



HEART FAILURE  
ASSOCIATION  
OF THE ESC

# HEART FAILURE 2011

Gothenburg Sweden 21-24 May



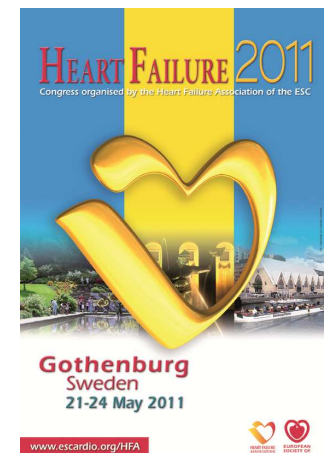
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Dear Exhibitor,

This Update contains important logistical information concerning **Heart Failure 2011**. 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.escehhibition.org/HEARTFAILURE2011/default.aspx>





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ASSOCIATION  
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Gothenburg Sweden 21-24 May



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## Contents:

1. Access and Parking
2. Build up and Break down
3. Security
4. Delivery Address and Storage
5. Stand Service Orders
6. Exhibition Opening Hours
7. Exhibitors Registration and Badge Readers
8. Stand Design and Activities Approval
9. Important Reminders
10. Future ESC Congresses



# HEART FAILURE 2011

Gothenburg Sweden 21-24 May



## 1. Access and Parking

Heart Failure 2011 will be held in the **Svenska Mässan**, Gothenburg, Sweden.

For more details, see the Access plan on:

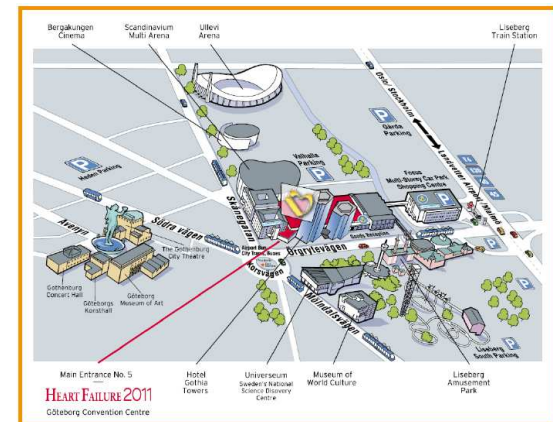
<http://www.essexhibition.org/HEARTFAILURE2011/ESC%20Items/Loading%20Access%20Plan.pdf>

The exhibition is located on the **ground level** in **Hall C** and vehicle access is via **Gate 6 (Örgrytevägen Street)**.

### Parking

Trucks need to be parked for the duration of the congress opposite the Örgrytevägen Street. (See access plan mentioned above).

Cars can be parked in the Valhalla Parking and tickets can be purchased on site.





# HEART FAILURE 2011

Gothenburg Sweden 21-24 May



## 2. 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

<b>Thursday</b>	<b>19 May</b>	<b>08:00 – 20:00 Exhibition build-up</b>
<b>Friday</b>	<b>20 May</b>	<b>08:00 – 20:00 Exhibition build-up</b>
<b>Saturday</b>	<b>21 May</b>	<b>08:00 – 12:00 Exhibition decoration only, 12:00 hall inspection by the ESC</b>



# HEART FAILURE 2011

Gothenburg Sweden 21-24 May



## Break Down Timetable

**Tuesday 24 May 08:00 - 11:00 Exhibition CLOSED (but sessions still running)**  
**11:00 – 19:00 Dismantling**

**\*IMPORTANT - Please note\***

- 1) The limited dismantling time. If valuables are removed on Monday evening (18:00 – 20:00) stands must be presentable and retain visuals until dismantling starts.
- 2) No dismantling before 11:00, Tuesday 24 May.
- 3) Access is via the loading bay and is managed by Fairexx - It's vital you contact them to book your loading slot.



# HEART FAILURE 2011

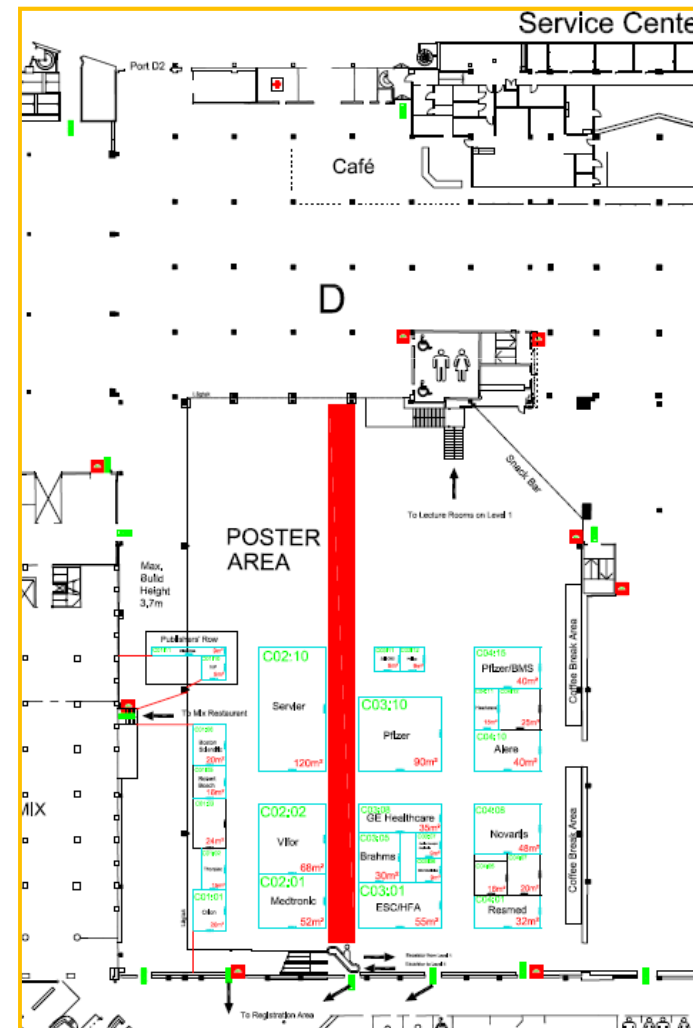
Gothenburg Sweden 21-24 May



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## Freight Free Aisles

There is one main freight free aisle running through the exhibition. The route marked in red 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 on the right for more details.







# HEART FAILURE 2011

Gothenburg Sweden 21-24 May



### 3. 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 is 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 Svenska Mässan, for more details please contact:

**Kai Kvemo**

**Svenska Mässan/The Swedish Exhibition & Congress Centre**

Tel: +46 317 088 213

Fax: +46 317 088 470

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



# HEART FAILURE 2011

Gothenburg Sweden 21-24 May



## 4. Delivery Address and Storage

Official Forwarder and Lifter for Heart Failure 2011:

### **FAIREXX Logistics**

Contact: **Ms. Sandra Guenther**

Tel: +49 304 403 4712

Fax: +49 304 403 4779

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

### **Airfreight (Consignee Address):**

#### **Kuehne + Nagel AB**

c/o FAIREXX Logistics GmbH

Box 112

SE – 401 21 Gothenburg / Sweden

**Notify:** Heart Failure 2011 / Exhibitor Name + Stand Number

Your airfreight shipments should arrive at Gothenburg airport (GOT) **3 days prior to the desired delivery to booth but no later than the 16 May 2011.**





HEART FAILURE  
ASSOCIATION  
OF THE ESC

# HEART FAILURE 2011

Gothenburg Sweden 21-24 May



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## Roadfreight / Courier Shipments (Warehouse Address):

**Advanced warehouse address:  
(open from 9 – 17 of May)**

**HEART FAILURE Gothenburg 2011**  
Exhibitor Name + Stand Number  
Kuehne + Nagel AB  
c/o Holmens Terminal AB  
Gullbergsvassgatan 10  
SE – 411 04 Gothenburg / Sweden

**Late arrival warehouse address:  
(open only from 18 - 24 of May)**

**HEART FAILURE Gothenburg 2011**  
c/o Fairexx – Logistics for Exhibitions  
Exhibitor Name + Stand Number  
Svenska Mässan  
Mässans Gata 6  
SE – 412 51 Gothenburg / Sweden

**If goods needs to be sent before the 9 May, please contact Fairexx Logistics.**



# HEART FAILURE 2011

Gothenburg Sweden 21-24 May



## Full/Half Trailer Loads (Venue Address):

**HEART FAILURE 2011 Gothenburg**  
c/o Fairexx – Logistics for Exhibitions  
Exhibitor Name + Stand Number  
Svenska Mässan  
Mässans Gata 6  
SE – 412 51 Gothenburg / Sweden

**On-site contact:** FAIREXX / Sandra Guenther  
Tel: + 49 173 609 2583

Full/Half Trailer Loads should arrive directly at Svenska Mässan Gothenburg, in accordance with the official build-up and break-down dates and times.

To ensure that reception of your shipment is managed, please fax or send by email a full pre-advice to FAIREXX LOGISTICS:

**Attn. Sandra Guenther**  
**Fax: +49 304 403 4779**  
**Email: [sandra.guenther@fairexx.com](mailto:sandra.guenther@fairexx.com)**

For more information, download the FAIREXX Manual from:  
<http://www.escexhibition.org/HEARTFAILURE2011/Stand%20Services%20Download%20Area/Fairexx%20Manual.pdf>



HEART FAILURE  
ASSOCIATION  
OF THE ESC

# HEART FAILURE 2011

Gothenburg Sweden 21-24 May



EUROPEAN  
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## 5. Stand Service Orders

In order to avoid any surcharges, please make sure you send your orders through to the Svenska Mässan well in advance.

All stand service forms are available on:

<http://www.escexhibition.org/HEARTFAILURE2011/default.aspx>

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

**Kai Kvemo**

**Svenska Mässan/The Swedish Exhibition & Congress Centre**

Tel: +46 317 088 213

Fax: +46 317 088 470

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



# HEART FAILURE 2011

Gothenburg Sweden 21-24 May



## 6. Exhibition Opening Hours

<b>Saturday</b>	<b>21 May</b>	<b>17:15 – 21:00 Exhibition open</b> <b>18:00 – 19:15 Opening Ceremony followed by cocktail in the Exhibition Area</b>
<b>Sunday</b>	<b>22 May</b>	<b>09:00 – 18:00 Exhibition open</b>
<b>Monday</b>	<b>23 May</b>	<b>09:00 – 18:00 Exhibition open – New this year* (Removal of valuables possible from 18:00 - 20:00)</b>

**All exhibiting staff must wear an Official Heart Failure 2011 badge at all times within the venue.**



## 7. Exhibitors Registration and Badge Readers

The Exhibitors Registration Desk is situated **in the Registration Area** (Ground Floor).

The following services will be available:

- **Collection of Work Passes** (Also available from FAIREXX team in the Loading Area).
- **Collection of pre-ordered exhibitors' 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**

**Exhibitor Badges do not give access to the scientific sessions of Heart Failure 2011 (Excluding your own Satellite).**

**To attend all scientific sessions a full delegate registration is required.**





# HEART FAILURE 2011

Gothenburg Sweden 21-24 May



## Badge Readers

Recording a prospective customer's information can be done by using the Heart Failure 2011 Badge Readers. For more information, please download the following information forms on:

<http://www.escexhibition.org/HEARTFAILURE2011/default.aspx>

- **key4lead Advanced Badge Reader**
- **Key4lead Classic Badge Reader**



To place your order, please go to the web portal available below:

<http://portal.key4events.com/event/hf2011?code=4ecd6a>

If you should require more details on badge readers, feel free to contact:

**key4events**

Email: [contact@key4events.com](mailto:contact@key4events.com)





# HEART FAILURE 2011

Gothenburg Sweden 21-24 May



## Exhibitors Registration Opening Hours

<b>Friday</b>	<b>20 May</b>	08:00 – 18:00
<b>Saturday</b>	<b>21 May</b>	08:00 – 19:30
<b>Sunday</b>	<b>22 May</b>	08:00 – 18:00
<b>Monday</b>	<b>23 May</b>	08:00 – 18:00

## 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 is available on:

<http://www.escexhibition.org/HEARTFAILURE2011/default.aspx>

**DEADLINE FOR SENDING BADGE ORDERS TO [HFexhibition@escardio.org](mailto:HFexhibition@escardio.org) IS THE 22 APRIL 2011.**



## **8. Stand Design and Activities Approval**

### **Stand Drawings and Designs**

Each stand design needs to be approved by the ESC and Svenska Mässan. 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.

### **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.escexhibition.org/HEARTFAILURE2011/default.aspx> and send it back to us **before the 11 April 2011**.



HEART FAILURE  
ASSOCIATION  
OF THE ESC

# HEART FAILURE 2011

Gothenburg Sweden 21-24 May



EUROPEAN  
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## 9. 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.



HEART FAILURE  
ASSOCIATION  
OF THE ESC

# HEART FAILURE 2011

Gothenburg Sweden 21-24 May



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## 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 :

**Gothia Towers**

**Eva Enoch**

Tel: +46 317 088 505

Email: [eva.enoch@gothiatowers.com](mailto:eva.enoch@gothiatowers.com)

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

<http://www.escehhibition.org/HEARTFAILURE2011/Stand%20Services%20Download%20Area/Catering.pdf>

## Distribution of promotional material, directions etc. from the stand

Distribution and/or display of printed material by industries and/or it 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.

## Industry Debrief Meeting

A post congress meeting will be held on **Monday 23 May**. Location and time to be announced.  
This meeting will allow you to provide feedback on the event.



# HEART FAILURE 2011

Gothenburg Sweden 21-24 May



## 10. Future ESC Congresses

**EHRA - EUROPACE 2011**

Madrid

**26 – 29 June 2011**

**ESC Congress 2011**

Paris

**27 – 31 August 2011**

**EUROECHO 2011**

Budapest

**7 – 10 December 2011**

If you have any questions about the Exhibition at Heart Failure 2011, please contact:

[HFexhibition@escardio.org](mailto:HFexhibition@escardio.org) or +33 4 92 94 77 55.

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