

HEART FAILURE 2008

Congress organised by the Heart Failure Association of the ESC



14 - 17 June 2008

ITALY

MILAN



HEART FAILURE
ASSOCIATION
OF THE ESC

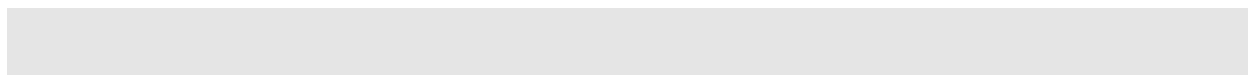


EUROPEAN
SOCIETY OF
CARDIOLOGY®

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Section 1 – General Information

VENUE

The Heart Failure 2008 Congress will be held at the Milano Convention Centre (MIC), in Italy:

Milano Convention Centre
Via Gattamelata 5
20149 Milan, Italy

Email: info@fieramilanocongressi.it
Web site: www.micmilano.it

LANGUAGE

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

TERMINOLOGY

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

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

Building:	Milano Convention Centre or MIC
Exhibitor:	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.
Heart Failure 2008:	Annual International Congress organised by the HFA of the ESC
Organiser:	The ESC on behalf of the HFA of the ESC
HFA of the ESC:	Heart Failure Association of the ESC, a registered branch of the European Society of Cardiology

SECRETARIAT

The European Heart House
2035, Route des Colles
Les Templiers – BP 179
06903 Sophia Antipolis – France
Tel: +33 (0) 492 94 76 00
Fax: +33 (0) 492 94 76 26
HFsecretariat@escardio.org

BUILDING LAYOUT

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

Auditorium:	1500 seats
Red:	760 seats
Blue:	500 seats
Yellow:	485 seats
Green:	384 seats
Orange:	384 seats
Turquoise 1:	108 seats
Turquoise 2:	108 seats

The **Exhibition** and the **Poster** areas will be located in hall A on Level 0 of the Congress Centre.

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

GENERAL CONDITIONS

The following conditions of participation refer to allocation of exhibition space and room/time slots for Satellite Symposia by the ESC to companies exhibiting at Heart Failure 2008 insofar as the contractual partners do not reach contrary agreements in writing.

ADMISSION TO HEART FAILURE 2008 CONGRESS

The holding of a Satellite Symposium and participation in the exhibition is open to industries active in the field of cardiology. Marketing bureaus, consultants etc. can hire stand space in order to conduct their research or provide their services. These activities are restricted to the rented stand space. It is not allowed to actively canvass for clients outside the space assigned.

APPLICATION FORMS - CONFIRMATION OF ADMISSION

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

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

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

GUIDELINES

These Industry Guidelines will be sent to all Exhibitors and Sponsors registered by the beginning of **December 2007**.

The Industry is responsible for providing these Guidelines to its subcontractors.

Unless any comments on the complete Guidelines are received before assignment of a Sponsorship item, ESC will consider that Industry representative and their affiliates accept the conditions included in these Industry Guidelines.

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

TERMS OF PAYMENT

The sponsorship fee must be paid in full before the event. Failure to do so will result in the automatic cancellation of the sponsorship.

CANCELLATIONS POLICY

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

- If the Exhibitor/Sponsor cancels a reservation after **16 February 2008** no refund will be made, and a 100% cancellation fee will be applied.
- If the Satellite Organiser cancels a reservation after **17 March 2008** no refund will be made, and a 100% cancellation fee will be applied.

Section 2 – Exhibition

FOR GENERAL INFORMATION ON EXHIBITION PLEASE CONTACT

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

RENTING STAND SPACE

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

The minimum exhibition space is 9m² for Industry representatives and 6m² for Publishers/Booksellers.

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

ESC reserves the right to make changes in the layout of the exhibition, as well as in the stand assignment in the event that unforeseen circumstances make this necessary. If in such cases the interests of the Exhibitor are unreasonably impaired, he may withdraw from the contract in writing within one week after receipt of notification of the type of alteration. ESC accepts no responsibility for any damages, which may result from such changes.

EXHIBITS

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

ESC is entitled to have exhibits removed from the stand if their display runs counter to the principles of fair competition or does not comply with the display programme.

Details of prices, given in the form of signboards or stand lettering, are not permitted, nor are references to sales of products already affected or details of suppliers and customers.

STAND DESIGN

Every Exhibitor must submit an exact statement of the dimensions of the stand structure, as well as plans and descriptions of the stand. If fabrics (including linoleum and vinyl floor coverings) are to be used, safety certificates in English or Italian language must be supplied. This applies equally to those companies hiring a standard exhibit stand module from the Building. This information has to be sent to ESC before **28 March 2008** to HFexhibition@escardio.org. Please refer to the chapter Stand Construction of this document (page 10) for more information and also the Fiera Milano Technical Regulations available on: <http://www.escexhibition.org/HeartFailure2008/default.aspx>

SUBTENANTS AND OTHER REPRESENTED COMPANIES

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

TERMS OF PAYMENT

The stand rental fee must be paid in full before the event. Failure to do so will result in the automatic cancellation of the assignment.

The Exhibitor renounces the right to offset counterclaims against rent payable in time unless the counterclaims are undisputed or have been confirmed by a court of law.

If the Exhibitor fails to meet his financial obligations, or additional expenses and other claims arising from the contract, ESC is entitled to retain exhibits and the stand equipment and to sell them by public auction or by private contract at the expense of the Exhibitor. The statutory provisions on realisation of objects seized are thus settled.

Non-payment is considered a violation of our rules; as a consequence ESC reserves the right to refuse the participation at future HFA of the ESC and ESC organised Meetings/Congresses.

RESERVATIONS

Given serious cause (e.g. industrial action, acts of God) ESC is entitled to postpone, to curtail the duration, to close the exhibition completely or in part for any period, or to cancel it. In the event of complete or part postponement or curtailment, the contract is regarded as valid for a possible new date and new duration unless the Exhibitor protests in writing within a period of 2 weeks after notification of the alteration.

EXEMPTION FROM LIABILITY

ESC does not undertake to safeguard exhibits and excludes, for its staff as well, all liability for damage to these, for theft of these, or loss, except in cases of intent or gross negligence. This exemption from liability also applies if exhibits are seized and stored by ESC due to infringement of the present conditions of participation. This exemption of liability is in no way impaired by the special security measures taken by ESC. Furthermore ESC explicitly excludes all liability for any disadvantages or damage incurred to Exhibitors due to erroneous details on space allocation, stand construction, catalogue entries or other errors in ancillary services. Property of the Exhibitor and of third parties shall remain on the premises at their own risk. ESC will not be responsible for the insurance of such items. ESC shall not be liable for any injury or damage howsoever caused to goods and/or persons in the building and/or on the adjacent sites.

All Exhibitors should contract their own insurance.

All Exhibitors must be insured

PREMATURE TERMINATION OF THE RENTAL CONTRACT

If after binding application and conclusion of the contract ESC should accept in exceptional cases to withdrawal from the contract, the Exhibitor is liable for the full amount of the stand rental including all surcharges. Should ESC succeed in otherwise disposing of the stand, it reserves the right to claim payment of part costs by the tenant withdrawing from the contract. A case of re-letting is not constituted if, for aesthetic reasons, the area not used by the Exhibitor is allocated to another Exhibitor without ESC deriving further proceeds from re-letting the area previously occupied by the re-located company. A case of re-letting is also not constituted if there are still unoccupied stand areas available. ESC is entitled to withdraw from or to revoke the rental contract, the conditions of participation or the supplementary regulations even after a reasonable period of grace. This also applies in the event that the conditions on which the contract was concluded do not apply or no longer apply, in particular if the Exhibitor has so altered his manufacturing programme that his products can no longer be classified in the industry for which he has rented stand space.

CANCELLATIONS

Cancellations of exhibition space should be sent by registered mail to the ESC: HFexhibition@escardio.org. If a reservation by the Exhibitor is cancelled after ESC launched the invoicing process and before **16 February 2008**, 50% of the total due amount will be charged.

If the Industry exhibition space is cancelled on or after **16 February 2008**, a 100% cancellation fee will be invoiced.

ASSIGNMENT OF SPACE

Stands are assigned on a first come first served basis.

ENFORCEMENT OF RULES

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

SUPPLEMENTARY PROVISIONS

Constituent parts of the rental contract take the form of the house regulations, the Industry Prospectus, the Industry Guidelines, as well as other organisational and technical regulations sent to the Exhibitor before the exhibition opens. These documents are available to all Industry involved in Heart Failure 2008, if you don't receive them, please request them. Unless any comments on the complete Guidelines are received before assignment of a Sponsorship item, ESC will consider that Industry representative and their affiliates accept the conditions included in these Industry Guidelines.

CLAIMS PROCEDURES, PLACE OF PERFORMANCE AND JURISDICTION

All claims by the Exhibitor against ESC must be made in writing within 3 months from the closure of the Heart Failure 2008 exhibition. Agreements, which deviate from these conditions or from the supplementary regulations, must be in writing; facsimile signatures suffice. The contract is governed exclusively by French law; the English text is authoritative.

The sovereignty of national law of the site of Heart Failure 2008, Milan, Italy, is undisputed.

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

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

PROMOTION

Exhibitors will be promoted within the Final Programme and a listing of exhibitors on the Heart Failure Congress 2008 area of www.escardio.org.

PRODUCT DESCRIPTION

All Exhibitors will be listed in the Final Programme, free of charge, together with a short description of the products exhibited (Maximum 50 words). To this end, all Exhibitors should send their Product Description to HFexhibition@escardio.org by email before **14 March 2008**. The ESC cannot guarantee the inclusion of the product description in the Final Programme if received after 16 March 2008.

Section 3 – Technical Guidelines For Exhibitors

Important Notice: all Exhibitors must submit a detailed stand drawing to ESC before **28 March 2008**. Without the written approval of ESC no stand can be built. If you order a stand system from the Building please send the details to HFexhibition@escardio.org.

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

Fax : + 39 02 49 97 65 85

Email: hf@fieramilanocongressi.it

Web site: www.fieramilanocongressi.it

Fiera Milano Congressi SpA
piazza Carlo Magno, 1
20149 Milan, Italy

For all services (water, electricity, AV, telephone, computer etc.), please refer to the Product and Services order forms, available online on Heart Failure 2008 page of <http://www.esceexhibition.org/HeartFailure2008/default.aspx>

GENERAL INFORMATION

ESC will hire out the stand as 'SPACE ONLY', which means that the stand site will be rented out without any prefabricated walls, installations, furniture, electricity, carpet and furnishings, or any other technical supplies and facilities. The Exhibitor shall personally take care of the set-up and installation of the stand, which means carpet, walls (if needed or prescribed), furniture, electricity etc.

The price of 'SPACE ONLY' is € 440 per m² (+ VAT)

A reduced rate of € 330 per m² (+ VAT) is offered to publishers, booksellers and journal distributors.

The minimum exhibition space is 9 m² for Industry and 6m² for Publishers.

The exhibitors who will need to rent a standard exhibit stand module are advised to use the services of the Building. See order forms online at <http://www.ESCexhibition.org/HeartFailure2008/default.aspx>

Immediately after allocation of the stand site the Exhibitor is advised to personally check the location and measurements of installations which might be found on the stand space assigned, the following items are given as examples: fire-alarm systems, junction boxes, technical inspection hatches, water supplies, drainage systems, columns. The ESC does not accept responsibility for the detailed accuracy of the floor plans provided for Exhibitors' reference.

Each stand will be numbered by the ESC.

Motorised vehicles are not admitted within the Exhibition areas during build-up or dismantling periods nor at any stage during the Heart Failure 2008 Congress.

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

EXHIBITION TIME SCHEDULE

- Stand construction should be finished on **Friday 13 June 2008 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 13 June** to allow the aisle carpets to be laid. After this time any materials left in the aisles will be cleared by the organisers and destroyed. HFA 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 14 June**. 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 0 from Thursday 12 June until Tuesday 17 June.

EXHIBITION DATES

Thursday 12 June	08:00 – 20:00	Exhibition build-up
Friday 13 June	08:00 – 20:00	Exhibition build-up
Saturday 14 June	08:00 – 12:00	Exhibition decoration only, 12:00 hall inspection by the ESC
	08:00 – 13:45	Briefing meetings can be held on stands for exhibitor badge holders
	14:00 – 21:00	Exhibition open – all exhibits must be staffed
	19:30 – 21:00	Welcome Cocktail in the Exhibition
Sunday 15 June	08:30 – 18:15	Exhibition open
Monday 16 June	08:30 – 18:15	Exhibition open
Tuesday 17 June	08:00 – 19:00	Exhibition dismantling

EXHIBITOR BADGES

Free Exhibitor Badges:

Exhibitors are entitled to a certain number of free badges; the number of these free badges for each Exhibitor will be determined according to the floor space allocated as shown below. Please note that company names other than those of listed exhibiting companies will not be produced or allowed. Exhibitor badges are valid till the 17 June 2008.

All Exhibitor badges must be ordered by email. This email should be returned to the Organisers before **9 May 2008** to 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.

In for your exhibitor badge orders to be processed, please use the form available on:
<http://www.esccexhibition.org/HeartFailure2008/default.aspx>

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

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

Additional Exhibitor Badges:

If the number of free Exhibitor badges is insufficient, extra badges (under company name only) may be purchased at a price of € 37.50 per badge, excluding VAT.

Work Passes:

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

STAND CONSTRUCTION

Every Exhibitor must submit an exact statement of the dimensions of the stand, as well as plans and descriptions of the stand. If fabrics (including linoleum and vinyl floor coverings) are to be used, safety certificates in English or Italian 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 HFA of the ESC before **28 March 2008**.

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 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 ESC for approval (HFexhibition@escardio.org).

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

All peninsula, corner and in-line stands must be separated from the neighbouring stand(s) by means of a separation wall. In principle this separation wall should be 2.5 metres high and finished on all sides. The separation wall is considered as part of the stand design and should be indicated on the stand drawings. If two neighbouring Exhibitors come to an agreement regarding the separation wall, and this agreement differs from the policy prescribed by the ESC, this agreement has to be approved of by the ESC and in any case may not exceed 3.5 metres height. In cases where inline, corner or peninsular stands are permitted to construct elements above the separation wall height, such elements must be positioned at least 0.50 metre from the separation wall. The rear sides of the stands shall be designed and decorated by the Exhibitor to whose stand they belong, provided that the interests of the neighbours are not affected thereby.

Stands should be fully accessible on all 'open' sides. Requests to be partially exempted from this rule should be submitted in writing to the organisers.

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 1/3rd its length as long as such walls are inset 0.3 metre from the stand perimeter and overall, at least 40% 'side to side' visibility is maintained for each open side.

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

The floor area of the stand must not be covered with paint or glue. The stand area may be covered only by the installation of an elevated platform, use of carpeting that is held in place by its own weight on the floor or by adhesive bands. These items must be removed by the Exhibitor at the end of the exhibition.

All hot work is prohibited in the exhibition halls. For more information, please see Technical Regulations of Fiera Milano or contact: Fiera Milano Congressi – email: hf@fieramilanocongressi.it

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 **1000 Kg per square meter**.

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

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

costs arising are the responsibility of the exhibitor. For more details feel free to consult the Fiera Milano Technical Regulations on: <http://www.esceexhibition.org/HeartFailure2008/default.aspx>

Exhibitor's using materials not conforming to any safety component of these 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 Milano Convention Centre.

The ceilings, walls, columns and technical installations of the Building in general must not be subject to loads from the decoration or objects exhibited. It is forbidden to hang anything from the ceiling of the Building, or to affix stand parts, posters or other promotional material to columns, walls, girders, etc. of the Building within or outside the stand space assigned.

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

The floor, columns and installations (distribution boxes, piping, rented shell stands, etc.) of the Building shall be left in the same state in which they were found. Any damage shall be repaired by the Building owners at the Exhibitor's expense.

Platform

The use of the wooden platforms is recommended for stands with a lot of electrical wiring; the stand construction firm will be able to advise on this matter. Exhibitors who use such platforms should bear in mind that:

- The maximum height allowed, measured from floor level to the top of the platform is 14 cm;
- The platform sides must be closed and neatly finished;
- The platform edges must be safe (secured safe & easily visible);
- The platform should be placed within the stand perimeter;
- The platform must allow access to those in wheelchairs; please note that the edges should be sloped for this purpose.
- Free sides of stairs, platforms, catwalks etc. must be protected or covered in such a manner that there is no risk of fall. All regulations (e.g. UVV) must be observed.

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

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

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

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

Any set-up or installation, which does not comply with the standard specifications or with the designs approved of by the ESC, must be corrected by the Exhibitor before the opening of the exhibition. Failure to do so will result in the correction being made by the ESC. All expenses for these corrections will be payable by the Exhibitor. The ESC accepts no responsibility for damages caused by these corrections.

The set-up and installations shall be finalised by the deadlines fixed and the packing material shall be removed from the stand. If it appears to the ESC that the equipment and furnishing and/or the set-up and installation of the rented stand site will not be completed in due time prior to the deadline, the organisers shall be entitled to take all measures they may deem necessary. The Exhibitor shall pay all costs that could arise there-from. He shall not be entitled to any claim for reimbursement that may arise in consequence of such an intervention.

CLEANING AND REFUSE

The ESC will clean the Building and the aisles in the Exhibition area (not the stand space) before the beginning of the Congress and each open day. Cleaning within exhibition stands should be ordered from the local cleaning contractor, see order form/link online at <http://www.escehhibition.org/HeartFailure2008/default.aspx>

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 <http://www.escehhibition.org/HeartFailure2008/default.aspx>

CHEMICAL & BIOLOGICAL WASTE

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

FIRE AND SAFETY REGULATIONS

General

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

Escape routes, doors and emergency exits (indoor and outdoor) should be kept free of any obstruction and be kept in full view. Similarly for fire fighting equipment, fire safety signs and emergency wall phones. No product/company signs, decorations or stand roofs should be placed above an emergency exit.

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

Exhibitors must install one approved fire extinguisher for every 50m² or fraction of stand area in a visible and accessible location on the stand.

The following items are strictly forbidden by the ESC and the Building:

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

The same restrictions apply to the use of inflammable chemicals.

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

ELECTRICITY

REQUEST FOR ELECTRICAL CONNECTION (ONLY FOR FOREIGN EXHIBITORS)

On request for electrical connection to the mains power supply, the "Declaration of Conformity of the well - done Installation" (*) will have to be presented, pursuant to the Italian Law nr. 46 of March, 5th 1990.

Foreign exhibitors that install the systems themselves or make use of foreign Companies and therefore, not complying with the Italian Law nr. 46 of March, 5th 1990, must seek the co-operation of a qualified Italian Company at their own expense - as clearly stated in the Fiera Milano Technical Regulation Manual.

(*) Nota Bene: The "Declaration of Installation Conformity" may only be issued by Italian installers authorized to install electrical systems as provided by Art. 2 of the Italian Law n° 46. Attached our electricity conformity certificate

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

At the time of the official inspection the relevant reports on the wiring including the official form (information on connections) must be available for inspection by the authorities.

Please order your electricity and connections (with locations) via the link/order forms online at <http://www.escehibition.org/HeartFailure2008/default.aspx>.

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

MISCELLANEOUS CONNECTIONS

Water Connections are not available in certain parts of the Exhibition Hall

A Compressed Air Supply is not available in the Exhibition Hall.

SHIPPING INFORMATION

Official Forwarder and Lifter:

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

Contacts

Mr Stefan Grunwaldt stefan.grunwaldt@fairexx.de
Web: www.fairexx.de

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

A shipping manual is available online at <http://www.escehibition.org/HeartFailure2008/default.aspx>.

Airfreight shipments should be sent to BERLIN-TEGEL-airport (TXL) , with the Master Airwaybill consigned to:

OMNIALOGISTIC SPA
C/O FAIREXX GMBH
PORTA GATTAMELATA – PORTA 1
VIA GATTAMELATA
20149 FIERA MILANO CITY
ITALY

Notify: HEART FAILURE 2008 / *Exhibitors Name / Hall H / Stand Number*

Please send your shipments prepaid, on own Masterairwaybill, consigned to above mentioned address.

3 original Invoices should be attached to the Airwaybill.

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

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

Airfreight shipments should arrive by latest **04 June 2008**.

Groupage shipments

Should arrive at our warehouse not later than 06. June 2008

Warehouse address:

OMNIALOGISTIC SPA
C/O FAIREXX GMBH
PORTA GATTAMELATA – PORTA 1
VIA GATTAMELATA
20149 FIERA MILANO CITY
ITALY

Notify: HEART FAILURE 2008 / *Exhibitors Name / Hall H / Stand Number*

Full Trailer Loads

Should arrive directly at FIERA MILANO CITY Fairground, in accordance with the official Build-Up Dates and Times.

Fairground Address:
OMNIALOGISTIC SPA
c/o FAIREXX GMBH
PORTA GATTAMELATA – PORTA 1
VIA GATTAMELATA
20149 FIERA MILANO CITY
ITALY

Ctc: Stefan Grunwaldt/ Tel: +49 173 212 94 10

Notify: HEART FAILURE 2008 / *Exhibitors Name / Hall H / Stand Number*

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

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

Parcels forwarded by the exhibitors before the opening of an exhibition cannot be accepted by the Building and should be sent to the airfreight address above. These parcels must be sent back at the latest within 48 hours after the end of the event. The Building refuses to accept any responsibility for them.

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

Please request a quote to the official Forwarder and Lifter Fairexx available online at <http://www.esceexhibition.org/HeartFailure2008/default.aspx>.

Under no circumstances should goods be left unattended.

GOODS ENTRANCE

All materials for Exhibition Hall should be unloaded at the loading dock (please refer to access plan on <http://www.esceexhibition.org/HeartFailure2008/default.aspx>)

TRAFFIC CONTROL

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

CUSTOMS, TAXES AND DUTIES

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

TRANSPORT REGULATIONS / HANDLING

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

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

During the Meeting dates, from Saturday 14 June 08:00 to Tuesday 17 June 13:00 only light articles may be taken in the exhibition hall, pallet trucks may not be used.

Do not place anything in the aisles outside the stand. If you do, you will block the passageway for other transport. The Congress Centre has the right to store all packaging that is left in the aisles after 18.00 on **Friday 13 June 2008**.

Only park your vehicle in the allotted space for loading/unloading. Note that parking is not allowed in front of doors or on ramps. Do not block the doors. Truck and car parking is available in the vicinity of the fairground, and further details will follow.

STORAGE

No refuse (e.g. empty cartons, crates or shipping/packing materials) may be left behind in your booth or in the aisles. If any exhibitor or his contractor(s) leave such materials behind, the costs of removing will be charged to the exhibitor.

Please contact the Official Forwarder and Lifter (FAIREXX) for handling and storage of your empty crates and other packing material during the length of the exhibition.

STAND SERVICES

For all stand services like:

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

Please see online order forms/Fiera Milano Congressi link on:

<http://www.esceexhibition.org/HeartFailure2008/default.aspx>

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

Fiera Milano Congressi
piazza Carlo Magno, 1
20149 Milan, Italy

Fax: + 39 02 49 97 65 85
Email: hf@fieramilanocongressi.it

CATERING

All food & drink offered in exhibit area must be arranged via the official caterer.
All orders must be placed before the beginning of the event.

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

<http://www.esceexhibition.org/HeartFailure2008/default.aspx>

SMOKING

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

ALCOHOL

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

CHILDREN

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

STAND ACTIVITIES, HOSPITALITY AND PUBLICITY

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 2008 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. ATTENTION to SIAE (For information call +39 02 864961)

III) Companies wishing to arrange or sponsor sessions are invited to arrange a satellite symposium or workshop, as detailed elsewhere in these 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 presenters themselves. Celebrated or costumed presenters may be employed as long as they are not central to the presentation or its publicity. Where Key Opinion Leaders (KOLs) are employed as presenters, their presence should be discrete and not publicly advertised. In addition, the nature of the presentation should be informal and in no way resemble any official session format, be it a Workshop, Satellite, Meet the Expert or Heart Failure programme.

All such activities require the prior approval of the ESC.

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

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

Please inform the ESC (HFexhibition@escardio.org) of your planned Stand Activity and Give Aways, before **25 April 2008**.

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 is 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 trade marks which may be misleading or cause hindrance to the Exhibitors at the other stands or to visitors to the Heart Failure 2008 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 9 June, 19:15), 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 2008, 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 2008 as "Heart Failure 2008, Congress organised by the Heart Failure Association of the ESC".

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 Book/CD ROM.

XII) None of the exhibits may be photographed or filmed without the permission of the relevant Exhibitor. The ESC is entitled to photograph, draw or film the installations and stands, as well as the exhibits thereon and to use these reproductions in its publications and in the press.

XIII) The Exhibitor is entitled to photograph or film his own exhibition stand during exhibition hours.

SURVEILLANCE & SECURITY

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

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

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

The ESC may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of the Heart Failure 2008 Congress, or who refuses to comply with the local safety rules.

INSURANCE & OTHER CHARGES

Insurance is COMPULSORY – Compulsory is also the form INS and payment.

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

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

Section 4

– Satellite Symposia / Meet the Experts Sessions

The Heart Failure Association invites companies in the cardiovascular field to organise special sessions as part of the **Heart Failure 2008** Congress.

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

CONDITIONS FOR HOLDING A SATELLITE SYMPOSIUM OR A MEET THE EXPERT SESSION
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Exhibition Stand

To obtain permission to hold a Satellite Symposium, an exhibition stand of 9 m² or larger is required. Cancelling your exhibition space at a later stage will also mean cancelling your Satellite Symposium.

Duration

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

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

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

Lunch time Satellite sessions

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

Access - Badges

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

Lecture Room

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

Promotion

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

- Display of one **non-rigid**, paper poster (A0 format) in the Registration Area the day of your session. Times and a document to follow at a later date.
- Display of posters 30 minutes before the beginning of the session in front of the assigned room. Posters are not permitted in the building other than on the booth.
- Distribution of material (flyers...) at the entrance of the assigned room 30 minutes before the beginning of the session, no where else in the building other than on the booth.
- Handing out material from the exhibition booth.

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

Payment

Payment for the Satellite Symposium and Meet the Expert Sessions has to be completed before **Friday 8 June 2008**.

Overflow

No overflow area is planned for Satellite Symposia.

IMPORTANT:

It is strictly forbidden to hold Satellite Symposia outside the Heart Failure 2008 Congress premises between 13 June and 18 June, 2008

1

THE TIME SLOTS RESERVED FOR SATELLITE SYMPOSIA

- **Saturday 14 June 2008:**
14:00-15:30 and 17:00-18:30

Pre-arranged Scientific Session
15:45-16:45
- **Sunday 15 June 2008:**
12:35-13:50 and 18:00-19:30
- **Monday 16 June 2008:**
12:35-13:50 and 18:00-19:30

THE TIME SLOTS RESERVED FOR MEET THE EXPERTS SESSION

- **Sunday 15 June 2008:**
12:45-13:30
- **Monday 16 June 2008:**
12:45-13:30

COST OF SATELLITE SYMPOSIA / MEET THE EXPERT SESSION

The cost of a Satellite Symposium includes:

a) A basic price of

- € 33 000 (+ VAT) for Lunch or Evening Session.
- € 40 000 (+ VAT) for one 90-minute Satellite PLUS Package (1 Satellite + 1 Bag Insert + 1 Information screens advert + 1 Weblink)
- € 18 000 (+ VAT) for a 45-minute Meet the Expert Session

b) Plus room rental (not included in basic price)

Capacities from 400 – 1500 pax.

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

DOUBLE PROJECTION AND TRANSLATION ARE NOT ALLOWED!

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

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

The Speakers' Service Centre will be open*:

- On **Saturday 14 June 2008** : from 13:00 to 19:30
- On **Sunday 15 June 2008** : from 07:30 to 18:15
- On **Monday 16 June 2008** : from 07:30 to 18:15
- On **Tuesday 17 June 2008** : from 07:30 to 13:00

* Subject to changes

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.

SATELLITE SPEAKERS & CHAIRMEN RULES

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

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

- Hotel Accommodation
- Travel
- Related claim expenses

The HFA Secretariat will cover:

- Registration fee
- Faculty Dinner invitation, spouses included

Exception is made for the HFA Presidents and scientific chairpersons (Prof. Dickstein, Prof. McMurray, Prof. Metra, Prof. Gavazzi) whose expenses will be covered by the Congress Organisation.

Speakers and Chairpersons only involved in Satellite Sessions

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

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

SCIENTIFIC PROGRAMME OF SATELLITE & MEET THE EXPERTS SESSIONS

The ESC will send you by December 2007 a session form to be completed with the satellite scientific programme.

The complete scientific programme of the Satellite Symposium / Meet the Expert Session, typed on the special forms provided by the ESC, must reach the ESC offices, Sophia Antipolis, France, before **31 January 2008**.

The Scientific Committee will validate the scientific programme on **29 February 2008**.

Scientific Programme should be sent to:

The ESC
Mrs. Karen Béné
Heart Failure 2007
2035, Route des Colles
Les Templiers
B.P. 179
F-06903 SOPHIA ANTIPOLIS CEDEX
France
Tel: +33 (0)4 8987 2003 - Fax: +33 (0)4 9294 1824 - Email: satellite@escardio.org

IMPORTANT

- No product names or brand names are allowed in the title or in the scientific programme of the session. Please use generic names.
- No abstract forms need to be submitted for Satellite Symposia or Meet the Experts Sessions.
- Abstract poster sessions are not allowed during the Satellite Symposia and Meet the Experts Sessions or during any reception before or after the Sessions.

- The ESC does not cover the expenses related to the Speakers and Chairmen of Satellite Symposia even if active in the Scientific Programme, please refer to the above chapter "Satellite Speakers and Chairmen rules" on page 19.



EBAC

The Heart Failure 2008 Congress is accredited by the European Board for Accreditation in Cardiology (EBAC) for 15 hours of external CME credits.

Each participant should claim those hours of credit spent on an educational activity. EBAC works in co-operation with the European Accreditation Council for Continuing Medical Education (EACCME), which is an institution of the European Union of Medical Specialists (UEMS).

EBAC certificates will be available at the Registration Desk as from Monday 16 June in the afternoon.

3

CHANGES IN THE SATELLITE SCIENTIFIC PROGRAMME / ERRATUM POLICY

Once your scientific programme has received approval from the **Heart Failure 2008** Committee, all changes post approval must be sent in writing to Mrs. Karen Béné of the ESC at 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 the Satellite Symposium and Meet the Expert Sessions before **31 March 2008** in order to be printed in the Final Programme.

Late modifications in the Satellite Scientific Programme received on or after **1 April 2008** cannot be printed in the Final Programme. The ESC cannot guarantee to be able to communicate any alterations received after

1 April 2008.

Session Format

Satellite Symposia must follow one of the formats listed below:

a) 75-minute or 90-minute session:

At least 4 presentations.

b) Meet the Expert Session, 45 minutes:

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

ROOM ASSIGNMENT

Rooms are assigned by the ESC on a first come, first served basis after the deadline for sponsorship application, **5 November 2007**.

CANCELLATION POLICY

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

If cancellation is received after the ESC launched the invoicing process and before **14 March 2008**, 50% of the total due amount will be charged.

If the Satellite Symposium is cancelled on or after **15 March 2008** date the full compensation fee will be invoiced.

ENFORCEMENT OF RULES

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

4



Section 5 – SPONSORSHIP & PROMOTIONAL OPPORTUNITIES

REMAINING OPPORTUNITIES

Final Programme Advertisements

Ultimately, definitive Programme for Heart Failure Congress 2008, in printed version, with full scientific agenda, Exhibition and Satellite Information and Congress Reference outlines. Hard copies are placed in each Delegate Bag on-site at the Congress offering maximum exposure and recognition to the Sponsor of this vital congress publication. Corporate name and logo permitted on approval by the ESC.

Various advertisement spaces are still available, for further information contact Sponsorship@escardio.org

Deadline for Application: 23 February 2008

Deadline for artwork approval: 30 March 2008

INFORMATION SCREENS

Information Screen technology will be used at HF Congress 2008 displaying the complete and detailed Scientific Programme. Your company can associate with this high-tech and maximum exposure advertisement opportunity displaying your corporate name and logo to all delegates at Heart Failure Congress 2008.

Further details of this innovative sponsorship option are available on request, for further information, please contact Sponsorship@escardio.org

Deadline for Application: 23 February 2008

Deadline for artwork approval: 30 March 2008

DELEGATE BAG INSERT IN CONGRESS BAGS

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

All Delegate Bag Inserts referring to the Satellite Symposia / Meet the Expert Session must receive ESC approval prior to being printed and distributed. Please send a proof of the artwork to be approved to Sponsorship@escardio.org by **16 April 2008**. Once approval has been granted, all material to be inserted in the Congress bags must reach the ESC at the following address before **15 May 2008**.

European Society of Cardiology
Delegate Bag Inserts for HF07, "Company Name"
Attention Mr. François Durand
2035, Route des Colles
B.P. 179 Les Templiers
06903 SOPHIA ANTIPOLIS CEDEX
France

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

Quantity: 4,000

Deadline for Application: 3 March 2008

WEB LINKS

In order to allow Exhibiting companies, Satellite Symposia and Meet the Experts Session organisers to promote their booth or sponsored sessions, companies are invited to create a 'Web Link', in the form of a web page, to be linked to the Heart Failure Congress 2008 Web Site.

All Web Links referring to the Satellite Symposia / Meet the Expert Session must receive prior ESC approval. Please send a proof of the Weblink to be approved to Sponsorship@escardio.org by

16 April 2008. Once approval has been granted and the Final Programme activated on line, the weblink will be linked to the site coinciding with full receipt of payment for the option.

The "Promotional Material Web Link" is available to exhibiting companies only and may be used to inform participants of the upcoming congress activity on-site at HF 2008. For any further information please contact: Sponsorship@escardio.org

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

Deadline to apply: 3 March 2008

HEART FAILURE CONGRESS 2008 CONGRESS BAGS – EXCLUSIVE SPONSORSHIP

Exclusive sponsorship of the official Heart Failure Congress 2008 Congress Bags with Corporate name and Logo permitted. This is the official and exclusive Delegate bag and is one of the most popular items within the sponsorship remit. Units supplied 4,000.

Cost: **€19,000** (excluding VAT)

The possibility is also available for Sponsors to create their own Delegate Bags, with ESC and HFA Logos and approval. Price available upon request.

Deadline for Application: 23 February 2008

BADGE LACES – EXCLUSIVE SPONSORSHIP

Exclusive sponsorship of the official Congress Badge Lanyards, with company name and Logo which will be available to all registered delegates at the Congress, this is the only Badge Lace or Lanyard provided at Heart Failure 2008 congress. Units supplied 3,500.

Cost: **€ 20,000** (Including production cost)

Deadline for Application: 23 February 2008

HEART FAILURE CONGRESS 2008 NOTE PADS & PENS – EXCLUSIVE SPONSORSHIP

Your company may represent as the exclusive sponsor of the official Congress Notepads and Pens, either separately or as a combined option. The Heart Failure Congress 2008 Notepads and Pens will be placed in every Congress Bag, ensuring maximum target group reach with the Sponsor Corporate Logo and name permitted.

Cost: **€9,000** (excluding VAT)

The possibility is also available for Sponsors to create their own Notepads and Pens, with ESC and HFA Logos and approval. Price available upon request

Deadline for Application: 23 February 2008

HEART FAILURE CONGRESS 2008 COFFEE BREAKS and/or LUNCHESES – EXCLUSIVE SPONSORSHIP

The opportunity is available to Industry to sponsor exclusively the Official Heart Failure Congress 2008 Coffee Breaks and/or the Official Heart Failure Congress 2008 Lunches. Coffee and Refreshments will be served 5 times during the meeting whereby the sponsoring company will be recognised by Signage on-site at each station, and on our Final Programme as the Official Coffee Break Sponsors at Heart Failure Congress 2008.

Lunches are planned for Sunday 15 June and Monday 16 June 2008 from 12:30 to 14:00, again Industry are invited to sponsor these official lunches and will gain on-site acknowledgement with name and logo at the Lunch Area as well as Final Programme recognition as the Official Lunch Break Sponsors at Heart Failure Congress 2008.

For further information on price and availability, please contact Sponsorship@escardio.org.

FACULTY DINNER – EXCLUSIVE SPONSORSHIP

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

For further information on supporting this key social event please contact
HFsponsorship@escardio.org.
The Congress Dinner will take place on Sunday 15 June 2008.
Cost: **available upon request**

For further consultation and information on your company profile at HF 2008 contact Aoife Sheil at
Sponsorship@escardio.org

ENTERTAINMENT RESTRICTIONS

The ESC has adopted a policy which limits industry sponsored entertainment, lunches, seminars or other formal gatherings. Without the specific approval of ESC, companies should not organise such events from 12 June midnight to 18 June 2008.

If you do plan any such events please contact HFsecretariat@escardio.org

HOTEL PROMOTION

The ESC does not approve of congress activity promotion, by companies, in Hotels during Heart Failure Congress 2008.

Deadlines at a Glance

31 January 2008

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

23 February 2008

Deadline for application of Sponsorship and Promotional items (final programme advertisement, bookmark in the final programme, congress bag and insert, badge lace, note pads and pens).

14 March 2008

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

28 March 2008

Deadline for Exhibitors to send an exact statement of the dimensions of the stand, as well as plans and descriptions of the stand; both layout and side elevation view. Safety certificates are required.

1 April 2008

Deadline for companies to send the corrected proofs* of the scientific programme back to the ESC.

16 April 2008

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

25 April 2008

Deadline for companies to inform the ESC of the Stand Activity and Give Aways distributed on the Stand.

9 May 2008

Deadline to order free exhibitors badges.

15 May 2008

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

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

***N.B. After 1 April 2006 no further corrections will be taken into consideration for the printing of the Final Programme; however, they will be included in the Erratum.**

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