

# Frontiers in Cardiovascular Biology

First congress of the Council on Basic Cardiovascular Science of the European Society of Cardiology

**FCVB 2010**

**Berlin**  
**16-19 July**  
**2010**



## INDUSTRY GUIDELINES

**ESC Working Groups on:** Cardiac Cellular Electrophysiology - Cellular Biology of the Heart  
Coronary Pathophysiology and Microcirculation - Developmental Anatomy and Pathology  
Myocardial Function - Pathogenesis of Atherosclerosis - Thrombosis



ESC Council on  
Basic Cardiovascular Science



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## Section 1 – GENERAL INFORMATION

### Venue

#### **Charité - Universitätsmedizin Berlin**

Campus Charité Mitte (CCM)

Anatomy Institute

Luisenstrasse 56/57

10115 Berlin

Germany

Web Site: [www.charite.de](http://www.charite.de)

### Exhibition Dates

Thursday	15 July	09:00 – 18:00	<b>Exhibition build-up</b>
Friday	16 July	09:00 – 11:00	<b>Stand Decoration Only, to be completed by 11:00</b>
		11:00 – 12:00	<b>ESC Inspection</b>
		12:00 – 20:00	<b>Exhibition OPEN</b>
		18:00 – 20:00	<b>Get Together Party "Keep it moving"</b>
Saturday	17 July	09:30 – 17:30	<b>Exhibition OPEN</b>
Sunday	18 July	09:30 – 17:30	<b>Exhibition OPEN</b>
		18:00 – 24:00	<b>Dismantling</b>

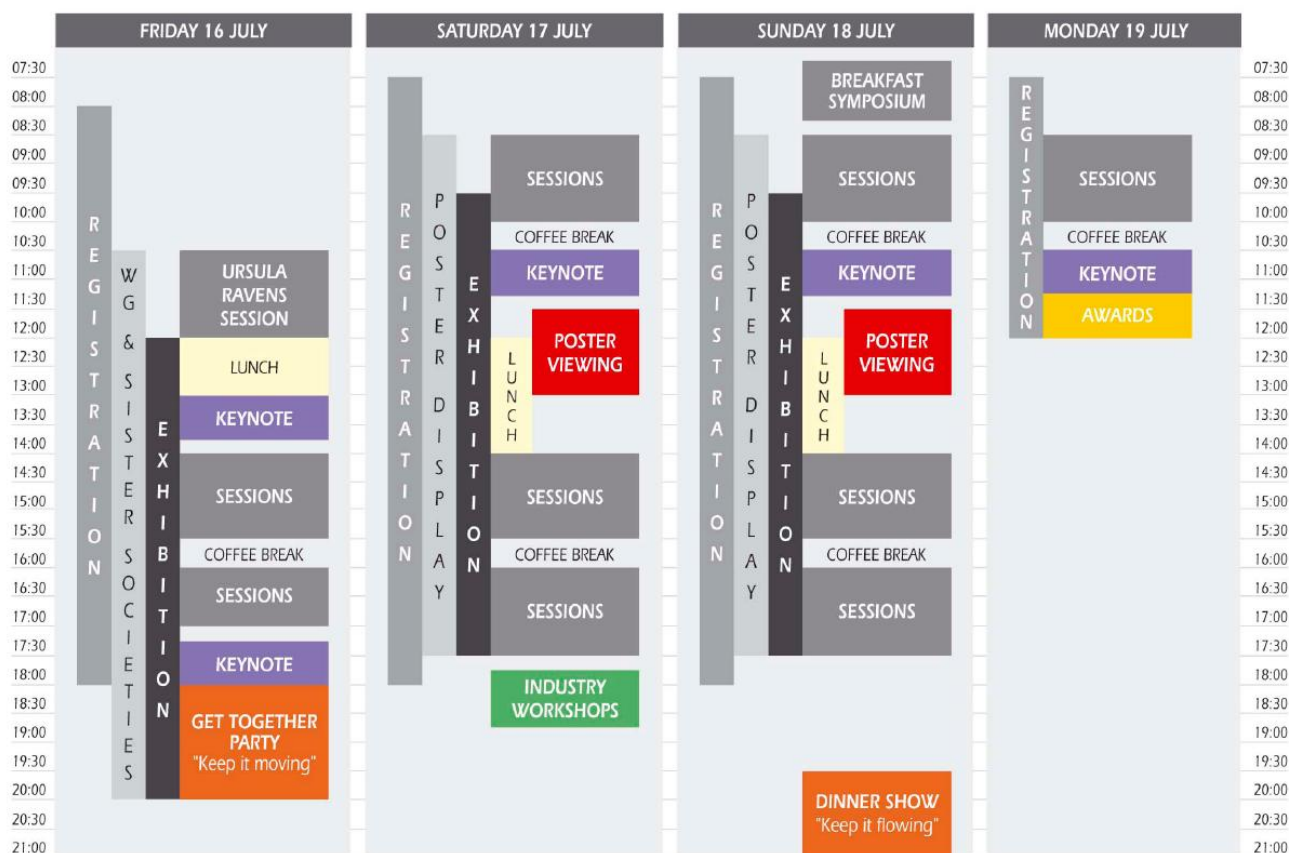
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**IMPORTANT:  
NO DISMANTLING BEFORE 18:00 SUNDAY 18 JULY.**

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Outside of 'exhibition open' periods, delegates will walk to the poster area and session rooms along a route including a portion of the Exhibition. Exhibitors should therefore take all reasonable precautions to protect valuables. Please also note the limited dismantling time.

## **Congress dates: 16-19 July 2010**



## **Language**

English

## **Addresses/ Contact Details**

For **General Information** please contact:

FCVB 2010 Secretariat

2035, Route des Colles

Les Templiers

B.P. 179

F-06903 SOPHIA ANTIPOLIS

France

General Information: [FCVBsecretariat@escardio.org](mailto:FCVBsecretariat@escardio.org)

Website: [www.escehhibition.org/FCVB2010/default.aspx](http://www.escehhibition.org/FCVB2010/default.aspx)

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

Fax: +33 (0)4 92 94 86 29

For information on **Industry Participation, Registration, Hotel and Scientific information** contact:

Sponsorship, Promotion and Industry participation

Industry Sponsored Session

Exhibition

Registration

Hotel accommodation

Abstracts and Scientific information

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

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

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

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

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

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

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,
- Order of Shell Scheme Stands and Equipment

See online order forms on: <http://www.esceexhibition.org/FCVB2010/default.aspx>

Or contact:

Mr. Thorsten Geitel (Party Rent)  
Email: [ThorstenGeitel@partyrent.com](mailto:ThorstenGeitel@partyrent.com)  
Tel: +49 305 213 029 30  
Fax: +49 521 302 950

## **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:

<b>City:</b>	Berlin
<b>Venue:</b>	Charité - Universitätsmedizin Berlin
<b>Exhibitor:</b>	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.
<b>Organisers/CBCS:</b>	The Council on Basic Cardiovascular Science, a registered branch of the European Society of Cardiology (CBCS of the ESC)
<b>FCVB 2010:</b>	Frontiers in CardioVascular Biology 2010, the first Meeting of the Council on Basic Cardiovascular Science -of the European Society for Cardiology.

## **Layout**

FCVB 2010 activities will take place in:

### **Anatomy building**

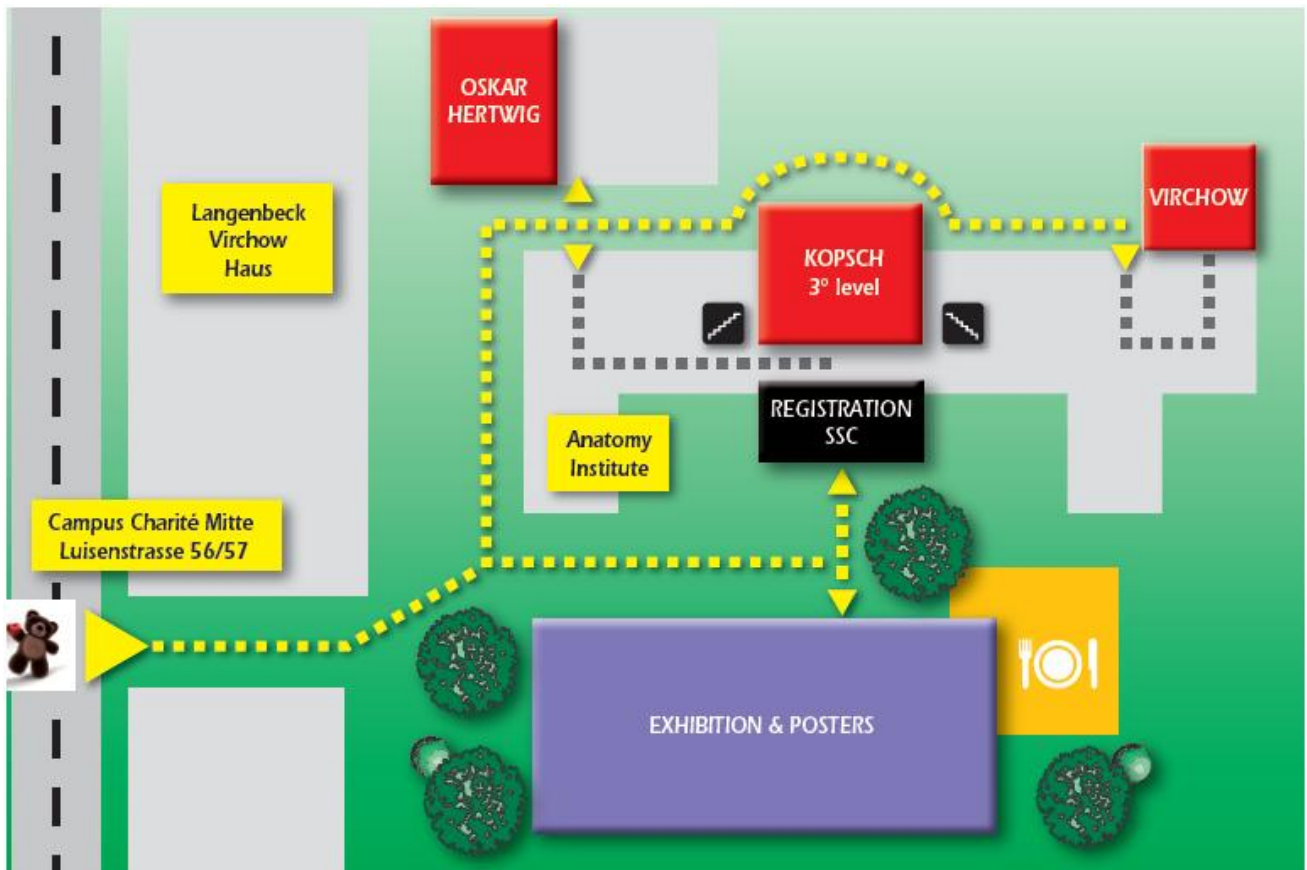
Registration  
Speaker Service Centre  
Lecture Room Kopsch  
Lecture Room Virchow

### **Oskar Hertwig Haus**

Lecture Room Oskar Hertwig

### **Garden - Marquee**

Exhibition area  
Posters area  
Catering area



## **Exhibition Time Schedule**

- Build-up will take place on **Thursday 15 July** from 09:00 to 18:00 hrs.
- Stand construction should be finished by **Thursday 15 July 18:00 hrs.**
- All packing material that is to be retained (e.g. for re-use) should be cleared from the Building by **Thursday 15 July 18:00 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.
- The FCVB 2010 Secretariat will have an office (ORGANISER'S OFFICE) in the Anatomy Building from **Thursday 15 July until Sunday 20 July.**

## **Exhibitor Badges**

### **Free Exhibitor Badges**

Exhibitors are entitled to a certain number of free badges. The number of 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 excel format. This email should be returned to the FCVB 2010 exhibition mailbox, [FCVBexhibition@escardio.org](mailto:FCVBexhibition@escardio.org) before **25 June 2010**.

### **Stand size between**

9 and 49m<sup>2</sup>

### **Number of Free Badges**

8

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**Exhibitor badges will give access to the scientific sessions when space is available.  
To be sure of having a seat at the lecture a full registration is recommended.**

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You now have the option 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 **€ 33.60** per badge plus VAT (19%) 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 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 whilst inside 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). All Exhibitors should send their Product Description to the Organiser by email [FCVBexhibition@escardio.org](mailto:FCVBexhibition@escardio.org) before **7 June 2010**. Use the form online at <http://www.esceexhibition.org/FCVB2010/default.aspx>

### **Surveillance & Security**

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

Exhibitors are responsible for the surveillance of their 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 be easily 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.

The Organiser may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of FCVB 2010, or who refuses to comply with the local safety rules.

### **Insurance**

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 anyone, for any reason. 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, be it persons or objects.

## **Shipping Information**

Official Forwarder and Lifter for FCVB 2010:

**FAIREXX Logistics**

Sandra Guenther

Contact: Ms. Sandra Guenther

Tel: +49 304 403 4712

Fax: +49 304 403 4779

Email: [sandra.guenther@fairexx.com](mailto:sandra.guenther@fairexx.com)

### **Airfreight**

Your airfreight shipments should arrive at Berlin – Berlin-Tegel airport (TXL) no later than **5 working days before desired delivery to booth**

**Consignee Address:** FAIREXX –  
Logistics for Exhibitions GmbH  
Marienstrasse 28  
12207 Berlin / Germany  
Tel/Fax: +49-304 403 4779

Notify: FCVB 2010  
Exhibitor's Name  
Hall / Stand Number

Please send shipments prepaid, on own Masterairwaybill, consigned to the above mentioned address. Three (3) original Invoices should be attached to the MAWB.

### **Groupage Shipment**

Groupage shipments should arrive at our onsite warehouse no later than **3 working days before desired delivery to booth and sent to the following address:**

**Warehouse Address:** FAIREXX Logistics for Exhibitions GmbH  
c/o ACL GmbH  
Westhafenstrasse 1 (Lagerhalle 6)  
13353 Berlin / Germany  
Fax: +49 304 403 4779

Notify: FCVB 2010  
Exhibitor's Name  
Hall / Stand Number

### **Full /half Trailer Loads**

Full/half Trailer Loads should arrive directly at the Charité - Universitätsmedizin Berlin, in accordance with the official Build-up Dates and Times.

**Venue address:** **Charité - Universitätsmedizin Berlin**  
Campus Charité Mitte (CCM)  
Anatomy Institute  
Luisenstrasse 56/57  
10115 Berlin  
Germany

Notify: FCVB 2010 / Exhibitor's Name  
Hall / Stand Number

To ensure that reception of your shipment is managed, please fax a full pre-advice to FAIREXX LOGISTICS Fax: +49 304 403 4779 attn. Sandra Guenther.



If the Exhibitor requires that parcels be delivered to their booth or be returned to their truck, the Official freight forwarders, FAIREXX, can assist in this regard. For more information please consult the Fairexx Shipping Manual available on: <http://www.escehhibition.org/FCVB2010/default.aspx>

## **Customs Information/Taxes & Duties**

Exhibitors will pay the various taxes and duties owed resulting from their taking part in the exhibition.

## **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.

## **Stand Activities**

**I)** The CBCS has adopted a policy which limits industry sponsored entertainment, lunches, seminars or other formal gatherings. Without the specific approval of the CBCS, companies should not organise such events during the two days before FCVB 2010, during FCVB 2010 itself or during the two days immediately after FCVB 2010 (i.e. 14/07 – 21/07). Should a company wish to plan any such events, please consult the Organiser 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 CBCS prior to FCVB 2010. 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 CBCS judge that a disturbance is being caused; the Exhibitor must stop the activity immediately. If this is not done, the CBCS reserves the right to make the necessary arrangements at the expense of the Exhibitor.

**IV)** Companies wishing to arrange or sponsor sessions are invited to arrange a Workshop Session or workshop, as detailed elsewhere in these Guidelines. Exhibit space is intended to display scientific information on products and/or services, therefore positioning auditoria on stand areas is not permitted.

This does not exclude companies from giving product based presentations, but the area set aside for an audience should not resemble a theatre – therefore no more than twenty seats should be provided and this area should not be covered. It should be positioned well within the stand area (not less than three metres from the stand perimeter).

The focus of presentations should be product-related information and not the presenters themselves. Celebrated or costumed presenters may be employed as long as they are not central to the presentation or its publicity. Where Key Opinion Leaders (KOLs) are employed as presenters, their presence should be discrete and not publicly advertised. In addition, the nature of the presentation should be informal and in no way resemble any official session format, be it a Workshop, Satellite, Meet the Expert or FCVB programme.

All such activities require the prior approval of the ESC.

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

**VI)** 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 CBCS. All requests should be submitted in writing to the FCVB 2010 Secretariat before 21 June 2010. 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" must be approved in advance by the CBCS.

**VII)** The Board of the CBCS has accepted the policy that small give-aways are acceptable at the exhibition (maximum retail value € 5) for example badges, T shirts, pens, etc. All such give-aways must have the written approval of CBCS. The distribution of give-aways should be low profile and should in no way overshadow the main activity of the stand. Please inform the CBCS secretariat of any planned Stand Activity and Give Away Items, before 21 June 2010.

**VIII)** Distribution, display or placement of material printed by industry or its agents (Including signs and billboards) is limited to the area rented by the Exhibitor in the exhibition.

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

**X)** 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. Exhibitors must ensure an authorised person is present at the stand at all times.

**XI)** The use of the name of the Council on Basic Cardiovascular Science (CBCS), FCVB 2010, 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 to the CBCS.

The only exception being that Exhibitors may refer to FCVB 2010, as "the first meeting of the Council on Basic Cardiovascular Science of the European Society for Cardiology (CBCS of the ESC), a registered branch of the European Society of Cardiology".

**XII)** Exhibitors or their agencies are not allowed to reproduce texts, drawings or graphics that have been specially produced by CBCS for use in publications such as the Final Programme or the Abstract CD-Rom.

**XIII)** None of the exhibits may be photographed or filmed without the permission of the relevant Exhibitor. CBCS 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.

**XIV)** Exhibitors are entitled to photograph or film their own exhibition stand during exhibition hours.

**XV)** Exhibitor Badges must be ordered by email to [FCVBexhibition@escardio.org](mailto:FCVBexhibition@escardio.org) no later than 25 June 2010.

## **Miscellaneous**

### **Smoking**

Smoking is forbidden throughout 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.

## Section 2 – TECHNICAL GUIDELINES

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**Important Notice: (If any extra structural elements are added to the existing stand package)  
All Exhibitors must submit a detailed stand drawing to the Organiser before 14 June 2010.  
Without the written approval of the Organiser no stand can be built. If a company wishes to hire  
a stand system from the Building please send us (ESC) details.**

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### **Exhibition Location**

The exhibition at FCVB 2010 will be located in the Charité – Universitätsmedizin, Berlin.

Any queries regarding Exhibition please contact:

ESC – Industry Services Department  
Tel.: +33 (0)4 92 94 77 55  
Fax: +33 (0)4 92 94 76 26  
Email: [FCVBexhibition@escardio.org](mailto:FCVBexhibition@escardio.org)

### **General Exhibition Information with Pricing and minimum stand space requirements**

**The price of "9m<sup>2</sup> stand package including walls & basic furnishings" is €2,500 excl. VAT. All Exhibition stands will have the same format of 9 m<sup>2</sup>. For companies organising a Workshop Session or a User Group, a stand of minimum 9m<sup>2</sup> is mandatory.**

The Organiser will hire out the stand as 9m<sup>2</sup> stand package including walls, basic furnishings and electrical connection. The Exhibitor shall personally take care of the set-up and installation of any additional stand elements e.g. posters, pop-up structures.

Exhibitors who require any extra services are advised to use the services of our local supplier. See Order Form on: [www.esceexhibition.org/FCVB2010/default.aspx](http://www.esceexhibition.org/FCVB2010/default.aspx).

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 if any extra structural elements e.g. pop ups/umbrella structures are added to the package. This information has to be sent to the Organiser by **14 June 2010**. 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 **11:00 Friday 16 July 2010**. There will be an ESC inspection from 11:00 to 12:00. The Exhibitor, 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 Germany and available in German 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 Friday 16 July 2010 12:00 to Sunday 18 July 2010 17:30, 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.
- Two-storey structures are not allowed.
- Arches, bridges or similar constructions connecting two or more stands are not allowed.
- The maximum load permissible on the floors of the Tent Floor is approximately 400Kgs 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. In any case, the maximum amount any open side may be enclosed is 1/3<sup>rd</sup> the length of that side.
- Auditoria or structures resembling theatres are not permitted on stands – equipped lecture rooms are available for the purpose of providing educational sessions.
- The stand floor on custom stands 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 FCVB 2010 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.
- 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 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/Tent within or outside the stand space assigned.
- Dig trenches, anchorages or to make other structural alterations inside the Building/Tent, 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 CBCS to such end, on presentation of the project and the required report of the Technical and Security Services of CBCS.
- 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 CBCS. 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 Germany.
- 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 10 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 cover their stands with a fabric ceiling which meets the European safety norm EN13501/1 to class B standard. Certification must be available in German language if required by the authorities.
- 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, 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.
- All peninsula, corner and in-line stands must be separated from the neighbouring stand(s) or hall wall 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 injury. 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 functioning throughout the show with all necessary working and accident prevention measures as shall be demanded by the technical regulations in use and 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 CBCS considers the functioning of the machine as dangerous, the CBCS may prohibit the machine from being used.
- 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, be it persons or objects.

The floor, columns and installations (distribution boxes, piping, rented shell stands, etc.) of the Building/Tent shall be left in the same state in which they were found. Any damage shall be repaired by the Building/Tent 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 finalised 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, TV, 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 dustbins 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.
- 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 FCVB 2010. 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 tent including the stand package

## **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.

## **Telephone & Fax Connections**

Please note that telephone connections are not available in the exhibition area.

## **Water**

Please note that Water Connections are not 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 as this will block the passage-way for other transport. Fairexx 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 on the booth or in the aisles. If Exhibitors or their 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 empty crates and other packing materials during the Exhibition.

## **Miscellaneous Services**

To order extra furniture and electricity, please contact the exhibition supplier, Party Rent.



## Section 3 A – SPONSORSHIP & PROMOTION OPPORTUNITIES

The following pages detail all existing **Sponsorship, Promotional** and **Industry Participation** options at FCVB 2010 and we will be pleased to consider additional sponsorship initiatives or suggestions.

Please contact: Industry Services, for further consultation on and management of your corporate investment and strategy.

Tel: +33 (0)4 92 94 76 14  
Fax: +33 (0)4 92 94 76 26  
Email: Sponsorship@escardio.org

- In addition to the manner of recognition shown below, sponsors will be acknowledged in all printed material and on the Web Site.
- All sponsorship requests will be allocated on a first-come, first-served basis.
- All prices are excl. VAT
- Payment in € (Euro)

### 3A.1 SPONSORSHIP & PROMOTIONAL ITEMS

### PRICE & DEADLINE

#### EDUCATIONAL GRANT SUPPORT

€ 10 000 excl. VAT

### 3A. 2 Cancellation Policy and Payment Conditions

All cancellations must be received in writing.

100% cancellation fees apply for all cancellations received after the Sponsorship invoice has been issued.

Payment is due by the date indicated on the invoice or the opening of the congress, whichever comes first.

## Section 3 B – WORKSHOP SESSIONS

Companies with an interest in the field of cardiovascular biology are invited to organise special sessions as part of the Frontiers in Cardiovascular Biology (FCVB) 2010 meeting.

### Conditions for Holding a Workshop Session

- I)** Companies only have access to the rooms at their scheduled time slots.
- II)** Any installations or alterations to the rooms can only be made with explicit approval of the Organiser.
- III)** The Workshop Session must be open to all registered participants.
- IV)** All persons attending the Workshop Session 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 to potential attendees sent by Workshop Sessions organisers.
- V)** Promotion or advertising prior to the Workshop Session is permitted in the areas designated by the ESC. Display of Posters, handing out programmes and brochures at the entrance of the room is allowed, with ESC approval only, 30 minutes before the beginning of the session.
- VI)** It is strictly forbidden to hold Workshop Sessions or other formal presentations outside FCVB 2010 premises between 12 July and 23 July 2010.

### Time Slots Reserved for Workshop Sessions

- Saturday, 17 July 2010: 17:45 – 18:45

60-minute session

## **Cost of Workshop Sessions**

The cost of a Workshop Session is € 5 000 excl VAT.

**Payment for the Workshop Session must be made before 16 June 2010.**

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***Please note: All prices are subject to VAT where applicable***

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

## **Applying to hold a Workshop Session**

- Please return the enclosed Application Form for Workshop Sessions to the FCVB 2010 Secretariat offices before **31 January 2010**.
- In order to be considered as Workshop Sessions organisers by the FCVB 2010 Programme Committee, applications including a complete scientific programme must reach the FCVB 2010 Secretariat offices **before 31 March 2010**.
- Applications received **after 15 April 2010**, cannot be printed in the Final Programme. In this case, the Workshop Session 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 Workshop Sessions are mentioned in the ERRATUM.

## **Scientific Programme**

- The complete programme of the Workshop Session, typed on the special form provided by the Organiser, must reach the FCVB 2010 Secretariat offices in Sophia Antipolis, France **before 31 March 2010**.

No abstract forms need to be submitted for Workshop Sessions.

## **CHANGES IN THE SCIENTIFIC PROGRAMME / ERRATUM POLICY**

Once your scientific programme has received approval from the FCVB 2010 Committee, all changes post approval must be sent in writing to [satellite@escardio.org](mailto:satellite@escardio.org) in order to ask for re-approval of your Workshops Session. We ask that you respect the deontology of this programme and adhere to the approved content of your scientific programme.

The FCVB 2010 secretariat cannot guarantee to respond positively to the changes requested.

## **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 Workshop Sessions must receive ESC approval prior to being printed and distributed.

### **Advertising**

Promotional material announcing Workshop Sessions may only be distributed in the following ways:

- Display of posters **30 minutes before** the beginning of the session in front of the assigned room.

- Handing out material at the entrance of the assigned room **30 minutes before** the beginning of the session, nowhere else in the building other than on the booth.
- Handing out material from the exhibition booth.

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***Please note:***

***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.***

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**Cancellation Policy**

- Cancellations of Workshop Sessions should be sent by registered mail to FCVB 2010 Secretariat.
- If cancellation is received before **15 February 2010**, 50% of the total due amount will be charged.
- If cancellation is received on or after **15 February 2010** 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 CBCS to companies exhibiting at FCVB 2010 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 CBCS constitutes conclusion of the rental contract between the Exhibitor and CBCS. 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 FCVB 2010**

The exhibition is open to companies active in basic cardiovascular science arena and related fields. Marketing bureaus, consultants etc. may hire stand space in order to conduct their research or provide their services. These activities are restricted to the rented stand space. Canvassing for clients outside the space assigned is strictly forbidden.

### **Renting Stand Space**

CBCS lets stand space in accordance with the compatibility of the items to be exhibited with the subject matter of the exhibition and meeting in general. The standardized stand format is 9 m<sup>2</sup>. For companies organising a Workshop Session or a User Group Session a stand of 9 m<sup>2</sup> or larger is mandatory.

CBCS 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.

CBCS 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. CBCS 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.
- CBCS 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 exhibit and staff (subtenant) or only by its own exhibit (represented company), is not allowed, unless written approval is obtained from CBCS. 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, CBCS 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 realisation of objects seized are thus settled.
- Non-payment is considered a violation of the Organiser's 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 be aware of all regulations and restrictions that may affect their participation in FCVB 2010. The CBCS will accept no responsibility for any impact, financial or other, relating to such issues.

## **Reservations**

Given serious cause (e.g. industrial action, acts of God) CBCS is entitled to postpone, to curtail the duration of, to close the exhibition in part for any period, or completely, or even to cancel it. In the event of complete or partial 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**

CBCS 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 intentional or gross negligence. This exemption from liability also applies if exhibits are seized and stored by CBCS 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 CBCS. Furthermore CBCS 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. CBCS will not be responsible for the insurance of such items. CBCS shall not be liable for any injury or damage whatsoever 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, CBCS should accept in exceptional cases to withdraw from the contract, the Exhibitor is liable for the full amount of the stand rental including all surcharges. Should CBCS succeed in otherwise disposing of the stand, it reserves the right to claim payment of partial costs caused 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 CBCS deriving further proceeds from re-letting the area previously occupied by the re-located company. A case of re-letting is also not constituted if there are still unoccupied stand areas available. CBCS 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 altered his manufacturing programme so that his products can no longer be classified in the industry for which he has rented stand space.

## **Cancellation Policy**

Cancellations by Exhibitors should be made by letter addressed to CBCS. If a reservation is cancelled by the Exhibitor **before 30 April 2010**, the amount paid will be refunded minus 50% of the total amount due. If a reservation is cancelled by the Exhibitor **after 30 April 2010** no refund will be made, and the total amount for the stand space is due.

Cancellation of Sponsorship, Promotion, Advertisement or Grant Association once the invoice has been raised will incur 100% cancellation charge.

## **Assignment of Space**

- Stands will be assigned to Exhibitors on a first come first served basis.

## **Enforcement of Rules**

Any exhibitor judged to have not followed these Guidelines may be refused the opportunity to exhibit at any future meetings organised on behalf of the CBCS.

## **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 FCVB 2010 is undisputed.

## **Claims, Procedures, place of performance and jurisdiction**

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

Place of performance and jurisdiction is Grasse, France. CBCS 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, CBCS's decision shall be final.

## **Section 5 – DEADLINES AT A GLANCE**

31 January 2010	Deadline for Points allocation for FCVB 2010 (stand space).
31 January 2010	Deadline for Workshop Session
31 March 2010	Deadline for sending complete programme of Workshop Session
7 June 2010	Send product and/or company description.
30 April 2010	Cancellations before this date – 50% fee, after this date 100% fee.
14 June 2010	Submit a detailed stand drawing to the Organiser.
21 June 2010	Declare stand activity and give away items.
25 June 2010	Order exhibitor badges using the online form.
1 July 2010	Deadline for Stand service orders.
16 June 2010	Payment of Workshop Sessions made.