

[www.escardio.org/HFA](http://www.escardio.org/HFA)

# HEART FAILURE 2009

Congress organised by the Heart Failure Association of the ESC together with the Annual Congress of the European Section of the International Society for Heart Research 2009



**NICE**  
30 May - 02 June  
FRANCE

**INDUSTRY GUIDELINES**



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# Section 1 – General Information

These guidelines have been written by the European Society of Cardiology (ESC). A successful application made by a company wishing to participate in Heart Failure 2009 shall imply an acceptance of the requirements contained in these Guidelines and in the technical specifications updates on the ESC Exhibitors and Industry Partners Web Site: [www.ESCexhibition.org](http://www.ESCexhibition.org)

## VENUE

The Heart Failure 2009 Congress will be held at the Congress Center Nice Acropolis, in France:

Nice Acropolis  
Palais des Congrès et Expositions  
1 esplanade Kennedy  
Nice, France  
Email: [mcdemedeiros@nice-acropolis.com](mailto:mcdemedeiros@nice-acropolis.com)  
Web site: [www.nice-acropolis.com](http://www.nice-acropolis.com)

## LANGUAGE

Translation facilities will not be available. English is the official language of the Congress.

## TERMINOLOGY

This guide has been written by the organiser, the ESC on behalf of the Heart Failure Association of the ESC (HFA of the ESC), a registered branch of the European Society of Cardiology. A successful application made by a company wishing to participate in the exhibition shall imply an acceptance of the requirements contained in these Guidelines.

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

<b>Building:</b>	Nice Acropolis / Palais des Congrès et Expositions
<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>Heart Failure 2009:</b>	Annual International Congress organised by the HFA of the ESC together with the Annual Congress of the European Section of the International Society for Heart Research.
<b>Organiser:</b>	The ESC on behalf of the HFA of the ESC
<b>HFA of the ESC:</b>	Heart Failure Association of the ESC, a registered branch of the European Society of Cardiology

## SECRETARIAT

The European Heart House  
2035, Route des Colles  
Les Templiers – BP 179  
06903 Sophia Antipolis – France  
Tel: +33 (0) 492 94 76 00  
Fax: +33 (0) 492 94 86 29  
[HFsecretariat@escardio.org](mailto:HFsecretariat@escardio.org)

## BUILDING LAYOUT

- **Registration** will take place at the main entrance of the building
- **Lectures** will be held in the following rooms:

☐ Auditorium Apollon: 1600 seats - Level 1

<input type="checkbox"/> Les Muses:	800 seats	- Level 3
<input type="checkbox"/> Calypso:	400 seats	- Level 3
<input type="checkbox"/> Athéna:	758 seats	- Level 2
<input type="checkbox"/> Hermes:	300 seats	- Level 2
<input type="checkbox"/> Méditerranée:	400 seats	- Level 1
<input type="checkbox"/> Neptune:	100 seats	- Level 1

The **Exhibition** and the **Poster** areas will be located on Level 2 of the Congress Centre.

Please refer to the floor plan (available on: [www.ESCexhibition.org](http://www.ESCexhibition.org)) for location of the different areas and lecture rooms.

## **GENERAL CONDITIONS**

The following conditions of participation refer to allocation of exhibition space, room/time slots for Satellite Symposia and allocation of sponsorship items by the ESC to companies exhibiting at Heart Failure 2009 where the contractual partners do not reach contrary agreements in writing.

## **ADMISSION TO HEART FAILURE 2009 CONGRESS**

The holding of a Satellite Symposium and participation in the exhibition is open to industries active in the field of cardiology. Marketing bureaus, consultants etc. can hire stand space in order to conduct their research or provide their services. These activities are restricted to the rented stand space. It is formally forbidden to actively canvass for clients outside the space assigned.

## **APPLICATION FORMS - CONFIRMATION OF ADMISSION**

All completed application forms returned to the ESC will be allocated on a first come, first served basis. Until a signed application form is received, no commitments can be given to allocation of Satellite time slots, Stand Space allocation and Sponsorship or Promotion item allocation.

By signing the application forms the company accepts to respect the general conditions of participation (included in the Industry Prospectus) and agrees to read and comply with these Industry Guidelines.

Further to the assignment of congress activities (Satellite Symposia, Exhibit Location, Function Spaces, Advertisement, and Fliers in Conference Bags, Writing Pads and Pens, Badge Laces, Abstracts CD-ROM, Web Space, Sponsorship of Catering ...) ESC will invoice the supporting company. The cancellation policy takes effect once the invoicing process has been launched by ESC.

## **INDUSTRY GUIDELINES**

These Industry Guidelines are sent to all Exhibitors and Sponsors of Heart Failure 2009.

Companies are responsible for distributing these Guidelines to subcontractors, agencies, etc.

Unless any comments on the Guidelines are received before assignment of a congress activity, the ESC will consider that the concerned representatives and their affiliates accept the conditions included in these Industry Guidelines.

Any Exhibitor/Sponsor that is judged to have not followed the Industry Guidelines may be denied the opportunity to participate at any future meetings organised on behalf of the HFA of the ESC.

## **TERMS OF PAYMENT**

Fees due must be paid in full before the event. Failure to do so will result in the automatic cancellation of the right to participate in the congress.

## **CANCELLATION POLICY**

Cancellations by Exhibitors, Satellite Organiser, Sponsors should be made by letter addressed to ESC. If the Exhibitor, Satellite Organiser, Sponsor (except advertising) cancels a reservation after the ESC launched the invoicing process, 50% of the total amount will be due.

- If the Exhibitor/Sponsor cancels a reservation on or after **16 February 2009** no refund will be made, and a 100% cancellation fee will be applied.
- If the Satellite Organiser cancels a reservation on or after **17 March 2009** (as on request form) no refund will be made, and a 100% cancellation fee will be applied.

## Section 2 – Exhibition

### FOR GENERAL INFORMATION ON EXHIBITION PLEASE CONTACT

Heart Failure Association Secretariat  
European Society of Cardiology  
2035, Route des Colles  
Les Templiers  
B.P. 179  
F-06903 SOPHIA ANTIPOLIS CEDEX  
France  
Tel: +33 (0)4 92 94 77 55 - Fax: +33 (0)4 92 94 76 26  
Email: [HFexhibition@escardio.org](mailto:HFexhibition@escardio.org)  
Web Site: [www.escardio.org](http://www.escardio.org)

### RENTING STAND SPACE

The ESC rents stand space in accordance with the compatibility of the items to be exhibited with the subject matter of the exhibition.

The minimum exhibition space is 9 m<sup>2</sup> for Industry representatives and 6 m<sup>2</sup> for Publishers/Booksellers.

The ESC reserves the right to deviate from the stand contract 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.

The ESC 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. The ESC accepts no responsibility for any damages, which may result from such changes.

### EXHIBITS

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.

The ESC 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.

### STAND DESIGN

Every Exhibitor must submit an exact statement of the dimensions of the stand structure, as well as plans and descriptions of the stand. If fabrics (including linoleum and vinyl floor coverings) are to be used, safety certificates in English or French language should be supplied. This applies equally to those companies hiring a standard exhibit stand module from the Building. This information has to be sent to the ESC before **23 March 2009** to [HFexhibition@escardio.org](mailto:HFexhibition@escardio.org). Please refer to the chapter "Stand Construction" of this document (page 10) for more information.

## **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. 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, the ESC 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 our rules; as a consequence the ESC reserves the right to refuse the participation at future HFA of the ESC and ESC organised Meetings/Congresses.

## **RESERVATIONS**

Given serious cause (e.g. industrial action, acts of God) the ESC 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**

The ESC 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 the ESC 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 the ESC. Furthermore the ESC 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. ESC will not be responsible for the insurance of such items. The ESC 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.

All Exhibitors should contract their own insurance.

## **PREMATURE TERMINATION OF THE RENTAL CONTRACT**

If after binding application and conclusion of the contract the ESC 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 the ESC 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 aesthetic reasons, the area not used by the Exhibitor is allocated to another Exhibitor without the ESC 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. The ESC 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 of exhibition space should be sent by registered mail to the ESC: [HFexhibition@escardio.org](mailto:HFexhibition@escardio.org). If a reservation by the Exhibitor is cancelled after the ESC launched the invoicing process and before **16 February 2009**, 50% of the total due amount will be charged.

If the Industry exhibition space is cancelled on or after **16 February 2009**, a 100% cancellation fee will be invoiced.

## **ASSIGNMENT OF SPACE**

Stands are assigned on a first come first served basis.

## **ENFORCEMENT OF RULES**

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

## **SUPPLEMENTARY PROVISIONS**

Constituent parts of the rental contract take the form of the house regulations, the Industry Prospectus, the Industry Guidelines, as well as other organisational and technical regulations sent to the Exhibitor before the exhibition opens. These documents are available to all Industry involved in Heart Failure 2009, if you do not receive them, please request them. Unless any comments on the complete Industry Guidelines are received before assignment of a Sponsorship item, the ESC will consider that Industry representative and their affiliates accept the conditions included in these Industry Guidelines.

## **CLAIMS PROCEDURES, PLACE OF PERFORMANCE AND JURISDICTION**

All claims by the Exhibitor against the ESC must be made in writing within 3 months from the closure of the Heart Failure 2009 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.

The sovereignty of national law of the site of Heart Failure 2009, Nice, France, is undisputed.

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

**In case of dispute, the ESC's decision shall be considered final.**

## **PROMOTION**

Exhibitors will be promoted within the Final Programme and a listing of exhibitors on the Heart Failure Congress 2009 area of [www.escardio.org](http://www.escardio.org).

## **PRODUCT DESCRIPTION**

All Exhibitors will be listed in the Final Programme, free of charge, together with a short description of the products exhibited (Maximum 50 words). To this end, all Exhibitors should send their Product Description to [HFexhibition@escardio.org](mailto:HFexhibition@escardio.org) by email before **13 March 2009**. The ESC cannot guarantee the inclusion of the product description in the Final Programme if received after 16 March 2009.

## Section 3 – Technical Guidelines for Exhibitors

Important Notice: all Exhibitors must submit a detailed stand drawing to the ESC before **23 March 2009**. Without the written approval of the ESC no stand can be built. If you order a stand system from the Building please send the details to [HFexhibition@escardio.org](mailto:HFexhibition@escardio.org).

### FOR INFORMATION REGARDING THE BUILDING AND TECHNICAL ASPECTS OF THE EXHIBITION PLEASE CONTACT:

Ms. Marie-Christine de Medeiros  
Nice Acropolis  
Palais des Congrès et Expositions  
1 esplanade Kennedy  
Nice, France

Tel: +33 493 928 305  
Fax: +33 493 928 348  
Email : [mcdemedeiros@nice-acropolis.com](mailto:mcdemedeiros@nice-acropolis.com)  
Web site: [www.nice-acropolis.com](http://www.nice-acropolis.com)

For all services (water, electricity, AV, telephone, computer etc.), please refer to the Product and Services order forms, available online on Heart Failure 2009 page of [www.ESCexhibition.org](http://www.ESCexhibition.org).

### GENERAL INFORMATION

The ESC 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.

The price of 'SPACE ONLY' is € 440 per m<sup>2</sup> (+ VAT)

A reduced rate of € 330 per m<sup>2</sup> (+ VAT) is offered to publishers, booksellers and journal distributors.

The minimum exhibition space is 9 m<sup>2</sup> for Industry and 6 m<sup>2</sup> for Publishers.

The exhibitors who will need to rent a standard exhibit stand module are advised to use the services of the Building. See order forms online at [www.escexhibition.org/HEARTFAILURE2009](http://www.escexhibition.org/HEARTFAILURE2009)

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, water supplies, drainage systems, columns. The ESC does not accept responsibility for the detailed accuracy of the floor plans provided for Exhibitors' reference.

Each stand will be numbered by the ESC.

Motorised vehicles are not admitted within the Exhibition areas during build-up or dismantling periods nor at any stage during the Heart Failure 2009 Congress.

Please ensure adequate means to transport your stand materials into the building and to the stand or order these services from the official Forwarder and Lifter: Fairexx (see paragraph on shipping information on page 14).

### EXHIBITION TIME SCHEDULE

- Stand construction should be finished on **Friday 29 May 2009 at 20:00** at the latest.

- All packing material, which is to be retained (e.g. for re-use) should be cleared from the Building by **20:00 on Friday 29 May** to allow the aisle carpets to be laid. After this time any materials left in the aisles will be cleared by the organisers and destroyed. The ESC accepts no liability for the packing material not removed in due time.

- No goods can be brought into the hall by trolleys or pallet trucks on **Saturday 30 May**. Saturday morning (until 12:00) should be used for installation of decor, computers, etc.
- The ESC will have an office (ESC Staff Office) in the Building on Level 2 from Thursday 28 May until Tuesday 2 June.

## EXHIBITION DATES

<b>Thursday 28 May</b>	08:00 – 20:00	Exhibition build-up
<b>Friday 29 May</b>	08:00 – 20:00	Exhibition build-up
<b>Saturday 30 May</b>	08:00 – 12:00	Exhibition decoration only, 12:00 hall inspection by the ESC
	13:00 – 17:15	EXHIBITION CLOSED – Briefing meetings can be held on stands for exhibitor badge holders
	17:15 – 21:00	Exhibition open – All exhibits must be staffed
	19:30 – 21:00	Welcome Cocktail in the Exhibition
<b>Sunday 31 May</b>	09:00 – 18:00	Exhibition open
<b>Monday 1 June</b>	09:00 – 18:00	Exhibition open
<b>Tuesday 2 June</b>	08:00 – 19:00	Exhibition dismantling

## 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. This email should be returned to the Organisers before **27 April 2009** to [HFexhibition@escardio.org](mailto:HFexhibition@escardio.org).

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

For your exhibitor badge orders to be processed, please use the form available on: [www.escexhibition.org/HEARTFAILURE2009](http://www.escexhibition.org/HEARTFAILURE2009)

<b>Stand size between:</b>	<b>Number of Free Badges:</b>
9 and 49 m <sup>2</sup>	10
50 and 99 m <sup>2</sup>	18
100+ m <sup>2</sup>	26

**Exhibitor badges will give access to the scientific sessions when space is available, to be sure of having a seat in the lecture room a standard delegate badge is recommended.**  
**Access to Satellite Symposia is at the discretion of the organising company.**

### 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 € 33.45 per badge, excluding VAT.

### Work Passes:

In the interest of security only those individuals directly responsible for the construction and dismantling of the stands will be permitted in the exhibit area during stand construction and dismantling times. To this end, work passes will be given out at the lorry unloading area during stand construction and dismantling times by Fairexx. Registered Exhibitors may also gain entrance to the exhibit hall during installation and dismantling times by showing their Exhibitor badge at the entrances. Exhibitors are obliged to wear their badges clearly visible at all times when in the congress centre.

## STAND CONSTRUCTION

Every Exhibitor must submit an exact statement of the dimensions of the stand, as well as plans and descriptions of the stand. If fabrics (including linoleum and vinyl floor coverings) are to be used, safety certificates in English or French (language) should be supplied. This applies equally to those companies

hiring a standard exhibit stand module from the Building. This information has to be sent to the ESC before **23 March 2009**.

The drawings shall clearly indicate the planned layout, equipment and furnishing of the stand, including the graphics and signage. Also indicated must be the location of power outlets, electricity cables, water and compressed air connections as well as telephone and ventilation installations.

Only with the written approval of the ESC shall the stand drawings be deemed approved for construction. The (standard) maximum height of stand constructions is 2.5 meters. If you wish to build higher than this please contact the ESC for approval ([HFexhibition@escardio.org](mailto:HFexhibition@escardio.org)).

Two-storey structures are not allowed. Arches, bridges or similar constructions connecting two or more stands are not allowed.

All peninsula, corner and in-line stands must be separated from the neighbouring stand(s) by means of a separation wall. 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 ESC, this agreement has to be approved of by the ESC and in any case may not exceed 3.5 metres height. In cases where inline, corner or peninsular stands are permitted to construct elements above the separation wall height, such elements must be positioned at least 0.50 metre from the separation 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.

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

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 terminated.

Island booths must remain at least partially transparent 'side to side', meaning that each open side may be enclosed up to 1/3<sup>rd</sup> its length as long as such walls are inset 0.3 metre from the stand perimeter and overall, at least 40% 'side to side' visibility is maintained for each open side.

The stand floor must be adequately covered, for instance with carpeting or carpet tiles. **Please note that corridors of the Exhibition Hall will be carpeted on Friday night.**

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.

All hot work is prohibited in the exhibition halls. For more information, please contact:  
*Ms. Marie-Christine de Medeiros, Email: [mcdemeiros@nice-acropolis.com](mailto:mcdemeiros@nice-acropolis.com)*

The Exhibitor is not allowed to place articles to be exhibited in a manner, which, in the ESC's opinion, affects or hinders neighbouring stands, e.g. as regards to the visibility of the neighbouring stands. Articles to be exhibited must be kept within the stand perimeter. The exhibit should pose no danger to participants.

The maximum permissible load on the floors of the Building is approximately **350 Kg per square meter**.

Stands may be covered by fire-retardant gauze – this can be purchased on-site, if using your own stocks please verify the safety qualities with the Building beforehand. Any and all horizontal decorations, ceiling areas and roofs require approval. Stands in the central area can be viewed from above, therefore they should be well furnished.

The stands, materials, installations, advertising supports, etc, must conform to public safety requirements. The ESC encourages stand constructions using only materials meeting the European safety norm EN13501/1 to class B1 / Q1 standard for fabrics and decoration or DIN 4102. Exceptional materials must be fire protected. Fire retardency may be verified on-site if necessary, costs arising are the responsibility of the exhibitor.

Exhibitor's using materials not conforming to any safety component of these Industry Guidelines will replace them with safe alternatives at their own cost.

The use of pyrotechnics and sources of raw flame (e.g. candles) within the Exhibition is not permitted.

The use of air balloons filled with combustible gas is prohibited in all spaces of the Convention Centre Nice Acropolis.

The ceilings, walls, columns and technical installations of the Building in general must not be subject to loads from the decoration or objects exhibited. It is forbidden to hang anything from the ceiling of the Building, 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.

It is forbidden to make holes, insert screws or nails in the walls, ceilings, floors or columns of the Building.

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.

### **Platform**

The use of the 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 14 cm;
- The platform sides must be closed and neatly finished;
- The platform edges must be safe (secured safe & easily visible);
- The platform 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.
- Free sides of stairs, platforms, catwalks etc. must be protected or covered in such a manner that there is no risk of fall. All regulations (e.g. UVV) must be observed.

**No connections to electricity, water or telecoms supply off the stand area is permitted. Please study floor plans carefully, we would like to draw attention to service points on the columns.**

It is forbidden to dig trenches, anchorages or to make other structural alterations inside the Building, unless explicit authorisation has been obtained from the Building owners.

It is forbidden to place mortar directly on the floor, to nail with percussion tools or to paint with spray guns.

Use of suspension points is not permitted. All displays should be free standing.

Any set-up or installation, which does not comply with the standard specifications or with the designs approved of by the ESC, 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 ESC. All expenses for these corrections will be payable by the Exhibitor. The ESC 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 ESC 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.

### **CLEANING AND REFUSE**

The ESC will clean the Building and the aisles in the Exhibition area (not the stand space) before the beginning of the Congress and each open day. Cleaning within exhibition stands should be ordered from the local cleaning contractor, see order form online at [www.esccexhibition.org/HEARTFAILURE2009](http://www.esccexhibition.org/HEARTFAILURE2009).

Waste generated during construction and dismantling periods will be removed at the expense of the exhibitor.

**Minimum stand cleaning is mandatory after exhibits move-in. To do so exhibiting companies should arrange stand cleaning through the Building, please refer to the order form online at [www.escexhibition.org/HEARTFAILURE2009](http://www.escexhibition.org/HEARTFAILURE2009).**

## **CHEMICAL & BIOLOGICAL WASTE**

After the halls management has been notified of its existence, this waste should be deposited in special chemical waste containers, preferably in the original packaging and at the very least with a product label attached. Removal costs will be charged to the Exhibitor.

## **FIRE AND SAFETY REGULATIONS**

### **General**

Please note that the fire extinguishers and hoses must be kept free at all times.

Escape routes, doors and emergency exits (indoor and outdoor) 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.

Columns with mounted fire equipment or a ladder must remain accessible at all times. If fire hose is covered by a door or curtain, a safety sign should be clearly visible.

Exhibitors must install one approved fire extinguisher for every 50 m<sup>2</sup> or fraction of stand area in a visible and accessible location on the stand.

Written permission from the ESC and the Building is required before any of the following may be used in the building:

- Equipment for demonstration purposes, cooking, frying or baking with gas or electricity.
- Compressed or liquefied gases.
- Fire-accelerating liquids.

The same restrictions apply to the use of inflammable chemicals.

Easily flammable or explosive substances, gases or dangerous goods, including radioactive and chemical substances, are not permitted in the building.

## **ELECTRICITY**

All electrical connections and distribution boards must be ordered through the Building; the same goes for the supply of distribution boards.

**Please order your electricity and connections (with locations) using the relevant order form on: [www.escexhibition.org/HEARTFAILURE2009](http://www.escexhibition.org/HEARTFAILURE2009).**

Twenty-four-hour supplies, direct current and non-standard voltages, currents and frequencies can be arranged provided sufficient notice is given to the Building.

## **MISCELLANEOUS CONNECTIONS**

Water Connections are available in certain parts of the Exhibition Hall.

## **SHIPPING INFORMATION**

### **Official Forwarder and Lifter:**

Fairexx GmbH  
Marienstrasse 28  
12207 Berlin  
Germany  
TEL +49 (0)30 44 03 47 13  
FAX +49 (0)30 44 03 47 79

### **Contacts**

Mr Stefan Grunwaldt [stefan.grunwaldt@fairexx.de](mailto:stefan.grunwaldt@fairexx.de)  
Web: [www.fairexx.de](http://www.fairexx.de)

**For both Airfreight and Roadfreight shipments - a pre-alert in advance is required.**

A shipping manual is available online at [www.esceexhibition.org/HEARTFAILURE2009](http://www.esceexhibition.org/HEARTFAILURE2009).

Airfreight shipments should be sent to NICE-airport (NCE) , with the Master Airwaybill consigned to:

LOGISTIC EVENTS-MARTINI TECHNOTRANS  
c/o FAIREXX GMBH  
Aéroport Nice Côte d'Azur  
06000 Nice, France

Notify: HEART FAILURE 2009 /  
Exhibitors Name / Hall / Stand Number

Please send your shipments prepaid, on own Masterairwaybill, consigned to above mentioned address.  
3 original Invoices should be attached to the Airwaybill.

Pre-advice: please send to Fairexx at least one day before arrival by fax: +49 (0) 30 44 03 47 79

- Copy of Airwaybill / Flight details
- Copy of invoice / packing list

Airfreight shipments should arrive by latest **21 May 2009**.

**Groupage shipments**

Should arrive at our warehouse no later than the **25 May 2009**.

Warehouse address:

POLYgone ENTREPOTS  
c/o FAIREXX GMBH  
1235 Chemin des Combes  
06600 Antibes, France

Notify: HEART FAILURE 2009 / Exhibitors Name / Hall / Stand Number

**Full Trailer Loads**

Should arrive directly at NICE ACROPOLIS (Palais des Congrès), in accordance with the official Build-Up Dates and Times.

Fairground Address:

FAIREXX GMBH  
c/o NICE ACROPOLIS  
ESPLANADE DU MARECHAL DELATTRE DE TASSIGNY (PARKING)  
06000 NICE / FRANCE

Notify: HEART FAILURE 2009 /  
Exhibitors Name / Hall / Stand Number

on-site contact: Stefan Grunwaldt / +49-173-212 94 10

Notify: HEART FAILURE 2009 / *Exhibitors Name / Hall / Stand Number*

Pre-advice: for your Roadcargo Shipments please send Fairexx in advance by Telefax: +49 (0) 30 44 03 47 79

- Trucking details (Truck no., haulier, ETA)
- Copy of invoice / packing list

Parcels forwarded by the exhibitors before the opening of an exhibition cannot be accepted by the Building and should be sent to the airfreight address above. These parcels must be sent back at the

latest within 48 hours after the end of the event. The Building refuses to accept any responsibility for them.

Also note that you are responsible for carrying your parcels directly to your stand then back to your truck at the end of the event. The official freight forwarders, Fairexx, can arrange this or you may also hire manpower from the Building.

Please request a quote to the official Forwarder and Lifter Fairexx available online at [www.esceexhibition.org/HEARTFAILURE2009](http://www.esceexhibition.org/HEARTFAILURE2009).

Under no circumstances should goods be left unattended.

## **GOODS ENTRANCE**

All materials for Exhibition Hall should be unloaded at the loading dock (please refer to access plan on [www.esceexhibition.org/HEARTFAILURE2009](http://www.esceexhibition.org/HEARTFAILURE2009)).

Access to the exhibit area is via two loading lifts (approx. 13 m<sup>2</sup> with load capacity of 2500 kg). Please note these loading lifts are managed by Fairexx on site and the loading schedule must be respected.

## **TRAFFIC CONTROL**

Please instruct your drivers to wait in entry to loading area. Once registered with Fairexx, unloading may proceed according to the access schedule. A waiting period should be planned.

## **CUSTOMS, TAXES AND DUTIES**

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

## **TRANSPORT REGULATIONS / HANDLING**

The mechanical lifting and carrying of goods within the hall can only be carried out by the Official Forwarder and Lifter: Fairexx GmbH. **It is prohibited to drive motorised vehicles (including forklifts) into the building.**

Fairexx will advise Industry representatives on the mechanical lifting and carrying of goods in their quotation.

During the Meeting dates, from Saturday 30 May 08:00 to Tuesday 2 June 13:00 only light articles may be taken in the exhibition hall, pallet trucks may not be used.

Do not place anything in the aisles outside the stand. If you do, you will block the passageway for other transport. The Congress Centre has the right to store all packaging that is left in the aisles after 18.00 on **Friday 29 May 2009**.

Always park your vehicle in the allotted space. Note that parking is not allowed in front of doors or on ramps. Do not block the doors. Truck and car parking is near of the fairground, payment can be made on-site (no need to pre-book).

## **STORAGE**

No refuse (e.g. empty cartons, crates or shipping/packing materials) may be left behind 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 and Lifter (Fairexx) for handling and storage of your empty crates and other packing material during the length of the exhibition.

## **STAND SERVICES**

For all stand services like:

- Stand structures, wall elements and 'turn-key' packages
- Electricity
- Water



- Furniture
- Carpeting & flooring
- Lighting
- Audio / Visual equipment
- Graphics / Visual support
- Plants & Flowers

Please see online order forms available on: [www.escexhibition.org/HEARTFAILURE2009](http://www.escexhibition.org/HEARTFAILURE2009).

If you wish to order services, which are not mentioned above, please contact:

Ms. Therese Marty  
Nice Acropolis  
Palais des Congrès et Expositions  
1 esplanade Kennedy  
Nice, France  
Tel: +33 493 928 384  
Fax: +33 493 928 255  
Email: [tmarty@nice-acropolis.com](mailto:tmarty@nice-acropolis.com)  
Web site: [www.nice-acropolis.com](http://www.nice-acropolis.com)

## CATERING

All food & drink offered in the exhibit area must be arranged via the official caterer.

For larger scale supplies, e.g. product milestone celebrations, please order 2 weeks in advance. For ad hoc orders, this should be confirmed the day before fulfilment is required.

**See menu selection & online order form from the Official Caterer at:**

[www.escexhibition.org/HEARTFAILURE2009](http://www.escexhibition.org/HEARTFAILURE2009)

## SMOKING

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

## ALCOHOL

Exhibiting Companies will refrain from serving any alcoholic beverages from the stand.

## CHILDREN

Children under the age of 16 are not permitted in the exhibition halls, including the construction and the dismantling periods.

## STAND ACTIVITIES, HOSPITALITY AND PUBLICITY

Please inform the ESC ([HFexhibition@escardio.org](mailto:HFexhibition@escardio.org)) of your planned Stand Activity and Giveaways, before **17 April 2009**. Please note that stand activities should adhere to the following rules:

**I)** 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 the ESC prior to Heart Failure 2009 Congress. Failure to do so may result in the exhibitors being obliged, at their own expense, to discontinue any such activity on-site.

**II)** 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. If the ESC judges that a disturbance is being caused, the Exhibitor is to halt the activity immediately. If this is not done, the ESC reserves the right to make the necessary arrangements at the expense of the Exhibitor.

**III)** Companies wishing to arrange or sponsor sessions are invited to arrange a satellite symposium or a workshop, as detailed elsewhere in these Industry 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 on 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 Heart Failure programme.

**All such activities require the prior approval of the ESC.**

**IV)** All audio-visual activities require the written permission of the ESC, if you intend to organise any audio-visual activity please ask the ESC for the details of this policy.

**V)** Notwithstanding the legal responsibilities of each Exhibitor at his own stand, the ESC policy that small giveaways are acceptable at the exhibition (maximum retail value €5) for example badges, T-shirts, pens. All such giveaways must have the written approval of the ESC. The distribution of giveaways should be low profile and should in no way overshadow the main activity of the stand.

Please inform the ESC ([HFexhibition@escardio.org](mailto:HFexhibition@escardio.org)) of your planned Stand Activity and Giveaways, before **17 April 2009**.

**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 of by the ESC. Participation can be 'rewarded' with a prize. However, the prize should be the same for everybody. 'Drawing winners' is not allowed. Maximum retail value should be €5. If the prize is a 'medical information carrier' such as a medical text book, a CD-ROM, a tape, a slide set, USB memory stick etc., the maximum retail value should not exceed €50.

**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 must also be limited to the area rented by the Exhibitor in the exhibition area. Printed material should respect the norms of decency at a healthcare congress – explicit images of naked or partially clothed models should not be distributed within the congress venue.

**VIII)** "Special effect" lights, laser, sound & video projection on the stand will be allowed with written permission of the ESC.

**IX)** Exhibitors are not allowed:

- To use names or trademarks which may be misleading or cause hindrance to the Exhibitors at the other stands or to visitors to the Heart Failure 2009 Congress.
- 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.
- To remove exhibits from the stand, to add exhibits to the stand or to cover (parts of) exhibits on the stand. Nor should stands be dismantled or removed prior to the end of the event.

**X)** The site assigned to the Exhibitor shall be staffed at the beginning of the exhibition (Saturday 30 May, 17:15), 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 himself or a person authorised by him is present at the site at all times.

**XI)** The use of the name of the Heart Failure Association of the European Society of Cardiology (HFA of the ESC), Heart Failure 2009, European Society of Cardiology 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 owning body the ESC.

The only exception is that Exhibitors may refer to Heart Failure 2009 as "Heart Failure 2009, Congress organised by the Heart Failure Association of the ESC" . together with the Annual Congress of the European Section of the International Society for Heart Research. Exhibitors or their agencies are not allowed to reproduce texts, drawings or graphics that have been specially produced by the ESC for use in publications such as the Final Programme or the Abstract CD ROM.

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

### **SURVEILLANCE & SECURITY**

The ESC undertakes the general surveillance service of the Building, both by day and at night.

The Exhibitor shall be responsible for the security of his stand and exhibits. Exhibitors are recommended to pay close attention to the exhibits during the stand construction and dismantling periods as well. 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. Particular attention should be paid to goods awaiting collection at the end of the Congress.

The ESC accepts no responsibility for goods stolen from exhibits. Security services can be ordered through the building.

The ESC may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of the Heart Failure 2009 Congress, or who refuses to comply with the local safety rules.

### **INSURANCE & OTHER CHARGES**

Additionally, all exhibition goods and packaging materials shall be insured at the expense and risk of the Exhibitor. **Neither the Building nor the HFA or the ESC** can accept any responsibility for damage, loss, theft, disappearance or injury of anything or anybody due to any cause. The exhibitor and the contractors he may employ are therefore obliged to take out insurance against third party risks including public liability protection before the start of the exhibition. The cost of this insurance is for the exhibitor's account.

Exhibitors should also be covered against any claims, which may ensue from transportation to and from the Building. A copy of this insurance, or proof of adequate cover, must be available for inspection on-site.

## Section 4

### – Satellite Symposia / Meet the Experts Sessions

The Heart Failure Association invites companies in the cardiovascular field to organise special sessions as part of the **Heart Failure 2009** Congress.

These so-called Satellite Symposia / Meet the Experts Sessions will be allotted time slots during which no other type of scientific sessions will be held.

<b>CONDITIONS FOR HOLDING A SATELLITE SYMPOSIUM OR A MEET THE EXPERT SESSION</b>
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#### **Exhibition Stand**

To obtain permission to hold a Satellite Symposium, an exhibition stand of 9 m<sup>2</sup> or larger is required. Cancelling your exhibition space at a later stage will also mean cancelling your Satellite Symposium.

#### **Duration**

☐ **The Satellite Symposia** should fit in the standard time unit of one **75 or 90-minute session**.

The lunchtime Satellite Symposia should not alter in any way the scientific sessions held in the room before and after the satellite symposia (See following chapter).

☐ **The Meet the Experts Session** should have duration of **45-minutes** maximum and are by invitation only.

#### **Lunch time Satellite sessions**

Companies organising Satellite Symposia during the lunch time will be allowed to enter the Lecture rooms at 12:35 after the scientific session and must leave the lecture rooms at 13:50 in order to let the ESC staff prepare the following scientific sessions. Organising companies must adhere to the strict time limit. The Chairpersons of the sessions immediately prior to the symposia will be asked to respect the session duration.

#### **Access – Congress Badges**

- Companies only have access to the rooms at their scheduled time slots.
- All involved in the operation of the Satellite Symposia / Meet the Experts Session (hostesses, film crew, technicians...) must also have a valid congress badge (Exhibitors, active participant or day ticket badges).
- All persons attending the Satellite Symposium / Meet the Experts Session must be registered either as full participants or as exhibitors; persons without such a congress badge will not be allowed to enter the room.
- The Satellite Symposium must be open to all registered Heart Failure 2009 participants.
- The attendance of the Meet the Experts Session **cannot exceed 75 persons** and must be by invitation only.

#### **Lecture Room**

Any installations or alterations to the rooms can only be made with explicit approval of the ESC.

#### **Promotion**

Promotional material announcing Satellite Symposia / Meet the Experts Session may only be distributed in the following ways:

- ☒ Display of one **non-rigid**, paper poster (A0 format) in the Registration Area the day of your session.
- ☒ Display of posters 30 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.
- ☒ Distribution of material (flyers...) 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.

**Reception** space must not be used for entertainment, poster displays, presentations or any other promotional purposes. Please respect this rule, especially during lunch time.

#### **Payment**

Payment for the Satellite Symposium and Meet the Expert Session has to be completed at the latest by **Friday 22 May 2009**.

## Overflow

No overflow area is planned for Industry Sponsored Sessions.

### **IMPORTANT:**

**It is strictly forbidden to hold Satellite Symposia outside the Heart Failure 2009 Congress premises between 29 May and 3 June 2009**

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#### **THE TIME SLOTS RESERVED FOR SATELLITE SYMPOSIA**

##### **- Sunday 31 May 2009:**

- ☐ 12:35-13:50 – 75 minutes
- ☐ 18:00-19:30 – 90 minutes

##### **- Monday 1<sup>st</sup> June 2009:**

- ☐ 12:35-13:50 – 75 minutes
- ☐ 18:00-19:30 – 90 minutes

#### **THE TIME SLOTS RESERVED FOR MEET THE EXPERTS SESSION**

##### **- Sunday 31 May 2009:**

- ☐ 12:45-13:30 – 45 minutes

##### **- Monday 1<sup>st</sup> June 2009:**

- ☐ 12:45-13:30 – 45 minutes

#### **COST OF SATELLITE SYMPOSIA / MEET THE EXPERT SESSION**

**The costs are as follows:**

##### **I. A basic price of**

- ☐ € 34 000 (+ VAT) for Lunch or Evening Session + 1 Room rental
- ☐ € 18 500 (+ VAT) for a 45-minute Meet the Expert Session + 1 Room rental

##### **II. All Inclusive Package**

- ☐ € 41 000 (+ VAT) for one 75 or 90-minute Satellite PLUS Package:  
1 Satellite + 1 Room rental + 1 Bag Insert + 1 Information screens advert + 1 Weblink

**Note: Room rental is included within the Satellite Symposium basic price & all inclusive package, as well as for the Meet The Expert Session.**

Lecture room Capacities from 100 – 1600 pax.

The basic equipment of a lecture room is:

- Chairs arranged theatre-style
- 1 lectern + 2 Microphones + 1 Computer (networked with the Speakers' Service Centre)
- 1 table for 2 chairpersons + 2 microphones + 1 VGA monitor
- Aisle microphones for delegates (number in accordance with the size of the room)
- 1 Video-projector
- 1 screen
- Technician(s)
- 1 Hostess

#### **DOUBLE PROJECTION AND TRANSLATION ARE NOT ALLOWED!**

**c) We strongly invite you to use the facilities of the Speakers' Service Centre (SSC)**

- Access to the Speakers' Service Centre.

- Audio-visual assistance to all speakers from the session.
- Scientific programme of the session announced at the entrance of the room.
- Names of the chairpersons (only) on the table.
- A hostess available in the lecture room during the session to assist speakers & chairpersons

The opening times of the Speakers' Service Centre are yet to be confirmed and will be updated on the ESC Exhibitors and Industry Partner's Web Site [www.ESCexhibition.org](http://www.ESCexhibition.org)

#### **Plus cost for any extras**

e.g. extra audio-visual equipment, extra furniture, extra decoration, etc...

**To order any extra equipment we suggest you to contact the official suppliers whose details are available on: [www.ESCexhibition.org](http://www.ESCexhibition.org).**

### **SATELLITE SPEAKERS & CHAIRMEN RULES**

#### **1) Speakers and Chairpersons of regular scientific sessions and Satellite/Meet the Experts Sessions**

The Company organising the Satellite Session must cover the expenses for:

- Hotel Accommodation
- Travel
- Related claim expenses

The HFA of the ESC Secretariat will cover:

- Registration fee
- Faculty Dinner invitation, spouses included

**Exception** is made for **Prof. McMurray, Prof. Ponikowski, Prof. Dickstein, Prof. Komajda**; the HFA of the ESC Presidents and scientific chairpersons whose expenses will be covered by the Congress Organisation.

#### **2) Speakers and Chairpersons only involved in Satellite Sessions**

The Company organising the Satellite Session must cover all expenses of Speakers/Chairpersons of their Satellite Symposia. These include:

- Travel
- Hotel Accommodation
- Participation to Social Events
- Registration fee

### **SCIENTIFIC PROGRAMME OF SATELLITE & MEET THE EXPERTS SESSIONS**

The ESC sent in December 2008 a session form to be completed with the satellite scientific programme. The complete scientific programme of the Satellite Symposium / Meet the Expert Session, typed on the special forms provided by the ESC, must reach the ESC offices, Sophia Antipolis, France, before **2 February 2009**.

The Scientific Committee will validate the scientific program on **27 February 2009**.

Scientific Programme should be email to:

Mrs. Karen Béné-Deparisse  
Heart Failure 2009  
Tel: +33 (0)4 8987 2003  
Fax: +33 (0)4 9294 1824  
Email: [satellite@escardio.org](mailto:satellite@escardio.org) / [kbene@escardio.org](mailto:kbene@escardio.org)

#### **IMPORTANT**

- ☒ No product names or brand names are allowed in the title or in the scientific programme of the session. Please use generic names.
- ☒ No abstract forms need to be submitted for Satellite Symposia or Meet the Experts Sessions.
- ☒ Abstract poster sessions are not allowed during the Satellite Symposia and Meet the Experts Sessions or during any reception before or after the Sessions.
- ☒ The ESC does not cover the expenses related to the Speakers and Chairmen of Satellite Symposia even if active in the Scientific Programme, please refer to the above chapter "Satellite Speakers and Chairmen rules".

## CHANGES IN THE SATELLITE SCIENTIFIC PROGRAMME / ERRATUM POLICY

Once your scientific programme has received approval from the **Heart Failure 2009** Committee, all changes post approval must be sent in writing to **Mrs. Karen Béné-Deparisse** of the ESC at [satellite@escardio.org](mailto:satellite@escardio.org) in order to ask for re-approval of your session. We ask that you respect the deontology of this programme and adhere to the approved content of your scientific programme.

The ESC cannot guarantee to respond positively to the changes requested.

The ESC kindly asks the Company to inform of any modifications to the Scientific Program of the Satellite Symposium and Meet the Expert Sessions on or before **23 March 2009** in order to be printed in the Final Programme.

Late modifications in the Satellite Scientific Programme received on or after **24 March 2009** cannot be printed in the Final Program. The ESC cannot guarantee to be able to communicate any alterations received after **23 March 2009**.

### Session Format

Satellite Symposia must follow one of the formats listed below:

☐ **75-minute or 90-minute session:**

- At least 4 presentations.

☐ **Meet the Expert Session, 45 minutes:**

- 2 speakers only. The attendance cannot exceed 75 persons and must only be on invitation.

## ROOM ASSIGNMENT

Lecture rooms are assigned by the ESC on a first come, first served basis.

## PROMOTION

The ESC proposes products to organisers to help promote satellite symposia and Meet the Experts sessions to delegates, please see section 5 on Sponsorship, Advertising and Promotional Opportunities for further information on how to promote your scientific session with items such as delegate bag inserts, weblinks and information screens.

## CANCELLATION POLICY

**Cancellation Policy:** Cancellations of Satellite Symposia and Meet the Expert Sessions should be sent by registered mail to the ESC.

If a cancellation is received after the ESC launched the invoicing process and on or before **16 March 2009**, 50% of the total due amount will be charged.

If the Satellite Symposium is cancelled on or after **17 March 2009** date the full compensation fee will be invoiced.

## ENFORCEMENT OF RULES

Infringements of these Guidelines and Conditions will be referred to the Board of the Heart Failure Association. If a serious infringement is deemed to have been committed, the company in question may be refused access to future Heart Failure Congresses.

## Section 5

### – SPONSORSHIP, ADVERTISING & PROMOTIONAL OPPORTUNITIES

The Heart Failure 2009 congress offers cost-effective marketing exposure and branding of your company to your target audience through a wide variety of sponsorship, advertising and promotional opportunities as listed in this chapter. Please note that no product names, no identifying product logos, no misleading names that might be perceived as product names, no registered trademarks will be allowed for of the sponsorship, advertising or promotional opportunities.

#### REMAINING OPPORTUNITIES

##### Final Programme Advertisements

Definitive Programme for Heart Failure Congress 2009, in printed version, with full scientific agenda, Exhibition and Satellite Information and Congress Reference outlines. Hard copies are placed in each Delegate Bag on-site at the Congress offering maximum exposure and recognition to the Sponsor of this vital congress publication. Corporate name and logo permitted on approval by the ESC.

Various advertisement spaces are still available, for further information please contact: [Sponsorship@escardio.org](mailto:Sponsorship@escardio.org)

**Deadline for Application: 23 February 2009**

Deadline for artwork approval: 30 March 2009

##### INFORMATION SCREENS

Information Screen technology will be used at Heart Failure 2009 Congress displaying the complete and detailed Scientific Program. Your company can associate with this high-tech and maximum exposure advertisement opportunity displaying your corporate name and logo to all delegates at Heart Failure Congress 2009.

Further details of this innovative sponsorship option are available on request, for further information, please contact [Sponsorship@escardio.org](mailto:Sponsorship@escardio.org)

**Deadline for Application: 23 February 2009**

Deadline for artwork approval: 30 April 2009

##### DELEGATE BAG INSERT IN CONGRESS BAGS

This is a highly popular Invitation created by Industry highlighting Congress exhibition and/or Satellite activity inserted into each Delegate Bag distributed on-site at the meeting. When the delegates collect their Official Congress Bags, the Delegate Bag Insert will go directly into the hands of thousands of delegates.

All Delegate Bag Inserts referring to the Satellite Symposia / Meet the Expert Session must receive ESC approval prior to being printed and distributed. Please send a proof of the artwork to be approved to [Sponsorship@escardio.org](mailto:Sponsorship@escardio.org) by **16 April 2009**. Once approval has been granted, all material to be inserted in the Congress bags must reach the ESC at the following address before **30 April 2009**.

European Society of Cardiology  
Delegate Bag Inserts for Heart Failure 2009, "Company Name"  
Attention Mr. François Durand  
2035, Route des Colles  
BP 179 Les Templiers  
06903 SOPHIA ANTIPOLIS CEDEX  
France

Cost: **€ 5,000** (excluding VAT and production costs)

Quantity: 4,000

**Deadline for Application: 3 March 2009**



## WEB LINKS

In order to allow Exhibiting companies, Satellite Symposia and Meet the Experts Session organisers to promote their booth or sponsored sessions, companies are invited to create a 'Web Link', in the form of a web page, to be linked to the Heart Failure 2009 Web Site.

All Web Links referring to the Satellite Symposia / Meet the Expert Session must receive prior ESC approval. Please send a proof of the Weblink to be approved to [Sponsorship@escardio.org](mailto:Sponsorship@escardio.org) by **17 April 2009**. Once approval has been granted and the Final Program activated online, the Weblink will be linked to the site coinciding with full receipt of payment for the option.

The "Promotional Material Web Link" is available to exhibiting companies only and may be used to inform participants of the upcoming congress activity on-site at Heart Failure 2009. For any further information please contact: [Sponsorship@escardio.org](mailto:Sponsorship@escardio.org)

Cost: **€1,000** (excluding VAT and production costs).

**Deadline to apply: 16 February 2009**

## **NEW!! Abstracts CD-ROM and Poster Zone Sponsorship**

The sponsorship of the Abstracts CD-Rom and the Poster Zone have been joined to offer an important scientific package linking two of the most prestigious scientific items for one sponsor.

The Abstracts CD-ROM are distributed from the sponsor's stand and sponsorship of the Poster Zone is through recognition of the sponsor via signage in and around the Poster Zone as well as in the Final Program.

A voucher to redeem the Abstracts CD-ROM will be inserted in each of the congress bags.

The below price includes production of CD-ROM, but excludes production of voucher.

Abstracts CD-ROM and Sponsorship of the Poster Zone

Cost: **€ 35,000**

Deadline for application: **3 November 2008**

## **HEART FAILURE CONGRESS 2009 COFFEE BREAKS and/or LUNCHESES – EXCLUSIVE SPONSORSHIP**

The opportunity is available to Industry to sponsor exclusively the Official Heart Failure 2009 Coffee Breaks and/or the Official Heart Failure 2009 Lunches. Coffee and Refreshments will be served 5 times during the meeting whereby the sponsoring company will be recognised by Signage on-site at each station, and on our Final Programme as the Official Coffee Break Sponsors at Heart Failure Congress 2009.

Lunches are planned for Sunday 31 May and Monday 1 June 2009 from 12:30 to 14:00, again Industry are invited to sponsor these official lunches and will gain on-site acknowledgement with name and logo at the Lunch Area as well as Final Programme recognition as the Official Lunch Break Sponsors at Heart Failure Congress 2009.

For further information on price and availability, please contact [Sponsorship@escardio.org](mailto:Sponsorship@escardio.org).

## **FACULTY DINNER – EXCLUSIVE SPONSORSHIP**

Companies are invited to support the Heart Failure Faculty Dinner and associate with one of the leading social events at the Heart Failure Congress. The Faculty Dinner will gather all attendees in one of the most prestigious venues offered by the city of Nice. The supporting company will be acknowledged in the Final Program and on signage at the faculty dinner including corporate acknowledgement on the menus.

For further information on supporting this key social event please contact: [sponsorship@escardio.org](mailto:sponsorship@escardio.org).

The Faculty Dinner will take place on Sunday 31 May 2009.

Cost: **available upon request**

**For further consultation and information on your company profile at Heart Failure 2009 contact Aoife Sheil, Sales and Liaison Officer at [Sponsorship@escardio.org](mailto:Sponsorship@escardio.org)**

**ENTERTAINMENT RESTRICTIONS**

The ESC has adopted a policy which limits industry sponsored entertainment, lunches, seminars or other formal gatherings. Without the specific approval of the ESC, companies should not organise such events from 28 May midnight to 2 June 2009.

**If you do plan any such events please contact** [HFsecretariat@escardio.org](mailto:HFsecretariat@escardio.org)

**HOTEL PROMOTION**

The ESC does not approve congress activity promotion, by companies, in hotels during Heart Failure 2009.

## Deadlines at a Glance

- **2 February 2009**

Deadline for companies to send the complete scientific programme of the Satellite Session & the Meet the Experts session.

- **16 February 2009**

Deadline for application of Sponsorship and Promotional items : final program advertisement, on site advertisement, congress bags inserts

- **13 March 2009**

Deadline for companies and Publishers to send their Product or Company Description for reproduction in the Final Programme.

- **23 March 2009**

Deadline for Exhibitors to send an exact statement of the dimensions of the stand, as well as plans and descriptions of the stand; both layout and side elevation view. Safety certificates should be submitted by this date if required.

Deadline for Satellite organizers' to send the corrected proofs of their scientific program back to the ESC.

- **27 March 2009**

Deadline for Companies to send a proof of the material to insert in the congress bags for the ESC validation.

Deadline for Companies to send proof of the slides to be shown on Information screens.

- **17 April 2009**

Deadline for companies to inform the ESC of the Stand Activity and Give Away distributed on the Stand. Deadline to receive material for Weblink.

- **27 April 2009**

Deadline to order free exhibitors badges.

- **30 April 2009**

Deadline to receive the slides to be shown on Information screens.

Deadline to receive at the ESC all material to be inserted in the congress bags.

Deadline for Erratum: deadline for companies to send any alterations of the satellite symposia content.

**Deadline to order material /services through Acropolis. After 30 April: 15 % increase**

**\*N.B. After 24 March 2009 no further corrections will be taken into consideration for the printing of the Final Program; however, they will be included in the Erratum.**

## Contacts:

For information on the **Exhibition**, please contact:  
Mr. Nikolaj Tomma, Exhibition Sales & Logistics  
Tel: +33 (0)4 9294 7755 - Fax: +33 (0)4 9294 7626  
E-mail: [HFexhibition@escardio.org](mailto:HFexhibition@escardio.org)

For information on **Industry Sponsored Sessions** please contact:  
Mrs. Karen Deparisse, Industry Sponsored Session Sales & Logistics  
Tel: +33 (0)4 8987 2003 - Fax: +33 (0)4 9294 7626  
E-mail: [Satellite@escardio.org](mailto:Satellite@escardio.org) / [kbene@escardio.org](mailto:kbene@escardio.org)

For information on **Sponsorship and Promotion Opportunities** please contact:  
Ms. Kristina Simon, Sponsorship Sales & Logistics  
Tel +33 (0)4 8987 2009 - Fax: +33 (0)4 9294 7626  
Email: [Sponsorship@escardio.org](mailto:Sponsorship@escardio.org)

### General Information

**Heart Failure Secretariat:**  
Tel: +33 (0)4 92 94 76 00 - Fax: +33(0)4 92 94 86 29  
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**ESC/ Scientific Department**  
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**ESC/ Hotel Accommodation and Social Event**  
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### The Building

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*For logistical questions please contact [HFsecretariat@escardio.org](mailto:HFsecretariat@escardio.org)*