



# Nuclear Cardiology and Cardiac CT

**BERLIN** Germany  
5 - 8 May 2013



[www.icnc11.org](http://www.icnc11.org)

Organised in conjunction with



Nuclear Cardiology  
and Cardiac CT  
ESC Working Group



**GUIDELINES FOR INDUSTRY PARTICIPATION**

## ***Your Contacts***

### **Addresses/ Contact Details**

- For **General Information** please contact:

ICNC11 SECRETARIAT  
2035, Route des Colles  
Les Templiers  
B.P. 179  
F-06903 SOPHIA ANTIPOLIS  
France  
General Information: [icnc@escardio.org](mailto:icnc@escardio.org)  
Website: <http://www.escardio.org/congresses/ICNC11>

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

Exhibition	<a href="mailto:icncservices@escardio.org">icncservices@escardio.org</a>
Satellite Symposia	<a href="mailto:icncservices@escardio.org">icncservices@escardio.org</a>
Sponsorship, Promotion and Industry participation	<a href="mailto:sponsorship@escardio.org">sponsorship@escardio.org</a>
Registration	<a href="mailto:icncregistration@escardio.org">icncregistration@escardio.org</a>
Hotel accommodation	<a href="mailto:icnchotel@escardio.org">icnchotel@escardio.org</a>
Abstracts and Scientific information	<a href="mailto:icncscientific@escardio.org">icncscientific@escardio.org</a>
Rooms rental	<a href="mailto:roomservices@escardio.org">roomservices@escardio.org</a>

## ***Important Dates***

<b>31<sup>st</sup> January 2013</b>	Deadline for sending complete programme of Satellite Symposia
<b>04 February 2013</b>	Deadline for companies and Publishers to send their Product or Company Description for reproduction in the Final Programme.
<b>18 February 2013</b>	Deadline for Exhibitors to submit their Stand designs.
<b>04 March 2013</b>	Deadline for exhibitors to order the Badge Lead Management System
<b>18 March 2013</b>	Deadline for exhibitors to inform the ESC of the Stand Activity and Give Away distributed on the Stand
<b>25 March 2013</b>	Deadline to receive Delegate Bag Inserts
<b>03 April 2013</b>	Deadline to order free exhibitors badges
<b>19 April 2013</b>	Deadline for stand services orders (from this date orders will still be possible with extra charge of 20%)

**Dear Colleagues and Friends,**

**It is our great pleasure to formally announce ICNC11**, the International Conference on Nuclear Cardiology and Cardiac CT, which will be held in Berlin, Germany, from 5 - 8 May 2013.

The ICNC meeting, a key international scientific event for nuclear cardiology and cardiac CT imaging, has been organising meetings for more than 20 years. 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.

ICNC11 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 two new categories of grants, the ICNC Grants and the ICNC Young Scientist Award. These 20 grants attributed to abstract presenters and young cardiologists will be generously provided by the ICNC Organising Committee and will carry a stipend of €1 500 per person. The Young Scientist Award will carry a stipend of €5 000 to the winner chosen onsite. The impetus for the increase in Travel Awards is to invest resources from previous successful meetings to the future of the field.

The venue of ICNC11 is the beautiful city of Berlin. Berlin is recognisable as a city of medical sciences by its expertise, diversity and the way that research, educational and business entities closely interact. Germany's capital city combines all the things necessary for a successful congress. It is one of the most history rich, eclectic and affordable capital cities in Europe!! Delegates on a budget can find affordable accommodation and meals, all within walking distance of the congress centre. 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 ICNC11 in Berlin. It promises to be a conference to remember.

**Frank Bengel,**  
*DE Organising Committee Co-Chairperson*

**Rob Gropler,**  
*US Organising Committee Co-Chairperson*

## Table of Contents

### Section 1 - Page 5

#### General Information

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

### Section 2 – Page 7

#### Exhibition

##### 2.1 Exhibition General Information

- 2.1.1 Exhibition Services
- 2.1.2 Exhibition Dates
- 2.1.3 Exhibition Time Schedule
- 2.1.4 Exhibitor Badges
- 2.1.5 Product Description
- 2.1.6 Surveillance & Security
- 2.1.7 Insurance
- 2.1.8 Shipping information
- 2.1.9 Customs Information / Taxes & Duties
- 2.1.10 Catering
- 2.1.11 Stand Activities
- 2.1.12 Miscellaneous

##### 2.2 Technical Guidelines for Exhibitors

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

### Section 3 – Page 18

#### Industry Educational Sessions

##### 3.1 Satellite Symposia

- 3.1.2 Conditions for holding Satellite Symposium
- 3.1.2 Time Slots and cost of Satellite Symposia
- 3.1.3 Speaker Service Centre
- 3.1.4 Satellite Symposia Speakers and Chairpersons rules
- 3.1.5 Applying to hold a Satellite Symposium
- 3.1.6 Accounting
- 3.1.7 Scientific Programme of Satellite Symposia
- 3.1.8 Changes in Scientific Programme content

##### 3.1.9 Room Assignment

##### 3.2 CME Accredited programme

##### 3.3 Hands-On Tutorials

- 3.3.2 Applying to hold Hands-On Tutorials
- 3.3.3 Accounting
- 3.3.4 Costs of Hands-On Tutorials
- 3.3.5 What is included in Hands-On Tutorials

### Section 4 – Page 26

#### Rooms at ICNC 11

- 4.1 Booking Procedure
- 4.2 Preparing your Room Requirements

### Section 5 – Page 28

#### Sponsorship & Promotion opportunities

- 5.1 Participation & Sponsorship opportunities
- 5.2 Sponsorship Terms & Conditions
- 5.3 Sponsorship Contact
- 5.4 Product Descriptions and Technical Specifications

### Section 5 – Page 31

#### Conditions of Participation

- 5.1 General Conditions
- 5.2 Admission to ICNC10
- 5.3 Conclusion of contract
- 5.4 Renting stand space
- 5.5 Assignment of Space
- 5.6 Stand design
- 5.7 Subtenants and other represented companies
- 5.8 Terms of payment
- 5.9 Acceptance of products
- 5.10 Reservations Policy
- 5.11 Exemption from liability
- 5.12 Premature termination of the rental
- 5.13 Cancellation Policy
- 5.14 Enforcement of rules
- 5.15 Supplementary provisions
- 5.16 Usage Rights for Music, Image, Films
- 5.17 Claims, procedures, place of performance & jurisdiction
- 5.18 Final clause



## Section 1 – General Information

### 1.1 Venue

#### The Berliner Congress Centre (BCC)

Alexandrestrasse 11

10178 Berlin

Web: <http://www.bcc-berlin.de/>

### 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:** Berlin

**Building:** The Berliner Congress Centre (BCC), all contact is via our local agent, Pia Wilm.

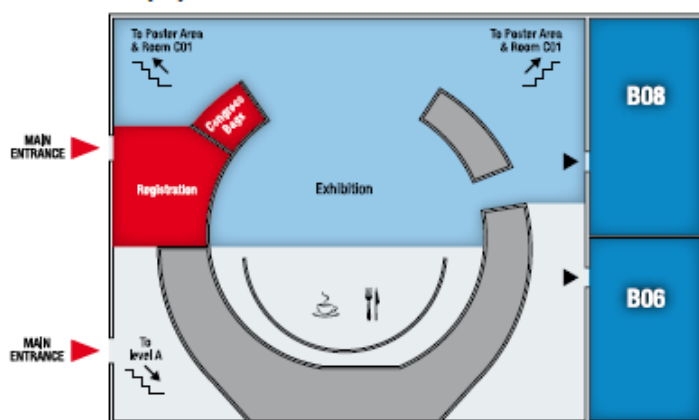
**Exhibitor:** The Company which is to be regarded as participant in the exhibition as a result of a submission of an application for stand space followed by a stand assignment.

**Organisers:** ICNC11 SECRETARIAT

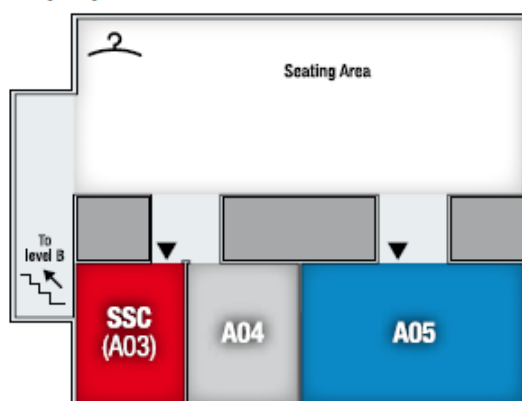
**ICNC11:** The International Conference of Non-Invasive Cardiovascular Imaging

### 1.3 Building Overview

#### Level B (0)



#### Level A (-1)



## 1.4 Congress dates: 5 - 8 May 2013

	07:00	07:30	08:00	08:30	09:00	09:30	10:00	10:30	11:00	11:30	12:00	12:30	13:00	13:30	14:00	14:30	15:00	15:30	16:00	16:30	17:00	17:30	18:00	18:30	19:00															
Sunday 05/05/2011			Registration																																					
			Speaker Service Centre																																					
																					Opening Ceremony + Reception																			
																					Exhibition																			
Monday 06/05/2011			Registration																																					
			Speaker Service Centre																																					
			Exhibition																																					
				Scientific Sessions						Scientific Sessions						Scientific Sessions						Scientific Sessions			Satellite Symposia															
Tuesday 07/05/2011			Registration																																					
			Speaker Service Centre																																					
			Exhibition																																					
				Scientific Sessions						Scientific Sessions						Scientific Sessions						Scientific Sessions			Gala Dinner															
Wednesday 08/05/2011			Registration																																					
			Speaker Service Centre																																					
			Exhibition																																					
				Scientific Sessions						Scientific Sessions						Scientific Sessions																								

## 1.5 Language

The official language during the Congress is English.

**No translation is available.**



## Section 2 – Exhibition

### 2.1 Exhibition General Information

#### 2.1.1 Exhibition Contacts

**For general information on exhibition, please contact:**

European Society of Cardiology  
2035, Route des Colles - Les Templiers  
B.P. 179  
F-06903 SOPHIA ANTIPOLIS CEDEX - France  
Tel: +33 (0)4 92 94 35 14 - Fax: +33 (0)4 92 94 76 26  
Email: [ICNCexhibition@escardio.org](mailto:ICNCexhibition@escardio.org)  
Web Site: <http://www.esceexhibition.org/ICNC11/default.aspx>

**For information regarding the Building, please contact:**

**Exhibitor's services department**

Tel: +49 30 2380 6833  
Email: [exhibitor@bcc-berlin.de](mailto:exhibitor@bcc-berlin.de)  
Web Site: [www.bcc-berlin.de](http://www.bcc-berlin.de)

**For information regarding:**

- Technical aspects of the exhibition,
- Furniture, carpet/flooring, fascia, A/V equipment, electricity connections and outlets, plants/flowers, Stand cleaning,
- Extra orders for stand equipment or personalised stand requests,
- Order of Shell Scheme Stands and equipment,
- Internet, phone and fax connections,
- Hostesses and security
- Catering order for the stands

Please contact:

**Exhibitor's services of Berliner Congress Center**

Tel: +49 30 2380 6833  
Fax: +49 30 2380 6844  
Email: [exhibitor@bcc-berlin.de](mailto:exhibitor@bcc-berlin.de)

Stand services catalogue and order forms are available on our web site:

<http://www.esceexhibition.org/icnc11/default.aspx>

**We recommend you visit the ESC Industry Portal regularly to access the latest order forms, updates, deadlines and congress essentials:**

<http://www.esceexhibition.org/icnc11/default.aspx>

#### 2.1.2 Exhibition Dates

**Exhibition Build Up:**

Friday	03 May	10:00 – 18:00	<b>Exhibition build-up</b>
Saturday	04 May	08:00 – 18:00	<b>Exhibition build-up</b>
Sunday	05 May	08:00 – 12:00	<b>Exhibition build-up</b>
		12:00 – 13:00	<b>Decoration Only</b>
		13:00 – 15:00	<b>ESC inspection and Briefing meetings on stands</b>

**Exhibition Opening Hours:**

Sunday	05 May	15:00 – 19:00	<b>Exhibition OPEN</b>
		17:30 – 19:00	<b>Opening Reception in the exhibition area</b>
Monday	06 May	08:30 – 18:00	<b>Exhibition OPEN</b>
Tuesday	07 May	08:30 – 18:00	<b>Exhibition OPEN</b>
Wednesday	08 May	08:30 – 15:00	<b>Exhibition OPEN</b>

**Dismantling:**

Wednesday	08 May	08:30 – 15:00	<b>Exhibition OPEN</b>
		16:00 – 24:00	<b>Dismantling</b>

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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.**

**On Sunday 5 May the hall will be open for construction until 12:00. All construction must be completed imperatively by 12:00. Any packing cases still left in the aisles will be removed at the exhibitor's expense.**

**For Exhibitor requesting stands from the local stand supplier, Berliner Congress Center, the stand will be ready to decorate from Saturday 04 May.**

**NO DISMANTLING BEFORE 16:00, Wednesday 08 May.**

**Exhibitors who have ordered a shell scheme stand should remove all personal items from the stand by Wednesday 17:00. All remaining material will be considered as rubbish.**

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.

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### 2.1.3 Exhibition Time Schedule

- Build-up will take place on **Friday 03 May from 10:00 to 18:00, Saturday 04 May from 08:00 to 18:00 and Sunday 05 May from 08:00 to 12:00.**
- Stand construction should be finished by **Sunday 05 May 12:00.**
- All packing material that is to be retained (e.g. for re-use) should be cleared from the Building by **Sunday 05 May 12:00.** 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.
- On **Sunday 05 May**, decoration is permitted from 12:00 to 13:00.
- On **Sunday 05 May** the exhibition is open **from 15:00.**
- Stand personnel can access the exhibition 1 hour before the opening from **Sunday 05 May** with an exhibitor badge.
- The ICNC11 Secretariat will have an office (ORGANISERS OFFICE) in the Building from Friday 03 May until Wednesday 08 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.



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

Stand size between:	General Exhibitor Badges	Scientific Exhibitor Badges
9 and 49 m <sup>2</sup>	4	4
50 and 99 m <sup>2</sup>	8	8
100+ m <sup>2</sup>	12	12

**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 ICNC11 Scientific Sessions.**



**Scientific Exhibitor Badges enable the bearer to access the Scientific Sessions of ICNC11; however do not allowed to get a congress bag, a certificate of attendance and do not include a journal subscription to ICNC Journal**

Exhibitor Badges must be ordered before **3<sup>rd</sup> April 2013** using the exhibitor badge order form available on: <http://www.esceexhibition.org/icnc11/exhibition/default.aspx>

**For more information contact the registration team:** [ICNCregistration@escardio.org](mailto:ICNCregistration@escardio.org).

#### **Additional Exhibitor Badges:**

If the number of free Exhibitor badges is insufficient, only General Exhibitor Badges may be purchased at a price of **€35.00** per badge **plus VAT if applicable**.

### **2.1.5 Product Description**

All Exhibitors will be listed in the Final Programme, the ESC Web Site and the Mobile App together with a short description of the products exhibited, (Maximum 100 words). All Exhibitors should send their Product Description to the Organiser before **4 February 2013** using the form online: <http://www.esceexhibition.org/icnc11/default.aspx>

Please note that we could not guarantee the inclusion of the product description in the publications if received after the deadline.

### **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 the Venue.

The Organiser may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of ICNC11, or who refuses to comply with the local safety rules.

### **2.1.7 Insurance and Other Charges**

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 ICNC 11 :

**Fairexx Logistics for Exhibitions GmbH**

Contact: Mr. Stefan Grunwaldt

Tel: +49 304 403 4713

Fax: +49 304 403 4779

Email: [stefan.grunwaldt@fairexx.com](mailto:stefan.grunwaldt@fairexx.com)

**On-site contact: Florian Wallmann - Tel: +49 173 214 53 02**



### **Groupage & courier Shipment (via warehouse)**

Shipment should arrive at the below warehouse address before **26 April 2013**

**Fairexx Logistics for Exhibitions GmbH**

Kesselbodenstr. 34  
85391 Allershausen, Germany  
Tel.: +49 8166 998 04 11

Notify: ICNC 2013 / Exhibitors Name  
Hall / Stand Number

Pre-advice for your Roadcargo Shipments please send to us pre-advise in advance  
by Telefax: +49 (0) 30 44 03 47 79 or by email [florian.wallmann@fairexx.com](mailto:florian.wallmann@fairexx.com)  
• Trucking details (ETA, haulier/courier, tracking number, number of pieces / volume / weight)

Check the required documents for Non- European Union shipments on the Fairexx Manual available online:  
<http://www.escexxhibition.org/icnc11/exhibition/default.aspx>

**Important: We strongly recommend that courier and groupage shipments are sent to our advance warehouse and NOT directly to the venue.**



### **Full /half Trailer Loads**

Full/half Trailer Loads should arrive directly at the venue in Berlin (address below) in accordance with the official Build-up dates and timeslots that should be booked from Fairexx. The time slot form is available on-line: <http://www.escexxhibition.org/icnc11/exhibition/default.aspx>

**Venue Address:**

BCC Berlin (Berliner Congress Center)  
for ICNC 2013 c/o Fairexx Logistics  
Alexanderstr. 11  
10178 Berlin, Germany  
Contact Florian Wallmann / +49 173 214 53 02

Notify: ICNC 2013 / Exhibitors Name  
Hall / Stand Number

Pre-advice for your Roadcargo Shipments please send to us pre-advise in advance  
by Telefax: +49 (0) 30 44 03 47 79 or by email [florian.wallmann@fairexx.com](mailto:florian.wallmann@fairexx.com)  
• Trucking details (Truck no., haulier, ETA, volume)

### **Airfreight**

Your airfreight shipments should arrive at Berlin Airport (TXL) no later than **25 April 2013**.  
See consignee address below:

**Fairexx Logistics for Exhibitions GmbH**

Marienstrasse 28  
12207 Berlin, GERMANY  
Tel.: +49-30-44 03 47 10

Notify: ICNC 11 / Exhibitors Name/ Stand Number

Send your shipments prepaid, on own Masterairwaybill, consigned to above mentioned address. 3 original invoices and packing list should be attached to the Airwaybill.

Pre-advice please send to us at least two days before arrival in Berlin  
by Telefax: +49 (0) 30 44 03 47 79 or by email [florian.wallmann@fairexx.com](mailto:florian.wallmann@fairexx.com)  
• Copy of Airwaybill / Flight details  
• Copy of invoice / packing list

### **Seafreight shipments**

For Seafreight shipment contact Fairexx.

**To ensure that reception of your shipment is managed**, please send a full pre-advice to FAIREXX LOGISTICS by fax: +49 30 44 03 47 79 attn. Florian Wallmann or by email to [florian.wallmann@fairexx.com](mailto:florian.wallmann@fairexx.com) ;

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

If the Exhibitor requires that parcels be delivered to their booth or be returned to their truck, the Official freight forwarders, FAIREXX, can assist in this regard. For more information please consult the Fairexx Shipping Manual available on: <http://www.esceexhibition.org/icnc11/default.aspx>

### 2.1.9 Goods Entrance

All materials for the Exhibition Hall should be unloaded from the front square in front of the Building (by ramp).

Please refer to access plan on: <http://www.esceexhibition.org/icnc11/exhibition/default.aspx>

### 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:

<http://www.esceexhibition.org/icnc11/exhibition/default.aspx>

### 2.1.11 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 exhibition opening hours, from Sunday 05 May 15:00 to Wednesday 08 May 15:00, 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. Fairexx has the right to store all packaging that is left in the aisles after 12:00 on Sunday 05 May.

### 2.1.12 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 Congress.

### 2.1.13 Customs Information / Taxes & Duties

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

### 2.1.14 Catering

The catering department of the venue, Berliner Congress Center, has the exclusive right to serve food and beverages within the exhibition area. Prior permission shall be obtained from ESC for any distribution of food and beverage samples.

The official caterer services must make sure that the rules and regulations laid down by the German authorities are observed. However, Exhibitors are allowed to establish serving areas at their stand, but only after approval by ESC and according to specifications laid down by the official caterer services.

Exhibitors are allowed to hand out food and beverage samples of their own products under the condition that the German food regulations are observed. Under no circumstances will the exhibitors be allowed to sell food or beverages from their stand. All food & drink offered in the exhibition must be arranged via the official caterer.

Orders should be made via the catering order form available on:

<http://www.esceexhibition.org/icnc11/default.aspx>

**The use of private coffee machine or any other items bring by the exhibitor but can be order through the official caterer is also not permitted at the stand. If this exclusivity is violated during the event, the venue reserves the right to charge a compensation fee.**

### **2.1.15 Stand Activities, Hospitality and Publicity**

Please inform the ESC of your planned Stand Activity and Giveaways by sending the Stand Activity form available <http://www.esceexhibition.org/icnc11/exhibition/default.aspx> before 18 March 2013. Please note that stand activities should adhere to the following rules:

I) 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 to the ESC exhibition department. Failure to do so may result in the exhibitors being obliged, at their own expense, to discontinue any such activity on-site.

II) Companies wishing to arrange or sponsor sessions are invited to arrange an industry sponsored session, 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 for stands more than 20m<sup>2</sup>, 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. For stand less than 20m<sup>2</sup>, the area set for an audience should be shown in the stand drawing and submitted to the ESC Exhibition department 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, industry sponsored sessions or ICNC 11 programme.

**All such activities require the prior approval of the ESC.**

**III)** Use of acoustic equipment, as well as audiovisual shows (projection of films and slides) of any kind by the exhibitor require authorisation by the Organiser 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.

**IV)** 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.

**V)** 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 by the ESC exhibition department. Participation can be 'rewarded' with a prize. However, the prize should be offered and the same for all. 'Drawing winners' is not allowed. Maximum retail value should be €10 and the item should have a scientific value.

**VI)** Notwithstanding the legal responsibilities of each Exhibitor at his own stand, the ESC policy accepts that small giveaways are distributed (maximum retail value €5) for example badges, T-shirts, pens.

Giveaways can only be distributed inside the stand. The distribution of giveaways should be low profile and should in no way overshadow the main activity of the stand. Please inform the ESC exhibition of your planned Stand Activity and Giveaways by sending the Stand Activity form. All such giveaways must have the written approval of the ESC exhibition team.

**VII)** 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.

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

**IX)** 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 the ICNC 11.
- 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. Such activities require the prior approval of the ESC.
- To affix sold-tags to goods on display.
- To remove exhibits from the stand, to add exhibits to the stand or to cover (parts of) exhibits on the stand. Nor should stands be dismantled or removed prior to the end of the event.

**X)** The site assigned to the Exhibitor shall be staffed at the beginning of the exhibition (Sunday 05 May 2013, 15:00), 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 a competent representative is present on the exhibit 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), ICNC 11, 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 Organiser. Exhibitors may use the Congress graphic where approval has been granted by the ESC. 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.

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

**XIII)** The organising committee has adopted a policy which limits industry sponsored entertainment, lunches, seminars or other formal gatherings. Without the specific approval of the Organiser, companies should not organise such events during the two days before ICNC 11, the congress itself or for two days immediately after ICNC 11 (i.e. 03/05/2013 – 10/05/2013). Should a company wish to plan any such events then it is advised to consult the Organiser in due time.

## **2.1.16 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**

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### **Important Notice:**

**All Exhibitors must submit a detailed stand drawing to the Organiser before 18 February 2013.**

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**Without the written approval of the Organiser no stand can be built. If a company wishes to hire a stand system from the venue, Berliner Congress Center, the ESC Exhibition department should be informed.**

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### 2.2.1 Exhibition Location

The exhibition at ICNC11 will be located in the Berliner Congress Center, Level B, B01-B02 (Ground floor).

### 2.2.2 General Exhibition Information with pricing and minimum stand space requirements

**The price of 'SPACE ONLY' is €345 per m<sup>2</sup> plus VAT. A reduced rate of €230 per m<sup>2</sup> plus VAT is offered to publishers, booksellers and journals. Minimum stand size is 9 m<sup>2</sup> for Industry, 6m<sup>2</sup> 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 will need to rent a standard exhibit stand system are advised to use the services of the Berliner Congress Center. See Order Form in our web site:  
<http://www.escehibition.org/icnc11/default.aspx>

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

- **Stand Design**

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 ESC before **18 February 2013**.

The drawings shall clearly indicate the planned layout, equipment and furnishing of the stand, including the graphics and signage, location of the activities (presentation, games/quizzes...). Also indicated must be the location of power outlets, electricity cables, as well as telephone and ventilation installations.

If fabrics (including linoleum and vinyl floor coverings) are to be used, safety certificates in English or German (language) should be supplied.

**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 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 two hours 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.

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 there-from. He shall not be entitled to any claim for reimbursement that may arise in consequence of such an intervention.

- **Shell scheme stands**

Shell scheme stands provided by the venue will be uniform stands with uniform graphics, height and design. Exhibitors who will need to rent a standard exhibit stand system are advised to use the services of the venue (contact [exhibitor@bcc-berlin.de](mailto:exhibitor@bcc-berlin.de)).

Order form and Stand services Catalogue are available on our web site:

<http://www.escexhibition.org/icnc11/default.aspx>

- **Stand height**

The (standard) maximum height of stand constructions is 2.5 meters. If you wish to build higher than this please contact the ESC for approval ([ICNCexhibition@escardio.org](mailto:ICNCexhibition@escardio.org)).

In cases where in-line, corner or peninsula stands are permitted to construct inside the stand elements above the separation wall height, such elements must be positioned at least 0.50 metre from the separation wall.

Stand height allowance is in direct proportion to the m<sup>2</sup> floor area of each stand and is as follow:

Stand size	Maximum height allowance
From 9m <sup>2</sup> to 20m <sup>2</sup>	2.3m ** - 2,5m
Over than 21m <sup>2</sup>	3m (maximum height allowed by the venue)

**\*\*Depending on the location of the stand the maximum height to build is 2.3m**

- **Two-storey structures**

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

- **Separation walls**

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 height of the separation wall, and this agreement differs from the policy prescribed by the ESC, this agreement has to be approved by the ESC and in any case may not exceed 3 metres height.

- **Back wall**

The rear sides of the stands shall be designed and decorated by the Exhibitor to whom this stand belongs, provided that the interests of the neighbours are not affected thereby.

- **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 ([ICNCexhibition@escardio.org](mailto:ICNCexhibition@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 1/3<sup>rd</sup> 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 elements**

Stand elements placed on the open sides of a stand must be 0.30 metre inset from the edge of the stand.

The height of these elements is subject to the stand height allowance chart.

Generally speaking, should the ESC considers that an item of the stand will obstruct visibility of neighbouring stands, the ESC reserves the right to ask for any modification.

- **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 37% of the stand width when viewed from each open side.

- **Stand flooring**

The floor of the exhibition area is linoleum in the area B01 and slate in the area B02.

The floor area of the stand must not be covered with paint or glue. The stand area may only be covered by the installation of an elevated platform, use of carpeting that is held in place by its own weight on the floor or by tape. **It is not permitted to use double sided adhesive tape for the laying of the floors, without the validation of the technical service of the venue. Note that the venue provides a specific double sided adhesive tape which is available at the Front Office for €12,00 (incl. VAT).** These items must be removed by the Exhibitor at the end of the exhibition. It is forbidden to place mortar directly on the floor, to nail with percussion tools or to paint with spray guns.

- **Platform**

The use of the wooden platforms is recommended for stands with a lot of electrical wiring; the stand construction firm will be able to advise on this matter. Exhibitors who use such platforms should bear in mind that:

- The maximum height allowed, measured from floor level to the top of the platform is 14 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. A construction safety certificate, signed by a qualified technician, must be submitted.

- **Load capacity**

The maximum permissible load on the floors of the Building is approximately **500 Kg 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 exhibit area to absorb the spectators. Should the spectators interfere with the normal traffic flow in the aisle or overflow into neighbouring exhibits, the presentation must be limited or stopped immediately.

No objects, including signs or advertisements, may project into the visitor's aisles.

- **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**

Due to the venue's sprinkler system, the construction of stand ceiling is not permitted.

- **Suspension points**

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

- **Positioning of stand**

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

- **Positioning of exhibits**

The Exhibitor is not allowed to place articles to be exhibited in a manner, which, in the ESC's opinion, affects or hinders neighbouring stands, e.g. as regards to the visibility of the neighbouring stands. Articles to be exhibited must be kept within the stand perimeter. The exhibit should pose no danger to participants.

- **Construction**

The ceilings, walls, columns and technical installations of the Building in general must not be subject to loads from the decoration or objects exhibited. It is forbidden to hang anything from the ceiling of the Building, or to affix stand parts, posters or other promotional material to columns, walls, girders, etc. of the Building within or outside the stand space assigned.

It is forbidden to make holes, insert screws or nails in the walls, ceilings, floors or columns of the Building.

- **Stands construction and fittings (Materials and fire requirements)**

All 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 BCC.

- **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.

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.

#### 2.2.4 Exhibition Services

For all your stand service orders and the latest exhibition logistics information, please visit:

<http://www.esceexhibition.org/icnc11/default.aspx>

All stand services can be ordered via the Berliner Congress Center: please see order form online.

- **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.

- **Electricity**

Please order your electricity and connections on the Order Form available online and also do not forget to indicate on the Order Form where you wish the electrical connections to be installed.

<http://www.esceexhibition.org/icnc11/default.aspx>

IMPORTANT: The exhibitor commits himself to use of energy efficiently. It is therefore requested that all electronic appliances at the stand are turned off at the end of the exhibition day. The bcc GmbH reserves the right to switch off all energy supplies to the stand overnight should the exhibitor not comply with these regulations.

- **Internet connection**

Please note that free internet wireless is available in the building but we can't guarantee the connection. If you need a secure connection, please order a cable connection to the exhibitor service department.

- **Water**

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

- **2.2.9 Miscellaneous Services**

To order services not mentioned in the Exhibitor Catalogue, please contact the exhibitor services of the venue ([exhibitor@bcc-berlin.de](mailto:exhibitor@bcc-berlin.de)).

#### 2.2.5 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-flammable materials or materials meeting the European safety norm EN13501/1 to class B standard may be used.
- No stand or display material may be more flammable than wood. Exhibitors are not permitted to use materials in their stand design such as paper, cardboard, plastic, artificial flowers, etc., which are easily ignitable or explosive, which can melt, drip, develop toxic gasses or produce excessive amounts of smoke. Materials must always be treated with a fireproofing agent, while closely following the guidelines laid down by the Fire Department and the manufacturer. If artificial flowers are used on a stand they must be made fireproof. Wooden floors laid out as gratings with gaps and especially with cavities below are not allowed. If you intend to lay your own carpet or floor covering, the product must carry one of the following approvals:

A: Fire classification of floors of stands: Bfl-s1. (27/2011 OTSZ).

B: Fire classification of construction products and building elements Class C -s1 flooring after EN 13501.

It is important that you bring documentation for the approval. The ESC reserves the right to reject use of material that does not comply with the above mentioned demands.

- 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.
- Since the Berlin Congress Center is a protected memorial building, welding work is strictly forbidden.
- 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 ICNC 11. 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.

## **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 or 75-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 m<sup>2</sup> 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 13:45 (for 60-minute sessions) or at 18



13:55 (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 ICNC 11 Scientific Sessions is not allowed.
- Scientific Exhibitors' badges allow access to the Exhibition Hall, and to ICNC 11 Scientific Sessions.
- All Exhibitor and Scientific Exhibitors' badges should be collected at the 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 700 to 100 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:

#### 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.
- 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 Symposia has to be completed before **19 April 2013**.

### **IMPORTANT:**

**It is strictly forbidden to hold Satellite Symposia outside the ICNC11 Congress premises between 3 May and 10 May, 2013.**

### **3.1.2 Time Slots and cost of Satellite Symposia**

	Exhibitor	Non-Exhibitor
<b>- Monday 6 May 2013:</b>		
12:35-13:35 (60-minute session)	€ 25 000	€ 35 000
12:35-13:50 (75-minute session)	€ 27 000	€ 37 000
18:15-19:15 (60-minute session)	€ 25 000	€ 35 000
18:15-19:30 (75-minute session)	€ 27 000	€ 37 000

**- Tuesday 7 May 2013:**

12:35-13:35 (60-minute session)	€ 25 000	€ 35 000
12:35-13:50 (75-minute session)	€ 27 000	€ 37 000

**The cost of a Satellite Symposium includes:**

- Lecture Room Rental

- Basic lecture room set-up

Customization needs to be ordered through our suppliers at extra cost

- Promotional package

1 Delegate Bag Insert, 1 Weblink, 1 Information Screen Advertisement

- Dedicated listing in the Scientific Programme Online, Advance & Final Programme, Mobile Application

- 4 General Exhibitor Badges for Non-Exhibitor Categories\*

- 4 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 ICNC 11 scientific sessions. 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

- 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](http://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\*:

- Sunday 5 May 2013: 07:30 – 18:30

- Monday 6 May 2013: 07:30 – 18:30

- Tuesday 7 May 2013: 07:30 – 18:30

- Wednesday 8 May 2013: 07:30 – 18:30

\* Subject to changes

**Speakers' presentations**

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

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

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

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

### **3.1.4 Satellite Symposia Speakers & Chairpersons Rules**

The Company organising the Satellite Symposium must cover all expenses of Speakers/Chairpersons of their Satellite Symposium. This includes:

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

### **3.1.5 Applying to hold Satellite Symposia**

The Application Form for Satellite Symposia, must be sent before **26 November 2012** Email: **icncservices@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 **31 January 2013**.

The Scientific Committee will validate the scientific programme at a later date.

#### **Scientific Programme should be sent to:**

EUROPEAN SOCIETY OF CARDIOLOGY  
Mr. Fabrice Calabrese  
2035, Route des Colles  
Les Templiers  
B.P. 179  
F-06903 SOPHIA ANTIPOLIS CEDEX  
France

Tel: +33 (0)4 92 94 18 25 - Fax: ++33 (0)4 92 94 76 26

Email: icncservices@escardio.org

A "complete programme" must include the following:

- Title of the session
- Names of the Chairperson(s):
  - 1 mandatory for 60-minute sessions
  - 2 mandatory for 75-minute sessions
  - 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.



**European Board for Accreditation in Cardiology (EBAC)**

ICNC 11 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 ICNC 11 Web site and in the final programme.

Each participant should claim those hours of credit spent on an educational activity. EBAC works in co-operation 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 Tuesday 7 May 2013 in the afternoon.

### **3.1.8 Changes in scientific Programme content**

Once your scientific programme has received approval from the ICNC Committee, all changes post approval must be sent in writing to Mr. Fabrice Calabrese of the ESC at **icncservices@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 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](http://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](http://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/](http://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).

### **3.3 Hands-On Tutorials**

During the ICNC 11 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.

#### **3.3.1 Conditions for holding Hands-On Tutorials**

##### **Duration**

— Supporting companies can run tutorial sessions between 8:30 and 18:00 from Monday 6 May to Tuesday 7 May 2013.

The tutorial programme will be approved by the ICNC 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 m<sup>2</sup> 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 ICNC 11 Scientific Sessions is not allowed.
- Scientific Exhibitors' badges allow access to the Exhibition Hall and to ICNC 11 Scientific Sessions.
- All Exhibitor and Scientific Exhibitors' badges should be collected at the 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 of 100 m<sup>2</sup> 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 from Friday 3 May 2013 (10:00 - 18:00 for workstations and equipment delivery) Saturday 4 May 2013 (08:00 - 18:00 for workstations and equipment delivery) and Sunday 5 May 2013 (08:00 - 12:00 for workstations and equipment delivery / 12:00 - 13:00 for decoration only, no moving of equipment).
- Hands-On Tutorials rooms can be dismantled on Wednesday 8 May 2013 from 15:30 to 24:00.
- Any installations or alterations to the rooms can only be made with explicit approval of the ESC.
- Room set-up, 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:

#### 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.

### **3.3.2 Applying to hold Hands-On Tutorials**

The Application Form for Hands-On Tutorials, must be sent before **26 November 2012** Email: **icncservices@escardio.org**

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

### **3.3.3 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.

### **3.3.4 Costs of Hands-On Tutorials**

A basic price will be applied of € 12,000 for exhibitors and € 22,000 for non-exhibiting companies for 2 days

### **3.3.5 What is included in Hands-On Tutorials**

- 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
- Dedicated listing in the Scientific Programme Online, Advance & Final Programme.
- 4 General Exhibitor Badges for Non-Exhibitor Categories\*
- 4 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 ICNC 11 Congress. These badges do not give the holder access to an official congress bag and/or accreditation.

## **Section 4 – Rooms at ICNC11**

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 ICNC11 delegates are strictly forbidden outside of the official industry sponsored sessions. Companies are requested to respect the following Guidelines throughout the period between 3 May and 10 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 ICNC 11 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 200 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 Sunday 5 May to Wednesday 8 May 2013, each day from 08:00 to 18:00 (13:00 on Wednesday).

- 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 ICNC".

### Application forms

Please submit the completed e-application form. Please fill in e-application forms on our website: [www.esceexhibition.org](http://www.esceexhibition.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 agencies read these Guidelines and all other documents posted on [www.esceexhibition.org](http://www.esceexhibition.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 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 Sunday 5 May 2013 at 08:00.
- 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 ICNC11 official suppliers and are billable as extras.
- Closed industry meetings within the congress centre will be held in fully furnished and AV equipped 200 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 invoice 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.

### Catering

- Catering services within the function space or closed industry meetings can be organised with the ICNC 11 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, extra 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.essexhibition.org](http://www.essexhibition.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

ICNC 11 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 ICNC 11, 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 ICNC 11 and we will be pleased to consider additional sponsorship initiatives or suggestions.

### Remaining Sponsorship & Promotional opportunities:

ITEM	DESIGNATION	PRICE
<b>Abstracts USB Stick</b>	Exclusive Sponsorship	<b>€ 15 000</b>
<b>Delegate Lounge</b>	Exclusive Sponsorship	<b>€ 10 000</b>
<b>Note Pads &amp; Pens</b>	<b>Product Advertising allowed</b>	<b>€ 5 000</b>
<b>Final Programme Advertisements</b>	<b>Product Advertising allowed</b>	
	Back Cover	<b>€ 10 000</b>
	Inside Back Cover	<b>€ 5 000</b>
<b>Bookmark in Final Programme</b>	<b>Product Advertising allowed</b>	<b>€ 7 500</b>
<b>Delegate Bag Insert</b>		<b>€ 5 000</b>
<b>Independent Educational Grant</b>	per session	<b>upon Request</b>

*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 ICNC 11 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.

## 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 Description 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.esccxhibition.org/ICNC11/default.aspx>**  
Please consult regularly this important Web Site.

### Abstracts USB Stick

Exclusive Sponsorship of the Official ICNC11 Congress Abstracts USB Stick. Contains all accepted abstracts at ICNC11 and will be available on site during the congress. This product guarantees maximum traffic to the sponsor stand where delegates will use the sponsor voucher to receive the Abstracts USB Stick. Price does not include production & shipment of the voucher.

- Submit a high resolution logo by **25 February 2013**

### Delegate Lounge

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

- Exclusive sponsorship
- Delegate Lounge comprises seating, work stations & printer
- Acknowledgement: Logo on screensaver on each of the computer screens, Final Programme & ICNC 11 Web Site.
- Any additional signage, furniture or other requested for the Delegate Lounge need to be approved by the organiser and will be at the sponsor's cost.

- Submit a high resolution logo by: **To be advised upon request**

### Note Pads & Pens – Product advertising allowed

Official congress items included in the Congress Bag and used by delegates during and post-congress.

- Exclusive sponsorship
- Acknowledgement via sponsor logo

- Submit a high resolution logo by: **6 February 2013**

### 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.

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

- Submit artwork for approval: **25 February 2013**
- Final approval: **1 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: **25 February 2013**
- Final approval: **1 March 2013**

### **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 ICNC 11. 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.

**NB: No product advertising will be allowed.**

- Submit artwork for approval: **25 March 2013**
- Final approval: **29 March 2013**
- Quantities to print: **1 000**

### **Weblink**

Invite delegates to your congress activities by designing a promotional page link to the ICNC 11 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 not be allowed. No product advertising will be allowed.**

Weblink format: PDF, html or flash invitation:

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

- Submit artwork for approval: **25 March 2013**
- Final approval: **29 March 2013**

### **Information Screen adverts**

Information Screens are located throughout the congress centre and in front of the lecture rooms. Adverts will run for the duration of the congress.

This information screen is dedicated to the promotion of your Satellite.

- Power point presentations on Office 2007 or 2010
- Resolution: HD, 1920 x 1080
- Format 16/9
- Avoid transparencies
- Duration of advert: 30" (if multiple slides, timing must be included into presentation).

**NB: No product advertising will be allowed.**

- Submit artwork for approval: **25 March 2013**
- Final approval: **29 March 2013**

**Onsite Advertisements:** There are various opportunities for our industry partners to promote their congress and corporate messages to delegates onsite in Berlin. Please contact [industry\\_services@escardio.org](mailto:industry_services@escardio.org) for further details.

## ***Section 6 – Conditions of Participation***

### **6.1 General Conditions**

The following conditions of participation concern ICNC11 sponsors insofar as the contractual partners do not reach contrary agreements in writing.

### **6.2 Admission to ICNC11**

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.

### **6.3 Conclusion of Contract**

Application for a stand is made by filling in and returning the Application Form for stand space. Only signed order forms will be taken into consideration. By signing the order 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 ICNC11 secretariat constitutes conclusion of the rental contract between the Exhibitor and the ICNC11 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**

ICNC11 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 m<sup>2</sup>. For companies organising a Satellite Symposium a stand of 9 m<sup>2</sup> or larger is mandatory.

ICNC11 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.

ICNC11 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. ICNC11 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.
- ICNC11 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 ICNC11 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, ICNC11 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 ICNC11 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 ICNC11. The ICNC11 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 ICNC11 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 ICNC11 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**

ICNC11 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 ICNC11 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 ICNC11 secretariat. Furthermore the ICNC11 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. ICNC11 secretariat will not be responsible for the insurance of such items. ICNC11 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.

## 6.12 Premature Termination of Rental Contract

If, after binding application and conclusion of the contract, ICNC11 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 ICNC11 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 ICNC11 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. ICNC11 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 ICNC11 secretariat.

Cancellation Fees will apply as of receipt of the signed order form as follows:

- 10% until 30 November 2012
- 50% from 1 December 2012 to 31 January 2013
- 100% from 1 February 2013

### For Industry Educational Sessions:

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

Cancellation Fees will apply as of receipt of the signed order form as follows:

- 10% until 30 November 2012
- 50% from 1 December 2012 to 31 January 2013
- 100% from 1 February 2013

### For Sponsorship:

Cancellation Fees will apply as of receipt of the signed order form as follows:

- 10% until 30 November 2012
- 50% from 1 December 2012 to 31 January 2013
- 100% from 1 February 2013

## 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 ICNC11 secretariat.

## 6.15 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 ICNC11 is undisputed.

## 6.16 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](http://www.wipo.int) and [www.wipo.int/treaties](http://www.wipo.int/treaties).

### 6.17 Claims, Procedures, place of performance and jurisdiction

All claims by Sponsors against the ICNC11 secretariat must be submitted in writing. These claims will lapse within 6 months of closure of ICNC11 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. ICNC11 secretariat reserves the right, however, to bring its claims before the courts competent for the area where the Sponsors has his registered office.

### 6.18 Final Clause

In cases not, or not clearly, covered by the regulations in the Guidelines for Industry Participation, ICNC11 secretariat's decision shall be final.

