



EUROECHO 8 - UPDATE

Athens, Greece
1-4 December 2004



Dear Exhibitor,

This Update provides important logistical information concerning EUROECHO 8. Please pay close attention to the following message and to the Guidelines for Industry Participation, as it is each exhibitor's responsibility to ensure that all staff and agencies are aware of all EUROECHO 8 standards and procedures.

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

<http://www.esceexhibition.org/Euroecho8/default.aspx>



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1. Sponsorship Opportunities

Why not **promote** your **Exhibition location and on-booth activity** or **Satellite Symposium time-slot** and date to every delegate attending EUROECHO 8?

Inserted into the official EUROECHO 8 Congress Bags, you can create your own flyer, approved by the organiser, and advertise your Exhibition or Satellite Symposium to every delegate attending. This maximum target group reach item, will ensure delegate attention is drawn to your company activity at EUROECHO 8.

Cost €6,000, distribution, 2,200 copies.

Apply now for the Promotional Material Bag Insert to eesponsorship@escardio.org



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2. Access

EUROECHO 8 will be held in the Peace & Friendship Stadium. Access is via **Poseidonos Ave.** See the Access plan on:

<http://www.escexhibition.org/Euroecho8/ESC%20Items/Access%20Plan%20Overview.pdf>

The exhibition is situated on the ground level in the centre of the stadium.

Parking

Parking for Trucks and Coaches is available near Marina/Port.

Parking for Cars is available in front of the Peace and Friendship Stadium.

Both these parking areas are free of charge and unsecured.



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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. In order to claim these passes, a valid passport, driving licence or identity document must be shown. 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.



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Exhibition Timetable

Monday 29 November	08:00 – 22:00	Exhibition build-up
Tuesday 30 November	08:00 – 22:00	Exhibition build-up
Wednesday 01 December	08:00 – 19:00	Exhibition OPEN
	16:30 – 18:00	Opening Ceremony followed by the General Assembly
	18:00 – 19:00	Opening Reception in the exhibition area
Thursday 02 December	08:00 – 18:00	Exhibition OPEN
Friday 03 December	08:00 – 18:00	Exhibition OPEN
Saturday 04 December	08:00 – 13:00	Exhibition CLOSED (but Meeting running)
	13:00 – 24:00	Dismantling

IMPORTANT:

NO DISMANTLING BEFORE 13:00 SATURDAY 4 DECEMBER. IF VALUABLES ARE REMOVED ON FRIDAY EVENING, STANDS MUST BE PRESENTABLE & RETAIN VISUALS UNTIL DISMANTLING STARTS.



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Freight Free Aisles

There are two freight free aisles running through the exhibition. They are marked in orange and are also the main fire aisles. These routes need to be kept free of all goods and refuse **AT ALL TIMES** to enable fast access and exit from all areas of the Hall.

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



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5. Delivery Address and Storage

FAIREXX arrange all storage and forwarding for EUROECHO 8. Road freight shipments (no full trailer loads) should arrive at the following address no later than November 25th 2004:

FAIREXX – Logistics for Exhibitions
c/o Orphee Beinoglou SA (Head Office)
Syngrou Ave. & 2A Evripidou St.
GR – 176 74 Kallithea Athens Greece
Tel. + 30-210 94 66 100

Warehouse address in Athens :
17 Ypsilantou Str.
19600 Magoula Attika
Contact : Mr. Stelios Katsamakis Tel. +30 – 210 555 6964



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Packages should be clearly marked “Name of Exhibitor” “Stand no.” “EUROECHO 8 ATHENS” 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 – c/o Sandra Günther mobile : +49 173 60 92 583
Peace & Friendship Stadium
Ethnarchou Makariou Ave.
18547 N. Faliro-Piraeus
ATHENS / GREECE

For more information, download the FAIREXX Manual from:

<http://www.essexhibition.org/Euroecho8/Stand%20Services%20Download%20Area/Fairexx%20Manual.pdf>



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6. Exhibitors Registration and Badge Readers

The Exhibitors Registration Desk is situated inside the registration area 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



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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/Euroecho8/default.aspx>

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

[http://www.escexhibition.org/Euroecho8/ESC%20Items/Badge%20Information%20Form%20\(Read%20Carefully\).pdf](http://www.escexhibition.org/Euroecho8/ESC%20Items/Badge%20Information%20Form%20(Read%20Carefully).pdf)

**DEADLINE FOR SENDING BADGE ORDERS TO EEexhibition@escardio.org
IS THE 3rd NOVEMBER 2004**



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NEW Badge Readers

Recording a prospective customer's information can be done by using the EUROECHO 8 Badge Reader. For more information please download the following information form:

<http://www.essexhibition.org/Euroecho8/Badge%20Reader%20Library/Badge%20Reader%20Information.pdf>

The order form is available below:

<http://www.essexhibition.org/Euroecho8/Badge%20Reader%20Library/Badge%20Reader%20Order%20Form.pdf>

Orders will be taken until the **30th of November** and they will also be accepted on site.





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7. Stand Design and Activities

Stand Drawings and Designs

Each stand design should be approved by the ESC and Interforma. 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 should be approved by the ESC. Please fill in the Stand Activity form available on <http://www.escexhibition.org/Euroecho8/default.aspx> and send it back to us.



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8. 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 for the duration of the event, including Build up and Break down.

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 our agent Mrs Lygeri Sait.

lsait@ath.forthnet.gr or +30 210 3311771

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 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, 3 December. Time and location TBA.



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9. Future Events organised by the ESC and its registered branches

ICNC 7	Lisbon 8 - 11 May 2005
Heart Failure 2005	Lisbon 11 – 14 June
Europace 2005	Prague 26 - 29 June
ESC Congress 2005	Stockholm 3 – 7 September
EUROECHO 9	Florence 7 – 10 December 2005

If you have any questions about the Exhibition at EUROECHO 8, please contact the Exhibition Team: EEexhibition@escardio.org

+33 492 94 86 68 or +33 492 94 77 55

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