

EUROPEAN ASSOCIATION FOR CARDIOVASCULAR PREVENTION AND REHABILITATION (EACPR)

# EuroPrevent

THE EACPR ANNUAL MEETING **2013**

**GUIDELINES FOR INDUSTRY PARTICIPATION**

**ROME ITALY 18-20 APRIL**



**Universal approach to Preventive Cardiology**

[www.escardio.org/EuroPrevent](http://www.escardio.org/EuroPrevent)



## **Your Contacts**

For **General Information** please contact:

EuroPrevent 2013 SECRETARIAT

2035, Route des Colles

Les Templiers

B.P. 179

F-06903 SOPHIA ANTIPOLIS

France

General Information: [europrevent@escardio.org](mailto:europrevent@escardio.org)

Website: [www.escardio.org/congresses/europrevent-2013](http://www.escardio.org/congresses/europrevent-2013)

Tel : +33 492 94 76 00

Fax : +33 492 94 76 01

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

Sponsorship, Advertising & Promotion

Satellite Symposia

Exhibition

Registration

Hotel accommodation

Abstracts and Scientific information

Room rental

[sponsorship@escardio.org](mailto:sponsorship@escardio.org)

[europreventservices@escardio.org](mailto:europreventservices@escardio.org)

[europreventservices@escardio.org](mailto:europreventservices@escardio.org)

[europreventregistration@escardio.org](mailto:europreventregistration@escardio.org)

[europreventhotels@escardio.org](mailto:europreventhotels@escardio.org)

[europreventscientific@escardio.org](mailto:europreventscientific@escardio.org)

[roomservices@escardio.org](mailto:roomservices@escardio.org)

## **Important Dates**

<b>5 November 2012</b>	Deadline for stand application forms Deadline for satellite symposia applications
<b>18 January 2013</b>	Deadline for exhibitors to send their Company and Product description
<b>23 January 2013</b>	Deadline for satellite organisers to send their satellite symposia programme
<b>25 February 2013</b>	Deadline for exhibitors to submit their Stand Design
<b>8 March 2013</b>	Deadline for exhibitors to order Exhibitor Badges
<b>11 March 2013</b>	Deadline for exhibitors for declaring Giveaway and Stand Activity
<b>15 March 2013</b>	Deadline to receive your artwork (Delegate Bag Insert) for approval
<b>15 March 2013</b>	Stand Services and Shell Scheme Stands Order Deadline. Order received after this date will be subjected to 30% surcharge and availability of items
<b>11 April 2013</b>	Catering Orders Deadline



**We would like to invite you to EuroPREvent 2013**, the premiere international forum for Preventive Cardiology!

The congress, organised by the European Association for Cardiovascular Prevention and Rehabilitation (EACPR), will take place in Rome from 18 to 20 April 2013.

The theme of the congress will be the Universal Approach to Cardiovascular Prevention and Implementation and that is exactly what the congress is about: how we can universally work together in the prevention of cardiovascular disease!

Building on Italy's emphasis on sports medicine, the congress will open with a Master Class Course on Sports Cardiology, highlighting its importance in prevention and rehabilitation. As this year's meeting will emphasise the global approaches to prevention, joint sessions with local, European and International Associations will take place on Thursday afternoon, focusing on the various existing prevention and implementation methods and programmes.

On Friday and Saturday, the programme will be dedicated to epidemiological case presentations organised jointly with the ESC National Cardiac Societies to showcase different prevention programmes. There will also be more 'Focus On' sessions highlighting the different nutrition and lifestyles across the globe and a key note address from an esteemed member of the Prevention Community.

EuroPREvent 2013 will bring the finest international health experts together to present their research and translate it into usable knowledge for practitioners, health care workers, researchers, and policy makers. The message of prevention starts with all of you and all our combined efforts.

We look forward to welcoming you in Rome, a city full of history, beauty, architecture, hospitality and the Mediterranean diet!

**Stephan Gielen**  
*EACPR President 2012-2014*

**Volker Adams**  
*Chairperson*  
*EuroPREvent Congress Programme Committee*

**Pantaleo Giannuzzi**  
*Co-Chair of the Congress Programme Committee*  
*EuroPREvent 2013 Local Organiser*  
*EACPR Past-President 2010-2012*

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## Section 1 – General Information

### 1.1 Venue

Palazzo dei Congressi  
Piazzale J.F. Kennedy, 1  
00144 – Roma, Italia  
Website: [www.eurcongressiroma.it](http://www.eurcongressiroma.it)  
City Centre to Venue : 11km / 20 min by car

### 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:

<b>City</b>	Rome
<b>Building</b>	Palazzo dei Congressi
<b>Exhibitor</b>	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.
<b>Organiser</b>	ESC Congress Division of behalf of the European Association for Cardiovascular Prevention & Rehabilitation (EACPR)
<b>The Meeting</b>	EuroPREvent 2013

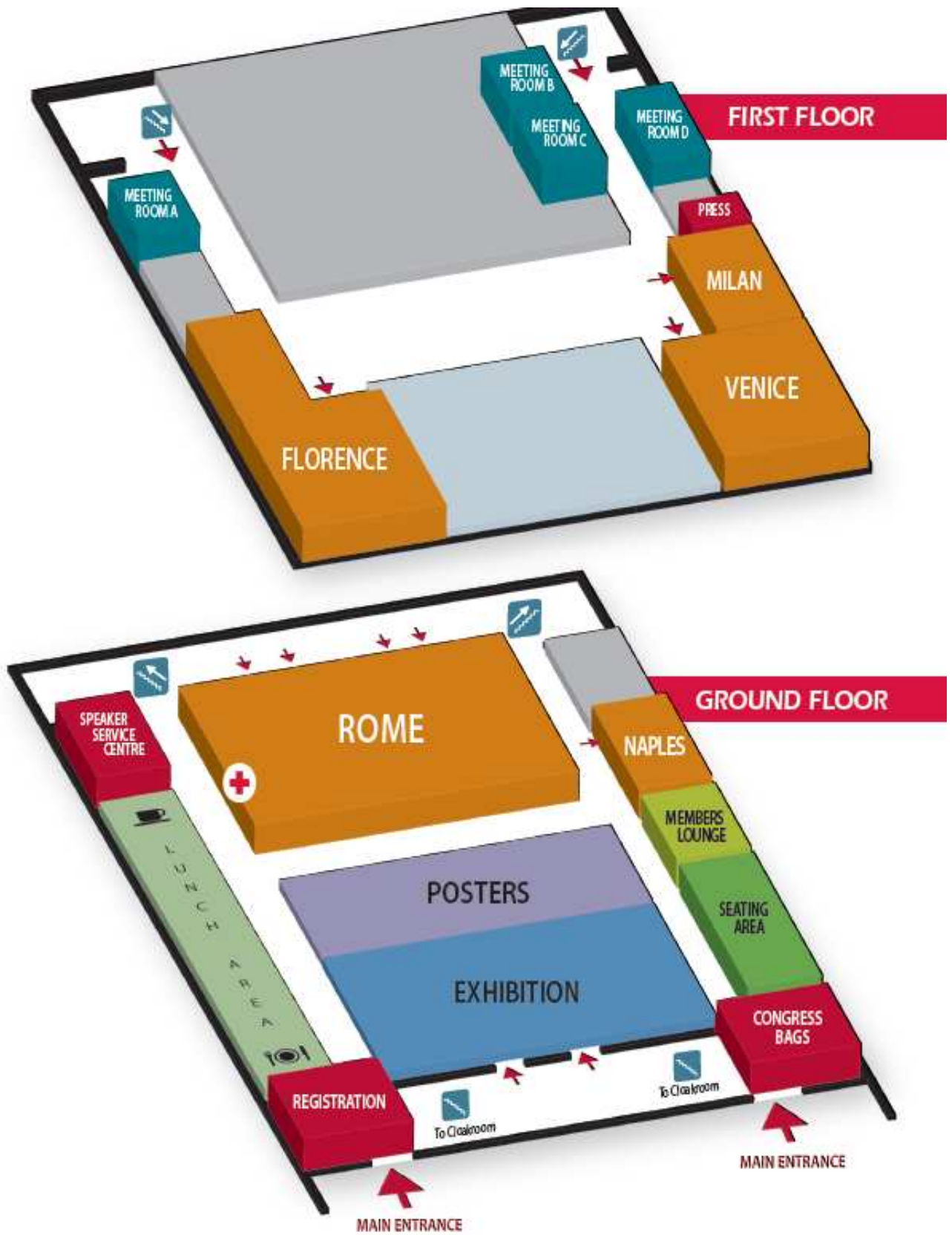
### 1.3 Congress dates: 18 – 20 April 2013

	<b>Wednesday 17 April</b>	<b>Thursday 18 April</b>	<b>Friday 19 April</b>	<b>Saturday 20 April</b>
<b>Registration</b>	15:00 - 18:00	07:30 - 18:00	07:30 - 18:00	07:30 - 15:00
<b>Speaker Service Centre</b>	15:00 - 18:30	07:30 - 18:00	07:30 - 18:00	07:30 - 15:00
<b>Scientific Programme</b>	Closed	08:30 - 19:15	08:30 - 18:00	08:00 - 16:30
<b>Exhibition</b>	Closed	09:00 - 20:00	09:00 - 18:00	09:00 - 14:00

### 1.4 Language

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

## 1.5 Building Overview



## Section 2 – Exhibition

### 2.1 Exhibition General Information

#### 2.1.1 Exhibition Contacts

**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 86 83 - Fax: +33 (0)4 92 94 76 26  
Email: [europreventservices@escardio.org](mailto:europreventservices@escardio.org)  
Web Site: [www.esceexhibition.org/EuroPREvent2013](http://www.esceexhibition.org/EuroPREvent2013)

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

**Mrs. Cristiana Pasquarelli**  
**Roma Convention Group S.p.A.**  
Viale della Pittura 50, 00144 Roma, Italia  
Tel: +39 065 451 3724 – Fax: + 39 065 451 3800  
Email: [c.pasquarelli@romaeur.it](mailto:c.pasquarelli@romaeur.it)  
Web Site: [www.romaconventiongroup.it](http://www.romaconventiongroup.it)

**For information regarding:**

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

Please contact:

**Mr. Andrea Tancioni**  
**Roma Convention Group S.p.A**  
Viale della Pittura 50, 00144 Roma, Italia  
Tel. +39 065 451 3716 - Fax + 39 065 451 3800  
Email: [a.tancioni@romaeur.it](mailto:a.tancioni@romaeur.it)  
Web Site: [www.romaconventiongroup.it](http://www.romaconventiongroup.it)

**For catering information, please contact:**

**Ms. Debora Melis or Ms. Germana Nanni**  
**Palombini Eur Srl**  
Via Poggibonsi 15, 00148 Roma, Italia  
Tel: +39 066 574 3314 – Fax: +39 066 574 7519  
Email: [d.melis@palombini.com](mailto:d.melis@palombini.com) – [g.nanni@palombini.com](mailto:g.nanni@palombini.com)

Find all **relevant information, documentation, guidelines and order forms** on the ESC Exhibitors and Industry Partners Web Site: [www.esceexhibition.org/EuroPREvent2013](http://www.esceexhibition.org/EuroPREvent2013) such as:

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

**We recommend you visit [www.esceexhibition.org/EuroPREvent2013](http://www.esceexhibition.org/EuroPREvent2013) regularly to complete order forms in due dates and learn about the latest announcements**



## 2.1.2 Exhibition Dates

### **Exhibition Build Up:**

Tuesday 16 April	12:00 – 18:00	Exhibition Build-Up
Wednesday 17 April	09:00 – 18:00	Exhibition Build-Up
Thursday 18 April	08:00 – 09:00	Stand decoration only

### **Exhibition Opening Hours:**

Thursday 18 April	09:00 – 20:00	<b>Exhibition OPEN</b>
	18:00 – 19:00	Opening Ceremony
	19:00 – 20:00	Opening Cocktail in the Exhibition Area
Friday 19 April	09:00 – 18:00	<b>Exhibition OPEN</b>
Saturday 20 April	09:00 – 14:00	<b>Exhibition OPEN</b>

### **Exhibition Dismantling:**

Saturday 20 April	15:00 – 24:00	Exhibition 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 Tuesday 16 April the hall will be open for construction from 12:00 to 18:00 and on Wednesday 17 April from 09:00 to 18:00.

**All construction must be completed imperatively by 18:00 on Wednesday 17 April.**

On Thursday 18 April from 08:00 to 09:00 only decoration of the stands will be allowed.

From 18:00 on Wednesday 17 April, empty cases must be removed from the aisles which must be kept clear for cleaning and carpeting. Any packing cases still left in the aisles will be removed at the exhibitor's expense.

For Exhibitor requesting stands from the local stand supplier, the stand will be ready to decorate from Wednesday 17 April.

**NO DISMANTLING BEFORE 15:00 on Saturday 20 April.**

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.

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

**Security guards may be hired to protect valuables (order form available online in the Exhibition Catalogue).**

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## 2.1.3 Exhibition Time Schedule

- Stand construction must be finished by **Wednesday 17 April, 18:00.**
- All packing material that is to be retained (e.g. for re-use) should be cleared from the Exhibition Hall on **Wednesday 17 April, 18:00. After this time, any materials left in the aisles will be cleared by the Organisers and destroyed. The Organiser accepts no liability for packing materials not removed in due time.**
- Stand personnel can access the exhibition 1 hour before the opening from Thursday 18 April with an exhibitor badge.
- Build-up will take place on Tuesday 16 April from 12:00 to 18:00 and Wednesday 17 April from 09:00 to 18:00.
- On Thursday 18 April 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.
- The EuroPREvent Secretariat will have an office (organiser's office) in the Building from Tuesday 16 April.



## 2.1.4 Working Passes and Exhibitor Badges


### **Working Passes**

In the interest of security, only those individuals directly responsible for the erection and dismantling of the stands will be permitted in the Exhibition area during stand construction and dismantling times. 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.

### **Free Exhibitor Badges**

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

**Exhibitor Badges Allocation:** The number of badges depends on the size of the stand:



Stand size between	General Exhibitor Badges	Scientific Exhibitor Badges
9 and 49 m <sup>2</sup>	4	4
50 and 99 m <sup>2</sup>	8	8
100+ m <sup>2</sup>	12	12

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

**General Exhibitor badges do not give access to EuroPREvent 2013 Scientific Sessions. Scientific Exhibitor Badges enable the bearer to access the Scientific Sessions of EuroPREvent 2013; However do not allowed to get a congress bag, a certificate of attendance and do not include a journal subscription.**

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Exhibitor Badges must be ordered before **8 March 2013** using the exhibitor badge order form available on: [www.esceexhibition.org/EuroPREvent2013](http://www.esceexhibition.org/EuroPREvent2013)

For more information contact the registration team: [europreventregistration@escardio.org](mailto:europreventregistration@escardio.org)

### **Additional Exhibitor Badges**

If the number of free Exhibitor badges is insufficient, only General Exhibitor Badges may be purchased at a price of **€100.00** per badge, **plus VAT if applicable**.

## 2.1.5 Product Description

All Exhibitors will be listed in the Final Programme, Mobile Application and ESC Web Site together with a short description of the products exhibited (Maximum 50 words). To this end, all Exhibitors should submit the Product Description's e-form available on [www.esceexhibition.org/EuroPREvent2013](http://www.esceexhibition.org/EuroPREvent2013) before **18 January 2013**.

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

## 2.1.6 Surveillance & Security

- The Organiser undertakes the general surveillance service of the Building, both by day and at night.
- Exhibitors are responsible for the surveillance of their stand and exhibits.
- We recommend exhibitors pay closer attention to their exhibits during the stand construction and dismantling periods.
- We strongly urge exhibitors to secure their stand against theft or damage. Valuable objects, which may easily be removed, should be locked away 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 the local supplier, the order form is available online in the Exhibition Catalogue: [www.esceexhibition.org/EuroPREvent2013](http://www.esceexhibition.org/EuroPREvent2013)
- The Organiser may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of EuroPREvent 2013, 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 responsibility for damage, loss, theft, disappearance or injury of anything or anyone due to any cause whatsoever. The Exhibitor and any contractors under exhibitor employment are obliged to take out insurance against third party risks before the start of the exhibition. The cost for this insurance and responsibility for its arrangement belongs to the Exhibitor.

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

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

### 2.1.8 Shipping Information

Official Forwarder and Lifter for EuroPREvent 2013:

#### **FAIREXX Logistics for Exhibitions GmbH**

Marienstrasse 28

12207 Berlin

Germany

Tel: +49 (0)30 44 03 47 13

Fax: +49 (0)30 44 03 47 79

**Contacts:** Mr. Stefan Grunwaldt / [Stefan.grunwaldt@fairexx.com](mailto:Stefan.grunwaldt@fairexx.com)  
**On-site contacts:** Fairexx / Mr. Stefan Grunwaldt / +49 173 212 94 10  
**Web Site:** [www.fairexx.de](http://www.fairexx.de)

**A shipping manual including documentation and deadlines required for customs clearance is available online at [www.escehhibition.org/EuroPREvent2013](http://www.escehhibition.org/EuroPREvent2013).**

- **Groupage shipments - No customs clearance is required:**

Shipments should arrive at advanced warehouse below no later than **11 April 2013**.

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

**Notify:** EuroPREvent 2013 / Exhibitor Name / Hall & Stand Number

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

Should arrive directly at The Palazzo dei Congressi in accordance with the official build-up dates and timeslots that should be booked from Fairexx. The time slot form is available online:

[www.escehhibition.org/EuroPREvent2013](http://www.escehhibition.org/EuroPREvent2013)

**For deliveries of semi & full loads during the build up, make sure you send back the timeslot request form available on our web site to Fairexx to let them schedule your trucks.**

**Venue Address:** FAIREXX Logistics GmbH  
c/o Palazzo dei Congressi  
Piazzale Kennedy No. 1  
00144 Rome / Italy

**Notify:** EuroPREvent 2013 / Exhibitor Name / Hall & Stand Number

**On-site contact:** Stefan Grunwaldt / +49 173 212 94 10

- **Airfreight Shipment**

Your airfreight shipments should arrive at MUNICH German Airport (MUC) no later than **9 April 2013**, address as follows:

**Consignee Address:** FAIREXX Logistics GmbH  
c/o MULTI LOGISTICS GmbH  
Suedallee – Cargoterminal  
Modul D / 3<sup>rd</sup> Floor  
DE-85356 Munich-Airport / Germany

**Notify:** EuroPREvent 2013 / Exhibitor Name / Hall & Stand Number

Send your prepaid shipments with the Masterairwaybill to the above mentioned address. 3 original Invoices in English and the Packing list should be attached to the Airwaybill.

**Pre-advice:** Send to Fairexx at least one day before departure by fax: +49 304 403 4779 or by email to [stefan.grunwaldt@fairexx.com](mailto:stefan.grunwaldt@fairexx.com)

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

- **Seafreight shipments**

Please contact Fairexx for requests about seafreight shipments by email to [stefan.grunwaldt@fairexx.com](mailto:stefan.grunwaldt@fairexx.com) or Tel: +49 304 403 4713.

Within the limits of the Palazzo dei Congressi, 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.esceexhibition.org/EuroPREvent2013](http://www.esceexhibition.org/EuroPREvent2013).

### **2.1.9 Goods Entrance**

All materials for the Exhibition Hall should be unloaded at the loading zone opposite to the main entrance. Please refer to access plan on [www.esceexhibition.org/EuroPREvent2013](http://www.esceexhibition.org/EuroPREvent2013).

### **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: [www.esceexhibition.org/EuroPREvent2013](http://www.esceexhibition.org/EuroPREvent2013).

### **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 18 April 09:00 to Saturday 20 April 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 17 April 2013**.

### **2.1.12 Storage**

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

Please contact the Official Forwarder and Lifter (Fairexx) for handling and storage of your empty crates and other packing material during the Congress.

### 2.1.13 Customs Information / Taxes & Duties

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

### 2.1.14 Catering

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

Exhibitors are allowed to hand out food and beverage samples of their own products under the condition that the Italian 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 order form available on: [www.esceexhibition.org/EuroPREvent2013](http://www.esceexhibition.org/EuroPREvent2013).

For further information, please contact:

**Ms. Debora Melis or Ms. Germana Nanni**  
**Palombini Eur Srl**  
Via Poggibonsi 15, 00148 Roma, Italia  
Tel: +39 066 574 3314 – Fax: +39 066 574 7519  
Email : [d.melis@palombini.com](mailto:d.melis@palombini.com) – [g.nanni@palombini.com](mailto:g.nanni@palombini.com)

### 2.1.15 Stand Activities, Hospitality and Publicity

Please inform the ESC of your planned Stand Activity and Giveaways by sending the Stand Activity form available on [www.esceexhibition.org/EuroPREvent2013](http://www.esceexhibition.org/EuroPREvent2013) before **11 March 2013**. 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 2013. 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 20m<sup>2</sup>, 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 20m<sup>2</sup>, 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.

**VII)** 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.

**VIII)** "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 2013.
- 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 18 April 2013, 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 2013 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 2013, during EuroPREvent 2013 itself or during the two days immediately after EuroPREvent 2013 (i.e. 16/04/2013 – 22/04/2013). 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.

### Access

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

## 2.2 Technical Guidelines for Exhibitors

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### **IMPORTANT NOTICE:**

**All Exhibitors must submit a detailed stand drawing to the Organiser before 25 February 2013 to [europreventservices@escardio.org](mailto:europreventservices@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, the ESC Exhibition department should be informed.**

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### 2.2.1 Exhibition Location

The exhibition at EuroPrevent 2013 will be located in the Salone della Cultura – Ground floor of the Palazzo dei Congressi.

- **Load capacity**

The maximum permissible load on the floors of the Building is:

- In the Salone della Cultura: **400 Kg per square meter**,
- In the Piazzale Arte (back entrance): **1 100 Kg per square meter**,
- In the Piazzale Kennedy (main entrance): **250 Kg per square meter**.

### 2.2.2 General Exhibition Information with Pricing and minimum stand space requirements

**The price of 'SPACE ONLY' is €400 per m<sup>2</sup> plus VAT. A reduced rate of € 250 per m<sup>2</sup> plus VAT is offered to publishers, booksellers and journals. Minimum stand size is 9 m<sup>2</sup> for Industry and 6m<sup>2</sup> for Publishers and Booksellers. For companies organising a Satellite Symposium, a stand of minimum 9m<sup>2</sup> 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 [www.escehhibition.org/EuroPrevent2013](http://www.escehhibition.org/EuroPrevent2013).

### 2.2.3 Detailed Stand Construction Guidelines

- **Overview information for stand construction**

**Important Notice:** All Exhibitors must submit a detailed stand drawing to the ESC Exhibitions Team ([europreventservices@escardio.org](mailto:europreventservices@escardio.org)) before **25 February 2013**.

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

- **Stand Dimensions**

Immediately after allocation of the stand, the exhibitor is urged to personally check the location and measurements of installations which might be found on the stand space assigned. The ESC does not accept responsibility for the detailed accuracy of the floor plans provided for exhibitors' reference.

- **Numbering**

Each stand will be numbered by the ESC.



- **Stand Design**

Every exhibitor must submit an exact statement of the dimensions of their stand, as well as plans and descriptions of their stand. Those companies renting a stand module from the building should submit the package type, dimensions & non-standard items such as display screens and catering areas.

This information should be sent to the ESC by email to [euopreventservices@escardio.org](mailto:euopreventservices@escardio.org) before **25 February 2013**.

The drawings must clearly indicate the planned layout, equipment and furnishing of the stand, including the signage and visuals. The location of power outlets, electricity cables, moving parts, details of raised floors, water as well as telephone and ventilation installations must also be indicated. Please supply:

- a SCALED top view drawing
- a SCALED side view drawing
- a three-dimensional drawing (or photograph)

Indicating the various heights and the open/transparent spaces will, in principle, be sufficient. If special construction is planned (information towers, moving parts, etc.), additional information will have to be submitted.

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

- **Responsibility**

Exhibitors are fully responsible for all displays and demonstrations they hold.

- **Responsibility to Neighbouring Stands**

EuroPREvent Congress is a long standing event with a reputation of equity in its dealings with all participants. The responsibility of ensuring a fair and balanced experience for all is shared by all participants.

Each exhibitor is asked to consider, therefore, the impact of their stand construction on neighbouring exhibits and ensure transparency. If there is a risk of unfairly blocking another stand from view, even when all the Guidelines are respected, the ESC will retain all rights of approval of the final stand design. In order to respect the fair nature of the exhibition, exhibitors are requested to indicate any possible problems of transparency or impediments to neighbouring stands. Failure to do so would breach the spirit of the exhibitor's contract with ESC and in such cases the exhibitor responsible will be expected to make such changes as are necessary at his own cost. In such cases, the decision of the ESC will be considered final.

- **Stand Design Approval**

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

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

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

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

Packing material shall be removed from the stand. If it appears to the ESC that the equipment and furnishing and/or the set-up and installation of the rented stand site will not be completed in due time prior to the deadline, the organisers shall be entitled to take all measures they may deem necessary. The Exhibitor shall pay all costs that could arise there-from. He shall not be entitled to any claim for reimbursement that may arise in consequence of such an intervention.

- **Shell scheme stands**

Those exhibitors who need to rent a standard exhibit stand module are urged to use the services of the official stand service supplier. Shell scheme stands (9m<sup>2</sup>-18m<sup>2</sup>) provided by the official stand service supplier will be uniform stands with uniform graphics, height and design. Partition walls will be 2.5m high, graphics & signage may rise 0.5m further.

A turn-key stand solution is available at attractive package prices for stands up to 18m<sup>2</sup>.

**This stand includes:**

- **STRUCTURE:** Walls, carpet, fascia board (1 per open side, standard font and lettering in black) and assembly charges.
- **LIGHTING:** 1 spotlight per 3m<sup>2</sup>, 1 multiple electric socket, power supply and electric consumption included.



- **FURNITURE PACKAGE:** According to the project, counter with high stool, brochure rack, coat rack, table and chairs.

Note that it is forbidden to make holes, insert screws or nails in the walls from the official stand service supplier.

Please refer to the stand package order form available on the ESC industry portal for further information: [www.esceexhibition.org/EuroPRevent2013](http://www.esceexhibition.org/EuroPRevent2013).

- **Stand Height**

If so desired, exhibitors with stands larger than 19m<sup>2</sup> can submit a written request to obtain permission to exceed the standard height of 2.5m. All designs over 2.5 metres high will be judged on transparency, size, location and volume.

Stand height allowance is in direct proportion to the m<sup>2</sup> floor area of each stand and is as follow:

**Stand Height Allowance:**

Stand size	Stand Height Allowance
Stands over than 41m <sup>2</sup>	3.5m
Stands from 19m <sup>2</sup> to 40m <sup>2</sup>	3m
Stands lower than 18m <sup>2</sup>	2.3m ** - 2,5m

\*\*Depending on the location of the stand the maximum height to build is 2.3m



- **Stand transparency**

For Island and Peninsula stand types, the ESC requires that line of sight through the stand be possible from aisle to aisle for at least 37% of the stand width when viewed from each open side.

On the closed side of peninsula stand type, the ESC requires that a line of sight for at least 37% of the stand width is respected when the construction (back wall) goes over the standard height of 2.5m.

As an example of assessment criteria, high walled areas forming large storage rooms may black neighbours unreasonably and in this case, will not receive approval. A high tower to attract attention (not blocking neighbours) is likely to be approved. For aesthetic reasons, ESC does not advise constructions rising floor to ceiling.

**NOTE:** If large enclosed areas are envisaged, it is important to consider this when initially choosing a stand location. There are several constraints attached to island stands, those with four open sides. Since these constraints apply to "open" sides of a stand, exhibitors planning an enclosed stand (a solid structure with covering) are advised to seek corner or in-line locations when selecting a stand location.

- **Accepted Stand Types (No Two-storey structures)**

Two-storey structures are not allowed. Arches, bridges or similar constructions connecting two or more stands are not allowed. L & U shape island stands are not encouraged.

- **Separation walls**

All peninsula, corner and in-line stands must be separated from the neighbouring stand(s) or hall wall by means of a separation wall – the building can supply this if required. In principle this separation wall should be 2.5 metres high and finished on all sides. The separation wall is considered as part of the stand design and should be indicated on the stand drawings. If two neighbouring Exhibitors come to an agreement regarding the separation wall, the right to and the height of this wall must be approved by the ESC. Walls, inset 1m from the perimeter of a stand, are not considered as separation walls.

In cases where an exhibitor fails to supply and install necessary separation walls by **18:00 on Wednesday 17 April 2013**, ESC will arrange for walls to be erected (and floor covering to be laid, if necessary) at the exhibitor's expense.

- **Back walls**

The rear sides of each stand shall be designed and decorated by the Exhibitor to whom this stand belongs, provided that the interests of the neighbours are not affected thereby. Walls constructed on an open side should be visually appealing to adjacent exhibits – some suggestions include screens with moving displays, scientific posters and colourful design and lighting.

- **Open sides of a stand**

Walls erected on the open sides of a stand must be 30cm inset from the edge of the stand, must not be longer than 1/3<sup>rd</sup> of the length of the stand and should be no higher than 2.5 metres. It is forbidden to erect walls; glazing or other constructions on or within 30cm of the perimeter of island stands. This also applies to the open sides of peninsula, corner and in-line stands. Stands should be fully accessible on all "open" sides. Request to be partially exempted from this rule should be submitted in writing to the ESC.

- **Stand elements**

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

Generally speaking, should the ESC considers that an item of the stand will obstruct visibility of neighbouring stands, the ESC reserves the right to ask for any modification.

- **Keep aisles clear**

All stands are separated from other neighbouring exhibits by aisle(s). Demonstration areas may not be set on the aisle line of the exhibit; space must be left within the stand 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.

- **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 opinion of the ESC, affects or hinders neighbouring stands, e.g. with regards to the visibility of the neighbouring stands. Articles to be exhibited must be kept within the stand perimeter. The exhibit should pose no danger to participants.

Any structural or display element which does not satisfy the organisers and/or venue officials in terms of safety must be made safe or removed.

- **Access to stand**

Exhibitors are obliged to grant official supervisory staff and accredited representatives of the Palazzo dei Congressi to their stands. Exhibitors, their staff and all visitors to the congress must obey the instructions of the above officers. In the event of a fire or other hazard all those present must leave the endangered area at once when directed to do so by a member of the safety and security staff.

- **Stand lighting**

No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space. Lighting should be directed to the inner confines of the stand space and project onto other exhibits or aisles. Lighting which is potentially harmful, such as lasers or ultraviolet lighting is not permitted. Lighting that spins, rotates, pulsates and other specialized lighting effect that could interfere with neighbouring exhibitors or detract from the general atmosphere of the congress is strictly forbidden.

- **Stand flooring**

The stand floor must be adequately covered, for instance with carpeting or carpet tiles. The floor area of the stand must not be covered with paint or glue. The stand area may be covered only by the installation of an elevated platform or carpeting must only be held in place by its own weight on the floor or by adhesive tape. These items must be removed by the exhibitor at the end of the exhibition. It is forbidden to place mortar directly on the floor, to nail with percussion tools or to paint with spray guns.

**Please note that the Exhibition Hall aisles must be clear of goods on Wednesday 17 April 2013, 18:00 to allow carpeting in the aisles.**

- **Platform floors**

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

- The platform must allow easy access to those in wheelchairs; part or all of the edges must be sloped for this purpose on each open side of the stand
- The maximum height allowed, measured from floor level to the top of the platform is 0.14 m without protection by a balustrade of at least 1.1 m in height
- For platforms in excess of 0.5 m a construction safety certificate, signed by a qualified technician, must be submitted
- The platform sides must be closed and neatly finished
- The platform edges must be safe (secured shape & easily visible)
- Platforms should be placed within the stand perimeter
- The platform must allow easy access to service points in case venue technicians require access

- **Stand roofing**

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

Roofs, including ceiling grids, must neither restrict nor obstruct fire safety installations. Materials used must be at least Category B1 in accordance with DIN 4102, or at least Class C in accordance with EN 13501-1, 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).

- **Building integrity**

The ceilings, walls, columns and technical installations of the building in general must not be subject to loads from the decoration or objects exhibited, or to affix stand parts, posters or other promotional material to columns, walls, girders, etc. of the building within or outside the stand space assigned.

The floor, columns and installations (distribution boxes, piping, rented shell stands, etc.) of the Building must be left in the same state in which they were found. Any damage shall be repaired by the Building owners at the Exhibitor's expense.

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

- **Due diligence**

All entities involved in the EuroPREvent Congress must have adequate insurance to cover claims arriving from industrial accidents and public safety, whatever the cause. Exhibitors and their contractors must abide by current legislation in Italy with regards to the prevention of occupational hazards which apply to the work being carried out. Particular care should be taken during construction and dismantling periods; un-safe working practices will be stopped by the organiser in the interests of public safety. Exhibitors using materials not conforming to any safety component of these Guidelines will replace them with safe alternatives at their own cost.

- **Stands construction and fittings (Materials and fire requirements)**

Stand construction, installation of materials and poster supporting structures should be sufficiently stable to ensure public safety. Exhibit cases & displays should be sanded down / finished to ensure that they will not inflict cuts. Clear glass elements should display warning signs at eye level.

All stands, materials, installations, advertising supports, etc. must conform to public safety requirements in the host country and the E.U. Where these differ, the safest standard must be met.

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

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

To ensure a safe build up and break down, the following precautions need to be taken into account (this list is illustrative and not exhaustive):

- The exhibition is accessible only to persons in possession of a valid working pass delivered by our official logistic company, Fairexx, at the loading doors.
- Approved safety shoes and safety helmet must be worn during the stand set-up and breakdown periods
- Smoking, drug-taking and the consumption of alcohol are prohibited
- The emergency exits and traffic routes should always be kept free of obstructions. The emergency exits should be used only in emergencies
- Fire extinguishers should always be kept accessible
- One must conduct hot work (e.g. welding) in a safe area with fire extinguishers close by and should be submitted for approval by the building.
- Persons working at heights in excess of 2.5m must be attached by a safety line. It is not allowed to work on a ladder at heights above 2.5m for more than 2 consecutive hours.
- Only approved (i.e. CE certified) machines and tools may be used
- One must stack goods properly
- One must use qualified staff when performing electrical work

- **Suspension points**

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

## 2.2.4 Exhibition Services

For all your stand service orders and the latest exhibition logistics information, please visit:

[www.esceexhibition.org/EuroPREvent2013](http://www.esceexhibition.org/EuroPREvent2013).

All stand services can be ordered via the Roma Convention Group, the official stand services company ([europrevent2013@romaconventiongroup.it](mailto:europrevent2013@romaconventiongroup.it)).

- **Service Points**

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

- **Payment**

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

- **Electricity**

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

- **Connecting to Mains:** Stands can only be connected to the building's electricity mains by the electricians authorised by the building. Should an unauthorised connection damage the power distribution system or connected plants, the building will demand compensation from the company responsible for the connection.
- **Electrical Supply:** The standard supplies of electrical current available at the building are: 230 Volts single-phase current ( $\pm 10\%$ ) / 50 Hz (applies only for single-phase machinery and ground sockets up to 500Watt).  
400 Volts three-phase current ( $\pm 10\%$ ) / 50 Hz
- **Fault Reporting:** In the event of damage or fault in the electrical installation on the stand, the building services should be contacted immediately.
- **Installation:** As the electricity supply is divided into sections, the power for each section may not, for safety reasons, be connected until all installations in the same section are completed. Electricity supply must never be blocked with an exhibitor's material.
- **Reliable Supply:** Neither the ESC nor the Building owners can accept any liability for loss or damage to Exhibitors' equipment caused by voltage fluctuations or breaks in electrical supply.

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

Electricity should be ordered via Roma Convention Group.

Please refer to the order form available in the Exhibition Catalogue to order your electricity connection on:

[www.esceexhibition.org/EuroPREvent2013](http://www.esceexhibition.org/EuroPREvent2013).

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

- **Internet Connection**

With the explosion of wireless-enabled devices (smartphones and tablets), the Wi-Fi network availability during the EuroPREvent Congress has become a challenge. In order to avoid interferences between Wi-Fi devices on stands (routers, access points, controllers ...) the ESC strongly recommends getting in touch with Roma Convention Group for all connections needs.

Going through Roma Convention Group will guarantee a consistency on Wi-Fi settings (channel and signal strength) throughout the congress centre. Any other wireless devices installed on the stands might interfere with the Wi-Fi network and the ESC and building reserves the right to require exhibitors to modify the settings and/or remove these devices if judged necessary.

Internet connection can be ordered from Roma Convention Group via the order form available in the Exhibition catalogue: [www.esceexhibition.org/EuroPREvent2013](http://www.esceexhibition.org/EuroPREvent2013).

- **Cleaning, Refuse & Waste Disposal**

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

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

- **Cleaning:** Exhibitors should manage (contract and pay for) their waste removal through the official cleaning supplier. This can be ordered through the Roma Convention Group. 'Wild tipping' or disposing of bulk waste within fairground without payment will be considered a serious violation faces a minimum penalty of losing all accrued points for the EuroPREvent 2013.
- **Refuse Collection:** During exhibition opening times the ESC shall see to the regular general cleaning of the Building and the aisles – that is, daily waste left by delegates. Exhibitors are responsible for cleaning their own exhibit and disposal of waste generated before, during and after the event.
- **Waste removal:** Exhibitors and constructors of stands are strongly recommended to hand over the site thoroughly clean, and have to remove their construction waste that was generated by their activities with their own means.

**IMPORTANT:** Unattended rubbish left in aisles when the exhibition is open will be removed at the Exhibitor's expense.

- **Water**

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

## 2.2.5 Fire & Safety Regulations

- Please note that the fire extinguishers must always be kept free at all times.
- Escape routes, doors and emergency exits (indoor and out) should be kept free of any obstruction and be kept in full view. Similarly for fire fighting equipment, fire safety signs and emergency wall phones. No product/company signs, decorations or stand roofs should be placed above an emergency exit.
- For booth construction etc., only non-flammable materials or materials meeting the European safety norm EN13501/1 to class B standard may be used.
- No stand or display material may be more flammable than wood. Use of plasterboards as construction materials is prohibited. Exhibitors are not permitted to use materials in your stand design such as paper, cardboard, plastic, artificial flowers, etc., which are easily ignitable or explosive, which can melt, drip, develop toxic gasses or produce excessive amounts of smoke. Materials must always be treated with a fireproofing agent, while closely following the guidelines laid down by the Fire Department and the manufacturer. If artificial flowers are used on a stand they must be made fireproof. Wooden floors laid out as gratings with gaps and especially with cavities below are not allowed. If you intend to lay your own carpet or floor covering, the product must carry one of the following approvals:  
A: Fire classification of floors of stands: Bfl-s1. (27/2011 OTSZ).  
B: Fire classification of construction products and building elements Class C -s1 flooring after EN 13501. It is important that you bring documentation for the approval. The ESC reserves the right to reject use of material that does not comply with the above mentioned demands.
- Easily inflammable or explosive substances, gases or dangerous goods, including radio-active and chemical substances, are not permitted in the building.
- No working materials or tools causing possible obstruction may be left in corridors during assembly or removal.
- All edges of organic glass (Plexiglas, acrylics, etc.) shall be suitably protected to prevent fire from spreading.
- Under no circumstances shall means of evacuation (emergency exits), luminous signs, extinguishers, fire hydrants, indicators and other protection equipment be obstructed.
- No inflammable materials may be stored in offices, stores or on decorative enclosures on columns.
- Likewise, junction boxes (electricity, telephones, TV, gas, water, compressed air, etc.) and access to the equipment or dependencies of the Hall may not be locked.
- Easily inflammable materials shall not be used for any construction or installation.
- The use of spray guns and celluloid lacquer for painting the interior of the Halls is prohibited. This prohibition shall also extend to inflammable liquids and the use of aerosols containing gas.
- All welding work will require the corresponding permit and take outside the halls.
- The use of balloons filled with inflammable gas is prohibited in the Halls.
- There will be no recipients with inflammable material on the stands for waste or rubbish. Waste paper baskets and rubbish bins must be emptied every evening when closing, and the contents placed in the dustbins provided by the Building for this purpose.
- The storage of any type of wrapping or packaging on the stands is prohibited.
- Materials such as decorative cloths, contact glues, carpets, etc. must be non-flammable and the corresponding certificates shall be presented.

- All other installations must adhere to regulations in force at the time. The stands, materials, installations, advertising supports, etc, must conform to public safety requirements.
- All gas or steam caused by the materials on display which might be a danger to health or disturbing for people must be removed from the Hall. Therefore, the assembly process will include an evacuation canal in non-flammable material, the cost of which will be covered by the exhibitor.
- Motorised vehicles and hand trolleys are not admitted within the Exhibition areas during build-up or dismantling periods or at any stage. Please ensure adequate means to transport your exhibit materials into the building and to the stand or order these services from the official freight forwarder, Fairexx.
- It is strictly forbidden to store wood, paper, straw, cardboard and packaging materials which are a fire hazard in the exhibition areas, the booths, the areas behind them and the cabins.



## Section 3 - Industry Sponsored Sessions

### 3.1 Satellite Symposia

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

#### 3.1.1 Conditions for holding Satellite Symposia

##### Duration

The Satellite Symposia should fit in the standard time unit of one 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).

##### Exhibition Stand

To obtain permission to hold Satellite Symposia, an exhibition stand of 9 m<sup>2</sup> or larger is required. Cancelling your exhibition space at a later stage will also mean cancelling your Satellite Symposium.

##### Lunch time Satellite Symposia

Companies organising Satellite Symposia during the lunch time will be allowed to enter the Lecture rooms at 12:20 on Thursday 18 April 2013 and at 12:35 on Friday 19 April 2013 after the scientific session and must leave the lecture rooms at 13:35 on Thursday 18 April 2013 and at 13:50 on Friday 19 April 2013 in order to let the ESC staff prepare the following scientific sessions. Organising companies must adhere to the strict time limit. The Chairpersons of the sessions immediately prior to the symposia will be asked to respect the session duration.

##### Access - Badges

- Companies only have access to the rooms at their scheduled time slots.
- The ESC reminds that the Chairpersons and Speakers must be contacted by the companies themselves to arrange registration, travel and accommodation details.
- Satellite Symposia Chairpersons and Speakers are not considered as ESC "Invited Speakers".
- All involved in the operation of the Satellite Symposia (hostesses, film crew, technicians...) must also have a valid badge (Exhibitors, Scientific Exhibitors, Active Participant 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.
- General Exhibitors' badges allow access to the Exhibition Hall and to Industry Sponsored Sessions of the organizing company. Access to EuroPREvent Scientific Sessions is not allowed.
- Scientific Exhibitors' badges allow access to the Exhibition Hall, and to EuroPREvent Scientific Sessions.
- All Exhibitor and Scientific Exhibitors' 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 100 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.

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

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

##### Lecture Room Roll-up & invitations:

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

N.B. – The ESC will not be able to provide easels as posters support.

- Distribution of material (flyers...) at the entrance of the assigned room 30 minutes before the beginning of the session, nowhere else in the building other than on the booth and Industry Welcome Desk.
- 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 Symposia has to be completed before **4 April 2013**.

#### **IMPORTANT:**

**It is strictly forbidden to hold Satellite Symposia outside the EuroPREvent 2013 Congress premises between 16 April 2013 and 22 April 2013**

### **3.1.2 Time Slots and Cost of Satellite Symposia**

	Exhibitor	Non-Exhibitor
- <b>Thursday 18 April 2013:</b>		
12:30 – 13:30 (60-minute session)	€ 15 000	€ 18 600
- <b>Friday 19 April 2013:</b>		
12:45 – 13:45 (60-minute session)	€ 15 000	€ 18 600

#### **The cost of a Satellite Symposium includes:**

- Lecture Room Rental
- Basic lecture room set-up

Customization needs to be ordered through our suppliers at extra cost

- Promotional package

1 Delegate Bag Insert, 1 Weblink, 1 information Screen Advertisement

- Dedicated listing in the Scientific Programme Online, Final Programme, Mobile Application

- 4 General Exhibitor Badges for Non-Exhibitor Categories\*

- 4 Scientific Exhibitor Badges for Non-Exhibitor Categories\*\*

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

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

#### **Lecture room basic equipment**

- Chairs arranged theatre-style
- 1 lectern + 2 microphones + computer networked with the Speakers' Service Centre
- 1 table for 2 chairpersons + 2 microphones + 1 VGA monitor
- Aisle microphones in the room for the delegates
- 1 Video-projector
- 1 screen
- Technician(s)
- 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](http://www.ESCexhibition.org).

### **3.1.3 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.
- A hostess available in the lecture room during the session to assist speakers & chairpersons

The Speaker Service Centre will be open\*:

- On **Wednesday 17 April 2013** : from 15:00 – 18:30
- On **Thursday 18 April 2013** : from 07:30 – 18:00
- On **Friday 19 April 2013** : from 07:30 – 18:00
- On **Saturday 20 April 2013** : from 07:30 – 15:00

\* 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**

### 3.1.4 Satellite Symposia Speakers & Chairpersons Rules

The Company organising the Satellite Symposium must cover all expenses of Speakers/Chairpersons of their Satellite Symposium. This includes:

- Travel
- Hotel Accommodation
- Participation to Social Events
- Registration fee

### 3.1.5 Applying to hold Satellite Symposia

The Application Form for Satellite Symposia, must be sent before **5 November 2012**. Email: [europreventservices@escardio.org](mailto:europreventservices@escardio.org)

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

### 3.1.6 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.

### 3.1.7 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 **23 January 2013**.

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

#### Scientific Programme should be sent to:

EUROPEAN SOCIETY OF CARDIOLOGY  
Ms. Maud Paysse  
2035, Route des Colles  
Les Templiers  
B.P. 179  
F-06903 SOPHIA ANTIPOLIS CEDEX  
France

Tel: +33 (0)4 92 94 86 83 - Fax: +33 (0)4 92 94 76 26 – Email: [europreventservices@escardio.org](mailto:europreventservices@escardio.org)

A "complete programme" must include the following:

- Title of the session
- Names of the Chairperson (1 mandatory for 60-minute session – can also be speaker)
- Title of each presentation with their duration and topic number
- Name of all speakers
- Complete addresses of the chairpersons and speakers
- Duration of each presentation

### **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.



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

EuroPREvent 2013 will be reviewed for accreditation by the European Board for Accreditation in Cardiology (EBAC) for external CME credits. The accreditation results will be announced on the EuroPREvent 2013 Web Site and in the Final Programme.

Each participant should claim those hours of credit spent on an educational activity. EBAC works in co-operation with the European Accreditation Council for Continuing Medical Education (EACCME), which is an institution of the European Union of Medical Specialists (UEMS).

EBAC certificates will be available at the Registration Desk as from 19 April 2013 in the afternoon.

### **3.1.8 Changes in scientific programme content**

Once your scientific programme has received approval from the EuroPREvent Committee, all changes post approval must be sent in writing to Ms. Maud Paysse of the ESC at [euopreventservices@escardio.org](mailto:euopreventservices@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 **25 February 2013** in order to be printed in the Final Programme.

Late modifications in the Satellite Symposia Programme received on or after **26 February 2013** cannot be printed in the Final Programme. The ESC cannot guarantee to be able to communicate any alterations received after **26 February 2013**.

### **3.1.9 Room Assignment**

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

#### **Control of flow and attendance**

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

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

## **Overflow**

No overflow area is planned for Satellite Symposia.

## **3.2 CME Accredited programmes**

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

CME or EBAC Accredited programmes should be booked in the same time slots as an Industry Sponsored Session.

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

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

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

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

For more information you are welcome to visit the EBAC website [www.ebac-cme.org](http://www.ebac-cme.org)

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

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

### **Appointed agency**

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

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

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

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

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

### **CME providers are asked to:**

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

### **Important**

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

- Submission must be compliant with deadlines required by the ESC Scientific Sessions deadlines. It is the responsibility of the CME Provider to manage deadlines.

### **How can I apply?**

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

### **How much does it cost?**

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

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

#### **What should be done?**

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

#### **What should not be done?**

Do not:

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

## **Section 4 – Rooms at EuroPREvent**

### **4.1 Booking Procedure**

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

#### **Important**

Industry meetings with any formal presentations for EuroPREvent delegates are strictly forbidden outside of the official industry sponsored sessions. Companies are requested to respect the following Guidelines throughout the period between 16 April and 22 April 2013.

In function spaces, the ESC allows companies to host a limited number of guests and organize small and informal meetings (approx 20 pax) in a range of rooms available within the congress centre.

#### **What is a Function Space?**

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

Depending on availability rooms may be available for one-shot occasional meetings for a minimum of half a day rental.

#### **What is a closed industry meeting?**

The ESC allows industries to organise staff meetings, investigator or other type of closed meetings within the congress centre with the following requirements:

- Meeting "is closed" and on invitation only
- Maximum attendance is 150 guests
- Meeting is not promoted in the convention centre or in any EuroPREvent publication
- Closed industry meetings are permitted in and around the congress centre for 150 pax, any requirements for meetings exceeding this number should be addressed to the ESC for review and approval
- Media should not be invited and are not permitted to attend the meeting.

### **Where do they take place?**

- Function spaces: within the congress centre.
- Closed industry meetings within the congress centre will be held in fully furnished and AV equipped 100 or 220 seats lecture rooms
- The ESC can propose a limited number of function spaces within the congress centre.
- The ESC cannot handle any meeting requests for industry meetings outside the congress centre.
- Rooms in the congress centre 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.

### **When do they take place?**

- Function spaces: Unless otherwise agreed, rooms are rented for a minimum of 2.5 days, from Thursday 18 April to Saturday 20 April 2013, each day from 08:00 to 18:00 (15:00 on Saturday).
- Closed industry meetings: the ESC deals with requests on an individual basis.

### **What is the cost?**

- Function spaces: to be advised upon request
- Closed industry meetings: €3, 000 per 60-minute meeting with an additional €1,500 charged thereafter per increment of 30 minutes.

## **4.1 Booking procedure**

### **Exhibition stand:**

For supporting companies a stand is required to obtain permission to rent a function space or closed industry meeting. Cancelling your exhibition space at a later stage will also mean cancelling your "Rooms at EuroPrevent".

### **Application forms**

Please submit the completed e-application form. Please fill in e-application forms on our website: [www.esceexhibition.org](http://www.esceexhibition.org)

### **Application deadline**

Deadline for application is **29 March 2013**.

Please note space is limited and orders are confirmed on a first-come, first served basis.

### **Appointed Agency**

- Sponsoring industries should inform the ESC, in writing, which agency is appointed for which session, with the corresponding session number. Requests from unknown agencies will be taken into account.
- Applications for function space and closed industry meeting must be submitted by the sponsoring industry. Correspondence for the above items should be made exclusively between this company and the ESC.
- It is not the role of any agency to make initial enquiries or reservations with the ESC independently of the sponsoring industry.
- The named agency cannot fully act as if it were the company itself and the company will continue to be held entirely responsible and accountable for activities organised in its name by its agency.
- The ESC has created these Guidelines as an essential tool. It is obligatory that every appointed agencies read these Guidelines and all other documents posted on [www.esceexhibition.org](http://www.esceexhibition.org) website in order to have a proper working relationship with the ESC congress division. The sponsoring industry is responsible for communicating these guidelines to staff and appointed agencies.
- The ESC reserves the right to inform the function space and closed industry meeting organisers if the appointed agencies have not read or understood the Guidelines and the companies will ensure smooth communication is re-established.

## **4.2 Preparing your room requirements**

### **Badges, right of admission reserved**

- All persons involved in the operation of function space or closed industry meeting (film crew, technicians, participants, etc) must have a valid badge: General Exhibitor, Scientific Exhibitor, Diamond Exhibitor, active participant or day ticket.
- All persons visiting a function space or closed industry meeting must be registered either as active participants, exhibitors or journalists; persons without a badge will not be allowed to enter the room.

### **Rooms assignment**

- Rooms are assigned on a first-come first-served basis.
- The ESC will propose rooms to requesting companies in writing and the company will have the right to accept or decline within the given deadline.
- Companies not responding by the deadline date will be assumed to have accepted the assigned rooms.
- The ESC has the right to modify rooms' assignment in the event of last minute changes.

**Rooms' access**

- Function spaces: unless otherwise agreed, organisers will have access to their assigned room on Thursday 18 April 2013 at 08:00.
- Closed Industry Meetings: unless otherwise agreed, closed industry meetings organisers have access to their assigned lecture room 15 to 30 minutes before their scheduled time slot.

**Rooms set-up**

Rooms will include a standard room set-up electricity and daily cleaning.

- Function spaces: change of room set-up, additional furniture and AV equipment need to be ordered from EuroPREvent 2013 official suppliers and are billable as extras.
- Closed industry meetings within the congress centre will be held in fully furnished and AV equipped 100 or 220 seats lecture rooms.

**Invoicing**

- An invoice will be issued on acceptance of the proposed room.
- If the deadline to accept has passed without the ESC having received a negative response from the company, the ESC will consider this non-response as a tacit acceptance of the room proposed and will invoice accordingly.
- Precise and definitive accounting information must be provided on the initial e-application form.
- The ESC cannot reissue invoices for missing or incorrect data (addition of Purchase Order, changes of billing address, etc...).

For all payment, invoicing and cancellation information, please see, sections regarding Invoicing and cancellation policies

**Signage**

- The ESC will take care of the generic signage within the congress centre.
- No other signage or promotion can be made within the building.
- Function spaces: one A3 size landscape format signage to identify the function space for delegates (company name, corporate logo & visual permitted only).

**Catering**

- Catering services within the function space or closed industry meetings can be organised with the EuroPREvent 2013 official caterer at the sponsor's cost.
- Organisers are encouraged to guarantee a healthy and balanced catering service to their delegates.

**Extra services**

- The costs for any extra orders (i.e. catering service, extra audio-visual equipment, extra furniture, extra decoration, extra hostesses, etc) are not included in the room rental price. To order extra equipment we suggest you contact the official suppliers whose details will be communicated as later date on [www.esceexhibition.org](http://www.esceexhibition.org)
- The ESC has established a coordination system to ensure that the various suppliers duly execute the numerous orders. The ESC cannot however be held fully responsible for the services delivered by sub-contractors or the building.



## Section 5 – Sponsorship, Advertising & Promotional Opportunities

### 5.1 Participation & Sponsorship Opportunities

EuroPREvent 2013 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 2013, 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

The following pages detail all existing **Sponsorship, Advertising & Promotional** options at EuroPREvent 2013 and we will be pleased to consider additional sponsorship initiatives or suggestions.

#### Remaining Sponsorship & Promotional opportunities:

ITEM	DESIGNATION	PRICE
<b>Abstracts CD-ROM</b>	Exclusive Sponsorship	<b>€ 10 000</b>
<b>Delegate lounge</b>	Exclusive Sponsorship	<b>€ 10 000</b>
<b>Mobile Application</b>	Exclusive Sponsorship	<b>€ 12 000</b>
<b>Badge Laces</b>	Exclusive Sponsorship	<b>€ 8 000</b>
<b>Note Pads &amp; Pens</b>	<b>Product Advertising allowed</b>	<b>€ 5 000</b>
<b>Final Programme</b>	<b>Product Advertising allowed</b>	
	Inside Back Cover	<b>€ 6 000</b>
<b>Healthy Breaks</b>	One healthy break	<b>€ 5 000</b>
	All healthy breaks	<b>€ 20 000</b>
<b>Delegate Bag Insert</b>		<b>€ 5 000</b>
<b>Independent Educational Grant</b>	per session	<b>Upon Request</b>

*Please note that all of the above prices exclude VAT.*

### 5.2 Sponsorship Terms & Conditions

- Sponsors will be acknowledged in all printed material and on the EuroPREvent 2013 Web Site.
- All sponsorship requests will be allocated on a first-come, first-served basis.
- All prices are exclusive of VAT
- Payment and invoices are in Euros (€)
- Cancellations will incur fees of 100% if cancelled after receipt of your signed application form.

### 5.3 Sponsorship Contact

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

For any logistical queries on the above, please contact Mr. Fabrice Calabrese of the ESC at **sponsorship@escardio.org**

## 5.4 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.escehhibition.org/EuroPREvent2013/default.aspx>  
Please consult regularly this important Web Site.

### Abstracts CD-ROM

Exclusive Sponsorship of the Official EuroPREvent 2013 Congress Abstracts CD-Rom. Contains all accepted abstracts at ICNC11 and will be available on site during the congress. This product guarantees maximum traffic to the sponsor stand where delegates will use the sponsor voucher to receive the Abstracts CD-ROM. Price does not include production & shipment of the voucher.

- Submit a high resolution logo by **15 February 2013**

### Delegate Lounge

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

- Exclusive sponsorship
- Delegate Lounge comprises seating, work stations & printer
- Acknowledgement: Logo on screensaver on each of the computer screens, Final Programme & EuroPREvent 2013 Web Site.
- Any additional signage, furniture or other requested for the Delegate Lounge need to be approved by the organiser and will be at the sponsor's cost.

- Submit a high resolution logo by: **To be advised upon request**

### Mobile Application

An innovative way for a sponsor to reach delegates by offering a mobile version of the Final Programme to enhance their onsite experience. This environmentally-friendly initiative is for a smart phones & iPads. Excellent visibility for the sponsor with a dedicated desk to assist delegates in downloading the application. Includes a specific sponsor advert.

- Submit a high resolution logo by: **31 January 2013**
- Submit artwork for approval: **31 January 2013**

### Note Pads & Pens – Product advertising allowed

Official congress items included in the Congress Bag and used by delegates during and post-congress.

- Exclusive sponsorship
- Acknowledgement via sponsor logo

- Submit a high resolution logo by **To be advised upon request**

### Delegate Badge Laces

The popular and highly visible official EHRA EUROPACE 2013 badge laces are available for exclusive sponsorship. The sponsor's name and logo will be printed on the badge laces, distributed to all participants.

- Exclusive sponsorship
- 6 Acknowledgement via sponsor logo

- Submit a high resolution logo by: **To be advised upon request**

### 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.

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

- Submit artwork for approval: **11 February 2013**
- Final approval: **15 February 2013**

### Healthy Breaks

During the Congress, coffee will be offered to delegates twice daily. Signs with the Company sponsoring the coffee break will be placed on the serving station. The sponsor may provide napkins with the company logo, if desired.

- Submit a high resolution logo by: **To be advised upon request**

### 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 2013. 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.

**NB: No product advertising will be allowed.**

- Submit artwork for approval: **5 March 2013**
- Final approval: **10 March 2013**
- Quantities to print: **1 800**

### Weblink

Invite delegates to your congress activities by designing a promotional page link to the EuroPREvent 2013 Scientific Programme Online (SPO). This invitation will communicate your congress message to delegates.

- 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. No product advertising will be allowed.**

Weblink format: PDF, html or flash invitation:

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

- Submit artwork for approval: **5 March 2013**
- Final approval: **10 March 2013**

**Onsite Advertisements:** There are numerous opportunities for our industry partners to promote their congress and corporate messages to delegates' onsite in Rome. Please contact [industry\\_services@escardio.org](mailto:industry_services@escardio.org) for further details.

## **Section 6 – Conditions of Participation**

### **6.1 General Conditions**

The following conditions of participation concern EuroPREvent 2013 sponsors insofar as the contractual partners do not reach contrary agreements in writing.

### **6.2 Admission to EuroPREvent 2013**

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.

### **6.3 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 2013 Secretariat constitutes conclusion of the rental contract between the Exhibitor and the EuroPREvent 2013 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.

### **6.4 Renting Stand Space**

EuroPREvent 2013 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 m<sup>2</sup>. For companies organising a Satellite Symposium or a stand of 9 m<sup>2</sup> or larger is mandatory.

EuroPREvent 2013 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 2013 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 2013 Secretariat accepts no responsibility for any damage, which may result from such changes.

### **6.5 Assignment of Space**

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

### **6.6 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 2013 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.

### **6.7 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 2013 Secretariat. Transfer - even in part - of the rights and obligations arising from the rental contract to third parties is not permitted.

## **6.8 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 2013 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 2013 Secretariat or division or Association of the ESC.

## **6.9 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 2013. The EuroPREvent 2013 Secretariat will accept no responsibility for any impact, financial or other, relating to such issues.

## **6.10 Reservations Policy**

In the event that, for any reason whatever, it is judged advisable or necessary for the EuroPREvent 2013 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 2013 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.

## **6.11 Exemption from Liability**

EuroPREvent 2013 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 2013 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 2013 Secretariat. Furthermore the EuroPREvent 2013 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 2013 Secretariat will not be responsible for the insurance of such items. EuroPREvent 2013 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.

## **6.12 Premature Termination of Rental Contract**

If, after binding application and conclusion of the contract, EuroPREvent 2013 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 2013 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 2013 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 2013 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.

## **6.13 Cancellation Policy**

**For Exhibition:**

Cancellations of stand should be sent by email to [europreventindustrieservices@escardio.org](mailto:europreventindustrieservices@escardio.org).

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

- 10% until 31 December 2012
- 50% from 01 January 2013 to 28 February 2013
- 100% from 01 March 2013

#### For Industry Sponsored Sessions:

Cancellations of Satellite Symposia should be sent by in writing to the ESC.  
Cancellation Fees will apply as of receipt of the signed order form as follows:

- 10% until 31 December 2012
- 50% from 01 January 2013 to 28 February 2013
- 100% from 01 March 2013

#### For Sponsorship:

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

- 10% until 31 December 2012
- 50% from 01 January 2013 to 28 February 2013
- 100% from 01 March 2013

### 6.14 Enforcement of Rules

Any company judged to have not followed these Guidelines may be refused the opportunity to participate to any future meetings organised on behalf of the EuroPRevent 2013 Secretariat.

### 6.15 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.

### 6.16 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](http://www.wipo.int) and [www.wipo.int/treaties](http://www.wipo.int/treaties).

### 6.17 Claims, Procedures, place of performance and jurisdiction

All claims by the Sponsors against the EuroPRevent 2013 Secretariat must be submitted in writing. These claims will lapse within 6 months from the closure of each EuroPRevent 2013 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 2013 Secretariat reserves the right, however, to bring its claims before the courts competent for the area where the Sponsors has his registered office.

### 6.18 Final Clause

For any cases not covered or not clearly indicated in these Guidelines for Industry Participation, EuroPRevent 2013 Secretariat's decision shall be final.

**EuroPRevent**  
*See You in Rome!* **2013**

