



HEART FAILURE 2008



Dear Exhibitor,

This Update contains important logistical information concerning Heart Failure 2008. On this note, please ensure this message and the Industry Guidelines are distributed to all your staff and agencies involved in this Congress.

All the necessary Exhibition/logistical information is available on the following site:

<http://www.esccexhibition.org/HeartFailure2008>



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1. Sponsorship Opportunities

A limited number of branding & sponsorship opportunities are still available to promote your presence at the Heart Failure Congress 2008.

- **Weblinks** - Promote your activities via a weblink on the Heart Failure Congress 2008 web site. Delegates who consult the site will see your weblink from the moment it goes online, throughout the congress and even for a period after the congress. This is a useful, dynamic and interactive way to promote your presence.
- **Information Screens** - The highly popular and effective Information Screens located throughout the congress centre represent a dynamic way to promote your satellite symposium, exhibition stand or corporate messages to all the delegates via their visibility, easy consultation and maximum exposure for the duration of the congress.
- **Coffee Breaks** - Between sessions, the delegates congregate in the Exhibition area; this is one of the most densely populated times of the congress, get your corporate, satellite or stand message across to as many people as possible by sponsoring the coffee breaks and create visibility to a wide audience all at the same time. Coffee breaks can be a 1 time sponsorship or for the duration of the congress.

For more details and information, do not hesitate to contact Sponsorship@escardio.org



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2. Access

Heart Failure 2008 will be held in the Milano Convention Centre (MIC) in Italy.
See the Access plan on:

<http://www.escexhibition.org/HeartFailure2008/ESC%20Items/Loading%20Access%20Plan.pdf>

The exhibition is situated on Level 0, Hall A.

Parking

Parking for Cars and Trucks is available close to the venue, please find below the contact details and address:

Parcheggio Portello
Mr. Colucci
Via Gattamelata 45
20149 Milan
ITALY
Tel: +39 023 8300 616
Fax: +39 023 8304 434



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3. Build up and Break Down

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

Build Up Timetable

Thursday 12 June	08:00 – 20:00	Exhibition Build up
Friday 13 June	08:00 – 20:00	Exhibition Build up



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Break Down Timetable

Tuesday 17 June 08:00 – 19:00 **Dismantling**

IMPORTANT:

Please note :

- 1) The limited dismantling time
- 2) Exhibition is CLOSED on Tuesday morning.

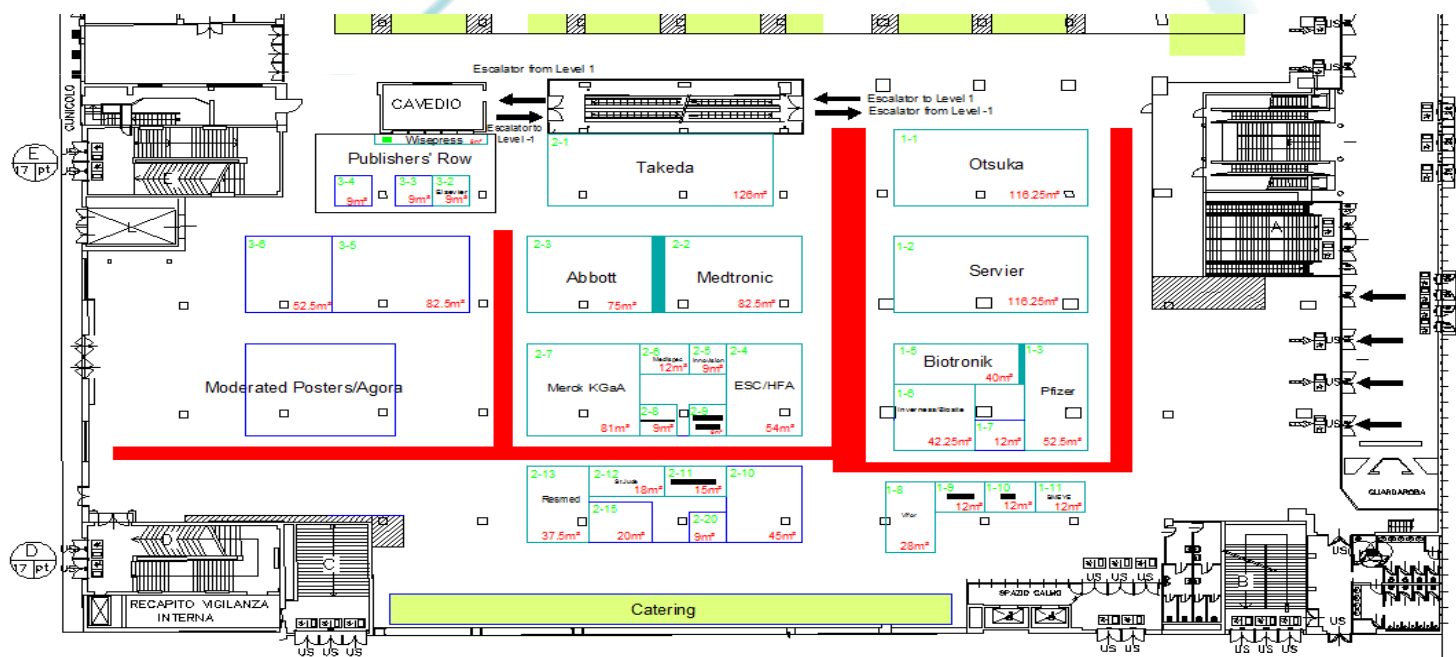


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Freight Free Aisles

There are 4 main freight free aisles running through the exhibition. These routes marked in red need to be kept free of all goods and refuse AT ALL TIMES to enable fast access and exit from all areas of the Hall. See plan below for more details.



MILANO CONVENTION CENTRE LEVEL 0: Hall A



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4. Electricity

On request for an 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, not complying to this law must seek the co-operation of a qualified Italian Company at their own expense.

For more details, please consult the following link:

<http://e-payment.fieramilanocongressi.it/ExhibitorServices/logon.aspx?ReturnUrl=%2fexhibitorservices%2fDefault.aspx>



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5. Security

General Surveillance within the Exhibition area will be provided.

Security guards on your booth can be ordered directly from the Milano Convention Centre , for more details please click on the Fiera Catalogue link below:

<http://e-payment.fieramilanocongressi.it/ExhibitorServices/logon.aspx?ReturnUrl=%2fexhibitorservice%2fDefault.aspx>



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6. Delivery Address and Storage

Official Forwarder and Lifter for Heart Failure 2008:

FAIREXX Logistics

Contact: Mr Stefan Grünwaldt

Mobile: +49 173 212 94 10

Fax: +49 30 74 03 47 79

Email: stefan.grunwaldt@fairexx.de

Airfreight:

OMNIALOGISTIC SPA

c/o FAIREXX GmbH

Porta Gattamelata – Porta 1

Via Gattamelata

20149 Fiera Milano City

ITALY

Please note that your shipments should arrive at the Milan Airport **before Wednesday 4 June.**



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Groupage Shipment: Should arrive at the warehouse no later than the **6 June**

OMNIALOGISTIC SPA
c/o FAIREXX GmbH
Porta Gattamelata – Porta 1
Via Gattamelata
20149 Fiera Milano City
ITALY

Full and Half Trailer loads: Should arrive directly at the Fiera Milano City Fairground.

FAIREXX GMBH
c/o Milano Convention Centre
Via Gattamelata
20149 Fiera milano City
ITALY

Packages should be clearly marked "Name of Exhibitor" "Heart Failure 2008" "Hall and Stand number" and an advice note should be sent to stefan.grunwaldt@fairexx.de or faxed to +49 30 44 03 47 79.

For more information, download the FAIREXX Manual from:

<http://www.esccexhibition.org/HeartFailure2008/Stand%20Services%20Download%20Area/Fairexx%20Manual.pdf>



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7. Stand Service Orders

In order to avoid any surcharges, please make sure you respect the Fiera Milano deadlines available on the Fiera Catalogue below:

<http://e-payment.fieramilanocongressi.it/ExhibitorServices/logon.aspx?ReturnUrl=%2fexhibitorservices%2fDefault.aspx>

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

Mr. Giovanni Conci (hf@fieramilanocongressi.it)

Tel: +39 (0)2 4997 6273



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8. Exhibition Opening Hours

Saturday 14 June 08:00- 12:00 Exhibition decoration only
12:00 Hall inspection by the ESC
(Briefing meetings can be held on stands till 13:45 for exhibitor badge holders)
14:00- 21:00 **Exhibition OPEN**
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**

All exhibiting staff must wear an Official Heart Failure 2008 badge at all times within the venue.



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9. Exhibitors Registration and Badge Readers

The Exhibitors Registration Desk is situated inside the registration area (level 1).
The following services will be available:

- Badge Readers
- 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



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Badge Readers

Recording a prospective customer's information can be done by using the Heart Failure 2008 Badge Reader. For more information, please download the following information form:

<http://www.esccexhibition.org/HeartFailure2008/Heart%20Failure%202008%20Badge%20Reader%20Library/Badge%20Reader%20Information.pdf>

The order form is available below:

<http://www.esccexhibition.org/HeartFailure2008/Heart%20Failure%202008%20Badge%20Reader%20Library/Badge%20Reader%20Order%20Form.pdf>





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Exhibitors Registration Opening Hours

Friday 13 June	08:00-18:00
Saturday 14 June	07:30-21:00
Sunday 15 June	07:30-18:00
Monday 16 June	07:30-18:00

Exhibitors 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 can be downloaded from:

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



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The Badge Order Form is in .csv format. If you are unsure how to fill it in please read the following document:

[http://www.escexhibition.org/HeartFailure2008/ESC%20Items/Badge%20Information%20Form%20\(read%20carefully\).pdf](http://www.escexhibition.org/HeartFailure2008/ESC%20Items/Badge%20Information%20Form%20(read%20carefully).pdf)

DEADLINE FOR SENDING BADGE ORDERS TO HFexhibition@escardio.org
IS **9 MAY 2008**.



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10. Stand Design and Activities Approval

Stand Drawings and Designs

Each stand design needs to be approved by the ESC and the Milano Convention Centre . 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.esccexhibition.org/HeartFailure2008/default.aspx> and send it back to us before the **25 April**.



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11. Insurance

If you do not have your own Insurance coverage we advise you to order the necessary coverage provided by the Fiera Milano Insurance Broker: MARSH SPA.

For more details, please visit the Fiera Milano Catalogue below:

<http://e-payment.fieramilanocongressi.it/ExhibitorServices/logon.aspx?ReturnUrl=%2fexhibitorser vices%2fDefault.aspx>



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12. Important Reminders

Payment

Please note that payment for stand rental must be made in **full before the event**.
If payment has only been made recently you are advised to bring proof of payment with you.

Smoking

Please note that smoking is not permitted anywhere in the building.

Alcohol

Exhibitors must not serve any alcoholic beverages from the stand.



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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: Luca Viola

Tel: + 39 2 41 491 376

Fax: + 39 2 41 491 378

Mobile: + 39 335 611 53 53

luca.viola@onama.it

Distribution of promotional material, directions etc. from the stand

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

Exhibitor Debriefing Meeting

A post show meeting will be held on Monday 16 June. Location and time to be announced.



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13. Future ESC Congresses

ESC Congress 2008	Munich, Germany	30 August – 3 September 2008
Acute Cardiac Care 2008	Versailles, France	25 – 28 October 2008
EUROECHO 2008	Lyon, France	10 – 13 December 2008

If you have any questions about the Exhibition at Heart Failure 2008, please contact: HFexhibition@escardio.org or +33 492 94 77 55.

We look forward to welcoming you to a successful event in Milan.