Your Contacts

Addresses/ Contact Details

- For **General Information** please contact:

  **Heart Failure Secretariat:**
  Tel: +33 (0)4 92 94 35 10 - 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 10 - 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 76 43 - Fax: +33(0)4 92 94 76 16
  E-mail: HFhotels@escardio.org

- For information on **Industry Activities**:

  For information on the **Exhibition** and **Industry Sponsored Sessions** please contact:
  Mr. Noureddine M’ghari,
  Tel: +33 (0)4 8987 2003 - Fax: +33 (0)4 9294 7626
  E-mail: heartfailureservices@escardio.org

  For information on **Sponsorship and Promotion Opportunities** please contact:
  Mr. Fabrice Calabrese,
  Tel: +33 (0)4 9294 1825- Fax: +33 (0)4 92 94 7626
  Email: Sponsorship@escardio.org

Important Dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Task</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 March 2013</td>
<td>Send product and/or company description</td>
</tr>
<tr>
<td>10 March 2013</td>
<td>Deadline to receive artwork for Weblink, and insert in Industry Programme</td>
</tr>
<tr>
<td>1 April 2013</td>
<td>Submit a detailed stand drawing to the Organiser</td>
</tr>
<tr>
<td>8 April 2013</td>
<td>Deadline for lead management orders to the ESC</td>
</tr>
<tr>
<td>15 April 2013</td>
<td>Declare stand activity and give away items</td>
</tr>
<tr>
<td>16 April 2013</td>
<td>Order free exhibitor badges using the online form</td>
</tr>
<tr>
<td>25 April 2013</td>
<td>Deadline for stand services orders to the local stand supplier AIP</td>
</tr>
</tbody>
</table>
It is our great pleasure to invite you to the Heart Failure Congress 2013, which will be held in Lisbon, Portugal from 25 to 28 May 2013.

Organised by the Heart Failure Association of the European Society of Cardiology (HFA of the ESC), the Heart Failure Congress is a unique forum where cardiologists, interventional heart failure specialists, cardiac surgeons, internists, practicing general physicians, basic scientists, epidemiologists, cardiac nurses, industry affiliates and others have the opportunity to meet and exchange ideas and information. The HFA congress is an international event open to anyone interested in any aspect of heart failure from epidemiology, through basic and translational science to prevention (reviewing the treatment of hypertension and post-infarction care), diagnosis (including novel imaging modalities and biomarkers), monitoring (together with remote monitoring), prognostication (risk stratification as well as use of biomarkers), medical and nursing management (including drugs, devices, tele-care and surgery).

All of the clinical aspects are reinforced in the HFA Focus case based sessions. The programme will also include updates on the latest clinical trials, reviews of the best published papers and a summary of the most important heart failure presentations at the major international cardiology conferences, as well as joint sessions held with other international societies. There will also be presentations of new clinically relevant areas, such as diastolic heart failure. A specific track will discuss the role of the heart failure specialist of tomorrow looking into interventional cardiology, electrophysiology, and cardiac surgery. Additionally, several European Associations and Heart Failure National Societies will offer their contribution to highlight different perspectives of clinical management.

We invite you to use this unique opportunity to present your original research and exchange your experiences in all related heart failure topics by submitting an abstract (Abstract submission from 15 November 2012 to 14 January 2013). The top ranking abstracts will be presented orally and a large area will be dedicated to poster presentations, the perfect platform to meet peers and colleagues. As in previous years, travel grants will be available to a number of top ranking abstract presenters.

Lively, international Lisbon, is the ideal venue for a Congress with our profile and scope. The city’s wealth of historical, cultural and social attractions will undoubtedly be the perfect addition to complete your congress experience! Hotel and restaurant prices are very reasonable, and the weather at the end of May should be perfect.

We hope to see you at Heart Failure 2013 in Lisbon. Please make your plans early, as this promises to be a congress to remember!
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Section 1 – General Information

These guidelines have been written by the European Society of Cardiology (ESC). A successful application made by a company wishing to participate in Heart Failure 2013 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

Lisboa Congress Centre
Praça das Indústrias
1300-307 Lisboa - Portugal
Tel: +(351) 213601400 | Fax: +(351) 213601499
Email: lisboacc@aip.pt | Web site: lisboacc.pt

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

- **Building:** Lisboa Congress Centre
- **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 2013:** 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 Language

The official language of the congress is English. All lectures and presentations will be held in English, No translation will be provided.
1.4 Building Overview

1.5 Congress schedule
## Section 2 – Exhibition

### 2.1 Exhibition General Information

#### 2.1.1 Exhibition Services

For general information on exhibition, please contact:

**Mr. Noureddine M’ghari,**  
Tel: +33 (0)4 8987 2003 - Fax: +33 (0)4 9294 7626  
E-mail: heartfailureservices@escardio.org  
Web Site: [www.escexhibition.org/HeartFailure2013](http://www.escexhibition.org/HeartFailure2013)

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

**Joana Silva**  
Praça das Indústrias  
1300-306 Lisboa  
E-mail: joana.silva@aip.pt  
Tel: +351.21.360.14.11  
Mobil: +351.21.92.798.48.42

For all services (water, electricity, AV, telephone, computer etc.), please refer to the Product and Services order forms, available online on [http://www.escexhibition.org/HeartFailure2013/default.aspx](http://www.escexhibition.org/HeartFailure2013/default.aspx)

#### 2.1.2 Exhibition Dates

**Exhibition Build-up:**  
Thursday 23 May 08:00 – 20:00 Exhibition build-up  
Friday 24 May 08:00 – 20:00 Exhibition build-up  
Saturday 25 May 08:00 – 11:00 Stand decoration only, 11:00 hall inspection by the ESC

**Exhibition Opening Hours:**  
Saturday 25 May 12:00 – 20:30 Exhibition OPEN – All exhibits must be staffed  
18:00 – 19:15 Opening Ceremony  
19:15 – 21:00 Reception in the Exhibition Area  
Sunday 26 May 09:00 – 18:00 Exhibition OPEN  
Monday 27 May 09:00 – 18:00 Exhibition OPEN

**Exhibition Dismantling:**  
Tuesday 28 May 13:00 – 24:00 Exhibition dismantling

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**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 28 May but sessions will still run from 08:30 to 12:30.

On Friday 24 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 28 May.

Please note that you will be able to remove your valuables on Monday 27 May from 18:00 - 20:00.
2.1.3 Exhibition Time Schedule

- Build-up will take place on Thursday 23 and Friday 24 May from 08:00 to 20:00.
- Stand construction must be finished by Friday 24 May at 20:00.
- On Saturday 25 May the exhibition is open from 14:15. 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 24 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 25 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 23 May until Tuesday 28 May.

2.1.4 Working Passes and Exhibitor Badges

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

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

All Exhibitor badges must be ordered by email using the form available online, saving the badge name file in CVS or XLS format. This email should be returned to HFregistration@escardio.org before 16 April 2013.

Exhibitor Badges Allocation: The number of badges depends on the size of the stand:

<table>
<thead>
<tr>
<th>Stand size between:</th>
<th>Number of Free Badges:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>9 and 49 m²</td>
<td>General: 5</td>
<td>Scientific: 5</td>
</tr>
<tr>
<td>50 and 99 m²</td>
<td>General: 9</td>
<td>Scientific: 9</td>
</tr>
<tr>
<td>100+ m²</td>
<td>General: 13</td>
<td>Scientific: 13</td>
</tr>
</tbody>
</table>

Exhibitor badges are reserved for staff working directly in the organisation and management of exhibits, scientific sponsored sessions and sponsored activities.

General Exhibitor Badges do not give access to Heart Failure 2013 Scientific Sessions. Scientific Exhibitor Badges enable the bearer to access the Scientific Sessions of Heart Failure; however do not allowed to get a congress bag, a certificate of attendance and do not include a journal subscription to Heart Failure Journal for 2014.

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: http://www.escexhibition.org/HeartFailure2013/.

Additional Exhibitor Badges:
If the number of free Exhibitor badges is insufficient, extra badges may be purchased at a price of **€40.00 per badge, plus VAT if applicable.**
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.escexhibition.org/HeartFailure2013 and send details through before 8 March 2013. The ESC cannot guarantee inclusion of the product description in the Final Programme if received after 8 March 2013.

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.escexhibition.org/HeartFailure2013.

The ESC may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of Heart Failure 2013, 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 2013:

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.escexhibition.org/HeartFailure2013.

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 Lisbon.

Airfreight Shipments
Portuguese customs procedures require a deadline for arrival of 14 days (!!) prior to delivery date !! therefore it is strongly recommend to make use of our transit option via our munich facility with eu-clearance in germany and transit to lisbon. Arrival deadline at below address: 10-May- 2013
Consignee Address: Fairexx logistics for exhibitions gmbh
c/o multilogistics gmbh
Modul D / 3rd floor
Suedallee - cargoterminal
85356 munich-airport / germany

Notify: HEART FAILURE 2013 / Lisboa congress centre
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-GODDS 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 10 May 2013 to:

Warehouse address: Fairexx logistics for exhibitions gmbh
Kesselbodenstrasse 34
DE- 85391 Allershausen / germany

Notify: HEART FAILURE 2013
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 LISBOA CONGRESS CENTRE-Lisbon in accordance with the official Build-Up and Break-Down Dates and Times and slot numbers.

Venue Address: Fairexx logistics Gmbh
c/o CCL - centro de congressos de lisboa
Rua da Junqueira
Pt-1300-307 lisbon
Portugal

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

Notify: HEART FAILURE 2013
Exhibitor Name, Hall & Stand Number
Pre-advice: 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 Lisboa Congress Centre, 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.escexhibition.org/HeartFailure2013.

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.escexhibition.org/HeartFailure2013.

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.escexhibition.org/HeartFailure2013.

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.escexhibition.org/HeartFailure2013.

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 25 May 08:00 to Tuesday 28 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 24 May 2013.

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 (heartfailureservices@escardio.org) of your planned Stand Activity and Giveaways by sending the Stand Activity form available on www.escexhibition.org/HeartFailure2013 before 15 April 2013. 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 2013, during Heart Failure 2013 itself or during the two days immediately after Heart Failure 2013 (i.e. 21/05 – 30/05). 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 2013 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/HeartFailure2013. These stand activities should be “low profile” and no blatant publicity should be made.

Certain items such as digital cameras, 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 heartfailureservices@escardio.org. Each exhibitor should declare all prizes in advance with a description and price, sending either a digital image to heartfailureservices@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 2013.
- 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 sale-labels 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 25 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 2013, 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 2013 as “Heart Failure 2013, Congress
organised by the Heart Failure Association of the ESC™. A dedicated congress graphic has been created for
the Heart Failure 2013 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 AIP Feiras 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 1 April March 2013.
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 heartfailureservices@escardio.org

2.2.1 Exhibition Location

The exhibition will be located on the ground floor of Lisbon Convention Centre - 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.escexhibition.org/HeartFailure2013.

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 1st April 2013.

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.escexhibition.org/HeartFailure2013.

Stand Height
If so desired, Exhibitors with stands larger than 25m² can submit a written request (heartfailureservices@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:

<table>
<thead>
<tr>
<th>Stand Height Allowance</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>25m² - 39m²</td>
<td>3m</td>
</tr>
<tr>
<td>40m² - 59m²</td>
<td>3.5m</td>
</tr>
<tr>
<td>60m² - 89m²</td>
<td>4m</td>
</tr>
<tr>
<td>More than 90m²</td>
<td>4.5m</td>
</tr>
</tbody>
</table>

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 (heartfailureservices@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 24 May 2013, 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.

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
All stands are separated from other neighbouring exhibits by aisle(s). Demonstration areas may not be set on the aisle line of the exhibit; space must be left within the stand 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**

For Heart Failure 2013, exhibitors with a stand size larger than 59m² will be able to benefit from the possibility of having a portion of their stand design suspended. The suspended height allowance will be in direct proportion to the m² floor area of each stand and the slings around the truss will be adjusted accordingly. The following hanging points are permitted:

<table>
<thead>
<tr>
<th>Stand size</th>
<th>Maximum height allowance</th>
</tr>
</thead>
<tbody>
<tr>
<td>From 60m² to 89m²</td>
<td>5m</td>
</tr>
<tr>
<td>From 90m² to 129m²</td>
<td>5.5m</td>
</tr>
<tr>
<td>Over than 129m²</td>
<td>6m</td>
</tr>
</tbody>
</table>

To the extent that it is structurally feasible, the building may provide the exhibitor with a fixing point at the position which is available, based on the ceiling beams, above the stand floor area and within the stand perimeter. The fixation points on the client’s structure must be assured by the stand’s construction design team.

The following details should be sent to the building for approval:

- Implementation plans of the stand, which must include any necessary suspension points and their respective measurements to the edges of the stand
- Plan of the location of the stand inside the Pavilion
- Weight of the structure you’ll want to suspended, including distance from the floor
- 3D plan of the stand/structures for an overall view

In the exhibition hall there’re only direct suspension points every 7m - these are located on the ceiling girders. All other suspension points will need pre-rig trussing. According to the complexity of the work involved in the suspension of the structures, a suitable timeframe must be considered before dismantling start.

**Permitted overhead suspended items, from a truss, include:**

- Company or brand identity signs/banners (Consider including stand space number)
- Theatrical/audiovisual lighting
- Photographic imagery, with or without text or logos
- Inflatable balloons with a diameter less than 2m

**Condition for hanged items**

- Hanging items or trusses may not touch the free standing elements below or be placed in a way to unfairly impede visibility of neighbouring stands
- A minimum of 50cm must be kept free from the highest point of free standing elements and the lowest point of hanging items
- The width of the banner(s) and fabric/cloth is restricted to 2m. Extra care needs to also be taken with regard to the length of the horizontal banners so as to not impede the visibility of neighbouring stands
- Nothing should protrude above the trusses and all rigging and electrics should be hidden as much as possible
- No movable/rotating/swinging elements are allowed to be hung/suspended from the truss or hall ceiling
- Trusses may never be hung outside the perimeter of the stand
Suspension above the aisles

- Under no circumstances should stand constructions or trusses be suspended over the aisles.
- If two or more stands belong to a single exhibitor only the aisle space between the stands can be purchased and the exhibitor is welcome to then provide his/her carpet to join the stands.

All overhead signs and features, including inflatable element(s), must be sent to the ESC Exhibition Team (heartfailureservices@escardio.org) by 1 April 2013. Unapproved items cannot be hung. All costs and risks associated with overhead hanging features are the sole responsibility of the exhibitor, including the risk that sightlines to the exhibitor’s own signs may be blocked by other exhibitors’ signs and displays.

The ESC does not accept any share of liability for any damages, losses, expenses or other impacts arising from the exhibitor’s (or their neighbour’s) decision to use overhead signs and rigging.

Positioning of stands
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: Mrs. Joana P. Silva, Email: joana.silva@aip.pt

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 AIP Feiras Centre.

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.escexhibition.org/HeartFailure2013](http://www.escexhibition.org/HeartFailure2013).

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

Minimum stand cleaning is mandatory after exhibits move-in. To do so exhibiting companies should arrange stand cleaning through the Building, please refer to the order form online at [www.escexhibition.org/HeartFailure2013](http://www.escexhibition.org/HeartFailure2013).

### 2.2.6 Electricity

All electrical connections and distribution boards must be ordered through the Building; the same goes for the supply of distribution boards. Please order your electricity and connections (with locations) using the relevant order form on: [www.escexhibition.org/HeartFailure2013](http://www.escexhibition.org/HeartFailure2013).

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.escexhibition.org/HeartFailure2013](http://www.escexhibition.org/HeartFailure2013).

### 2.2.8 Water

Water Connections are only available on request by contacting Exhibitor Services through email: joana.silva@aip.pt

### 2.2.9 Miscellaneous Services

For all stand services like:
- Electricity
- Water
- Lighting
- Audio / Visual equipment
- Plants & Flowers
• Stand structures, wall elements and ‘turn-key’ packages
• Carpeting & flooring
• Graphics / Visual support
• Furniture

Please see online order forms available on: www.escexhibition.org/HeartFailure2013.

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

Joana Silva
Praça das Indústrias
1300-306 Lisboa

E-mail: joana.silva@aip.pt
Tel: +351.21.360.14.11
Mobil: +351.21.92.798.48.42

2.2.10 Catering

Catering rights for the rented premises are held exclusively by the official supplier, SilvaCarvalho.

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 SilvaCarvalho at: www.escexhibition.org/HeartFailure2013.
Section 3 - Industry Sponsored Sessions

3.1. Satellite Symposia

Participating companies may organize 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.

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).

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

Lunch time Satellite Symposia
Companies organising Satellite Symposia during the lunch time will be allowed to enter the Lecture rooms at 12:30 after the scientific session and must leave the lecture rooms at 13:50 (for 60-minute sessions) or at 14:05 (for 75-minute sessions) 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, Scientific 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.
- General Exhibitors’ badges allow access to the Exhibition Hall and to Industry Sponsored Sessions of the organizing company. Access to Heart Failure Scientific Sessions is not allowed.
- Scientific Exhibitors’ badges allow access to the Exhibition Hall and to Heart Failure Scientific Sessions.
- All Exhibitor and Scientific Exhibitors’ 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 150 to 800 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.
- 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 organising Satellite Symposia are offered a communal display rack located in the Registration Area to promote their Industry Sponsored Session. Companies may distribute the flyer promoting their Sponsored Session in the assigned A4 plexi-holder allocated per session’s day, time-slots and lecture rooms alphabetical order.
Companies are responsible for storing the invitations and keeping the rack supplied from Saturday 25 May to Tuesday 28 May.
- **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. – The ESC will not be able to provide easels as posters support.

- 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 and Industry Welcome Desk.
- Handing out material from the exhibition booth.
- Small give-aways are acceptable (maximum retail value € 10). The distribution within or in front of the 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 Symposia has to be completed before **10 May 2013**.

**IMPORTANT:**
It is strictly forbidden to hold Satellite Symposia outside the Heart Failure 2013 Congress premises between **22 May 2013** and **30 May 2013**

### 3.1.2 Time Slots and costs of Satellite Symposia

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Duration</th>
<th>Exhibitor</th>
<th>Non-Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Saturday 25 May 2013</strong></td>
<td>16:15 - 17:15</td>
<td>60 mins</td>
<td>€36 000</td>
<td>€41 000</td>
</tr>
<tr>
<td><strong>25 May 2013</strong></td>
<td>16:15 - 17:45</td>
<td>90 mins</td>
<td>€41 000</td>
<td>€46 000</td>
</tr>
<tr>
<td><strong>Sunday 26 May 2013</strong></td>
<td>12:45 - 13:45</td>
<td>60 mins</td>
<td>€38 000</td>
<td>€43 000</td>
</tr>
<tr>
<td><strong>26 May 2013</strong></td>
<td>12:45 - 14:00</td>
<td>75 mins</td>
<td>€41 000</td>
<td>€46 000</td>
</tr>
<tr>
<td><strong>26 May 2013</strong></td>
<td>18:15 – 19:15</td>
<td>60 mins</td>
<td>€34 000</td>
<td>€39 000</td>
</tr>
<tr>
<td><strong>26 May 2013</strong></td>
<td>18:15 – 19:45</td>
<td>90 mins</td>
<td>€41 000</td>
<td>€46 000</td>
</tr>
<tr>
<td><strong>Monday 27 May 2013</strong></td>
<td>12:45 – 13:45</td>
<td>60 mins</td>
<td>€38 000</td>
<td>€43 000</td>
</tr>
<tr>
<td><strong>27 May 2013</strong></td>
<td>12:45 – 14:00</td>
<td>75 mins</td>
<td>€41 000</td>
<td>€46 000</td>
</tr>
</tbody>
</table>

**The cost of a Satellite Symposium includes:**
- Lecture Room Rental
- Basic lecture room set-up
- customisation needs to be ordered through our suppliers at extra cost
- Promotional package
  - 1 Invite in Industry Programme, 1 Weblink.
  - Dedicated listing in the Scientific Programme Online, Advance & Final Programme, Mobile Application
  - 5 General Exhibitor Badges for Non-Exhibitor Categories*
  - 5 Scientific Exhibitor Badges for Non-Exhibitor Categories**
*General Exhibitor Badges for Non-Exhibitors will give the holder access to the Industry Sponsored Sessions of the organising company during the congress opening hours. These badges do not give the holder any exhibitor rights.
**Scientific Exhibitor Badges for Non-Exhibitors will give the holder access to the scientific sessions of the ESC Congress. These badges do not give the holder access to an official congress bag and/or accreditation.

**Lecture room basic equipment**
- Chairs arranged theatre-style
- 1 lectern + 2 microphones + computer networked with the Speakers’ Service Centre
- 1 table for 2 chairpersons + 2 microphones + 1 VGA monitor
- Aisle microphones in the room for the delegates
- 1 Video-projector
- 1 screen

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- Technician(s)
- 1 Hostess

The room hostess will be in charge of welcoming and briefing the Chairpersons and the Speakers on technical facilities, and will ensure that the session is running on time. The room technician will be in charge of light/audio and beamer facilities.

**Plus cost for any extras**

E.g. extra audio-visual equipment, extra furniture, extra decoration, etc... To order any extra equipment we suggest you to contact the official suppliers whose details are available on: www.ESCexhibition.org.

### 3.1.3 Speaker Service Centre

The Speaker Service Centre offers the following services:
- Access to the Speaker Service Centre.
- Audio-visual assistance to all speakers from the session.
- A hostess available in the lecture room during the session to assist speakers & chairpersons

The Speaker Service Centre will be open*:

- **On Saturday 25th May 2013**: from 12:00 to 18:30
- **On Sunday 26th May 2013**: from 07:30 to 18:30
- **On Monday 27th May 2013**: from 07:30 to 18:30
- **On Tuesday 28th May 2013**: from 07:30 to 13:00

* Subject to changes

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**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**

### 3.1.4 Satellite Symposia Speakers & Chairpersons Rules

**Speakers and Chairpersons of regular scientific sessions also involved in Satellite Symposia:**
The Company organising the Satellite Symposia must cover the expenses for:
- Hotel Accommodation
- Travel
- Related claim expenses

The HFA Secretariat will cover:
- Registration fee
- Faculty Dinner invitation, spouses included

**Exception** is made for the HFA Presidents and scientific chairpersons (Prof. S. Anker, Prof. B. Pieske, Prof. D.A. Brito) whose expenses will be covered by the Congress Organisation.

**Speakers and Chairpersons only involved in Satellite Symposia:**
The Company organising the Satellite Symposium must cover all expenses of Speakers/Chairpersons of their Satellite Symposium. This includes:
- Hotel Accommodation
- Travel
- Participation to Social Events
- Registration fee
3.1.5 Applying to hold Satellite Symposia

The Application Form for Satellite Symposia must be sent before 30 November 2012.
Email: Industry_Services@escardio.org
Applications will be treated on a first-come first-served basis.

3.1.6 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.

3.1.7 Scientific Programmes of Satellite Symposia

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, must reach the ESC offices, Sophia Antipolis, France, before 1st February 2013.
The Scientific Committee will validate the scientific programme at a later date.

**Scientific Programme should be sent to:**
EUROPEAN SOCIETY OF CARDIOLOGY
Mr. Noureddine M’ghari
2035, Route des Colles
Les Templiers
B.P. 179
F-06903 SOPHIA ANTIPOLIS CEDEX
France
Tel: +33 4 89 872 003 - Fax: +33 492 947 626 – Email: HeartFailureServices@escardio.org

A "complete programme" must include the following:
- Title of the session
- Names of the Chairperson(s):
  1 mandatory for 60-minute Satellite Symposia
  2 mandatory for 75 and 90-minute Satellite Symposia
  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.**
- Faculty 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.
Heart Failure 2013 will be reviewed for accreditation by the European Board for Accreditation in Cardiology (EBAC) for external CME credits. The accreditation results will be announced on the Heart Failure Web site and in the final programme.

Each participant should claim those hours of credit spent on an 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 certificates will be available at the Registration Desk as from 27 May 2013 in the afternoon.

3.1.8 Changes in scientific Programme content

Once your scientific programme has received approval from the Heart Failure Committee, all changes post approval must be sent in writing to Mr. Noureddine M’ghari of the ESC: HeartFailureServices@escardio.org in order to ask for re-approval of your session. We ask that you respect the deontology of this programme and adhere to the approved content of your scientific programme.

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

The ESC kindly asks the Company to inform of any modifications to the Scientific Programme of Satellite Symposia before 15 March 2013 in order to be printed in the Final Programme.

Late modifications in the Satellite Symposia Programme received on or after 16 March 2013 cannot be printed in the Final Programme. The ESC cannot guarantee to be able to communicate any alterations received after 16 March 2013.

3.1.9 Room Assignment

The ESC will seek to allocate the most appropriate lecture room available in line with the requested capacity.

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.
3.2 Hands-On Tutorials

During the Heart Failure 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 8:30 and 18:00 from Sunday 26 May to Monday 27 May 2013. The tutorial programme will be approved by the Heart Failure 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.

Exhibition Stand
In order to organise Hands-On Tutorials, an exhibition stand of minimum 9 m² is required. Cancelling your exhibition space at a later stage will also mean cancelling your Hands-on Tutorials.

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, Scientific 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.
- General Exhibitors’ badges allow access to the Exhibition Hall and to Industry Sponsored Sessions of the organizing company. Access to Heart Failure Scientific Sessions is not allowed.
- Scientific Exhibitors’ badges allow access to the Exhibition Hall and to Heart Failure Scientific Sessions.
- All Exhibitor and Scientific Exhibitors’ badges should be collected at the Exhibitor Registration Desks

Hands-On Tutorials Room
The same Hands-On Tutorials room is allocated per company for the duration of the congress.
Hands-On Tutorials rooms will be located within the congress centre.
Companies will be provided with a room for up to 30 PAX to include basic electricity connection, and cleaning.

Hands-On Tutorials Room set-up
- Unless otherwise agreed, Hands-On Tutorials rooms are set-up by supporting companies on 25 May 2013 (08:30 – 18:00 for workstations and equipment delivery).
- Hands-On Tutorials rooms can be dismantled on 28 May 2013 from 13:00 to 19:00.
- Any installations or alterations to the rooms can only be made with explicit approval of the ESC.
- Additional room furnishing, catering and audiovisual equipment must be covered by the supporting company.
- The workstation or equipment used in each room will be provided exclusively from the supporting company and, if needed, a technician from the company may be present at each session.

Promotion
Promotional material referring to the Hands-On Tutorial must receive ESC approval prior to being printed, distributed or posted online.
- 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 organising Hands-On Tutorials are offered a communal display rack located in the Registration Area to promote their Industry Sponsored Session. Companies may distribute the flyer promoting their Sponsored
Session in the assigned A4 plexi-holder allocated per session’s day, time-slots and lecture rooms alphabetical order. Companies are responsible for storing the invitations and keeping the rack supplied from 25 – 28 May 2013.

- **Hands-On Tutorials Room Roll-up & invitations:**
  One 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 Hands-On Tutorials rooms
  N.B. – The ESC will not be able to provide easels as posters support.

- Distribution of material (flyers...) at the entrance of the assigned room, nowhere else in the building other than on the booth and Industry Welcome Desk.
- 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 Hands-On Tutorials.

### 3.2.2 Applying to hold Hands-On Tutorials

The Application Form for Hands-on Tutorials must be sent before **30 November 2012**

Email: Industry_Services@escardio.org

Applications will be treated on a first-come first-served basis.

### 3.2.3 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.

### 3.2.4 Costs of Hands-On Tutorials

A basic price will be applied of €15,000 for exhibitors and €20,000 for non-exhibiting companies for 2 days

### 3.2.5 What is included in the cost?

- Rooms will include electricity, air-conditioning, basic set-up and daily cleaning
- Hands-On Tutorials organisers must bring their own consoles, projectors and other necessary equipment
- Organisers must plan appropriate staffing and/or security to avoid any problems
- Promotional package : 1 Invite in Industry Programme, 1 Weblink.
- Dedicated listing in the Scientific Programme Online, Advance & Final Programme, Mobile Application
- 5 General Exhibitor Badges for Non-Exhibitor Categories*
- 5 Scientific Exhibitor Badges for Non-Exhibitor Categories**
*General Exhibitor Badges for Non-Exhibitors will give the holder access to the Industry Sponsored Sessions of the organising company during the congress opening hours. These badges do not give the holder any exhibitor rights.
**Scientific Exhibitor Badges for Non-Exhibitors will give the holder access to the scientific sessions of the Heart Failure 2013 Congress. These badges do not give the holder access to an official congress bag and/or accreditation.

### 3.3 CME Accredited programmes

Satellite Symposia can be CME Accredited. The supporting company is free to choose their CME provider and support the programme via an unrestricted educational grant.

CME or EBAC Accredited programmes should be booked in the same time slots as an Industry Sponsored Session.
European Board for Accreditation in Cardiology (EBAC)

EBAC works in cooperation with the EACCME (European Accreditation Council for CME) and EBAC. CME credits are recognised in most European countries which have a running CME system. EBAC CME credits can also be reported to the American Medical Association.

The EBAC accreditation, granted by a board of specialists widely recognised in the field of cardiology, confirms the scientific and educational quality of programmes proposed by national and international scientific or academic organisations and institutions, such as medical professional organisations, universities or teaching hospitals.

EBAC provides accreditation to educational programmes such as events and distance learning courses. EBAC is an independent body constituted of European specialists in cardiology and medical education. EBAC accreditation confirms the scientific & educational quality of a programme, and allows the participants to receive continued medical education (CME) credits for the time spent in the educational activity.

For more information you are welcome to visit the EBAC website www.ebac-cme.org

- Satellite Symposia can be accredited by EBAC, the European Board for Accreditation in Cardiology.
- Satellite Symposia rates and rules apply except for specific EBAC promotional restrictions.

A Satellite Symposium with EBAC accreditation is officially announced as “EBAC Accredited Educational Programme supported by an unrestricted educational grant from company X”

Appointed agency

Applications for EBAC Accredited Educational Programmes may be submitted for the CME provider by a third party (for example: communication agency). Please make sure all correspondence for EBAC accreditation is made between this third party, EBAC and the ESC.

- ESC should be informed in writing, which agency is appointed to manage EBAC Accredited Educational Programmes. Requests from unknown agencies will not be taken into consideration.
- These guidelines and the EBAC accreditation guidelines should be communicated to staff of appointed agencies by the organising companies.
- The appointed agency will work in accordance with the requirements of the CME provider and will be held accountable for its organised activities.

How do I get EBAC accreditation?

Application for EBAC accreditation can only be submitted by national and international scientific or academic organisations and institutions, such as medical professional organisations, universities or teaching hospitals. Each programme should have a designated Scientific Director, responsible for the quality of the programmes scientific content, and appointed by the applying institution or organisation. Applications can only be submitted via the EBAC on-line system (www.ebac-cme.org), and must include the following:
- Registration as a CME provider
- Completion of the on-line application form on www.ebac-cme.org/
- Provision of EBAC endorsement letter, Course Director’s Commitment and Programme
- Reception of the accreditation certificate

CME providers are asked to:
- Follow EBAC requirements concerning the publicity and the use of EBAC logo
- Distribute CME certificates to participants after the verification of their presence
- Send a post-course report to EBAC (template available on website)
- Host an EBAC monitor (upon request of the EBAC Board)

Important
- EBAC recommends submitting your programme 3 to 4 months before the event takes place and in any case no later than 8 weeks before.
- Submission must be compliant with deadlines required by the ESC Scientific Sessions deadlines. It is the responsibility of the CME Provider to manage deadlines.

How can I apply?

Applications for EBAC Accredited Educational Programmes may be submitted for the CME provider by a third party (for example: communication agency) in respect of the Appointed Agencies. We would like to draw your attention to the fact that correspondence for EBAC accreditation should be made between this third party, EBAC and the ESC.
How much does it cost?
Companies applying for an EBAC accredited Educational Programme will pay the ESC the same fee as for a Satellite Symposia. A non-refundable administrative fee will be paid to EBAC at the time of submission of the application. The accreditation fee will be indicated when accreditation is granted.

How to communicate on an EBAC session?
What should be done?
- EBAC recommends sending any promotional materials (printed and electronic) bearing the EBAC logo and relating to EBAC Accredited Educational Programmes (programmes, invitations, posters, folders, abstract books...etc) for review and validation to ESC and the EBAC office.
- The EBAC Accredited Educational Programme promotional items must respect the EBAC template.

What should not be done?
Do not:
- Promote in any way the educational programme as a « XYZ company supported programme » or invite participants to « the symposium of the XYZ Company ».
- Use corporate colours, visuals (publicity item pictures) in communication and publicity concerning the accredited programme.
- Use items with corporate visuals during the programme (pens, banners, notepads, etc).
- Distribute invitations, use roll-ups and posters of the accredited CME programme on the financial sponsor’s stand, in the Exhibition area.
- Commercially publicise prior, during or after an EBAC Accredited Educational Programme (i.e. use of banners, pens, commercial logo...etc).

Section 4 – Rooms at Heart Failure

4.1 Booking Procedure
The ESC has created two product categories to allow exhibition companies to organise different meeting formats within the congress centre during the congress hours.

Important
Industry meetings with any formal presentations for Heart Failure delegates are strictly forbidden outside of the official industry sponsored sessions. Companies are requested to respect the following Guidelines throughout the period between 23 May and 30 May 2013.
In function spaces, the ESC allows companies to host a limited number of guests and organize small and informal meetings (approx 20 pax) in a range of rooms available within the congress centre.

What is a Function Space?
The ESC allows companies to host a limited number of guests and organize small and informal meetings (approx 20 pax) in a range of rooms available within the congress centre.

Depending on availability rooms may be available for one-shot occasional meetings for a minimum of half a day rental.

What is a closed industry meeting?
The ESC allows industries to organise staff meetings, investigator or other type of closed meetings within the congress centre with the following requirements:
- Meeting "is closed" and on invitation only
- Maximum attendance is 150 guests
- Meeting is not promoted in the convention centre or in any Heart Failure publication
- Closed industry meetings are permitted in and around the congress centre for 150 pax, any requirements for meetings exceeding this number should be addressed to the ESC for review and approval
- Media should not be invited and are not permitted to attend the meeting.

Where do they take place?
- Function spaces: within the congress centre.
- Closed industry meetings within the congress centre will be held in fully furnished and AV equipped 150 seats lecture rooms
- The ESC can propose a limited number of function spaces within the congress centre.
- The ESC cannot handle any meeting requests for industry meetings outside the congress centre.
- Rooms in the congress centre can be reserved only through the ESC.
- The ESC has the right to modify demands as it sees fit to best accommodate as many requests as possible.

**When do they take place?**
- Function spaces: Unless otherwise agreed, rooms are rented for a minimum of 3.5 days, from Saturday 25 May to Tuesday 28 May 2013, each day from 08:30 to 18:30 (12:00 on Tuesday).
- Closed industry meetings: the ESC deals with requests on an individual basis.

**What is the cost?**
- Function spaces: to be advised upon request
- Closed industry meetings: €3,000 per 60-minute meeting with an additional €1,500 charged thereafter per increment of 30 minutes.

**4.1 Booking procedure**

**Exhibition stand:**
For supporting companies a stand is required to obtain permission to rent a function space or closed industry meeting. Cancelling your exhibition space at a later stage will also mean cancelling your “Rooms at Heart Failure”.

**Application forms**
Please submit the completed e-application form. Please fill in e-application forms on our website: www.escexhibition.org

**Application deadline**
Deadline for application is 28 February 2013.
Please note space is limited and orders are confirmed on a first-come, first served basis.

**Appointed Agency**
- Sponsoring industries should inform the ESC, in writing, which agency is appointed for which session, with the corresponding session number. Requests from unknown agencies will be taken into account.
- Applications for function space and closed industry meeting must be submitted by the sponsoring industry. Correspondence for the above items should be made exclusively between this company and the ESC.
- It is not the role of any agency to make initial enquiries or reservations with the ESC independently of the sponsoring industry.
- The named agency cannot fully act as if it were the company itself and the company will continue to be held entirely responsible and accountable for activities organised in its name by its agency.
- The ESC has created these Guidelines as an essential tool. It is obligatory that every appointed agency read these Guidelines and all other documents posted on www.escexhibition.org website in order to have a proper working relationship with the ESC congress division. The sponsoring industry is responsible for communicating these guidelines to staff and appointed agencies.
- The ESC reserves the(512,603),(988,753)right to inform the function space and closed industry meeting organisers if the appointed agencies have not read or understood the Guidelines and the companies will ensure smooth communication is re-established.

**4.2 Preparing your room requirements**

**Badges, right of admission reserved**
- All persons involved in the operation of function space or closed industry meeting (film crew, technicians, participants, etc) must have a valid badge: General Exhibitor, Scientific Exhibitor, Diamond Exhibitor, active participant or day ticket.
- All persons visiting a function space or closed industry meeting must be registered either as active participants, exhibitors or journalists; persons without a badge will not be allowed to enter the room.

**Rooms assignment**
- Rooms are assigned on a first-come first-served basis.
- The ESC will propose rooms to requesting companies in writing and the company will have the right to accept or decline within the given deadline.
- Companies not responding by the deadline date will be assumed to have accepted the assigned rooms.
- The ESC has the right to modify rooms’ assignment in the event of last minute changes.
**Rooms’ access**
- Function spaces: unless otherwise agreed, organisers will have access to their assigned room on Saturday 25 May 2013 at 08:30.
- Closed Industry Meetings: unless otherwise agreed, closed industry meetings organisers have access to their assigned lecture room 15 to 30 minutes before their scheduled time slot.

**Rooms set-up**
Rooms will include a standard room set-up electricity and daily cleaning.
- Function spaces: change of room set-up, additional furniture and AV equipment need to be ordered from Heart Failure 2013 official suppliers and are billable as extras.
- Closed industry meetings within the congress centre will be held in fully furnished and AV equipped 150 seats lecture rooms.

**Invoicing**
- An invoice will be issued on acceptance of the proposed room.
- If the deadline to accept has passed without the ESC having received a negative response from the company, the ESC will consider this non-response as a tacit acceptance of the room proposed and will invoiced accordingly.
- Precise and definitive accounting information must be provided on the initial e-application form.
- The ESC cannot reissue invoices for missing or incorrect data (addition of Purchase Order, changes of billing address, etc...).

For all payment, invoicing and cancellation information, please see, sections regarding Invoicing and cancellation policies.

**Signage**
- The ESC will take care of the generic signage within the congress centre.
- No other signage or promotion can be made within the building.
- Function spaces: one A3 size landscape format signage to identify the function space for delegates (company name, corporate logo & visual permitted only).

**Catering**
- Catering services within the function space or closed industry meetings can be organised with the Heart Failure 2013 official caterer at the sponsor’s cost.
- Organisers are encouraged to guarantee a healthy and balanced catering service to their delegates.

**Extra services**
- The costs for any extra orders (i.e. catering service, extra audio-visual equipment, extra furniture, extra decoration, hostesses, etc) are not included in the room rental price. To order extra equipment we suggest you contact the official suppliers whose details will be communicated as later date on www.esceexhibition.org.
- The ESC has established a coordination system to ensure that the various suppliers duly execute the numerous orders. The ESC cannot however be held fully responsible for the services delivered by sub-contractors or the building.

### Section 5 – Sponsorship, Advertising & Promotional Opportunities

#### 5.1 Participation & Sponsorship Opportunities

Heart Failure 2013 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 2013, 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 2013 and we will be pleased to consider additional sponsorship initiatives or suggestions.

Remaining Sponsorship & Promotional opportunities:

<table>
<thead>
<tr>
<th>ITEM</th>
<th>DESIGNATION</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Application</td>
<td>Exclusive Sponsorship</td>
<td>€ 15000</td>
</tr>
<tr>
<td>Final Programme</td>
<td>Product Advertising allowed</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Back Cover</td>
<td>€ 15000</td>
</tr>
<tr>
<td></td>
<td>Inside Front Cover</td>
<td>€ 9000</td>
</tr>
<tr>
<td></td>
<td>Inside Back Cover</td>
<td>€ 8000</td>
</tr>
<tr>
<td></td>
<td>Exclusive Sponsorship</td>
<td>€ 15000</td>
</tr>
<tr>
<td></td>
<td>Product Advertising allowed</td>
<td>€ 12000</td>
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<tr>
<td></td>
<td></td>
<td>€ 5000</td>
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<tr>
<td>Heart Failure Congress News</td>
<td>per session</td>
<td>€ 10000</td>
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<tr>
<td>Industry Programme with integrated Note Pad</td>
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<td>Industry Insert in Industry Programme</td>
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<tr>
<td>Independent Educational Grant</td>
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</tbody>
</table>

Please note that all of the above prices exclude VAT.

5.2 Sponsorship Terms & Conditions

- Sponsors will be acknowledged in all printed material and on the Heart Failure 2013 Web Site.
- All sponsorship requests will be allocated on a first-come, first-served basis.
- All prices are exclusive of VAT
- Payment and invoices are in Euros (€)

5.3 Sponsorship Contact

For further consultation on and management of your corporate investment and strategy, please contact us at: industry_services@escardio.org

For any logistical queries on the above, please contact Mr. Fabrice Calabrese of the ESC at sponsorship@escardio.org

5.4 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/HeartFailure2013/default.aspx

Please consult regularly this important Web Site.

CD Rom & Online Abstracts Library

This online library is available for free from the ESC Web site and provides users with practical and simple access to all accepted abstracts of the Congress. Sponsorships offer a partnership acknowledgment on the production online as well as exclusive distribution of the Abstracts CD ROM onsite. This product guarantees maximum traffic to the sponsor stand where delegates will use the sponsor voucher to receive the CD-ROM.

Price does not include production & shipment of the voucher.

- Submit a high resolution logo by **15 February 2013**
- Submit voucher artwork for approval by **10 March 2013**

Mobile Application

An innovative way for a sponsor to reach delegates by offering a mobile version of the Final Programme to enhance their onsite experience. This environmentally-friendly initiative is for a smart phones & IPads.

- Includes a specific sponsor advert.

- Submit a high resolution logo by **1 March 2013**
- Submit artwork for approval by **1 March 2013**
**Final Programme Advertisements – product advertising allowed**
The Final Programme provides delegates with the full scientific programme details, exhibition and industry supported session’s information and will be the essential reference document for delegates during the congress. Hard copies will be placed in the official congress bag and distributed to each delegate, offering maximum exposure and recognition to the sponsor.

Three separate advertisements are available in the Final Programme with advertisements requiring prior approval from the organiser:

- Submit artwork for approval: **10 March 2013**  
  Final approval: **15 March 2013**

**Heart Failure Congress News 2013**
The highly popular Congress News is a daily publication providing delegates with an update on the congress news and events. Seize the opportunity to post your key congress message in this popular publication with an exclusive back page advertisement on each of the congress days.

- Submit artwork for approval: **4 March 2013**  
  Final approval: **8 March 2013**

**Industry Programme with integrated Note Pads – Product advertising allowed**
We combined practicality with design and created a highly attractive Notepad that will please delegates but also offer exceptional exposure for industry activities at Heart Failure. The main sponsor of this product will have 2 advertisements in the catalogue.

- Submit artwork for approval: **10 March 2013**  
  Final approval: **15 March 2013**

**Bookmark in the Final Programme – Product advertising allowed**
The Bookmark in the Final Programme displays an Exclusive advertisement and is attached to the Final Programme which is inserted into each Congress Bag.

- Submit artwork for approval: **10 March 2013**  
  Final approval: **15 March 2013**

**Delegate Badge Laces**
The popular and highly visible official Heart Failure 2013 badge laces are available for exclusive sponsorship. The sponsor’s name and logo will be printed on the badge laces, distributed to all participants.  
- Exclusive sponsorship  
- Acknowledgement via sponsor logo  
- Quantity: 3 500

- Submit a high resolution logo by **1 February 2013**

**Industry Insert in Industry Programme with integrated Notepad**
An Industry Insert is a page advert inserted in the Industry Programme detailing your satellite or exhibition activities (specs provided). Reach every delegate at the congress.

- Submit artwork for approval: **10 March 2013**  
  Final approval: **15 March 2013**

**Weblink**
Invite delegates to your congress activities by designing a promotional page link to the Heart Failure 2013 Scientific Programme Online (SPO). This invitation will communicate your congress message to delegates.

- 1 Weblink can only promote 1 event (e.g. 1 industry supported session or 1 activity on the exhibition stand)  
- 1 web page promoting 1 session with reference to the exhibition stand will be considered as 1 Weblink (e.g. 1 industry supported session, plus a mention similar to "visit our stand, location XX")  
- 1 web page promoting 1 session with full exhibition details will be considered as 2 Weblinks (e.g. 1 industry supported session, plus a mention for a stand activity)  
- 1 web page promoting 2 sessions/activities will be considered as 2 Weblinks, and invoiced accordingly  

**NB: Hyperlinks to sponsor Web Sites will be allowed. No product advertising will be allowed.**
Weblink format: PDF, html or flash invitation:

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

- Submit artwork for approval: 10 March 2013
- Final approval: 15 March 2013

**Onsite Advertisements:** There are numerous opportunities for our industry partners to promote their congress and corporate messages to delegates’ onsite in Lisbon. Please contact industry_services@escardio.org for further details.

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**Section 6 – Conditions of Participation**

6.1 General Conditions

The following conditions of participation concern Heart Failure 2013 sponsors insofar as the contractual partners do not reach contrary agreements in writing.

6.2 Admission to Heart Failure 2013

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.

6.3 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.

6.4 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.

6.5 Assignment of Space

Stands will be assigned to Exhibitors on a “first come, first served” basis.

6.6 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.

6.7 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.

6.8 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.

6.9 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 2013. The Heart Failure secretariat will accept no responsibility for any impact, financial or other, relating to such issues.

6.10 Reservations Policy

In the event that, for any reason whatever, it is judged advisable or necessary for the Heart Failure 2013 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 2013 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.

6.11 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.

6.12 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.

6.13 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 28 February 2013, the amount paid will be refunded minus 50% of the total amount due. If a reservation is cancelled by the Exhibitor on or after 1 March 2013, 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 28 February 2013, 50% of the total amount due will be charged.
If cancellation is received on or after 1 March 2013, 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.

6.14 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.

6.15 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 2013, 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 2013 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.

6.17 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.

6.18 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.