

Heart Failure 2012

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 AND THE ESC WORKING GROUP ON MYOCARDIAL FUNCTION

BELGRADE
SERBIA
19-22 MAY



www.escardio.org/HFA

CARDIOLOGISTS - INTERNISTS - GENERAL PRACTITIONERS - PHYSICIANS - BASIC SCIENTISTS
EPIDEMIOLOGISTS - NURSES - INDUSTRY AFFILIATES - HEALTH CARE PROVIDERS

Myocardial Function
ESC Working Group



ISHR
International Society for Heart Research
European Section



HEART FAILURE
ASSOCIATION
OF THE ESC



EUROPEAN
SOCIETY OF
CARDIOLOGY®

GUIDELINES FOR INDUSTRY PARTNERS

Your Contacts

Addresses/ Contact Details

- For **General Information** please contact:

Heart Failure Secretariat:

Tel: +33 (0)4 92 94 76 11 - Fax: +33(0)4 92 94 86 29

E-mail: 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

ESC/ Scientific Department

Tel: +33 (0)4 92 94 35 11 - Fax: +33(0)4 92 94 76 20

E-mail: 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

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

For information on the Exhibition, please contact:

Ms. Maud Paysse, Exhibition Officer

Tel: +33 (0)4 9294 8683 - Fax: +33 (0)4 9294 7626

E-mail: HFexhibition@escardio.org

For information on Industry Sponsored Sessions please contact:

Mr. Nouredine M'ghari, Industry Sponsored Session Sales & Logistics

Tel: +33 (0)4 8987 2003 - Fax: +33 (0)4 9294 7626

E-mail: Satellite@escardio.org / 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

Important Dates

2 March 2012	Send product and/or company description
19 March 2012	Deadline for lead management orders to the ESC
21 March 2012	Deadline to receive material for Weblink
26 March 2012	Submit a detailed stand drawing to the Organiser
9 April 2012	Declare stand activity and give away items
20 April 2012	Order free exhibitor badges using the online form
25 April 2012	Deadline for stand services orders to the local stand supplier Sava Centar



Dear friends and colleagues,

It is our pleasure to announce that the Heart Failure 2012, which will be held in Belgrade, Serbia, 19-22 May, will be organised not only by the Heart Failure Association of the European Society of Cardiology (HFA of the ESC) but also in conjunction with the European Section of the International Society for Heart Research and the ESC Working Group on Myocardial Function. The aim of our joint Scientific Committee is to create an exciting forum for both clinicians and scientists to present, hear, exchange, and discuss the most up-to-date research and clinical findings in heart failure.

The programme has been carefully planned to provide state-of-the art information about all aspects of heart failure – from basic science, through diagnostic strategies (including imaging and biomarkers), pharmacological and device therapy, disease monitoring (both biochemical and technological) and organization of care (with special focus on the role of nurses, pharmacists and remote monitoring).

Integration of pharmacology and technology in the era of personalized heart failure management will be the overarching theme of the programme (including the management of comorbidities, risk models, decision support systems, and cell therapy), with the interpretation and application of the latest clinical trial results given centre stage. Based on delegate feedback from previous meetings, we have ensured that these topics will be covered in a variety of formats (expert lectures in plenary sessions, interactive educational sessions with case presentations, debates and original scientific contributions) and by colleagues from many different countries. Participation of young cardiologists will be stimulated and supported through the young investigator award sessions for basic and clinical research and International Heart Failure societies.

For those of you working clinically, our main objective is to provide the knowledge required for every day practice, including the use of devices and technologies (ICD, CRT, LVADs). Our faculty will provide a practical and international perspective, incorporating the latest ESC and other guidelines. For those whose principal concern is in research, sessions dedicated to the advances in the field of biomarkers, bio-imaging, and cell therapy might be of special interest.

Belgrade is one of the most exciting and rapidly developing Eastern European capitals, famous for its natural beauty, cultural events and hospitality. Belgrade will delight you with its two rivers, beautiful lake, many monuments, parks, archaeological sites and charming local restaurants.

Add this to the opportunity at the scientific meeting to network with your colleagues and friends in a welcoming environment and you have the complete congress experience!

On behalf of the organizing committee for the 2012 Heart Failure Congress, we invite you to join us for an educational and enjoyable four days in Belgrade.

Yours sincerely,

P. Ponikowski (Wroclaw, PL),
HFA President

P. Seferovic (Belgrade, RS),
Heart Failure 2012 Scientific Chairperson

J. Riley (London, GB),
HFA Nurse Representative

T. Eschenhagen (Hamburg, DE),
President ISHR European Section

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

Z. Papp (Debrecen, HU),
HFA Basic Sciences Representative

I. Ekman (Gothenburg, SE)
HFA Nurse Representative

D. Hilfiker-Kleiner (Hannover, DE),
Chairperson ESC WG on Myocardial Function

Table of Contents

Section 1 - Page 5

General Information

- 1.1 Venue
- 1.2 Terminology
- 1.3 Building Overview
- 1.4 Congress Dates
- 1.5 Language

Section 2 – Page 7

Exhibition

2.1 Exhibition General Information

- 2.1.1 Exhibition Services
- 2.1.2 Exhibition Dates
- 2.1.3 Exhibition Time Schedule
- 2.1.4 Exhibitor Badges
- 2.1.5 Product Description
- 2.1.6 Surveillance & Security
- 2.1.7 Insurance
- 2.1.8 Shipping information
- 2.1.9 Goods Entrance
- 2.1.10 Traffic Control
- 2.1.11 Customs Information / Taxes & Duties
- 2.1.12 Transport Regulations / Handling
- 2.1.13 Storage
- 2.1.14 Stand Activities
- 2.1.15 Miscellaneous

2.2 Technical Guidelines for Exhibitors

- 2.2.1 Exhibition Location
- 2.2.2 Exhibition Info / Pricing
- 2.2.3 Stand Construction Guidelines
- 2.2.4 Fire and Safety Regulations
- 2.2.5 Cleaning & Refuse
- 2.2.6 Electricity
- 2.2.7 Telephone Connections
- 2.2.8 Water
- 2.1.9 Miscellaneous Services
- 2.2.10 Catering

Section 3 – Page 20

Industry Sponsored Sessions

3.1 Satellite Symposia

- 3.1.1 Conditions for holding Satellite Symposia
- 3.1.2 Satellite Symposia Offer

3.2 Hands-On Tutorials

- 3.2.1 Conditions for holding Hands-On Tutorials
- 3.2.2 Hands-On Tutorials Offer

- 3.3 Speaker Service Centre
- 3.4 Speakers & Chairmen rules
- 3.5 Applying to hold Industry Sponsored Session
- 3.6 Accounting
- 3.7 Scientific Programme of Industry Sponsored Session
- 3.8 Change to Scientific Programme
- 3.9 Room Assignment
- 3.10 Cancellation Policy
- 3.11 Function Spaces

Section 4 – Page 26

Sponsorship & Promotion opportunities

- 4.1 Participation & Sponsorship opportunities
- 4.2 Sponsorship Terms & Conditions
- 4.3 Sponsorship contact
- 4.4 Product Descriptions and Technical Specifications

Section 5 – Page 30

Conditions of Participation

- 5.1 General Conditions
- 5.2 Admission to Heart Failure 2012
- 5.3 Conclusion of contract
- 5.4 Renting stand space
- 5.5 Assignment of Space
- 5.6 Stand design
- 5.7 Subtenants and other represented companies
- 5.8 Terms of payment
- 5.9 Acceptance of products
- 5.10 Reservations Policy
- 5.11 Exemption from Liability
- 5.12 Premature Termination of the rental
- 5.13 Cancellation Policy
- 5.14 Enforcement of Rules
- 5.15 Supplementary Provisions
- 5.16 Usage Rights for Music, Image, Films
- 5.17 Claims, procedures, place of performance & jurisdiction
- 5.18 Final Clause

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 2012 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

1.1 Venue

Sava Centar - Congress Culture & Business Center
Milentija Popovića 9 St,
11070 Belgrade, Serbia
Tel: +381 11 220 60 00
Web site: www.savacentar.net

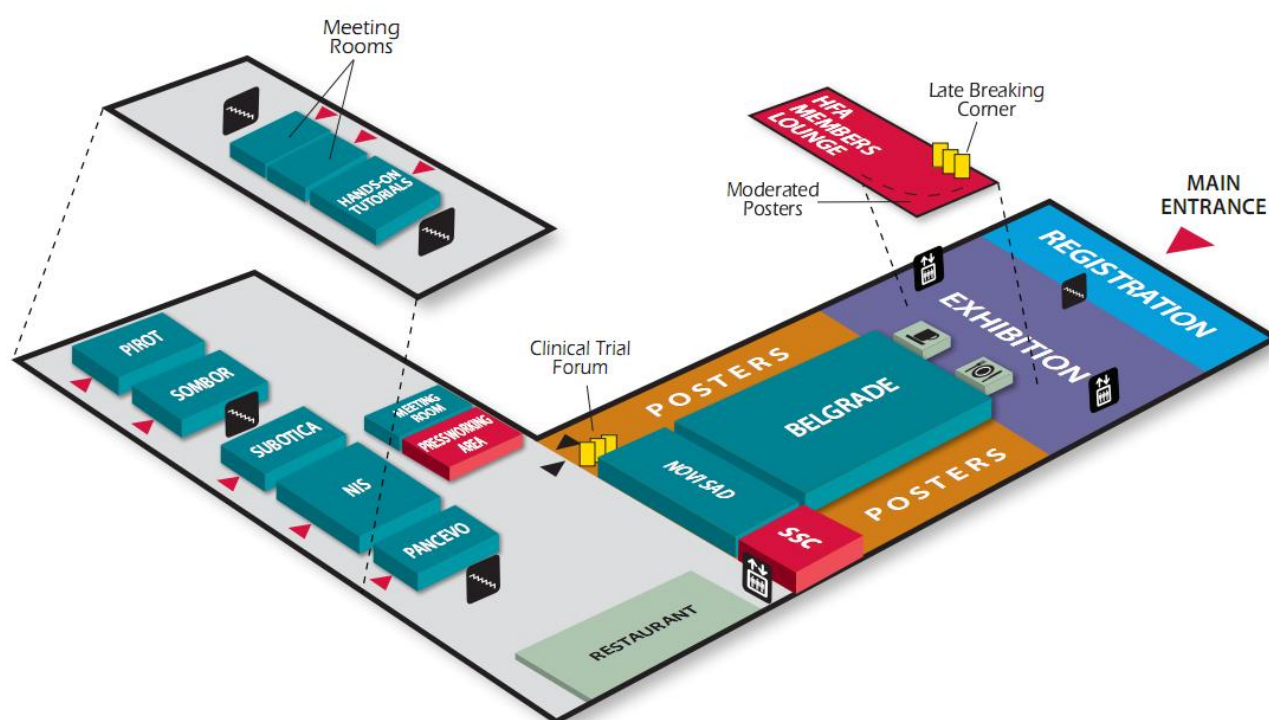
1.2 Terminology

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.

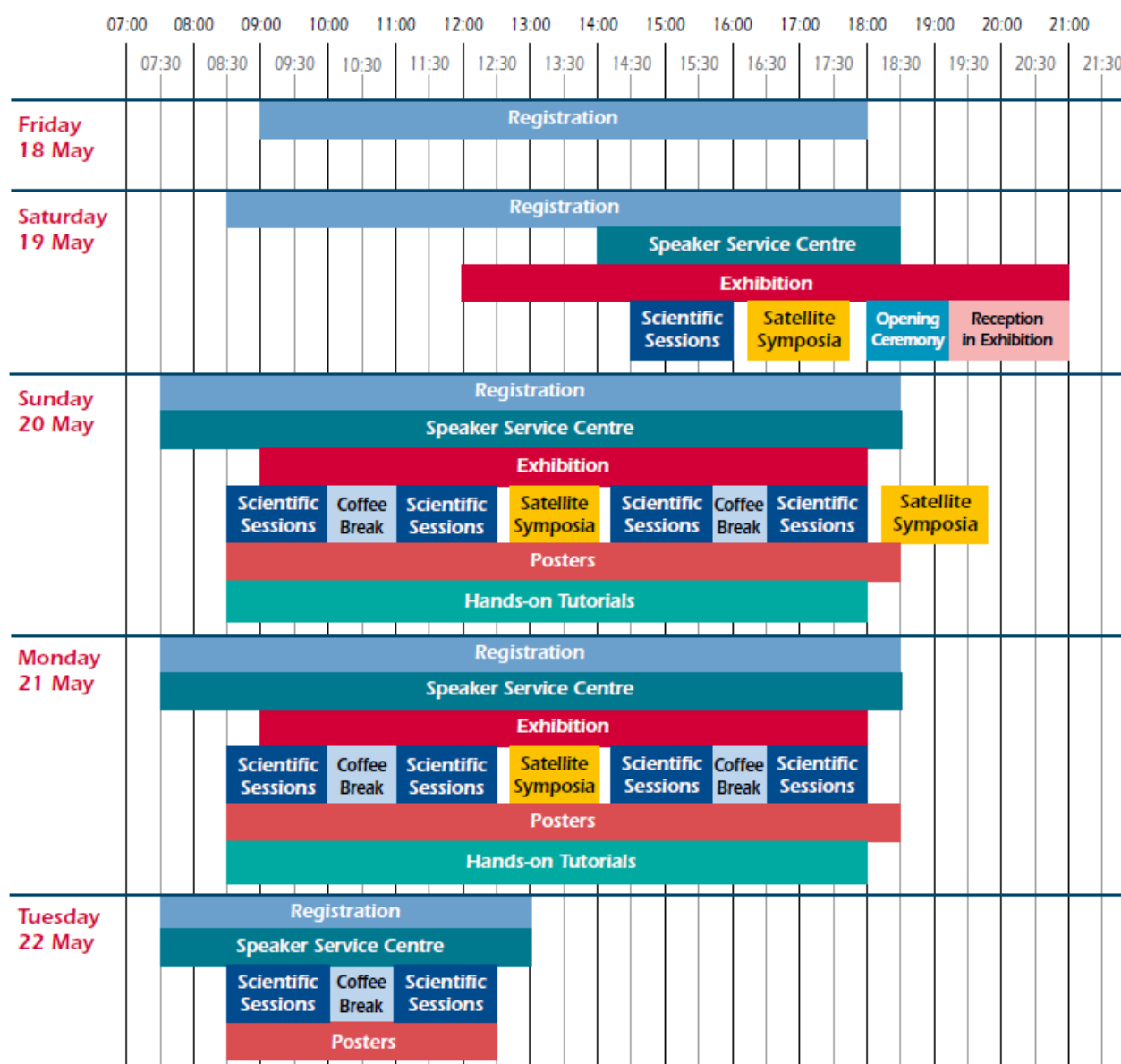
For the sake of brevity, the following terms are used in these Guidelines:

Building:	Sava Centar – Congress Culture & Business Center
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 2012:	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

1.3 Building Overview



1.4 Congress dates: 19 - 22 May 2012



1.5 Language

The official language of the congress is English. All lectures and presentations will be held in English, except six marked local language sessions. No translation will be provided.

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 86 83 - Fax: +33 (0)4 92 94 76 26

Email: HFexhibition@escardio.org

Web Site: www.esceexhibition.org/HeartFailure2012

For information regarding the building and technical aspects of the exhibition please contact:

Mr. Janko Tejić

Sava Centar, Congress Department

Milentija Popovica 9

11000 Belgrade, Serbia

Tel: +381 11 220 6705

Fax: +381 11 220 6081

E-mail: j.tejic@savacentar.net

Web site: www.savacentar.net

For all services (water, electricity, AV, telephone, computer etc.), please refer to the Product and Services order forms, available online on <http://www.esceexhibition.org/HeartFailure2012/default.aspx>

2.1.2 Exhibition Dates

Exhibition Build-up:

Thursday 17 May 08:00 – 20:00 Exhibition build-up

Friday 18 May 08:00 – 20:00 Exhibition build-up

Saturday 19 May 08:00 – 11:00 Stand decoration only, 11:00 hall inspection by the ESC

Exhibition Opening Hours:

Saturday 19 May 12:00 – 21:00 **Exhibition OPEN** – All exhibits must be staffed

18:00 – 19:15 Opening Ceremony

19:15 – 21:00 Reception in the Exhibition Area

Sunday 20 May 09:00 – 18:00 **Exhibition OPEN**

Monday 21 May 09:00 – 18:00 **Exhibition OPEN**

Exhibition Dismantling:

Tuesday 22 May 13:00 – 19:00 Exhibition dismantling

IMPORTANT:

An access schedule for delivery will be established by the official forwarder and lifter, Fairexx. This schedule should be respected and each exhibitor must adhere to their delivery slot.

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. Note that the exhibition will be closed on Tuesday 22 May but sessions will still run from 08:30 to 12:30.

On Friday 18 May the hall will be open for construction until 20:00. All construction must be completed imperatively by 20:00. Any packing cases still left in the aisles will be removed at the exhibitor's expense.

No dismantling before 13:00, Tuesday 22 May.

Please note that you will be able to remove your valuables on Monday 21 May from 18:00 - 20:00.

2.1.3 Exhibition Time Schedule

- Build-up will take place on Thursday 17 and Friday 18 May from 08:00 to 20:00.
- Stand construction must be finished by Friday 18 May at 20:00.
- On Saturday 19 May the exhibition is open from 12:00. Exhibitors will be allowed to access the exhibition hall from 08:00 for stand decoration only. Decoration is permitted until 11:00. A hall inspection will be made by the ESC from 11:00 to 12:00.
- All packing material, which is to be retained (e.g. for re-use) should be cleared from the Building by 20:00 on Friday 18 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 19 May. Saturday morning (until 11:00) should be used for installation of decor, computers, etc.
- The ESC will have an office (ESC Staff Office) in the Building from Thursday 17 May until Tuesday 22 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 are not permitted.

All Exhibitor badges must be ordered by email using the form available online, saving the badge name file in CVS or XLS format. This email should be returned to HFexhibition@escardio.org before **20 April 2012**.

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 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.

You have the option to choose how your free badges are inscribed. Indicate when you send the exhibitor badge application form by email, the number of company-only badges you wish to receive and the number of individual badges you wish to receive (please indicate each person's name).

In order for your exhibitor badge orders to be processed, please use the form available on: www.escexhibition.org/HeartFailure2012.

Additional Exhibitor Badges:

If the number of free Exhibitor badges is insufficient, extra badges may be purchased at a price of **€30.00 per badge, plus VAT if applicable**.

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 and the ESC website, together with a short description of the products exhibited (Maximum 50 words). All Exhibitors should use the relevant Company/Product Description Form on www.esceexhibition.org/HeartFailure2012 and send details through before **2 March 2012**. The ESC cannot guarantee inclusion of the product description in the Final Programme if received after 20 March 2012.

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. Please see order form on www.esceexhibition.org/HeartFailure2012.

The ESC may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of Heart Failure 2012, or who refuses to comply with the local safety rules.

2.1.7 Insurance

While on the premises, exhibition goods and packaging materials shall be insured at the expense and risk of the Exhibitor. Neither the Building nor the Organiser can accept any responsibility for damage, loss, theft, disappearance or injury of anything or anyone, for any reason. The Exhibitor and any contractors under exhibitor employment are obliged to take out insurance at their cost against third party risks before the start of the exhibition.

Exhibitors should also be covered against any claims which may ensue from transportation to and from the Building and against any claims which may be made by third parties, e.g. the Building, the City and/or their insurers, in respect of injury or damage sustained in any way whatsoever inside or outside the Building.

2.1.8 Shipping Information

Official Forwarder and Lifter for Heart Failure 2012:

FAIREXX GmbH

Marienstrasse 28

12207 Berlin

Germany

TEL +49 (0)30 44 03 47 13

FAX +49 (0)30 44 03 47 79

Contact: Mr. Stefan Grunwaldt Stefan.grunwaldt@fairexx.com

On-site contact: Fairexx / Mr. Stefan Grunwaldt / +49 173 212 94 10

Web Site: www.fairexx.de

A shipping manual including documentation required for customs clearance is available online at www.esceexhibition.org/HeartFailure2012.

All Road-Groupage & Courier shipments are from EU-countries or those who are travelling with ATA-Carnet that is already customs cleared at German border.

This does not apply for shipments from NON-EU countries and without ATA Carnet. These shipments will be consolidated at FAIREXX advanced warehouse in DE/Allershausen for delivery to Belgrade.

Airfreight Shipments

Airfreight shipments should arrive at Belgrade-Nikola-Tesla International Airport (BEG) **no later than 10 May 2012** addressed as follows:

Consignee Address: SCHENKER D.O.O.
c/o FAIREXX GmbH
ZGRADA RCS II SPRAT, KANCELARIJA BR. 6
AERODROM BEOGRAD 011 209 77 70
BEOGRAD / SERBIA
TEL.: +381 (0) 11 2097770

Notify: HEART FAILURE 2012 / Sava Centar
Exhibitor Name, Hall & Stand Number

On-site contact: Stefan Grunwaldt / Tel. +49 173 212 94 10

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

Pre-advices: please send to Fairexx at least 4 working days before departure by fax: +49 (0)30 44 03 47 79 or by email to Stefan.grunwaldt@fairexx.com.

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

Roadfreight & Courier shipments / EU –Cargo (No customs process in Germany required)

Roadfreight/Courier shipments via advanced warehouse are only for EU-GOODS or goods travelling with ATA-Carnet. This must be already customs cleared at German border. Shipments under T1 cannot be accepted at warehouse.

Roadfreight & Courier shipments should arrive at our advanced warehouse **no later than 9 May 2012 to:**

Warehouse address: FAIREXX Logistics for Exhibitions GmbH
Kesselbodenstrasse 34
DE- 85391 Allershausen / Germany

Notify: HEART FAILURE 2012
Exhibitor Name, Hall & Stand Number

On-site contact: Stefan Grunwaldt / Tel. +49 173 212 94 10

Pre-advices: please send to Fairexx at least 4 working days before departure by fax: +49 (0)30 44 03 47 79 or by email to Stefan.grunwaldt@fairexx.com.

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

Roadfreight/Direct - Deliveries (Full & half Loads)

Full Trailer Loads should arrive directly at SAVA CENTAR-Beograd in accordance with the official Build-Up and Break-Down Dates and Times and slot numbers.

Venue Address: SAVA CENTAR BEOGRAD
c/o FAIREXX GmbH
Vladimira Popovica
11070 Belgrade
SERBIA

Contact: FAIREXX / Stefan Grunwaldt / Tel: +49 173 2129 410

Notify: HEART FAILURE 2012
Exhibitor Name, Hall & Stand Number

Pre-advices: for your Roadcargo Shipments please send to Fairexx at least 4 working days before departure by fax: +49 (0)30 44 03 47 79 or by email to Stefan.grunwaldt@fairexx.com.

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

For deliveries of semi & full loads during build up and dismantling, make sure you send a timeslot request form to Fairexx in order to schedule your trucks.

Within the limits of the Sava Centar, FAIREXX (official freight forwarder) and its agents act with the authority of the ESC on its behalf in matters concerning vehicle, logistics, security, freight forwarding, freight lifting and storage of goods. If the Exhibitor requires that parcels be delivered to their booth or be returned to their truck, FAIREXX, can assist in this regard. For more information please consult the Fairexx Shipping Manual available on: www.esceexhibition.org/HeartFailure2012.

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/HeartFailure2012.

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.

Always park your vehicle in the allotted space. Note that parking is not allowed in front of doors or on ramps. Information about truck and car parking is available on: www.esceexhibition.org/HeartFailure2012.

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.

All information concerning documentation required for customs clearance for shipments is available in the Fairexx Manual on: www.esceexhibition.org/HeartFailure2012.

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 Congress dates, from Saturday 19 May 08:00 to Tuesday 22 May 08:00, 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 20:00 on **Friday 18 May 2012**.

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 congress.

2.1.14 Stand Activities, Hospitality and Publicity

Please inform the ESC (HFexhibition@escardio.org) of your planned Stand Activity and Giveaways by sending the Stand Activity form available on www.escexhibition.org/HeartFailure2012 before **9 April 2012**. Please note that stand activities should adhere to the following rules:

I) The HFA of the ESC has adopted a policy which limits industry sponsored entertainment, lunches, seminars or other formal gatherings. Without the specific approval of the HFA of the ESC, companies should not organise such events during the two days before Heart Failure 2012, during Heart Failure 2012 itself or during the two days immediately after Heart Failure 2012 (i.e. 17/05 – 24/05). Should a company wish to plan any such events, please consult the Organiser in due time.

II) 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 2012 Congress. Failure to do so may result in the exhibitors being obliged, at their own expense, to discontinue any such activity on-site.

III) 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.

IV) Companies wishing to arrange or sponsor sessions are invited to arrange a satellite symposium or Hands-On Tutorials, 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) and should be submitted in the stand drawing/stand design to the ESC exhibition team for approval.

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 or Heart Failure scientific session.

All such activities require the prior approval of the ESC.

V) All audio-visual activities require the written permission of the ESC exhibition team, if you intend to organise any audio-visual activity please send a copy to the ESC Exhibition Department for approval.

Please keep in mind that this activity:

- Should be focused on the product/service or findings/characteristics related to the product/service being exhibited
- Should not be the main activity on the stand
- Noise levels should be kept down to not disturb neighbouring stands
- There must be no queuing in the aisles

We recommend that you inform your neighbours of the nature and frequency of the music/sound you intend to produce. In the event of complaints, either from the management or from neighbouring stands the volume must be reduced or turned off completely. The activity will be stopped on site if judged inappropriate.

VI) Exhibitors shall refrain from:

- holding lotteries
- organising games of chance
- using "market stall" techniques
- distributing 'gimmicks' without scientific or product references
- using performance artists

Only quizzes with a scientific content can be held at the stand. Any such activity must be approved by the ESC. Interactive technology based quizzes may be accepted provided their focus remains scientific knowledge and they have no negative impact on the exhibition area or other rules within this publication.

Participation can be rewarded with a prize. However, the prize should be of scientific value and the same for everybody. "Drawing winners" is not allowed. Maximum purchase value of prizes must not exceed €5 and all prizes should be declared to the ESC using the form available for this purpose, see www.ESCexhibition.org/HeartFailure2012. These stand activities should be "low profile" and no blatant publicity should be made.

Certain items such as digital camers, MP3 players, ipads or other hi-tech, high value goods are not considered appropriate – prize approval is at the discretion of the ESC. If the purchase value of a prize is questioned by ESC, each exhibitor is expected to show proof of purchase value – either before or during the congress. Non-compliance will be considered a violation of these Guidelines and treated according to the procedure published in this booklet.

For more advice on prize approval before placing orders for prize material, contact HFexhibition@escardio.org. Each exhibitor should declare all prizes in advance with a description and price, sending either a digital image to HFexhibition@escardio.org or a sample to exhibition Team at: European Heart House, 2035 Route des Colles, Les Templiers, BP 179, 06903 Sophia Antipolis, France.

VII) Notwithstanding the legal responsibilities of each Exhibitor at his own stand, the ESC has accepted the policy that small giveaways of scientific value to the delegate are acceptable at the exhibition with a maximum retail value of €10. The distribution of giveaways should be low profile and should in no way overshadow the main activity of the stand. The activity must not disturb neighbouring stands or cause queues outside the stand area.

Items for distribution should

- Be legal in the congress hosting nation, in terms of the item itself and the product it advertises
- Should not exceed €10 purchase value – proof of value MUST be provided during congress when demanded by ESC Exhibition Management, otherwise this will be considered a violation of these Guidelines
- Be safe for the user & not endanger health or reputation of congress participants or ESC

Distribution or display of materials by an exhibitor or its agents is limited to the company's exhibition space only.

In the case of printed material, the intellectual ownership of content should not be a cause for dispute and images should not cause offence. Additionally, any quoted references should be clear and follow internationally accepted principles; scientific claims should be based on accepted evidence. ESC's decision in such matters will be considered final.

VIII) 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.

IX) "Special effect" lights, laser, sound & video projection on the stand will be allowed with written permission of the ESC.

X) 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 Heart Failure 2012.
 - 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.

XI) The site assigned to the Exhibitor shall be staffed at the beginning of the exhibition (Saturday 19 May, 12:00), 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.

XII) The use of the name of the Heart Failure Association of the European Society of Cardiology (HFA of the ESC), Heart Failure 2012, European Society of Cardiology or the European Heart House (EHH). The use of any ESC corporate branding and visuals (such as logos, images, graphics, graphic chart), without written permission, is strictly forbidden in any advertising, publicity, signage, product, printed matter, film, video, other media, etc. Without prior request and subsequent written approval from the ESC.

The only exception is that Exhibitors may refer to Heart Failure 2012 as "Heart Failure 2012, Congress organised by the Heart Failure Association of the ESC". A dedicated congress graphic has been created for the Heart Failure 2012 and can be freely used by exhibitors in their communications. The graphic must not be

distorted or altered in any way. 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.

XIII) 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.

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

XV) Use of acoustic equipment, as well as audiovisual shows of any kind by the exhibitor require authorization by the Organizer or Sava Centar 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 forbidden throughout the Building. Ashtrays and ash urns are prohibited in the exhibit area.

Alcohol

Exhibiting Companies are not allowed to serve any alcoholic beverages from their stand.

Access

The Congress is only accessible to certified healthcare professionals, associated press, industry representatives and other stakeholders in the science, management and prevention of cardiovascular disease.

2.2 Technical Guidelines for Exhibitors

Important Notice:

All Exhibitors must submit a detailed stand drawing to the ESC before 26 March 2012. 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.

2.2.1 Exhibition Location

The exhibition will be located on the first floor of the Sava Centar - Congress Culture & Business Center.

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

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 6 m² 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.

Exhibitors who 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/HeartFailure2012.

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

Stand Design

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 Serbian (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 **26 March 2012**.

The drawings shall clearly indicate the planned layout, equipment and furnishing of the stand, including the graphics and signage. The location of power outlets, electricity cables, water and compressed air connections as well as telephone and ventilation installations must also be indicated.

Stand drawings can be deemed approved for construction only once written approval has been secured from the ESC.

Approval

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.

All stands must be finished before the start of the congress. An inspection will be done by the ESC in the hour before the end of official build-up. Exhibitors, or their qualified representative, must be at their stand during the inspection and must be able to supply all information and certificates concerning equipment and materials used.

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 and shall not be entitled to any claim for reimbursement.

Shell scheme stands

Shell scheme stands provided by the local stand supplier will be uniform stands with uniform graphics, height and design. Exhibitors who will need to rent a standard exhibit stand module are advised to use the services of the local stand supplier mentioned above in these guidelines.

Order form and Stand services Catalogue are available on our web site: www.esccexhibition.org/HeartFailure2012.

Stand Height

If so desired, Exhibitors with stands larger than 25m² can submit a written request (HFexhibition@escardio.org) to obtain permission to exceed the standard height of 2.5m. All designs over 2.5 metres high will be judged on transparency, size, location and volume.

Stand height allowance is in direct proportion to the m² floor area of each stand and is as follows:

Stand Height Allowance	
25m ² - 39m ²	3m
40m ² - 59m ²	3.5m
60m ² - 89m ²	4m
More than 90m ²	4.5m

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.

Two-storey structures

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

Separation wall

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.

Back 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 thereby affected.

Open side of a stand

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).

Walls erected on open sides of a stand must be 0.30 metre inset from the edge of the stand, must not be longer than 1/3rd length of the stand and should be no higher than 2.5 metres.

This applies for all stand types: island, peninsula, corner and in-line.

Stand Transparency

For island and peninsula booths, the ESC requires that line of sight through the stand be possible from aisle to aisle for at least 40% of the stand width when viewed from each open side.

Stand flooring

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 18 May 2012, 20:00.**

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.

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

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 10 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.

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.

Load capacity

The maximum permissible load on the floors of the Building is approximately **2 tons per square meter**.

Keep aisles clear

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 stopped immediately.

Stand Lighting

No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space. Lighting should be directed to the inner confines of the stand space and project onto other exhibits or aisles. Lighting which is potentially harmful, such as lasers or ultraviolet lighting is not permitted. Lighting that spins, rotates, pulsates and other specialized lighting effect that could interfere with neighbouring exhibitors or detract from the general atmosphere of the congress is strictly forbidden.

Stand roofing

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.

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).

Suspension points

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

Positioning of stand

Access to the doors, windows, fire alarms, hydrants, portable fire extinguishers, fuse boxes, line poles and circulation routes must be kept free from obstruction all times.

Positioning of exhibits

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.

Construction

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.

Stands construction and fittings (Materials and fire requirements)

All hot work is prohibited in the exhibition halls. For more information, please contact:
Mr. Janko Tejic, Email: j.tejic@savacentar.net

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).

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 Sava Centar.

No connections to electricity, water or telecoms supply off the stand area is permitted. Please study floor plans carefully.

Building integrity

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.

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.esceexhibition.org/HeartFailure2012.

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.esceexhibition.org/HeartFailure2012

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.esceexhibition.org/HeartFailure2012.

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 Internet, Telephone and Fax Connections

Internet connections, telephone and fax lines are available; please refer to the order form online at: www.esceexhibition.org/HeartFailure2012.

2.2.8 Water

Water Connections are only available on request by contacting Exhibitor Services through email: j.tejic@savacentar.net.

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.esccexhibition.org/HeartFailure2012.

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

Mr. Janko Tejić

Sava Centar, Congress Department
Milentija Popovica 9
11000 Belgrade, Serbia

Tel: +381 11 220 6705

Fax: +381 11 220 6081

Email: j.tejic@savacentar.net

Web Site: www.savacentar.net

2.2.10 Catering

Catering rights for the rented premises are held exclusively by **Sava Centar**.

All food & drink offered in the exhibit area must be arranged via the official caterer.

For larger scale supplies, please order 2 weeks in advance. For ad hoc orders, this should be confirmed the day before fulfilment is required.

Payment must be made in advance and for ad hoc orders payment must be made on site.

See menu selection & online order form from the Official Caterer Sava Centar at:

www.esccexhibition.org/HeartFailure2012.

Section 3 - Industry Sponsored Sessions

3.1 Satellite Symposia

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 (+ VAT) will be defined as the following:

				Exhibitor	Non- Exhibitor
Saturday	19 May 2012	16:15 - 17:15	60 mins	€ 36 000	€ 41 000
	19 May 2012	16:15 - 17:45	90 mins	€ 41 000	€ 46 000
Sunday	20 May 2012	12.45 - 13.45	60 mins	€ 38 000	€ 43 000
	20 May 2012	12.45 - 14.00	75 mins	€ 41 000	€ 46 000
	20 May 2012	18.15 - 19.15	60 mins	€ 34 000	€ 39 000
	20 May 2012	18.15 - 19.45	90 mins	€ 41 000	€ 46 000
Monday	21 May 2012	12.45 - 13.45	60 mins	€ 38 000	€ 43 000
	21 May 2012	12.45 - 14.00	75 mins	€ 41 000	€ 46 000

3.1.1 Conditions for holding Satellite Symposia

Duration

The Satellite Symposia should fit in the standard time unit of one 60, 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).

Lunch time Satellite Symposia

Companies organising Satellite Symposia during the lunch time will be allowed to enter the Lecture rooms 15 minutes before the scientific session and must leave the lecture rooms in 15 minutes after the end of Satellite Symposium 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 Chairpersons and Speakers are not considered as ESC "Invited Speakers".
- All involved in the operation of the 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 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 must be open to all registered Meeting participants.
- Exhibitors' badges allow access to the Exhibition Hall and to Industry Sponsored Sessions. Access to Heart Failure 2012 Scientific Sessions is not allowed.
- All Exhibitor badges should be collected at the Exhibitor Registration Desks

Lecture Room

Satellite Symposia will be held within the Congress Centre.

Satellite Symposia will be held in lecture rooms ranging in capacity from 190 to 1000 seats.

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 must receive ESC approval prior to being printed, distributed or posted online. Please refer to the **Heart Failure 2012** 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 may only be distributed in the following ways:

Industry Sponsored Sessions invitation flyers display racks:

Company organizing 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 18 May 2012 to 22 May 2012.

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.

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 has to be completed before **15 April 2012**.

IMPORTANT:

It is strictly forbidden to hold Satellite Symposia outside the Heart Failure Congress premises between 15 May 2012 and 25 May 2012

3.1.2 Satellite Symposia Offer

The cost of a Satellite Symposium includes:

- 1 Delegate Bag Insert
- 1 Weblink
- 1 Information Screen (only for Satellite Symposium)
- 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.

Additional billed Services

All additional requirements such as extra audio-visual equipment, extra furniture, extra decoration should be ordered via our official suppliers whose details are available on: www.ESCexhibition.org.

3.2 Hands-On Tutorial

During the Heart Failure 2012 Congress, the ESC will offer companies a means of associating with the educational requirements of delegates in an exclusive and intimate environment through the organisation of Hands-On Tutorials. These tutorials allow companies to offer delegates user-training and an opportunity for hands-on learning from clinical and/or technical experts on chosen areas of expertise.

3.2.1 Conditions for holding Hands-On Tutorials

Duration

- Supporting companies can run tutorial sessions between 8:30am and 6pm on Sunday and Monday. The tutorial programme will be approved by the Heart Failure 2012 Scientific Programme Committee and will provide key take-home skills for the participant.
- Hands-On Tutorials are available for the full duration indicated above and are not available on an individual or daily basis

Access - Badges

- The ESC reminds that the faculty must be contacted by the companies themselves to arrange registration, travel and accommodation details.
- Tutorials faculty is not considered as ESC "Invited Speakers".
- All involved in the operation of the Hands-On Tutorials (hostesses, film crew, technicians...) must also have a valid badge (Exhibitors, active participant or day ticket badges).
- All persons attending tutorials must be registered either as full participants or as exhibitors; persons without such a badge will not be allowed to enter the room.
- The Hands-On Tutorials must be open to all registered Meeting participants.
- Exhibitors' badges allowed access to the Exhibition Hall and to Industry Sponsored Sessions. Access to Heart Failure 2012 Scientific Sessions is not allowed.

Hands-On Tutorial Room

Hands-On Tutorials will be held within the Congress Centre.
Tutorials rooms can cater for up to 30 pax maximum per session.
Any installations or alterations to the rooms can only be made with explicit approval of the ESC.
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.

Promotion

Promotional material referring to the Hands-On Tutorial must receive ESC approval prior to being printed, distributed or posted online. Please refer to the **Heart Failure 2012** 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 Hands-On Tutorials may only be distributed in the following ways:

Industry Sponsored Sessions invitation flyers display racks:

Company organizing Hands-On Tutorials are offered specific display racks located at the congress centre main entrance to promote their events.
The display rack will be available from 18 May 2012 to 22 May 2012.

Lecture Room Roll-up & invitations:

One Roll-up 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 allocated tutorial room.

- Distribution of material (flyers...) at the entrance of the assigned room, nowhere else in the building other than on the booth.
- Handing out material from the exhibition booth.

Registration can be managed onsite or via the supporting company's web site prior the event.

3.2.2 Hands-On Tutorial Offer

A basic price will be applied of €12,000 for exhibitors and € 17,000 for non-exhibiting companies for 2 days

The following items are included in the price of a Hands-On Tutorial:

- Room rental for 2 days
- 1 Delegate Bag Insert
- 1 Weblink
- Electricity, 1 beamer, 1screen, air-conditioning, tables, chairs & daily cleaning

Note: The full list of equipment will be communicated upon room assignment. Cost of additional equipment, furniture, food and beverage will be at the expense of the sponsor.

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.
- A hostess available in the lecture room during the session to assist speakers & chairpersons

The Speaker Service Centre will be open*:

- On **Saturday 19th May 2012** : from 12:00 to 18:30
- On **Sunday 20th May 2012** : from 07:30 to 18:30
- On **Monday 21st May 2012** : from 07:30 to 18:30
- On **Tuesday 22nd May 2012** : 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 Industry Sponsored Sessions Speakers & Chairmen rules

Speakers and Chairpersons of regular scientific sessions also involved in Sponsored Session

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

- Hotel Accommodation
- Travel
- Related claim expenses

The HFA Secretariat will cover:

- Registration fee
- Faculty Dinner invitation

Exception is made for the HFA Presidents and scientific chairpersons (Prof. P. Ponikowski, Prof. S; Anker; Prof P. Seferovic) whose expenses will be covered by the Congress Organisation.

Speakers and Chairpersons only involved in Industry Sponsored Sessions:

The Company organising an Industry Sponsored Session must cover all expenses of Speakers/Chairpersons of their Sponsored Session. This includes:

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

3.5 Applying to hold Industry Sponsored Session

The Application Form for Industry Sponsored Session must be sent to the **Heart Failure 2012** Secretariat before **05 November 2011**.

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 Industry Sponsored Sessions

The ESC will send you a session form to be completed with the Satellite Symposia programme(s). The complete scientific programme of the Satellite Symposia typed on the special forms provided by the ESC upon request, must reach the ESC offices, Sophia Antipolis, France, before **1 February 2012**. The Scientific Committee will validate the scientific programme on **13 February 2012**.

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

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.
- Abstract poster sessions are not allowed during the 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 even if active in the Scientific Programme (see page 23)

- 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 Speakers and Chairmen rules" on page 23.



EBAC

The Heart Failure Congress 2012 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 to Scientific programme

Once your scientific programme has received approval from the **Heart Failure 2012** Committee, all changes post approval must be sent in writing to the ESC at satellite@escardio.org (Mr. Nouredine M'ghari) 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 before **15 March 2012** in order to be printed in the Final Programme.

Late modifications in the Satellite Symposia Programme received on or after **15 March 2012** cannot be printed in the Final Programme. The ESC cannot guarantee to be able to communicate any alterations received after **15 March 2012**.

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.

3.10 Cancellation Policy

Cancellations of Industry Sponsored Sessions should be sent in writing to the ESC.

If cancellation is received before **15 February 2012**, 50% of the total amount due will be charged.

If cancellation is received on or after **15 February 2012**, 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 2012** 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 15 May 2012 and 25 May 2012.

The Heart Failure 2012 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. Contact satellite@escardio.org for availability & further details.

Section 4 – Sponsorship, Advertising & Promotional Opportunities

4.1 Participation & Sponsorship Opportunities

Heart Failure 2012 was carefully planned to provide state-of-the-art information about all aspects of heart failure – from basic science through diagnostic strategies (including imaging & biomarkers), pharmacological and device therapy, disease monitoring (both biochemical and technological) and organisation of care (with a special focus on the role of nurses, pharmacists and remote monitoring).

By associating with Heart Failure 2012, 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 2012 and we would 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.

Remaining Sponsorship & Promotional opportunities:

ITEM	DESIGNATION	PRICE
Final Programme Advertisement	Inside Front Cover	€ 9 000
	Inside Back Cover	€ 8 000
Information Screens		€ 5 000
Delegate Bag Insert		€ 5 500
Weblink		€ 2 000
Congress Bags		€ 20 000
Wifi	Exclusive sponsorship	€ 25 000
NEW! Heart Failure Congress News	Exclusive sponsorship	€15 000
Unrestricted Educational Grant	Per session	€ 10 000

All prices indicated are exclusive of VAT

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 the ESC's policy that all invoices be paid by the date indicated on the invoice or before the opening of the congress, whichever comes first.

4.3 Sponsorship 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

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 <http://www.escexhibition.org/HeartFailure2012/Sponsorship/default.aspx> 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 2012 as well as those of the previous two years.

- Exclusive sponsorship
- Distribution from sponsor stand (sponsor to plan and manage storage of 3,000 CD-ROMS)
- Redemption voucher (produced by the sponsor) included in each Delegate Bag
- Acknowledgements: Logo on CD-ROM and sleeve, Final Programme & Heart Failure Web Site
- High resolution logo to be provided for inclusion on the CD-ROM sleeve by 24 January 2012.

Wifi - Exclusive Sponsorship

This highly popular area allows delegates to connect to the internet, access their working files and print necessary documents onsite.

- Exclusive sponsorship
- Webpace comprises seating, work stations & printer
- Acknowledgements: Logo on screensaver on each of the computer screens, Final Programme & Heart Failure Web Site
- Any additional signage, furniture or other requested for the Webpace 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 2012

Official 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 2012

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: 1 March 2012

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.**

- **Screen size 42"**
- **Format 16/9**
- **Resolution 1920 x 1080 (full HD)**

- No video
- **Only pictures in JPG or PNG. If there are multiple images, please indicate the timing.**
- Duration of advert: 30 seconds
- No product advertising will be allowed
 - **Deadline to submit artwork for approval: 27 April 2012**

Delegate Bag Inserts (DBI)

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 Heart Failure Congress 2012. 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 2012

- **Quantities to print: 3 000**
- DBIs to be received in Belgrade, Serbia **before 16 May 2012.**

Shipping address/label instructions for DBIs:

SAVA CENTAR BEOGRAD
c/o FAIREXX GmbH
Vladimira Popovica
11070 Belgrade
SERBIA

Contact: Stefan Grunwaldt / +49-173-2129410

Notify : HEART FAILURE 2012
Exhibitors Name / DBI

Pre-advice: at least 4 working days before departure
Copy of invoice / packing list

Fax: +49-30-4403 4779 or
Email: stefan.grunwaldt@fairexx.com

VERY IMPORTANT:

- It is **your (your agency/printer/shipper's) responsibility** to ensure **SHIPMENTS ARE CUSTOMS CLEARED BEFORE DEPARTURE**; fees will apply in Serbia.
- **Do not declare a value of 0€**, even for paper, as this will not be accepted by Serbian Customs and **will be rejected.**

Weblink

Invite delegates to your congress activities by designing a promotional page linked to the Heart Failure 2012 website. This invitation will communicate your congress message to delegates in two locations online (Page linked to the official Heart Failure 2012 website 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 weblink 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 weblink 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 weblink promoting 2 sessions/activities will be considered as 2 weblinks, and invoiced accordingly

NB: Hyperlinks to sponsor websites will be not be allowed

Weblink format: PDF, html or flash invitation:

PDF PAGE	HTML OR FLASH PAGE
Size: the lighter the better, screen quality, 600Kb max Security: ideally locked Open size: ideally 100% Number of pages: 3 pages max Images: may be included	Provide organiser with the invitation URL, not the company web site URL. Must be optimized for web 1280 x 1024 pixel Size: the lighter the better

➤ **Deadline to submit artwork for approval: 21 March 2012**

NEW! Heart Failure Congress News

In Belgrade, we will introduce the **Heart Failure Congress News** with an exclusive sponsorship opportunity for one Industry Partner. A scientific editorial staff will write the articles concerning last minute trial updates and news pertinent to Heart Failure Congress 2012. Promote your onsite presence via an exclusive sponsorship opportunity **back cover advert** (1/2) page in this new onsite publication that is directly linked to the HF Congress. Four (4) editions will be printed and will be distributed onsite via hostesses to the delegates as they arrive at the congress venue.

Cost to sponsor is € 15,000 excl. VAT; 1 advert possible per issue, back cover advert. Size is A4 Vertical. Specs with images are available on our website:

http://www.escehibition.org/HeartFailure2012/Sponsorship/Annexes/Specs_A4_CongressNews_HF2012.pdf

Deadline to submit artwork for approval: **20 April 2012**

Section 5 – Conditions of Participation

5.1 General Conditions

The following conditions of participation concern Heart Failure 2012 sponsors insofar as the contractual partners do not reach contrary agreements in writing.

5.2 Admission to Heart Failure 2012

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 m² and 6m² for Publishers/Booksellers. For companies organising a Satellite Symposium a stand of 9 m² 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 2012. 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 2012 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 2012 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 10 February 2012**, the amount paid will be refunded minus 50% of the total amount due. If a reservation is cancelled by the Exhibitor **on or after 10 February 2012** no refund will be made, and the total amount for the stand space is due.

For Industry Sponsored Sessions:

Cancellations of Satellite Symposia should be sent by in writing to the ESC.

If cancellation is received before **15 February 2012**, 50% of the total amount due will be charged.

If cancellation is received on or after **15 February 2012** 100% of the total amount due will be charged.

For Sponsorship:

Cancellations will incur fees of 100% if cancelled after receipt of a 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 2012, 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 2012 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 and 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.