Dear Exhibitor,

This Update contains important logistical information concerning ICNC10. Therefore, please ensure this message and the Industry Guidelines are distributed to all your staff and agencies involved in this Congress.

All the stand service order forms are available on the following site:

http://www.escexhibition.org/ICNC10/default.aspx
Nuclear Cardiology and Cardiac CT

15-18 May 2011 - Amsterdam, Netherlands

Organised in conjunction with the American Society of Nuclear Cardiology, the European Association of Nuclear Medicine and the European Society of Cardiology Working Group on Nuclear Cardiology and Cardiac CT

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1. Access and Parking

ICNC10 will be held in the Amsterdam RAI, Amsterdam, The Netherlands.

The exhibition is situated on Level 1 – Auditorium, Building G of the Amsterdam RAI.

Parking

Trucks and cars can be parked for the duration of the congress in the following areas:

- **Trucks**: P8
- **Cars**: P1, P2 and P7

For more details, see the Access plan on:

2. Build up and Break Down

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

**Build Up Timetable**

- **Friday** 13 May 08:00 – 20:00
- **Saturday** 14 May 08:00 – 20:00
Break Down Timetable

Wednesday 18 May
09:00 – 16:00 Exhibition OPEN
16:00 – 24:00 Dismantling

IMPORTANT:
NO DISMANTLING BEFORE 16:00 WEDNESDAY 18 MAY. IF VALUABLES ARE REMOVED ON TUESDAY EVENING, STANDS MUST BE PRESENTABLE & RETAIN VISUALS UNTIL DISMANTLING STARTS.

Please note:
1) The limited dismantling time.
2) The Exhibition is OPEN on Wednesday until 16:00.
Freight Free Aisle

There is one main freight free aisle running through the exhibition. The route marked in red needs to be kept free of all goods and refuse AT ALL TIMES to enable fast access and exit from all areas of the Hall. See plan on the right for more details.
3. Security

The Organisers only provide General Surveillance within the Exhibition area.

Therefore, it is important that each exhibitor secures his/her stand against the risk of theft. The Organisers will accept no responsibility for loss or theft from stands.

Security guards on your booth can be ordered directly through our local agent, for more details please contact:

Amsterdam RAI Exhibitor Services
Ms. Kyla Van Kampen
Tel: +31 (0)20 549 1928
Email: exhibitorservices@rai.nl
4. Delivery Address and Storage

Official Forwarder and Lifter for ICNC10:

**FAIREXX Logistics**
Contact: **Ms. Sandra Guenther**
Tel: +49 304 403 4712
Fax: +49 304 403 4779
Email: sandra.guenther@fairexx.de

**Airfreight (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

Your airfreight shipments should arrive at Amsterdam airport no later than **5 working days** before desired delivery to booth.
Groupage Shipment (Warehouse 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

Your groupage shipments should arrive at our onsite warehouse no later than 4 working days before desired delivery to booth.
**Full Trailer Loads (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 2583

**Notify:**  
ICNC 2011 / Exhibitors Name  
Hall / Stand Number

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

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

For more information, download the FAIREXX Manual from:

5. Stand Service Orders

In order to avoid any surcharges, please make sure you make your orders reach the Amsterdam RAI before the 15th April 2011.

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

Amsterdam RAI Exhibitor Services
Ms. Kyla Van Kampen
Tel: +31 (0)20 549 1928
Email: exhibitorservices@rai.nl
6. Exhibition Opening Hours

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday 15 May</td>
<td>08:00 – 10:00</td>
<td>Decoration only</td>
</tr>
<tr>
<td></td>
<td>10:00 – 11:00</td>
<td>ESC inspection</td>
</tr>
<tr>
<td></td>
<td>11:00 – 14:00</td>
<td>Briefing meetings on stands</td>
</tr>
<tr>
<td></td>
<td>14:00 – 16:30</td>
<td>Exhibition CLOSED</td>
</tr>
<tr>
<td></td>
<td>16:30 – 18:00</td>
<td>Opening Ceremony (Exhibition CLOSED)</td>
</tr>
<tr>
<td></td>
<td>18:15 – 19:30</td>
<td>Opening Reception in the exhibition area, stands need to be manned</td>
</tr>
<tr>
<td>Monday 16 May</td>
<td>09:00 – 18:00</td>
<td>Exhibition OPEN</td>
</tr>
<tr>
<td>Tuesday 17 May</td>
<td>09:00 – 18:00</td>
<td>Exhibition OPEN</td>
</tr>
<tr>
<td>Wednesday 18 May</td>
<td>09:00 – 16:00</td>
<td>Exhibition OPEN</td>
</tr>
</tbody>
</table>

Note that from 14:00 until 18:30 there will be delegates within the exhibition area as the Main Auditorium where the Opening Ceremony will be held is in close proximity. Exhibitors should therefore take all reasonable precautions to protect valuables.

All exhibiting staff must wear an Official ICNC10 badge at all times within the venue.
7. Exhibitors Registration and Badge Readers

The Exhibitors Registration Desk is situated **in the Registration Area** (Level 1 – Building G).

The following services will be available:

- **Collection of Work Passes** (Also available from FAIREXX team in the Loading Area).
- **Collection of pre-ordered exhibitors’ badges.**
- **Preparation and purchase of additional exhibitor badges.**
- **Distribution of “Green Stickers”** enabling fully registered participants to access the exhibition areas outside official opening hours.

Please note that employees of exhibiting companies will only gain access to the stand if they have an Exhibitor Badge. You should therefore not arrange to distribute exhibitor badges from the stand – make sure that everyone is aware of this restriction, as exceptions will not be made.

**NO BADGE = NO ACCESS TO EXHIBIT AREA**

Exhibitor Badges do not give access to the scientific sessions of ICNC10 (Excluding your Satellite).

To attend all scientific sessions a full delegate registration is required.
Badge Readers

Recording a prospective customer's information can be done by using the ICNC10 Badge Readers. For more information, please download the following information forms:

- **key4lead Advanced Badge Reader:**
  [http://www.escexhibition.org/ICNC10/Heart%20Failure%202008%20Badge%20Reader%20Library/key4lead%20Advanced%20Badge%20Reader.pdf](http://www.escexhibition.org/ICNC10/Heart%20Failure%202008%20Badge%20Reader%20Library/key4lead%20Advanced%20Badge%20Reader.pdf)

- **Key4lead Classic Badge Reader:**
  [http://www.escexhibition.org/ICNC10/Heart%20Failure%202008%20Badge%20Reader%20Library/key4lead%20Classic%20Badge%20Reader.pdf](http://www.escexhibition.org/ICNC10/Heart%20Failure%202008%20Badge%20Reader%20Library/key4lead%20Classic%20Badge%20Reader.pdf)

To place your order, please go to the web portal available below:

If you should require more details on badge readers, feel free to contact:

**key4events**

Email: [contact@key4events.com](mailto:contact@key4events.com)
Exhibitors Registration Opening Hours

Friday       13 May   08:00 – 18:00
Saturday     14 May   08:00 – 18:00
Sunday       15 May   08:00 – 18:00
Monday       16 May   08:30 – 18:00
Tuesday      17 May   08:30 – 18:00
Wednesday    18 May   08:30 – 16:00

Exhibitor Badge Orders

Please note that you have the choice to choose how your free badges are inscribed. Company name, individual name or both.

The Badge Order Form can be downloaded from:

http://www.escexhibition.org/ICNC10/default.aspx

DEADLINE FOR SENDING BADGE ORDERS TO ICNCexhibition@escardio.org IS THE 8th APRIL 2011.
8. Stand Design and Activities Approval

Stand Drawings and Designs

Each stand design needs to be approved by the ESC and the Amsterdam RAI. Stands that have not been approved in writing or that do not correspond to approved drawings will have to be corrected at the exhibitor’s expense.

Stand Give Aways and Activities

All stand give aways and activities need to be approved by the ESC. Please fill in the Stand Activity form available on [http://www.escexhibition.org/ICNC10/default.aspx](http://www.escexhibition.org/ICNC10/default.aspx) and send it back to us before the 21st March 2011.
9. Important Reminders

Payment

Please note that payment for stand rental must be made in full before the event.

Smoking

Smoking is strictly forbidden anywhere in the building.

Alcohol

Exhibitors must not serve any alcoholic beverages from the stand.
Catering

Please note that it is not allowed to take food and/or drinks into the building or to keep them on the premises unless ordered through the Amsterdam RAI. For more details or to order, visit the following link:


Distribution of promotional material, directions etc. from the stand

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

Industry Debrief Meeting

A post congress meeting will be held on **Wednesday 18 May 11:00.** Location: **G109.** This meeting will allow you to provide feedback on the event.
10. Future ESC Congresses

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<tr>
<th>Event</th>
<th>Location</th>
<th>Dates</th>
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<td>Heart Failure 2011</td>
<td>Gothenburg</td>
<td>21 – 24 May 2011</td>
</tr>
<tr>
<td>EHRA - EUROPACE 2011</td>
<td>Madrid</td>
<td>26 – 29 June 2011</td>
</tr>
<tr>
<td>ESC Congress 2011</td>
<td>Paris</td>
<td>27 – 31 August 2011</td>
</tr>
<tr>
<td>EUROECHO 2011</td>
<td>Budapest</td>
<td>7 – 10 December 2011</td>
</tr>
</tbody>
</table>

If you have any questions about the Exhibition at ICNC10, please contact:

**ICNCexhibition@escardio.org** or **+33 4 92 94 77 55.**

We look forward to welcoming you to a successful event in Amsterdam!