

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

# HEART FAILURE 2010

Congress organised by the Heart Failure Association of the ESC

29 May - 1 June  
Berlin  
Germany

Clinical Education

Technology solutions  
for heart failure

Cardio-renal syndrome,  
other co-morbidities  
& heart failure

Oncology and  
heart failure

Diabetes and  
heart failure

Patient Care

Basic Science



**INDUSTRY GUIDELINES**

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# Heart Failure Congress 2010

## General Congress Information

- **What is the Heart Failure 2010 Congress?**

The Heart Failure Congress is a unique forum where cardiologists, internists, practicing general physicians, basic scientists, epidemiologists, cardiac nurses, industry affiliates and others have the opportunity to meet and exchange ideas and information. The HFA congress is an international event open to anyone interested in any aspect of heart failure.

The Congress covers all aspects of heart failure from epidemiology, through basic and translational science to prevention (including treatment of hypertension and post-infarction care), diagnosis (including imaging and biomarkers), monitoring (including remote monitoring), prognostication (risk stratification, including use of biomarkers), medical and nursing management (including drugs, devices, tele-care and surgery).

- **The main topics of the conference are:**

- Clinical Interactive Education
- Technology solutions for heart failure
- Co-morbidities and heart failure
- Cardio-Oncology
- Diabetes and heart failure
- Basic Science
- Patient Care

## COMMITTEE

### ***Board of the Heart Failure Association of the ESC***

- J. McMurray (Glasgow, GB), President
- P. Ponikowski (Wroclaw, PL), President-Elect
- K. Dickstein (Stavanger, NO), Immediate Past-President
- G. Filippatos (Athens, GR), Chairperson Clinical Science Section
- A. Shah (London, GB), Chairperson Basic Science Section
- T. Jaarsma (Groningen, NL), Secretary
- S. Anker (Berlin, DE), Treasurer

M. Cowie (London, GB)

U. Dahlström (Linköping, SE)

I. Ekman (Gothenburg, SE)

T. Eschenhagen (Hamburg, DE)

G. Hasenfuss (Goettingen, DE)

S. Janssens (Leuven, BE)

A. Maggioni (Florence, IT)

K. Swedberg (Gothenburg, SE), D. Brutsaert (Brussels, BE): ex-officii

Z. Papp (Debrecen, HU)

W. Paulus (Amsterdam, NL)

B. Pieske (Graz, AT)

M. Ryder (Dublin, IE)

P. Seferovic (Belgrade, RS)

D. Van Veldhuisen (Groningen, NL)

F. Zannad (Dommartin-les-Toul, FR)

### ***Scientific Committee***

All HFA Board Members are part of the Scientific Committee

# 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 2010 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)

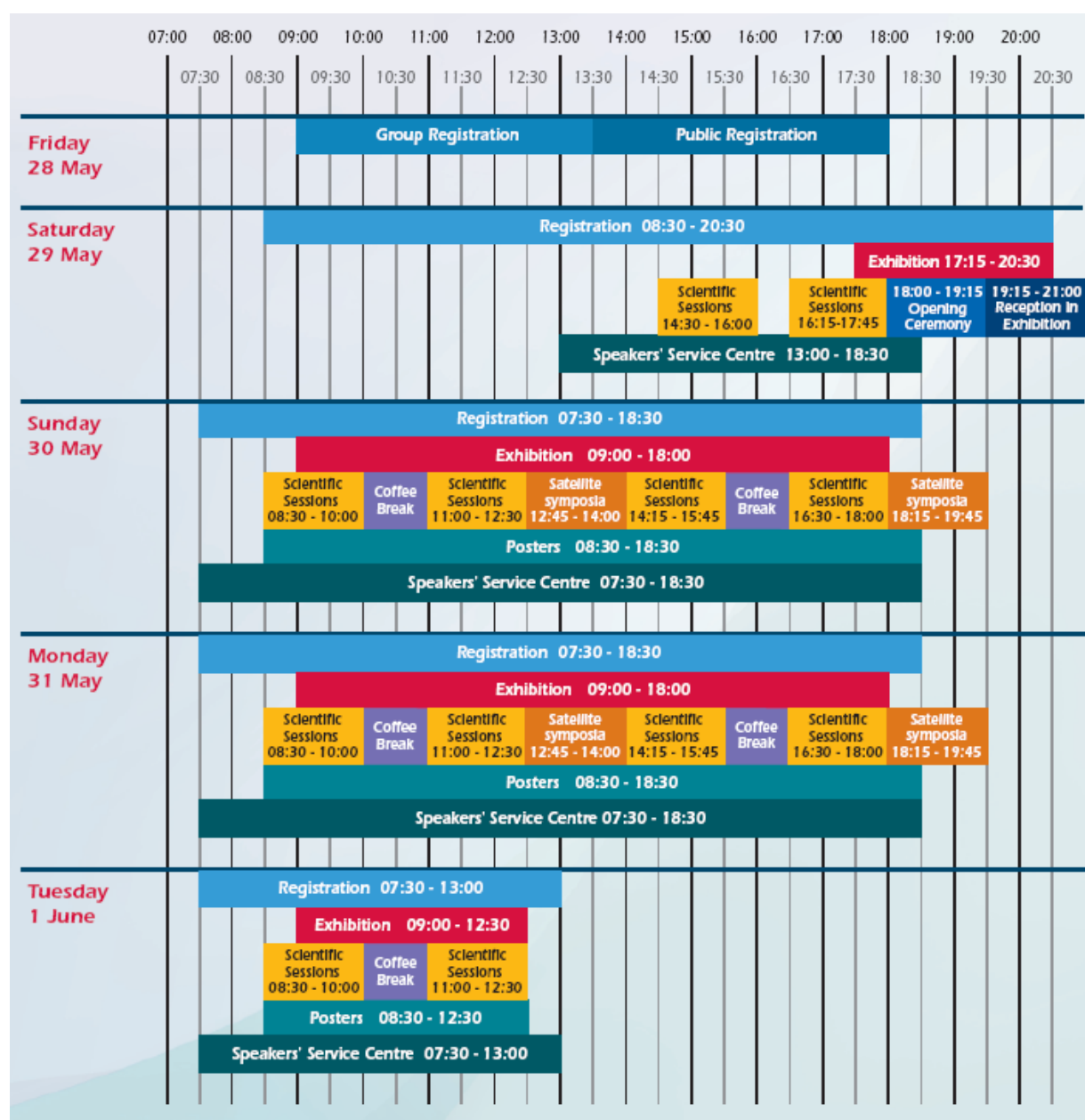
## 1.1 Venue

The International Congress Centre Berlin (ICC), in Germany:  
 Messedamm 22  
 D-14055 Berlin  
 Germany  
 Web site: [www.icc-berlin.de](http://www.icc-berlin.de)

Email: [Coronini@messe-berlin.de](mailto:Coronini@messe-berlin.de)

## 1.2 Congress Dates

The Heart Failure 2010 Congress will be taking place on 29 May – 1 June 2010:



#### EXHIBITION DATES:

<b>Thursday 27 May</b>	08:00 – 20:00	Exhibition build-up
<b>Friday 28 May</b>	08:00 – 20:00	Exhibition build-up
<b>Saturday 29 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
	19:15 – 21:00	Welcome Cocktail in the Exhibition
<b>Sunday 30 May</b>	09:00 – 18:00	Exhibition open
<b>Monday 31 May</b>	09:00 – 18:00	Exhibition open
<b>Tuesday 1 June</b>	09:00 – 12:30	Exhibition open
	13:00 – 19:00	Exhibition dismantling

### **1.3 Official Language**

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

### **1.4 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>	ICC Berlin / International Congress Centre
<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 2010:</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

### **1.5 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)

### **1.6 Building Layout**

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

<input type="checkbox"/> Berlin:	700 seats	- Level 3
<input type="checkbox"/> Leipzig:	160 seats	- Level 3
<input type="checkbox"/> Hamburg:	818 seats	- Level 2
<input type="checkbox"/> Munich:	400 seats	- Level 2
<input type="checkbox"/> Cologne:	286 seats	- Level 2
<input type="checkbox"/> Frankfurt:	270 seats	- Level 2
<input type="checkbox"/> Stuttgart:	270 seats	- Level 2



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.

### **1.7 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 2010 where the contractual partners do not reach contrary agreements in writing.

#### **Admission to Heart Failure Congress 2010**

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 2010.

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 **12 February 2010** no refund will be made, and a 100% cancellation fee will be applied.
- If the Satellite Organiser cancels a reservation on or after **15 February 2010** (as on request form) no refund will be made, and a 100% cancellation fee will be applied.

## 1.8 Appointed Agencies – Important -

- Applications for Exhibition, Industry Supported Educational Sessions, Advertising & Promotional activities must be submitted by the company (industry partner) under whose name each activity is to be organised. We would like to draw your attention to the fact that the correspondence for the above items should be made exclusively between this company and the organiser. It is not the role of an agency to make initial enquiries or reservations with the organiser independent of the company.

- Company must inform the organiser, in writing, which agency is appointed for which activity, (with the corresponding Exhibition stand number, Industry support educational session number or proper Sponsorship item name). Otherwise no requests from agencies will be taken into account.

- The official agency cannot fully act as if it were the company itself and the company will continue to be held entirely responsible and accountable for activities established or organised in its name.

**The organiser created these Guidelines as an essential tool to aide your participation at The 10 th Annual Spring Meeting on Cardiovascular Nursing. It is mandatory that each and every appointed agency read, understand and strictly adhere to these Guidelines in order to have a proper working relationship with the organiser.**

**The company is responsible for communicating these guidelines to its staff as well as to its appointed agencies.**

**The organiser reserves the right to inform the company if the appointed agencies have not examined or understood the reasoning behind the Guidelines and the companies will ensure effective communication is re-established.**

## 2 Exhibition

### FOR GENERAL INFORMATION ON EXHIBITION PLEASE CONTACT

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)

#### 2.1 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.

#### 2.2 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.

#### 2.3 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 **22 March 2010** to [HFexhibition@escardio.org](mailto:HFexhibition@escardio.org). Please refer to the chapter "Stand Construction" of this document (page 10) for more information.

#### 2.4 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.



## 2.5 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.

## 2.6 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.

## 2.7 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.

## 2.8 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.

## 2.9 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 **12 February 2010**, 50% of the total due amount will be charged.

If the Industry exhibition space is cancelled on or after **12 February 2010**, a 100% cancellation fee will be invoiced.

## **2.10 Assignment of Space**

Stands are assigned on a first come first served basis.

## **2.11 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.

## **2.12 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 2010, 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.

## **2.13 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 2010 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 2010, Berlin, Germany, 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 2010 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 **8 March 2010**. The ESC cannot guarantee the inclusion of the product description in the Final Programme if received after 10 March 2010.

### 3 Technical Guidelines for Exhibitors

Important Notice: all Exhibitors must submit a detailed stand drawing to the ESC before **22 March 2010**. 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. Hildegard Coronini  
ICC Berlin  
Messedamm 22  
D-14055 Berlin  
Germany

Tel: +49 (30) 3038-3067  
Fax: +49 (30) 3038-3032  
[coronini@messe-berlin.de](mailto:coronini@messe-berlin.de)  
[www.messe-berlin.de](http://www.messe-berlin.de)

For all services (water, electricity, AV, telephone, computer etc.), please refer to the Product and Services order forms, available online on Heart Failure 2010 page of [www.ESCexhibition.org](http://www.ESCexhibition.org).

#### 3.1 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/HEARTFAILURE2010](http://www.escexhibition.org/HEARTFAILURE2010)

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 2010 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).

#### 3.2 Exhibition Time Schedule

- Stand construction should be finished on **Friday 28 May 2010 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 28 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 29 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 27 May until Tuesday 1 June.

### 3.3 Exhibition Dates

<b>Thursday 27 May</b>	08:00 – 20:00	Exhibition build-up
<b>Friday 28 May</b>	08:00 – 20:00	Exhibition build-up
<b>Saturday 29 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
	19:15 – 21:00	Welcome Cocktail in the Exhibition
<b>Sunday 30 May</b>	09:00 – 18:00	Exhibition open
<b>Monday 31 May</b>	09:00 – 18:00	Exhibition open
<b>Tuesday 1 June</b>	09:00 – 12:30	Exhibition open
	13:00 – 19:00	Exhibition dismantling

**Outside of 'exhibition open' periods, delegates will walk to session rooms through the entire Exhibition. Exhibitors should therefore take all reasonable precautions to protect valuables.**

### 3.4 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 **26 April 2010** 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.esceexhibition.org/HEARTFAILURE2010](http://www.esceexhibition.org/HEARTFAILURE2010)

<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 **€ 37.82 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.

### 3.5 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 German (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 **22 March 2010**.

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) or hall wall 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 must be clear of goods 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:

Mr Kay Metzger, Email: [metzger@messe-berlin.de](mailto:metzger@messe-berlin.de)

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 **500 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.

All stands, materials, installations, advertising supports, etc, must conform to public safety requirements.

The ESC encourages stand construction, materials and roof constructions that meet European safety norms (B1, as specified in DIN 4102, or at least Class C as specified in EN 13501-1). Ornamentations in hallways, corridors and stairwells required for emergencies (escape routes) must be made of non-combustible materials (i.e. A as specified in DIN 4102 or A1 as specified in DIN EN 13501-1).

Roofs, including ceiling grids, must neither restrict nor obstruct fire safety installations. Materials used must be at least Category B1 in accordance with DIN 4102, or at least Class C in accordance with EN 13501-1, i.e. flame resistant, and must not drip when burning, produce toxic gases nor obstruct the sprinkler system (minimum mesh size: 2 x 4mm or 3 x 3mm).

Ornamentations using decorative elements from real plants are only allowed inside the buildings while they are fresh. Bamboo, reed, hay, straw, bark mulch, turf, (fir) trees without roots or similar materials do not meet the aforementioned requirements. The fire department must approve any exceptions.

Stands with a floor area of over 100m<sup>2</sup> or with a complex design must have a minimum of two separate exits/escape routes/emergency exits situated opposite one another and at least luminescently marked. The distance from any stand on an exhibition area to an aisle must not exceed 20m.

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 ICC Berlin.

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.

### 3.6 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.escehhibition.org/HEARTFAILURE2010](http://www.escehhibition.org/HEARTFAILURE2010)

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

In accordance with the Kreislaufwirtschafts- und Abfallgesetz (KrW-/AbfG) law [Law for Recycling and Waste Management], the gathering of waste during assembly and disassembly, as well as during the event, is to be avoided as far as possible. Unavoidable waste is to be cleared in an environmentally sound manner (recycling rather than disposal). The exhibitor is required to contribute effectively in this matter. The exhibitor must ensure that all materials, (ornamentations, packaging, decorations etc.) as well as installations and superstructures that have been brought by him or his contractors to the venue are completely removed after the end of the event. Only materials that can not be used again (and therefore constitute waste), are to be disposed of for a fee via the ICC Berlin disposal system. Should waste requiring special supervision amass, then ICC Berlin must be informed immediately and a special disposal through an approved partner company of ICC Berlin must be arranged.

The Exhibitor must ensure that packaging and waste do not remain in the rooms of ICC Berlin during the exhibition. In accordance with the principles of the Closed Substance Cycle and Waste Management Act (KrW-/AbfG), accrual of waste during assembly / disassembly and during the exhibition is to be avoided as far as possible. Waste which cannot be avoided must be disposed of in an environmentally sustainable manner (recycling before disposal). The Exhibitor is obliged to effectively contribute in this regard.

**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.escehhibition.org/HEARTFAILURE2010](http://www.escehhibition.org/HEARTFAILURE2010)**

### 3.7 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.

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.

### 3.8 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.esceexhibition.org/HEARTFAILURE2010](http://www.esceexhibition.org/HEARTFAILURE2010)

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.

### 3.9 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)  
On-site contact: Stefan Grunwaldt / +49-173-212 94 10  
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/HEARTFAILURE2010](http://www.esceexhibition.org/HEARTFAILURE2010)

Airfreight shipments should arrive at Berlin-Tegel airport (TXL) no later than **5 working days before desired delivery to the booth:**

Consignee Address: FAIREXX –  
Logistics for Exhibitions GmbH  
Marienstrasse 28  
12207 Berlin / Germany  
Tel./Fax : +49 304 034 4779

Notify: HEART FAILURE 2010  
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 MAWB.

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

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

#### Groupage shipments

Should arrive at our warehouse no later than **3 working days before desired delivery to the booth:**

Warehouse address: FAIREXX Logistics for Exhibitions GmbH  
c/o Agility Logistics GmbH/ Fairs & Events  
Jaffee/Harbigstrasse  
14055 Berlin / Germany  
Fax : +49-30-44 03 47 79  
Notify: HEART FAILURE 2010 / Exhibitors Name / Hall / Stand Number

### **Full Trailer Loads**

Should arrive directly at ICC Berlin in accordance with the official Build-Up Dates and Times.

Venue Address:

ICC - Berlin  
c/o FAIREXX Logistics for Exhibitions GmbH  
Neue Kantstrasse 1  
14057 Berlin / Germany  
Contact: Stefan Grunwaldt / +49-173-2129410

Notify: HEART FAILURE 2010 /  
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

For deliveries of semi & full loads during build up, make sure you send a timeslot request form so we can schedule your trucks.

### **3.10 Goods Entrance**

All materials for Exhibition Hall should be unloaded at the loading dock (please refer to access plan on [www.esceexhibition.org/HEARTFAILURE2010](http://www.esceexhibition.org/HEARTFAILURE2010)).

Access to the exhibit area is via loading lift (approx. 4.41 m<sup>2</sup> with load capacity of 6000 kg). Please note this loading lift is managed by Fairexx on site and the loading schedule must be respected.

### **3.11 Traffic Control**

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

### **3.12 Customs, Taxes and Duties**

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

### **3.13 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 29 May 08:00 to Tuesday 1 June 12:30 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 28 May 2010.**

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 the fairground, no need to pre-book.

### 3.14 Storage

No refuse (e.g. empty cartons, crates or shipping/packing materials) may be left behind on 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.

### 3.15 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.esceexhibition.org/HEARTFAILURE2010](http://www.esceexhibition.org/HEARTFAILURE2010).

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

**MB Capital Services GmbH**  
**Mrs. Bettina Dietzsch/Mr. Sven Romann**  
**Tel.: +49 30 3038 1465**  
**Fax.: +49 303 067 2058**  
**Email:**  
**Dietzsch@mb-capital-services.de**  
**Romann@mb-capital-services.de**

### Catering

Catering rights for the rented premises are held exclusively by **Capital Catering GmbH**. The Lessee is not entitled to offer or give away food, drinks, refreshments, tobacco products or similar.

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 Capital Catering at:**

[www.esceexhibition.org/HEARTFAILURE2010](http://www.esceexhibition.org/HEARTFAILURE2010)

### 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.

### 3.16 Stand Activities, Hospitality and Publicity

Please inform the ESC ([HFexhibition@escardio.org](mailto:HFexhibition@escardio.org)) of your planned Stand Activity and Giveaways, before **16 April 2010**. 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 2010 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 **16 April 2010**.

**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 2010 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 29 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 2010, 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 2010 as "Heart Failure 2010, 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.

**XIV)** Use of acoustic equipment, as well as audiovisual shows of any kind by the exhibitor require authorization by the Organizer or ICC Berlin and must be presented in writing. The noise level of musical shows must not exceed 60 dBA. Repeated non-observance of these regulations can result in the electricity to the exhibitor's stand being cut off, irrespective of the resulting loss in supply to the stand. The exhibitor cannot claim compensation for damages arising directly or indirectly from the interruption to the electricity supply. The burden of proof that the regulations were observed lies with the exhibitor.

**XV)** In accordance with legislation (copyright law), The Society for Musical Performing and Mechanical Reproduction Rights (GEMA) must grant permission for musical renditions of any kind. Musical renditions which are not registered may result in compensation claims brought by the GEMA.

## **Surveillance and 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 2010 Congress, or who refuses to comply with the local safety rules.

## **Insurance and 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 ensure from transportation to and from the Building. A copy of this insurance, or proof of adequate cover, must be available for inspection on-site.



## 4 Industry Supported Educational Sessions

The Heart Failure Association of the ESC invites companies in the cardiovascular field to organise special sessions as part of the **Heart Failure 2010** Congress.

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

### 4.1 Conditions for Holding Satellite Symposia or Mini Satellite Symposia

#### Exhibition Stand

To obtain permission to hold Satellite Symposia / Mini-Satellite Symposia, 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 or Mini-Satellite Symposium.

#### Duration

The Satellite Symposia should fit in the standard time unit of one 75 or 90-minute session. The lunchtime Satellite Symposia / Mini-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 Mini-Satellite Symposia should have duration of 45-minutes maximum.

#### Lunch time Satellite sessions

Companies organising Satellite Symposia / Mini-Satellite Symposia during the lunch time will be allowed to enter the Lecture rooms at 12:30 after the scientific session and must leave the lecture rooms at 14:15 for Satellite Symposia and at 13:45 for Mini-Satellite 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 - Badges

- Companies only have access to the rooms at their scheduled time slots.
- The ESC reminds that the Chairpersons and Speakers must be contacted by the companies themselves to arrange registration, travel and accommodation details.
- Satellite Symposia / Mini-Satellite Symposia Chairpersons and Speakers are not considered as ESC "Invited Speakers".
- All involved in the operation of the Satellite Symposia / Mini-Satellite Symposia (hostesses, film crew, technicians...) must also have a valid badge (Exhibitors, active participant or day ticket badges).
- All persons attending the Satellite Symposia / Mini-Satellite Symposia must be registered either as full participants or as exhibitors; persons without such a badge will not be allowed to enter the room.
- The Satellite Symposia / Mini-Satellites Symposia must be open to all registered Meeting participants.

#### Lecture Room

Satellite Symposia and Mini-Satellite Symposia, will be held within the Congress Centre.

Satellite Symposia will be held in lecture rooms ranging in capacity from 270 to 818 seats.

Mini-Satellite Symposia will be held in lecture rooms for a maximum of 100 people.

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

#### Promotion

Promotional material referring to the Satellite Symposia / Mini-Satellite Symposia must receive ESC approval prior to being printed, distributed or posted online. Please refer to the **Heart Failure 2010** branding guidelines.

- No product names/brand names, no misleading names that might be perceived as product/brand names, and no registered trademarks are allowed anywhere on promotional materials of any kind.

Promotional material announcing Satellite Symposia / Mini-Satellite Symposia 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. Further details will be available in due course.

- Display of **two rigid** posters 1 hour (A0 format) before the beginning of the session in front of the assigned room. Posters are not permitted in the building other than on the booth.

- Instead of usual posters, two portable display units of maximum height of 2.5m and maximum width of 1m (no electrical connection, no light, and no sound) are also allowed.

- 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.
- Small give-aways are acceptable (maximum retail value € 10). The distribution within or in front of the of give-aways should be low profile and in no way overshadow the main activity of the Satellite Symposia / Mini-Satellites Symposia.

**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 Mini-Satellite Symposia has to be completed before **Friday 14 May 2010**

#### **IMPORTANT:**

**It is strictly forbidden to hold Satellite Symposia outside the Heart Failure 2010 Congress premises between 28<sup>th</sup> May and 1<sup>st</sup> June, 2010.**

### **4.2 Time Slots Reserved for Satellite Symposia / Mini-Satellite Symposia**

#### **The Time Slots Reserved for Satellite Symposia**

- **Sunday 30<sup>th</sup> May 2010**  
**12:45 – 14:00** (75-minute session)  
**18:15 – 19:45** (90-minute session)
- **Monday 31<sup>st</sup> May 2010**  
**12:45 – 14:00** (75-minute session)  
**18:15 – 19:45** (90-minute session)

#### **The Time Slots Reserved for Mini-Satellite Symposia**

- **Sunday 30<sup>th</sup> May 2010**  
**12:45 – 13:30** (45-minute session)
- **Monday 31<sup>st</sup> May 2010**  
**12:45 – 13:30** (45-minute session)

### **4.3 Cost of Satellite Symposia / Mini-Satellite Symposia**

#### **A basic price of excl. VAT**

- € 41 000 (+ VAT) for one 75 or 90-minute Satellite Symposium.
- € 20 000 (+ VAT) for one 45-minute Mini-Satellite Symposium

The cost of a Satellite Symposium / Mini-Satellite Symposium includes:

- The session
- A Delegate Bag Insert
- A Weblink
- The Lecture room

The basic equipment of a lecture room is:

- Chairs arranged theatre-style
- 1 lectern + Microphone
- 1 table for 2 chairpersons + 2 microphones
- Aisle microphones in the room for the delegates
- 1 Video-projector
- 1 screen

- Technician(s)
- Room networked with the Speakers' Service Centre
- 1 Hostess

The room hostess will be in charge of welcoming and briefing the Chairpersons and the Speakers on technical facilities, and will ensure that the session is running on time. The room technician will be in charge of light/audio and beamer facilities.

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

2

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).

#### **4.4 Speakers Service Centre**

The Speakers Service Centre offers the following services:

- 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 Speakers' Service Centre will be open\*:

- On Saturday 29<sup>th</sup> May 2010: from 12:00 to 18:30
- On Sunday 30<sup>th</sup> May 2010: from 07:30 to 18:30
- On Monday 31<sup>st</sup> May 2010: from 07:30 to 18:30
- On Tuesday 1<sup>st</sup> June 2010: from 07:30 to 13:00

\* Subject to changes

#### **Speakers' presentations**

To avoid unexpected technical problems at the last minute, the session organiser are strongly encouraged to make sure their speakers use the Speakers Service Centre to preload all presentations. The session organiser or speaker must bring the presentations to the Speakers' Service Centre a minimum of 3 hours prior to the session. If speakers choose to use their own laptop, this is the responsibility of the company organising the session.

**DOUBLE PROJECTION AND TRANSLATION ARE NOT RECOMMENDED!  
LIVE TRANSMISSION IS SUBJECT TO ESC APPROVAL**

#### **4.5 Satellite Speakers & Chairmen rules**

##### **Speakers and Chairpersons of regular scientific sessions also involved in Satellite/Meet the Experts Sessions**

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

- Hotel Accommodation
- Travel
- Related claim expenses

The HFA Secretariat will cover:

- Registration fee
- Faculty Dinner invitation, spouses included

**Exception** is made for the HFA Presidents and scientific chairpersons (Prof. McMurray, Prof. Ponikowski, Prof. Anker, Prof. Eschenhagen) whose expenses will be covered by the Congress Organisation.

#### **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. This includes:

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

#### **4.6 Applying to Hold Satellite Symposia or Mini Satellite Symposia**

The Application Form for Satellite Symposia / Mini-Satellite Symposia, must be send to the **Heart Failure 2010** Secretariat offices before **6 November 2009**.

#### **Accounting**

Precise and definitive accounting information must be provided on the initial application form. Any and all changes post invoicing (addition of Purchase Order, changes of billing address, etc...) will not be taken into account, meaning invoices will not be reissued.

#### **4.7 Scientific Programmes of Satellite Symposia or Mini Satellite Symposia**

The ESC will send you a session form to be completed with the Satellite Symposia / Mini-Satellite Symposia programme(s).

The complete scientific programme of the Satellite Symposia / Mini-Satellite Symposia, typed on the special forms provided by the ESC, must reach the ESC offices, Sophia Antipolis, France, before **31<sup>st</sup> January 2010**.

The Scientific Committee will validate the scientific programme on **24<sup>th</sup> February 2010**

Scientific Programme should be sent to:

EUROPEAN SOCIETY OF CARDIOLOGY  
Mr Nouredine M'ghari  
2035, Route des Colles  
Les Templiers  
B.P. 179  
F-06903 SOPHIA ANTIPOLIS CEDEX  
France

Tel: +33 489 872 003 - Fax: :+33 492 947 626 - Email: [nmghari@escardio.org](mailto:nmghari@escardio.org)

A "complete programme" must include the following:

- Title of the session
- Names of the two chairpersons (one of them can also be a speaker)
- Title of each presentation with their duration and topic number
- Name of all speakers
- Complete addresses of the chairpersons and speakers
- Duration of each presentation

#### **IMPORTANT**

- No product names/brand names, no misleading names that might be perceived as product/brand names, and no registered trademarks 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 / Mini-Satellite Symposia.
- Abstract poster sessions are not allowed during the Satellite Symposia / Mini-Satellite Symposia 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 / Mini-Satellite Symposia even if active in the Scientific Programme,
- Faculties Conflict of Obligation. Speakers and chairpersons cannot participate in two parallel sessions within the same time slot. If it is found that this is the case, both the companies and the speakers involved will be informed simultaneously and requested to resolve this conflict.

It is the responsibility for the companies to ensure there is not timing clash with parallel sessions, with the Chairpersons and the Speakers they choose. The ESC cannot be held responsible for any matter arising from this.

Please refer to the above chapter "Satellite Speakers and Chairmen rules".



The Heart Failure 2010 Congress will be reviewed for accreditation by the European Board of Accreditation in Cardiology (EBAC). The number of credits will be announced online. EBAC works in cooperation with the European Accreditation Council for Continuing Medical Education (EACCME) which is an institution of the European Union of Medical Specialists (UEMS).

3

#### 4.8 Changes in the Session Scientific Programmes / Erratum Policy

Once your scientific programme has received approval from the **Heart Failure 2010** Committee, all changes post approval must be sent in writing to Mr. Noureddine M'ghari of the ESC at [nmghari@escardio.org](mailto:nmghari@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 Programme of Satellite Symposia / Mini-Satellite Symposia before **19<sup>th</sup> March 2010** in order to be printed in the Final Programme.

Late modifications in the Satellite Symposia / Mini-Satellite Symposia Programme received on or after **26<sup>th</sup> March 2010** cannot be printed in the Final Programme. The ESC cannot guarantee to be able to communicate any alterations received after **26<sup>th</sup> March 2010**.

##### Session Format

Satellite Symposia must follow one of the formats listed below:

##### a) Satellite Symposia 75-minute or 90-minute session:

At least four presentations.

##### b) Mini-Satellite Symposia, 45 minutes:

Two speakers only. The attendance cannot exceed 100 persons.

#### 4.9 Room Assignment

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

##### Control of flow and attendance

It is the company's responsibility to select an adequate size room to accommodate all attendees in their session.

Companies must plan ahead of time appropriate staffing and/or security to avoid any problem. In case this is not respected and for obvious security reasons, the venue has complete authority to block entrance into the rooms.

##### Overflow

No overflow area is planned for Satellite Symposia / Mini-Satellite Symposia.

#### 4.10 Cancellation Policy

Cancellations of Satellite Symposia / Mini-Satellite Symposia should be sent by in writing to the ESC.

If cancellation is received before **15<sup>th</sup> February 2010**, 50% of the total amount due will be charged.

If cancellation is received on or after **15<sup>th</sup> February 2010** 100% of the total amount due will be charged.

#### **4.11 Enforcement of Rules**

Infringements of these Guidelines and Conditions will be referred to the Board of the Heart Failure 2010. If a serious infringement is deemed to have been committed, the company in question may be refused access to future Heart Failure Association Congresses.

#### **4.12 Usage Rights for Music, Image, Films**

Participating companies are solely responsible for paying all usage rights and royalties for the use of intellectual property (music, photos, movies, artwork, etc) used on the company's Exhibition Stand; before, during and after an Industry Supported Educational Sessions as well as during any company-organised events at the venue or in the city where the congress is taking place. The ESC reserves the right to request a copy of the authorisation, or proof of payment of said rights that should cover the duration of the congress as well as the 2 days before and after the event.

More information can be found on the World Intellectual Property Organization website: [www.wipo.int](http://www.wipo.int) and [www.wipo.int/treaties](http://www.wipo.int/treaties).

#### **4.13 ESC Reservation Policy**

In the event that, for any reason whatever, it is judged advisable or necessary for the ESC Congress to close completely, or in part, the Exhibition and/or Congress for any period, the ESC will not be liable for any damage, loss, or other unfavourable conditions incurred by exhibitors/ session organisers/sponsors. If, for any reason, the ESC Congress has to be cancelled, the ESC will refund to the exhibitors/session organisers/ sponsors the sum paid to ESC for contractual commitments less expenses incurred in preparation of these contracts, with no liability for either party to the contract.



## 5 FUNCTION SPACES

In order to maximise attendance at its scientific sessions, the ESC has adopted a policy, which limits industry sponsored presentations, hospitality and formal gatherings. No such activity should be held without the specific approval of the ESC.

Any formal presentations occurring at hospitality events for more than 150 guests and open to **Heart Failure 2010** delegates are regarded as satellite symposia and need to be organised within the official programme.

Companies are requested to respect the following Guidelines throughout the period between 28<sup>th</sup> May and 2<sup>nd</sup> June, 2010.

### 5.1 Hospitality Suites and Meeting Rooms

Hospitality Suites are rented for a minimum of 4 days and Meetings Rooms for a minimum of half a day.

- Only a limited number of Hospitality Suites & Meeting Rooms are available in the congress centre.
- Rooms can be reserved only through the ESC.
- The ESC has the right to modify demands as it sees fit to best accommodate as many requests as possible.
- The placement of signs and posters on the exterior doors or walls of the rented room is possible. No other signage or promotion can be made within the building other than on the company's stand.
- All persons involved in the operation of the Hospitality Suite & Meeting Room must have a valid badge (Exhibitor, active participant, press or day ticket). All persons requesting access to the Hospitality Suite & Meeting Room must be registered either as active participants or as exhibitors; persons without such a badge will not be allowed to enter the room.
- The ESC will propose Hospitality Suites & Meeting Rooms to requesting companies in writing and the company will have the right to accept or decline within the given deadline.
- Hospitality Suites & Meeting Rooms are assigned on a first-come, first-served basis, while space is available.
- Companies not responding by the deadline date will be assumed to have accepted the assigned Hospitality Suite & Meeting Room and will also be invoiced.
- Once confirmation is received the ESC will invoice the company. Payment must be made within the given time or the Hospitality Suite & Meeting Room will be released. Cancellation of Hospitality Suite & Meeting Room once the invoice has been issued will incur a 100% cancellation fee.
- The ESC will only be responsible for booking Hospitality Suite & Meeting Room in the Congress Centre. Each company, thereafter, is responsible for organising in accordance with the Congress Centre or other suppliers its individual needs such as food, furniture or supplies. Contact information will be sent to companies who confirm room reservations.
- Requests for Hospitality Suites & Meeting Rooms request should be addressed to the HFA Secretariat at: [HFsecretariat@escardio.org](mailto:HFsecretariat@escardio.org)
- Deadline for Application: 16<sup>th</sup> April 2010

Due to the limited number of rooms, companies may also request ESC approval to hold their events at other locations. In this case, and with prior approval from the ESC, we strongly urge companies to consider potential venues outside the congress centre.

## 6 SPONSORSHIP, ADVERTISING & PROMOTIONAL OPPORTUNITIES

The Heart Failure 2010 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 **unless stated otherwise**.

**Important: The following information is fully applicable to all sponsorship, advertising and promotional items and should be carefully read and respected:**

**All content and artwork must gain prior approval from the organizer. Corporate names and logos are allowed. Please note that no product/brand names, no identifying product/brand logos, no misleading names that might be perceived as product/brand names, no registered trademarks will be allowed for any of the Sponsorship, Advertising or Promotional opportunities listed in this chapter.**

No promotional support or activity (e.g. distribution of flyers) is permitted in the congress centre apart from on the supporting company's stand and in front of the assigned Lecture Room where applicable for Industry Sponsored Educational Sessions (see Section 4 for further details).

The technical specifications for sponsorship items requiring graphics will be detailed and updated regularly on the ESC Exhibitors and Industry Partners Web Site: [www.escexhibition.org/HEARTFAILURE2010](http://www.escexhibition.org/HEARTFAILURE2010)

All sponsorship requests are allocated on a first-come, first-served basis. Please refer to the application dates in the table below per product items.

Sponsors of Heart Failure 2010 will be acknowledged via the Heart Failure 2010 Web Site and via the Final Programme in addition to specific acknowledgements linked to the product selected and as detailed in pages 31 -33 of this section.

The following pages summarize the existing sponsorship and promotional opportunities at Heart Failure 2010. We are always happy to discuss and consider additional sponsorship initiatives or suggestions made by our Industry Partners.

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

Email: [Sponsorship@escardio.org](mailto:Sponsorship@escardio.org)

Tel: +33 (0)4 92 94 86 78

Fax: +33 (0)4 92 94 76 26

## Remaining Sponsorship & Promotional opportunities

SPONSORSHIP & PROMOTIONAL ITEMS	PRICE
<b>FINAL PROGRAMME ADVERTISEMENT – Product advertising allowed</b>	
- Inside Front Cover	€ 9 000
- Inside Back Cover	€ 8 000
- Tab Page	€ 6 000
Deadline for application	12/02/2010
<b>BOOKMARK IN THE FINAL PROGRAMME – Product advertising allowed</b>	
- Price <u>excludes</u> production	€ 15,000
Deadline for application	12/02/2010
<b>BELLY BAND AROUND THE FINAL PROGRAMME</b>	
- Price <u>excludes</u> production	€ 10 000
Deadline for application	12/02/2010
<b>INFORMATION SCREENS</b>	€ 5 000
Deadline for application	15/03/2010
<b>DELEGATE BAG INSERT</b>	€ 5 000
Deadline for application	12/02/2010
<b>WEBLINK</b>	€ 2 000
Deadline for application	12/02/2010
<b>DELEGATE BAGS - Exclusive Sponsorship</b> (incl. production)	€ 20 000
Deadline for application	31/01/2010
<b>WEBSPACE - Exclusive Sponsorship</b>	€ 20 000
Deadline to apply	31/01/2010
<b>UNRESTRICTED EDUCATIONAL GRANTS</b>	€ 10 000

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***All prices indicated are exclusive of VAT***

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## 6.1 Product Descriptions and Technical Specifications:

We have listed additional product details and technical specifications for sponsorship & promotional items below. All necessary technical specifications will be updated and posted on the ESC Exhibitors and Industry Partners Web Site **[www.escexhibition.org/HEARTFAILURE2010](http://www.escexhibition.org/HEARTFAILURE2010)** so please consult this important Web Site regularly.

**Important – all artwork must receive prior approval from the ESC.**

### Abstracts CD-ROM

This is the essential reference tool for delegates during and post congress as it allows them to review all the accepted abstracts of HEART FAILURE 2010 as well as those of the previous two years.

- Exclusive sponsorship
- Distribution rights at sponsor stand (sponsor to plan and manage storage of 3,000 CD-ROMS)
- Redemption voucher (produced by the organiser) included in each Delegate Bag
- Acknowledgement: Logo on CD-ROM and sleeve, Final Programme & Heart Failure Web Site
- High resolution logo to be provided for inclusion on the redemption voucher and on the CD-ROM sleeve by 24 March 2010

### Webspace

This highly popular area allows delegates to connect to the internet, access their working files and print necessary documents onsite.

- Exclusive sponsorship
- Webspace comprises seating, work stations & printer
- Acknowledgement: Logo on screensaver on each of the computer screens, Final Programme & Heart Failure Web Site
- Any additional signage, furniture or other requested for the Webspace needs to be approved by the organiser and is at the sponsor's cost.
- High resolution logo to be provided for the screen saver acknowledgement by 31/01/2010

### Note Pads & Pens

Official congress items included in the Delegate Bag and used by delegates during and post-congress.

- Exclusive sponsorship – acknowledgement via sponsor logo
- Please submit a high resolution logo by 31 January 2010

### Delegate Bags

Highly visible sponsorship opportunity with delegates using the bag for the duration of the event and post-event due to the unique quality of the product (briefcase made of recycled material).

- Exclusive sponsorship – acknowledgement via sponsor logo on bag exterior flap
- Please submit a high resolution logo by 31 January 2010

### Badge Laces

Worn by delegates throughout the event, this item provides excellent corporate exposure and association.

- Exclusive sponsorship – acknowledgement via sponsor logo on badge lace
- Please submit a high resolution logo by 31 January 2010

## Final Programme Advertisements

The Final Programme provides delegates with the full scientific agenda, exhibition and industry sponsored sessions information and will be the essential reference document for delegates during the congress.

Three separate advertisements are available in the Final Programme with advertisements requiring prior approval from the organiser:

- Submit for approval: 26 February 2010
- Final approval: 5 March 2010

## Information Screen adverts

	Size	Format	Resolution
<b>LCD Screens</b>	37 inches 94 cm	16 / 9	1920 X 1080

**ONLY Power Point presentations (Office 2003-SP3) will be accepted**

### Restrictions:

- No videos allowed
- Avoid transparencies
- Duration of advert: 30"
- No product advertising allowed

- **Deadline to submit artwork for approval: 26 April 2010**
- **Deadline to submit finalized artwork: 30 April 2010**

## Delegate Bag Inserts

Promote your congress activities by designing a promotional insert to be included in each and every Delegate Bag and given to each registered delegate at the Heart Failure Congress 2010. This invitation will communicate your congress message directly to delegates.

- 1 Delegate Bag Insert can only promote 1 event (e.g. 1 industry sponsored session or 1 activity on the exhibition stand)
- 1 Delegate Bag Insert promoting 1 session with reference to the exhibition stand will be considered as 1 insert (e.g. 1 industry sponsored session, plus a mention similar to "visit our stand, location XX")
- 1 Delegate Bag Insert promoting 1 session with full exhibition details will be considered as 2, and invoiced accordingly (e.g. 1 industry sponsored session, plus a mention for a stand activity)
- 1 Delegate Bag Insert promoting 2 sessions/activities will be considered as 2, and invoiced accordingly.

- **Deadline to submit artwork for approval: 24 March 2010**
- **Deadline to submit finalized artwork: 26 March 2010**

- Quantities to print: 3 500
- DBIs to be received in Eitting, Germany **before 20 May 2010.**

Shipping address:

Heart Failure Congress 2010/Congress bags/number of boxes shipped/type of document or item  
**FAIREXX GMBH**  
Obere Hauptstrasse 18  
85462 Eitting, Germany  
Tel: +49 8122 999 84 61

Please send a fax of confirmation of your shipment to:

**M. Stefan Grundwaldt** by email **stefan.grundwaldt@fairexx.com** or fax +49 30 4403 4779.

## Weblink

Invite delegates to your congress activities by designing a promotional page link to the Heart Failure 2010 Web Site. This invitation will communicate your congress message to delegates in two locations online (Page Link to the official Heart Failure 2010 Web Site in two locations, via the Scientific Programme Online (SPO) and Industry Partner pages).

- 1 Weblink can only promote 1 event (e.g. 1 industry sponsored session or 1 activity on the exhibition stand)
- 1 web page promoting 1 session with reference to the exhibition stand will be considered as 1 Weblink (e.g. 1 industry sponsored session, plus a mention similar to "visit our stand, location XX")
- 1 web page promoting 1 session with full exhibition details will be considered as 2 Weblinks (e.g. 1 industry sponsored session, plus a mention for a stand activity)
- 1 web page promoting 2 sessions/activities will be considered as 2 Weblinks, and invoiced accordingly

NB: Hyperlinks to sponsor Web Sites will be not be allowed

Weblink format: PDF, html or flash invitation:

PDF PAGE	HTML OR FLASH PAGE
<b>Size:</b> the lighter the better, screen quality, 600Kb max <b>Security:</b> ideally locked <b>Open size:</b> ideally 100% <b>Number of pages:</b> 3 pages max <b>Images:</b> may be included	Provide organiser with the invitation URL, not the company web site URL. Must be optimized for web <b>1280 x 1024 pixel</b> <b>Size:</b> the lighter the better

- **Deadline to submit artwork for approval: 24 March 2010**
- **Deadline to submit finalized artwork: 26 March 2010**

**Onsite Advertisements:** There will be numerous opportunities for our industry partners to promote their congress and corporate messages to delegates onsite in Berlin. Please contact [sponsorship@escardio.org](mailto:sponsorship@escardio.org) for further details.



### 6.1.1 Finance /Invoicing / Cancellation policies for Sponsorship/ Advertisement opportunities:

Sponsorship and promotional products are assigned on a first-come, first-served basis. Companies will be invoiced upon assignment of items following receipt of their application form. Cancellation fees of 100% apply once an invoice has been issued.

It is a strict policy from the organiser that all invoices be paid by the date indicated on the invoice or before the opening of the congress, whichever comes first.

**For further consultation and information on your company profile at Heart Failure 2010 contact Aoife Sheil, Sales and Sponsorship Supervisor at [Sponsorship@escardio.org](mailto:Sponsorship@escardio.org)**

### 6.1.2 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 **27 May midnight to 3 June 2010**.

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

#### **Promotion in hotels**

The ESC does not approve congress activity promotion, by companies, in hotels during Heart Failure 2010.

## **7 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

- **8 March 2010**

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

- **22 March 2010**

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.

- **16 April 2010**

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

- **26 April 2010**

Deadline to order free exhibitors badges.

- **20 May 2010**

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

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

**\*N.B. After 26 March 2010 no further corrections will be taken into consideration for the printing of the Final Program; however, they will be included in the Erratum.**

## 8 Contacts

For information on the Exhibition, please contact:

Mr. Nikolaj Tomma, Exhibitions Supervisor

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:

Mr. Nouredine M'ghari, 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) / [nmghari@escardio.org](mailto:nmghari@escardio.org)

For information on Sponsorship and Promotion Opportunities please contact:

Ms. Aoife Delmas, Sales and liaison Officer

Tel +33 (0)4 92 94 8678 - Fax: +33 (0)4 92 94 7626

Email: [Sponsorship@escardio.org](mailto:Sponsorship@escardio.org)

## 9 General Information

### **Heart Failure Secretariat:**

Tel: +33 (0)4 92 94 76 00 - Fax: +33(0)4 92 94 86 29

E-mail: [HFsecretariat@escardio.org](mailto:HFsecretariat@escardio.org)

### **ESC/ Registration Department**

Tel: +33 (0)4 92 94 76 12 - Fax: +33(0)4 92 94 76 10

E-mail: [HFregistration@escardio.org](mailto:HFregistration@escardio.org)

### **ESC/ Scientific Department**

Tel: +33 (0)4 92 94 35 11 - Fax: +33(0)4 92 94 76 20

E-mail: [HFscientific@escardio.org](mailto:HFscientific@escardio.org)

### **ESC/ Hotel Accommodation and Social Event**

Tel: +33 (0)4 92 94 18 27 - Fax: +33(0)4 92 94 76 16

E-mail: [HFhotels@escardio.org](mailto:HFhotels@escardio.org)

## 10 The Building

International Congress Centre Berlin (ICC),

Messedamm 22

D-14055 Berlin

Germany

Email: [Coronini@messe-berlin.de](mailto:Coronini@messe-berlin.de)

Tel: +49 (30) 3038-3067

Fax: +49 (30) 3038-3032

Web site: [www.icc-berlin.de](http://www.icc-berlin.de)

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