



# EUROECHO 2007



The Eleventh Annual Meeting of the European Association of Echocardiography, a Registered Branch of the ESC,  
in cooperation with the Working Group on Echocardiography of the Portuguese Society of Cardiology

Dear Exhibitor,

This Update contains important logistical information concerning EUROECHO 2007. 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/Euroecho2007/default.aspx>



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## 1. Sponsorship Opportunities

A limited number of exciting branding & sponsorship opportunities are now available to maximise your presence at EUROECHO 2007. These items include:

- **Delegate Bag Inserts:** unique opportunity to place an Invitation to your company Satellite or Exhibition in the Delegate Bags.
- **Badge Holders:** instant recognition as a supporting industry partner for all delegates arriving at the congress.
- **Notepads & Pens:** visible & practical sponsorship tool appreciated by all delegates during the event.
- **Programme Advertisements:** associate your company name with the high quality of the scientific and clinical content of the event via the Final Programme.

For further information on these or other sponsorship products, please contact:

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



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## 2. Access

EUROECHO 2007 will be held in the Lisbon Congress Centre.  
See the Access plan on:

<http://www.esccexhibition.org/Euroecho2007/ESC%20Items>Loading%20Access%20Plan.pdf>

The exhibition is situated on the same level (Level 0) of the Lisbon Congress Centre.

### Parking

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

<http://www.esccexhibition.org/Euroecho2007/Stand%20Services%20Download%20Area/Parking.pdf>

Parking for Trucks is available for free close to the river bank just opposite the Lisbon Congress Centre, but is not secured.

Secure parking is possible at TERTIR, 10 km from Lisbon at Alverca do Ribatejo (A1). Cost is Euros 35/day.



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## 3. Build up and Break Down

Cars and forklifts 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

	<i>Pavilion 1</i>	<i>Pavilion 3</i>	
Monday 03 December	08:00 – 20:00	<b>20:00 – 24:00</b>	Exhibition build-up
Tuesday 04 December	08:00 – 20:00	<b>08:00 - 24:00</b>	Exhibition build-up



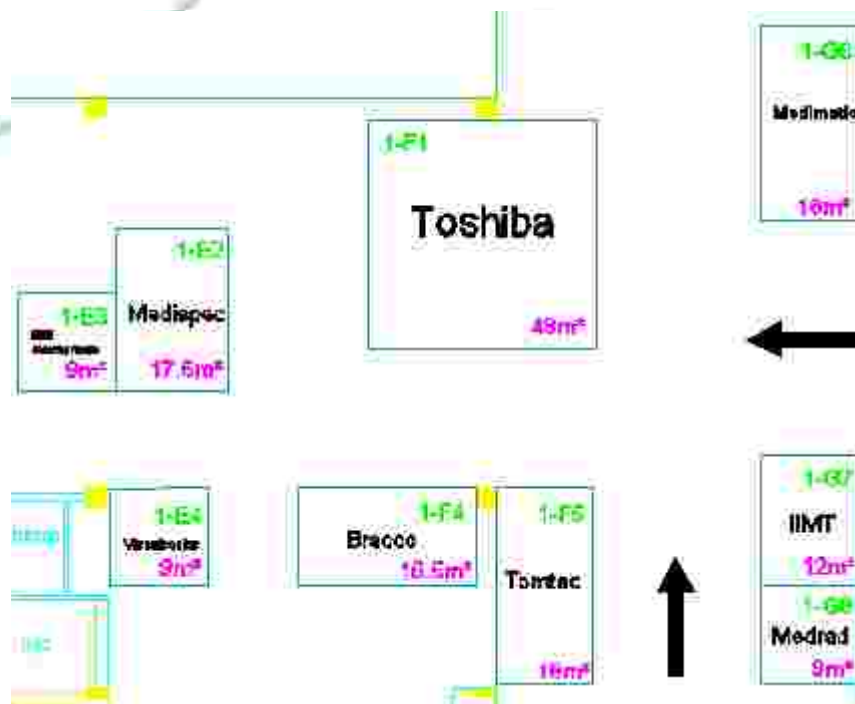
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## **IMPORTANT: \*Exhibitors in Pavilion 3\***

Only for exhibitors located in Pavilion 3 (See plan attached for more details). The build up will officially start at **20:00** and **continue till 24:00** on **Monday (03/12/2007)**.





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## Break Down Timetable

Saturday 08 December 09:30 – 13:00 Exhibition **CLOSED (but sessions still running)**  
**13:00 – 24:00 Dismantling**

### **IMPORTANT:**

NO DISMANTLING BEFORE 13:00 SATURDAY 8 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.

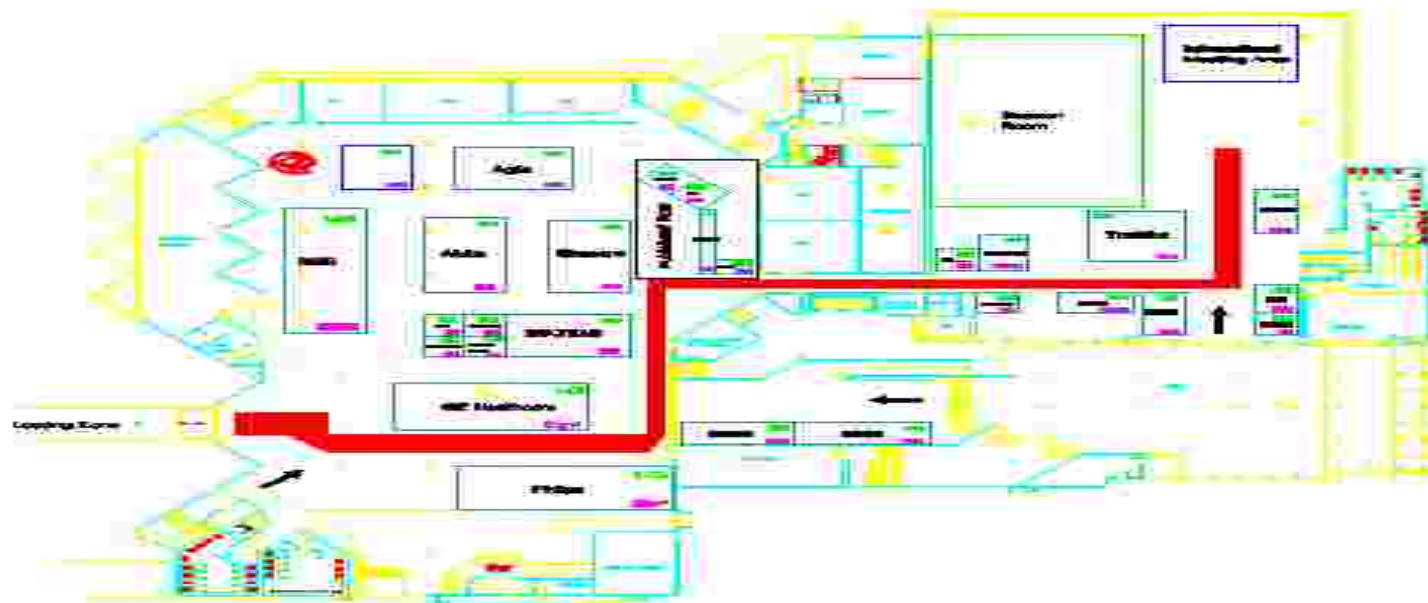




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## Freight Free Aisles

There is one main freight free aisle running through the exhibition. This route 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.







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## 4. Security

The Organisers only provide General Surveillance within the Exhibition area:

- General surveillance at night from 18:00 to 9:30, Monday 3<sup>rd</sup> December until Saturday 8<sup>th</sup> December
- Access control of all 3 entrances to the exhibition area from Monday 3<sup>rd</sup> December to Saturday 8<sup>th</sup> December

Note that delegates will be able to walk through 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.

Security guards on your booth can be ordered directly from the Lisbon Congress Centre, for more details please contact: Mrs Evelise Domingues

Tel: +351 213 652 006

Fax: +351 213 639 450

Email: [evelised@aip.pt](mailto:evelised@aip.pt)



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## 5. Delivery Address and Storage

Official Forwarder and Lifter for EUROECHO 2007:

FAIREXX Logistics

Contact: Mr Stefan Grünwaldt

Fax: +49 30 74 03 47 79

Email: [stefan.grunwaldt@fairexx.de](mailto:stefan.grunwaldt@fairexx.de)

### Airfreight:

FAIREXX Logistics for exhibitors

c/o RNTRANS Actividades transitarias S.A

Lisbon Airport / Portugal

Tel./Fax: +49 30 44 03 47 79



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## Groupage Shipment:

FAIREXX – Logistics for Exhibitions  
c/o RNTRANS warehouse  
Rua Pereira Henriques No.5/Poco do Bispo  
1900-790 Lisbon/Portugal

## Full and Half Trailer loads:

Centro de Congressos de Lisboa  
c/o FAIREXX – Logistics for Exhibitors  
Rua da junqueira  
1300 Lisbon/Portugal

Packages should be clearly marked "Name of Exhibitor" "EUROECHO 2007" "Hall and Stand number" and an advice note should be sent to [stefan.grunwaldt@fairexx.de](mailto:stefan.grunwaldt@fairexx.de) or faxed to +49 30 44 03 47 79.

For more information, download the FAIREXX Manual from:

<http://www.esccexhibition.org/Euroecho2007/Stand%20Services%20Download%20Area/Fairexx%20Manual.pdf>



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## 6. Stand Service Orders

In order to avoid any surcharges, please make sure you fax your orders to the Lisbon Congress Centre (+351 213 639 450) before the **9th November 2007**.

If you should require more details on the stand services available, feel free to contact: Joana Silva on: +351 213 652 011/ [joana.silva@aip.pt](mailto:joana.silva@aip.pt).



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## 7. Exhibition Opening Hours

Wednesday 05 December 10:00 – 19:00 Exhibition **OPEN**

16:00 – 17:30 Opening Ceremony followed by General Assembly

17:30 – 19:00 Opening Reception in the exhibition area

Thursday 06 December 09:30 – 18:00 Exhibition OPEN

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

All exhibiting staff must wear an Official EUROECHO 2007 badge at all times within the venue.



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## 8. Exhibitors Registration and Exhibitor services

The Exhibitors Registration Desk is situated inside the registration area (Ground Floor) close to the Exhibitor Services Desk. The following services will be available:

- Badge Readers
- Collection of Work Passes (Also available from FAIREXX team in the Loading Area)
- 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**





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## Badge Readers

Recording a prospective customer's information can be done by using the EUROECHO 2007 Badge Reader. For more information, please download the following information form:

<http://www.esccexhibition.org/Euroecho2007/Badge%20Reader%20Library/Badge%20Reader%20Information.pdf>

The order form is available below:

<http://www.esccexhibition.org/Euroecho2007/Badge%20Reader%20Library/Badge%20Reader%20Order%20Form.pdf>





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## Exhibitors Registration Opening Hours

Tuesday 04 December	08:00 – 18:00
Wednesday 05 December	08:30 – 18:00
Thursday 06 December	08:30 – 18:00
Friday 07 December	08:30 – 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.esccxhibition.org/Euroecho2007/default.aspx>



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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/Euroecho2007/ESC%20Items/Badge%20Order%20Form.csv>

DEADLINE FOR SENDING BADGE ORDERS TO [EEexhibition@escardio.org](mailto:EEexhibition@escardio.org)  
IS THE **5th NOVEMBER 2007**.



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## 9. Stand Design and Activities Approval

### Stand Drawings and Designs

Each stand design needs to be approved by the ESC and the Lisbon 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/Euroecho2007/default.aspx> and send it back to us as soon as possible.



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## 10. Important Reminders

### Payment

Please note 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.



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## **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 Espaco Tejo, contact: Mr Paulo Silva +351 213 652 006/Fax: +351 213 639 450/Email: [espaco.tejo@mail.telepac.pt](mailto:espaco.tejo@mail.telepac.pt)

## **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 "Information 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, 7 December at 16:30. Location TBA.





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## 11. Future ESC Congresses

EuroPREvent 2008

Heart Failure 2008

ESC Congress 2008

Acute Cardiac Care 2008

EUROECHO 2008

Paris 1 – 3 May 2008

Milan 14 – 17 June 2008

Munich 30 August – 3 September 2008

Versailles 11 – 14 October 2008

Lyon 10 – 13 December 2008

If you have any questions about the Exhibition at EUROECHO 2007, please contact: [EEexhibition@escardio.org](mailto:EEexhibition@escardio.org) or +33 492 94 77 55.

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