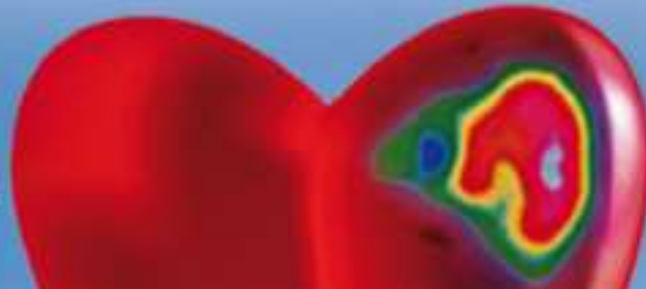




Nuclear Cardiology and Cardiac CT

Netherlands
Amsterdam
15-18 May 2011



GUIDELINES FOR INDUSTRY PARTICIPATION

www.icnc10.org

Organised in conjunction with



Nuclear Cardiology
and Cardiac CT
ESC Working Group



Your Contacts

Addresses/ Contact Details

- For **General Information** please contact:

ICNC10 SECRETARIAT
2035, Route des Colles
Les Templiers
B.P. 179

Tel: +33 4 92 94 76 00
Fax: +33 4 92 94 76 01

F-06903 SOPHIA ANTIPOLIS
France

General Information: icnc@escardio.org

Website: <http://www.icnc10.org>

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

Exhibition

icncexhibition@escardio.org

Satellites

satellite@escardio.org

Sponsorship, Promotion and Industry participation

sponsorship@escardio.org

Registration

icncregistration@escardio.org

Hotel accommodation

icnchotel@escardio.org

Abstracts and Scientific information

icncscientific@escardio.org

Important Dates

1 st February 2011	Deadline for sending complete programme of Satellite
7 February 2011	Send product and/or company description
14 February 2011	Submit a detailed stand drawing to the Organiser
21 March 2011	Declare stand activity and give away items
8 April 2011	Order exhibitor badges using the online form
15 April 2011	Deadline for Stand service orders
17 April 2011	Deadline to receive Delegate Bag Inserts at the EHH

Dear Industry Partners,

It is our great pleasure to formally announce ICNC10, the International Conference of Non-Invasive Cardiovascular Imaging, which will be held in Amsterdam, Netherlands, from 15 - 18 May 2011. The ICNC meeting, a key international scientific event for nuclear cardiology and cardiac CT imaging, is celebrating its 20 year anniversary. Biennially, it provides the opportunity for practitioners from all over the world to gather to learn about new advances and to exchange scientific ideas and experiences in a unique environment. The upcoming meeting will provide an exciting and diversified scientific programme which offers a full spectrum of educational opportunities ranging from continuing education to cutting-edge presentations of new and original scientific research. A core curriculum, as well as advanced and research tracks will be available. As in the past, submitted abstracts will come from a wide geographical area which reinforces the message that ICNC is an important international scientific event. Many "Read with the Experts" case review sessions will allow participants to improve their interpretative skills for cardiac CT and SPECT and PET examinations.

ICNC10 will also provide a unique opportunity by which our Industry Partners may network with the most influential non-invasive cardiologists and cardiovascular imaging specialists from across the world. Unique to this meeting will be an even greater emphasis on presentations by young investigators. In addition to the awards and grants we already offer such as the ESC Working Group Travel Grants and the free registration for presenters in the Young Investigator Awards session, this year we will be offering the Amsterdam Young Scientist Award. This prestigious award is generously provided by the city of Amsterdam and will carry a stipend of €5 000 to the winner chosen onsite.

The venue of ICNC10 is the beautiful city of Amsterdam, one of the greatest small cities in the world. From its canals to world-famous museums and historical sites, Amsterdam is one of the most romantic and beautiful cities in Europe. It is an important cultural and tourist centre, known worldwide for its architecture and cuisine. The ICNC organisers have selected this city for its popularity not only within Europe but because it is a favoured destination from the Americas, Asia and throughout the world.

During the three days of scientific sessions, attendees will explore new directions in nuclear cardiology and cardiac CT, and meet with our colleagues from all around the globe. An active social programme will also be featured and our Host Committee will help to plan a splendid Opening Ceremony and grand Gala Dinner.

We hope that you will consider attending ICNC10 in Amsterdam. It promises to be a conference to remember.

**Rob Gropler,
MD, US**

**Juhani Knuuti,
MD, FI**

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Section 1 – General Information

1.1 Venue

AMSTERDAM RAI
CONVENTION CENTRE
P.O. Box 77 777
NL – 1070 MS AMSTERDAM
The Netherlands
Tel: +31 205 491 212
Web: www.rai.nl

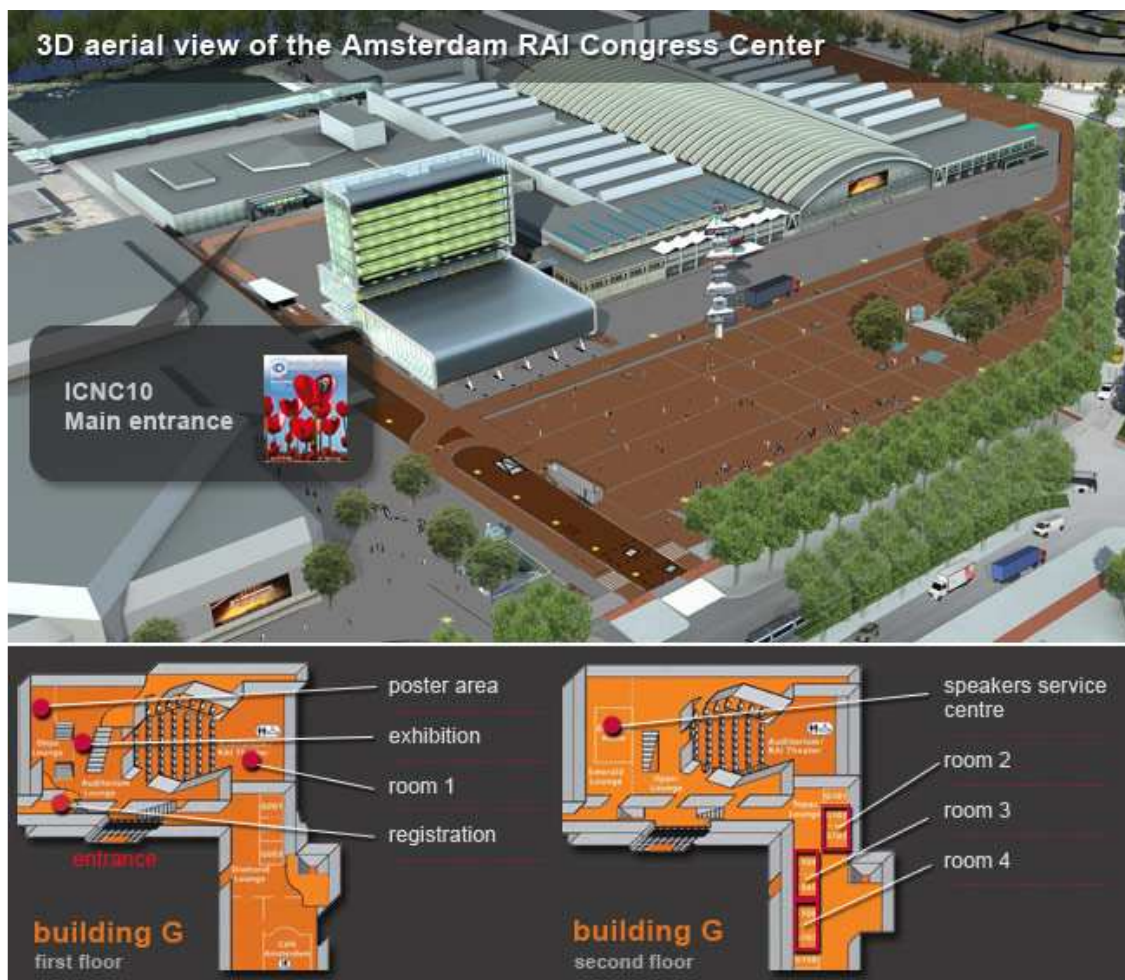
1.2 Terminology

This guide has been written by the Organiser. A successful application made by a company wishing to participate in the exhibition will imply an acceptance of the requirements contained in these Guidelines.

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

City: Amsterdam
Building: AMSTERDAM RAI, all contact is via our local agent, Kim Spraakman.
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.
Organisers: ICNC10 SECRETARIAT
ICNC10: The International Conference of Non-Invasive Cardiovascular Imaging

1.3 Building Overview



1.4 Congress dates: 15 - 18 May 2011

	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00
	07:30	08:30	09:30	10:30	11:30	12:30	13:30	14:30	15:30	16:30	17:30	18:30	
Sunday 15/05/2011	Registration												
	Speaker Service Centre												
											Opening Ceremony + Reception		
Monday 16/05/2011	Registration												
	Speaker Service Centre												
	Exhibition												
		Scientific Sessions	Coffee Break	Scientific Sessions	Satellite Symposia	Scientific Sessions	Coffee Break	Scientific Sessions					
Tuesday 17/05/2011	Registration												
	Speaker Service Centre												
	Exhibition												
	Fun Run & Walk	Scientific Sessions	Coffee Break	Scientific Sessions	Satellite Symposia	Scientific Sessions	Coffee Break	Scientific Sessions					Gala Dinner
Wednesday 18/05/2011	Registration												
	Speaker Service Centre												
	Exhibition												
		Scientific Sessions	Coffee Break	Scientific Sessions				Scientific Sessions					
	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00
	07:30	08:30	09:30	10:30	11:30	12:30	13:30	14:30	15:30	16:30	17:30	18:30	

1.5 Language

English



Section 2 – Exhibition

2.1 Exhibition General Information

2.1.1 Exhibition Services

Amsterdam RAI / Exhibitor Services

P.O. Box 77 777
NL – 1070 MS AMSTERDAM
The Netherlands

Contact: Kyla Van Kampen
Tel: + 31 (0) 20 549 19 28
Email: exhibitorservices@rai.nl

For information regarding:

- The Building
- Planning visit
- Technical aspects of the exhibition such as extra orders for stand equipment or personalised stand requests
- For orders or requests for furniture, plants/flowers, electricity, carpet/flooring, fascia, A/V equipment, telecommunications, hostesses, security
- Shell scheme stands and equipment, please visit the web shop of Amsterdam RAI Exhibitor Services available on www.esceexhibition.org/ICNC10

2.1.2 Exhibition Dates

Friday	13 May	08:00 – 20:00	Exhibition build-up
Saturday	14 May	08:00 – 20:00	Exhibition build-up
Sunday	15 May	08:00 – 10:00	Decoration only
		10:00 – 11:00	ESC inspection
		11:00 – 14:00	Briefing meetings on stands
		14:00 – 16:30	Exhibition CLOSED
		16:30 – 17:00	Opening Ceremony (Exhibition CLOSED)
		17:00 – 18:30	Opening Reception in the exhibition area, stands need to be manned
Monday	16 May	09:00 – 18:00	Exhibition OPEN
Tuesday	17 May	09:00 – 18:00	Exhibition OPEN
Wednesday	18 May	09:00 – 16:00	Exhibition OPEN
		16:00 – 24:00	Dismantling

IMPORTANT:

NO DISMANTLING BEFORE 16:00 WEDNESDAY 18 MAY

Outside of 'exhibition open' periods, delegates will walk to session rooms along a route including the Exhibition. Exhibitors should therefore take all reasonable precautions to protect valuables.

Please note:

- 1) The limited dismantling time
- 2) The Exhibition is OPEN on Wednesday till 16:00

2.1.3 Exhibition Time Schedule

- Build-up will take place on Friday 13 May from 08:00 to 20:00 and on Saturday 14 May from 08:00 to 20:00.
- Stand construction should be finished by Saturday 14 May 20:00.
- All packing material that is to be retained (e.g. for re-use) should be cleared from the Building by Sunday 15 May 11:00. After this time any materials left in the aisles will be cleared by the organisers and destroyed. The Organiser accepts no liability for packing materials not removed in due time.
- The ICNC10 SECRETARIAT will have an office (ORGANISER'S OFFICE) in the Building from Friday 13 May 2011.

2.1.4 Exhibitor Badges

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 xls format. This email should be returned to the ICNC10 exhibition mailbox, icncexhibition@escardio.org before **8 April 2011**.

Stand size between	Number of Free Badges
9 and 49m ²	8
50 and 99m ²	16
100m ² +	24

Exhibitor badges are reserved for staff working directly in the organisation and management of exhibits, satellite symposia and sponsored activities. Bearers are subject to the restrictions contained within these Guidelines.

Exhibitor badges do not give access to the ESC Scientific Sessions.

Please note you now have the option to choose how your free badges are inscribed. Please indicate when you send your email for the badges the number of company-only badges you wish to receive and the number of individual badges you wish to receive (please indicate the person's name).

Additional Exhibitor Badges

If the number of free Exhibitor badges is insufficient, extra badges (under company name only) may be purchased at a price of **€32.40** per badge plus VAT (19%) if applicable.

Work Passes

In the interest of security, only those individuals directly responsible for the erection 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 whilst inside the congress centre.

2.1.5 Product Description

All Exhibitors will be listed in the Final Programme, together with a short description of the products exhibited (Maximum 50 words). All Exhibitors should send their Product Description to the Organiser by email icncexhibition@escardio.org before **7 February 2011**.

Use the form online at <http://www.escexhibition.org/ICNC10/default.aspx>

2.1.6 Surveillance & Security

The Organiser undertakes the general surveillance service of the Building, both day and night.

Exhibitors are responsible for the surveillance of their stand and exhibits. Exhibitors are recommended to pay closer attention to the exhibits during the stand construction and dismantling periods. We strongly urge exhibitors to secure their stand against theft or damage. Valuable objects, which may be easily removed, should be locked away during the night or whenever the stand is left unattended. The Organiser accepts no responsibility for goods stolen from exhibits. Security services can be ordered through our local agent, Kyla Van Kampen.

The Organiser may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of ICNC10, 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 against third party risks before the start of the exhibition. The cost for this insurance falls to the Exhibitor.

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.

If any conditions within the Health & Safety Guidelines are infringed, the responsibility for any accident will lie exclusively with the Exhibitor, who must have contracted an insurance policy for unlimited civil liability for harm to third parties, be it persons or objects.

2.1.8 Shipping Information

Official Forwarder and Lifter for ICNC10:

FAIREXX Logistics

Contact: **Ms. Sandra Günther**

Tel: +49 304 403 4712

Fax: +49 304 403 4779

Email: sandra.quenther@fairexx.de

Airfreight

Your airfreight shipments should arrive at Amsterdam airport no later than **5 working days before desired delivery to booth**. See consignee address below.

Consignee Address: FAIREXX – Logistics for Exhibitions BV
De Trompet 1540
NL- 1967 DB Heemskerk / The Netherlands
Tel: +31-251 2500 60
Fax: +31-251 2500 65

Notify: ICNC 2011 / Exhibitors Name
Hall / Stand Number

Please send shipments prepaid, on own Masterairwaybill, consigned to the above mentioned address. Three (3) original Invoices should be attached to the Masterairwaybill.

Groupage Shipment

Groupage shipments should arrive at our onsite warehouse no later than **4 working days before desired delivery to booth**. They should be sent to the following address:

Warehouse Address: FAIREXX – Logistics for Exhibitions BV
De Trompet 1540
NL- 1967 DB Heemskerk / The Netherlands
Tel: +31-251 2500 60

Notify: Fax: +31-251 2500 65
ICNC 2011 / Exhibitors Name
Hall / Stand Number

Full Trailer Loads

Full Trailer Loads should arrive directly at fairsite Amsterdam (RAI Amsterdam), in accordance with the official Build-Up Dates and Times.

Venue address: ICNC 2010 c/o Fairexx Logistics
Amsterdam RAI Exhibition Centre
Europaplein 22 - Entrance: Congress
NL - 1078 GZ Amsterdam / The Netherlands
c/o Sandra Günther Tel. +49-173-609 25 83
Notify: ICNC 2011 / Exhibitors Name
Hall / Stand Number

To ensure that reception of your shipment is managed, please fax a full pre-advice to FAIREXX LOGISTICS
Attn. **Sandra Guenther**
Fax: +49 304 403 4779

Within the limits of the Amsterdam RAI, 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: <http://www.essexhibition.org/ICNC10/default.aspx>

2.1.9 Customs Information / Taxes & Duties

Exhibitors will pay the various taxes and duties owed resulting from their taking part in the exhibition.

2.1.10 Catering

Please note that Amsterdam RAI Catering is obliged to follow the rules of HACCP and the Dutch food and drug act, and is therefore the exclusive caterer for Amsterdam RAI. For this reason you are not allowed to bring your own food or beverages into the exhibition hall or to arrange for their delivery by third parties.

2.1.11 Stand Activities

I) The ICNC10 SECRETARIAT has adopted a policy which limits industry sponsored entertainment, lunches, seminars or other formal gatherings. Without the specific approval of the ICNC10 SECRETARIAT, companies should not organise such events during the two days before ICNC10, during ICNC10 itself or during the two days immediately after ICNC10 (i.e. 19/05 –20/05). Should a company wish to plan any such events, please email: icnc@escardio.org 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 ICNC10 SECRETARIAT prior to ICNC10. 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. Should the ICNC10 SECRETARIAT judge that a disturbance is being caused; the Exhibitor must stop the activity immediately. If this is not done, the ICNC10 secretariat 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, as detailed elsewhere in these Guidelines. Exhibit space is intended to display scientific information on products and/or services, therefore positioning auditoria on stand areas is not permitted.

This does not exclude companies from giving product based presentations, but the area set aside for an audience should not resemble a theatre – therefore no more than twenty seats should be provided and this area should not be covered. It should be positioned well within the stand area (not less than three metres from the stand perimeter).

The focus of presentations should be product-related information and not 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 Workshop, Satellite, Meet the Expert or ICNC10 programme.

All such activities require the prior approval of the ICNC10 secretariat.

V) The ICNC10 secretariat has appointed an Audio-Visual Committee, which supervises audio-visual activities. All audio-visual activities require the written permission of the ICNC10 secretariat. Should a company intend to organise any audio-visual activity please consult the ICNC10 secretariat for details of this policy.

VI) Exhibitors shall refrain from holding lotteries, organising games of chance and using "market stall techniques". Only quizzes with a scientific content can be held at the stand. Any such activity must be approved in advance by the ICNC10 secretariat. All requests should be submitted in writing to the ICNC10 secretariat before 21 March 2011. Participation can be 'rewarded' with a prize. However, the prize should be the same for everybody. 'Drawing winners' is not allowed. Maximum retail value may not exceed € 5. If the prize is a 'medical information carrier' such as a medical text book, a CD-ROM, a tape, a slide set etc., the maximum retail value may not exceed € 50. All "prizes" must be approved in advance by the ICNC10 secretariat.

VII) The Board of the ICNC10 secretariat has accepted the policy that small give-aways are acceptable at the exhibition (maximum retail value € 5) for example badges, T shirts, pens, etc. All such give-aways must have the written approval of the ICNC10 secretariat. The distribution of give-aways should be low profile and should in no way overshadow the main activity of the stand. Please inform the ICNC10 secretariat of any planned Stand Activity and Give Away Items, before 21 March 2011.

VIII) Distribution or display of material, signs and billboards printed by industry or its agents is limited to the area rented by the Exhibitor in the exhibition.

IX) "Special effect" lights, laser, sound & video projection on the stand can only be allowed with the written permission of the ICNC10 secretariat.

X) The site assigned to the Exhibitor shall be staffed during the opening hours of the exhibition as well as during the construction and the dismantling and removal of the stand. Exhibitors must ensure an authorised person is present at the stand at all times.

XI) The use of the names of the European Society of Cardiology (ESC), European Association of Nuclear Medicine (EANM), American Society of Nuclear Cardiology (ASNC), ICNC10, as well as the logos of these entities, is strictly forbidden in any advertising, publicity, sign, product, printed matter, film, video, or other media, etc. without the explicit permission in writing from the ICNC10 secretariat.

The only exception being that Exhibitors may refer to ICNC10 as "ICNC10 – Nuclear Cardiology and Cardiac CT".

XII) Exhibitors or their agencies are not allowed to reproduce texts, drawings or graphics that have been specially produced by the ICNC10 secretariat for use in publications such as the Final Programme or the Abstract Book.

XIII) None of the exhibits may be photographed or filmed without the permission of the relevant Exhibitor. ICNC10 secretariat 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) Exhibitors are entitled to photograph or film their own exhibition stand during exhibition hours.

XV) Exhibitor Badges must be ordered by email to icncexhibition@escardio.org no later than 8 April 2011.

2.1.12 Miscellaneous

Smoking

Smoking is forbidden throughout the Building and parking areas. Ashtrays and ash urns are prohibited in the exhibit area. Smoking areas are situated outside the building.

Alcohol

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

Children

Children are not allowed in the Exhibition hall.

2.2 Technical Guidelines for Exhibitors

Important Notice:

All Exhibitors must submit a detailed stand drawing to the Organiser before 14 February 2011. Without the written approval of the Organiser no stand can be built. If a company wishes to hire a stand system from the Building please send details to the ESC.

2.2.1 Exhibition Location

The exhibition at ICNC10 will be located on the Ground Floor of the Auditorium, Amsterdam, The Netherlands.

Any queries regarding Exhibition please contact:

Industry Services Department
Tel: +33 4 92 94 77 55
Fax: +33 4 92 94 76 26
Email: icncexhibition@escardio.org

2.2.2 General Exhibition Information with Pricing and minimum stand space requirements

The price of 'SPACE ONLY' is € 345 per m² plus VAT. A reduced rate of € 230 per m² plus VAT is offered to publishers, booksellers and journals. Minimum stand size is 9 m² for Industry, 6m² for Publishers and Booksellers. For companies organising a Satellite Symposium, a stand of minimum 9m² is mandatory.

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 will need to rent a standard exhibit stand module are advised to use the services of our local supplier. See Order Form on: www.essexhibition.org/ICNC10.

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, and columns. The Organiser does not accept responsibility for the detailed accuracy of the floor plans provided for Exhibitors' reference.

Each stand will be numbered by the Organiser.

2.2.3 Detailed Stand Construction Guidelines

Every Exhibitor must submit an exact statement of the dimensions of the stand, as well as plans and descriptions of the stand. This applies equally to those companies hiring a standard exhibit stand module from the Building. This information has to be sent to the Organiser by **14 February 2011**. The drawings shall clearly indicate the planned layout, dimensions, equipment and furnishing of the stand, including the

inscriptions. Also indicated must be the location of power outlets, electricity cables as well as telephone installations.

Only with the written approval of the Organiser shall the stand drawings be deemed released for construction.

All stands must be finished before the Committee's Inspection Visit on Sunday morning. The Exhibitor, or their qualified representative, must be at their stand during this inspection and must be able to supply all information and certificates concerning equipment and materials used. Note that fire safety certificates should be valid in the Netherlands and available in Dutch language should authorities request this.

The decisions taken by the administrative authority, on the Committee's opinion during its inspection visit, can go as far as preventing the stand from opening, and must be carried out immediately.

The Building and the Organiser refuse to accept any responsibility if the Safety Committee decides to close a stand because the Exhibitor has not respected the safety rules.

I) Exhibitors are asked to pay attention to the following stipulations:

- **From Sunday 15 May 2011 14:00 hrs to Wednesday 18 May 2011 16:00 hrs, all stands are to remain in their entirety, no dismantling or removal during this period is permitted.**
- Any column of the Hall lying within the stand may be covered without causing any damage and in compliance with accepted height regulations.
- Articles to be exhibited must be kept within the stand perimeter.
- The exhibition areas may only be covered by fitting platforms or carpets, which must be withdrawn by the exhibitor/decorator at the end of the exhibition.
- Mortar must not be placed on the floor; no nailing is allowed with percussion tools or painting with spray guns.
- Should there be an absolute need to carry out any of the unauthorised work, permission must be requested from the Management of the show at least 4 weeks before the inauguration, providing demarcation plans indicating weights and support surfaces for the products to be exhibited or the decoration to be fitted.
- The (standard) maximum height of stand constructions is **2.5 metres**. Written requests must be submitted to the Organiser if constructions will exceed **2.5 metres** and will be judged on stand size, transparency & impact on event.
- Two-storey structures are not allowed.
- Arches, bridges or similar constructions connecting two or more stands are not allowed.
- The maximum permissible load on the floors of the Building is approximately 500kg per square metre. Load capacity will be taken into account when entering the exhibited goods as well as during their handling.
- 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.
- The stand floor must be adequately covered, for instance with carpeting or carpet tiles.
- It is to be noted that vehicles are not admitted within the exhibition areas. Forklifts and other handling machines must be equipped with rubber wheels and can only be operated by the official Forwarder & Lifter, Fairexx GmbH.

II) Exhibitors are not permitted to:

- Erect or use names or trade marks which may be misleading or cause hindrance to the Exhibitors at the other stands or to ICNC10 visitors.
- 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.
- Affix sold-tags to goods on display.
- No stands will be dismantled or removed prior to the end of the event.
- Drill, screw or nail the walls, ceilings, floors or columns of the exhibition areas.
- Place any heavy loads neither on the structure of the walls and columns; nor any of the technical installations of the Halls or the objects on display.
- Hang Advertising from the ceilings of the Halls 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.
- Dig trenches, anchorages or to make other structural alterations inside the Building, unless explicit authorisation has been obtained from the Building owners. This implies that it is forbidden to place channels or any other modification to the construction of the interior of the Halls without the exceptional, express authorisation of the ICNC10 secretariat to such end, on presentation of the project and the required report of the Technical and Security Services of the ICNC10 secretariat.
- Paint or Glue, in any way or part of the Exhibition area.

- Place articles to be exhibited in a manner, which, in the Organiser's opinion, affects or hinders neighbouring stands, e.g. as regards the visibility of the neighbouring stands.

III) Construction of Stands with a Floor:

- Authorisation must be requested in writing to the ICNC10 secretariat. Should acceptance be forthcoming, a descriptive report and 1:200 scale plans must be presented.
- All stands with a floor over 50 cm. above ground level with a staircase access must present a construction certificate signed by the competent engineer. All glass fitted in the top of the floor shall be at least 0.5 cm. thick, laminated and be of an approved safety type in the Netherlands.
- 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.
- The use of 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). Platforms 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 or a ramp included within stand perimeter.

IV) Construction of Stands with a Ceiling:

- Exhibitors may cover their stands with a fabric ceiling which meets the European safety norm EN13501/1 to class B standard. Certification must be available in Dutch language if required by the authorities.
- Any and all horizontal decorations, ceiling areas and roofs require approval.

V) Construction of Walls – Lining – Corridors:

- 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 Organiser, this agreement has to be approved of by the Organiser. Please note that all in-line, peninsula and corner stands must also have a 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 affected thereby.
- Should the external area of a stand lining a corridor where visitors will pass be decorated with windows, photo-assemblies or other outstanding objects, the enclosure wall must be built 0.25 m. inside the boundaries of the stand itself and be transformed into an advertising support, giving continuity to the corridor and a pleasant look to the whole of the area.
- The stand construction, installation of the objects on display and all advertising support must be sufficiently stable for public safety. All platforms open to the public over one metre below the lower level, must be surrounded by a handrail of at least 1m height.
- All peninsula, corner and in-line stands must be separated from the neighbouring stand(s) or hall wall by means of a separation wall.
- Island booths are separated the width of an aisle from all neighbouring exhibits, demonstration areas may not be set on the aisle line of the exhibit; space must be left within the exhibit area to absorb the spectators. Should the spectators interfere with the normal traffic flow in the aisle or overflow into neighbouring exhibits, the presentation must be limited or stopped.
- All glass corners must be polished or protected so that there is no chance of injury. Glass doors and any other complete glass construction must be marked at eye level.
- Machinery demonstrations causing noise shall be reduced to a minimum in order not to disturb exhibitors and visitors.
- Regarding Machines and Moving Apparatus, the exhibitor will fit the installations functioning throughout the show with all necessary working and accident prevention measures as shall be demanded by the technical regulations in use and local safety regulations for the installations.
- If the machinery or certain parts of the machinery are to be shown to the public while working, normal protection may be substituted by a protective shield of organic glass or a similar material.
- When the machines are not working and are only on display, the working protection mechanisms may be removed.
- Should this regulation be severely infringed and the ICNC10 secretariat considers the functioning of the machine as dangerous, the ICNC10 secretariat may prohibit the machine from being used.

- If these conditions are infringed, the responsibility for any accident will lie exclusively with the exhibitor, who must have contracted an insurance policy for unlimited civil liability for harm to third parties, be it persons or objects.

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.

Any set-up or installation, which does not comply with the standard specifications or with the designs approved of by the Organiser, 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 Organiser. All expenses for these corrections will be payable by the Exhibitor. The Organiser accepts no responsibility for damages caused by these corrections.

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

2.2.4 Fire & Safety Regulations

- Please note that the fire extinguishers must always be kept free at all times.
- Escape routes, doors and emergency exits (indoor and out) 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.
- For booth construction etc., only non-inflammable materials or materials meeting the European safety norm EN13501/1 to class B standard may be used.
- Easily inflammable or explosive substances, gases or dangerous goods, including radio-active and chemical substances, are not permitted in the building.
- No working materials or tools causing possible obstruction may be left in corridors during assembly or removal.
- All edges of organic glass (Plexiglas, acrylics, etc.) shall be suitably protected to prevent fire from spreading.
- Under no circumstances shall means of evacuation (emergency exits), luminous signs, extinguishers, fire hydrants, indicators and other protection equipment be obstructed.
- No inflammable materials may be stored in offices, stores or on decorative enclosures on columns.
- Likewise, junction boxes (electricity, telephones, TV, gas, water, compressed air, etc.) and access to the equipment or dependencies of the Hall may not be locked.
- Easily inflammable materials shall not be used for any construction or installation.
- The use of spray guns and celluloid lacquer for painting the interior of the Halls is prohibited. This prohibition shall also extend to inflammable liquids and the use of aerosols containing gas.
- All welding work will require the corresponding permit and take place inside a sufficiently protected area provided with a fire extinguisher belonging to the applicant to prevent any possible fire.
- The use of balloons filled with inflammable gas is prohibited in the Halls.
- There will be no recipients with inflammable material on the stands for waste or rubbish. Waste paper baskets and rubbish bins must be emptied every evening when closing, and the contents placed in the dustbins provided by the Building for this purpose.
- The storage of any type of wrapping or packaging on the stands is prohibited.
- Materials such as decorative cloths, contact glues, carpets, etc. must be non-flammable and the corresponding certificates shall be presented.
- All other installations must adhere to regulations in force at the time. The stands, materials, installations, advertising supports, etc, must conform to public safety requirements.
- All gas or steam caused by the materials on display which might be a danger to health or disturbing for people must be removed from the Hall. Therefore, the assembly process will include an evacuation canal in non-flammable material, the cost of which will be covered by the exhibitor.
- Motorised vehicles and hand trolleys are not admitted within the Exhibition areas during build-up or dismantling periods or at any stage during ICNC10. Please ensure adequate means to transport your exhibit materials into the building and to the stand or order these services from the official freight forwarder.

- It is strictly forbidden to store wood, paper, straw, cardboard and packaging materials which are a fire hazard in the exhibition areas, the booths, the areas behind them and the cabins.

2.2.5 Cleaning & Refuse

The Organiser shall see to the regular general cleaning of the Building and the aisles therein. Booth cleaning is mandatory after Exhibitors installation and set-up. Cleaning is also strongly advised during the exhibition and should be ordered by each exhibitor from the building. Please follow the Amsterdam RAI Exhibitor Services link on: www.escexhibition.org/ICNC10

- Separation of refuse is compulsory
- Your rented m² should be swept clean and left tape free. The compulsory "clean stand statement" can be requested from the environmental officer on site
- To order waste bags or containers, contact the Amsterdam RAI Exhibitor Services

2.2.6 Electricity

All electrical connections must be made under the supervision of an authorised electrician. At the time of the official inspection, the relevant reports on the wiring including official form (information on connections) must be presented to the Technical Services Department for submission to the authorities.

- To order your electricity and connections, please follow the Amsterdam RAI Exhibitor Services link on: www.escexhibition.org/ICNC10
- Please include your floorplan detailing location of electrical connection(s)

2.2.7 Telephone Connections

Telephone lines are only available on request by contacting Exhibitor Services through mail exhibitorservices@rai.nl

2.2.8 Water

Please note that Water Connections are not available in the Exhibition area.

2.2.9 Transport Regulations / Handling

During the Exhibition, goods can only be transported into the halls until the exhibits open. After that, only light articles can be hand carried in. Goods can be collected when the exhibition has closed if carried out and the exhibit remains visually presentable to delegates.

Do not place anything in the aisles outside the stand as this will block the passage-way for other transport. Fairexx has the right to store all packaging that is left in the aisles after 12:00 the day the build-up ends.

2.2.10 Storage

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

Please contact the official forwarder for handling and storage of empty crates and other packing materials during the Exhibition.

2.2.11 Miscellaneous Services

To order services not mentioned in the Exhibitor Catalogue, please contact the ICNC10 SECRETARIAT's local agent:

Contact: Kyla Van Kampen
Amsterdam RAI Exhibitor Services
Tel: + 31 (0) 20 549 19 28
Email: exhibitorservices@rai.nl

Section 3 - Industry Educational Sessions

Participating companies may organise special scientific sessions called Satellite Symposia. These industry organised sessions are the perfect forum through which companies may reach their target audience with their latest scientific information and developments.

The price of a Satellite Symposium is € 25 000 (+ VAT) for one 75 or 90-minute Satellite Symposium. Satellite Symposia will be held within the Congress centre on:

- Monday 16 May 2011

12:35 – 13:50 (75-minute)

18:15 – 19:45 (90-minute)

- Tuesday 17 May 2011

12:35 – 13:50 (75-minute)

3.1 Conditions for holding Satellite Symposium

Duration

The Satellite Symposium should fit to the standard time unit of 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 on Monday 16 May 2011 and on Tuesday 17 May 2011, and must leave the lecture rooms at 13:50 on Monday 16 May 2011 and on Tuesday 17 May 2011 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 official "Invited Speakers".
- All involved in the operation of the Satellite Symposia (hostesses, film crew, technicians...) must also have a valid badge (Exhibitors, active participant or day ticket badges).
- All persons attending the Satellite Symposia must be registered either as full participants or as exhibitors; persons without such a badge will not be allowed to enter the room.
- The Satellite Symposia must be open to all registered Meeting participants.
- Exhibitors' badges allow access to the Exhibition Hall and to Industry Educational Sessions. Access to ICNC10 Scientific Sessions is not allowed.
- All Exhibitor badges should be collected at the Exhibitor Registration Desks

Lecture Room

Satellite Symposia, will be held within the Congress Centre.

Satellite Symposia will be held in lecture rooms ranging in capacity from 270 to 1000 seats.

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

Promotion

Promotional material referring to the Satellite Symposia must receive ESC approval prior to being printed, distributed or posted online.

- 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 Educational Sessions invitation flyers display racks:

Company organising Satellite Symposia are offered a communal display rack located in the Registration Area to promote their Industry Educational Session. Companies may distribute the flyer promoting their Educational 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 15 to 18 May 2011. N.B. – Please note that contrary to previous years, the ESC will not offer easels for poster display in the Registration Area.

Lecture Room Roll-up & invitations:

Two Roll-ups of maximum height of 2.5m and maximum width of 1m (no electrical connection, no light and no sound) can be displayed in front of the lecture rooms 1 hour before the beginning of the sessions.

N.B. – Please note that contrary to previous years, the ESC will not be able to provide easels as posters support, in front of the lecture rooms.

- Distribution of material (flyers...) at the entrance of the assigned room 30 minutes before the beginning of the session, nowhere else in the building other than on the booth.
- Handing out material from the exhibition booth.
- Small give-aways are acceptable (maximum retail value € 10). The distribution within or in front of the of give-aways should be low profile and in no way overshadow the main activity of the Satellite Symposia.

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

Payment

Payment for the Satellite Symposium has to be completed before **28 April 2011**.

IMPORTANT:

It is strictly forbidden to hold Satellite Symposia outside the ICNC10 Congress premises between 14 May 2011 and 19 May 2011.

3.2 Cost of Satellite Symposia

A basic price of excl. VAT

- € 25 000 (+ VAT) for one 75-minute Satellite Symposium.

The cost of a Satellite Symposium includes:

- The session
- A Delegate Bag Insert
- A Weblink
- 1 Information Screen
- The Lecture room

The basic equipment of a lecture room is:

- Chairs arranged theatre-style
- 1 lectern + Microphone
- 1 table for 2 chairpersons + 2 microphones
- Aisle microphones in the room for the delegates
- 1 Video-projector
- 1 screen
- Technician(s)
- Room networked with the Speaker Service Centre
- 1 Hostess

<p>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.</p>

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.

3.3 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.
- Scientific programme of the session announced at the entrance of the room.
- Names of the chairpersons (only) on the table.

The Speakers' Service Centre will be open*:

- Sunday 15 May 2011: 07:30 – 18:30
- Wednesday 18 May 2011: 07:30 – 16:00

* Subject to changes

Speaker presentations

To avoid unexpected technical problems at the last minute, the session organisers are strongly encouraged to make sure their speakers use the Speaker Service Centre to preload all presentations.

The session organiser or speaker must bring the presentations to the Speaker Service Centre a minimum of 3 hours prior to the session.

If speakers choose to use their own laptop, this is the responsibility of the company organising the session.

**DOUBLE PROJECTION AND TRANSLATION ARE NOT RECOMMENDED!
LIVE TRANSMISSION IS SUBJECT TO ESC APPROVAL**

3.4 Applying to hold Satellite Symposia

The Application Form for Satellite Symposia must be sent to the **ICNC10** Secretariat offices before **5 November 2010**. Email: satellite@escardio.org. Applications will be treated on a first come, first served basis.

3.5 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.

3.6 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 **1 February 2011**.

The Scientific Committee will validate the scientific programme.

Scientific Programme should be sent to:

EUROPEAN SOCIETY OF CARDIOLOGY
Mr. Nouredine M'Ghari
2035, Route des Colles
Les Templiers
B.P. 179
F-06903 SOPHIA ANTIPOLIS CEDEX
France

Tel: +33 (0)4 8987 2003 - Fax: ++33 (0)4 9294 7626 - Email: satellite@escardio.org

A "complete programme" must include the following:

- Title of the session
- Names of the two chairpersons (one of them can also be a speaker)
- Title of each presentation with their duration and topic number
- Name of all speakers
- Complete addresses of the chairpersons and speakers

- Duration of each presentation

IMPORTANT

- No product names/brand names, no misleading names that might be perceived as product/brand names, and no registered trademarks are allowed in the title or in the scientific programme of the session. Please use generic names.

- No abstract forms need to be submitted for Satellite Symposia.

- Abstract poster sessions are not allowed during the Satellite Symposia or during any reception before or after the Sessions.

- The ESC does not cover the expenses related to the Speakers and Chairmen of Satellite Symposia even if active in the Scientific Programme.

- 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.

3.7 Changes in Scientific content/ Erratum Policy

Once your scientific programme has received approval from the **ICNC10** Committee, all changes post approval must be sent in writing to satellite@escardio.org in order to ask for re-approval of your session. We ask that you respect the deontology of this programme and adhere to the approved content of your scientific programme.

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

The ESC kindly asks the Company to inform of any modifications to the content of the Scientific Programme of Satellite Symposia before **1 February 2011** in order to be printed in the Final Programme.

Late modifications in the Satellite Symposia Programme received on or after **2 February 2011** cannot be printed in the Final Programme. The ESC cannot guarantee to be able to communicate any alterations received after **1 February 2011**

3.8 Room Assignment

The ESC will seek to allocate the most appropriate 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.

Section 4 – Sponsorship, Advertising & Promotional Opportunities

4.1 Participation & Sponsorship Opportunities

ICNC10 offers our Industry partners a unique opportunity to showcase their products and services to the core professionals involved in all aspects of nuclear cardiology, PET and cardiac CT imaging in a unique and increasingly popular context.

By associating with ICNC10, 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 ICNC10 and we will be pleased to consider additional sponsorship initiatives or suggestions. For further consultation on and management of your corporate investment and strategy, please contact us at: sponsorship@escardio.org

ITEM	DESIGNATION	PRICE
Abstracts CD-ROM	Exclusive Sponsorship	€ 15 000
Final Programme Advertisement	Back Cover	SOLD
	Inside Front <i>or</i> Inside Back Cover	€ 4 000
Bookmark in the Final Programme		€ 5 000
Badge Laces	Exclusive sponsorship (incl. prod. cost)	SOLD
Delegate Bag Insert	A4 size insert in Congress Bags	€ 5 000
Web Space	Exclusive sponsorship	€ 10 000
Unrestricted Educational Grant	per session	€ 5 000

4.2 Sponsorship Terms & Conditions

- Sponsors will be acknowledged in all printed material and on the ICNC10 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 (€)
- Cancellations will incur fees of 100% if cancelled after receipt of your signed application form.

4.3 Industry Relations Contact

For any further queries on the above, please contact your Sponsorship officer:

Tel: +33 (0)4 89 87 20 09
Fax: +33 (0)4 92 94 76 26
E-mail: sponsorship@escardio.org

4.4 Product Descriptions and Technical Specifications

We have listed additional product details and technical specifications for sponsorship & promotional items below.

Web Space

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

- Exclusive sponsorship
- Web Space comprises seating, work stations & printer
- Acknowledgement: Logo on screensaver on each of the computer screens, Final Programme & ICNC10 Web Site
- Any additional signage, furniture or other requested for the Delegate Lounge needs to be approved by the organiser and is at the sponsor's cost.
- High resolution logo to be provided for the screen saver acknowledgement by 28 February 2011

Badge Laces

Worn by delegates throughout the event, this item provides excellent corporate exposure and association.

- Exclusive sponsorship – acknowledgement via sponsor logo on badge lace
- Quantities to provide: 1 200
- Reception at the Heart House: Before 27 April 2011

Final Programme Advertisements – product advertising allowed

The Final Programme provides delegates with the full scientific agenda, exhibition and industry supported sessions information and will be the essential reference document for delegates during the congress.

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

- Submit for approval: 14 February 2011
- Final approval: 16 February 2011

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 for approval: 14 February 2011
- Final approval: 16 February 2011

Delegate Bag Inserts

Promote your congress activities by designing a promotional insert to be included in each and every Delegate Bag and given to each registered delegate at the ICNC10 Congress. This invitation will communicate your congress message directly to delegates.

- 1 Delegate Bag Insert can promote only 1 event (e.g. 1 industry supported session or 1 activity on the exhibition stand)
 - 1 Delegate Bag Insert promoting 1 session with reference to the exhibition stand will be considered as 1 insert (e.g. 1 industry supported session, plus a mention similar to "visit our stand, location XX")
 - 1 Delegate Bag Insert promoting 1 session with full exhibition details will be considered as 2, and invoiced accordingly (e.g. 1 industry supported session, plus a mention for a stand activity)
 - 1 Delegate Bag Insert promoting 2 sessions/activities will be considered as 2, and invoiced accordingly.
- Quantities to print: 1 000
 - Submit for approval: 14 February 2011
 - Final approval: 16 February 2011
 - Reception at the Heart House: Before 27 April 2011

Weblink

Invite delegates to your congress activities by designing a promotional page link to the ICNC10 Web Site. This invitation will communicate your congress message to delegates in two locations online (Page Link to the official ICNC10 Web Site in two locations, via the Scientific Programme Online (SPO) and Industry Partner pages).

- 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 not be allowed

Weblink format: PDF, html or flash invitation:

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

Submit for approval: 14 February 2011

Final approval: 16 February 2011

Onsite Advertisements: There will be numerous opportunities for our industry partners to promote their congress and corporate messages to delegates onsite in Amsterdam. Please contact sponsorship@escardio.org for further details.

Section 5 – Conditions of Participation

5.1 General Conditions

The following conditions of participation concern ICNC10 sponsors insofar as the contractual partners do not reach contrary agreements in writing.

5.2 Admission to ICNC10

The exhibition is open to companies active in the field of Nuclear Cardiology and related fields. Marketing bureaus, consultants etc. may hire stand space in order to conduct their research or provide their services. These activities are restricted to the rented stand space. Canvassing for clients outside the space assigned is strictly forbidden.

5.3 Conclusion of Contract

Application for a stand is made by filling in and returning the Application Form for stand space. Only signed application forms will be taken into consideration. By signing the application form, the company accepts the requirements contained in the Guidelines for Industry Participation and any supplementary provisions. Confirmation of the allocation of a stand by the ICNC10 secretariat constitutes conclusion of the rental contract between the Exhibitor and the ICNC10 secretariat. A stand assignment and an invoice will be sent to the Exhibitor by registered mail. The date on the stand assignment is considered to be the date of stand allocation. If the contents of the stand assignment deviate from the contents of the Exhibitor's application, the contract is based on the substance of the stand assignment unless the Exhibitor protests in writing within two weeks after the date mentioned on the stand assignment.

5.4 Renting Stand Space

ICNC10 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. For companies organising a Satellite Symposium a stand of 9 m² or larger is mandatory.

ICNC10 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.

ICNC10 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. ICNC10 secretariat accepts no responsibility for any damage, which may result from such changes.

5.5 Assignment of Space

Stands will be assigned to Exhibitors on a "first come, first served" basis

5.6 Stand Design

- Exhibits must be displayed on stands for the entire duration of the exhibition; display of products other than those listed in the application is not permitted.
- ICNC10 secretariat is entitled to have exhibits removed from the stand if their display runs counter to the principles of fair competition or does not comply with the display programme.
- Details of prices, given in the form of signboards or stand lettering, are not permitted, nor are references to sales of products already affected or details of suppliers and customers.

5.7 Subtenants and other represented companies

Sharing the stand area with another company, regardless of whether this company is represented by its own exhibit and staff (subtenant) or only by its own exhibit (represented company), is not allowed, unless written approval is obtained from the ICNC10 secretariat. Transfer - even in part - of the rights and obligations arising from the rental contract to third parties is not permitted.

5.8 Terms of Payment

- The stand rental fee must be paid in full before the event. Failure to do so will result in the automatic cancellation of the assignment.
- The Exhibitor renounces the right to offset counterclaims against rent payable in time unless the counterclaims are undisputed or have been confirmed by a court of law.
- If the Exhibitor fails to meet his financial obligations, or additional expenses and other claims arising from the contract, ICNC10 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 ICNC10 secretariat or division or Association of the ESC.

5.9 Acceptance of Products

Each country applies specific regulations with regards to product promotion in its markets. It is therefore advised that each participating Company be aware of all regulations and restrictions that may affect their participation in ICNC10. The ICNC10 secretariat will accept no responsibility for any impact, financial or other, relating to such issues.

5.10 Reservations Policy

In the event that, for any reason whatever, it is judged advisable or necessary for the ICNC10 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 ICNC10 Congress has to be cancelled, the ESC will refund to the exhibitors/ session organisers/ sponsors the sum paid to ESC for contractual commitments less expenses incurred in preparation of these contracts, with no liability for either party to the contract.

5.11 Exemption from Liability

ICNC10 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 ICNC10 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 ICNC10 secretariat. Furthermore the ICNC10 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. ICNC10 secretariat will not be responsible for the insurance of such items. ICNC10 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.

5.12 Premature Termination of Rental Contract

If, after binding application and conclusion of the contract, ICNC10 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 ICNC10 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 ICNC10 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. ICNC10 secretariat is entitled to withdraw from, or to revoke: the rental contract, the conditions of participation or the supplementary regulations even after a reasonable period of grace. This also applies in the event that the conditions on which the contract was concluded do not apply or no longer apply, in

particular if the Exhibitor has altered his manufacturing programme so that his products can no longer be classified in the industry for which he has rented stand space.

5.13 Cancellation Policy

For Exhibition:

Cancellations by Exhibitors should be made by letter addressed to the ICNC10 secretariat. If a reservation is cancelled by the Exhibitor **before 31 January 2011**, the amount paid will be refunded minus 50% of the total amount due. If a reservation is cancelled by the Exhibitor **after 31 January 2011** no refund will be made, and the total amount for the stand space is due.

Cancellation of Sponsorship, Promotion, Advertisement or Grant Association once the invoice has been raised will incur 100% cancellation charge.

For Industry Educational Sessions:

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

If cancellation is received before **1 January 2011**, 50% of the total amount due will be charged.

If cancellation is received on or after **1 January 2011** 100% of the total amount due will be charged.

For Sponsorship:

Cancellations will incur fees of 100% if cancelled after receipt of your signed application form.

5.14 Enforcement of Rules

Any company judged to have not followed these Guidelines may be refused the opportunity to participate at any future meetings organised on behalf of the ICNC10 secretariat.

5.15 Supplementary Provisions

Constituent parts of the rental contract take the form of the Housing 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. The sovereignty of national law of the site of ICNC10 is undisputed.

5.16 Usage Rights for Music, Images, Films

Participating companies are solely responsible for paying all usage rights and royalties for the use of intellectual property (music, photos, movies, artwork, etc) used on the company's Exhibition Stand; before, during and after an Industry Educational Sessions as well as during any company- organised events at the venue or in the city where the congress is taking place. The ESC reserves the right to request a copy of the authorisation, or proof of payment of said rights that should cover the duration of the congress as well as the 2 days before and after the event.

More information can be found on the World Intellectual Property Organization website: www.wipo.int and www.wipo.int/treaties.

5.17 Claims, Procedures, place of performance and jurisdiction

All claims by Sponsors against the ICNC10 secretariat must be submitted in writing. These claims will lapse within 6 months of closure of ICNC10 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. ICNC10 secretariat reserves the right, however, to bring its claims before the courts competent for the area where the Sponsors has his registered office.

5.18 Final Clause

In cases not, or not clearly, covered by the regulations in the Guidelines for Industry Participation, ICNC10 secretariat's decision shall be final.