

# HEART FAILURE 2011

Congress organised by the Heart Failure Association of the ESC

**GUIDELINES FOR INDUSTRY PARTNERS**



**Gothenburg**  
Sweden  
21-24 May 2011

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



HEART FAILURE  
ASSOCIATION  
OF THE ESC



EUROPEAN  
SOCIETY OF  
CARDIOLOGY®

## Your Contacts

### Addresses/ Contact Details

- For **General Information** please contact:

**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)

- For information on **Sponsorship, Exhibition, and Industry Participation** contact:

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. Noureddine 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. Kristina Simon, Sponsorship Officer

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

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

## Important Dates

<b>4 March 2011</b>	Deadline for companies and Publishers to send their Product or Company Description for reproduction in the Final Programme.
<b>28 March 2011</b>	Deadline for Exhibitors to send their Stand designs. Deadline for Satellite organisers' to send the corrected proofs of their scientific program back to the ESC.
<b>11 April 2011</b>	Deadline for companies to inform the ESC of the Stand Activity and Give Away distributed on the Stand. Deadline to receive material for Weblink
<b>22 April 2011</b>	Deadline to order free exhibitors badges
<b>20 May 2011</b>	Deadline for Erratum: deadline for companies to send any alterations of the satellite symposia content.
<b>25 April 2011</b>	Stand Service Deadline

Dear Friends and Colleagues,

It is our great pleasure to welcoming you to the Heart Failure Congress 2011 - organised by the Heart Failure Association of the European Society of Cardiology (HFA of the ESC).

The Heart Failure Congress is an opportunity for everyone involved in the heart failure community to come together. Our objective is to provide a complete picture of heart failure, covering many fields of information, innovation and education. We will address the core topics and the associated technologies linked to heart failure to provide health care professionals with the knowledge and experience they require every day in their clinical practice.

**The overall theme of this congress is co-morbidities because more and more patients with heart failure present with other conditions such as diabetes, lung disease, renal impairment, etc.**

We will also bring you up to date on devices and technologies (ICD, CRT, LVADs) and their management programmes. The sessions will address the topics in different formats from an expert lecture in a main session to an interactive educational session with case presentations to ensure we meet your expectations and provide adequate educational value to each and every participant. Our faculty will also bring you a very practical and international perspective on the HFA Guidelines to incorporate in your clinical decision process.

The Heart Failure congresses have created a great focus on the original scientific contributions received during the call for abstracts. The Poster Area is the ideal platform to meet colleagues and peers to discuss specific topics of research and interest - so are our dedicated oral abstract and Award sessions. New this year, come and interact with your association in the HFA Forum on Level 1, discover our mission, objectives and initiatives, and which role you may play in them.

Thank you for being with us in Gothenburg this week. Enjoy your time, learn something new, meet peers, colleagues and friends, and help us prepare an informative and rewarding programme by giving your feedback.

Welcome to Gothenburg, welcome to your congress!

Sincerely,



**P. Ponikowski**  
(Wroclaw, PL), HFA President



**S. Anker**  
(Berlin, DE), HFA President-Elect



**K. Swedberg**  
(Gothenburg, SE)  
Heart Failure 2011 Scientific Chairperson



**I. Ekman**  
(Gothenburg, SE)  
Heart Failure 2011 Scientific Co-Chairperson

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## Section 1 – General Information

These guidelines have been written by the European Society of Cardiology (ESC). A successful application made by a company wishing to participate in Heart Failure 2011 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

Svenska Mässan - The Swedish Exhibition & Congress Centre  
Mässans Gata/Korsvägen  
SE-412 94 Gothenburg  
Sweden  
Web site: [www.svenskamassan.se](http://www.svenskamassan.se)

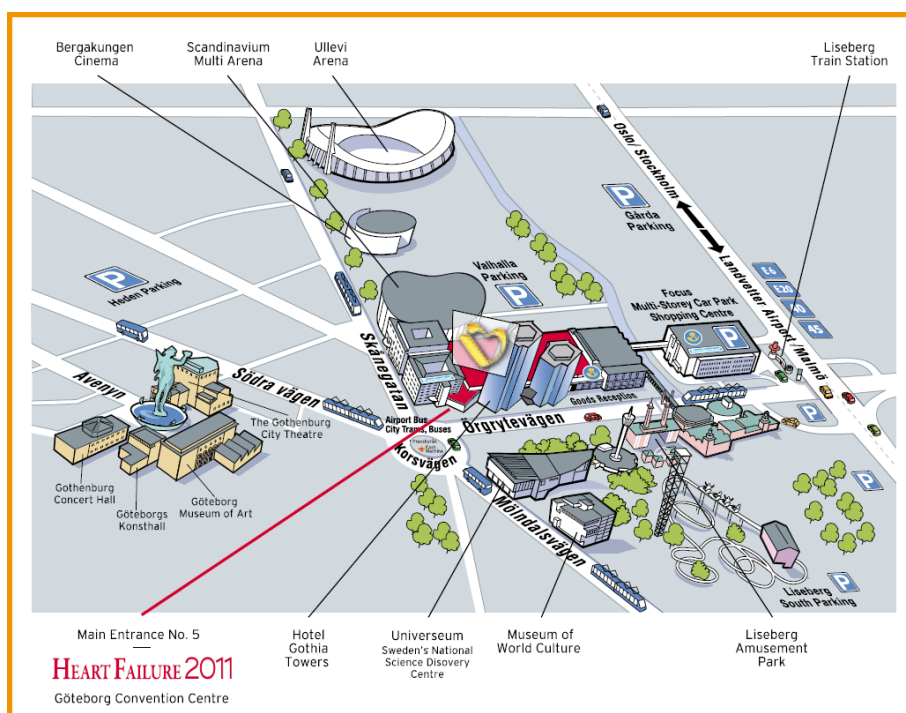
Email: [kai.kvemo@svenskamassan.se](mailto:kai.kvemo@svenskamassan.se)

### 1.2 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.

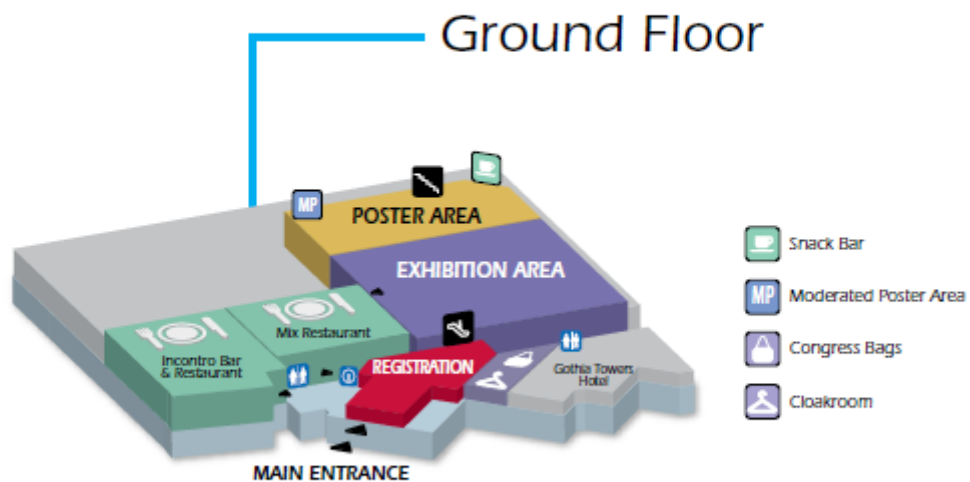
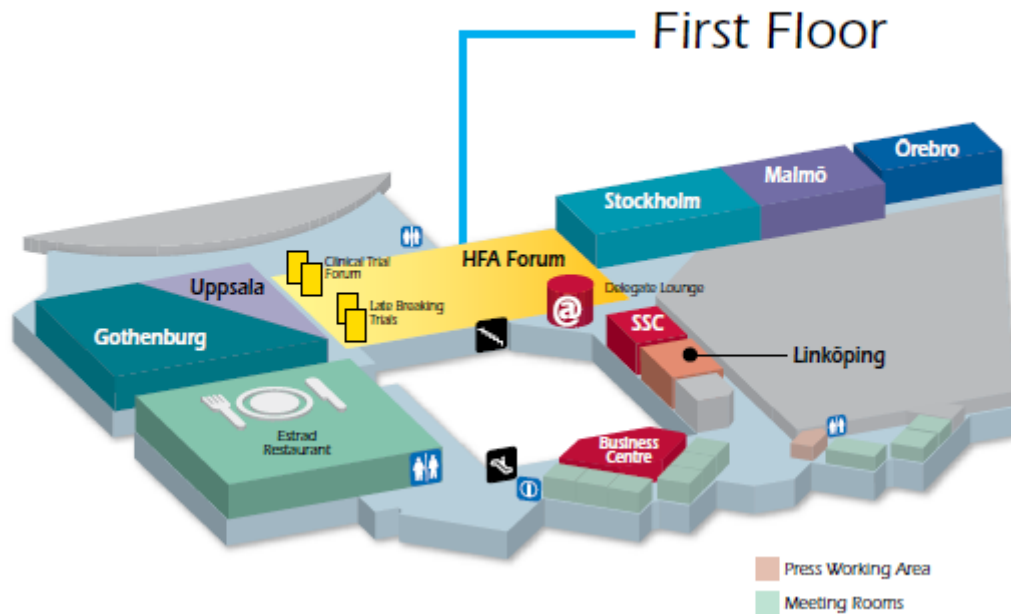
For the sake of brevity, the following terms are used in these Guidelines:

<b>Building:</b>	Svenska Mässan - The Swedish Exhibition & 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 2011:</b>	Annual International Congress organised by the HFA of the ESC.
<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



### 1.3 Building Overview

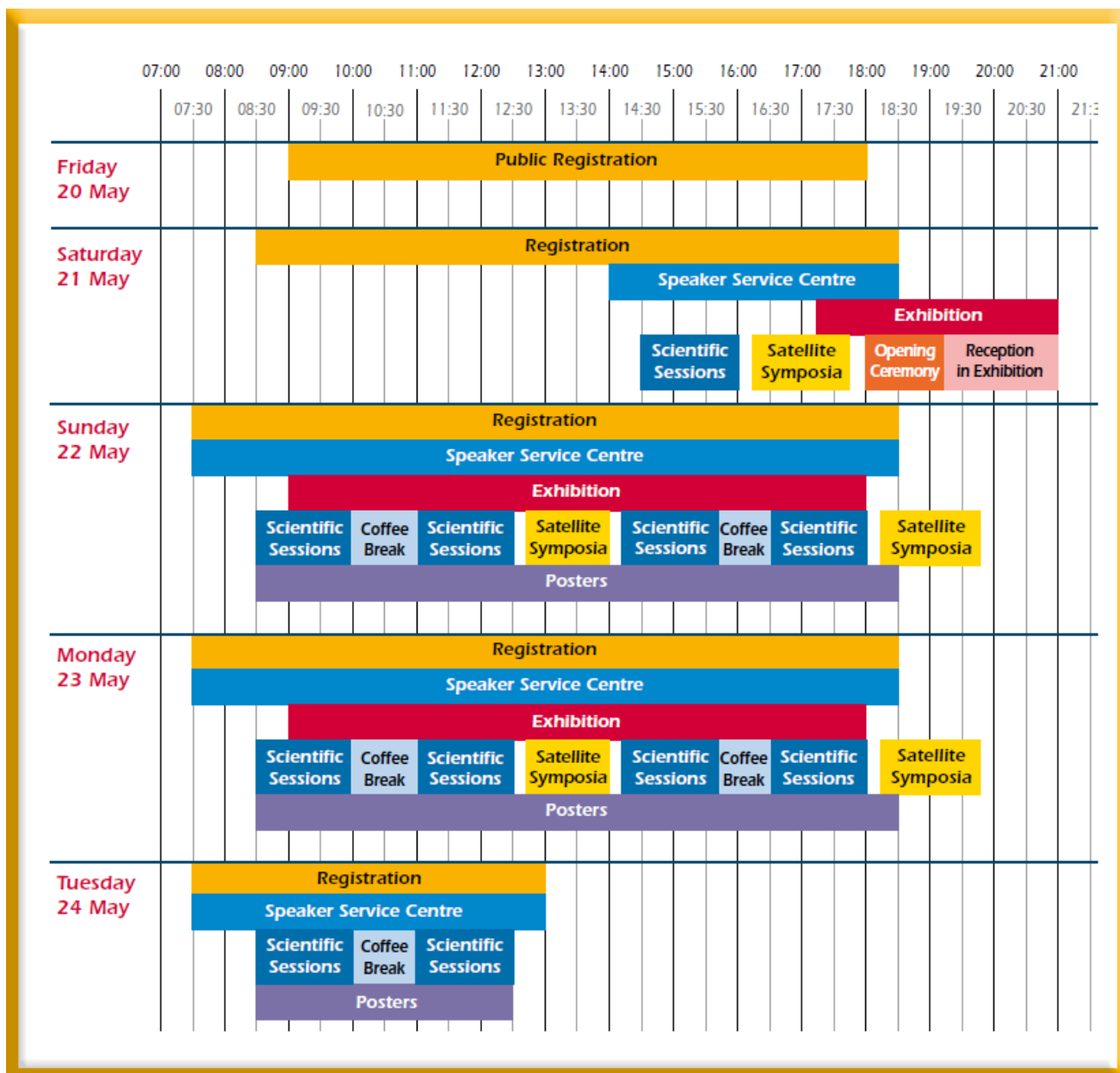
Access only possible with badge - NO BADGE NO ENTRY!



The **Exhibition** and **Poster** areas will be located on the ground floor 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.

### 1.4 Congress dates: 21 - 24 May 2011



### 1.5 Language

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

## Section 2 – Exhibition

### 2.1 Exhibition General Information

#### 2.1.1 Exhibition Services

##### 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)

#### 2.1.2 Exhibition Dates

<b>Thursday 19 May</b>	08:00 – 20:00	Exhibition build-up
<b>Friday 20 May</b>	08:00 – 20:00	Exhibition build-up
<b>Saturday 21 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
	18:00 – 19:15	Opening Ceremony followed by cocktail in the exhibition area
<b>Sunday 22 May</b>	09:00 – 18:00	Exhibition open
<b>Monday 23 May</b>	09:00 – 18:00	Exhibition open
<b>Tuesday 24 May</b>	08:30 – 12:30	Exhibition CLOSED (but sessions still running)
	08:00 – 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.**

#### 2.1.3 Exhibition Time Schedule

- Stand construction should be finished on **Friday 20 May 2011 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 20 May** to allow the aisle carpet 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 21 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 1 from Thursday 19 May until Tuesday 24 May.

#### 2.1.4 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 **22 April 2011** 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/HEARTFAILURE2011](http://www.esceexhibition.org/HEARTFAILURE2011)

<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

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**Exhibitor badges are reserved for staff working directly in the organisation and management of exhibits, satellite symposia and sponsored activities. Bearers are subject to the restrictions contained within these Guidelines.**

**Exhibitor badges do not give access to the Heart Failure Scientific Sessions.**

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#### **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 **€ 30.00 per badge, excluding VAT (VAT: 25%)**.

#### **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.

### **2.1.5 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 use the relevant Company/Product Description Form on [www.esceexhibition.org/HEARTFAILURE2011](http://www.esceexhibition.org/HEARTFAILURE2011) and send details through before **4 March 2011**. The ESC cannot guarantee the inclusion of the product description in the Final Programme if received after 7 March 2011.

### **2.1.6 Surveillance & Security**

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

The Exhibitor shall be responsible for the security of his stand and exhibits. Exhibitors are recommended to pay close attention to the exhibits during the stand construction and dismantling periods as well. We strongly urge exhibitors to secure their stand against theft or damage. Valuable objects, which may easily be removed, should be locked away during the night or whenever the stand is left unattended. Particular attention should be paid to goods awaiting collection at the end of the Congress.

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

The ESC may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of the Heart Failure 2011 Congress, or who refuses to comply with the local safety rules.

### **2.1.7 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.

### 2.1.8 Shipping Information

#### Official Forwarder and Lifter:

FAIREXX GmbH  
Marienstrasse 28  
12207 Berlin  
Germany  
TEL +49 (0)30 44 03 47 12  
FAX +49 (0)30 44 03 47 79

Contact:

Ms Sandra Guenther [sandra.guenther@fairexx.com](mailto:sandra.guenther@fairexx.com)  
On-site contact: Fairexx / Sandra Guenther / +49 173 60 92 583  
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/HEARTFAILURE2011](http://www.esceexhibition.org/HEARTFAILURE2011)

Airfreight shipments should arrive at Gothenburg Airport (GOT) **3 working days before desired delivery to the booth but no later than 16 May 2011:**

Consignee Address: Kuehne + Nagel AB  
c/o FAIREXX Logistics GmbH  
Box 112  
SE - 401 21 Gothenburg / SWEDEN

Notify: HEART FAILURE 2011 / *Exhibitors Name* + Stand Number

Please send your shipments prepaid, on own Masterairwaybill, consigned to above mentioned address. 4 original Invoices in English language and Packing list should be attached to the Airwaybill.

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

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

#### Groupage shipments

Should arrive at our warehouse **between 09 -17 May 2011 (If goods need to be sent before 09 May please contact Fairexx):**

Warehouse address: HEART FAILURE Gothenburg 2011  
(Open from May, 09-17) Name of exhibitor + Stand Number  
Kuehne + Nagel AB  
c/o Holmens Terminal AB  
Gullbergsvassgatan 10  
SE - 411 04 Gothenburg / SWEDEN

Late Arrival Warehouse address: HEART FAILURE Gothenburg 2011  
(Open only from May, 18-24) c/o Fairexx - Logistics for Exhibitions  
Name of exhibitor + Stand Number  
Svenska Mässan  
Mässans Gata 6  
SE - 412 51 Gothenburg / SWEDEN

#### Full Trailer Loads

Should arrive directly at Svenska Mässan Gothenburg in accordance with the official Build-Up and Break-Down Dates and Times.

Venue Address: HEART FAILURE 2011 Gothenburg  
c/o Fairexx – Logistics for Exhibitions  
Name of exhibitor + Stand Number  
SVENSKA MÄSSAN  
Mässans Gata 6  
SE – 412 51 Gothenburg / SWEDEN

On-site Contact: FAIREXX / Sandra Guenther / Tel : +49 173 60 92 583

Pre-advice: for your Roadcargo Shipments please send to Fairexx in advance by fax: +49 (0)30 44 03 47 79 or by email to [sandra.guenther@fairexx.com](mailto:sandra.guenther@fairexx.com)

- 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.

### 2.1.9 Goods Entrance

All materials for the Exhibition Hall should be unloaded at the loading dock (Please refer to access plan on [www.esceexhibition.org/HEARTFAILURE2011](http://www.esceexhibition.org/HEARTFAILURE2011)).

### 2.1.10 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 expected.

### 2.1.11 Customs Information / Taxes & Duties

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

### 2.1.12 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 21 May 08:00 to Tuesday 24 May 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 20 May 2011.**

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.

### 2.1.13 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.

## 2.1.14 Stand Activities, Hospitality and Publicity

Please inform the ESC ([HFexhibition@escardio.org](mailto:HFexhibition@escardio.org)) of your planned Stand Activity and Giveaways, before **11 April 2011**. 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 2011 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 Mini-Satellite Symposium, 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 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 **11 April 2011**.

**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 2011 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 21 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 2011, 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 2011 as "Heart Failure 2011, 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 Svenska Mässan 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.

### **2.1.15 Miscellaneous**

#### **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 are not allowed in the Exhibition hall.

## **2.2 Technical Guidelines for Exhibitors**

Important Notice: all Exhibitors must submit a detailed stand drawing to the ESC before **28 March 2011**. 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).

### **2.2.1 Exhibition Location**

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

Mr. Kai Kvemo  
Svenska Mässan/The Swedish Exhibition & Congress Centre  
SE-412 94 Göteborg, Sweden  
Visiting address: Mässans Gata/Korsvägen

Tel: +46 31 708 82 13  
Fax: +46 31 708 86 30  
E-mail: [kai.kvemo@svenskamassan.se](mailto:kai.kvemo@svenskamassan.se)  
Web site: <http://www.svenskamassan.se>



For all services (water, electricity, AV, telephone, computer etc.), please refer to the Product and Services order forms, available online on Heart Failure 2011 page of [www.ESCexhibition.org](http://www.ESCexhibition.org).

### 2.2.2 General Exhibition Information with regards to pricing and minimum stand space requirements

**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 organiser 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 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.esceexhibition.org/HEARTFAILURE2011](http://www.esceexhibition.org/HEARTFAILURE2011)

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. The organiser will number each stand.

### 2.2.3 Detailed Stand Construction Guidelines

Every Exhibitor must submit an exact statement of the dimensions of the stand, as well as plans and descriptions of the stand. If fabrics (including linoleum and vinyl floor coverings) are to be used, safety certificates in English or Swedish (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 **28 March 2011**.

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. Kai Kvemo, Email: [kai.kvemo@svenskamassan.se](mailto:kai.kvemo@svenskamassan.se)*

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 **2 tons 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.

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 Svenska Mässan.

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.

## 2.2.4 Fire & 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.

## 2.2.5 Cleaning & Refuse

The organiser 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.escexhibition.org/HEARTFAILURE2011](http://www.escexhibition.org/HEARTFAILURE2011).

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

**Minimum stand cleaning is mandatory after exhibits move-in. To do so exhibiting companies should arrange stand cleaning through the Building, please refer to the order form online at [www.escexhibition.org/HEARTFAILURE2011](http://www.escexhibition.org/HEARTFAILURE2011)**

### 2.2.6 Electricity

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

**Please order your electricity and connections (with locations) using the relevant order form on: [www.escexhibition.org/HEARTFAILURE2011](http://www.escexhibition.org/HEARTFAILURE2011)**

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

### 2.2.7 Telephone Connections

Telephone lines are only available on request by contacting Exhibitor Services through email: [kai.kvemo@svenskamassan.se](mailto:kai.kvemo@svenskamassan.se)

### 2.2.8 Water

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

### 2.2.9 Miscellaneous Services

For all stand services like:

- Stand structures, wall elements and 'turn-key' packages
- Electricity
- Water
- Furniture
- Carpeting & flooring
- Lighting
- Audio / Visual equipment
- Graphics / Visual support
- Plants & Flowers

Please see online order forms available on: [www.escexhibition.org/HEARTFAILURE2011](http://www.escexhibition.org/HEARTFAILURE2011).

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

**Svenska Mässan**

**Mr. Kai Kvemo**

**Tel: +46 31 708 82 13**

**Fax: +46 31 708 86 30**

**E-mail: [kai.kvemo@svenskamassan.se](mailto:kai.kvemo@svenskamassan.se)**

### 2.2.10 Catering

Catering rights for the rented premises are held exclusively by **Svenska Mässan**.

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 Svenska Mässan at:**

**[www.escexhibition.org/HEARTFAILURE2011](http://www.escexhibition.org/HEARTFAILURE2011)**

## Section 3 - Industry Educational Sessions

Participating companies may organise special scientific sessions called Satellite Symposia. These industry organised sessions are the perfect forum through which companies may reach their target audience with their latest scientific information and developments.

The price of a Satellite Symposium is € 41 000 (+ VAT) for one 75 or 90-minute Satellite Symposium. Satellite Symposia will be held within the Congress centre on:

- **Saturday 21 May 2011:**  
16:15 -17:45 (90 minutes)
- **Sunday 22 May 2011:**  
12:45 -14:00 (75 minutes)  
18:15 – 19:45 (90 minutes)
- **Monday 23 May 2011:**  
12:45 -14:00 (75 minutes)  
18:15 – 19:45 (90 minutes)

The price of a Mini-Satellite Symposium is € 30 000 (+ VAT) for one 45-minute Mini-Satellite Symposium. Mini-Satellite Symposia will be held within the Congress centre on:

- **Sunday 22 May 2011**  
12:45 – 13:30  
18:15 – 19:00
- **Monday 23 May 2011**  
12:45 -13:30  
18:15 – 19:00

### 3.1 Conditions for holding Satellite Symposia or Mini Satellite Symposia

#### 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.

#### 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.

#### Lunch time Satellite Symposia / Mini-Satellite Symposia

Companies organising Satellite Symposia / Mini-Satellite Symposia during the lunch time will be allowed to enter the Lecture rooms at 15 after the scientific session and must leave the lecture rooms at 15 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.
- Exhibitors' badges allowed access to the Exhibition Hall and to Industry Educational Sessions. Access to Heart Failure 2011 Scientific Sessions is not allowed.
- All Exhibitor badges should be collected at the Exhibitor Registration Desks

### **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 260 to 1100 seats. Mini-Satellite Symposia will be held in the smaller lecture room for a maximum of 180 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 2011** 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:

### **Industry Educational Sessions invitation flyers display racks:**

Company organizing Satellite Symposia / Mini-Satellite Symposia are offered specific display racks located at the congress centre main entrance to promote their events; one allocated A4 plexi holder on the display rack per session.

The holders will be allocated per session's day, time-slots and lecture rooms alphabetical order.

The display rack will be available from 21 May 2011 to 24 May 2011.

N.B. – Please note that contrary to previous years, the ESC will not offer easels for poster display in the Registration Area.

### **Lecture Room Roll-up & invitations:**

Two Roll-ups of maximum height of 2.5m and maximum width of 1m (no electrical connection, no light and no sound) can be displayed in front of the lecture rooms 1 hour before the beginning of the sessions.

N.B. – Please note that contrary to previous years, the ESC will not be able to provide easels as posters support, in front of the lecture rooms.

- 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 **03 May 2011**.

### **IMPORTANT:**

**It is strictly forbidden to hold Satellite Symposia outside the Heart Failure Congress premises between 20 May 2011 and 25 May 2011**

## **3.2 Cost of Satellite Symposia and Mini Satellite Symposia**

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

- € 41 000 (+ VAT) for one 75 or 90-minute Satellite Symposium.
- € 30 000 (+ 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

- 1 Information Screen (only for Satellite Symposium)
- 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**

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).

### **3.3 Speaker Service Centre**

The Speaker Service Centre offers the following services:

- 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 Speaker Service Centre will be open\*:

- On **Saturday 21<sup>st</sup> May 2011** : from 12:00 to 18:30
- On **Sunday 22<sup>nd</sup> May 2011** : from 07:30 to 18:30
- On **Monday 23<sup>rd</sup> May 2011** : from 07:30 to 18:30
- On **Tuesday 24<sup>th</sup> May 2011** : 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 Speaker Service Centre to preload all presentations.  
 The session organiser or speaker must bring the presentations to the Speaker 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**

### **3.4 SATELLITE / MINI-SATELLITE SYMPOSIA Speakers & Chairmen rules**

#### **Speakers and Chairpersons of regular scientific sessions also involved in Satellite / Mini-Satellite Symposia**

The Company organising the Satellite/ Mini-Satellite Symposium 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. P. Ponikowski, Prof. S; Anker; Prof. K. Swedberg; Prof. I. Ekman) whose expenses will be covered by the Congress Organisation.

### **Speakers and Chairpersons only involved in** Satellite/ Mini-Satellite Symposia

The Company organising the Satellite/ Mini-Satellite Symposium must cover all expenses of Speakers/Chairpersons of their Satellite/ Mini-Satellite Symposium. This includes:

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

### **3.5 Applying to hold Satellite Symposia/ Mini Satellite Symposia**

The Application Form for Satellite Symposia / Mini-Satellite Symposia, must be sent to the **Heart Failure 2011** Secretariat before **05 November 2010**.

### **3.6 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.

### **3.7 Scientific Programmes of Satellite Symposia/ 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 **1 February 2011**.

The Scientific Committee will validate the scientific programme on **17 February 2011**.

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: [satellite@escardio.org](mailto:satellite@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/Mini Satellite Symposia Speakers and Chairmen rules" on page 20.**



The Heart Failure Congress 2011 is accredited by the European Board for Accreditation in Cardiology (EBAC) for **17 hours of External CME credits**.

Each participant should claim only those hours of credit that have actually been spent in the educational activity. 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).

EBAC credits are recognised by the American Medical Association towards the Physician's Recognition Award (PRA). Detailed instructions for converting these credits to AMA PRA Category 1 Credits are available on the American Medical Association (AMA) Web Site.

### **3.8 Changes in the Scientific Content/ Erratum Policy**

Once your scientific programme has received approval from the **Heart Failure 2011** Committee, all changes post approval must be sent in writing to Mr. Nouredine M'ghari of the ESC at [satellite@escardio.org](mailto:satellite@escardio.org) in order to ask for re-approval of your session. We ask that you respect the deontology of this programme and adhere to the approved content of your scientific programme.

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

The ESC kindly asks the Company to inform of any modifications to the Scientific Programme of Satellite Symposia / Mini-Satellite Symposia before **17 February 2011** in order to be printed in the Final Programme.

Late modifications in the Satellite Symposia / Mini-Satellite Symposia Programme received on or after **18 February 2011** cannot be printed in the Final Programme. The ESC cannot guarantee to be able to communicate any alterations received after **17 February 2011**.

### **3.9 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.

### **3.10 Cancellation Policy**

Cancellations of Satellite Symposia / Mini-Satellite Symposia should be sent by in writing to the ESC. If cancellation is received before **15 February 2011**, 50% of the total amount due will be charged.

If cancellation is received on or after **15 February 2011**, 100% of the total amount due will be charged.

### 3.11 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 2011** 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 20 May 2011 and 25 May 2011.

The Heart Failure 2011 Secretariat has devised two product categories to allow supporting companies organise different meeting formats within the congress centre during the congress hours.

#### Meeting Rooms

The Heart Failure 2011 secretariat allows companies to host a limited number of guests and organize small and informal meetings (approx 20 people) in a range of Hospitality Suites and Meeting Rooms on offer within the congress centre.





## Section 4 – Sponsorship, Advertising & Promotional Opportunities

### 4.1 Participation & Sponsorship Opportunities

Heart Failure 2011 offers our Industry partners a unique opportunity to showcase their products and services to the core professionals involved in all aspects of nuclear cardiology, PET and cardiac CT imaging in a unique and increasingly popular context.

By associating with Heart Failure 2011, you will:

- Reach a truly international audience
- Be associated with, and contribute to, the high quality of the scientific and clinical content of the conference
- Achieve unique opportunities to showcase their products and services to specialists in their respective fields and related applications

The following pages detail all existing **Sponsorship, Advertising & Promotional** options at Heart Failure 2011 and we will be pleased to consider additional sponsorship initiatives or suggestions. For further consultation on and management of your corporate investment and strategy, please contact us at: [sponsorship@escardio.org](mailto:sponsorship@escardio.org)

#### **Remaining Sponsorship & Promotional opportunities:**

ITEM	DESIGNATION	PRICE
<b>Final Programme Advertisement</b>	Inside Front Cover	€ 9 000
	Inside Back Cover	€ 8 000
<b>Information Screens</b>		€ 5 000
<b>Delegate Bag Insert</b>		€ 5 000
<b>Webpace</b>		€ 20 000
<b>Unrestricted Educational Grant</b>	Per session	€ 10 000

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**All prices indicated are exclusive of VAT**

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### 4.2 Sponsorship Terms & Conditions

- 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.
- Cancellations will incur fees of 100% if cancelled after receipt of your signed application form.
- 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.

### 4.3 Industry Relations Contact

For any further queries on the above, please contact your Sponsorship officer:

Tel: +33 (0)4 89 87 20 09  
Fax: +33 (0)4 92 94 76 26  
E-mail: [sponsorship@escardio.org](mailto:sponsorship@escardio.org)

### 4.4 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/HEARTFAILURE2011](http://www.escexhibition.org/HEARTFAILURE2011) 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 2011 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 company) 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 January 2011

### **Webspace - Exclusive Sponsorship**

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 January 2011

### **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 2011

### **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 2011

### **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 2011

### **Final Programme Advertisements – Product advertising allowed**

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: 16 February 2011
- Final approval: 18 February 2011

### **Information Screen adverts**

Information Screens are located throughout the congress centre and in front of the lecture rooms. Adverts will run for the duration of the congress.

This information screen is dedicated to the promotion of your Satellite.

- 1360 x 768 - Format 16/9  
ONLY Power Point presentations will be accepted

### **Restrictions:**

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

- **Deadline to submit artwork for approval: 13 April 2011**
- **Deadline to submit finalized artwork: 15 April 2011**

### **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 2011. 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: 21 March 2011**
- **Deadline to submit finalized artwork: 23 March 2011**

- Quantities to print: 3 000
- DBIs to be received in Villeneuve Loubet, France **before 22 April 2011**.

### **Shipping address:**

Heart Failure Congress 2011/number of boxes shipped/type of document or item  
 CAT les Maurettes  
 285 avenue des Maurettes  
 06270 Villeneuve Loubet  
 France

### **Weblink**

Invite delegates to your congress activities by designing a promotional page link to the Heart Failure 2011 Web Site. This invitation will communicate your congress message to delegates in two locations online (Page Link to the official Heart Failure 2011 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:

<b>PDF PAGE</b>	<b>HTML OR FLASH PAGE</b>
<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: 21 March 2011**
- **Deadline to submit finalized artwork: 23 March 2011**

## **Section 5 – Conditions of Participation**

### **5.1 General Conditions**

The following conditions of participation concern HEART FAILURE 2011 sponsors insofar as the contractual partners do not reach contrary agreements in writing.

### **5.2 Admission to Heart Failure 2011**

The exhibition is open to companies active in the field of cardiology. Marketing bureaus, consultants etc. may hire stand space in order to conduct their research or provide their services. These activities are restricted to the rented stand space. Canvassing for clients outside the space assigned is strictly forbidden.

### **5.3 Conclusion of Contract**

Application for a stand is made by filling in and returning the Application Form for stand space. Only signed application forms will be taken into consideration. By signing the application form, the company accepts the requirements contained in the Guidelines for Industry Participation and any supplementary provisions. Confirmation of the allocation of a stand by the HEART FAILURE secretariat constitutes conclusion of the rental contract between the Exhibitor and the HEART FAILURE secretariat. A stand assignment and an invoice will be sent to the Exhibitor by registered mail. The date on the stand assignment is considered to be the date of stand allocation. If the contents of the stand assignment deviate from the contents of the Exhibitor's application, the contract is based on the substance of the stand assignment unless the Exhibitor protests in writing within two weeks after the date mentioned on the stand assignment.

### **5.4 Renting Stand Space**

HEART FAILURE secretariat lets stand space in accordance with the compatibility of the items to be exhibited with the subject matter of the exhibition and meeting in general. The minimum stand size is 9 m<sup>2</sup> and 6m<sup>2</sup> for Publishers/Booksellers. For companies organising a Satellite Symposium a stand of 9 m<sup>2</sup> or larger is mandatory.

HEART FAILURE secretariat reserves the right to deviate from the stand confirmation and to allocate a stand in a different location, to alter the size of the stand, to re-locate or close entrances and exits on the Exhibition Grounds and/or in the Congress Centre, and to carry out any other structural alterations providing it has a substantial interest in such measures, based on special circumstances.

HEART FAILURE secretariat 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. HEART FAILURE secretariat accepts no responsibility for any damage, which may result from such changes.

### **5.5 Assignment of Space**

Stands will be assigned to Exhibitors on a "first come, first served" basis

### **5.6 Stand Design**

- Exhibits must be displayed on stands for the entire duration of the exhibition; display of products other than those listed in the application is not permitted.
- HEART FAILURE secretariat 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.

## **5.7 Subtenants and other represented companies**

Sharing the stand area with another company, regardless of whether this company is represented by its own exhibit and staff (subtenant) or only by its own exhibit (represented company), is not allowed, unless written approval is obtained from the HEART FAILURE secretariat. Transfer - even in part - of the rights and obligations arising from the rental contract to third parties is not permitted.

## **5.8 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, HEART FAILURE secretariat is entitled to retain exhibits and the stand equipment and to sell them by public auction or by private contract at the expense of the Exhibitor. The statutory provisions on realisation of objects seized are thus settled.
- Non-payment is considered a violation of the Organiser's rules; as a consequence it will entail closure of the exhibit before/during the event. In such cases, the exhibitor will be excluded from future events organised by the HEART FAILURE secretariat or division or Association of the ESC.

## **5.9 Acceptance of Products**

Each country applies specific regulations with regards to product promotion in its markets. It is therefore advised that each participating Company be aware of all regulations and restrictions that may affect their participation in HEART FAILURE 2011. The HEART FAILURE secretariat will accept no responsibility for any impact, financial or other, relating to such issues.

## **5.10 Reservations Policy**

In the event that, for any reason whatever, it is judged advisable or necessary for the HEART FAILURE 2011 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 HEART FAILURE 2011 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.

## **5.11 Exemption from Liability**

HEART FAILURE secretariat does not undertake to safeguard exhibits and excludes, for its staff as well, all liability for damage to these, for theft of these, or loss, except in cases of intentional or gross negligence. This exemption from liability also applies if exhibits are seized and stored by the HEART FAILURE secretariat 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 HEART FAILURE secretariat. Furthermore the HEART FAILURE secretariat 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. HEART FAILURE secretariat will not be responsible for the insurance of such items. HEART FAILURE secretariat shall not be liable for any injury or damage whatsoever caused to goods and/or persons in the building and/or on the adjacent sites. All Exhibitors should contract their own insurance.

## **5.12 Premature Termination of Rental Contract**

If, after binding application and conclusion of the contract, HEART FAILURE secretariat should accept in exceptional cases to withdraw from the contract, the Exhibitor is liable for the full amount of the stand rental including all surcharges. Should HEART FAILURE secretariat succeed in otherwise disposing of the stand, it reserves the right to claim payment of partial costs caused by the tenant withdrawing from the contract. A case of re-letting is not constituted if, for optical reasons, the area not used by the Exhibitor is allocated to another Exhibitor without HEART FAILURE secretariat 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. HEART FAILURE secretariat is entitled to withdraw from, or to revoke: the rental contract, the conditions of participation or the supplementary regulations even after a reasonable period of grace. This also applies in the event that the conditions on which the contract was concluded do



not apply or no longer apply, in particular if the Exhibitor has altered his manufacturing programme so that his products can no longer be classified in the industry for which he has rented stand space.

### 5.13 Cancellation Policy

#### For Exhibition:

Cancellations by Exhibitors should be made by letter addressed to the ESC: HFexhibition@escardio.org. If a reservation is cancelled by the Exhibitor after the ESC launched the invoicing process and **before the 11 February 2011**, the amount paid will be refunded minus 50% of the total amount due. If a reservation is cancelled by the Exhibitor **on or after 11 February 2011** no refund will be made, and the total amount for the stand space is due.

#### For Industry Educational Sessions:

Cancellations of Satellite Symposia / Mini-Satellite Symposia should be sent by in writing to the ESC. If cancellation is received before **15 February 2011**, 50% of the total amount due will be charged. If cancellation is received on or after **15 February 2011** 100% of the total amount due will be charged.

#### For Sponsorship:

Cancellations will incur fees of 100% if cancelled after receipt of your signed application form.

### 5.14 Enforcement of Rules

Any company judged to have not followed these Guidelines may be refused the opportunity to participate at any future meetings organised on behalf of the HEART FAILURE secretariat.

### 5.15 Supplementary Provisions

Constituent parts of the rental contract take the form of the House Regulations, the Guidelines for Industry Participation, the Exhibitor Kit, as well as other organisational and technical regulations sent to the Exhibitor before the exhibition opens. These documents are available to all Industry Partners involved in Heart Failure 2011, 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 the Industry representative and their affiliates accept the conditions included in these Industry Guidelines. The sovereignty of national law of the site of HEART FAILURE 2011 is undisputed.

### 5.16 Usage Rights for Music, Images, 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 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).

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

All claims by Sponsors against the HEART FAILURE secretariat must be submitted in writing. These claims will lapse within 3 months of closure of HEART FAILURE congress. Agreements, which deviate from these conditions or from the supplementary regulations, must be in writing; facsimile signatures suffice. The contract is governed exclusively by French law; English text is authoritative.

Place of performance and jurisdiction is Grasse, France. HEART FAILURE secretariat reserves the right, however, to bring its claims before the courts competent for the area where the Sponsors has his registered office. In case of dispute, the ESC's decision shall be considered final.

### 5.18 Final Clause

In cases not, or not clearly, covered by the regulations in the Guidelines for Industry Participation, HEART FAILURE secretariat's decision shall be final.