2012, 07:00 until Saturday 05 May 2012, 15.00 – unless otherwise agreed with the Technical Service Department. Power supplies, network and telephone cables as well as plumbing will be run into your stand via the hall service channels.

2.2.7 Internet, telephone and fax Connections

Exhibitors should use the relevant order form available on CCD online services for internet, telephone and fax connections.

2.2.8 Water

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

2.2.9 Miscellaneous Services

If you wish to order services, which are not mentioned in the Exhibitor Catalogue, please contact our stand service supplier:

Mr Tony O'Brien

Obrien expo services ltd.
The coachhouse
Rear of 1 warwick terrace
Appian way, ranelagh
Dublin 6 , Ireland
Tel: +353 161 447 00
Fax: +353 161 446 76
Email: tony@obexpo.ie



Section 3 - Industry Sponsored Sessions

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

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:

- Thursday 3 May 2012

12:30 -13:30 (60-minute session)

- Friday 4 May 2012

12:45 -13:45 (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 12:15 on Thursday 3 May 2012, 12:30 on Friday 4 May 2012, after the scientific session and must leave the lecture rooms at 13:45 on Thursday 3 May 2012, 13:50 on Friday 4 May 2012 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 Sponsored Sessions. Access to EuroPREvent 2012 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 220 to 800 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 2012 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 Sponsored 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 2 to 4 May 2012.

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 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 2012**.

IMPORTANT:

It is strictly forbidden to hold Satellite Symposia outside the official EuroPREvent 2012 programme between 30 April 2012 and 8 May 2012.

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 Speaker 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*:

- **Wednesday 2 May 2012** 15:00 – 18:30
- **Thursday 3 May 2012** 07:30 – 19:30
- **Friday 4 May 2012** 07:30 – 18:00

*Subject to changes

Speaker 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 2012** Secretariat offices at satellite@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 2012**.

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: +33 489 872 003 - Fax: +33 492 947 626 - 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 2012** 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 us of any modifications to the Scientific Programme of the Satellite Symposia before **15 February 2012** in order to be printed in the Final Programme.

Late modifications in the Satellite Symposia Programme received on or after **16 February 2012** cannot be printed in the Final Programme.

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.

Section 4 – Sponsorship, Advertising & Promotional Opportunities

4.1 Participation & Sponsorship Opportunities

EuroPREvent 2012 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 2012, 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 2012 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 2012 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	Inside Back Cover	€ 6 000
Note Pads & Pens		€ 5 000
Abstracts CD-ROM	Exclusive Sponsorship	€ 10 000
Delegate Bag	Exclusive Sponsorship	€ 10 000
Badge Laces	Exclusive sponsorship	€ 8 000
Webpace	Exclusive sponsorship	€ 10 000
Pedal for your heart		€ 10 000
Healthy Breaks	One Day	€ 5 000
	Exclusive / Entire meeting	€ 20 000
Delegate Bag Insert	Invite to a Satellite Symposium	€ 5 000
Weblink	Promote your session	€ 2 000
Webcast of Satellite Symposium		€ 5 000
Opening Ceremony Cocktail		Price upon request
Congress Grant/per session		€ 7 500

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 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.escehhibition.org/EuroPREvent2012/default.aspx>. 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 & EuroPREvent2012Web 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 2012

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:

- Format : 195 mm (w) x 275 mm (h)
- **Submit for approval: 07 February 2012**

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 EuroPREvent 2012. 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: 1 400
 - **Submit for approval: 12 March 2012**
 - Date to receive the DBIs: 12 April 2012 **at the European Heart House.**

Please address your shipment as follows:

Attn: Ms Chelsea Thomas (EPREVENT 2012/DBI/ **YOUR COMPANY NAME***)

EUROPEAN HEART HOUSE

2035, Route des Colles

Les Templiers

06903 Sophia Antipolis, France

- *****: "Your company name" must be the **company holding the Satellite session**, do not use printer, agency or other names

Weblink

Invite delegates to your congress activities by designing a promotional page link to the EuroPREvent 2012 Web Site. This invitation will communicate your congress message to delegates in two locations online (Page Link to the official EuroPREvent 2012 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 Security: ideally locked Open size: ideally 100% Number of pages: 3 pages max Images: may be included</p>	<p>Provide organiser with the invitation URL, not the company web site URL. Must be optimized for web 1280 x 1024 pixel Size: the lighter the better</p>

Submit for approval: 12 March 2012

Note Pads & Pens

- High resolution logo to be provided for the screen saver acknowledgement by 31 January 2012

Pedal for your Heart:

- High resolution logo to be provided for the screen saver acknowledgement by 31 January 2012



Section 5 – Conditions of Participation

5.1 General Conditions

The following conditions of participation concern EuroPREvent 2012 sponsors insofar as the contractual partners do not reach contrary agreements in writing.

5.2 Admission to EuroPREvent 2012

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 2012 Secretariat constitutes conclusion of the rental contract between the Exhibitor and the EuroPREvent 2012 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 2012 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 2012 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 2012 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 2012 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 2012 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 2012 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 2012 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 2012 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 2012. The EuroPREvent 2012 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 2012 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 2012 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 2012 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 2012 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 2012 Secretariat. Furthermore the EuroPREvent 2012 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 2012 Secretariat will not be responsible for the insurance of such items. EuroPREvent 2012 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 2012 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 2012 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 2012 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 2012 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 2012 Secretariat. If the Exhibitor cancels a reservation **before 31 January 2012**, the amount paid will be refunded minus 50% of the total amount due. If a reservation is cancelled by the Exhibitor **after 31 January 2012** no refund will be made, and the total amount for the stand space is due.

For Industry Sponsored Sessions:

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

If a cancellation is received before **15 February 2012**, 50% of the total amount due will be charged.

If a cancellation is received on or after **15 February 2012**, 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 2012 Secretariat.

5.15 Supplementary Provisions

Constituent parts of the rental contract take the form of the Housing Regulations, the Guidelines for Industry Participation as well as other organisational and technical regulations sent to the Exhibitor before the exhibition opens.

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 Sponsored 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 2012 Secretariat must be submitted in writing. These claims will lapse within 6 months from the closure of each EuroPREvent 2012 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 2012 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

For any cases not covered or not clearly indicated in these Guidelines for Industry Participation, EuroPREvent 2012 Secretariat's decision shall be final.

