



Dear Exhibitor,

This Update contains important logistical information concerning Heart Failure 2010. Therefore, please ensure this message and the Industry Guidelines are distributed to all your staff and agencies involved in this Congress.

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

<http://www.esceexhibition.org/HEARTFAILURE2010/default.aspx>



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1. Sponsorship Opportunities

Onsite advertising opportunities are still available to maximise your presence at Heart Failure 2010.

For further information on these or other sponsorship products, please contact:

sponsorship@escardio.org



2. Access

Heart Failure 2010 will be held in the **ICC Berlin**, Germany.

For more details, see the Access plan on:

<http://www.escehibition.org/HEARTFAILURE2010/ESC%20Items/Loading%20Access%20Plan.pdf>

The exhibition is located on Level 2 of the ICC Berlin and vehicle access is via **Einfahrt Wirtschaftshof**.

Parking

Trucks need to be parked at the Avus Nordkurve (P12 on the access plan mentioned above).

Cars can be parked in the Parking deck, the cost is €2/Hour and there is a payment machine at the South Entrance.



3. Build up and Break Down

Cars and forklifts cannot be driven into the exhibition hall. Always park your vehicle in the allotted space outside. Space is limited – as soon as you have unloaded, please move your vehicle away from the unloading area. On arrival, drivers should report to uniformed staff from FAIREXX, the Official ESC Logistics Provider, to obtain a Working Pass. This pass carries the name of the individual, company and booth number and needs to be carried at all times during the build up/break down.

Build Up Timetable

Thursday 27 May	08:00 – 20:00 Exhibition build-up
Friday 28 May	08:00 – 20:00 Exhibition build-up
Saturday 29 May	08:00 – 12:00 Exhibition decoration only, 12:00 hall inspection by the ESC



Break Down Timetable

Tuesday 1 June: 13:00 - 19:00 Exhibition dismantling

IMPORTANT:

Please note:

- 1) The limited dismantling time.
- 2) Exhibition is OPEN ON TUESDAY MORNING from 09:00 to 12:30
- 3) Access to level 2 is via loading lift and is managed by Fairexx - It's vital you contact them to book your loading slot.

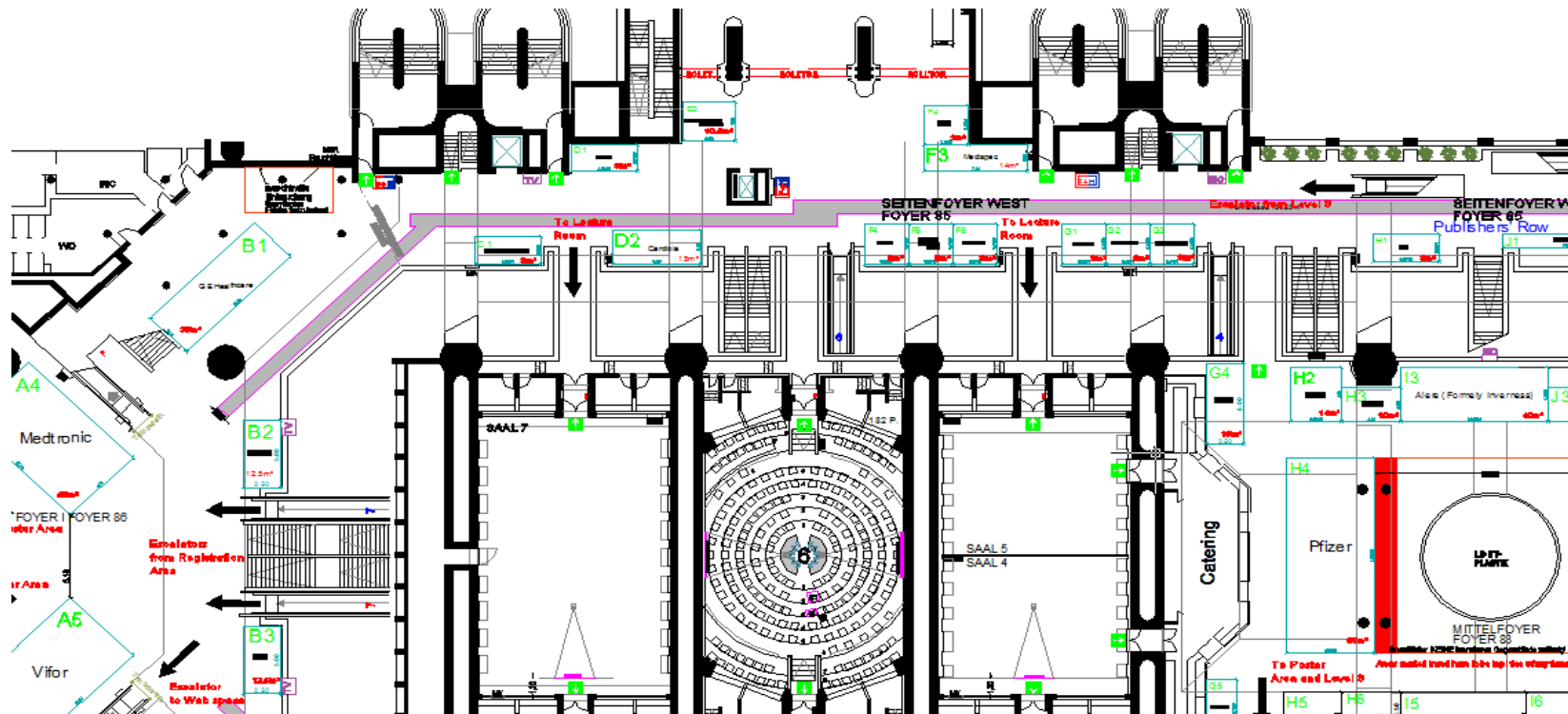
HEART FAILURE

29 MAY
1 JUNE Berlin - Germany 2010



Freight Free Aisles

There is one main freight free aisle running through the exhibition. The route marked in grey needs to be kept free of all goods and refuse AT ALL TIMES to enable fast access and exit from all areas of the Hall. See plan below for more details:





4. Security

The Organisers only provide General Surveillance within the Exhibition area. 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.

Therefore, it's important that each exhibitor secures his/her stand against the risk of theft. The Organisers will accept no responsibility for loss or theft from stands.

Security guards on your booth can be ordered directly from the ICC Berlin, for more details please contact:

Ms. Bettina Dietzsch

ICC Berlin

Messedamm 22

14055 Berlin

Tel.: +49 303 038 1465

Fax: +49 303 038 1460

Email: dietzsch@messe-berlin.de



5. Delivery Address and Storage

Official Forwarder and Lifter for Heart Failure 2010:

FAIREXX Logistics

Contact: Mr. Stefan Grünwaldt

Tel.: +49 304 403 4713

Fax: +49 304 403 4779

Email: stefan.grundwaldt@fairexx.com

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

Consignee address: FAIREXX – Logistics for Exhibitions GmbH
Marienstrasse 28
12207 Berlin / Germany

Notify: HEART FAILURE 2010 /
Exhibitors Name / Hall / Stand Number

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



Groupage Shipment (Warehouse Address):

FAIREXX Logistics for Exhibitions GmbH
c/o Agility Logistics GmbH/ Fairs & Events
Jaffee/Harbigstrasse
14055 Berlin / Germany

Notify: HEART FAILURE 2010 /
Exhibitors Name / Hall / Stand Number

Shipments should arrive at Warehouse no later than **3 working days before desired delivery on the stand.**

Full and Half Trailer loads (Fairground Address) – Respect build up dates/times and SLOT times!:

ICC - Berlin
c/o FAIREXX Logistics for Exhibitions GmbH
Neue Kantstrasse 1
14057 Berlin / Germany

Notify: HEART FAILURE 2010 /
Exhibitors Name / Hall / Stand Number

To ensure that reception of your shipment is managed, please fax a full pre-advice to FAIREXX LOGISTICS Fax:
+49 304 403 4779 attn. Mr. Stefan Grünwaldt. For more information, download the FAIREXX Manual from:

<http://www.esceexhibition.org/HEARTFAILURE2010/Stand%20Services%20Download%20Area/Fairexx%20Manual.pdf>



6. Stand Service Orders

In order to avoid any surcharges, please make sure you send your orders through to Messe Berlin and MB Capital Services GmbH well in advance (**See individual deadlines on order forms for more information**).

All stand service forms are available on:

<http://www.escehhibition.org/HEARTFAILURE2010/default.aspx>

If you should require more details on the stand services, feel free to contact:

Messe Berlin GmbH
Bettina Dietzsch
Phone: +49 303 038 1465
Fax: +49 303 038 1460
Email: dietzsch@messe-berlin.de

MB Capital Services GmbH
Ursula Lehmann
Phone: +49 303 069 6952
Fax: +49 303 038 1460
Email: Lehmann@mb-capital-services.de



7. Exhibition Opening Hours

Saturday 29 May	17:15 – 21:00 Exhibition open 19:15 – 21:00 Welcome Cocktail in the Exhibition
Sunday 30 May	09:00 – 18:00 Exhibition open
Monday 31 May	09:00 – 18:00 Exhibition open
Tuesday 1 June	09:00 – 12:30 Exhibition open

All exhibiting staff must wear an Official Heart Failure 2010 badge at all times within the venue.



8. Exhibitors Registration and Badge Readers

The Exhibitors Registration Desk is situated inside the Registration Area near the Speakers' Service Centre.

The following services will be available:

- Collection of Work Passes (Also available from FAIREXX team in the Loading Area)
- Collection of pre-ordered exhibitor badges
- Preparation and purchase of additional exhibitor badges
- Distribution of "Green Stickers" enabling fully registered participants to access the exhibition areas outside official opening hours

Please note that employees of exhibiting companies will only gain access to the stand if they have an Exhibitor Badge. You should therefore not arrange to distribute exhibitor badges from the stand – make sure that everyone is aware of this restriction, as exceptions will not be made.

NO BADGE = NO ACCESS TO EXHIBIT AREA



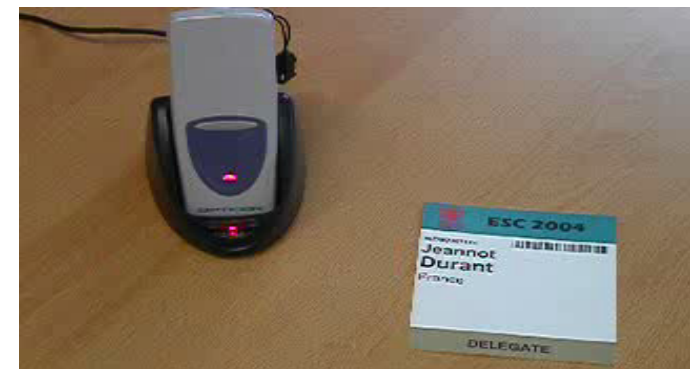
Badge Readers

Recording a prospective customer's information can be done by using the Heart Failure 2010 Badge Reader. For more information, please download the following form:

<http://www.escehibition.org/HEARTFAILURE2010/Badge%20Readers/Badge%20Reader%20Information%20Form.pdf>

The order form is available below:

<http://www.escehibition.org/HEARTFAILURE2010/Badge%20Readers/Badge%20Reader%20Order%20Form.pdf>





Exhibitors Registration Opening Hours

Friday 28 May	08:00 – 18:00
Saturday 29 May	08:00 – 21:00
Sunday 30 May	08:00 – 18:00
Monday 31 May	08:00 – 18:00
Tuesday 1 June	08:00 – 12:30

Exhibitor Badge Orders

Please note that you have the choice to choose how your free badges are inscribed. Company name, individual name or both.

The Badge Order Form will be available in mid April on:

<http://www.esceexhibition.org/HEARTFAILURE2010/default.aspx>

DEADLINE FOR SENDING BADGE ORDERS TO HFexhibition@escardio.org
IS THE **26th APRIL 2010**



9. Stand Design and Activities Approval

Stand Drawings and Designs

Each stand design needs to be approved by the ESC and the ICC Berlin.

Stands that have not been approved in writing or that do not correspond to approved drawings will have to be corrected at the exhibitor's expense.

***IMPORTANT*:**

All exhibitors need to declare their stand construction materials using the form available on:

<http://www.escehibition.org/HEARTFAILURE2010/Stand%20Services%20Download%20Area/ICC%20Berlin%20Stand%20Description%20Document.pdf>

The completed form needs to be returned to the ICC Berlin Technical Department directly.

Stand Give Aways and Activities

All stand give aways and activities need to be approved by the ESC. Please fill in the Stand Activity form available on <http://www.escehibition.org/HEARTFAILURE2010/default.aspx> and send it back to us before the **16th April 2010**.



10. Important Reminders

Payment

Please note that payment for stand rental must be made in full before the event.

Smoking

Smoking is strictly forbidden anywhere in the building.

Alcohol

Exhibitors must not serve any alcoholic beverages from the stand.



Catering

Please note that it is not allowed to take food and/or drinks into the building or to keep them on the premises unless ordered through:

Capital Catering GmbH

Jeannette Brückmann

Tel: +49 303 038 2993

Fax +49 303 038 1952

cateringservice@capital-catering.de

For more details or to order, visit the following link:

<http://www.escexhibition.org/HEARTFAILURE2010/Stand%20Services%20Download%20Area/Catering%20Order%20Form.pdf>

Distribution of promotional material, directions etc. from the stand

Distribution and/or display of printed material by industries and/or its agents is limited to the company's exhibition space only or the "Information Tables", which will be specifically set up for that purpose and marked as such.

Exhibitor Debriefing Meeting

A post show meeting will be held on **Monday 31 May**. Location and time to be announced.



11. Future ESC Congresses

Frontiers in CardioVascular Biology	Berlin	16 – 19 July 2010
ESC Congress 2010	Stockholm	28 August – 1 September 2010
Acute Cardiac Care 2010	Copenhagen	16 – 19 October 2010
EUROECHO 2010	Copenhagen	8 – 11 December 2010

If you have any questions about the Exhibition at Heart Failure 2010, please contact:

HFexhibition@escardio.org or +33 492 947 755.

We look forward to welcoming you to a successful event in Berlin!