



EUROECHO 9



The Ninth Annual Meeting of the European Association of Echocardiography, a Registered Branch of the ESC,
in cooperation with the Italian Society of Cardiovascular Echography



Italy
Florence
7-10 December 2005

INDUSTRY GUIDELINES

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Section 1 – GENERAL INFORMATION

Venue

Firenze Fiera S.p.A.
Fortezza da Basso
Piazza Adua 1
50123 Florence
Italy

Local Agency: Mr Andrea Redditi
Tel: +39 055 33611
Fax: +39 055 3033888
Email: REDDITI@newtours.it

Exhibition Dates

Monday	05 December	08:00 – 22:00	Exhibition build-up
Tuesday	06 December	08:00 – 22:00	Exhibition build-up
Wednesday	07 December	08:00 – 19:30	Exhibition OPEN
		16:30 – 18:00	Opening Ceremony followed by the General Assembly
		18:00 – 19:30	Opening Reception in the exhibition area
Thursday	08 December	08:00 – 18:00	Exhibition OPEN
Friday	09 December	08:00 – 18:00	Exhibition OPEN
Saturday	10 December	08:00 – 13:00	Exhibition CLOSED (but Meeting running)
		13:00 – 24:00	Dismantling

IMPORTANT

NO DISMANTLING BEFORE 13:00 SATURDAY 10 DECEMBER. IF VALUABLES ARE REMOVED ON FRIDAY EVENING, STANDS MUST BE PRESENTABLE & RETAIN VISUALS UNTIL DISMANTLING STARTS.

Outside of 'exhibition open' periods, delegates will walk to session rooms along a route not including the exhibition. Exhibitors' should however take all reasonable precautions to protect valuables.

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

Congress dates

TIME	Tuesday 6 December	Wednesday 7 December	Thursday 8 December	Friday 9 December	Saturday 10 December	TIME
07.00						07.00
07.30						07.30
08.00						08.00
08.30						08.30
09.00						09.00
09.30						09.30
10.00						10.00
10.30						10.30
11.00	REGISTRATION	REGISTRATION	REGISTRATION	REGISTRATION	REGISTRATION	11.00
11.30						11.30
12.00		SESSIONS	SESSIONS	SESSIONS	SESSIONS	12.00
12.30		Coffee Break	Coffee Break	Coffee Break	Coffee Break	12.30
13.00		SESSIONS	SESSIONS	SESSIONS	SESSIONS	13.00
13.30		Lunch Break	Lunch Break	Lunch Break	Lunch Break	13.30
14.00		SESSIONS	SESSIONS	SESSIONS	SESSIONS	14.00
14.30						14.30
15.00		SESSIONS	SESSIONS	SESSIONS	SESSIONS	15.00
15.30		Coffee Break	Coffee Break	Coffee Break	Coffee Break	15.30
16.00						16.00
16.30		OPENING CEREMONY	SESSIONS	SESSIONS	SESSIONS	16.30
17.00						17.00
17.30		RECEPTION	Satellite			17.30
18.00						18.00
18.30						18.30
19.00						19.00
19.30						19.30
20.00		FACULTY DINNER		PRESIDENT'S DINNER	FAREWELL DINNER	20.00
20.30						20.30
21.00						21.00

Language

English

Addresses/ Contact Details

For General Information, Exhibition, Abstracts, Hotels, Registration and Sponsorship, please contact:

EUROECHO 9 Secretariat
2035, Route des Colles
Les Templiers
B.P. 179
F-06903 SOPHIA ANTIPOLIS CEDEX
France

Tel: +33 (0)4 92 94 76 00
Fax: +33 (0)4 92 94 76 01

Website: <http://www.euroecho.org>

Email: euroecho@escardio.org
EEexhibition@escardio.org
EEsponsorship@escardio.org
EEhotel@escardio.org
EEregistration@escardio.org
EEscientific@escardio.org

General information
Exhibition information
Sponsorship information
Hotel information
Registration information
Abstract and Scientific information

For information regarding:

- The Building
- Planning visit

Please contact our local contact, Dr Rossana Sormanni

Tel: +39 055 4972211
Fax: +39 055 4972220
Email: sormanni@firenzefiera.it

For information regarding:

- Technical aspects of the exhibition such as extra orders for stand equipment or personalised stand requests
- Requests for furniture, plants/flowers, electricity, carpet/flooring, fascia, A/V equipment, telecommunications, Hostesses, Security
- Order of Shell Scheme Stands and Equipment

Please contact Mr Andrea Redditi from our exhibition supplier, Newtours. Tel: +39 055 33611

Fax: +39 055 3033888
Email: REDDITI@newtours.it

Terminology

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

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

City: Florence
Building: Fortezza da Basso, all contact is via our local agent, Mr Andrea Redditi
Exhibitor: the Company which is to be regarded as participant in the exhibition as a result of a submission of an application for stand space followed by a stand assignment.
Organisers/EAE: European Association of Echocardiography (a registered branch of European Society of Cardiology)
EUROECHO 9: The Ninth Annual Meeting of the European Association of Echocardiography (a registered branch of the ESC).

Layout

EUROECHO 9 activities take place in three buildings:

Central Pavilion

Registration, Exhibition Hall, Posters, Secretariat, Cloakroom

Lecture room - Donatello

Lecture room - Leonardo

Lecture room - Giotto

Cavaniglia Pavilion

Speakers' Service Centre

Lecture room - Michelangelo

Lecture room - Raffaello

Lecture room - Brunelleschi

Teatrino Lorenese

Lecture room - Botticelli

Exhibition Time Schedule

- Stand construction should be finished Tuesday **06 December 22.00 hrs**
- All packing material that is to be retained (e.g. for re-use) should be cleared from the Building by Tuesday 06 December 20.00 hrs. 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 enter the Building 10 minutes before the opening of the Exhibition from Wednesday 07 December to Friday 09 December.
- The EUROECHO 9 Secretariat will have an office (ORGANISERS OFFICE) in the Building from Monday 05 December until Saturday 10 December.

Exhibitor Badges

Free Exhibitor Badges:

Exhibitors are entitled to a certain number of free badges; the number of these 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.

All Exhibitor badges must be ordered by email using the form available online, saving the badge name file in CSV format. This email should be returned to the EUROECHO 9 exhibition mailbox, EEexhibition@escardio.org before 7 November, 2005.

Stand size between:

9 and 49m²
50 and 99m²

Number of Free Badges:

8
16

Exhibitor badges will give access to the scientific sessions when space is available.

To be sure of having a seat in the lecture a full registration is recommended.

Please note you now have the choice to choose how your free badges are inscribed. Please indicate when you send your email for the badges the number of company only badges you wish to receive and the number of individual badges you wish to receive (please indicate the person's name).

Additional Exhibitor Badges:

If the number of free Exhibitor badges is insufficient, extra badges (under company name only) may be purchased at a price of €33.90 per badge plus VAT at 20% if applicable.

Work 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 (Piazzale Nord Ovest) 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 when in the congress centre.

Product Description

All Exhibitors will be listed in the Final Programme, together with a short description of the products exhibited. (Maximum 100 words). To this end, all Exhibitors should send their Product Description to the Organiser by email EEexhibition@escardio.org before 10 October 2005. Use the form online at <http://www.esceexhibition.org/Euroecho9/default.aspx>.

Surveillance & Security

The Organiser undertakes the general surveillance service of the Building, both day and night.

The Exhibitor shall be responsible for the surveillance of his stand and exhibits. Exhibitors are recommended to pay closer attention to the exhibits during the stand construction and dismantling periods. We strongly urge exhibitors to secure their stand against theft or damage. Valuable objects, which may easily be removed, should be locked away during the night or whenever the stand is left unattended. The Organiser accepts no responsibility for goods stolen from exhibits. Security services can be ordered through our local agent, Mr Andrea Redditi.

The Organiser may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of EUROECHO 9, or who refuses to comply with the local safety rules.

Insurance

In this particular venue, insurance coverage is **compulsory** and each EUROECHO 9 exhibitor needs to apply by completing **the form on the following link:**

<http://www.esceexhibition.org/Euroecho9/Stand%20Services%20Download%20Area/Insurance.pdf>

While on the premises, exhibition goods and packaging materials shall be insured at the expense and risk of the Exhibitor. Neither the Building nor the Organiser can accept any responsibility for damage, loss, theft, disappearance or injury of anything or anybody due to any cause. 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 falls 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, in respect of injury or damage sustained in any way whatsoever inside or outside the Building.

If any conditions within the Health & Safety Guidelines are infringed, the responsibility for any accident will lie exclusively with the Exhibitor, who must have contracted an insurance policy for unlimited civil liability for harm to third parties, albeit persons or objects.

Shipping Information

Official Forwarder and Lifter for EUROECHO 9:

FAIREXX Logistics

Tel.: +49 (0) 173 60 92 583 (*this number is for on-site use also*)

Fax: +49 (0) 30 4403 4779

Contact: Ms. Sandra Gunther

Email: sandra.guenther@fairexx.de

Roadfreight shipments (no full/ no half trailer loads) sent to the Exhibition before the shipment arrival deadline of 30 November 2005 should be consigned & addressed as follows:

FAIREXX – Logistics for Exhibitions

EUROECHO - 2005

“Name of the exhibitor”

“Hall & Stand N°.”

c/o Kühne & Nagel SpA

Via S.Piero a Quaracchi 256

50145 Florence

Italy

Mark goods as EUROECHO 2005 Florence – “Name of exhibitor + Stand No. “

To ensure that reception of your shipment is managed, please fax a full pre-advice at least 3 days before its arrival to FAIREXX LOGISTICS Fax. +49 – 30 – 44 03 47 79 attn. Sandra Guenther.

Delivery Point during the event (this is only valid for goods arriving after 30 November)

FAIREXX – Logistics for Exhibitions

ctc : Sandra Günther +49-173 - 60 92 583

c/o Firenze Fiera S.p.A.

Fortezza da Basso

Piazza Adua 1

50123 Florence

Italy

Please note you are responsible for carrying your parcels directly to your booth then back to your truck at the end of the event. The Official freight forwarders, FAIREXX, can help you achieve this. For more information please consult the Fairexx Shipping Manual available on:

<http://www.esceexhibition.org/Euroecho9/Stand%20Services%20Download%20Area/Fairexx%20Manual.pdf>

Customs Information/Taxes & Duties

The Exhibitor will pay the various taxes and duties he might owe resulting from his taking part in the exhibition. Further information will be communicated later.

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 the Building.

Smoking

Smoking is not permitted anywhere in the Building. Ashtrays and ash urns are prohibited in the exhibit area.

Alcohol

Exhibiting Companies are not allowed to serve any alcoholic beverages from their stand.

Children

Children under the age of 16 are not permitted in the Exhibition hall.

Stand Activities

I) The EAE has adopted a policy which limits industry sponsored entertainment, lunches, seminars or other formal gatherings. Without the specific approval of the EAE, companies should not organise such events during the two days before EUROECHO 9, during EUROECHO 9 itself or during the two days immediately after EUROECHO 9 (i.e. 05/12 –12/12). Should a company wish to plan any such events please consult the EAE in due time.

II) 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 for the approval of EAE prior to EUROECHO 9. Failure to do so may result in the exhibitors being obliged, at their own expense, to discontinue any such activity on-site.

III) The projection of films and slides, any amplification with the aid of loudspeakers, the production of music and/or sound, as well as the use of television sets, is allowed as long as no disturbance is caused. Should the EAE judge that a disturbance is being caused; the Exhibitor must stop the activity immediately. If this is not done, the EAE reserves the right to make the necessary arrangements at the expense of the Exhibitor.

IV) The EAE has appointed an Audio-Visual Committee, which supervises audio-visual activities. All audio-visual activities require the written permission of EAE, should a company intend to organise any audio-visual activity please consult the EAE for details of this policy.

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 in advance by the EAE. All requests should be submitted in writing to the EUROECHO 9 Secretariat before 28 October 2005. Participation can be 'rewarded' with a prize. However, the prize should be the same for everybody. 'Drawing winners' is not allowed. Maximum retail value may not exceed € 5. If the prize is a 'medical information carrier' such as a medical text book, a CD-ROM, a tape, a slide set etc., the maximum retail value may not exceed € 50. All "prizes" to be approved in advance by the EAE.

VI) The Board of the EAE has accepted the policy that small give-aways are acceptable at the exhibition (maximum retail value € 5) for example badges, T shirts, pens. All such give-aways must have the written approval of EAE. The distribution of give-aways should be low profile and should in no way overshadow the main activity of the stand. Please inform the EAE secretariat of your planned Stand Activity and Give Away Items, before 28 October 2005.

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 is limited to the area rented by the Exhibitor in the exhibition area.

VIII) "Special effect" lights, laser, sound & video projection on the stand can only be allowed with the written permission of EAE.

IV) The site assigned to the Exhibitor shall be staffed 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 either he himself or a person authorised by him is present at the stand at all times.

X) The use of the name of the European Association of Echocardiography (EAE), EUROECHO 9, European Society of Cardiology (ESC) or the European Heart House (EHH), 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 of the EAE or EAE.

The only exception is that Exhibitors may refer to EUROECHO 9 as "EUROECHO 9, the 9th annual meeting of the European Association of Echocardiography, a registered branch of the European Society of Cardiology".

XI) Exhibitors or their agencies are not allowed to reproduce texts, drawings or graphics that have been specially produced by EAE for use in publications such as the Final Programme or the Abstract Book.

XII) None of the exhibits may be photographed or filmed without the permission of the relevant Exhibitor. EAE 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.

XIII) The Exhibitor is entitled to photograph or film his own exhibition stand during exhibition hours.

XIV) Exhibitor Badges must be ordered by email to EEexhibition@escardio.org no later than November 7th, 2005

Section 2 – TECHNICAL GUIDELINES

Important Notice: All Exhibitors must submit a detailed stand drawing to the Organiser before 21 October 2005. Without the written approval of the Organiser no stand can be built. If you will be hiring a stand system from the Building please send us details. **The Technical Safety Regulations Declaration Form from Firenze Fiera needs to be filled in and is available on:**

<http://www.esceexhibition.org/Euroecho9/ESC%20Items/Declaration%20of%20Compliance%20with%20the%20Regulations.pdf>

Exhibition Location

The exhibition at EUROECHO 9 will be located in the Padiglione Spadolini , Florence, Italy.

Any queries regarding Exhibition please contact: ESC - Exhibition and Congress Services Department
Tel: +33 4 92 94 77 55 Fax: +33 4 92 94 76 26
Email: EEexhibition@escardio.org

General Exhibition Information with Pricing and minimum stand space requirements

The price of 'SPACE ONLY' is € 345 per m² plus VAT. A reduced rate of € 230 per m² plus VAT is offered to publishers, booksellers and journals. Minimum stand size is 9 m² for Industry, 6m² for Publishers. For companies organising a Satellite Symposium, a stand of minimum 9m² is mandatory.

The Organiser will hire out the stand as 'SPACE ONLY', which means that the stand site will be rented out without any prefabricated walls, installations, furniture, electricity, carpet and furnishings, or any other technical supplies and facilities. The Exhibitor shall personally take care of the set-up and installation of the stand (which means carpet, walls (if needed or prescribed), furniture, electricity etc.).

Exhibitors who will need to rent a standard exhibit stand module are advised to use the services of the Building. See Order Form in the Exhibitor Catalogue.

Immediately after allocation of the stand site the Exhibitor is advised to personally check the location and measurements of installations which might be found on the stand space assigned, the following items are given as examples: fire-alarm systems, junction boxes, technical inspection hatches, and columns. The Organiser does not accept responsibility for the detailed accuracy of the floor plans provided for Exhibitors' reference. Each stand will be numbered by the Organiser.

Detailed Stand Construction Guidelines

Every Exhibitor must submit an exact statement of the dimensions of the stand, as well as plans and descriptions of the stand. This applies equally to those companies hiring a standard exhibit stand module from the Building. This information has to be sent to the Organiser by 21 October 2005. The drawings shall clearly indicate the planned layout, dimensions, equipment and furnishing of the stand, including the inscriptions. Also indicated must be the location of power outlets, electricity cables as well as telephone installations.

Only with the written approval of the Organiser shall the stand drawings be deemed released for construction.

All stands must be finished before the Committee's inspection visit the day before, or the morning of EUROECHO 9's opening. The Exhibitors or their qualified representative must be at their stand during this inspection and must be able to supply all information and certificates concerning equipment and materials used. Note that fire safety certificates should be valid in Italy and available in Italian language should authorities request this.

The decisions taken by the administrative authority, on the Committee's opinion during its inspection visit, can go as far as preventing the stand from opening, and must be carried out immediately.

The Building and the Organiser refuse to accept any responsibility if the Safety Committee decides to close a stand because the Exhibitor has not respected the safety rules.

I) Exhibitors are asked to pay attention to the following stipulations:

- **From Wednesday 07 December 2005 08.00 hrs to Saturday 10 December 2005 13.00 hrs, all stands are to remain in their entirety, no dismantling or removal during this period is permitted.**
- Any column of the Hall lying within the stand may be covered without causing any damage and in compliance with accepted height regulations.
- Articles to be exhibited must be kept within the stand perimeter.
- The exhibition areas may only be covered by fitting platforms or carpets, which must be withdrawn by the exhibitor/decorator at the end of the exhibition.

- Mortar must not be placed on the floor; no nailing is allowed with percussion tools or painting with spray guns.
- Should there be an absolute need to carry out any of the unauthorised work, permission must be requested from the Management of the show at least 4 weeks before the inauguration, providing demarcation plans indicating weights and support surfaces for the products to be exhibited or the decoration to be fitted.
- The (standard) maximum height of stand constructions is 2.5 metres. Written requests must be submitted to the Organiser if constructions will exceed 2.5 metres and will be judged on stand size, transparency & impact on event. No stand may exceed 4m build height.
- Two-storey structures are not allowed.
- Arches, bridges or similar constructions connecting two or more stands are not allowed.
- The maximum permissible load on the floors of the Building is approximately 500Kgs per square metre. Load capacity will be taken into account when entering the exhibited goods as well as during their handling.
- Stands should be fully accessible on all 'open' sides. Requests to be partially exempted from this rule should be submitted in writing to the organisers.
- The stand floor must be adequately covered, for instance with carpeting or carpet tiles.
- It is to be noted that vehicles are not admitted within the exhibition areas. Forklifts and other handling machines must be equipped with rubber wheels and can only be operated by the official Forwarder & Lifter, Fairexx GmbH.

II) Exhibitors are not permitted:

- To erect or use names or trade marks which may be misleading or cause hindrance to the Exhibitors at the other stands or to EUROECHO 9 visitors.
- 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.
- To affix sold-tags to goods on display.
- No stands will be dismantled or removed prior to the end of the event.
- Drill, screw or nail the walls, ceilings, floors or columns of the exhibition areas.
- Place any heavy loads neither on the structure of the walls and columns, nor any of the technical installations of the Halls due to decoration or the objects on display.
- Hang Advertising from the ceilings of the Halls 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.
- Dig trenches, anchorages or to make other structural alterations inside the Building, unless explicit authorisation has been obtained from the Building owners. This implies that it is forbidden to place channels or any other modification to the construction of the interior of the Halls without the exceptional, express authorisation of EAE to such end, on presentation of the project and the required report of the Technical and Security Services of EAE.
- Paint or Glue, in any way or part of the Exhibition area
- Place articles to be exhibited in a manner, which, in the Organiser's opinion, affects or hinders neighbouring stands, e.g. as regards the visibility of the neighbouring stands.

III) Construction of Stands with a Floor:

- Authorisation must be requested in writing to EAE. Should acceptance be forthcoming, a descriptive report and 1:200 scale plans must be presented.
- All stands with a floor over 50 cm. above ground level with a staircase access must present a construction certificate signed by the competent engineer. All glass fitted in the top of the floor shall be at least 0.5 cm. thick, laminated and be of an approved safety type in Italy.
- The floor area of the stand must not be covered with paint or glue. The stand area may be covered only by the installation of an elevated platform, use of carpeting that is held in place by its own weight on the floor or by adhesive bands. These items must be removed by the Exhibitor at the end of the exhibition.
- The use of wooden platforms is recommended for stands with a lot of electrical wiring; the stand construction firm will be able to advise on this matter. Exhibitors who use such platforms should bear in mind that:
The maximum height allowed, measured from floor level to the top of the platform is 5 cm;
The platform sides must be closed and neatly finished. The platform edges must be safe (secured, safe & easily visible). Platforms should be placed within the stand perimeter.
- The platform must allow access to those in wheelchairs. Please note that the edges should be sloped for this purpose or a ramp included within stand perimeter.

IV) Construction of Stands with a Ceiling:

- Exhibitors may NOT cover their stands partially with a fabric ceiling. Grilles or similar devices may be used to cover the stands on condition that the material is incombustible, has a fire reaction class of 0 (Zero)

(Aluminium etc.), has a mesh of not less than 5cm x 5cm and the beams are not more than 1cm thick. Grilles in combustible materials with a fire reaction class of not more than 1 (One), a mesh of not less than 30cm x 30cm and beams not more than 4cm thick.

- Any and all horizontal decorations, ceiling areas and roofs require approval.

V) Construction of Walls – Lining – Corridors:

- 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, and this agreement differs from the policy prescribed by the Organiser, this agreement has to be approved of by the Organiser. Please note that all in-line and corner stands must also have a back wall. The rear sides of the stands shall be designed and decorated by the Exhibitor to whose stand they belong, provided that the interests of the neighbours are not affected thereby.
- Should the external area of a stand lining a corridor where visitors will pass be decorated with windows, photo-assemblies or other outstanding objects, the enclosure wall must be built 0.25 m. inside the boundaries of the stand itself and be transformed into an advertising support, giving continuity to the corridor and a pleasant look to the whole of the area.
- The stand construction, the installation of the objects on display and all advertising support must be sufficiently stable for public safety. All platforms open to the public over one metre below the lower level, must be surrounded by a handrail of at least 1m height.
- All peninsula, corner and in-line stands must be separated from the neighbouring stand(s) by means of a separation wall.
- Island booths are separated the width of an aisle from all neighbouring exhibits, demonstration areas may not be set on the aisle line of the exhibit; space must be left within the exhibit area to absorb the spectators. Should the spectators interfere with the normal traffic flow in the aisle or overflow into neighbouring exhibits, the presentation must be limited or stopped.
- All glass corners must be polished or protected so that there is no chance of anyone being cut. Glass doors and any other complete glass construction must be marked at eye level.
- Machinery demonstrations causing noise shall be reduced to a minimum in order not to disturb exhibitors and visitors.
- Regarding Machines and Moving Apparatus, the exhibitor will fit the installations that have to function throughout the show with all necessary working and accident prevention measures as shall be demanded by the technical regulations in use & local safety regulations for the installations.
- If the machinery or certain parts of the machinery are to be shown to the public while working, normal protection may be substituted by a protective shield of organic glass or a similar material.
- When the machines are not working and are only on display, the working protection mechanisms may be removed.
- Should this regulation be severely infringed and EAE considers that the working of the machine is a danger to people; EAE may stop the machine from working.
- If these conditions 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, albeit persons or objects.

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

Any set-up or installation, which does not comply with the standard specifications or with the designs approved of by the Organiser, 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 Organiser. All expenses for these corrections will be payable by the Exhibitor. The Organiser accepts no responsibility for damages caused by these corrections.

The set-up and installations shall be finalized by the deadlines fixed, and the packing material shall be removed from the stand. If it appears to the Organiser 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.

Fire & Safety

- Please note that the fire extinguishers must always be kept free at all times.
- Escape routes, doors and emergency exits (indoor and out) should be kept free of any obstruction and be kept in full view. Similarly for fire fighting equipment, fire safety signs and emergency wall phones. No product/company signs, decorations or stand roofs should be placed above an emergency exit.
- For booth construction etc., only non-inflammable materials or materials meeting the European safety norm EN13501/1 to class B standard may be used.
- Easily inflammable or explosive substances, gases or dangerous goods, including radio-active and chemical substances, are not permitted in the building.
- No working materials or tools causing possible obstruction may be left in corridors during assembly or removal.
- All edges of organic glass (Plexiglas, acrylics, etc.) shall be suitably protected to prevent fire from spreading.
- Under no circumstances shall means of evacuation (emergency exits), luminous signs, extinguishers, fire hydrants, indicators and other protection equipment be obstructed.
- No inflammable materials may be stored in offices, stores or on decorative enclosures on columns
- Likewise, junction boxes (electricity, telephones, T.V., gas, water, compressed air, etc.) and access to the equipment or dependencies of the Hall may not be locked.
- Easily inflammable materials shall not be used for any construction or installation.
- The use of spray guns and celluloid lacquer for painting the interior of the Halls is prohibited. This prohibition shall also extend to inflammable liquids and the use of aerosols containing gas.
- All welding work will require the corresponding permit and take place inside a sufficiently protected area provided with a fire extinguisher belonging to the applicant to prevent any possible fire.
- The use of balloons filled with inflammable gas is prohibited in the Halls.
- There will be no recipients with inflammable material on the stands for waste or rubbish. Waste paper baskets and rubbish bins must be emptied every evening when closing, and the contents placed in the collectors 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.
- Regarding household Gas Installations, (Butane) a temporary contract shall be made directly with the Repsol-Butano delegation.
- All other installations must adhere to regulations in force at the time. The stands, materials, installations, advertising supports, etc. must conform to public safety requirements.
- All gas or steam caused by the materials on display which might be a danger to health or disturbing for people must be removed from the Hall. Therefore, the assembly process will include an evacuation canal in non-flammable material, the cost of which will be covered by the exhibitor.
- Motorised vehicles and hand trolleys are not admitted within the Exhibition areas during build-up or dismantling periods or at any stage during EUROECHO 9. Please ensure adequate means to transport your exhibit materials into the building and to the stand or order these services from the official freight forwarder
- It is strictly forbidden to store wood, paper, straw, cardboard and packaging materials which are a fire hazard in the exhibition areas, the booths, the areas behind them and the cabins.

Cleaning & Refuse

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.

Electricity

All electrical connections must be made under the supervision of an authorised electrician.

At the time of the official inspection the relevant reports on the wiring including official form (information on connections) must be presented to the Technical Services Department for submission to the authorities.

Please order your electricity and connections on the Order Form available on-line.

Please do not forget to indicate on the Order Form where you wish the electrical connections to be installed.

IMPORTANT: Supplies will be switched on 30 minutes before opening during the duration of the congress, off 15 minutes after the Exhibition closes every day.

Twenty-four-hour supplies, direct current and non-standard voltages, currents and frequencies can be arranged provided sufficient notice is given to Newtours – mention your needs when returning the electrical order form.

Telephone & Facsimile Connection

Exhibitors should use the relevant Order Form online for telephone and fax connection.

Water

Please note that No Water Connections are available in the Exhibition Area.

Transport Regulations/Handling

During the Exhibition, goods can only be transported into the halls until the exhibits open. After that, only light articles can be hand carried in. Goods can be collected when the exhibition has closed if carried out and the exhibit remains visually presentable to delegates.

Do not place anything in the aisles outside the stand. If you do, you will block the passage-way for other transport. The Congress Centre has the right to store all packaging that is left in the aisles after 20:00 the day the build-up ends.

Storage

No refuse (e.g. empty cartons, crates or shipping/packing materials) may be left behind in your booth or in the aisles. If any Exhibitor or his contractor(s) leave such materials behind, the costs of removing will be charged to the Exhibitor. Please contact the official forwarder for handling and storage of your empty crates and other packing material during the length of the exhibition.

Miscellaneous Services

If you wish to order services, which are not mentioned in the Exhibitor Catalogue, then please contact the EAE's local agent:

Mr Andrea Redditi

REDDITI@newtours.it

Section 3 a – SPONSORSHIP OPPORTUNITIES

EUROECHO 9 gathers the core professionals in cardiac ultrasound offering excellent exposure in a unique context whereby Sponsors:

- Reach a truly international audience.
- Company name and products will be associated with, and contribute to the high quality of the scientific and clinical content of the conference.
- Achieve unique opportunities to showcase their products and services to specialists in their respective fields and related applications.
- Avail of Social sponsorship opportunities (Gala dinner, Cyber cafe etc) which proffer excellent networking and relationship-building opportunities.

Exhibition Space m ² (Space only)		€ 345 per
Additional Exhibitor Badges		€ 33.90 per badge
Satellite Symposia 10% reduction on second Symposium. (See page 13 for guidelines)		€ 18000 per session
Advance Programme Advertisement	Exclusive Back Cover	€ 13500
Final Programme Advertisement	Inside front cover	€ 5000
	Inside back cover	€ 5000
	Back Cover	€ 7500
	Inside Page	€ 3500
Abstract Book	Inside page	€ 5000
	2 nd cover	€ 7500
	Back cover	€ 10000
Congress Bags (produced by ESC)	Exclusive sponsorship	€ 22000
Badge Laces	Exclusive sponsorship	€ 15000
Writing Pads & Pens	Exclusive sponsorship	€ 12000
Insert in Congress Bags	A4 Leaflet in Congress Bags	€ 6000
Cyber Café	Exclusive sponsorship	€ 20000
Coffee Breaks	Exclusive/Entire meeting	€ 5000
	One Day	€ 1500
Faculty Dinner Faculty dinner to take place December 07, 2005	Exclusive sponsorship	€ 20000
Unrestricted Educational Grant		€ 10000
Abstract CD-Rom	Exclusive sponsorship	prices available on request
City Map & Attraction Guide	Exclusive sponsorship	prices available on request
Message Centre		prices available on request
Function Spaces A number of Function Spaces for Hospitality Suites are available These will be served on a first come, first served basis.		prices available on request

Please note that all of the above prices are VAT exclusive.

Section 3 b – SATELLITE SYMPOSIA

Companies with an interest in the field of echocardiography are invited to organise special sessions as part of the annual EUROECHO meeting.

These sessions take place during lunch or early evening during EUROECHO 9, they can be held in rooms with capacities from 250 to 800.

Conditions for Holding a Satellite Symposium

- I) To obtain permission to hold a Satellite Symposium, an exhibition stand of 9 m² or larger is required (cancelling your exhibition space at a later stage will also mean cancelling your Satellite Symposium).
- II) Companies only have access to the rooms at their scheduled time slots.
- III) Any installations or alterations to the rooms can only be made with explicit approval of the Organiser.
- IV) The Satellite Symposium must be open to all registered participants.
- V) All persons attending the Satellite Symposium must be registered either as full participants or as exhibitors; persons without such a badge will not be allowed to enter the room. This should be made clear on the invitations that Satellite Symposium organisers send to potential attendees. Other scientific sessions are not open to exhibitors.
- VI) Promotion or advertising prior to the Satellite Symposium is not permitted in the building other than on the stand. Display of Posters, handing out programmes and brochures at the entrance of the room is allowed, with ESC approval only, 15 minutes before the beginning of the session. Posters, sandwich boards or other means of leading participants to the Satellite Symposium are strictly forbidden at all times.
- VII) It is strictly forbidden to hold Satellite Symposia or other formal presentations outside EUROECHO 9 premises between 6 December and 11 December 2005.

Time Slots Reserved for Satellite Symposia

- Thursday, 8 December 2005:	12:45 – 13:45	60-minute session
- Thursday, 8 December 2005:	18:15 – 19:45	90-minute session
- Friday, 9 December 2005:	12:45 – 13:45	60-minute session
- Friday, 9 December 2005:	18:15 – 19:45	90-minute session

Cost of Satellite Symposia

The cost of a Satellite Symposium is € 18 000.

Companies wishing to organise two Satellite Symposia will get a reduction of 10 % on the price for the second Satellite Symposium.

Payment for the Satellite Symposium must be made before 15 November 2005.

Room Rental Pricelist (not included in the Satellite Symposia Price)

Room Michelangelo	Capacity: 800 seats	€ 8,000
Room Donatello	Capacity: 500 seats	€ 5,000
Room Leonardo	Capacity: 400 seats	€ 4,000
Room Raffaello	Capacity: 400 seats	€ 4,000
Room Giotto	Capacity: 250 seats	€ 2,500
Room Boticelli	Capacity: 250 seats	€ 2,500

N. B. All prices are subject to VAT where applicable

Cost of additional equipment such as projection equipment, operators, food and beverage will be the expense of the sponsor. To order any extra equipment we suggest you contact the official supplier whose details will be given in due time.

Available A/V support

- One computer (PC, windows 2000, office 2000)

- NOTE: This PC will be located in the projection cabin and will be operated by the projection technician. A remote control will allow you to ask for the next slide.
- Any PowerPoint presentation: file on Diskette, CD or ZIP
- Use of personal laptop (NOT recommended)
- Use of the Speaker's Service Centre is mandatory for all Satellite organisers on a free basis.

The use of the Speakers' Service Centre offers:

- Audio-visual assistance to all speakers from the session.
- Scientific programme of the session announced on the door of the room.
- Names of the chairpersons (only) on the table.

N.B Please be aware that the Satellite organiser or speaker must bring the presentations to the Speakers' Service Centre minimum 1 hour prior to the Satellite Symposium in question. We advise that presentations are submitted well in advance of the designated Satellite Timeslot.

TRANSLATION IS NOT RECOMMENDED!
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Applying to hold a Satellite Symposium

- Please send back the enclosed Application Form for Satellite Symposia to the EUROECHO 9 Secretariat offices, before **31 May 2005**.
- In order to be considered as Satellite Symposium organisers by the EUROECHO 9 Programme Committee, applications including a complete scientific programme must reach the EUROECHO 9 Secretariat offices, before **10 October 2005**.
- Late applications received after **17 October 2005**, cannot be printed in the Final Programme. In this case, the Satellite Symposium will appear in the ERRATUM with only the title of the session, the name of the company, the day, room and time.
- Changes in the content of the scientific programme of Satellite Symposia are not mentioned in the ERRATUM.

Scientific Programme

- The complete programme of the Satellite Symposium, typed on the special form provided by the Organiser, must reach the EUROECHO 9 Secretariat offices, Sophia Antipolis, France, before **10 October 2005**.

A "complete programme" must include the following:

- Title of the session
- Names of the two chairpersons and all speakers
- Title of each presentation with indications of duration and topic number
- Complete addresses of the chairpersons and speakers

No abstract forms need to be submitted for Satellite Symposia.

Lecture Room Assignments

The points awarded for participation since EUROECHO 5 and the date of receipt at the ESC offices, will determine the assignment of the rooms and time slots.

When several companies have the same number of points the first application received will be dealt with first, etc...

Points gained from Satellite Symposia are combined with the points gained through exhibition space.

A limited number of lecture rooms are available in the Building. Lecture Rooms can be reserved through the ESC only. The ESC has the right to modify lecture room assignment in case of matters unforeseen.

Accrued Points

Companies having organised a Satellite Symposium obtain 10 points per symposium.

Enforcement of Rules

Violations of these Guidelines and Conditions will result in the same sanctions as applied to Exhibition Violations

Invitations/Promotional Material

ESC Approval

All invitations or promotional material referring to the Satellite Symposia must receive ESC approval prior to being printed and distributed. **Please refer to the ESC Graphic Chart send in due time.**

Advertising

Promotional material announcing satellite symposia may only be distributed in the following ways:

- Mailing to the pre-registered participants.
- Display of posters 15 minutes before the beginning of the session in front of the assigned room. Posters are not permitted in the building other than on the booth.
- Handing out material at the entrance of the assigned room 15 minutes before the beginning of the session, nowhere else in the building other than on the booth.
- Handing out material from the exhibition booth.

N.B. No product names or brand names are allowed in the title or in the scientific programme of the session. No brand names are allowed anywhere on promotional materials of any kind.

Cancellation Policy

- Cancellations of Satellite Symposia should be sent by registered mail to EUROECHO 9 Secretariat.
- If a reservation of a time slot is cancelled after having received the Final Application Form or after **31 July 2005**, 25% of the total amount due will be charged.
- If the cancellation is received after **1 September 2005 and before 1 October 2005**, 50% of the total amount due will be charged.
- If the Satellite Symposium is cancelled after the latter date the full compensation fee will be invoiced.

Section 4 – CONDITIONS OF PARTICIPATION

General Conditions

The following conditions of participation refer to allocation of exhibition space by EAE to companies exhibiting at EUROECHO 9 insofar as the contractual partners do not reach contrary agreements in writing.

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 EAE constitutes conclusion of the rental contract between the Exhibitor and EAE. 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.

Admission to EUROECHO 9

The exhibition is open to industries active in the echocardiography arena and related fields. Marketing bureaus, consultants etc. can hire stand space in order to be able to conduct their research or provide their services. These activities are restricted to the rented stand space. They are not allowed to actively canvass for clients outside the space assigned.

Renting Stand Space

EAE lets stand space in accordance with the compatibility of the items to be exhibited with the subject matter of the exhibition & Meeting in general. The minimum stand size is 9 (nine) m². For companies organising a Satellite Symposium, a stand of 9 m² or larger is mandatory.

EAE 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.

EAE 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. EAE accepts no responsibility for any damage, which may result from such changes.

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.
- EAE 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.

Subtenants and other represented companies

Sharing the stand area with another company, regardless of whether this company is represented by its own exhibits and its own staff (subtenant) or only by its own exhibits (represented company), is not allowed, unless written approval is obtained from EAE. Transfer - even in part - of the rights and obligations arising from the rental contract to third parties is not permitted.

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, EAE 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 realization of objects seized are thus settled.

- Non-payment is considered a violation of our rules; as a consequence it will entail loss of accrued points.

Acceptance of Products

Each country has its own regulations. It is therefore advised that each participating Company should take advice on such regulations and restrictions as may affect their participation in EUROECHO 9. The EAE will accept no responsibility for any impact, financial or other, relating to legal complicity issues.

Reservations

Given serious cause (e.g. industrial action, acts of God) EAE is entitled to postpone, to curtail the duration, to close the exhibition completely or in part for any period, or to cancel it. In the event of complete or part postponement or curtailment, the contract is regarded as valid for a possible new date and new duration unless the Exhibitor protests in writing within a period of 2 weeks after notification of the alteration.

Exemption from Liability

EAE 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 intent or gross negligence. This exemption from liability also applies if exhibits are seized and stored by EAE 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 EAE. Furthermore EAE 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. EAE will not be responsible for the insurance of such items. EAE shall not be liable for any injury or damage howsoever caused to goods and/or persons in the building and/or on the adjacent sites.

Premature Termination of Rental Contract

If after binding application and conclusion of the contract EAE should accept in exceptional cases to withdrawal from the contract, the Exhibitor is liable for the full amount of the stand rental including all surcharges. Should EAE succeed in otherwise disposing of the stand, it reserves the right to claim payment of part costs 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 EAE deriving further proceeds from re-letting the area previously occupied by the relocated company. A case of re-letting is also not constituted if there are still unoccupied stand areas available. EAE 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 so altered his manufacturing programme that his products can no longer be classified in the industry for which he has rented stand space.

Cancellations

Cancellations by Exhibitors should be made by letter addressed to EAE. If a reservation is cancelled by the Exhibitor before **1 October 2005**, the amount paid will be refunded minus 50% of the total amount due. If a reservation is cancelled by the Exhibitor after 1 October 2005 no refund will be made, and the total amount for the stand space is due.

Assignment of Space / Accrued Points

- Stands will be assigned to Exhibitors according to previous participating points, starting with EUROECHO 5.
- Each exhibitor obtains 1 point per 9 m².
- Added to this exhibiting companies have 5 participation points for each year the company has exhibited at EUROECHO.
- Companies having organised a Satellite Symposium obtain 10 points per symposium.
- After the event, companies should return their points claim form to ensure the correct amount of points are carried forward for EUROECHO 9. The deadline for returning your form is 17 December 2005.
- To benefit from your points priority status, please send us your stand space, sponsorship & satellite application forms prior to May 31st 2005.

Enforcement of Rules

Any exhibitor that is judged to have not followed these Guidelines may be refused the opportunity to exhibit at any future meetings organised on behalf of the EAE and will lose accrued points.

Supplementary Provisions

Constituent parts of the rental contract take the form of the house regulations, the Guidelines for Industry Participation, the Exhibitor Kit, as well as other organisational and technical regulations sent to the Exhibitor before the exhibition opens. The sovereignty of national law of the site of EUROECHO 9 is undisputed.

Claims, Procedures, place of performance and jurisdiction

All claims by the Exhibitor against EAE must be lodged in writing. These claims will lapse within 6 months from the closure of each EAE 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; the English text is authoritative.

Place of performance and jurisdiction is Grasse - France. EAE reserves the right, however, to bring its claims before the courts competent for the area where the Exhibitor has his registered office.

Final Clause

In cases not or not clearly covered by the regulations in the Guidelines for Industry Participation, EAE's decision shall be final.

Section 5 – DEADLINES AT A GLANCE

31 May 2005	Deadline for Points allocation for EUROECHO 9 2005 (stand space)
31 May 2005	Deadlines for Sponsorship Application
31 May 2005	Deadline for Satellite Symposium Application Form
1 October 2004	Cancellations before this date – 50% fee, after this date 100% fee
10 October 2005	Deadline for sending complete programme of the Satellite Symposium
10 October 2005	Send product and/or company description
14 October 2005	Proofs of the Satellite scientific programme to be received by all participating companies
17 October 2005	Deadline for sending corrected Proofs of programme
21 October 2005	Submit a detailed stand drawing to the Organiser
28 October 2005	Declare <i>stand activity</i> and <i>give away</i> items
7 November 2005	Order free exhibitor badges using the online form
30 November 2005	Deadline for Stand services orders
30 November 2005	Shipment deadline (to arrive with Fairexx's agents)