



EUROECHO 9 - UPDATE

Florence, Italy
7-10 December 2005



Dear Exhibitor,

This Update provides important logistical information concerning EUROECHO 9. Please pay close attention to the following message and to the Industry Guidelines, as it is each exhibitor's responsibility to ensure that all staff and agencies are aware of all EUROECHO 9 standards and procedures.

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

<http://www.escexhibition.org/Euroecho9/default.aspx>





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1. Sponsorship Opportunities

Bag Insert:

Applications are still welcome for the Promotional Material Insert within the official EUROECHO 9 delegate bags. Create an invitation to your Exhibition or Satellite Symposia activity ensuring it reaches the hands of every delegate on-site at EUROECHO 9.

Cost: €6,000 excl. VAT

Final Deadline for application: **Friday 28 October**

Final Deadline for sending design: **Friday 4 November**

Final Deadline for sending in artwork: **Wednesday 16 November**

Quantity: 2.500

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



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Notepads & Pens - Exclusive Sponsorship

Exclusive sponsorship of the official EUROECHO 9 Notepads and Pens, either separately or as a combined option. These important meeting items with Sponsor logo and EUROECHO 9 logo will be placed in every EUROECHO 9 Delegate Bag, ensuring maximum target group reach and post-meeting exposure.

Pens & Pads Cost: €12,000 excl. VAT

Final Deadline for application: **Friday 28 October**

Final Deadline for sending design: **Friday 4 November**

Final Deadline for sending material: **Wednesday 16 November**

Quantity: 2,500

Should a company wish to create/provide their own Note Pads & Pens a special price may be negotiated.

For further information on this option, contact EEsponsorship@escardio.org



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2. Access

EUROECHO 9 will be held in the Fortezza da Basso. Access is via **Viale Filippo Strozzi (Porta S.M. Novella)**. See the Access plan on:

<http://www.essexhibition.org/Euroecho9/ESC%20Items>Loading%20Access%20Plan.pdf>

The exhibition is situated on the ground floor in the Central Pavilion.

Parking

Parking for Trucks is available in Viale 11 Agosto (Close to the airport).

Parking for Cars is available close to the Central Train Station (Stazione Centrale F.S. S.M. Novella).



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

Tuesday 06 December 08:00 – 22:00 Exhibition build-up



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Break Down Timetable

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 might 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.



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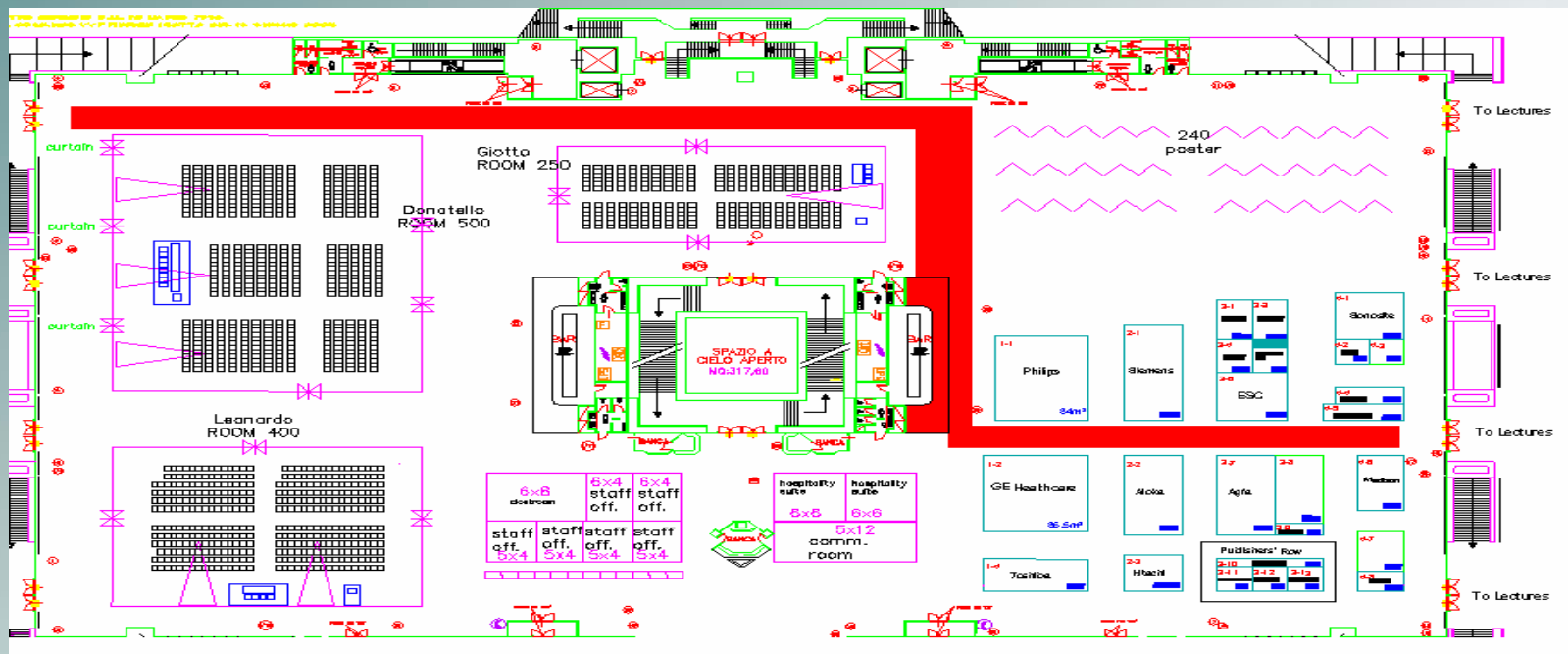
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EUROPEAN
ASSOCIATION OF
Echocardiography
11 August 2004 to 10 Dec 2005

Freight Free Aisles

There is only 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 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.



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5. Delivery Address and Storage

FAIREXX arrange all storage and forwarding for EUROECHO 9. Road freight shipments (no full trailer loads) should arrive at the following address no later than November 30th 2005:

FAIREXX – Logistics for Exhibitions
EUROECHO – 2005
“Name of the exhibitor”
“Hall & Stand No.”
c/o Kühne & Nagel SpA
Via S.Piero a Quaracchi 256
50145 Florence
Italy



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Packages should be clearly marked “Name of Exhibitor” “Stand no.” “EUROECHO 9 FLORENCE” 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
ctc: Sandra Günther +49 173 60 92 583
c/o Firenze Fiera S.p.A.
Fortezza da Basso
Piazza Adua 1
50123 Florence
Italy

For more information, download the FAIREXX Manual from:

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



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6. Exhibition Opening Hours

Wednesday 07 December 08:00 – 19:30 Exhibition OPEN

16:30 – 18:30 Opening Ceremony followed by the EAE
General Assembly

18:30 – 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

All exhibiting staff must wear an Official EUROECHO 9 badge at all times within the venue.



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7. 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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Badge Readers

Recording a prospective customer's information can be done by using the EUROECHO 9 Badge Reader. For more information please download the following information form:

<http://www.escehhibition.org/Euroecho9/Badge%20Reader%20Library/Badge%20Reader%20Information.pdf>

The order form is available below:

<http://www.escehhibition.org/Euroecho9/Badge%20Reader%20Library/Badge%20Reader%20Order%20Form.pdf>





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Exhibitors Registration Opening Hours

| | |
|-----------------------|---------------|
| Tuesday 06 December | 08:00 – 18:00 |
| Wednesday 07 December | 08:00 – 18:00 |
| Thursday 08 December | 08:00 – 18:00 |
| Friday 09 December | 08:00 – 18:00 |
| Saturday 10 December | CLOSED |

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.essexhibition.org/Euroecho9/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.escexhibition.org/Euroecho9/ESC%20Items/Badge%20Information%20Form%20\(Read%20Carefully\).pdf](http://www.escexhibition.org/Euroecho9/ESC%20Items/Badge%20Information%20Form%20(Read%20Carefully).pdf)

DEADLINE FOR SENDING BADGE ORDERS TO EEexhibition@escardio.org IS THE 7th NOVEMBER 2005



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8. Stand Design and Activities Approval

Stand Drawings and Designs

Each stand design needs to be approved by the ESC and Firenze Fiera. 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.essexhibition.org/Euroecho9/default.aspx> and send it back to us.



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9. Firenze Fiera Regulations and Insurance

Firenze Fiera – Technical Safety Regulations

All stand designs need to conform to our Guidelines for Industry Participation as well as the Firenze Fiera – Technical Safety Regulations. For more information we suggest you consult the following link:

<http://www.escehhibition.org/Euroecho9/ESC%20Items/Firenze%20Fiera%20-Technical%20Safety%20Regulations.pdf>

After going through the Regulations, please make sure you fill in the appropriate form:

<http://www.escehhibition.org/Euroecho9/ESC%20Items/Declaration%20of%20Compliance%20with%20the%20Regulations.pdf> and send back to Firenze Fiera.

Compulsory Insurance

At EUROECHO 9 all exhibitors need to purchase an Insurance Coverage Package provided by Newtours and in cooperation with Firenze Fiera. To order please click on:

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



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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.



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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 Gerist info@gerist.it or +39 055 4633692.

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, 9 December at 16:30. Location TBA



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11. Future ESC Congresses

Heart Failure 2006

World Congress of Cardiology 2006

Acute Cardiac Care 2006

EUROECHO 10

Helsinki 17 – 20 June

Barcelona 2 – 6 September

Prague 21 – 24 October

Prague 6 – 9 December 2006

If you have any questions about the Exhibition at EUROECHO 9, please contact:
EEexhibition@escardio.org or +33 492 94 77 55

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