



EUROECHO 10 - UPDATE

Prague, Czech Republic
6 - 9 December 2006



Dear Exhibitor,

This Update contains important logistical information concerning EUROECHO 10. On this note, please ensure this message and the Industry Guidelines are distributed to all your staff and agencies involved in this Congress.

All the stand service order forms are available on the following site:

<http://www.esccexhibition.org/Euroecho10/default.aspx>



EUROECHO 10 - UPDATE

Prague, Czech Republic
6 - 9 December 2006



Contents:

1. Sponsorship Opportunities
2. Access
3. Build up and Break down
4. Security
5. Delivery Address and Storage
6. Stand Service Orders
7. Exhibition Opening Hours
8. Exhibitors Registration and Badge Readers
9. Stand Design and Activities Approval
10. Important Reminders
11. Future ESC Congresses



EUROECHO 10 - UPDATE

Prague, Czech Republic

6 - 9 December 2006



1. Sponsorship Opportunities

Maximum Exposure Sponsorship & Promotion options STILL AVAILABLE for 10th Anniversary of EUROECHO.

- Faculty Dinner Sponsorship

(All EUROECHO Speakers, Chairpersons/pastChairpersons of ESC WG on Echocardiography)

Your company may offer exclusive support of the 10th Anniversary Faculty Dinner of EUROECHO. 5 places are available to the sponsor. Acknowledgement on menus, signage at the Event and recognition as a major sponsor of the Congress.

Cost €20000

- EUROECHO 10 Webpace/Cyber Café

Your company logo will be placed on every PC, along with corporate signage throughout the Cyber Café/Webpace area. This essential service will be used by all delegates for the entire duration of EUROECHO and your company will gain maximum exposure as the supporter of the only email/internet and congress programme information area within the Building.

Cost €15000



EUROECHO 10 - UPDATE

Prague, Czech Republic

6 - 9 December 2006



- Coffee Breaks

Each delegate will have access to daily coffee breaks during EUROECHO 10. Use this opportunity to have your company name branded on each coffee station as well as corporate-branded Napkins, Cups and other options of your choice (with prior approval by the ESC)

Cost €5000

Delegate Bag Inserts

Promote your company Satellite, Exhibition Booth or other congress activity by having your invitation placed in every delegate bag.

Cost €6,000

For further information on the above or any promotional ideas your company may have, contact EEsponsorship@escardio.org



EUROECHO 10 - UPDATE

Prague, Czech Republic

6 - 9 December 2006



2. Access

EUROECHO 10 will be held in the Prague Congress Centre. Access is via **5 Kvetna** street. See the Access plan on:

<http://www.essexhibition.org/Euroecho10/ESC%20Items/Access%20Plan%20Overview.pdf>

The exhibition is situated on level two of the Prague Congress Centre.

Parking

Parking for Trucks is available in the Prague Exhibition Area, "Beranovych" 667, Prague 9 - Letnany - direction highway Brno (abt 20km) Pruhonice (Petrol station, Motel-parking-place).

Parking for Cars is available close to the venue, to order your pass, click on the following link:

<http://www.essexhibition.org/Euroecho10/Stand%20Services%20Download%20Area/Parking.pdf>



EUROECHO 10 - UPDATE

Prague, Czech Republic

6 - 9 December 2006



3. Build up and Break Down

Cars and fork lifts cannot be driven into the exhibition hall. Always park your vehicle in the allotted space outside. Space is limited – as soon as you have unloaded, please move your vehicle away from the unloading area. On arrival, drivers should report to uniformed staff from FAIREXX, the Official ESC Logistics Provider, to obtain a Working Pass. This pass carries the name of the individual, company and booth number and needs to be carried at all times during the build up/break down.

Build Up Timetable

Monday 04 December 08:00 – 22:00 Exhibition build-up

Tuesday 05 December 08:00 – 22:00 Exhibition build-up



EUROECHO 10 - UPDATE

Prague, Czech Republic
6 - 9 December 2006



Break Down Timetable

Saturday 09 December 09:30 – 13:00 Exhibition **CLOSED**
13:00 – 24:00 Dismantling

IMPORTANT:

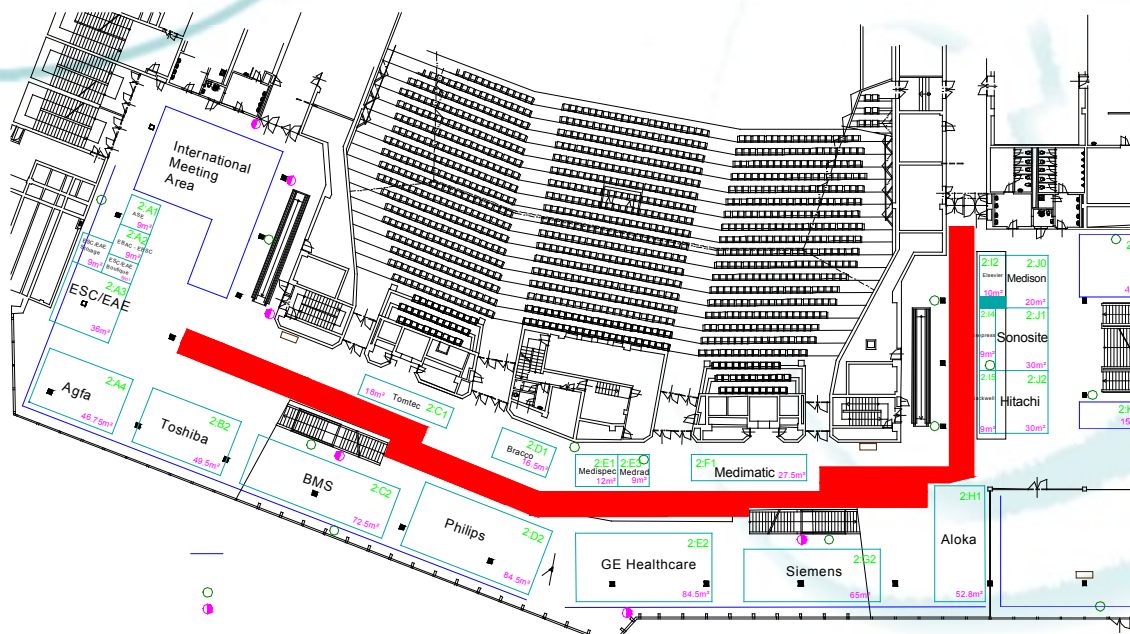
NO DISMANTLING BEFORE 13:00 SATURDAY 9 DECEMBER. IF VALUABLES ARE REMOVED ON FRIDAY EVENING, STANDS MUST BE PRESENTABLE & RETAIN VISUALS UNTIL DISMANTLING STARTS.

Outside of 'exhibition open' periods, delegates walk to lecture rooms along a route including the exhibition. Exhibitors' should therefore take all reasonable precautions to protect valuables.

Please note 1) the limited dismantling time and 2) the Exhibition is **CLOSED** on Saturday morning.



There is one main freight free aisle running through the exhibition. This routes marked in red needs to be kept free of all goods and refuse AT ALL TIMES to enable fast access and exit from all areas of the Hall. See plan below for more details.





EUROECHO 10 - UPDATE

Prague, Czech Republic

6 - 9 December 2006



4. Security

The Organisers provide General Surveillance only within the Exhibition area. Note that delegates will be able to walk in the Exhibition area during closed hours – it is important that each exhibitor secures their stand against the risk of theft. The Organisers will accept no responsibility for loss or theft from stands.



EUROECHO 10 - UPDATE

Prague, Czech Republic

6 - 9 December 2006



5. Delivery Address and Storage

FAIREXX arrange all storage and forwarding for EUROCHO 10. Groupage shipments should arrive at the following address:

FAIREXX – Logistics for Exhibitions
c/o Beckspedition
Fairs & Exhibitions
Dipl. Ing. Pavel Beck
Chrastavska 113/4
CZ – 190 00 Prague 9



EUROECHO 10 - UPDATE

Prague, Czech Republic

6 - 9 December 2006



Packages should be clearly marked "Name of Exhibitor" "EUROECHO 10" "Hall and Stand number" and an advice note should be sent to sandra.guenther@fairexx.de or faxed to +49 30 44 03 47 79. Full and Half Trailer loads during official build up time should report directly to :

FAIREXX – Logistics for Exhibitions
c/o Sandra Günther +49 173 60 92 583
Prague Congress Centre (PCC)
5 Kvetna 65
CZ – 140 21 Prague 4

For more information, download the FAIREXX Manual from:

<http://www.esccexhibition.org/Euroecho10/Stand%20Services%20Download%20Area/Fairexx%20Manual.pdf>



EUROECHO 10 - UPDATE

Prague, Czech Republic

6 - 9 December 2006



6. Stand Service Orders

☐ In order to avoid any surcharges, please make sure you fax your orders to Czech-In (+420 261 174 307) before the **7th November 2006**.

If you should require more details on the stand services available, feel free to contact Pavel Susak on: +420 261 174 303.



EUROECHO 10 - UPDATE

Prague, Czech Republic
6 - 9 December 2006



7. Exhibition Opening Hours

Wednesday 06 December 10:00 – 20:00 Exhibition **OPEN**

16:30 – 18:15 Opening Ceremony followed by General Assembly

18:30 – 20:00 Opening Reception in the exhibition area

Thursday 07 December 09:30 – 18:00 Exhibition OPEN

Friday 08 December 09:30 – 18:00 Exhibition OPEN

All exhibiting staff must wear an Official EUROECHO 10 badge at all times within the venue.



EUROECHO 10 - UPDATE

Prague, Czech Republic

6 - 9 December 2006



8. Exhibitors Registration and Badge Readers

The Exhibitors Registration Desk is situated inside the registration area (Level 1) close to the Badge Reader Support Desk. The following services will be available:

- Collection of Work Passes (Also available from FAIREXX team)
- Collection of pre-ordered exhibitors' badges
- Preparation and purchase of additional exhibitor badges
- Distribution of "Green Stickers" enabling fully registered participants to access the exhibition areas outside official opening hours
- Please note that employees of exhibiting companies will only gain access to the stand if they have an Exhibitor Badge. You should therefore not arrange to distribute exhibitor badges from the stand – make sure that everyone is aware of this restriction, as exceptions will not be made.

NO BADGE = NO ACCESS TO EXHIBIT AREA



EUROECHO 10 - UPDATE

Prague, Czech Republic

6 - 9 December 2006



Badge Readers

Recording a prospective customer's information can be done by using the EUROECHO 10 Badge Reader. For more information please download the following information form:

<http://www.essexhibition.org/Euroecho10/Badge%20Reader%20Library/Badge%20Reader%20Information.pdf>

The order form is available below:

<http://www.essexhibition.org/Euroecho10/Badge%20Reader%20Library/Badge%20Reader%20Order%20Form.pdf>





EUROECHO 10 - UPDATE

Prague, Czech Republic

6 - 9 December 2006



Exhibitors Registration Opening Hours

Tuesday 04 December	08:00 – 18:00
Wednesday 07 December	09:30 – 18:00
Thursday 08 December	09:00 – 18:00
Friday 09 December	09:00 – 18:00

Exhibitors Badge Orders

Please note that you have the choice to choose how your free badges are inscribed. Company name, individual name or both.

The Badge Order Form can be downloaded from:

<http://www.escexhibition.org/Euroecho10/default.aspx>



EUROECHO 10 - UPDATE

Prague, Czech Republic

6 - 9 December 2006



The Badge Order Form is in csv. Format, if you are unsure how to fill it in please read the following document:

[http://www.esccexhibition.org/Euroecho10/ESC%20Items/Badge%20Information%20Form%20\(Read%20Carefully\).pdf](http://www.esccexhibition.org/Euroecho10/ESC%20Items/Badge%20Information%20Form%20(Read%20Carefully).pdf)

DEADLINE FOR SENDING BADGE ORDERS TO EEexhibition@escardio.org IS THE **6th NOVEMBER 2006**.



EUROECHO 10 - UPDATE

Prague, Czech Republic
6 - 9 December 2006



9. Stand Design and Activities Approval

Stand Drawings and Designs

Each stand design needs to be approved by the ESC and the Prague Congress Centre. Stands that have not been approved in writing or that do not correspond to approved drawings will have to be corrected at the exhibitor's expense.

Stand Give Aways and Activities

All stand give aways and activities need to be approved by the ESC. Please fill in the Stand Activity form available on <http://www.esccexhibition.org/Euroecho10/default.aspx> and send it back to us.



EUROECHO 10 - UPDATE

Prague, Czech Republic
6 - 9 December 2006



10. Important Reminders

Payment

Please remember that payment for stand rental must be made in full before the event, if payment has only been made recently you are advised to bring proof of payment with you.

Smoking

Please note that smoking is not permitted anywhere in the building.

Alcohol

Exhibitors must not serve any alcoholic beverages from the stand.



EUROECHO 10 - UPDATE

Prague, Czech Republic

6 - 9 December 2006



Catering

Please note that it is not allowed to take food and/or drinks into the building or to keep them on the premises unless ordered through Zatisi Catering Group Linda@zatisigroup.cz or fax +420 261 174 025.

Distribution of promotional material, directions etc. from the stand

Distribution and/or display of printed material by industries and/or its agents is limited to the company's exhibition space only or the "Info Tables", which will be specifically set up for that purpose and marked as such.

Exhibitor Debriefing Meeting

A post show meeting will be held on Friday, 8 December at 16:30. Location TBA.



EUROECHO 10 - UPDATE

Prague, Czech Republic
6 - 9 December 2006



11. Future ESC Congresses

ICNC8

Heart Failure 2007

Europace 2007

ESC Congress 2007

EUROECHO 2007

Prague 29 April – 2 May 2007

Hamburg 9 – 12 June 2007

Lisbon 24 – 27 June 2007

Vienna 1 – 5 September 2007

Lisbon 5 – 8 December 2007

If you have any questions about the Exhibition at EUROECHO 10, please contact:
EEexhibition@escardio.org or +33 492 94 77 55.

We look forward to welcoming you to a successful event in Prague.