

HEALTHCARE
WORLD

Guidelines

for Industry Participation



ESC Congress

2008



EUROPEAN
SOCIETY OF
CARDIOLOGY®



www.escardio.org

ESC Congress 2008

MUNICH, Germany - 30 August - 3 September

Guidelines for Industry Participation

www.escardio.org

30 August - 3 September



Important note:

*These guidelines have been
written by the European
Society of Cardiology (ESC).
A successful application made
by a company wishing to
participate in the ESC
Congress 2008 shall imply an
acceptance of the
requirements contained in
these Guidelines and in the
technical specifications
updated on the ESC Exhibitors
and Industry Partners Web
Site: www.ESCexhibition.org*

Please, carefully read
the Guidelines for
Industry Participation
and distribute
appropriately within your
company and/or related
agencies. The current
document presents the
structure of the product
offering. However,
technical specifications
(in particular, for our
web-based products and
services) will be
featured on the ESC
Exhibitors and Industry
Partners Web Site:
www.ESCexhibition.org

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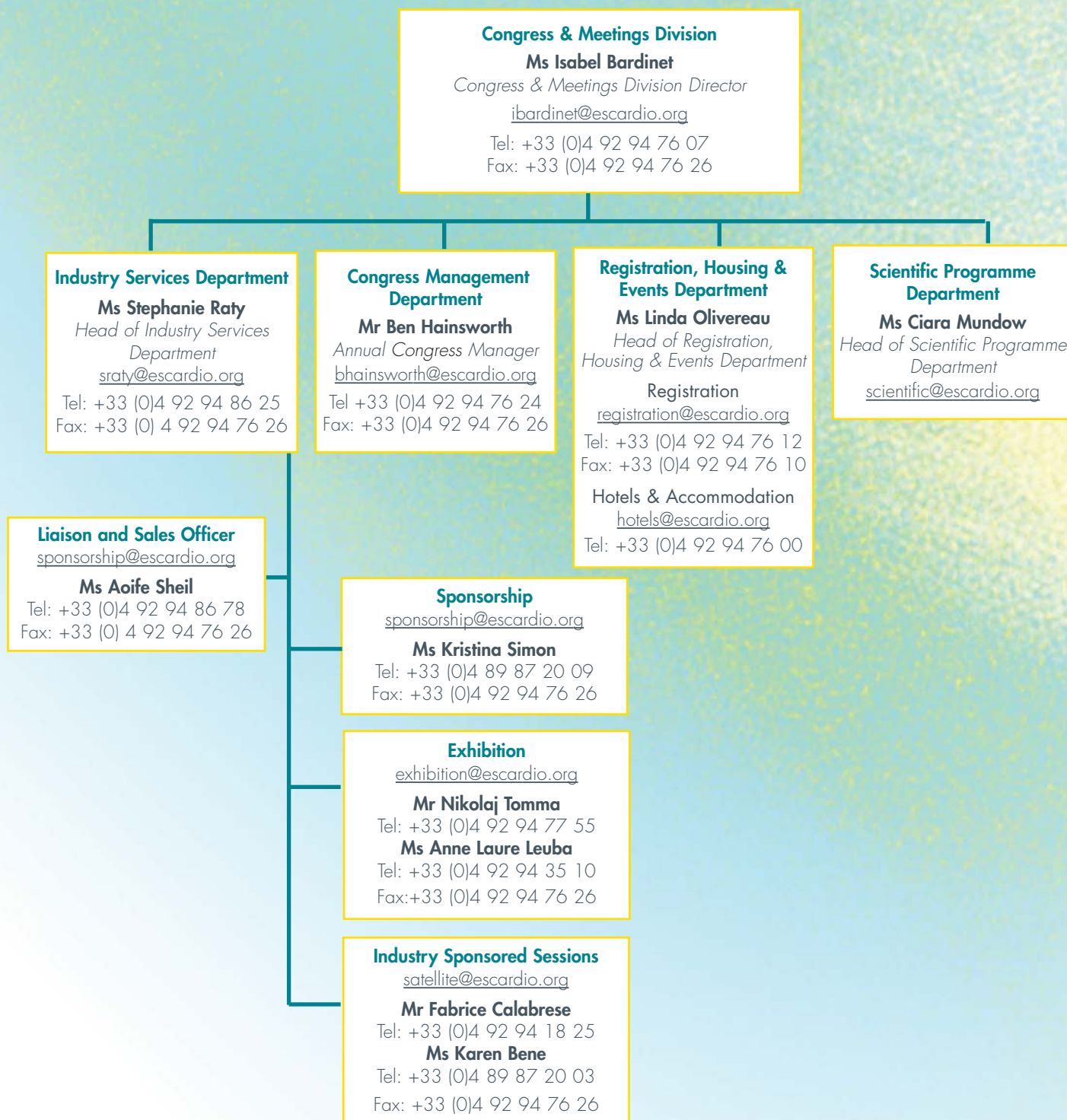
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- The Official Web Site of the European Society of Cardiology: www.escardio.org to learn about all ESC activities, products and services.

- The ESC Exhibitors and Industry Partners Web Site: www.ESCexhibition.org (for exhibitors and industry partners only) to find details of the Industry Prospectus, Guidelines, rules and regulations, forms and contact information you may need to participate in ESC Congresses.

Your Key ESC Contacts for the ESC Congress 2008



Press

ESC Virtual Press Office:
www.escardio.org/vpo
Email: press@escardio.org

Guidelines for Industry Participation Committee

A Howard, FR
J J Bax, NL
I Bardinet, FR
S Raty, FR
B Hainsworth, FR
M Weimers, SE
S Winter, DE
I Marti, CH
R Bhattacharjee, UK



Welcome to the ESC Congress 2008

We thank you for your interest in the ESC Congress 2008 and are proud to present you with the Guidelines for Industry Participation. Building on the success of the 2006 World Congress of Cardiology and the ESC Congress 2007, the 2008 Munich Congress will reconfirm the commitment of ESC to scientific exchange on a global scale. For more information on previous events we refer you to a wealth of information in the Appendices of this document (Pages 59-64).

The highlight for the ESC Congress 2008 is cardiovascular imaging. Cardiovascular imaging has become a key component in clinical cardiology. Over the past decades, we have witnessed a revolution in terms of imaging equipment and software packages: cardiovascular imaging is nowadays fully integrated in patient care. A comprehensive update, together with the most recent developments in imaging will be provided, with a focus not only on technical innovations but also on implementation in clinical practice. The ESC Congress will once again provide the best platform for exchange and updates on recent scientific developments and novel research to all medical professionals who deal with cardiovascular diseases in the course of their professional activity. As always, the scientific programme of the ESC Congress will highlight the most relevant issues in the diagnosis, management and treatment of cardiovascular disease, ranging from basic to clinical and population research.

Research from investigators around the world will be presented in special lectures, dynamic and interactive educational sessions, as well as the original content thanks to the abstract-based programme. A large part of the programme is dedicated to practical, clinical science developing delegates' practical skills through a combination of interaction with experts and presentation of the latest technology. The emphasis will be on providing clear take-home messages that can easily be transposed into clinical practice by the medical professionals who take part in the ESC Congress. Other sessions will be devoted to the most recent clinical guidelines and there will be an entire track on basic science. The latter will be presented in bench-to-bedside format, focusing on the translational aspect of basic science, but also highly specific basic science research. The Congress Programme Committee, the ESC Working Groups, Associations and National Societies of European cardiologists are working with colleagues from other continents to ensure that this year's programme will offer the world's cardiovascular professionals a complete and unique educational experience.

These Industry Guidelines will allow our industry partners to consider all the educational, commercial and promotional opportunities that this event offers companies active in the field. The Guidelines will instruct you on how to best achieve your congress objectives in the following domains:

- Your contribution to scientific programme (Chapter 1: Educational and Scientific Activities),
- The presentation of your product and services (Chapter 2: Exhibition),
- The promotion of your corporate identity (Chapter 3: Sponsorship, Advertisements & Promotional Opportunities),
- The logistics of welcoming delegates on-site (Chapter 4: Registration, Accommodation and Meeting Rooms).

You will find definitions of all products, contractual terms, logistical details, application forms and the all important contact information. For a concise overview of how the document is arranged please refer to the Contents and Glossary feature on pages 1-4.

The European Society of Cardiology looks forward to working with you over the coming months. Your participation and contribution are key to the ongoing success and appeal of our annual congress.

Yours sincerely,

Isabel Bardinet, Stephanie Raty and Ben Hainsworth, on behalf of the ESC Congress team

ESC Congress 2008, Industry Sponsored Sessions, Exhibition and Sponsorship Calendar

OCTOBER 2007	NOVEMBER 2007	DECEMBER 2007	JANUARY 2008	FEBRUARY 2008	MARCH 2008
 <p>■ 30 OCTOBER ESC Congress 2008 Industry Site Visit, Munich.</p>	<p>■ 16 NOVEMBER Sponsorship Deadline for application forms with priority status for:</p> <ul style="list-style-type: none"> • Online Advertisement ESC Congress section of ESC Web Site • Advance Programme Back Cover Advertisement • PDA & Mobile Phone Advertisement • PDA Congress Guides Sponsorship • Final Programme Back Cover Advertisement • Programme at a Glance Back Cover Advertisement • Exhibition, Satellite & Workshop Catalogue back cover Advertisement • Congress News Advertisement spaces • Bookmark in Final Programme Advertisement • Delegate Bags, Badge Holders, Note Pads & Pens, City Map & Gifts • Information Screen Advertisement • Technolounge Sponsorship • Mobile Spotlight Sponsorship • Time Out Corner Sponsorship • Poster Zone Sponsorship • Abstract CD-ROM Sponsorship • Highlight CD-ROM Sponsorship • Compendium of ESC Guidelines Sponsorship <p>Industry Sponsored Sessions</p> <ul style="list-style-type: none"> • Deadline for receiving Preliminary Application Forms with priority status. 	<p>■ 1 DECEMBER Exhibition Application Deadline for Top 20 points Holding Companies</p> <p>■ 14 DECEMBER Industry Sponsored Sessions</p> <ul style="list-style-type: none"> • Documents for the preparation of the scientific programme sent out. • Invoices sent out. <p>■ 18 DECEMBER Sponsorship Deadline for application forms with priority status for: Focus sessions</p>	<p>Registration Group Online services are open from January 2008 at www.escardio.org</p> <p>■ 18 JANUARY Exhibition Deadline for application with priority points status</p> <p>■ 31 JANUARY Industry Sponsored Sessions</p> <ul style="list-style-type: none"> • Deadline for receiving the complete scientific programme(s) of the session(s). • For cancellation of timeslots between 31 January - 6 March 2008: 25% of total amount due will be charged (room rental fee included). 	<p>■ 28 FEBRUARY Exhibition Cancellations before this date: 25% of total amount due. After 28 February until 27 May: 50% fee.</p>	<p>■ 6 MARCH Industry Sponsored Sessions</p> <ul style="list-style-type: none"> • Scientific programme(s) approval notification letters & assignments of rooms. • For cancellations received between 6 March - 5 May 2008, 50% of total amount due will be charged (room rental fee included). <p>■ 31 MARCH Industry Sponsored Sessions</p> <ul style="list-style-type: none"> • ESC Congress 2008 Branding Guidelines sent out. • Guidelines for Requirements and official suppliers' references sent out. <p>Exhibition</p> <ul style="list-style-type: none"> • Deadline Stand Rental Early Fee (€ 407/m2)
APRIL 2008	MAY 2008	JUNE 2008	JULY 2008	AUGUST 2008	SEPTEMBER 2008
<p>■ 1 APRIL Exhibition Application Stand Rental Late Fee (€ 447/m2)</p>	<p>■ 2 MAY Exhibition - Send Company Description for publication on Exhibition Interactive Map</p> <p>■ 5 MAY Industry Sponsored Sessions</p> <ul style="list-style-type: none"> • Deadline for printing late scientific programmes and/or content of programmes in the Final Programme. • Proofs of the scientific programmes will be sent to all companies to be checked (printed matter). • If an approved scientific programme is cancelled after 5 May 2008 the full fee as well as the room rental fee will be invoiced. <p>■ 16 MAY Exhibition - Stand drawing deadline</p> <p>■ 23 MAY Exhibition - Deadline for Industry Welcome Desk requests</p> <p>■ 27 MAY Exhibition - Cancellation fee: 100%</p> <p>■ 30 MAY Exhibition Deadline for company logo featured on Exhibition Interactive Map</p> <p>Registration, Accommodation & Meeting Rooms Hospitality suites and meeting rooms Deadline</p> <p>Industry Sponsored Sessions</p> <ul style="list-style-type: none"> • Deadline for receiving the corrected proofs. <p>■ 31 MAY Registration, Accommodation & Meeting Rooms</p> <ul style="list-style-type: none"> • First Registration deadline 	<p>■ 27 JUNE Exhibition</p> <ul style="list-style-type: none"> • Free exhibitor badges deadline <p>■ 30 JUNE Sponsorship Deadline for Pre-Congress Mailing Inserts orders Deadline for Delegate Bag Inserts orders. Deadline for Function Spaces orders. Finance Last deadline for payments</p>	<p>■ 21 JULY Exhibition Deadline for additional exhibitor badge order at early fee</p> <p>■ 25 JULY Exhibition</p> <ul style="list-style-type: none"> • Giveaway & stand activity deadline <p>■ JULY Industry Sponsored Sessions</p> <ul style="list-style-type: none"> • All information concerning the Scientific Sessions and the Satellite Symposia will be available on the ESC Web Site: www.escardio.org 	<p>■ 15 AUGUST Sponsorship</p> <ul style="list-style-type: none"> • Deadline for Weblink orders. <p>■ 30 AUGUST - 3 SEPTEMBER 2008 ESC Congress 2008</p>	<p>■ 12 SEPTEMBER Administration</p> <ul style="list-style-type: none"> • Deadline for Accrued Points Calculation Form for ESC Congress 2008 

Contents & Glossary

CHAPTER 1 - Educational and Scientific Activities - Page 5

"Ensure your contribution to the outstanding scientific programme"

Satellite Symposia - Chapter 1.1 - Page 5

Participating companies may organise special scientific sessions called Satellite Symposia.

— In order to hold a Satellite Symposium, an exhibition stand of minimum 50 m² is required.

(1 m² = €407 early fee / €447 late fee).

Satellite Symposia, will be held within the Congress centre in lecture rooms ranging in capacity from 120 to 3,000 seats.

— With a basic price of €21,780 for one 90-minute session and €43,560 for one 180-minute session (room rental excluded), these industry organised sessions are the perfect forum through which companies may reach their target audience with their latest scientific information and developments.

Deadline for application with priority status: 16 November 2007.

Workshops - Chapter 1.2 - Page 10

Registered Exhibitors (a minimum of 9m² of stand space is required) may organise Workshops during specific 45 minute time slots. The purpose of these sessions is to address current practice and usage of medical devices and equipment. ESC invites device, equipment, biotech and medical technology companies in the cardiovascular field to organise these dedicated sessions as part of the ESC Congress. Workshops are also open to nutrition and lifestyle companies. Workshops will be held within the Congress centre in lecture rooms ranging in capacity from 120 to 700 seats.

— The price of a Workshop is €8,910 excluding VAT for one 45-minute session with room rental included.

Deadline for application with priority status: 16 November 2007.

Primary Care Satellite Symposia 1.3 - Page 15

Companies are invited to organise industry sponsored sessions on cardiovascular disease for general practitioners on the occasion of the ESC Congress 2008. A special provision has been made for these sessions to be held in the local language for the ESC Congress 2008, notably German to facilitate communication with this new target group. This will be a key platform to focus on the primary care audience for cardiovascular care.

EBAC Accredited Educational Programme - Chapter 1.4 - Page 16

EBAC = European Board of Accreditation in Cardiology. The EBAC Accredited Educational Programme encourages under strict application and acceptance criteria, Satellite Symposia & Workshops to gain CME accreditation. There are clear and specific guidelines for EBAC accreditation as outlined in this chapter.

FOCUS Cardiology Practice and FOCUS Imaging Intervention Sessions - Chapter 1.5 - Page 17

— The FOCUS Cardiology Practice sessions address patient-oriented clinical decision making. Experienced clinicians present cases and discuss diagnostic and therapeutic options in an interactive manner with the audience. The application of guidelines and optimal patient management are critically reviewed.

— The FOCUS Imaging Intervention sessions address current problems and new developments in catheter-based and surgical interventions, as well as non-invasive diagnostic procedures. Experts will demonstrate these techniques LIVE, integrating extensive audiovisual facilities and audience interaction.

Companies are invited to associate with these cutting-edge sessions that have relevance to their company products and services. These sessions will allow companies obtain excellent target group reach and maximum exposure through their association with the high scientific quality and status of these sessions.

— The grant cost is €21,600 excluding VAT per session

Deadline for application with priority status: 21 December 2007

Multimedia Products- Chapter 1.6 - Page 18

Webcasts and CD-ROMS.

Companies may transform their Satellite Symposia and Workshops into webcasts or CD-ROM format.

Poster Zone - Chapter 1.7 - Page 18

Posters will be shown electronically in our innovative and high-tech e-Poster system, as well as in e-slides, moderated posters and traditional format. This unique educational initiative and the surrounding area may be sponsored by a company. The price for sponsorship of the combined e-Poster System and Poster zone is €150,000 excluding VAT.

Deadline for application with priority status: 16 November 2007

Abstracts CD-ROM - Chapter 1.8 - Page 19

Sponsor the official ESC Congress 2008 CD ROM containing all accepted abstracts at ESC Congress 2008 as well as abstracts from the ESC Congress 2007 and the World Congress of Cardiology 2006 with a searchable contacts database and user friendly data system for this essential reference tool. The price of sponsorship and distribution rights of the Abstracts CD-ROM is €253,800 excluding VAT.

Deadline for application with priority status: 16 November 2007



Highlights CD-ROM - Chapter 1.9 - Page 19

Sponsor the only post-Congress CD-ROM with Highlights of ESC Congress 2008, a vital educational tool for cardiovascular professionals worldwide. Containing over 20 hours of official, exclusive and cutting edge highlights of the scientific programme of ESC Congress 2008. The price of the Highlights CD Rom is €75,600 excluding VAT.

Deadline for application with priority status: 16 November 2007

Compendium of ESC Guidelines - Chapter 1.10 - Page 19

At the ESC Congress 2008, the ESC will once again propose the Compendium of ESC Guidelines, offering a reference condensing the most important content of full ESC guideline documents into one medical reference book in cardiology. — Exclusive sponsorship & distribution rights during the congress: €165,000 excluding VAT.

Deadline for application with priority status: 16 November 2007

CHAPTER 2 - Exhibition - page 21

"Present your products, services and activities to delegates"

Exhibition General Information – Chapter 2.1 - Page 21

An introduction to benefits of exhibiting at the world's largest cardiovascular congress, find out here how to apply for space. Find details of pricing, an exhibition timetable, how to register exhibiting staff and stand promotion guidelines.

Exhibition Technical Guidelines – Chapter 2.2 - Page 29

Important information for exhibit planners and their agents, detailing both ESC and local regulations covering stand construction, fire & safety and support services.

Exhibition Conditions of Participation – Chapter 2.3 - Page 38

Terms and conditions of sale, this chapter relates directly to the Exhibition Space Application Form and Contract. A signed contract implies full acceptance of items explained in this chapter:

Emerging Technologies Showcase Area (ETSA) – Chapter 2.4 - Page 41

This section is dedicated to a special area within the exhibition focused on innovative medical technologies. Companies meeting the applicant criteria noted within this chapter may benefit from a low cost access to the Congress as part of the ETSA package.

CHAPTER 3 - Sponsorship, Advertisements & Promotional Opportunities: - Page 43

"Highlight your company profile online, offline and throughout the congress centre"

Pre-event Printed and Web-based Advertisements - Chapter 3.1 – Page 43

In order to promote your company activity at the ESC Congress 2008 prior to the event, certain advertising and promotional options are available whereby you may reach your target group well in advance of the congress itself.

Online Advertisement throughout the 'ESC Congress 2008' section of the ESC Web Site – Chapter 3.1 – Page 43

Companies may consider adding their logo and advertisement online throughout the "ESC Congress 2008" section of the ESC Web Site (more than 30 web pages in total) offering months (from January to September) of pre-congress exposure to the global cardiology community visiting the ESC web-based content of the ESC Congress 2008.

— 3 banner spaces (thumbnails) available, price in relation to the position.

— Price: €30,000, €27,500, €25,000 excluding VAT

Deadline for Application with priority status: 16 November 2007

ESC Congress 2008 Advance Programme: Exclusive Back Cover Advertisement – Chapter 3.1 – Page 43

The ESC Congress 2008 Advance Programme, printed and mailed April 2008 offers an exclusive Back Cover advertisement opportunity, the ideal way through which your corporate message will be sent along with the scientific programme and meeting information to over 50,000 delegates. This is the only programme to be mailed to potential delegates.

— Price €151,200 excluding VAT

Deadline for application with priority status: 16 November 2007

Pre-Congress Mailing Insert – Chapter 3.1 – Page 43

A special Satellite & Exhibition Envelope has been created exclusively to be mailed to approximately 25,000 cardiologists from around the world (ESC Congress 2007 active participants, all ESC Congress 2008 first deadline pre-registered participants).

— Price €10,800 excluding VAT

Deadline: 30 June 2008

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Weblink - Chapter 3.1 – Page 44 — to accompany your satellite or workshop an invitation can be created and listed on the ESC Congress 2008 Web Site.

— Price €3,500 excluding VAT

Deadline: 15 August 2008

Company Logo featured on Exhibition Interactive Map - Chapter 3.1 – Page 44

To promote your exhibition stand, the Exhibition Interactive Map is published on the ESC Web Site showing the location of each stand. Visitors can click on each stand to read more about each company profile. For increased visibility, exhibitors can include their company logo through the company list and in a “pop-up” window containing the company description. Publication period: Pre event and for full duration of congress

— Price of including logo: €1,000 excluding VAT

Deadline: 30 May 2008

PDA and Mobile Phone Advertisement & Sponsorship opportunities - Chapter 3.1 – Page 44

PDA and Mobile Phone technology offers the opportunity to reach the growing number of delegates using personal digital assistant and mobile phone applications. Companies are invited to sponsor the web-delivered programmes or to place Satellite and Workshop invitations in the programme.

Printed Advertisement Opportunities - Chapter 3.2 – Page 45

Exclusive Advertisement opportunities are available in the ESC Congress 2008 Programmes such as Advance (mentioned previously) and Final Programmes, along with many other Congress Documents i.e. ESC Congress News, Final Programme Bookmark, Exhibition, Satellite & Workshop Catalogue and the Programme at a Glance. All exclusive advertisement opportunities will advertise your target message to each and every delegate attending the ESC Congress 2008.

Delegate Bag Insert - Chapter 3.2 - page 46

Thanks to this popular promotional tool, your company Satellite, Exhibition or Workshop invitation will be featured in the official ESC Congress 2008 Delegate Bags (25,000).

— Price: €5,400 excluding VAT

Deadline 30 June 2008.

Information Screen Advertisements - Chapter 3.3 - Page 46

The Information Screen Advertisements offer a dynamic and far reaching opportunity on-site at the ESC Congress 2008 to reach the maximum amount of delegates throughout the entire duration of the Congress. The Information Screen will be used at the ESC Congress 2008 to display the complete and detailed Scientific Programme at all Lecture Room entrances (external flat screens) and upon giant screens located within the main delegate catchment (registration and other potential traffic points). Advertisements will be placed upon these screens carrying your company name and logo and offered to a limited number of applicants only.

— Price for 1 advert for entire event: €50,000 excluding VAT

Deadline for application with priority status: 16 November 2007.

Congress Materials - Chapter 3.4 – Page 47

Exclusive Sponsorship is offered on key congress materials at the ESC Congress 2008. In sponsoring the Official Congress Delegate Bags, Badge Holders, Pens, Note Pads, ESC Congress 2008 City Maps, Gift in the Bag, these materials will reach all delegates carrying your particular congress message at the ESC Congress 2008.

Congress Services - Chapter 3.5– Page 47

The ESC Congress 2008 Technolounge offers a fully equipped, state of the art business-style lounge accessible to all delegates including Internet Access, Scientific Programme online, PC work stations and printers with wi-fi facilities, a comfortable seating area and Bar.

Mobile Spotlight - Chapter 3.5 – Page 48 — is built around the on-site delivery of the Final Programme for PDAs and mobile phones. The exclusive sponsor can use this Area and Programme to promote their congress activity, conduct their own research and customer relation activities — our PDA publisher will advise the sponsor on how to best use this opportunity at minimal extra cost.

Deadline for application with priority status: 16 November 2007

Time Out Corner Sponsorship - Chapter 3.5 – Page 48

- A wind down, quiet space for delegates to relax or take a break between sessions.
- The area designated for the Time Out Corner is spacious and can be adapted by the Sponsor
- It offers delegates a tranquil area where they can unwind, perhaps read a book, or just sit for a while.

— Price: details upon request

Deadline for application with priority status: 16 November 2007



Corporate Hospitality and Technical Infrastructure Partnership - Chapter 3.6 – Page 49

Various offerings for Corporate Support will be available at the ESC Congress 2008. See Chapter 5 as to how your organisation or group may offer corporate support and partner with one of the largest cardiovascular healthcare congresses held globally.

Industry Press Activity - Chapter 3.7 – Page 49

Use the ESC Congress 2008 media resources to plan your coverage of the ESC Congress 2008. Avail of the many different options available to Industry for their Press requirements, where our expert team will work with Industry Representatives and their communications agents in ensuring the best Press Events solutions for your ESC Congress 2008 press requirements. For further details refer to this chapter or contact press@escardio.org.

CHAPTER 4 – Registration, Accommodation and Meeting Rooms - Page 51

"Welcome your delegates to the ESC Congress 2008 in Munich"

Delegate Registration – Chapter 4.1 - Page 51

The aim of the ESC Congress 2008 is to provide the best of science and education to all professionals who care for patients suffering from cardiovascular diseases. Easy to use online services exist for your Group Registration at the ESC Congress 2008. Registrations will also earn your company valuable accrued points.

Industry Welcome Desks – Chapter 4.2 - Page 51

Industry Welcome Desks are the perfect medium through which your company may manage your delegate registrations, client management and other important coordination and meeting point activity for your invited delegates. These desks are centrally located within the Registration area affording the perfect meeting point for your delegate requirements.

Hotel Services – Chapter 4.3 – Page 51

Companies can contact the ESC directly with regards to their hotel and accommodation requirements for the ESC Congress 2008. For secure and easy bookings, contact our Housing & Events Department at hotels@escardio.org for the extensive range of services offered.

Function Space, Hospitality Suites & Meeting Rooms – Chapter 4.4 – Page 52

In order to maximise attendance at its scientific sessions, the ESC has adopted a policy, which limits industry-sponsored presentations, hospitality and formal gatherings. No such activity should be held without the specific approval of the ESC. A limited number of Hospitality Suites & Meeting Rooms are available in the building.

Closed Industry Meetings – Chapter 4.5 - Page 52

Companies are invited to organise industry and/or investigators' meetings, conveniently on-site, within the ESC Congress 2008 lecture rooms ranging in capacity from 100 to 120 seats. The basic price of a closed industry session is € 3,000 excluding VAT for a 60-minute meeting.

CHAPTER 5 – Finance - Page 53

A short version of everything you need to understand about invoicing, payments, penalties grouped together for a quick reference.

CHAPTER 6 – Accrued Points - Page 57

The Accrued Point System has been established in order to ensure that participation in ESC Congresses will earn companies priority according to the level of their involvement over the past 4 years. All exhibition, satellite, hotel and sponsorship requests will be dealt with according to the list of accrued points.

CHAPTER 7 – Appendices - Page 63

Important Dates - **Chapter 7.1**

Future Congresses organised by the ESC - **Chapter 7.2**

Statistics for ESC Congress 2007 - **Chapter 7.3**

Application Forms - **Chapter 7.4**

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CHAPTER 1

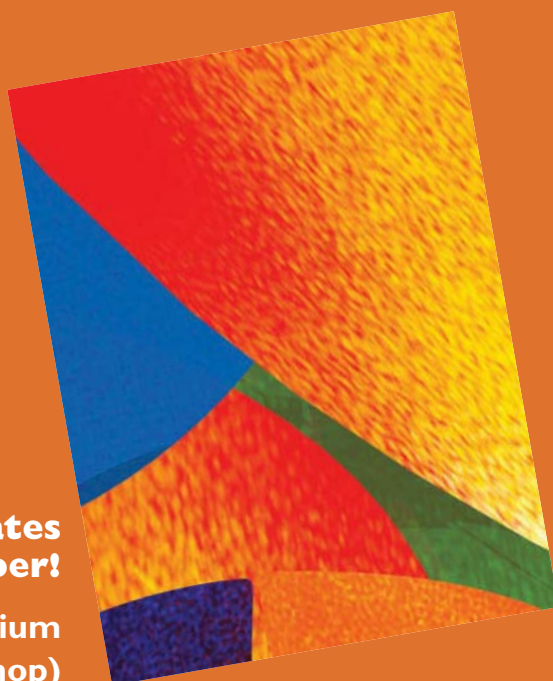
Educational and Scientific Activities: “Ensure your contribution to the outstanding scientific programme”

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chapter



**Important Dates
to remember!**
(Satellite Symposium
& Workshop)



- 14 September 2007** Invitation letters & Preliminary Application Forms sent out.
- 30 October 2007** ESC Congress 2008 Industry Site Visit, Munich.
- 16 November 2007** Deadline for receiving Preliminary Application Forms with priority status.
- 14 December 2007** Documents for the preparation of the scientific programme sent out. Invoices sent out.
- 31 January 2008** Deadline for receiving the complete scientific programme(s) of the session(s).
- 6 March 2008** Scientific programme(s) approval notification letters & assignments of rooms.
- 31 March 2008** ESC Congress 2008 Branding Guidelines sent out. Guidelines for Requirements and official suppliers' references sent out.
- 5 May 2008** Deadline for printing late scientific programmes and/or content of programmes in the Final Programme. Proofs of the scientific programme(s) will be sent to all companies to be checked (printed matter).
- 30 May 2008** Deadline for receiving the corrected scientific programmes proofs. After this date no further corrections will be taken into consideration for the printing of the Final Programme.
- 30 June 2008** Last deadline for payments.
- July 2008** All information concerning the Scientific Sessions will be available on the ESC Web Site: www.escardio.org
- 30 August -
3 September 2008** ESC Congress 2008

Educational and Scientific Activities

“Ensure your contribution to the outstanding scientific programme”

Quick find index

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1.1 Satellite Symposia

Companies are invited to organise scientific sessions as part of the ESC Congress 2008. These sessions are the perfect forum through which industry can reach their target group audience with their latest scientific information and developments. All Satellite Symposia will be allotted dedicated time slots.

It is strictly forbidden to hold Satellite Symposia and Workshop Sessions, or other formal gatherings outside the Congress premises between 24 August and 8 September 2008.



Price:

90 minutes € 21,780 excl.VAT (plus room rental)

Points awarded: 8

180 minutes € 43,560 excl.VAT (plus room rental)

Points awarded: 16

[Deadline for application with priority status](#)

[– 16 November 2007](#)

Satellite Symposia will be held within the congress centre in lecture rooms ranging in capacity from 120 to 3,000 seats.

Appointed Agency

✓ Applications for Satellite Symposia must be submitted by the company under whose name each session is to be organised. We would like to draw your attention to the fact that the correspondence for the above items should be made exclusively between this company and the ESC.

✓ Companies should inform the ESC, in writing, which agency is appointed for which symposium. Otherwise no requests from agencies will be taken into consideration.

✓ It is not the role of any given agency to make initial enquiries or reservations with the ESC independently of the company.

✓ The company is responsible for communicating these guidelines to its staff and its appointed agencies.

✓ This 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.

Exhibition Stand

In order to obtain permission to hold a Satellite Symposium, an exhibition stand of minimum 50 m² is required. 1 m² = € 407 excl.VAT early fee.

Cancelling your exhibition space will also mean cancelling your Satellite Symposium.

Payment

Payment for the Satellite Symposium must be received before Monday 30 June 2008.

Duration

The Satellite Symposium should fit in the standard time unit of one 90-minute session or one 180-minute session as defined in this section. No other durations will be considered.

Access - Badges

✓ Companies only have access to the lecture rooms 30 minutes before their scheduled time slot. (20 minutes for the time slot on Monday 1 September, 2008).

✓ All persons involved in the operation of the Satellite Symposium (film crew, technicians...) must have a valid badge, exhibitor, Diamond Exhibitor, active participant or day ticket.

✓ All persons attending the Satellite Symposium must be registered either as active participants, exhibitors or journalists; persons without such a badge will not be allowed to enter the room.

✓ The Satellite Symposium must be open to all registered congress participants.



Lecture Rooms

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

Receptions

✓ When suitable space is available, Satellite organisers may organise receptions before or after Satellite Symposia. The ESC does not guarantee that such space is available. Lunch boxes should preferably be distributed before or after the Satellite Symposia (not during the sessions). Receptions can only be organised with the ESC official caterer.

✓ Companies will have the right to serve alcoholic beverages during the receptions organised on:

- Saturday 30 August 2008: after 16:00
- Sunday 31 August 2008: after 20:00
- Monday 1 September 2008: after 20:00
- Tuesday 2 September 2008: after 18:00

✓ Reception space must not be used for entertainment, poster displays, presentations or any other promotional purposes.

✓ Reception space must be opened to all registered congress participants.

✓ Exhibitors are also encouraged to guarantee a healthy and balanced catering service to their delegates.

Audio, Video & Webcast

✓ The ESC retains the right to record the sound and images of Satellite Symposia. Those companies who do not wish to have their Satellite Symposium recorded and web cast by the ESC must inform the ESC.

✓ Companies can only videotape and web-cast their own Satellite Symposia with the explicit approval of the ESC and the purposes of the video must be clearly defined. **DOUBLE PROJECTION AND TRANSLATION ARE NOT RECOMMENDED!**

Timeslots reserved for Satellite Symposia

Timeslots reserved for Satellite Symposia are as follows:
Saturday 30 August 2008:

- 12:00 - 13:30
- 14:00 - 15:30 or 14:30 - 16:00

✓ Companies organising a 180-minute session have a coffee break of 30 minutes or one hour.

✓ A single 90-minute session would be scheduled to start at 14:30 not 14:00.

✓ The same lecture room will be assigned for both 90-minute sections of a 180-minute session.

Monday 1 September 2008: — 18:30 - 20:00

Tuesday 2 September 2008:

- 14:00 - 15:30
- 16:00 - 17:30 or 16:30 - 18:00

✓ Companies organising a 180-minute session must have a coffee break of either 30 minutes or one hour.

✓ A single 90-minute session would be scheduled to start at 16:30 not 16:00.

✓ The same lecture room will be assigned for both 90-minute sections of a 180-minute session.

Satellite Symposia must comply with the standard times specified above.

Satellite Extra Time-slot

Sunday 31 August 2008, 12:45-13:30

An additional 45-minute time slot is open to companies who have booked all existing Satellite Symposia time slots offered above.

✓ Attendance is not limited and lecture room capacity is upon request (subject to availability).

✓ No installations or alterations to the lecture rooms' set-up.

✓ Due to the short amount of time, receptions are not allowed and only lunchboxes will be considered.

✓ General Satellite Symposia rules will apply.

Price of Satellite Symposia

The price of a Satellite Symposium is:

a) A basic price of

- ✓ € 21,780 - for one 90-minute session
- ✓ € 43,560 - for one 180-minute session
- ✓ Reduction of 10%, 15% and 20% for the 2nd, 3rd and 4th symposium respectively.
- ✓ € 10,890 – for one 45-minute Satellite Extra Time Slot

b) Plus room rental (not included in basic price)

The basic equipment of a lecture room is:

- ✓ 1 hostess for room
- ✓ 2 tables at the entrance of the assigned room
- ✓ Easels (1 at each entrance)
- ✓ Chairs arranged theatre-style
- ✓ A table and chairs for the 2 chairpersons on the stage
- ✓ 1 table microphone
- ✓ 1 lectern for the speakers with a fixed microphone
- ✓ 1 screen for projections
- ✓ 2 technicians
- ✓ 1 video data projector
- ✓ 1 - 2 Information Screens in front of the lecture room.

Further details available in due course, for information contact satellite@escardio.org

c) Plus the cost for any extras (i.e., catering service, extra audio-visual equipment, extra furniture, extra decoration, extra hostesses, etc). To order any extra equipment we suggest you contact the official suppliers whose details will be communicated in due time.

The ESC has established a co-ordination system to ensure that the various suppliers duly execute the numerous orders for Satellite Symposia. The ESC cannot however be held fully responsible for the services delivered by sub-contractors or the building.

➡ **N.B. All prices are subject to VAT where applicable**

Speakers Service Centre

The ESC Congress 2008 offers computerised presentation facilities for all lectures. For that reason the use of the Speakers' Service Centre is mandatory for all Satellite Symposia and Workshop Sessions on a free basis. The Speakers Service Centre offers the following services:

- ✓ Audio-visual assistance to all speakers of the session
- ✓ Scientific programme of the session announced at the entrance of the room
- ✓ Complementary bottles of mineral water provided for the speakers

The Speaker' Service Centre will be open:

- On Saturday 30 August 2008, from 10:00 to 17:00
- On Sunday 31 August 2008, from 7:30 to 18:30
- On Monday 1 September 2008, from 7:30 to 20:30
- On Tuesday 2 September 2008, from 7:30 to 18:30

Applying to hold a Satellite Symposium

a) Applications must reach the ESC offices before 16 November 2007 in order to be considered by the Congress Programme Committee.

Accounting data must be provided on the application form. Change of data post invoicing and renewal of invoices will incur €70 in additional fees.

b) If several companies apply for a Satellite Symposium on the same topic, the Congress Programme Committee reserves the right to assign them to different dates in order to avoid/reduce overlap as much as possible.

c) The Congress Programme Committee (CPC) makes the final decision on whether an application is accepted or rejected and is not held to justify its decision. No appeal is possible.

d) Late applications and/or content of programmes received after **5 May 2008** cannot be printed in the Final Programme.

e) The complete programme of the Satellite Symposium, typed on the appropriate form provided by ESC, must reach the ESC offices before 31 January 2008.

f) A "complete programme" must include the following:

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

IMPORTANT:

- No product names or brand names are allowed in the title or in the scientific programme of the session.
- The session or presentation titles can contain a generic name.
- 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 symposia.

g) **Faculties Conflict of Obligation.** Speakers and chairpersons cannot participate in two parallel sessions within the same time slot. If it is found that this is the case, both the companies and the speakers involved will be informed simultaneously and requested to resolve this conflict.

IMPORTANT:

- The CPC stresses that the sessions should be organised in a way that will allow adequate discussion and presentation.
- The CPC counts on organising companies to take this advice into consideration to maintain the overall quality of the Symposia.

Change in the scientific programme / Erratum Policy

Once the title, programme and detailed content are approved, changes must not be made without the specific approval of the Congress Programme Committee.

The ESC kindly asks the Company to inform them of any modifications to the Scientific Programme before **5 May 2008** in order to be printed in the Final Programme. Any changes must be approved by the Congress Programme Committee.

Late applications and/or content of programmes received after **5 May 2008** cannot be printed in the Final Programme.

Details received between **5 May 2008** and **31 July 2008** will appear in the ERRATUM with the title of the

session, the name of the session organiser; the day, room and time only. Changes in the detailed scientific programme of Satellite Symposia are not mentioned in the ERRATUM.

Failure to adhere to announced/approved programme content will be considered a violation of the Guidelines for Industry Participation.

Lecture Room Assignments

The accrued points awarded for participation in the four previous ESC Congresses and the date of receipt at the ESC offices, will determine the assignment of the rooms and time slots.

When several companies have the same number of points the first application received will be dealt with first, etc...

Points gained from Satellite Symposia are combined with the points gained through Exhibition space, Workshop Sessions, Closed Industry Sessions, Registration and other Sponsorship items. Only the last FOUR YEARS are taken into account.

A limited number of lecture rooms are available in the building. Lecture Rooms can be reserved through the ESC only. The ESC has the right to modify lecture room assignment in case of matters unforeseen.

Overflow

✓ Once the lecture room assignment is complete, if any suitable lecture rooms are remaining, companies are cordially invited to request an additional lecture room to create their own overflow area. However, please note that this facility must be paid no later than one month prior to the congress, by the organising company. The ESC has the right to modify demands as it sees fit to best accommodate as many requests as possible.

Onsite requests, made at the time of the session, will not be taken into consideration.

✓ Automatic Overflow on the Information Screens will be made available at the start of the session. On-site and upon requests the automatic overflow could be switched off by the lecture room technicians.

Accrued Points

✓ A company organising a Satellite Session of 90 minutes will receive 8 points.

✓ A company organising a Satellite Session of 180 minutes will receive 16 points.

✓ A company organising a Satellite Extra Time Slot of 45 minutes will receive 4 points.

Cancellation Policy

Cancellations of Satellite Symposia should be sent by registered mail to the ESC.

✓ If reservation of a time slot is cancelled after receipt of the Preliminary Application Form and before 31 January 2008, no cancellation fee will be charged.

✓ If reservation of a time slot is cancelled between 31 January 2008 and 6 March 2008 (approval deadline of the Scientific Programme by the Congress Programme Committee), 25% of the total amount due will be charged (room rental fee included).

✓ If the cancellation is received after between 6 March and 5 May 2008, 50% of the total amount due will be charged (room rental fee included).

✓ If an approved scientific programme is cancelled after 5 May 2008 the full fee as well as the room rental fee will be invoiced.

Enforcement of Rules

Infringements of these Guidelines and Conditions will be referred to the Congress Programme Committee.

Violations of these Guidelines and Conditions will result in the same sanctions as applied to Exhibition Violations. (See Chapter 6.3 Page: 58)

Promotional Material

a) ESC Corporate Branding and Visuals:

The use of any ESC corporate branding and visuals (such as logos, images, graphics, and branding guidelines) is strictly forbidden in any advertising, publicity, signage, product, printed matter, film, video, other media etc. without prior request and subsequent written approval from the ESC. A copy of the ESC Corporate Identity Rules and Regulations, the Branding Guidelines and ESC Corporate Logos and Visual form request may be obtained at following web address: www.escardio.org/corporate-identity.htm.

For further information please contact marketing@escardio.org

b) ESC Congress 2008 Visual

An event visual has been created to identify specifically with the ESC Congress 2008. This visual is a derivative of the ESC logo and a reflection of the ESC Annual Congress. The visual interprets the dynamic nature of the congress and its cardiovascular core. The ESC Congress 2008 Visual will create a unique visual identity for the congress in Munich and should be used by our industry partners to strengthen identification with the event.

c) Promotion of Satellite Symposia:

The ESC Congress 2008 Visual should be used in the place of the ESC logo for invitation flyers, posters, banners, web-links and inserts. The content of the invitation must not include any product names, misleading names that might be perceived as product names, brand names or specific quality or virtues of a

sponsoring industry and/or any of the industry's product(s) either via text or visuals.

Please refer to the ESC Congress 2008 Branding Guidelines for precise graphic details. Invitation flyers, posters, banners, web-links and inserts referring to Satellite Symposia must receive ESC approval prior to being printed and distributed.



d) Standard Promotional Drop Banners, Posters and Invitations for Satellite Symposia:

✓ Standard Promotional Drop Banners

Companies organising Satellite Symposia are offered specific drop banner locations to promote their events. Drop banners in this specific area will be available free of charge to Satellite Symposia, Workshop Sessions and EBAC Accredited Educational Programmes organisers only.

For the sake of uniformity, production of the banners will be handled by the venue's graphic department. Production costs are to be borne by the session organiser.

✓ Invitations

Invitations can be displayed in the official display racks located near the standard promotional drop banners. The organising company is responsible for storing the invitations and keeping the racks supplied at the times given below.

✓ Format

— The Satellite Symposia and Workshop invitations must be A4 portrait format (21cm x 29.7cm) **maximum**.

— The EBAC Accredited Educational Programme invitations must be C5 portrait format (15cm x 21cm) **only**.

✓ Display times

Standard promotional drop banners and invitations will only be displayed during the following times:

— For sessions scheduled on Saturday 30 August 2008: Friday 29 August and Saturday 30 August 2008, all day.

— For sessions scheduled on Sunday 31 August 2008: Sunday 31 August and Monday 1 September 2008, all day.

— For sessions scheduled on Monday 1 September

2008: Sunday 31 August and Monday 1 September 2008, all day.

— For sessions scheduled on Tuesday 2 September 2008: Tuesday 2 September 2008, all day.

✓ Lecture Room Posters & Invitations

— Two posters can be displayed in front of the lecture rooms 1 hour before the beginning of the sessions on the 2 easels provided by ESC. The advised size is A0 (83 cm X 118 cm) portrait format and rigid posters.

— Instead of usual posters, two portable display units of maximum height of 2.5m and maximum width of 1m (no electrical connection, no light, and no sound) are also allowed.

— Invitations can be distributed at the entrance of the assigned room 30 minutes before the beginning of the session, material should not be distributed anywhere else in the building other than on the stand and at the "Industry Welcome Desk".

— Display of one poster and invitations at the "Industry Welcome Desk" reserved by the industry.

Contact: registration@escardio.org to reserve your Industry Welcome Desk.

➡ **N.B. - As already stated, standard promotional drop banners, posters and invitation flyers must have the specific written approval of the ESC. The content of the invitation must not include any product names, misleading names that might be perceived as product names, brand names or specific quality or virtues of a sponsoring Industry and/or any of the Industry's product(s) either via text or visuals.**

— Any and all unauthorised material will be immediately removed by the ESC.

— Posters and hostesses handing out invitations are not permitted in the Building other than on the stand, at the "Industry Welcome desk" and in front of the assigned lecture room.

ESC discourages promotional material, stands or door drops in hotels.

The use of performance artists to attract delegates is not allowed within the building and strongly discouraged outside.

Promotional Opportunities

Specific promotional tools have been designed especially for Satellite Symposia and Workshop Promotion (see Chapter 3 Pages: 41-45).

Give-Aways

The Board of the ESC has accepted the policy that small give-aways are acceptable (maximum retail value €10) for example note-pads. The distribution of give-aways should be low profile and in no way overshadow the main activity of the Satellite Symposium.

Agenda

14 September 2007

— Invitation letters & Preliminary Application Forms sent out.

30 October 2007

— ESC Congress 2008 Industry Site Visit, Munich, Germany

16 November 2007

— Deadline for receiving Preliminary Application Forms with priority status.

14 December 2007

— Documents for the preparation of the scientific programme sent out.

— Invoices sent out.

31 January 2008

— Deadline for receiving the complete scientific programme(s) of the session(s).

6 March 2008

— Scientific programme(s) approval notification letters & assignments of rooms.

31 March 2008

— ESC Congress 2008 Branding Guidelines sent out.

— Guidelines for Requirements and official suppliers' references sent out.

5 May 2008

— Deadline for printing late scientific programmes and/or content of programmes in the Final Programme.

— Proofs of the scientific programmes will be sent to all companies to be checked (printed matter).

30 May 2008

— Deadline for receiving the corrected proofs. After this date no further corrections will be taken into consideration for the printing of the Final Programme.

30 June 2008

— Last deadline for payments.

July 2008

— All information concerning the Scientific Sessions and the Satellite Symposia will be available on the ESC Web Site: www.escardio.org

30 August - 3 September 2008

— ESC Congress 2008



1.2 Workshops

The ESC invites device, equipment, biotech and medical technology companies, to organise dedicated sessions as part of the ESC Congress 2008. The purpose of these sessions is to address current practice and usage of medical device and equipment in the cardiovascular field. Presenters preside over an interactive discussion and, if desired, demonstration. Each speaker will give a presentation with the remainder of the session devoted to questions and discussion. Audience participation is an integral part of these sessions.

Objectives for the participants are:

- ✓ Update his/her knowledge in the techniques, advancements, and new developments concerning the topic.
- ✓ Have the opportunity to interact with experts in question and answer sessions related to daily practice.
- ✓ To understand applications of the latest technical developments in the field.
- ✓ To participate actively in the session.

Price: 45 minutes € 8,910 excl.VAT

Points awarded: 3

[Deadline for application with priority status – 16 November 2007](#)

➡ It is strictly forbidden to hold Satellite Symposia and Workshop Sessions or other formal gatherings outside the Congress premises between 24 August and 8 September 2008.

Workshops will be held within the Congress centre in lecture rooms ranging in capacity from 200 to 700 seats.

Appointed Agency

Applications for Workshop Sessions must be submitted by the company under whose name each session is to be organised. We would like to draw your attention to the fact that the correspondence for the above items should be made exclusively between this company and the ESC. Companies should inform the ESC, in writing, what agency is appointed for which Workshop Sessions. Otherwise no requests from agencies will be taken into consideration.

The company is responsible for communicating these Guidelines to its staff and its appointed agencies.

This 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.

It is not the role of any given agency to make initial enquiries or reservations with the ESC independently of the company.



Exhibition Stand

To obtain permission to hold a Workshop, an exhibition stand of 9m² or larger is required. 1 m²= €407 excl.VAT. early fee/€447 excl. VAT late fee. Cancelling your exhibition space at a later stage will also mean cancelling your Workshop session.

Payment

Payment for the Workshop sessions must be made before Friday 30 June 2008.

Duration

The Workshop session will only be considered for the fixed time unit of one 45-minute session, without exception.

Access - Badges

- ✓ Companies only have access to the lecture rooms 10 minutes before their scheduled time slot.
- ✓ All persons involved in the operation of the Workshop session (film crew, technicians...) must have a valid badge, Exhibitors, Diamond Exhibitor, active participant or day ticket.
- ✓ All persons attending the Workshop session must be registered either as full participants, exhibitors or journalists; persons without such a badge will not be allowed to enter the room.
- ✓ The Workshop session must be open to all registered congress participants.

Lecture Room

- ✓ Installations or alterations to the rooms can only be made with explicit approval of the ESC.
- ✓ Voluminous equipment or material needed for the Workshop Session should be delivered to the lecture room on the morning of the scheduled Workshop Session. Delivering time is between 07:00 and 07:45, before the ESC Congress 2008 official lectures start.

Reception

Due to the short amount of time, receptions are not allowed and only lunchboxes will be considered. Lunchboxes can only be ordered via the ESC official caterer.

The reception space must be open to all registered congress participants. Exhibitors are also encouraged to guarantee a healthy and balanced catering service to their delegates.

Audio, Video and Webcast

- ✓ The ESC retains the right to record the sound and images of Workshop Sessions. Those companies who do not wish to have their Workshop Sessions recorded and webcast by the ESC must inform the ESC.
- ✓ Companies can only videotape and web cast their own Workshop Sessions with the explicit approval of the ESC and the purposes of the video must be clearly defined.

The timeslots reserved for Workshop Sessions are:

✓ Monday 1 September 2008: 12:45 – 13:30

✓ Tuesday 2 September 2008: 12:45 – 13:30

Workshop sessions must comply with the times specified above - no other time slots will be considered.

Price of Workshop Sessions:

The price of a Workshop session is € 8,910 for one 45-minute session. (Room rental is included in this price).

The basic equipment of a lecture room is:

- ✓ 1 hostess for room
- ✓ 2 tables at the entrance of the assigned room
- ✓ Easels (1 at each entrance)
- ✓ Chairs arranged theatre-style
- ✓ A table and chairs for the 2 chairpersons on the stage
- ✓ 1 table microphone
- ✓ 1 lectern for the speakers with a fixed microphone
- ✓ 1 screen for projections
- ✓ 2 technicians
- ✓ 1 video data projector
- ✓ 1 - 2 Information Screens in front of the lecture room.

➡ **N.B. All prices are subject to VAT where applicable**

Speakers Service Centre

ESC Congress 2008 offers computerised presentation facilities for all lectures.

For that reason the use of the Speakers' Service Centre is mandatory for all Satellite Symposia and Workshop Sessions on a free basis.

The Speakers Service Centre offers the following services:

- ✓ Access to the Speakers Service Centre
- ✓ Audio-visual assistance to all presenters from the session
- ✓ Scientific programme of the session announced at the entrance of the room
- ✓ Complementary bottles of mineral water provided for the speakers

The Speakers' Service Centre will be open:

— On Saturday 30 August 2008, from 10:00 to 17:00

— On Sunday 31 August 2008, from 7:30 to 18:30

— On Monday 1 September 2008, from 7:30 to 20:30

— On Tuesday 2 September 2008, from 7:30 to 18:30



Applying to hold a Workshop Session

a) In order to be considered by the Congress Programme Committee, applications must reach the ESC offices before 16 November 2007.

b) If several companies apply for a Workshop session on the same topic, the Congress Programme Committee reserves the right to assign them to different dates in order to avoid/reduce overlap as much as possible.

c) It is explicitly stated here that the Congress Programme Committee decides whether an application is accepted or rejected, it is not held to justify its decision. No appeal is possible.

d) Late applications and/or content of programmes received after 5 May 2008 cannot be printed in the Final Programme.

e) Scientific Programme.

The complete programme of the Workshop sessions, typed on the appropriate form provided by ESC, must reach the ESC offices before 31 January 2008.

f) Session Programme.

A "complete programme" must include the following:

- ✓ Title of the session,
- ✓ Names of presenter(s),
- ✓ Title of each presentation with their duration and topic number,
- ✓ Complete addresses of the presenters
- ✓ Requested room capacity

IMPORTANT

- No product names or brand names are allowed in the title or in the scientific programme of the session.
- The session or presentation titles can contain a generic name.
- No abstract forms need to be submitted for Workshop Sessions.

g) Presenters Conflict of Obligation

Presenters 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 presenters involved will be informed simultaneously and requested to resolve this conflict.

IMPORTANT

We strongly recommend that there be a maximum number of three presenters per session.

Change in the scientific programme / Erratum Policy

Once the title, programme and detailed content are approved, changes must not be made without the specific approval of the Congress Programme Committee.

The ESC kindly asks the Company to inform them of any modifications to the Scientific Programme before **5 May 2008** in order to be printed in the Final Programme. Any changes must be approved by the Congress Programme Committee.

Late applications and/or content of programmes received after 5 May 2008 cannot be printed in the Final Programme.

Details received between 5 May 2008 and 31 July 2008 will appear in the ERRATUM with the title of the session, the name of the session organiser, the day, room and time only. Changes in the detailed scientific programme of Workshop Sessions are not mentioned in the ERRATUM.

Failure to adhere to announced/approved programme content will be considered a violation of the Guidelines for Industry Participation.

Lecture Room Assignment

Workshop Sessions are primarily intended for device, equipment, biotech and medical technology, nutrition and lifestyle companies who have never organised a Satellite Symposium. These companies will have first priority of placement for the Workshop Sessions.

However the application form must be received by the deadline date.

The general rule will be that points awarded for participation in the four previous ESC Congresses and the date of receipt of the application form at the ESC office, will determine the assignment of rooms and time slots.

Points gained from Workshop Sessions are combined with the points gained through exhibition space, Satellite Symposia, Closed Industry Sessions, Registration and other Sponsorship items. Only the last FOUR YEARS are taken into account.

A limited number of lecture rooms are available in the Building. Lecture Rooms can be reserved through the ESC only. The ESC has the right to modify lecture room assignment in case of matters unforeseen.

Overflow

- ✓ Once the lecture room assignment is complete, if any suitable lecture rooms are remaining, companies are



cordially invited to request an additional lecture room to create their own overflow area. However please note that this facility must be paid no later than one month prior to the congress, by the organising company. The ESC has the right to modify demands as it sees fit to best accommodate as many requests as possible.

Onsite requests, made at the time of the session, will not be taken into consideration.

✓ Automatic Overflow on the Information Screens will be made available at the start of the session. Onsite and upon requests the automatic overflow could be switched off by the lecture room technicians.

Accrued Points

A company organising a Workshop Session will receive 3 points.

Cancellation Policy

Cancellations of Workshop Sessions should be sent by registered mail to the ESC.

✓ If reservation of a time slot is cancelled after receipt of the Preliminary Application Form and before 31 January 2008, no cancellation fee will be charged.

✓ If reservation of a time slot is cancelled between 31 January 2008, and 6 March 2008 (approval deadline of the scientific programme by the Congress Programme Committee), 25% of the total amount due will be charged.

✓ If the cancellation is received between 6 March 2008 and 5 May 2008, 50% of the total amount due will be charged.

✓ If an approved scientific programme is cancelled after 5 May 2008 the full fee will be invoiced.

Enforcement of Rules

Infringements of these Guidelines and Conditions will be referred to the Congress Programme Committee.

Violations of these Guidelines and Conditions will result in the same sanctions as applied to Exhibition Violations.

Promotional Material

a) ESC Corporate Branding and Visuals

The use of any ESC corporate branding and visuals (such as logos, images, graphics and branding guidelines) is strictly forbidden in any advertising, publicity, signage, product, printed matter, film, video, other media etc. without prior request and subsequent written approval from the ESC.

A copy of the ESC Corporate Identity Rules and Regulations, the Branding Guidelines and ESC Corporate Logos and Visual form request may be obtained at following web address: www.escardio.org/corporate-identity.htm. For further information please contact marketing@escardio.org

b) ESC Congress 2008 Visual

An event visual has been created to identify specifically with the ESC Congress 2008. This visual is a derivative of the ESC logo and a reflection of the ESC Annual Congress. The visual interprets the dynamic nature of the congress and its cardiovascular core. The ESC Congress 2008 Visual will create a unique visual identity for the congress in Munich and should be used by our industry partners to strengthen identification with the event.

c) Promotion of Workshop Sessions

The ESC Congress 2008 Visual should be used in the place of the ESC logo for invitation flyers, posters, banners, web-links and inserts. The content of the invitation must not include any product names, misleading names that might be perceived as product names, brand names or specific qualities or virtues of a sponsoring industry and/or any of the industry's product(s) either via text or visuals.

Please refer to the ESC Congress 2008 Branding Guidelines for precise graphic details. Invitation flyers, posters, banners, web-links and inserts referring to Workshops must receive ESC approval prior to being printed and distributed.

d) Standard Promotional Drop Banners, Posters and Invitations for Workshop Sessions

✓ Standard Promotional Drop Banners

Companies organising Workshop Sessions are offered specific drop banner locations to promote their events.

Drop banners in this specific area will be available free of charge to Satellite Symposia, Workshop Sessions and EBAC Accredited Educational Programme organisers only. For the sake of uniformity, production of the banners will be handled by the venue's graphic department.

Production costs are to be borne by the session organiser.

✓ Invitations

Invitations are displayed in the official display racks located near the standard Promotional drop banners.

The organising company is responsible for storing the invitations and keeping the racks supplied at the times given below.

✓ Format

— The Satellite Symposia and Workshop Invitations must be A4 portrait format (21 cm x 29.7 cm) maximum.

— The EBAC Accredited Educational Programme invitation must be C5 portrait format (15cm x 21cm) only.

✓ Display times

Standard promotional drop banners and invitations will only be displayed during the following times:



— For sessions scheduled on Monday 1 September 2008: Sunday 31 August and Monday 1 September 2008, all day.

— For sessions scheduled on Tuesday 2 September 2008: Tuesday 2 September 2008, all day.

✓ Lecture Room Posters & Invitations

— Two posters can be displayed in front of the lecture rooms 1 hour before the beginning of the sessions on the 2 easels provided by ESC, the advised size is A0 (83 cm x 118 cm) portrait format and rigid posters.

— Instead of usual posters, two portable display units of maximum height of 2.5m and maximum width of 1m (no electrical connection, no light, and no sound) are also allowed.

— Invitations can be distributed at the entrance of the assigned room 30 minutes before the beginning of the session, material should not be distributed anywhere else in the Building other than on the stand and at the “Industry Welcome Desk”.

— Display of one poster and invitations at the “Industry Welcome Desk” reserved by the industry.

Contact: registration@escardio.org to reserve your Industry Welcome Desk.

➡ **N.B.** — As already stated, standard promotional drop banners, posters and invitation flyers must have the specific written approval of the ESC. The content of the invitation must not include any product names, brand names or specific qualities or virtues of a sponsoring Industry and/or any of the Industry's product(s) either via text or visuals.

— Any and all unauthorised material will be immediately removed by the ESC.

— Posters and hostesses handing out invitations are not permitted in the building other than on the stand, at the “Industry Welcome Desk” and in front of the assigned lecture room.

ESC discourages promotional material, stands or door drops in hotels.

Promotional Opportunities

Specific promotional tools have been designed especially for Satellite Symposia and Workshop Promotion (see Chapter 3 Page: 41-45).

Give-Aways

The Board of the ESC has accepted the policy that small give-aways are acceptable (maximum retail value €10) for example note-pads. The distribution of give-aways should be low profile and in no way overshadow the main activity of the Workshop.

Agenda

14 September 2007

— Invitation letters & Preliminary Application Forms sent out.

30 October 2007

— ESC Congress 2008 Industry Site Visit, Munich, Germany

16 November 2007

— Deadline for receiving Preliminary Application Forms with priority status.

14 December 2007

— Documents for the preparation of the scientific programme sent out.

— Invoices sent out.

31 January 2008

— Deadline for receiving the complete scientific programme(s) of the session(s).

6 March 2008

— Scientific programme(s) approval notification letters & assignments of rooms.

31 March 2008

— ESC Branding Guidelines sent out.

— Guidelines for Requirements and official suppliers' references sent out.

5 May 2008

— Deadline for printing late scientific programmes and/or content of programmes in the Final Programme.

— Proofs of the scientific programmes will be sent to all companies to be checked (printed matter).





30 May 2008

— Deadline for receiving the corrected proofs. After this date no further corrections will be considered for the printing of the Final Programme.

30 June 2008

— Last deadline for payments.

July 2008

— All information concerning the Scientific Sessions and the Workshop Sessions will be available on the ESC Web Site: www.escardio.org

30 August– 3 September 2008

— ESC Congress 2008

Companies are requested to respect the following Guidelines throughout the period between 24 August and 8 September 2008.

In order to maximise attendance at its scientific sessions, the ESC has adopted a policy, which limits industry sponsored presentations, hospitality and formal gatherings. No such activity should be held without the specific approval of the ESC.

Company staff meetings and briefings are allowed. Lunches organised for larger numbers of participants are regarded as hospitality activity and require approval. Any formal presentations occurring at hospitality events are regarded as symposia and are not allowed. Should a company wish to arrange closed industry and/or investigators meetings during the congress hours and within the Messe München, please refer to "Closed Industry Meeting" which will accommodate such requirements.

1.3 Primary Care Satellite Symposia

The ESC Congress 2008 will widen its audience to general practitioners who are faced on a daily basis with the diverse issues surrounding cardiac care. By opening access to the ESC Congress 2008 to general practitioners we will communicate our mission on the reduction of the burden of cardiovascular disease to an extended group of distinguished professionals while helping our industry partners foster an exchange with this important audience.

Primary Care Session - Local Language

Companies are invited to organise industry sponsored sessions on cardiovascular disease for primary care professionals on the occasion of the ESC Congress 2008. These sponsored sessions are open for company subsidiaries who will be using the mother company booth to qualify. A special provision has been made for these sessions to be held in the local language for the ESC Congress 2008, notably German to facilitate communication with this new target group. This will be a key platform to focus on the primary care audience for cardiovascular care.

Timeslots reserved for Primary Care Satellite Symposia:

Tuesday 2 September 2008
18h15 – 19h15

Cost of Primary Care Satellite Symposium:

€ 14,520 excl.VAT plus room rental.

Accrued Points

A company organising a Primary Care Satellite Symposium of 60 minutes will receive 5 points.

Exhibition Stand:

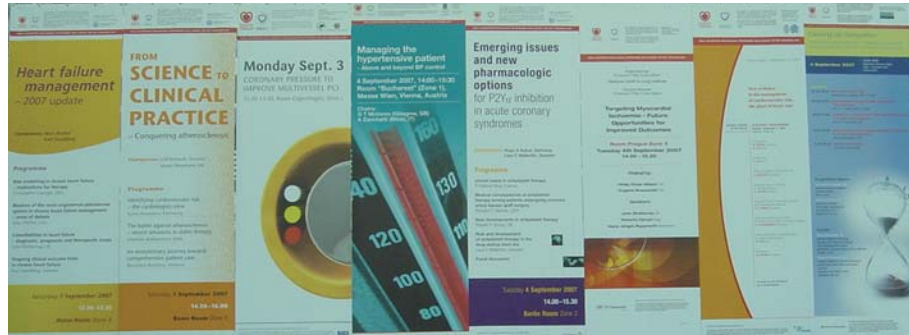
To obtain permission to hold a Primary Care Satellite Symposium an exhibition stand of minimum 9m² is required. 1m² = € 407 / € 447 excl.VAT.

Cancelling your exhibition space will also mean cancelling your Primary Care Satellite Symposium.



Access:

Companies will only have access to the lecture rooms 15 minutes before the scheduled time slot.



All persons involved in the operation of the Satellite Symposia must have a valid badge.
The Primary Care Satellite Symposium must be open to all registered Congress participants.

Reception

Receptions can be organised after the sessions by our official caterer only.

Reception areas are located in front of each lecture room entrance doors.

[Satellite Symposium and Workshop Session procedures apply.](#)

1.4 European Board of Accreditation (EBAC) Accredited Educational Programme

The European Society of Cardiology encourages Satellite and Workshop organisers to have their sessions accredited by EBAC. The European Board for Accreditation in Cardiology (EBAC) provides accreditation to educational programmes such as events and distance learning courses. A Satellite Symposium or Workshop with EBAC accreditation will be officially announced as "EBAC Accredited Educational Programme supported by an unrestricted educational grant from ..."

EBAC Accreditation (Satellite & Workshop)

The European Board for Accreditation in Cardiology provides accreditation to educational programmes such as events and distance learning courses. EBAC is an independent body constituted by European specialists in cardiology and medical education.

EBAC accreditation confirms the scientific & educational quality of a programme, and allows the participants to receive CME credits for the time spent in the educational activity.

a) Recognition of EBAC accreditation

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.

b) Appointed Agency

✓ Applications for EBAC Accredited Educational

Programmes may be submitted in the name of the CME provider by a third party (for example: communication agency). We would like to draw your attention to the fact that the correspondence for EBAC accreditation should be made between this third party, EBAC and the ESC.

✓ ESC should be informed in writing, which agency is appointed for which EBAC Accredited Educational Programmes. Otherwise no requests from agencies will be taken into consideration.

✓ These guidelines and the EBAC accreditation guidelines should be communicated to the staff of the appointed agencies.

✓ This named agency cannot fully act as it is the CME provider itself who will continue to be held entirely responsible and accountable for activities organised in its name.

c) Procedure to follow

Application for EBAC accreditation can only be submitted by national and international scientific 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 be submitted via EBAC on-line system only, and must include the following steps:

- ✓ Registration as CME provider
- ✓ Completion of the on-line application form & the EBAC endorsement letter
- ✓ Reception of the accreditation certificate

d) CME providers are invited to:

- ✓ Keep to deadlines
- ✓ 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 the request of the EBAC Board)

e) Important dates

All deadlines (submission of a complete application form, printed material review) specific to EBAC Accredited

Educational Programmes will be communicated in January 2008.

f) Accreditation fees

The non-refundable administrative fee should be paid at the moment of the submission of the application. The accreditation fee will be indicated when the accreditation is granted.

IMPORTANT

A Satellite Symposium or Workshop with EBAC accreditation will be officially announced as; "EBAC Accredited Educational Programme supported by an unrestricted educational grant from..."

No specific time slot is reserved for these sessions, usual Satellite Symposia and Workshop time slots are open to EBAC Accredited Education Programme.

To be included in the "EBAC Accredited Educational Programme" a programme must receive EBAC accreditation. Accreditations by other boards are an additional asset.

For more information you may contact the EBAC office contact@ebac-cme.org or directly Ms. Line Pereme: lpereme@ebac-cme.org

✓ The FOCUS Cardiology Practice sessions encourage audience interaction and panel discussion in the context of clinical decision making.

✓ The FOCUS Imaging Intervention sessions address innovations in catheter-based and surgical interventions along with non-interventional diagnostic procedures and are accompanied by live transmissions with real case presentations and discussions.

✓ Room Capacities for the FOCUS Cardiology Practice sessions reach 500 and for the FOCUS Imaging Intervention sessions 800.

✓ The FOCUS sessions run from Sunday morning to Tuesday lunch time located in specially designated rooms.

Our Industry Partners are invited to associate with these highly scientific and prestigious sessions, in the form of an unrestricted educational grant, drawing attention to the identity of their related products and services. By association alone, the huge popularity and educational merit of these sessions will draw maximum attention to the supporting company's interest in that field.

Areas to be covered in ESC Congress 2008 will include problems and issues in the fields of percutaneous coronary intervention and arrhythmia, echocardiography, MRI and cardiac surgery. Companies are invited to associate with the particular sessions that have relevance to their company products and services and obtain excellent target group reach and maximum exposure through their association with the high scientific quality and status of these sessions.

Session Titles for both FOCUS Cardiology Practice and FOCUS Imaging Intervention are now available. For further information contact: sponsorship@escardio.org.

Benefits of associating with FOCUS Cardiology Practice and Imaging Intervention Sessions include:

✓ FOCUS Flyers placed within Delegate Bags at Euro PCR 2007.

✓ These Flyers will list the Session titles with the phrase "Supported with an unrestricted educational grant from X Company"

✓ Possibility of adding one question on the interactive voting mechanism in the room.

✓ Acknowledgement within the Final Programme online and printed version suivi de "of the ESC Congress 2008.

✓ The FOCUS Session Listing will be published through the ESC Congress 2008 Web Site, web news and all related congress materials until the event. This will maximise the association, in the form of an unrestricted grant from the supporting company, with the high scientific quality of these sessions and the ESC Congress 2008 itself.

1.5 FOCUS Cardiology Practice & FOCUS Imaging Intervention Sessions

Created as an integral part of the core scientific curriculum, the FOCUS Cardiology Practice and FOCUS Imaging Intervention Sessions take place in customised, state of the art auditoria at ESC Congress 2008 and represent one of the highlights of the Congress scientific programme with enormous delegate attraction and Industry attention.



Please note:

- ✓ No promotion of FOCUS association is permitted by Industry through weblinks, bag inserts, promotional material or other promotional advertisements such as those listed within these guidelines.
- ✓ Filming or Audio Recording of FOCUS sessions is strictly prohibited at all times. Penalties for infringement of this rule will apply. For further details on Infringement of Guidelines for Industry Participation, please see chapter 6.3 of this document.
- ✓ The list of attending delegates to each session will not be made available to Industry.
- ✓ Those Companies offering technical support only for certain FOCUS sessions through the donation of machinery, devices and other materials will be acknowledged in the room of the session on-site but not in any FOCUS programmes, listings within Congress Programmes (Preliminary, Advance, Final) or Flyers.

Price of Grant: € 21,600 excl.VAT per session

Points awarded: 8

[Priority status application deadline – 18 December 2007](#)

1.6 Multimedia Products

Webcasts and CD-ROMs

Companies are invited to transform their Satellite Symposia at the ESC Congress 2008 into a webcast or CD-ROM. Official ESC sessions as webcasts or CD-ROMs can also be sponsored. Perfect for post congress reference for target group reach extend your Satellite Symposium message beyond the Congress gaining maximum exposure of your message captured as permanent archive/educational material. Webcasts will be

made available from www.escardio.org

For further information and pricing details, contact sponsorship@escardio.org

FOCUS Session DVDs

FOCUS Session DVDs will enable you to provide sound and timely educational content to your wider target audiences. 1,000 copies are produced as the minimum quantity.

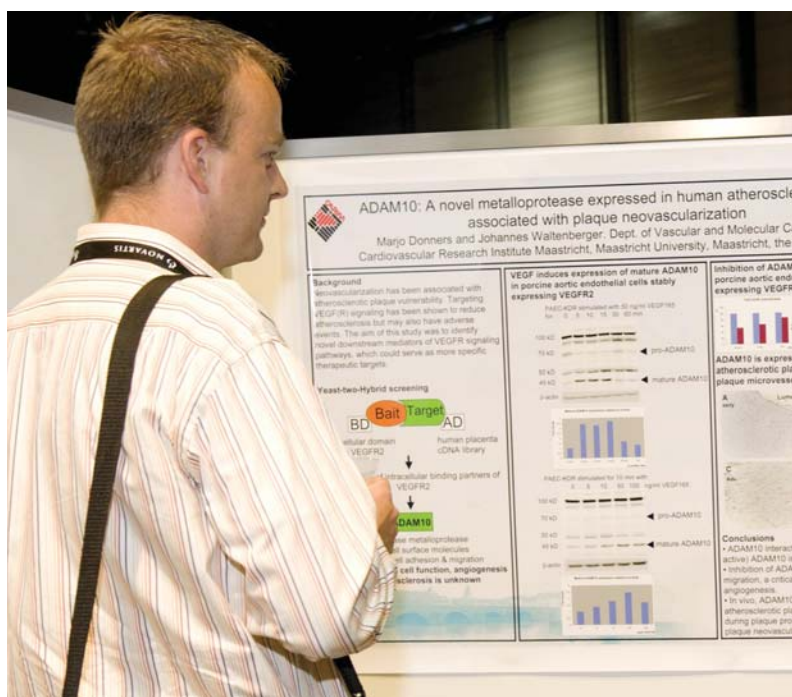
For further information and pricing details, contact sponsorship@escardio.org

1.7 Poster Zone

Posters will be shown electronically in our innovative and high-tech e-Poster system, as well as in e-slides, moderated posters and traditional format. This unique educational initiative and the surrounding area may be sponsored by a company.

Benefits to the sponsor:

- ✓ Acknowledgement of the associating company on ESC Congress 2008 Web Site.
- ✓ Acknowledgement in the ESC Congress 2008 Preliminary Programme online (launch December 2007)
- ✓ Acknowledgement in the ESC Congress 2008 Advance Programme (launch March 2008)
- ✓ Acknowledgement in the ESC Congress 2008 Final Programme online (launch July 2008) & printed (on-site)
- ✓ Acknowledgement in the ESC Congress 2008 Programme at a Glance (placed in each delegate badge holder)
- ✓ On-site recognition using company logo/name as Screen Saver on poster zone PCs





- ✓ On-site signage via e-slides and e-posters with Company Name and Logo throughout the poster zone.

Price: €150,000 excl.VAT Points awarded: 55

[Priority status application deadline: 16 November 2007](#)

1.8 Abstracts CD-ROM

Exclusive Sponsorship of the Official ESC Congress 2008 Congress Abstracts CD-ROM is available to Industry. This CD-ROM contains all accepted Abstracts at the ESC Congress 2008, the ESC Congress 2007 and the World Congress of Cardiology 2006. Vouchers are placed in each Congress Delegate Bag for pick up from the sponsor's stand.

Life-span: Congress Permanent Archive/Reference material.

Price € 253,800 excl.VAT Print-run 25,000

Points awarded: 94

[Priority status application deadline: 16 November 2007](#)

1.9 Highlights CD-ROM

Exclusive Sponsorship for the sole post-Congress CD-ROM with Highlights of the ESC Congress 2008

A vital educational tool for cardiovascular professionals around the world, this CD-ROM contains over 20 hours of key sessions of the Scientific Programme of ESC Congress 2008 as chosen by the Congress Programme Committee.

Benefits to the Sponsor:

- ✓ Corporate name and Logo will be displayed on the cover, inlay and rear of the CD-ROM box and on the entry/exit pages of the application.
- ✓ Exclusive sponsorship of the Highlights CD-ROM offers prominent advertisement and promotional opportunities, such as online announcement of sponsorship of this item and on-going sponsorship recognition on all ESC Congress 2008 Congress Programmes and publications.

Life-span: Permanent Archive/Reference material.

Price: € 75,600 excl.VAT Points awarded: 28

[Priority status application deadline: 16 November 2007](#)

1.10 Compendium of ESC Guidelines

The Compendium of ESC Guidelines is a handy version of all the latest ESC Guidelines in one volume. In supporting the Compendium your company is acknowledged by corporate name and logo which are displayed on a sash around the Compendium and on the voucher which is placed in every Congress Bag given to each registered delegate. The supporting company will have the right to distribute the Compendium from their company stand during the ESC Congress 2008. In order to target key opinion leaders, the Compendium will also be distributed at key ESC activity locations such as in the ESC Fellows lounge and VIP lounge increasing your visibility throughout the congress centre.

Benefits to the supporting company:

- ✓ Recognition as the Supporter as displayed on a sash

around the compendium (corporate name/logo only).

✓ Distribution rights of the Compendium from the stand during the ESC Congress 2008.

Maximum exposure of Compendium support will be offered through the following means:

— Acknowledgement on the promotional voucher highlighting the presence of this key ESC educational tool. These custom-made vouchers will be placed in all Congress Delegate Bags for pick up from the supporting companies' stands.

— Acknowledgement of the associating companies on the ESC Congress 2008 Web Site.

— Acknowledgement in the ESC Congress 2008 Preliminary Programme online (launch December 2007).

— Acknowledgement in the ESC Congress 2008 Advance Programme (posted April 2008).

— Acknowledgement in the ESC Congress 2008 Final Programme online (launch July 2008).

— Acknowledgement in the ESC Congress 2008 Final Programme printed version.

Price: € 165,000 excl.VAT Points Awarded: 61

Number of copies: 20,000

[Priority status application deadline: 16 November 2007](#)

It is the supporting company's responsibility to organise the storage, delivery and logistics of distributing the Compendium on the exhibition stand on-site.

A limited number of copies will be provided to ESC without the sash for distribution at key ESC activity locations.



Exhibition: “Present your products, services and activities to delegates”

2.1 GENERAL INFORMATION

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Exhibitor Badges &
Exhibitor Registrations

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Interactive Map & Logo

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Cleaning and Refuse

Fire and Safety Regulations

Electricity

Catering

Telecommunication and Fax

Logistics: Customs, Transport
Handling, Goods Reception,
Delivery Addresses,
Vehicle access

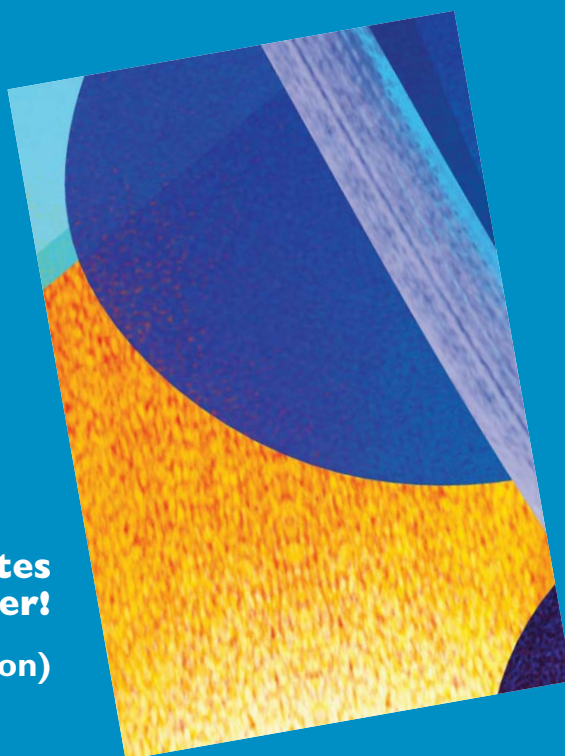
2.3 EXHIBITION CONDITIONS OF PARTICIPATION

2.4 EMERGING TECHNOLOGIES SHOWCASE AREA (ETSA)

chapter

**Exhibitor's kit at
www.ESCexhibition.org**

Important Dates to remember! (Exhibition)



1 December Application Deadline for Top 20 points Holding Companies

18 January Deadline for application with priority points status

28 February Cancellations before this date: 25% of total amount due.

After 28 February until 27 May Cancellation fee: 50%.

31 March Deadline Stand Rental Early Fee (407€ / m²)

1 April Application Stand Rental Late Fee (447€ / m²)

2 May Deadline for Company/Product Description for Exhibition Interactive Map

16 May Deadline for Stand Drawing Approval

23 May Deadline for Industry Welcome Desks

27 May Cancellation fee: 100%

30 May Deadline for company logo featured on Exhibition Interactive Map

27 June Free exhibitor badges deadline

30 June Last deadline for payments

22 July Deadline for additional badge order at early fee

25 July Give-away and stand activity deadline

Exhibition

“Present your products, services and activities to delegates”

Quick find index

2.1 - GENERAL INFORMATION

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Reception, Delivery Addresses, Vehicle access

2.3 - EXHIBITION CONDITIONS OF PARTICIPATION

2.4 - EMERGING TECHNOLOGIES SHOWCASE AREA (ETSA)

Applications submitted by 1 April 2008

Late fee: 1 m² € 300 excl.VAT

Points awarded: 5 points participation per exhibiting company + 1 point per 9m² occupied

Deadline for application with priority points status: 18 January 2008

APPLICATION DEADLINE FOR TOP 20 POINTS

HOLDING COMPANIES: 1 DECEMBER 2007

THE PROCEDURE IN A NUTSHELL

This overview is meant to give you an idea of the procedures to be followed in order to participate in the exhibition accompanying the ESC Congress 2008. The overview below is not complete, we kindly ask you to refer to the rest of Chapter 2. Further information is available by contacting exhibition@escardio.org



2.1 General Information

Companies are invited to participate in the ESC CONGRESS 2008 Exhibition area showcasing their corporate message and/or products at this global meeting.

Industry - Price:

Applications submitted by 31 March 2008

Early fee: 1 m² € 407 excl.VAT

Applications submitted from 1 April 2008

Late Fee: 1 m² € 447 excl.VAT

Points awarded: 5 points participation per exhibiting company + 1 point per 9m² occupied

Reduced Rate Exhibitors: Publishers, Food / Nutrition Specialists & Not-for-Profit Organisations - Price:

Applications submitted by 31 March 2008

Early fee: 1 m² € 270 excl.VAT

Carefully read the Guidelines for Industry Participation and distribute appropriately within your company and/or related agencies.

a) Study the floor plans and choose your preferred stand locations (list more than one option). Should there be no spaces of the size you have requested, select a stand number of the area of interest.

b) Fill out and sign the Exhibition Space Application Form located in the appendix of this document, and return it to the ESC Industry Services Department:

exhibition@escardio.org, Fax: +33 (0)4 92 94 76 26 before 18 January 2008.

Your selected choice of location will be confirmed with your company at a later stage when finalising stand allocation.

c) For companies in the top 20 ranking of the Accrued Points System for 2008, applications should be received & location choices confirmed by 1 December 2007.

d) Note that Application Forms received by the ESC before 18 January 2008 will be dealt with according to the ESC Congress Accrued Point system. Application Forms received by the ESC after this deadline will be dealt with on a first-come, first-served basis AFTER those companies who have met the given deadline.

e) Visit the ESC Exhibitors & Industry Partner Web Site, www.ESCexhibition.org. The "ESC Congress 2008" page is an important portal to access ESC Congress preparation items, access update messages, see important notices and reach suppliers' ordering points for all exhibition services. Visit this page directly: www.ESCexhibition.org/Munich08.

Carefully read the update which will be online from June 2008 onwards. It will contain additional information about Congress preparation including sponsorship opportunities, exhibition logistics (i.e. unloading schedules, delivery details, exhibitor badge orders) as well as transport & access arrangements.

The update will be online in June 2008, and exhibitor contacts identified in the stand application form will be notified by email. Each exhibitor is responsible for providing their agencies or contractors with the information included in this Update.

f) Ensure 50% deposit has been paid by the deadline on your invoice to retain the stand location you have chosen.

g) Send a description of your product and/or company profile to exhibition@escardio.org by 2 May 2008 for publication on-line.

h) Submit a detailed stand drawing to the ESC Congress & Industry Services Department before 16 May 2008. Without an approved stand drawing the stand may not be constructed.

i) Send your request for free Exhibitor Badges (number of badges depends on area rented) to exhibition@escardio.org using the form provided by 27 June 2008.

j) Ensure payment of the balance of your stand invoice has been made – failure to meet payment date can result in stand cancellation and resulting charges, see section 2.3.

k) Carefully study the timetable for construction, exhibition opening and dismantling timings. Note that this year the construction starts on Monday 25 August (may be updated within the access schedule distributed in the



Update in June 2008 – see www.ESCexhibition.org) and must be finished by 18.00 on Friday 29 August 2008.

ADMISSABLE EXHIBITS

The exhibition accompanying ESC Congress 2008 is a technical and scientific display of current and future healthcare practices, goods and services relevant to the field of Cardiology. Industry active in the research, production, approval, marketing and distribution of such goods and services are invited to participate.

In addition, certain other types of business are invited as exhibitors: publishers, booksellers, food and nutrition specialists, companies advertising sporting and healthy-lifestyle goods as well as non-profit healthcare organisations and academic institutions.

Organisations renting exhibit space are in effect purchasing a licence to exhibit their products and services within a controlled environment and within the constraints detailed within these Guidelines for Industry Participation. In cases where products and services offered differ from those declared on exhibit applications, or where a breach of the Guidelines has taken place, that company's licence to exhibit may be withdrawn. In such cases, no financial recompense will be offered and the decision of ESC will be considered final.

Companies new to the ESC Congress 2008 are required to submit a statement of their product / service offering on the exhibit application form.

The ESC reserves the right to refuse admittance of inappropriate or non-cardiology related products or services to the exhibition unless they are deemed by ESC to add value to the Congress experience for delegates.

EXHIBITION TIMETABLE (CONSTRUCTION, OPENING HOURS & DISMANTLING)

- ✓ During construction phase, working passes or exhibitor badges must be worn by all personnel and photo-id (e.g. Passport or driving licence) carried
- ✓ Vehicle access to fairground is by time-slot, according to exhibit size (€100 returnable deposit required)
- ✓ Vehicles are not allowed inside exhibit halls (note only forklift trucks operated by the official logistics partner, Fairexx GmbH, are permitted within the loading bay and halls)

Monday 25 August

08.00-22.00 Hall access for construction

Unloading

08.00-13.00 Vehicle access to fairground for stands over 600 m²

13.00-18.00 Vehicle access to fairground for stands over 300 m²

Tuesday 26 August

08.00-22.00 Hall access for construction

Unloading

08.00-13.00 Vehicle access to fairground for stands over 150 m²

13.00-18.00 Vehicle access to fairground for stands over 100 m²

Wednesday 27 August

08.00-22.00 Hall access for construction

Unloading

08.00-18.00 Vehicle access to fairground for stands over 30 m²

Thursday 28 August

08.00-22.00 Hall access for construction

Unloading

08.00-18.00 Vehicle access to fairground for all stands

Friday, 29 August

08.00-18.00 Hall access for construction; stand decoration is still possible until 22.00

All construction must be completed by 18:00, goods must be removed from aisles

Unloading

08.00-19:00 Vehicle access to fairground for all stands

No further vehicle access to fairground until 21.00, 3 September, 2008*. Daily deliveries should be sent to Fairexx office, where transport to exhibit area may be arranged.

Saturday 30 August

08.00-12.00 Stand decoration only, to be completed by 12.00

Incomplete stands and no-shows by 12:00 will be walled off and goods removed into storage, at exhibitors cost. Acceptance of this condition is a term of exhibit space rental.

08.00-16.00 Meetings may be held on stands

Exhibit staff with full delegate registrations should go to exhibitor's registration desk to have their badge validated for Exhibitor Badge access privileges.

- ✓ 16.30 Official Opening Ceremony
- ✓ 17.00 Exhibition halls open (all stands must be staffed)
- ✓ 17.30 Opening reception in exhibition halls
- ✓ 20.00 Building closes

Sunday 31 August

09.00 - 18.00 Exhibition open

Monday 1 September

09.00 - 18.00 Exhibition open

Tuesday 2 September

09.00 - 18.00 Exhibition open

18.00 - 24.00 Removal of valuables & delivery of empty packaging cases by Fairexx (if booked)

Vehicle access from 21.00 - 24.00 (deposit required for all vehicles entering the fairground, note this is a very busy period and priority is given to trucks delivering bulk packaging materials).

Wednesday 3 September

The exhibition will not open to delegates on Wednesday 3 September

08.00 - 13.00 No dismantling and no vehicle access to fairground

13.00 - 24.00 Dismantling – full vehicle access to fairground





Thursday 4 September

08.00 - 24.00 Dismantling – full vehicle access to fairground

Friday, 5 September

08.00 - 13.00 Dismantling – full vehicle access to fairground (last day)

From Saturday 30 August until Tuesday 2 September Stand personnel may enter the Building one hour before the opening of the Exhibition. Delegates should not pass through the exhibit area before 9.00 or after 18.00, however we strongly urge you to secure your stand against theft or damage when the stand is not manned. ESC also recommends exhibitors arrange adequate insurance cover. Neither ESC nor Messe München will be liable for any losses, unless where a negligent act or omission on the part of either body or its staff is established.

EXHIBITOR BADGES & REGISTRATIONS

Exhibitor registration types are reserved for staff working directly in the organisation and management of exhibits, satellite symposia and sponsored activities. They are not sold separately and bearers are subject to the restrictions contained within these Guidelines.

Individuals wishing to visit the exhibition should purchase a delegate registration (full or day access). The practice of selling or promoting a product or service outside of a registered exhibit area is strictly forbidden. Persons not respecting this rule will be escorted from the Congress Centre and any right to participate held by such persons will be directly withdrawn.

Exhibitor & Group Registration

Exhibitors are obliged to wear their official ESC Congress badges clearly visible at all times when in the exhibition area or any other part of the Building. The wearing of any other badge, including company ID badges is not sufficient and will be considered as a violation of the Guidelines for Industry Participation. Exhibitor badges are for exhibiting company employees and agents of such companies only.

Validity

Exhibition badges will give access to lectures when space is available. Full fee paying participants will have priority and exhibitors are reminded to follow the advice of door security staff. Exhibitor badges do not give access to Satellite Symposia organised by other organisations. When companies apply for badges they undertake to provide them to company employees only. Proof of affiliation will be requested. One congress bag containing a Final Programme and voucher for an Abstracts CD

ROM will be offered to each exhibiting company. If further copies of the Final Programme are required they may be purchased from the Registration area.

Diamond Exhibitor Registrations

A second level of registration is offered for senior staff of major exhibits which form a foundation of the Cardiovascular exhibition.

These registrations:

- Are without restrictions
- Offer guaranteed access to lectures and other educational programmes, as with a full delegate registration.

Each Diamond Exhibitor may:

- Collect a Congress bag
- Invite up to 3 guests into the exclusive Diamond Exhibitors Lounge, a new area for senior Industry delegates to meet with their valued guests.

These are available in limited quantities based on the stand area rented and are not available for sale.

There is no ordering deadline for Diamond Exhibitor registrations – the stand coordinator named on the application form may arrange production of this badge type with two hours notice whenever the exhibitor registration desk is open until the allocated number of registrations has been issued. To order in advance, send names to exhibition@escardio.org. Name changes are free of charge upon surrender of the original; lost Diamond Exhibitor badges will not be replaced.

Access to Halls

Individuals without badges will not be allowed into the exhibition halls. It is the responsibility of the exhibitor contact person to ensure that all staff, visitors, stand personnel, etc. are aware of this restriction. Exceptions will not be made and the ESC will not be held responsible for any loss suffered by the exhibitor as a result of such an oversight.

Exhibitor Badges with Company Name and/or Individual Name

Only exhibiting companies can have Exhibitor badges. It is essential that the company name is the same as that provided for the Exhibition listing.

Exhibitors are entitled to a certain number of these badges for free if ordered within the given deadlines; the number of free badges for each Exhibitor will be determined according to the floor space allocated as shown later in this chapter.

You may choose how your free badges are inscribed: either company name only, or individual name & company

name. Simply indicate your preference when you send your ESC Badge Form by email, e.g. the number of 'Company name' only badges you wish to receive and the number of 'Individual name' badges you wish to receive.

Additional Exhibitor Badges

If the number of free Exhibitor badges is insufficient, extra badges, with company name or individual name, may be purchased). All Exhibitor badges must be ordered using the ESC Email Badge Form, available on line at www.ESCexhibition.org. Deadline for free exhibitor badge order is 27 June 2008.

Exhibitor badges ordered on-site must be paid for directly on collection at the Exhibitor Registration desk by cash or credit card (VISA or Amex).

Lost badges will not be replaced. In this case, a new exhibitor badge may be ordered when credentials from the exhibiting company are presented at the on-site fee of €75 (excl.VAT)

Unused badges will not be credited, regardless of circumstances.

Exhibitor Badge Collection

All Exhibitor badges should be collected at the Exhibitor Registration Desk by the official contact person (whose name is given to the ESC as the main organising contact, when initially reserving exhibit space). They are NOT sent in advance of the Congress. If contact person details change, after the information has been sent to the ESC it is necessary that the new contact person have written proof of this change from the exhibiting company when picking up the badges. NOTE: we highly recommend that badges are picked up individually so there is no risk of staff being unable to contact the organising person to hand over their badge before they try to access the exhibition.



Exhibitor Badge Allocation

Stand size between:	Free Exhibitor Badges:	Diamond Exhibitor registrations
9 and 49 m ²	15	
50 and 99 m ²	25	
100 and 199 m ²	45	1
200 and 299 m ²	55	2
300 and 399 m ²	65	4
400 and 499 m ²	75	6
500 and 599 m ²	85	8
600 and 699 m ²	95	10
700 and 799 m ²	105	15
800 and 899 m ²	115	20
More than 900 m ²	150	25

Badge Fees + VAT

- Early fee (until 21 July 2008) €60 (excl.VAT)
- Late fee (from 22 July 2008) €75 (excl.VAT)
- Name change (until July 21 2008) €25 (excl.VAT)
- On-site fee €75 (excl.VAT)
- **Lost badges will not be replaced; a new badge must be purchased.**

Group Registration (Delegates)

Companies paying for the registration fees of their invited guests, may register them as group. This online group registration process will be available from January 2008: for information, see www.escardio.org/congresses/esc_congress/esc2008/registration-hotels or contact groups@escardio.org.

ACCESS TO EXHIBITION

Access to Exhibition when Closed (Full-fee paying delegates)

For Security reasons, access to the Exhibition outside of opening hours is limited to persons holding an Exhibitors' badge. For Industry staff registered as full fee paying delegates, affiliated with an Exhibiting Company requiring access to the Exhibition Hall during closed periods, badges can be validated for exhibit access with a green sticker. These stickers are available from the Exhibitors Registration Desk and must be returned at the end of each Congress day.

Work Passes

In the interest of safety only those individuals directly responsible for the construction and dismantling of exhibits will be permitted in the exhibit areas during the construction and dismantling periods. To this end, work passes will be given out from the FAIREXX office at the freight entrance during construction and dismantling phases. Under no circumstances will guests be allowed in the exhibit areas until 17.00 on Saturday 30 August 2008.

Work passes are valid during the construction period from Monday 25 August 08.00 hours until Saturday 30 August 17.00 hours and during the dismantling period from Tuesday 2 September, 18.00 hours until Friday 5 September, 13:00 hours. Registered Exhibitors may gain access to the exhibition halls during installation and dismantling times by showing their Exhibitor badge at the entrance.

IMPORTANT: Working passes are issued on site when an Identity card bearing a recent photograph of the holder is shown. Photo ID should be carried at all times on site. Work passes may not be ordered in advance.

Vehicle Access for Unloading

Vehicles will not be allowed access to the Fairground before the date and time mentioned on the timetable within this chapter. Access is allowed in direct relation to the size of exhibit, with earliest slot going to companies building the largest stand area(s).

STAND ACTIVITY AND PROMOTION

Each exhibiting organisation will receive an index listing within the Final Programme and the Exhibition, Satellite and Workshop catalogue of their company address and will be mentioned (company name & stand number) within the Exhibition floorplan given to delegates, as well as an online entry on www.escardio.org. Deadline for submitting your company product description form to produce the online entry is 2 May 2008.

Approval

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 performers is not allowed without the written permission of the ESC.

All stand activities must be submitted, using the form on www.ESCexhibition.org/Munich08, for the approval of the ESC by 25 July 2008. After this date the ESC cannot guarantee approval. Non-approved stand activities will result in the exhibitor being obliged at their own expense to discontinue any such activity on-site and may risk penalties.

Audio & Visual Activities

The projection of films and slides; any amplification with the aid of loudspeakers; the production of music and/or sound; as well as the use of lighting, computer monitors and television screens is acceptable within the stand space as long as no disturbance is caused. Sound and lighting effects should be contained within each stand area. If the ESC judges that a disturbance is being caused

the Exhibitor is to halt the activity immediately. If this is not done, the ESC reserves the right to make the necessary arrangements at the expense of the Exhibitor. A refusal to lower the sound level or halt an activity will be considered a violation of these Guidelines.

Licensing for copyrighted work is the sole responsibility of the exhibitor.

Photography & Filming

No part of the Building or of the exhibition may be photographed or filmed without the permission of the ESC or 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. Filming is also allowed by Industry in other areas of the Congress for a fee of € 1000 excl. VAT when arranged in advance.

Contact exhibition@escardio.org or telephone +33 (0)4 92 94 77 55.

The services of an official ESC photographer will be offered to exhibitors, details in the message in June 2008.



Any industry-sponsored closed circuit television programming in hotels should take place outside official Congress hours and should contain content owned by that organisation. Misuse of content owned by ESC is likely to result in legal proceedings.

Quizzes & Activities with Winners

Exhibitors shall refrain from:

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

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

Quiz Times Allowed

Quizzes may be operated at any time during exhibition opening hours providing the focus is on the scientific content presented on the exhibit.

Quiz Prizes

Participation can be rewarded with a prize. However, the prize should be the same for everybody. "Drawing winners" is not allowed. Maximum purchase value of prizes must not exceed €10 and all prizes should be declared to ESC using the form available for this purpose, see www.ESCexhibition.org/Munich08.

Certain items such as digital cameras and MP3 players are not considered appropriate – prize approval is at the discretion of ESC. For more advice on prize approval before placing orders for prize material, contact exhibition@escardio.org.

This means each exhibitor should declare all prizes in advance with a description and price, sending either a digital image to exhibition@escardio.org or a sample to Exhibition Team at *European Heart House, 2035 Route des Colles, Les Templiers, BP 179, 06903 Sophia Antipolis, France*.

If the purchase value of a prize is questioned by ESC, each exhibitor is expected to show proof of purchase value – either before or during the Congress. Non-compliance will be considered a violation of these Guidelines and treated according to the procedure published in this booklet.

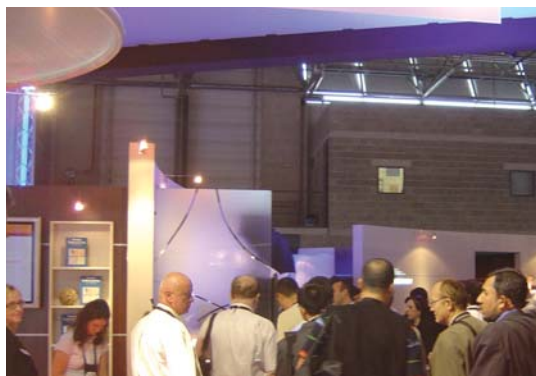
In the case of scientific information carriers (e.g. slide set, CD ROM, USB stick etc) where materials are pre-loaded with non-commercial data, the value of prizes may increase to €50. The sponsorship of the registration fee, travel expenses or housing costs for the next ESC Congress may also be awarded as a prize, as may ESC authorised services.

These stand activities should be "low profile" and no blatant publicity should be made. All prizes must be approved of by the ESC.

Giveaways

Notwithstanding the legal responsibilities of each Exhibitor at his own stand, the Board of the ESC has accepted the policy that small giveaways are acceptable at the exhibition with a maximum retail value €10 (i.e., key-

rings, laser pointers etc). The distribution of giveaways should be low profile and should in no way overshadow the main activity of the stand. The activity must not disturb neighbouring stands or cause queues outside the stand area.



Giveaway items should

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

Distribution of Giveaways and printed materials

Distribution or display of materials by an exhibitor or its agents is limited to:

- ✓ the company's exhibition space only
- ✓ the "Information Tables" which will be specially set up for that purpose and marked as such
- ✓ Industry Welcome Desks

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

These restrictions begin Saturday 30 August 2008 at 08.00 hours and continue until Wednesday 3 September 2008 at 18.00 hours. Companies organising Satellite Symposia should refer to Chapter 1 of these Guidelines.

Items Which May be Advertised

It is prohibited to advertise goods and services which have not been admitted (see Exhibition Space

Application Form) to ESC CONGRESS 2008 or to make publicity for organisations which do not occupy stand space at ESC CONGRESS 2008. Exhibitors should be aware that they are held responsible for any material on which their logo and / or name appears. This applies especially to Congress and Seminar brochures produced and distributed by a third party.

Special Effects

"Special effect" lights, laser, sound & video projection/recording on the stand will only be allowed when the effect is limited to the stand area rented, it is proven that there is no health or safety risk and when written permission of the ESC has been given.

Prohibited Activities

Exhibitors are not allowed:

- ✓ To display or use names or trademarks which may be misleading or cause hindrance to the Exhibitors at other stands or to visitors to ESC CONGRESS 2008
- ✓ Barring exemption applied for and granted, to sell goods against surrender of the purchased items or to receive money in any way for goods sold or offered for sale or for services rendered
- ✓ To affix sold-tags to goods on display
- ✓ To remove exhibits from the stand, to add exhibits to the stand or to cover (parts of) exhibits on the stand



Stands should not be dismantled or removed prior to the end of the congress, Wednesday 3 September 2008 with the exception of valuable items (e.g. machinery, devices, books).

Staffing on Stands

The space assigned to the Exhibitor shall be staffed at the beginning of the exhibition on Saturday 30 August 2008 at 17.00, during the opening hours of the exhibition as well as during the construction and the dismantling and removal of the stand. The Exhibitor shall make sure that either he/she or a person authorised by him/her is present at the site at all times. Unattended stands are a security risk to the exhibitor and, during open periods, are discourteous to

delegates, fellow exhibitors and the ESC. Such cases will be considered as a violation of the Guidelines.

Promotion Rights

The use of any ESC corporate branding and visuals (such as logos, images, graphics, graphic chart), without written permission, is strictly forbidden in any advertising, publicity, signage, product, printed matter, film, video, other media, etc. without prior request and subsequent written approval from the ESC.

A copy of the ESC Corporate Identity Rules and Regulations, the Branding Guidelines and ESC Corporate Logos and Visual form request may be obtained at following web address:

www.escardio.org/bodies/about/TermsConditions/corporate_identity.htm.

For further information please contact

marketing@escardio.org

Exhibitors or their agencies are not allowed to reproduce texts that have been specially produced by ESC for use in publications such as the Preliminary Programme, the Guidelines for Industry Participation, the Advance Programme, the Final Programme, Exhibitors' listing or any similar material posted on ESC Websites.

Exhibitors or their agencies are not allowed to reproduce graphic representations of the Building or hall layout that have been specially produced by the ESC for use in publications such as the Preliminary Programme, the Guidelines for Industry Participation, the Advance Programme, the Final Programme, Guide to Exhibits or any similar material posted on the ESC Website.

A graphic of the Congress Centre including ESC Congress 2008 usage will be made available for Industry use – only this version should be reproduced.

Pharmaceutical Product Promotion

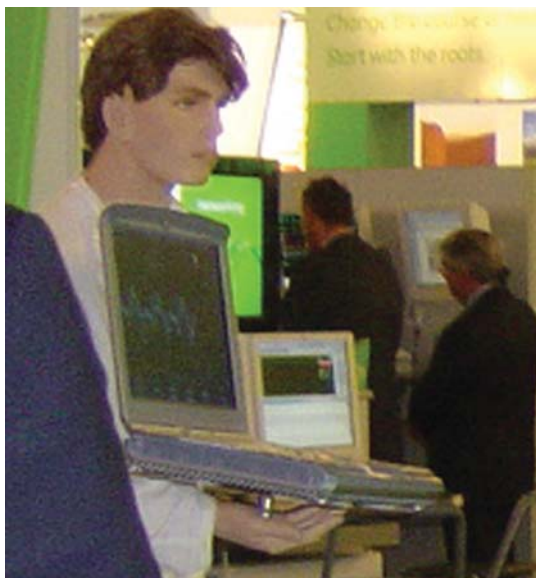
Exhibitors showcasing pharmaceutical (or pharmaceutical) products are advised to consult the advice of the Codes of Practice for the Promotion of Medicines presented by The European Federation of Pharmaceutical Industries & Associations and International (International Federation of Pharmaceutical Manufacturers Associations) bodies. Each of these Codes is available online.

EFPIA:

www.efpia.org/6_publ/codecon/Promomedicines2004.pdf

Also visit the Code of Practice of the German Pharmaceutical Industry:

[www.fs-arzneimittelindustrie.de/FSA.nsf/0/96B7C4558CCF60AB80256EA80047F0AE/\\$file/Kodex-englisch_02.12.05.pdf](http://www.fs-arzneimittelindustrie.de/FSA.nsf/0/96B7C4558CCF60AB80256EA80047F0AE/$file/Kodex-englisch_02.12.05.pdf)



IFPMA:

www.ifpma.org/site_docs/News/Code_English_2000.pdf

In all cases, exhibitors are responsible for ensuring that their promotion during the Congress is legally and ethically acceptable in Germany.

STAND PROMOTION – EXHIBITION INTERACTIVE MAP & LOGO

To promote your exhibition stand, the Exhibition interactive map is published on the ESC Web Site showing the location of each stand. Visitors can click on each stand to read more about each company profile. For increased visibility, exhibitors can include their company logo through the exhibitor list and in a “pop-up” window containing the company description.

Publication period: Pre event and for full duration of congress

— Price of including logo: € 1,000

Deadline: 30 May 2008

STORAGE

Empty packing cases must be removed from the exhibition halls by 18:00 on Friday, 29 August 2008. You should therefore make prior arrangements for the safekeeping of such items with the appointed official forwarder and lifter, Fairexx GmbH, or with your own shipping agent.

Storing materials in the spaces behind or close to stands not rented by the exhibitor is not permitted. Where possible, ESC will arrange logistics / meeting rooms for hire near the exhibit area.

RIGHT OF ADMISSION RESERVED

This policy applies to construction and dismantling periods and during the Congress.

Children

Children under the age of 16 are not permitted in the Congress Centre. Exhibitors and their agents are advised

that their staff must be over the age of 16 and legally employed within a European country.

Animals

Animals are not allowed in the exhibition and should not be used on exhibits. Trained guide dogs for those with visual impairments are permitted but please advise a member of ESC staff on entry to the Congress Centre.

2.2 Exhibition Technical Guidelines

Overview Information

Stand Construction

Cleaning and Refuse

Fire and Safety Regulations

Electricity

Catering

Telephone and Fax

Logistics: Customs, Transport Handling,

Goods Reception, Delivery Addresses,

Vehicle access

OVERVIEW INFORMATION

Important Notice: All Exhibitors must submit a detailed stand drawing to the ESC Industry Services Department before 16 May, 2008. Without the written approval of the ESC the construction of any stand is prohibited.

Exhibition Area

The exhibition accompanying ESC CONGRESS 2008 will be held in Halls A2 & B2 of Messe München, named Zone A2 and Zone B2 for ESC Congress 2008. All services (water; electricity, telephone, compressed air, etc.) will reach stands via the service ducts located within the floor. Connections to these services must be made by the Technical Exhibition Services of Messe München only.

Hall Information

- ✓ Gross area dedicated to exhibits approx. 22,000 square metres
- ✓ Ceiling height 10.5m (support beams) in most areas, however this differs against the side walls (max. building height 5.7m – section of the halls on request and depends on stand size)
- ✓ Ground resistance: 5000Kgs/square metre
- ✓ Natural light from sky domes
- ✓ Carpeting colour within aisles is mid-grey (unless laid by an exhibitor)
- ✓ Electricity, water, waste & telecoms delivered by service ducts at floor level (every 5m transverse across hall)
- ✓ Loading doors 4.50m wide and 4.50m high, pedestrian doors 2.10m high

- ✓ First Aid is located next to the Registration
- ✓ Hall management is located in the south-western corner of Zone B3 for Exhibition hall B2 and in the south-western corner of Exhibition hall A2.

Stand Space Rental

The minimum stand size is 9 square metres.

Before 31 March 2008

- 407 € / m² excluding VAT
- 270 € / m² excluding VAT for Publishers, Booksellers

After 1 April 2008

- 447 € / m² excluding VAT
- 300 € / m² excluding VAT for Publishers, Booksellers

Price includes:

- ✓ Space only, only floor marked out

Price does not include:

- ✓ Carpet
- ✓ Walls
- ✓ Furniture
- ✓ Electricity
- ✓ Technical supplies...

Exhibition Services

For all your stand service orders and the latest exhibition logistics information, please visit www.ESCexhibition.org – choose the event icon ESC Congress 2008

This will take you to a page where you can download the order information & forms which you require. There is no need to log in but you should have Adobe Acrobat installed to read PDF documents. If you do not already have Acrobat, follow the link on the same web page.

Stand Module

Those exhibitors who will need to rent a standard exhibit stand module are urged to use the services of Meplan GmbH. A choice of three turn-key stand solutions is available at attractive package prices for stands up to 25 m², named:

- Basic for Industry,
- Contur for Industry,
- Expert for Industry.

Each includes:

- Walls,
- Storage cupboard if space allows,
- Counter & 2 stools, table & 4 chairs,
- Electricity connection (1kW) & consumption,
- 2 spotlights & daily stand cleaning are included in each module price.

Stand Dimensions

Immediately after allocation of the stand, the Exhibitor is urged to personally check the location and measurements of installations which might be found on the stand space assigned. The ESC does not accept responsibility for the detailed accuracy of the floor plans provided for Exhibitors' reference.

Service Points (Electricity, Water, Waste Compressed Air & Telecommunications)

Access points at any given location may be supplying services to other exhibitors; therefore some stand areas may have cables / pipes within their area feeding other locations. For aesthetic reasons it may be necessary to shield these pipes or in extreme cases install a platform floor; in such cases ESC will advise exhibitors at the earliest opportunity.



Any additional costs arising will remain the responsibility of each exhibitor.

Numbering

Each stand will be numbered by ESC; a floor sticker will be positioned on aisle carpet next to open sides of each exhibit.

Loading/Unloading

Only authorised vehicles contracted from the Official ESC Logistics Provider, FAIREXX, may work within the loading bay or exhibit hall.

Using non-authorised vehicles within halls is considered a serious breach of ESC Guidelines. Any breach of this condition results in ESC violation procedure – minimum penalty is loss of all accrued points for the current year by the exhibitor responsible.

Motorised vehicles, pallet trucks or any form of trolley are strictly not permitted within the Exhibition areas during the congress opening times.

Payment

For all goods & services ordered through Messe

München and its own suppliers, payment is required upon receipt of invoice.

ESC Suppliers

Any outstanding amounts remaining to be paid after the given payment deadlines will be considered a violation of the ESC Guidelines for Industry Participation and penalties may be imposed. This applies to amounts due for services provided by Messe München (the Building) or its partners/suppliers, Fairexx, PC Loc and/or the ESC.

STAND CONSTRUCTION

Stand Design

Every Exhibitor must submit an exact statement of the dimensions of their stand, as well as plans and descriptions of their stand. Those companies renting a stand module from the Building should submit the package type, dimensions & non-standard items such as display screens and catering areas.

This information must be sent to the ESC preferably by email to exhibition@escardio.org or Fax: +33 (0)4 92 94 76 26 before 16 May 2008. The drawings must clearly indicate the planned layout, equipment and furnishing of the stand, including the signage and visuals. Also indicated must be the location of power outlets, electricity cables, moving parts, details of raised floors, water as well as telephone and ventilation installations. Please supply:

- a SCALED top view drawing
- a SCALED side view drawing
- a three-dimensional drawing (or photograph)

Indicating the various heights and the open/transparent spaces will, in principle, be sufficient. If special construction is planned (information towers, moving parts, etc.) additional information will have to be submitted.

Responsibility to Neighbouring Stands

The ESC Congress is a long standing event with a reputation of equity in its dealings with all participants. The responsibility of ensuring a fair and balanced experience for all is shared by all participants.

Each exhibitor is asked to consider, therefore, the impact of his stand construction on neighbouring exhibits. If there is a danger of unfairly 'blocking' another stand from view, even when adhering to all other elements of these Guidelines, this should be mentioned when submitting plans. Failure to do so would breach the spirit of the exhibitor's contract with ESC and in such cases the exhibitor responsible will be expected to make such changes as are necessary at his own cost. In such cases, the decision of the ESC will be considered final.



Approval

ESC will send an approval to the Exhibitor and/or the exhibitors' agent. Only with this approval shall the stand be deemed eligible for construction.

NO APPROVAL MEANS NO PERMISSION TO CONSTRUCT THE STAND – RESULTING COSTS ARE ENTIRELY AT EXHIBITOR'S EXPENSE

Any set-up or installation, which does not comply with the standard specifications or with the designs approved of by the ESC, must be corrected by the Exhibitor before the opening of the exhibition. Failure to do so will result in the correction being made by the ESC. All expenses for these corrections will be payable by the Exhibitor. The ESC accepts no responsibility for damage caused by these corrections.

Exhibitors are strongly encouraged to consider potential stand activities such as demonstrations, presentations, storage, hosted quizzes and hospitality when planning stand usage.

Stand Selection: areas under 100m²

When selecting a stand area, exhibitors should consider the impact of large stand areas (100m² or more) on the local area. Constructions are proportionate to stand area rented and this will have a clear impact on the visibility of adjacent exhibits.

Shell Scheme Stands

Shell scheme stands (9 m² – 25 m²) provided by the Building will be uniform stands with uniform graphics, height and design. Partition walls will be 2.5 m high, graphics & signage may rise 0.5 m further.

Stand Height

If so desired, exhibitors with stands larger than 25 m² can submit a request in writing to obtain permission to exceed the standard height of 2.5 m. All designs over 2.5 metres high will be judged on transparency, size, location and volume.

The allowance of stand heights is in direct proportion to the m² floor area of each stand.

26m ² - 45m ²	3.5 m
46m ² - 60m ²	4 m
61m ² - 80m ²	4.5 m
81m ² - 100m ²	5 m
101m ² - 300m ²	6 m
301m ² - 500m ²	7 m
501m ² - 700m ²	7.5 m
More than 701m ²	8 m



Stand Transparency

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

As an example of assessment criteria, high walled areas forming large storage rooms may block neighbours unreasonably and in this case, will not receive approval. A high tower to attract attention (not blocking neighbours) is likely to be approved. For aesthetic reasons, ESC does not advise constructions rising floor to ceiling.

Note if large enclosed areas are envisaged, it is important to consider this when initially choosing a stand location. There are several constraints attached to island stands, those with four open sides. Since these constraints apply to 'open' sides of a stand, exhibitors planning an enclosed stand (a solid structure with covering) are advised to seek corner or in-line locations when selecting a stand location.

Accepted Stand Types (No Two Storey Structures) & Aisle Carpeting

Two-storey structures are not allowed. Arches, bridges or similar constructions connecting two or more stands are not allowed. L & U shape island stands are not encouraged.

Two or more stands hired by the same company can only be connected by carpeting the corridor between them.

Such space is let at 25% of the standard square metre price (€ 101.75).

Separation Walls

All peninsula, corner and in-line stands must be separated from the neighbouring stand(s) by means of a separation wall – the Building can supply this if required. In principle this separation wall should be 2.5 metres high, and finished on all sides. The separation wall is considered as part of the stand design and should be indicated on the stand drawings. If two neighbouring exhibitors come to an agreement regarding the separation wall, up to a maximum of 3.5m, this agreement should be approved by the ESC (e.g. height).

Walls inset 30 cm from the perimeter of a stand are not considered separation walls.

In cases where an exhibitor fails to supply & install necessary separation walls by 18:00 on Friday 29 August 2008, ESC will arrange for walls to be erected (and floor covering to be laid, if necessary) at the exhibitor's expense.

Back Walls

The rear side of each stand shall be designed and decorated by the Exhibitor to whom this stand belongs, provided that the interests of the neighbours are not affected thereby. Walls constructed on an open side should be visually appealing to adjacent exhibits – some suggestions include screens with moving displays, scientific posters and colourful design and lighting.

Open Sides of a Stand

Walls erected on the open sides of a stand must be 30cm inset from the edge of the stand, must not be longer than 1/3 of the length of the stand and should be no higher than 2.5m

It is not allowed to erect walls, glazing or other constructions on or within 30cm of the perimeter of island stands. This also applies to the open sides of peninsula, corner and in-line stands. 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.

Keep Aisles Clear

Island stands are separated the width of an aisle from all neighbouring exhibits. Demonstration areas may not be set on the aisle line of the exhibit; space must be left within the stand area to absorb the spectators. Should the spectators interfere with the normal traffic flow in the aisle or overflow into neighbouring exhibits, the presentation must be limited or stopped immediately.

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

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 obstructions at all times.

Stand Flooring

The stand floor must be adequately covered, for instance with carpeting or carpet tiles. The floor area of the stand must not be covered with paint or glue. Carpeting must only be held in place by its own weight on the floor or by adhesive tape. 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.

Positioning of Exhibits

The Exhibitor is not allowed to place articles to be exhibited in a manner which, in the opinion of the ESC, affects or hinders neighbouring stands, e.g. with 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.

Any structural or display element which does not satisfy the organisers and/or venue officials in terms of safety must be made safe or removed.

Auditoria & Presentations

Companies wishing to arrange or sponsor sessions are invited to arrange a satellite symposium or workshop, as detailed elsewhere in these Guidelines. Exhibit space is intended to display scientific information on products and/or services, therefore positioning auditoria on stand areas is not permitted.

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

The focus of presentations should be product-related information and not 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.

All such activities require the prior approval of the ESC.

Platform Floors

The use of wooden platforms is recommended for stands with water piping and/or a lot of electrical wiring; a stand construction agency will be able to advise on this matter. Since mains supplies (water points, drainage, electricity, phone and data lines, compressed air ...) are supplied over the floor from the service duct to the exact location where the exhibitor needs them, it is strongly recommended to use platforms for most stands.

Exhibitors who use such platforms should bear in mind:

- ✓ The platform must allow easy access to those in wheelchairs; part or all of the edges must be sloped for this purpose on each open side of the stand
- ✓ The maximum height allowed, measured from floor level to the top of the platform is 0.14 m without protection by a balustrade of at least 1.1 m in height
- ✓ For platforms in excess of 0.5 m a construction safety certificate, signed by a qualified technician, must be submitted
- ✓ The platform sides must be closed and neatly finished
- ✓ The platform edges must be safe (secured shape & easily visible)
- ✓ Platforms should be placed within the stand perimeter
- ✓ The platform must allow easy access to service points in case venue technicians require access

Load Capacity (Floor)

The maximum permissible load on the floors of the building is 5000 Kgs / square metre .

Stand Roofing

Stands may be covered by a roof insofar as such roofs are in compliance with the fire protection regulations in Munich, Germany. All horizontal decorations, ceiling areas and roofs require prior approval by the ESC and must be co-ordinated with the Building. For safety reasons, all ceilings must meet the flammability standard B1, (DIN 4102) or B (DIN EN 13501-1). Roofs in excess of 30m² must meet the flammability standard mentioned before and, at the same time, must be approved by VdS Schadenverhütung GmbH, Cologne, for usage in conjunction with sprinkler-protected risks.

For further information, please contact Ms Barbara Wentz from the Building Technical Department, email barbara.wentz@messe-muenchen.de.

Access to Stand

Exhibitors are obliged to grant official supervisory staff and accredited representatives of Messe München access to their stands.

Exhibitors, their staff and all visitors to the fair must obey the instructions of the above officers. In the event of a fire or other hazard all those present must leave the endangered area at once when directed to do so by a member of the safety and security staff.

Due Diligence

All stands, materials, installations, advertising supports, etc., must conform to public safety requirements in the host country and the E.U. Where these differ, the safest standard must be met.

All entities involved in ESC Congress must have adequate insurance to cover claims arriving from industrial accidents and public safety, whatever the cause.

Exhibitors and their contractors must abide by current legislation in Germany with regard to the prevention of occupational hazards which apply to the work being carried out. Particular care should be taken during construction and dismantling periods; un-safe working practices will be stopped by the organiser in the interests of public safety.

Here are some examples of non-safe working practices mentioned above (this list is illustrative and not exhaustive):

- ✓ working at height without safety lines
- ✓ working underneath hazards without protective headwear
- ✓ conducting hot work (e.g. welding) in an unsafe area and/or without fire extinguishers close by
- ✓ not using protective clothing & footwear whilst using dangerous power tools
- ✓ blocking emergency escape routes
- ✓ poorly stacked goods
- ✓ unqualified staff performing electrical work

Moving Machinery

All exhibits with mechanically moving parts, which may be hazardous to public health in case of mechanical failure or incorrect assembly, require a safety certificate from a competent person (qualified & authorised to make such an evaluation).

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, 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.

Fire appliances must remain accessible.

Connection panels located on the hall floor must be accessible for inspection at all times.

Suspension Points

It is also forbidden by the organiser to hang or drop anything from the ceiling or walls of the Building.

Air Conditioning

Devices with hot air condensation are prohibited inside the halls.

Building Integrity

The floor, columns and installations (distribution boxes, piping, rented shell stands, etc.) of the Building must 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.

Set-up - Access Time Slot & Deadlines

Access to unloading area and halls for construction shall be according to a schedule published at the start of this chapter. Priority will be decided based on the size of stand area under construction and other considerations such as availability of hall. Agencies responsible for construction of more than one stand may apply for a time slot based on the combined area for which they are responsible. Contact exhibition@escardio.org in this case.

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



CLEANING & REFUSE

Refuse Collection

During Exhibition opening times the ESC shall see to the regular general cleaning of the Building and the aisles – that is, daily waste left by delegates. Exhibitors are responsible for cleaning their own exhibit and disposal of waste generated before, during and after the event.

Exhibitors should manage (contract and pay for) their waste removal through the Building. An order form is online at www.ESCexhibition.org/Munich08

'Wild tipping' or disposing of bulk waste within fairground without payment will be considered a serious violation of these Guidelines, the responsible Exhibiting company responsible faces a minimum penalty of losing all accrued points for the ESC CONGRESS 2009 event.

IMPORTANT: Unattended rubbish left in aisles when the Exhibition is open will be removed at the Exhibitor's expense.

FIRE & SAFETY REGULATIONS

Any goods on your stand will constitute part of your stand and will be subject to these regulations.

General Materials

Stand construction, installation of materials and poster supporting structures should be sufficiently stable to ensure public safety. Exhibit cases & displays should be sanded down / finished to ensure that they will not inflict cuts. Clear glass elements should display warning signs at eye level.

Special Messe München Regulations Concerning Stand Assembly and Equipment Please refer to the "Technical Guidelines of Messe München GmbH, available on www.ESCexhibition.org/Munich08

Stand designs with horizontal ceilings / canopies and glass structures such as parapets, wall elements and floors made of glass require planning permission from Messe München.

The exhibition or use for exhibition purposes of inflammable, explosive, bio-hazardous, radioactive, burning or red-hot materials is prohibited.

Fire Inspection

Before each Congress the ESC and the Building carry out a fire inspection of the Building. They inspect, among other things, your choice of building and decor material.

Illuminated signage, fire extinguishers, fire hydrants or other protective equipment or material may not be covered or obstructed.

Stand Walls

Stand walls shall be made of classified fire-retardant materials, i.e., as good as or better than wood. Particle board, non-porous fibreboard and plywood are acceptable.

Decorative Materials

These should be at least flame-retardant (B1 in accordance with DIN 4102 or DIN EN 13501-1) Materials that drip or give off toxic gases when burning, such as polystyrene rigid foam (Styropor) or similar materials may not be used. Fire-retardant materials must be approved.

Approval or certificates must be on hand at the display, if it is not clear in any other way that the material in question is safe.

The ESC encourages stand constructions using materials meeting the European safety norm EN13501-1 to class B1 standard.

Exhibitor's using materials not conforming to any safety component of these Guidelines will replace them with safe alternatives at their own cost.

Where stands have structural elements that are neither fire resistant nor fire retardant, these must be given a coat of paint containing a fire retardant material. Wooden elements with be planed paper coverings must, wherever possible, be pasted to walls. Inflammable artificial silk may not be used for decorations. Stand or aisle ceilings (e.g. Vela) must be rendered fire resistant by treatment with a protective material. Wall or ceiling elements endangered by heat sources must be protected by asbestos without obstructing ventilation. Packing materials may not be stored at stands.

Smoking ban

Smoking is prohibited in all public indoor areas, including privatised areas of exhibit spaces.

Flammable Products

Notification of the handling and installation of flammable products should be given well before the event. This should be made in writing and sent to the Building (barbara.wentz@messe-muenchen.de) for approval quoting the name of the event and stand number. The storage and use of compressed gas and / or liquid gas in the exhibition halls or on the exhibition grounds is not allowed. Balloons filled with flammable gas are not permitted within halls (the only authorised gas is helium). Welding and spraying work within the confines of the exhibition premises is prohibited. Only fireproof adhesives may be used for gluing work within the exhibition premises.

Open Fire

The use of open fire or unprotected flames is prohibited.

Pyrotechnics

Explosive or pyrotechnical articles must neither be used nor taken onto the Building's area, either indoors or outdoors, without written permission from the ESC and the Building.

Hot Work

Hot work such as welding, soldering, cutting, and circular-motion grinding, drying, heating or work over naked flame is not allowed within Messe München without the special permission of the Technical Exhibitions Services Division

Emergency Exits

Escape routes and emergency exits (indoor and out) should be kept free of any obstruction and be kept in full view at all times. 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 or any other existing signs.

Heating / Cooking

Stoves, heaters & open fires may not be used for any purpose, including cooking, frying or baking. This also applies to demonstrations.

Goods Not Allowed

The following goods are not admitted to the Building: Goods causing nuisance by their smell or otherwise, or appliances emitting objectionable noises or radiating disturbing light; any hazardous objects that have not been mentioned in the stand construction design but have been introduced by the Exhibitor.

Cordless communication devices may be used as long as they do not interfere with Messe München's own appliances. Exhibitors wishing to use these devices should notify the brand name, frequencies to be used and range when submitting a stand design for approval.

Combustion Engines

Any machine (generating sets, compressors, etc.) with an internal combustion engine, whatever the use, is forbidden inside the Building.

Storage of Flammable Goods

Empty packaging, rubbish, trash, wood, paper, straw, cardboard and other flammable material must not be stored in the halls.

Heavy Goods

The transport of particularly large or heavy items to and

from the stand should be mentioned within the Application and detailed documents should be sent to the Building (email barbara.wentz@messe-muenchen.de) as soon as possible following allocation of a stand area.

Responsibility

Exhibitors are fully responsible for all displays and demonstrations they hold.

Organiser's Security

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

Extra Security

Exhibitors requiring Guards are invited to return the order form for Security staff - see the ESC CONGRESS 2008 page of www.ESCexhibition.org.

Valuable Goods

The Exhibitor shall be responsible for the surveillance of his/her stand and exhibit during the exhibition opening hours. Exhibitors are recommended to pay closer attention to the exhibits during the stand construction and dismantling periods. Valuable objects, which may easily be removed, should be locked away during the night. The ESC accepts no responsibility for goods stolen from exhibits at any time.

➡ **N.B. Exhibitors should not leave removable / valuable goods unattended on the stand at any time, particular attention should be given to goods awaiting collection from the Freight Forwarder/ Lifter.**

Admission Rights

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

Insurance

While on the premises, exhibition goods and packaging materials shall be insured at the expense and risk of the Exhibitor. Exhibitors should therefore contact their own Insurance Company or use the corresponding order form. Exhibitors will be liable for the safety of participants on and around their stand area. In accepting ESC terms of sale, the Exhibitor undertakes to indemnify the ESC against any and all losses resulting from an unsafe construction, unsafe exhibits or the actions / inactions of its staff.

The ESC requires all exhibitors to provide adequate insurance cover for public liability protection.



ELECTRICITY

Exhibitors must inform the Building of the electric power they need. Electricity installations cannot be connected to the Building until they comply with the Building rules & regulations.

Connecting to Mains

Stands can only be connected to the Building's electricity mains by the electricians authorised by the Building. Should unauthorised connection damage the power distribution system or connected plants, the Building will demand compensation from the company responsible for the connection.

Electrical Supply

The standard supplies of electrical current available at the Building are:

230 Volts single-phase current ($\pm 10\%$) / 50 Hz
400 Volts three-phase current ($\pm 10\%$) / 50 Hz

Fault Reporting

In the event of damage or fault in the electrical installation on the stand, the Building services should be contacted immediately.

Installation

As the electricity supply is divided into sections, the power for each section may not, for safety reasons, be connected until all installations in the same section are completed. Electricity supply must never be blocked with your material.

Installation work may only be performed by licensed companies which are answerable to the authorities. Connection to fuse boxes may only be carried out by companies authorised by Messe München.

Electrical equipment specifications and Special regulations for electrical installations

Please refer to the "Notice on Electrical Installation Work on Exhibition Stands" and the "Technical Guidelines" of Messe München GmbH available on www.ESCexhibition.org/Munich08

Electrical equipment must be installed, maintained and operated in accordance with the relevant regulations

(including DIN VDE 0108), and are to be subjected to an official inspection prior to the exhibition. Electrical machinery, transformers and appliances must be provided with regulation protective equipment such as circuit-breakers, earths and TN systems.

High-voltage equipment such as fluorescent tubes, X-ray or large high-frequency apparatus requires special permits, for which exhibitors must announce to the Technical Exhibition Services Division in good time, furnishing a technical description and sketch drawn up by themselves or their electrical contractors.

Distribution boards, controllers, resistors, motors, switchgear, heating elements, etc., must be so installed and protected as to be inaccessible by visitors, and to be at a sufficient distance from inflammable materials, if necessary, by placing them on fireproof bases; they must be so installed that fire hazards and accidental contact live parts are excluded.

Reliable Supply

Neither the ESC nor the Building owners can accept any liability for loss or damage to Exhibitors' equipment caused by voltage fluctuations or breaks in electrical supply.

➡ **N.B. Please note that all conductive material and items should always be protectively earthed.**

Water Supply and Drainage

Water supply order form will be available at www.ESCexhibition.org. The Building cannot accept responsibility for interruptions or pressure irregularities in the water supply. Where water is used as part of a display, the construction agency responsible must ensure electrical installations in the vicinity are safe and protection has been put in place against risk of leakage/flooding.

CATERING

The Official Caterer is Käfer Service GmbH. All catering offered within exhibit areas should be ordered from Käfer; an order form will be available online at www.ESCexhibition.org. The contact details are:

Käfer Service GmbH
+ 49 89 949 242 92
+ 49 89 949 242 09
messe.catering@feinkost-kaefer.de

Exhibitors may not sell food or drink for consumption on the premises. All companies offering hospitality are reminded of their responsibilities for hygiene & food safety.

Exhibitors are also encouraged to guarantee healthy and balanced catering service to their delegates.

TELECOMMUNICATION & FAX

An order form for telephone and fax connection is available at www.ESCexhibition.org.

CUSTOMS, TAXES AND DUTIES

The Exhibitor will pay the various taxes and duties he might owe resulting from his taking part in the exhibition.

TRANSPORT REGULATIONS/HANDLING

The Official Forwarder for ESC CONGRESS 2008 is:

FAIREXX Logistics for Exhibitions GmbH
Mr. Marco Junghans, Managing Director
Tel: +49 30 4403 4711
Fax: +49 30 4403 4779
Email: contact@Fairexx.com

Within the limits of the Messe München fairground, Fairexx and its agents act with the authority of ESC on its behalf in matters concerning vehicle logistics & security, freight forwarding, freight lifting and storage of goods.

GOODS RECEPTION

ESC CONGRESS 2008 is a secure meeting area. Fairexx offer a free Managed Goods Reception Service for packages sent by courier up to 5 kgs when collected from the Fairexx office on site.

Deliveries heavier than 5 kgs will be stored by Fairexx for collection and charged according to size at € 50 per cubic metre. Deliveries to exhibition stands will also be charged. To ensure that your consignment is tracked please inform Fairexx before dispatching it.

Mechanised Unloading

Note as the Official Logistics Provider to ESC CONGRESS 2008, all mechanised unloading within the fairground must be performed by Fairexx. In the case of goods requiring specialised handling / customised vehicles for carriage, this should be co-ordinated by Fairexx.

DELIVERY ADDRESS

It will be supplied in the Update message that will be sent in June 2008.

Note that this will be the only delivery address to be used for consignments delivered direct to Messe München.

Building personnel are not entitled to receive goods on behalf of exhibitors.

Goods Collection

Where goods are to be collected or stored awaiting collection by a third party, such as Fairexx, it is important



that a trackable order is obtained for the service in advance. It is also vital that the goods are attended until they are taken into custody of the third party. Unattended goods often go missing!

MOVE IN / MOVE OUT PERIODS

Access to the fairground and its loading bay areas is strictly controlled and entry is according to the timetable shown earlier in chapter 2. Time slots are allocated according to the size of area rented and general logistics considerations.

Agencies constructing more than one exhibit may apply for an earlier access time, this will be confirmed by ESC if acceptable.

VEHICLE ACCESS WITHIN FAIRGROUND

Vehicles entering the fairground will be required to pay a deposit of € 100. This deposit will be returned when the vehicle leaves the fairground according to its time slot. In the event a vehicle overstays a given timeslot, the deposit will be forfeit. Should a vehicle overstay a time slot by more than 2 hours, this will be treated as a violation of ESC Guidelines for the exhibitor responsible.

2.3 Exhibition Conditions of Participation

General Conditions

The following conditions of participation refer to allocation of exhibition space by the ESC to organisations exhibiting at ESC CONGRESS 2008 insofar as the contractual partners do not reach contrary agreements in writing. These conditions are available in French language upon request.

Establishment of Rental Contract

Application for a stand is made by filling in and returning the "Exhibition Space Application Form". Companies in the top 20 positions with accrued points statement for 2008 must submit applications by 1 December 2007. Remaining points holders must submit applications by 18 January 2008 to benefit from accrued points status. Applications received after 31 March 2008 will be subject to a late fee (m² rental price after this date is € 447 for Industry, € 300 for Publishers, excl. VAT).

Only signed application forms will be taken into consideration. By signing the application form, the

company accepts the conditions contained in the Guidelines for Industry Participation, the Technical Guidelines of Messe München GmbH and any supplementary provisions. Confirmation of the allocation of a stand by the ESC in writing constitutes establishment of the rental contract between the Exhibitor and the ESC. A stand assignment and an invoice will be sent to the Exhibitor by 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 stand assignment issued by the ESC unless the Exhibitor protests in writing within two weeks after the date mentioned on the stand assignment.

IMPORTANT: For companies in the top 20 ranking of the Accrued Points System for 2008, applications should be received & location preferences confirmed by 1 December, 2007 to receive the benefit of accrued points in selecting a stand space.

Appointed Representatives

If an exhibiting company wishes to appoint an agent to conduct its affairs at ESC CONGRESS 2008, the agent should be identified on the application form or separately in writing from a responsible person. Once appointed, the actions and communications of this agent will be treated as though from the exhibiting company. Contractual responsibility remains with the exhibitor.

ASSIGNMENT OF SPACE

Stands will be assigned following the accrued point system if received by 18 January 2008. The points will be awarded according to participation in the past four ESC Annual Congresses, including the World Congress of Cardiology 2006. Relative position on the list will define the order in which requests for stands, symposia, hotel rooms and other Congress items are processed.

When an equal number of points are held by two or more companies, stands will be assigned according to:

- ✓ Order of receipt of the application forms and payment of the first instalment;
- ✓ Size of space requested;
- ✓ Additional sponsoring activities;
- ✓ Nature of goods.

Procedure

At each exhibitor's turn for stand assignment, every effort will be made to:

- ✓ Offer the first, second or third choice made on the stand application subject to availability
- ✓ Offer a real time selection of what is available at the time of assignment, in addition to the three choices on the stand application

To ensure every exhibitor has a chance to choose an appropriate location, stand offers are valid for 48 hours unless the offer makes it clear that a space is freely available. For this reason, please supply a reliable contact telephone number for an appropriate decision maker within the exhibiting company.

Payment Deadlines

Stand assignments will be cancelled automatically if the stand rental has not been paid within the given time period. In such cases the cancellation fee will be determined according to section 2.3.

RENTING STAND SPACE

Stand Space Rental Definition

"Stand Space" refers to the physical floor area occupied by an exhibit and excludes all construction materials and services such as electricity and communications. The ESC rents stand space in accordance with the compatibility of the items to be exhibited with the subject matter of the exhibition.

Minimum Size

The minimum stand size will be 9 square metres.

Congress & Exhibition Layout

The ESC 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.

Stand Moves

The ESC 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. Alterations to the agreement will only be made after mutual consultation. 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. The ESC accepts no responsibility for any damage which may result from such changes.

Subtenants and other Represented Companies

Sharing the allocated stand area with another company,



regardless of whether this company is represented by its own staff (subtenant) or only by its own exhibits (represented company), is not allowed.

This applies equally to companies with products or services aligned to a registered exhibitor. In such an instance, where a registered exhibitor wishes to exhibit in association with another organisation, the ESC will endeavour to offer additional exhibit space, where available, under normal conditions of sale.

Where an exhibiting organisation has multiple corporate identities but shared ownership, the organisational relationship must be made clear to delegates (e.g. a corporate ownership statement must be displayed on the stand).

Transfer - even in part - of the rights and obligations arising from the rental contract to third parties is not permitted.

TERMS OF PAYMENT

Deposit

The stand rental fee should be paid in two instalments for applications received before 31 March 2008:

- ✓ 50 % deposit within 30 days of invoice date; the deposit secures your stand location choice
- ✓ 50 % for the balance due within 60 days of invoice date
- ✓ failure to pay cancels your reservation & invokes a cancellation charge (see section 2.3)

For applications received after 31 March 2008, 100% of the balance due is required within 30 days of the invoice date. Invoices issued from 3 July 2008 require immediate settlement by credit card.

Value Added Taxation

German VAT rules will apply for all goods sales for ESC CONGRESS 2008. If the company is registered in another country within the EU, reverse charge procedure may apply. In this case the customer must auto reverse the VAT in their home country.

Companies registered in a country outside of the European Union are encouraged to seek advice on reclaiming VAT payments.

Administration Fee

Invoices will be addressed according to each exhibitor's entry in section 14 of the Exhibition Space Application Form and Contract (titled Accounting Data Form). In case billing details change, ESC will produce replacement invoices for an administration fee of €70 + VAT. This applies equally to replacement billing for satellite symposia, sponsorship and advertising transactions.

Counterclaims Rights Renounced

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.

Indebtedness

If the Exhibitor fails to meet his/her financial obligations, or additional expenses and other claims arising from the contract, the ESC 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.

ESC Suppliers

If the exhibitor fails to meet his/her financial obligations to those providing stand services this will also be considered a violation of the ESC Guidelines for Industry Participation and may lead to the loss of exhibitor "Accrued points".

Reservations

Given serious cause the ESC is entitled to postpone, to curtail the duration, to close the exhibition completely or in part for any period, or to cancel. In the event of complete or part postponement or curtailment, the contract is regarded as valid for a possible new date and new duration for the said congress and location only.

Exclusion from Liability

The ESC 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 intent or gross negligence. This exclusion from liability also applies if exhibits are seized and stored by the ESC due to infringement of the present conditions of participation.

This exclusion of liability is in no way impaired by the special security measures taken by the ESC. Furthermore the ESC 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. The ESC will not be responsible for the insurance of such items. The ESC shall not be liable for any injury or damage howsoever caused to goods and/or persons in the Building and/or on the adjacent sites.

Premature Termination of the Rental Contract

If after binding application and conclusion of the contract the ESC should accept that an exhibitor may withdraw from their contract, the Exhibitor is liable for the full amount of the stand rental including all surcharges and associated costs. 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 so altered his manufacturing programme that his products can no longer be classified in the industry for which he has rented stand space.

CANCELLATIONS

Cancellations by Exhibitors must be made by registered mail addressed to the ESC.

If the Exhibitor cancels a reservation before 28 February 2008, the amount to be paid by the exhibitor is 25% of the total amount due. If a reservation is cancelled by the Exhibitor between 28 February 2008 and 27 May 2008, the amount to be paid by the cancelling exhibitor is 50% of the total amount due. After 27 May 2008 no refund will be made, and the total amount for the stand space is due. Should an exhibitor that is also organising a Satellite Symposium, cancel their assigned stand space this will automatically entail the cancellation of the Satellite Symposium reservation plus any fees associated with the reservation of the Satellite.

ENFORCEMENT OF RULES

Applies Equally to All

All Exhibitors and Organisers of Satellite Symposia must comply with all rules and policies established by the ESC. The Board of the ESC has established a system of penalties which may be applied when violations occur:

Violations Procedure

The procedure for policing and enforcing the violation system is as follows:

The ESC will report alleged violations to the Congress Committee. After considering the available evidence, a representative of the relevant company having been invited to present the company's view, the Committee will give its opinion. This will be confirmed in writing after the Congress. Appeals may be made to the Board of the ESC.

Penalties:

First serious violation: No accrual of points for the year (i.e. participation points, square metre points, points for Satellite Symposia and points awarded to Sponsors)

Second serious violation: No accrual of points plus the loss of all accrued points to date.

Third serious violation: The loss of right to participate at any future ESC Congresses for a period of four years.

Supplementary Provisions

Constituent parts of the rental contract take the form of the house regulations, the Guidelines for Industry Participation, the Updates, information supplied on ESC CONGRESS 2008 page of www.ESCexhibition.org, as well as other organisational and technical regulations (e.g. Technical Guidelines of Messe München GmbH) sent to the Exhibitor before the exhibition opens. The sovereignty of national law of the site of the Congress is undisputed.

CLAIMS PROCEDURES, PLACE OF PERFORMANCE AND JURISDICTION

All claims by the Exhibitor against the ESC must be in writing. The maximum time lapse is three months from the closure of each annual ESC exhibition. 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; the English text is authoritative.

Place of performance and jurisdiction is Grasse - France. The ESC reserves the right, however, to bring its claims before the courts competent for the area where the Exhibiting Company has its registered office.

ENFORCEMENT OF THESE GUIDELINES

Infringements of these Guidelines and Conditions will be referred to the Congress Committee. If penalties are imposed, they will follow the violation process as laid out in the Guidelines for Industry Participation for ESC CONGRESS 2008. Any loss of points due to violations of the Guidelines and Conditions will result in the same sanctions as applied to exhibition violations.

FINAL CLAUSE

In cases not covered by the regulations in the Guidelines for Industry Participation, ESC interpretation shall be final.

2.4 Emerging Technology Showcase Area (ETSA)

Since ESC Congress 2002, the Society has sponsored an exhibit area for fledgling organisations with innovative new technology which could have a positive effect on cardiovascular healthcare.

The Emerging Technology Showcase Area is a distinct area where exhibits sharing an ESC visual identity are on prominent display to congress participants. A package comprising the following items will be made available to eligible organisations for a price of €2000 excl.VAT.

Package:

- ✓ 5 exhibitor badges
- ✓ 9m² stand space
- ✓ Stand structure in white & petrol green colour, incorporating locking storage cupboard
- ✓ Petrol green carpet
- ✓ Fascia board showing company name (max 25 letters)
- ✓ Electricity connection (min. 1kW) & consumption
- ✓ Lighting
- ✓ Furniture: table & chairs
- ✓ DSL internet connection
- ✓ Promotion on www.escardio.org with other registered exhibitors
- ✓ Organisational contact details published within final programme

ETSA participant companies are credited with 5 accrued points, applied to ESC Congress priority points listing for the following year's congress. This will serve to assist the company in securing a better choice in location, if moving from ETSA to a regular exhibit space.

ELIGIBILITY

The creation of ETSA was in response to the specific requirements of start-up companies or others in the development stage of their cardiovascular technology product or service. It is not intended as a cost effective alternative to the conventional exhibition – companies not meeting the criteria below are invited to apply for exhibit space as detailed earlier in this chapter.

Requirements for ETSA Applicants

- ✓ The innovative value of each product or service to be presented must meet with the approval of the Congress Programme Committee (CPC). The decision of the ESC CONGRESS 2008 CPC will be final
- ✓ Global revenue of the company shall not exceed €10,000,000
- ✓ Companies should be independent and privately held, established for less than five years
- ✓ Technologies should fall within the following areas: medical devices, biotechnology, software innovations and medical equipment
- ✓ Should not have exhibited at previous ESC Congresses, unless within ETSA

CONDITIONS FOR PARTICIPANTS

- ✓ Space will be made available to companies for a maximum of two consecutive years
- ✓ Only one space can be hired per organisation. Any exceptions must be approved by the CPC
- ✓ The promotion of established corporate image and/or brands, the promotion or sale of products and the provision of hospitality are activities strictly limited to the main exhibit halls and should on no account be pursued in the ETSA
- ✓ ESC will provide a fully equipped and uniform stand structure and furniture package. Beyond this companies will be expected to respect the nature and purpose of this area, i.e. the discussion and exchange of information relative to new technology. Therefore no changes or additions should be made to stands beyond basic decoration and a maximum of one 3m long umbrella style stand with a maximum height of 2.5m and a 28 inch plasma screen or laptop presentation
- ✓ All guests, staff and agents in the ETSA must wear a valid exhibitor badge at all times
- ✓ Rules elsewhere in this chapter, dealing with topics such as promotion, safety and contractual obligations apply equally to ETSA participants

TO APPLY

Applications should be made using the "Exhibition Space Application Form and Contract", submissions are required by 1 March 2008. Once approved by the CPC, an exhibit space will be assigned to the company and a confirmation will be sent by post with an invoice. Settlement should be made in full within thirty days of the invoice issue date.

Cancellations

Once an invoice has been issued, a cancellation fee of 100% will apply, so companies should be fully committed before applying for an ETSA place. In the case of cancellation, a credit note for the full amount and a cancellation fee invoice will be sent. It is a condition of application that, in such cases, cancellation fees will be settled within thirty days of the invoice date.

Successful applicants are invited to send a description of their technology to ESC (exhibition@escardio.org) by 1 May 2008, to be featured on www.escardio.org. For the five included exhibitor registrations, names should be sent to exhibition@escardio.org by 27 June 2008.

Questions relating to ETSA participation should be addressed to exhibition@escardio.org or call +33 (0)4 92 94 77 55.

Sponsorship, Advertisements & Promotional Opportunities

CHAPTER 3

Sponsorship, Advertisements & Promotional Opportunities
"Highlight your company profile online, offline and throughout the congress centre"

- 3.1 Pre-event and Web-based Advertisements
- 3.2 Printed Advertisements
- 3.3 Information Screen Advertisements
- 3.4 Congress Materials
- 3.5 Congress Services
- 3.6 Corporate Hospitality and Technical Infrastructure - Partnership
- 3.7 Industry Press Activity



Important Dates to remember!

(Sponsorship,
Advertisements &
Promotional
Opportunities)



- 16 November** Deadline for application forms with priority status for:
- Online Advertisement ESC Congress section of ESC Web Site
 - Advance Programme Back Cover Advertisement
 - PDA & Mobile Phone Advertisement
 - PDA Congress Guides Sponsorship
 - Final Programme Back Cover Advertisement
 - Programme at a Glance Back Cover Advertisement
 - Exhibition, Satellite & Workshop Catalogue back cover Advertisement
 - Congress News Advertisement spaces
 - Bookmark in Final Programme
 - Delegate bags, badge holders, note pads & pens, city map & gifts
 - Information Screen Advertisement
 - Technolounge Sponsorship
 - Mobile Spotlight Sponsorship
 - Time Out Corner Sponsorship
 - Poster Zone Sponsorship
 - Abstract CD-ROM Sponsorship
 - Highlight CD-ROM Sponsorship
 - Compendium of ESC Guidelines Sponsorship

- 18 December** Deadline for application forms with priority status for Focus sessions

- 30 June** Deadline for application for:
- Pre Congress Mailing Inserts
 - Delegate Bag Inserts
 - Function Spaces
 - Last Deadline for Payments

- 15 August** Deadline for Weblink orders.

- 12 September** Deadline for Accrued Points Form for ESC Congress 2008

Sponsorship, Advertisements & Promotional Opportunities

"Highlight your company profile online, offline and throughout the congress centre"

Quick Find Index

- 3.1 Pre-event and Web-based Advertisements
- 3.2 Printed Advertisements
- 3.3 Information Screen Advertisements
- 3.4 Congress Materials
- 3.5 Congress Services
- 3.6 Corporate Hospitality and Technical Infrastructure Partnership
- 3.7 Industry Press Activity

Important information for all sponsorship, advertising and promotional items:

Please note:

- No product names, no product logos, no misleading names that may be perceived as product names nor registered trademarks will be allowed for any of the Sponsorship, Advertising or Promotional Opportunities.
- Corporate names and logos are allowed
- All content and artwork must gain prior approval from the ESC.

- Guidelines for items requiring graphics will be detailed on our ESC Exhibitors and Industry Partners Web Site: www.ESCexhibition.org/Munich08

site in Munich.

Please note for all advertising opportunities: Under no conditions may product name, logo or image be included.

Online Advertisement throughout the 'ESC Congress 2008' section of the ESC Web Site

- Companies may consider adding their logo and advertisement online throughout the "ESC Congress 2008" section of the ESC Web Site (more than 30 web pages in total).
- Via one click, delegates can discover your congress activities and corporate profile in advance.
- 3 banner spaces (thumbnails) available, price in relation to the position.
- Offers months of pre-congress exposure to the global cardiology community visiting the ESC web-based content of the ESC Congress 2008.
- Option for link to a separate online advertisement page - animated or static presentation (content may promote industry congress activities or corporate advert)
- The Sponsor's logo will not appear on the web pages dedicated to the Scientific Programme Online (SPO).
- Publication: end of January to end of September
- Price: € 30,000, € 27,500, € 25,000 excl. VAT
- Points awarded: 11, 10, 9

[Deadline for Application with priority status: 16 November 2007](#)

ESC Congress 2008 Advance Programme: Exclusive back cover Advertisement

This exclusive Back Cover advertisement of the Advance Programme will allow corporate name & logo. This is the ONLY Congress-related publication that will carry Corporate Advertising prior to the start of the ESC Congress 2008, with more than 50,000 copies mailed to ESC congress delegates, ESC members and target groups before the end of April 2008.

Under no conditions may product name, logo or image be included. All content must gain prior approval by the ESC.

- Life-span: from April 2008 to August 2008.
- Price: € 151,200 excl. VAT
- Points awarded: 56

[Deadline for Application with priority status: 16 November 2007](#)

Pre-Congress Mailing Insert

A special Envelope has been created exclusively to be mailed on 31 July 2008 to approximately 25,000 addresses.

After the first Registration deadline (31 May 2008) the Pre-Congress Mailing Inserts, assembled together in a



3.1 Pre-Event and Web-based Advertisements

- Your company may promote its Satellite, Exhibition and Workshop activities through various means prior to the commencement of the ESC Congress 2008.
- Reach your delegate target group before the Congress begins allowing thousands of potential delegates to plan their visits to your congress activities on



custom made "Envelope" will be mailed to each registered Delegate. Please note that the maximum weight for the insert is 20g, (extra weight to be charged). Under no conditions may product name, logo or image be included. All content must gain prior approval by the ESC.

- Maximum size A4 (21x 29.7cms)
- Maximum weight 20g, additional fee for overweight insert: Superior weight 40g: €3,700, Deluxe weight: €7,400
- 1 insert promotes 1 event
- 1 insert promoting 1 session with reference to the exhibition stand will be considered as 1 insert
- 1 insert promoting 2 sessions will be considered as 2 inserts
- 1 insert promoting 1 session with full exhibition details will be considered as 2 inserts
- Price: €10,800 excl.VAT
- Points awarded: 4

[Deadline for Application: 30 June 2008](#)

Weblink

A tool through which an invitation created by Industry, in the form of a page, is linked to the official ESC Congress 2008 Web Site in two key locations for a period of six months:

- The Scientific Programme Online (SPO)
- The www.escardio.org Web Site (via satellite, workshops, EBAC Accredited Educational Programmes, exhibit and sponsors listings)

Guidelines on how to promote your Satellite Symposium, Workshop, Stand location or other congress activities and design criteria are noted in further detail within this chapter. Under no conditions may product name, logo or image be included. All content must gain prior approval by the ESC.

- 1 web page promotes 1 event
- 1 web page promoting 1 Satellite Symposium with reference to the exhibition stand will be considered as 1 web page
- 1 web page promoting 2 Satellite Symposia will be considered as 2 web pages
- 1 web page promoting 1 Satellite Symposium and full exhibition details will be considered as 2 web pages

— Price: €3,500 excl.VAT

— Points awarded: 1

[Deadline for Application: 15 August 2008](#)

Company Logo featured on Exhibition Interactive Map

To promote your exhibition stand, the interactive map of the exhibition floor is published on the ESC Website showing the location of each stand. Promote your corporate image through this highly visible tool.

- Gain pre-event recognition via this short description of your company & contact details.
- Visitors can click on each stand location to read about your company profile.
- Choose to add your company logo for increased visibility.
- Visitors click on the company logo through the exhibitors list and the "pop-up" window to access company details.
- Publication Period: Pre Event and Full Duration of Congress
- Price of including logo: €1,000 excl. VAT

[Deadline: 30 May 2008](#)

PDA & Mobile Phone Advertisement

- ✓ The Personal Digital Assistant (PDA) and mobile phone advertisement promotes your congress exhibition and/or satellite activity.
- ✓ These highly effective advertisements will be listed in the Final Programme Congress Guide for PDAs and mobile phones
- ✓ The advertisement will be distributed via the ESC Web Site before the Congress and on-site.
- ✓ Up to 200 words.
- ✓ Under no conditions may product name, logo or image be included.
- ✓ All content must gain prior approval by the ESC.
- Price: €800 excl.VAT

[Deadline for Application with priority status: 30 May 2008](#)

Sponsorship of Programme Guides on PDA & Mobile Phones – Exclusive Advertisement

- ✓ Corporate Branding and message into the hands of PDA & mobile phone owners prior to the Congress through an increasingly popular and innovative manner.

- ✓ PDA and mobile phone First Announcement, Preliminary, Advance and Final Programme versions will offer delivery online for almost 8 months prior to the congress.
- ✓ Coupled with the equivalent of 5 pages of the sponsor's company/congress information.
- ✓ Distributed on the ESC Web Site, promoted via ESC-sponsored email via download link.
- ✓ The sponsor logo is featured prominently on the cover of the guides along with Exclusive front splash screen/cover.
- ✓ Please note that this does NOT include on-site delivery. For this Option please refer to Mobile Spotlight Area Section in Chapter 3.5.
- ✓ Under no conditions may product name, logo or image be included. All content must gain prior approval by the ESC.

— Price: € 40,500 excl.VAT

— Points awarded: 15

[Deadline for Application with priority status: 16 November 2007](#)

3.2 Printed Advertisements

Final Programme Exclusive Back Cover Advertisement

- ✓ The Exclusive Back Cover Advertisement of the Final Programme for ESC Congress 2008 with full scientific agenda, exhibition and satellite information and congress reference outlines.
- ✓ The ESC Final Programme hard copy will be placed in each congress bag in Munich.
- ✓ Print run of 25,000 copies.
- ✓ Under no conditions may product name, logo or image be included.
- ✓ All content must gain prior approval by the ESC.
- ✓ Lifespan: Event & after-Event reference/archive.
- Price: € 199,800 excl. VAT
- Points awarded: 74

[Deadline for Application with priority status: 16 November 2007](#)



Programme at a Glance Exclusive Back Cover Advertisement

- ✓ Exclusive ESC Congress 2008 Programme Overview inserted in the official congress badge holder, handed directly to each delegate.
- ✓ Corporate name and logo permitted.
- ✓ Print-run of 25,000 copies.
- ✓ Under no conditions may product name, logo or image be included.
- ✓ All content must gain prior approval by the ESC.
- ✓ Life-span: event
- Price: € 27,000 excl.VAT
- Points awarded: 10

[Deadline for Application with priority status: 16 November 2007](#)

Exhibition, Satellite & Workshop Catalogue Back Cover Exclusive Advertisement

- ✓ The newly redesigned, user-friendly and highly popular Catalogue contains all the vital information for the ESC Congress 2008 Exhibitors and Industry Partners for referral on site.
- ✓ Includes a full listing with Exhibitor names, stand numbers along with dates, times and locations of all Industry Sponsored sessions
- ✓ Print-run of 25,000 copies
- ✓ May use corporate name and logo with prior approval by the ESC.
- ✓ Under no conditions may product name, logo or image be included.
- ✓ All content must gain prior approval by the ESC.
- ✓ Life-span: Event.
- Price: € 27,000 excl.VAT
- Points awarded: 10

[Deadline for Application with priority status: 16 November 2007](#)

ESC Congress News 2008 Advertisement Spaces

- ✓ Various Advertisement spaces available within the Daily Newspaper of the ESC Congress 2008
- ✓ Congress News available from 08.00 hours at the Congress Centre and has a daily distribution rate of 20,000 copies. Distributed from Congress News Units onsite and also delivered direct to key delegate hotels each morning for breakfast.
- ✓ 5 editions: 1 edition per day, each day of the Congress
- ✓ Individual or Package advertising opportunities are available.
- ✓ Company name and logo permitted.
- ✓ Under no conditions may product name, logo or image be included.
- ✓ All content must gain prior approval by the ESC.
- Price:
- 1 Advert:



- ✓ €8,250 excl.VAT (Saturday through Tuesday editions) or €6,875 (Wednesday edition) excl.VAT
- Points awarded: 3 or 2

• **5 Day Package:**

- ✓ €38,500 excl. VAT Full Week Back Cover Advertisement or €33,000 excl. VAT Full Week Inside Page Advertisement
- Points awarded: 14 or 12

[Deadline for Application with priority status: 16 November 2007](#)

Bookmark in Final Programme Exclusive Advertisement

- ✓ Exclusive Bookmark included in the Final Programme which is included in each delegate's Congress Bag.
- ✓ One side dedicated to the sponsoring company and the other side will promote the future ESC Annual Congress.
- ✓ Under no conditions may product name, logo or image be included.
- ✓ All content must gain prior approval by the ESC.
- Price: €21,600 excl.VAT
- Points awarded: 8

[Deadline for Application with priority status: 16 November 2007](#)

Delegate Bag Insert

- ✓ A tool through which an invite created by Industry, in the form of a flyer, is placed in the official ESC Congress 2008 delegate bags (25,000 ex.)
- ✓ Utilise this opportunity to advertise your company satellite, exhibition or workshop activity reaching the hands of every delegate on-site at the congress
- ✓ Under no conditions may product name, logo or image be included.
- ✓ All content must gain prior approval by the ESC.
- Maximum size A4 (21x 29.7cms)
- Maximum weight 20g, additional fee for overweight

insert: Superior weight 60g: €725, Deluxe weight 80g: €1,400

- 1 insert promotes 1 event
- 1 insert promoting 1 session with reference to the exhibition stand will be considered as 1 insert
- 1 insert promoting 2 sessions will be considered as 2 inserts
- 1 insert promoting 1 session with full exhibition details will be considered as 2 inserts
- Price: €5,400 excl.VAT
- Points awarded: 2

[Deadline for Application: 30 June 2008](#)

3.3 Information Screen Advertisements

- ✓ Information Screen Advertisements are projected on screens throughout the Congress Centre for the duration of the Congress.
- ✓ Information Screen Technology will be used to display the complete and detailed Scientific Programme at all Lecture Room entrances (external flat screens) and upon giant screens located within the main delegate areas (registration and other potential traffic points).
- ✓ Advertisements upon these screens may carry your company name and logo and will be offered to a limited number of applicants only.

The content of flat screens located outside all lecture rooms will include:

- Scientific Programme of that specific Lecture Room
- Company (generic) Advertisement (on prior approval by the ESC)
- Satellite and Workshop Advertisements (upon prior approval by the ESC)
- Exhibition activity / location advertisements (upon prior approval by the ESC)

The content of the Information Screens (Registration and Main Entrance) will include:

- Titles, location and detail of the lecture room sessions and Poster sessions running at that moment
- Company (generic) Advertisement (upon prior approval by the ESC)
- Satellite and Workshop Advertisements (upon prior approval by the ESC)
- Exhibition activity / location advertisements (upon prior approval by the ESC)
- Price for 1 advert, for the duration of the event €50,000 excl.VAT
- Points awarded: 18

[Deadline for Application with priority: 16 November 2007](#)

3.4 Congress Materials

Delegate Bags Exclusive Sponsorship

✓ Exclusive sponsorship of the official ESC Congress 2008 Congress Bag with corporate name and logo permitted.

✓ The official and exclusive ESC Congress 2008 Congress Bag is one of the most popular items with the sponsorship remit

✓ Distribution of 25,000 congress bags.

— Price: €224,100 excl.VAT

— Points awarded: 83

[Deadline for Application with priority status: 16 November 2007](#)

[Deadline for Application with priority status: 16 November 2007](#)

Munich City Maps

✓ Exclusive Advertisement (and format permitting, inside pages) of the Official ESC Congress 2008 City Maps with a print-run of 25,000 included in every Congress Bag.

✓ Offers the sponsor high visibility throughout the entire congress to all delegates that refer to this informative and user-friendly publication

— Price: €37,800 excl.VAT

— Points awarded: 14

[Deadline for Application with priority status: 16 November 2007](#)



Delegate Badge Holders Exclusive Sponsorship

✓ Exclusive sponsorship of the ESC Congress 2008 Badge Holders, with company name and logo and given to all registered delegates onsite. The popular and highly visible badge holder contains the useful programme at a glance referred to by delegates throughout the Congress.

✓ Distribution of 25,000 Badge Holders.

— Price: €50,000 excl.VAT

— Points awarded: 14

[Deadline for Application with priority status: 16 November 2007](#)

Gift in ESC Congress 2008 Delegate Bags

✓ Companies are invited to provide objects that will enhance the delegates' congress experience.

✓ The maximum number of "Gifts" to be placed in the 25,000 Congress Bags is limited to 5, allocated on a first come, first served basis.

✓ The retail value of each item must not exceed €10.

✓ All gift objects are subject to approval by ESC Congress 2008 organisers.

— Price: €10,800 excl.VAT

— Points awarded: 4

[Deadline for Application with priority status: 16 November 2007](#)

Note Pads & Pens Exclusive Sponsorship

✓ Exclusive sponsorship of the official ESC Congress 2008 Notepads and Pens, either separately or as a combined option.

✓ Placed in every congress bag with the sponsor corporate logo and name permitted.

✓ Distribution of 25,000.

— Price: **Pens & Pads** €50,625 excl.VAT

— Points awarded: 18

— Price: **Notepads** €33,750 excl.VAT

— Points awarded: 12

— Price: **Pens** €16,875 excl.VAT

— Points awarded: 6

3.5 Congress Services

Technolounge Exclusive Sponsorship

✓ This fully-equipped, state-of-the-art business-style lounge offers all delegates:

- Internet Access
- Scientific Programme online
- PC work stations and printers
- Comfortable seating area



- Information on future congresses, symposia and publications

✓ Excellent Sponsorship exposure from the moment of commitment (mid-November) to on-site at ESC Congress 2008 itself.

— Price: €200,000 excl.VAT

— Points awarded: 74

[Deadline for Application with priority status: 16 November 2007](#)

Mobile Spotlight Exclusive Sponsorship

✓ This is built around the on-site delivery of the Final Programme for PDAs & mobile phones.

✓ The sponsors can use the Mobile Spotlight to promote their congress activity, conduct their own research and customer relation activities.

✓ Our PDA publisher will advise how to best use this opportunity at minimal extra cost.

✓ Other services provided by the ESC at this area include:

- Recharging portable devices
- Advice on use of portable devices.

Benefits to the sponsor include:

✓ Association with a popular area devoted to the personal and professional use of PDAs and mobile phones.

✓ Maximum exposure outside of the Exhibition Area with the sponsor's highly visible corporate signage placed throughout the Mobile Spotlight which will be located in one of the busiest delegate areas within the Congress centre.

✓ Association with the delivery and content of a high profile, co-branded official ESC Congress 2008 product brimming with scientific programme and general information

✓ Prominent, customised corporate branding throughout the Guides themselves

✓ Free exhibition and satellite session advertisements within the Guides (see Chapter 3.1 for PDA Congress Guides overview)

✓ Opportunity to deliver further PDA based material (Corporate or Congress related)

— Price: €45,900 excl.VAT

— Points awarded: 17

[Deadline for Application with priority status: 16 November 2007](#)

Time Out Corner Sponsorship

✓ A wind down, quiet space for delegates to relax or take a break between sessions.

✓ The area designated for the Time Out Corner is spacious and can be adapted by the Sponsor

✓ It offers delegates a tranquil area where they can unwind, perhaps read a book, or just sit for a while.

Benefits to the sponsor include:

— A huge visual impact, in a strategic location within the congress centre.

— Inclusion as the sponsor/supporter of the Time Out Corner; in the Final Programme online and hard cover copy.





— Price: details upon request

[Deadline for Application with priority status: 16 November 2007](#)

3.6 Corporate Hospitality and Technical Infrastructure Partnership

Corporate Hospitality / Support Sponsorship

Companies are invited to sponsor a range of facilities and infrastructure components at the congress such as:

- ESC Information Technology Systems Sponsorship (e.g. Speakers Service Center (SSC))
- ESC Visitor Information Centre Sponsorship
- Corporate Hospitality Partnerships (non medical, e.g. Time Out Corner) allowing your organisation to reach a niche market target group of 25,000 Cardiologists with your corporate and business portfolio.

For further information, contact the Industry Services Department, at sponsorship@escardio.org

Visitor Information Centre Exclusive Sponsorship

- An extensive Visitor Information Centre located on-site at the Congress Centre.
- Companies are invited to offer their support and become a corporate sponsor of this most important facility.
- To associate your corporate message with one of the most visited areas on-site at the congress, please contact sponsorship@escardio.org for further information and details.
- Nature of services and acknowledgment will be discussed upon request.

3.7 Industry Press Activity

The Industry Press Display Space & the Industry Press Conference Room are located within close proximity of the ESC Congress 2008 Press Centre. The offer to industry and their communications agencies also includes dedicated industry press interview rooms.

Industry or communications agency representatives do not have access to the ESC Congress 2008 Press Centre itself and industry-related media materials are prohibited from the ESC Congress 2008 Press Centre. The ESC publicises the Industry Press Display Space exhibitors list and the Industry Press Conference Schedule to press attendees both on-site and online. Details of the targeted and attending press are not available for Industry / communications agencies.

Industry Press Conference Room

Industry / communication agencies planning a press conference during ESC Congress 2008 should contact the ESC Press Office (press@escardio.org) as soon as possible to discuss intentions and options available. The Industry Press Conference Room is the official room for Industry press briefings and bookings are handled by the ESC Press Office. Industry / communications agencies should advise the ESC Press Office of their intended press conference topic and the presentations from the Congress programme to which it pertains, if any. Embargos set by the ESC Press Office must be strictly adhered to. Early application is strongly advised to ensure allocation to an appropriate timeslot. For press conferences not directly relating to a specific scientific session and/or ESC Congress 2008 Press Conference topic, the procedure and time allocation may be more flexible. The Industry Press Guidelines give more details on the terms and conditions.

Industry Press Display Space

Display space can be rented by Industry or their communications agents in the Industry Press Display Room/Area. This is the official display area for all Industry related press packs, press releases or other media communication materials. Individual display spaces consist of a table-top area for press pack / press material presentation and a poster board above / behind. Display spaces are rented out on a 5-day package basis. Space is limited and space is allocated on a first-come, first-served basis. An application form and full Industry Press Guidelines will be included in the updates. Please note that this is the official space for Industry press material distribution and materials distributed beyond the Industry Press Rooms will be confiscated and Accrued Points will be deducted from the Industry involved / represented.

Industry Press Interview Room

This is the appropriate location for press interviews with speakers involved in the Industry Press Conferences or general Industry press activities. Industry officials and their PR agents may oversee such interviews. Please note however that it is not a general meeting room and booking durations are limited to one hour, non-consecutive periods.

For further information please contact the ESC Press & PR Office directly on +33 (0)4 92 94 86 27 or press@escardio.org

ESC Congress 2008 - Filming

Rights to photography at this Congress are strictly reserved by ESC Congress 2008 organisers. Companies already exhibiting or sponsoring the Congress may film their exhibition stand or a session they are sponsoring free of charge if permission is requested and given by ESC Congress 2008 organisers.

Limited filming by companies is also allowed in other areas of the Congress for a set price when arranged in advance.

For further information contact exhibition@escardio.org or +33 (0)4 92 94 77 55

➡ **N.B. Filming or Audio Recording of FOCUS sessions is strictly prohibited at all times**

On-site Advertisement Opportunities

Messe Muenchen offers various opportunities for onsite advertising in the form of panels, banners, towers and many other products.

Please contact us for further details at sponsorship@escardio.org



Registration, Accommodation and Meeting Rooms

chapter

CHAPTER 4

Registration, Accommodation and Meeting Rooms “Welcome your delegates to the ESC Congress 2008 in Munich”

- 4.1 Delegate Registration
- 4.2 Industry Welcome Desks
- 4.3 Hotel Services
- 4.4 Function Space, Hospitality Suites & Meeting Rooms
- 4.5 Closed Industry Meetings



"I will attend
the ESC Congress 2008
in Munich
to cover presentations
for a
congress report
in Japan."

EH

Registration, Accommodation and Meeting Rooms

"Welcome your delegates to the ESC Congress 2008 in Munich"

Quick Find Index

- 4.1 Delegate Registration
- 4.2 Industry Welcome Desks
- 4.3 Hotel Services
- 4.4 Function Space, Hospitality Suites & Meeting Rooms
- 4.5 Closed Industry Meetings

4.1 Delegate Registration

The aim of the ESC Congress 2008 is to provide the best of science and education to all professionals who care for patients suffering from cardiovascular diseases. Easy to use online services exist for your Group Registration at the ESC Congress 2008.

— **Schedule:** Group Online services are open from January 2008 at www.escardio.org

— **Accrued points for registration:** 1 point will be given for 9 full, paid registrations (minimum) made as part of a group registration, or for individual registrations, if claimed by a company taking a stand in the Exhibition area. However, only delegates that are registered with their full postal address, email address and clear company details will be taken into account.

For more details contact the ESC Registration Department at: registration@escardio.org.

— **Address Data Quality:** We would like to draw your attention to the importance of receiving valid and complete delegate information (postal addresses and emails). This is of high concern to ESC but also:

✓ Your attendees - so they receive the journal subscription if included in the registration fee

✓ Exhibiting companies - so the data that they retrieve from badge readers during the congresses is valid and exploitable

Please note that only registrations from industries or their agents providing valid addresses for each attendee will be processed. Without this information registrations will not be accepted. If the valid address is submitted at a later stage, the fee corresponding to the period when the ESC receives this information will apply.

Primary Care Registration

A new registration category has been created for the ESC Congress 2008 aimed at primary care professionals. The objective of this registration category is to open the congress to general practitioners who are in daily contact with cardiology patients and have a keen interest in the new scientific developments for their care.

Registration category:

Tuesday: free access to the exhibition zone with its variety of different industries, participation at the wide offering of ESC scientific sessions plus a special invitation to attend the new Primary Care Satellite Symposia in the evening, see details below.

Wednesday: access to State of the Art – Featured Research Sessions chaired by key opinion leaders & an important overview of the ESC Congress 2008 through the Highlight Session summarising the congress in a nutshell

Requirements:

Proof of general practitioner profession.

Registration as part of industry group (not open to individual registration).

Price (excl. VAT):

€ 294.12 early fee

€ 352.94 late fee

€ 420.17 onsite fee

4.2 Industry Welcome Desks

Industry are invited to rent Industry Welcome Desks, the perfect forum through which your company may distribute your company's delegate registrations directly to the recipients, client management, and other important coordination and meeting point activity for your Invited Delegates. Each desk, located in the registration area of the congress centre will comprise of a desk for 2 persons, chairs and storage area.

For further information and details, please contact: groups@escardio.org.

— Cost: € 2,700 excl. VAT Points Awarded: 1

[Deadline for application: 31 May 2008](#)

4.3 Hotel Services

Companies participating in the ESC Congress may wish to make group hotel reservations for employees and invited guests, the ESC will assist companies in this task when circumstances permit. **The ESC cannot, however, guarantee that all requests will be met.**

For more information, please contact the ESC Housing & Events Department: hotels@escardio.org.

— Requests received will be dealt with according to the Accrued Points System.



4.4 Function Space, Hospitality Suites & Meeting Rooms

Function Space

Companies are requested to respect the following Guidelines throughout the period between 24 August and 8 September 2008.

In order to maximise attendance at its scientific sessions, the ESC has adopted a policy, which limits industry sponsored presentations, hospitality and formal gatherings. No such activity should be held without the specific approval of the ESC.

Company staff meetings and briefings are allowed.

Lunches organised for larger numbers of participants are regarded as hospitality activity and require approval.

Any formal presentations occurring at hospitality events are regarded as symposia and are not allowed.

Should a company wish to arrange closed industry and/or investigators meetings during the congress hours and within the Messe München, please refer to "Closed Industry Meeting" (Chapter 4.5 page 52) which will accommodate such requirements.

Hospitality Suites and Meeting Rooms

— Only a limited number of Hospitality Suites & Meeting Rooms are available in the congress centre. Rooms 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.

— Due to the limited number of rooms, companies may also request ESC approval to hold their events at other locations. In this case, and with prior approval from the ESC, we strongly urge companies to consider potential venues outside the congress centre.

— The ESC will only be responsible for booking Hospitality Suite & Meeting Room in the Messe München. Each company, thereafter, is responsible for organising in accordance with the Messe München or other suppliers its individual needs such as food, furniture or supplies. Contact information will be sent to companies who confirm room reservations.

Deadline: requests should be addressed before 30 May 2008.

— Requests for Hospitality Suites & Meeting Rooms request should be addressed to the ESC offices at: satellite@escardio.org.

— The ESC will propose Hospitality Suites & Meeting Rooms to requesting companies in writing and the company will have the right to accept or decline within the given deadline.

— Hospitality Suites & Meeting Rooms are assigned on a first-come, first-served basis, while space is available.

— Companies not responding by the deadline date will be assumed to have accepted the assigned Hospitality Suite & Meeting Room and will also be invoiced.

— Finance: Once confirmation is received the ESC will invoice the company. Payment must be made within the given time or the Hospitality Suite & Meeting Room will be released. Cancellation of Hospitality Suite & Meeting Room once the invoice has been issued will incur a 100% cancellation fee.

— The placement of signs and posters on the exterior doors or walls of the rented room is possible. No other signage or promotion can be made within the building other than on the company's stand.

— All persons involved in the operation of the Hospitality Suite & Meeting Room must have a valid badge (Exhibitor; active participant, press or day ticket). All persons requesting access to the Hospitality Suite & Meeting Room must be registered either as active participants or as exhibitors; persons without such a badge will not be allowed to enter the room.

4.5 Closed Industry Meetings

In order to allow industries to organise industry and/or investigators meetings, the ESC has decided to open, upon request, several time slots and facilities, to provide the opportunity to hold these meetings in the Messe München. Closed Industry Meetings will be held within the congress centre in lecture rooms ranging in capacity from 120 to 150 seats.

Industry and/or investigators meetings should only be organised with the explicit approval of the ESC, under the following conditions:

- ✓ Meeting "is closed" and on invitation only
- ✓ Maximum attendance 150 guests
- ✓ Meeting is not promoted in the convention centre nor in any ESC Congress 2008 publications
- ✓ No installations or alterations to the lecture room set-up

— Cost: - The basic price of a closed industry session is €3,000 for a 60-minute meeting.

— For time-slots longer than 60-minutes, the additional cost per increment of 30-minutes will be €1,500 (excl. VAT if applicable).

— Plus the cost of any extras.

— Accrued points: a company organising a Closed Industry Session will receive accrued points, on the basis of €2,700 excl. VAT spent = 1 accrued point.

For further details, please contact: satellite@escardio.org

chapter 5

CHAPTER 5

Finance / Invoicing / Cancellation policies

- 5.1 Sponsorship & Promotional items
- 5.2 Satellite Symposia & Workshops Sessions
- 5.3 Function Space, Hospitality Suite, Meeting Room and Closed Industry Meeting
- 5.4 Exhibition
- 5.5 Administration fees / Invoicing changes



"I will attend
the ESC Congress 2008
in Munich because
it is my annual ritual
as a cardiologist."

AKB, Ohio, USA

Finance / Invoicing / Cancellation policies

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- 5.1 Sponsorship & Promotional items
- 5.2 Satellite Symposia & Workshops Sessions
- 5.3 Function Space, Hospitality Suite, and Meeting Room and Closed Industry Meeting
- 5.4 Exhibition
- 5.5 Administration fees / Invoicing changes

NB: All invoices must be settled in full by the payment date indicated on the invoice (30 days) or before the opening of the congress should this date fall first.

Below is a synopsis of the Payment, Cancellation Policies and Enforcement of rules with regards to the various activities.

5.1 Sponsorship & Promotional items

Assignment of items will be made upon accrued points ranking and in respect of accrued points deadlines.

Companies will then be invoiced upon assignment of items following their request for Sponsorship & Promotional activities. It is the ESC's policy that all invoices be paid, in full, before the opening of the Congress. See 5.5 Administration Fees / Invoicing changes for more detail.

5.2 Satellite Symposia & Workshop Sessions

Payment

Payment for the Satellite Symposium and Workshop Sessions must be received before Monday, June 30, 2008.

Cancellation Policy

Cancellations of Satellite Symposia and Workshop Sessions should be sent by registered mail to the ESC.

✓ If reservation of a time slot is cancelled after receipt of the Preliminary Application Form and before January 31, 2008, no cancellation fee will be charged.

✓ If reservation of a time slot is cancelled between January 31, 2008, and March 6, 2008 (approval deadline of the Scientific Programme by the Congress Programme Committee), 25% of the total amount due will be charged (room rental fee included) for Satellite Symposia only.

✓ If the cancellation is received between March 6 and May 5, 2008, 50% of the total amount due will be charged (room rental fee included) for Satellite Symposia only.

✓ If an approved scientific programme is cancelled after May 5, 2008 the full fee as well as the room rental fee will be invoiced.

Cancelling your exhibition space at any stage will also mean cancelling your Satellite Symposium or/and Workshop Session.

Enforcement of Rules

Infringements and Violations of these Guidelines and Conditions will be referred to the Congress Guidelines Committee and will result in the same sanctions as applied to Exhibition Violations.



5.3 Function Space, Hospitality Suite and Meeting Room, Closed Industry Meeting

Payment

Once confirmation is received the ESC will invoice the company. Payment must be made within the given time or the Function Space, Hospitality Suite & Meeting Room will be released.

Visitor Information Centre Sponsorship

– Exclusive Sponsorship

An extensive Visitor Information Centre will be located onsite at the Congress Centre. Companies are invited to offer their support and become a corporate sponsor of this most important facility.

Cancellation Policy

Companies not responding by the deadline date will be assumed to have accepted the assigned Hospitality Suite & Meeting Room and will also be invoiced.

Cancellation of Hospitality Suite & Meeting Room once the invoice has been issued will incur a 100% cancellation fee.

5.4 Exhibition

TERMS OF PAYMENT

Deposit

The stand rental fee should be paid in two instalments for applications received before 31 March 2008:

- 50 % deposit within 30 days of invoice date; the deposit secures your stand location choice
- 50 % for the balance due within 60 days of invoice date – failure to pay cancels your reservation & invokes a cancellation charge (see section 2.3)

Companies registered in a country outside of the European Union are encouraged to seek advice on reclaiming VAT payments.

Administration Fee

Invoices will be addressed according to each exhibitor's entry in section 14 of the Exhibition Space Application Form and Contract (titled Accounting Data Form). In case billing details change, ESC will produce replacement invoices for an administration fee of €70 + VAT. This applies equally to replacement billing for satellite symposia, sponsorship and advertising transactions.

Counterclaims Rights Renounced

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.



For applications received after 31 March 2008, 100% of the balance due is required within 30 days of the invoice date. Invoices issued from 3 July 2008 require immediate settlement by credit card.

Value Added Taxation

German VAT rules will apply for all goods sales for ESC CONGRESS 2008. If the company is registered in another country within the EU, reverse charge procedure may apply. In this case the customer must auto reverse the VAT in their home country.

Indebtedness

If the Exhibitor fails to meet his/her financial obligations, or additional expenses and other claims arising from the contract, the ESC 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.

ESC Suppliers

If the exhibitor fails to meet his/her financial obligations to



those providing stand services this will also be considered a violation of the ESC Guidelines for Industry Participation and may lead to the loss of exhibitor "Accrued points".

Reservations

Given serious cause the ESC is entitled to postpone, to curtail the duration, to close the exhibition completely or in part for any period, or to cancel. In the event of complete or part postponement or curtailment, the contract is regarded as valid for a possible new date and new duration for the said congress and location only.

Exclusion from Liability

The ESC 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 intent or gross negligence. This exclusion from liability also applies if exhibits are seized and stored by the ESC due to infringement of the present conditions of participation. This exclusion of liability is in no way impaired by the special security measures taken by the ESC.



Furthermore the ESC 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. The ESC will not be responsible for the insurance of such items. The ESC shall not be liable for any injury or damage howsoever caused to goods and/or persons in the Building and/or on the adjacent sites.

Premature Termination of the Rental Contract

If after binding application and conclusion of the contract the ESC should accept that an exhibitor may withdraw from their contract, the Exhibitor is liable for the full amount of the stand rental including all surcharges and associated costs. 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 so altered his manufacturing programme that his products can no longer be classified in the industry for which he has rented stand space.

CANCELLATIONS

Cancellations by Exhibitors must be made by registered mail addressed to the ESC.

- ✓ If the Exhibitor cancels a reservation before 28 February 2008, the amount to be paid by the exhibitor is 25% of the total amount due.
 - ✓ If a reservation is cancelled by the Exhibitor between 28 February 2008 and 27 May 2008, the amount to be paid by the cancelling exhibitor is 50% of the total amount due.
 - ✓ After 27 May 2008 no refund will be made, and the total amount for the stand space is due.
- Should an exhibitor, that is also organising a Satellite Symposium, cancel their assigned stand space this will automatically entail the cancellation of the Satellite Symposium reservation plus any fees associated with the reservation of the Satellite.

5.5 Administration fees / Invoicing changes

Invoices will be addressed according to the Invoicing Data provided by the Company. Please note, if a billing change is requested (i.e. company name change, or address change), an Administration Fee of **€ 70 + VAT** will be charged to the company. This applies to Exhibition, Satellite/Workshop and related activities, as well as all Sponsorship & Promotional activities.



chapter

Accrued Points

CHAPTER 6

Accrued Points

- 6.1 Earning Points
- 6.2 Benefits of Points Status
- 6.3 Penalties
- 6.4 Accrued points Ranking



"I will attend
the ESC Congress 2008
in Munich because
it is my obligation
to improve
the quality of care
for my patients."

Accrued Points

Quick Find Index

- 6.1 Earning Points
- 6.2 Benefits of Points Status
- 6.3 Penalties
- 6.4 Accrued Points Ranking

All exhibition, satellite, hotel and sponsorship requests will be dealt with according to the list of accrued points. The Accrued Point System has been established in order to ensure that participation in the ESC Congresses will earn companies priority according to the level of their involvement over 4 years.

Satellite Symposia & Workshops:

Satellite Session of **90** minutes will accrue: 8 points.
 Satellite Session of **180** minutes will accrue: 16 points.
 Satellite Extra Time Slot of **45** minutes will accrue: 4 points.
 Workshop Session will accrue: 3 points.

EBAC Accredited Educational Programmes:

Satellite Session of **90** minutes will accrue: 8 points.
 Satellite Session of **180** minutes will accrue: 16 points.
 Satellite Extra Time Slot of **45** minutes will accrue: 4 points.
 Workshop Session will accrue: 3 points.



6.1 Earning Points

PLEASE NOTE: Only Paying Exhibitors can accrue points.

Partial points are not allowed, and figures are rounded down.

Participation at the ESC Annual Congress:

5 points are awarded for exhibiting at the ESC Congress 2008.

Exhibition space:

1 point is accrued per full 9 m² of exhibit space. ETSA exhibitors accrue 5 points for participation, but no points for their exhibit space.

Sponsorship, Advertisement & Promotion:

1 point is accrued per € 2,700 spent per Sponsorship item or as listed.

Group Registration and Individual Registration:

1 point will be given for 9 full, paid registrations, (group registrations or individual registrations) if claimed by a company that has taken an Exhibition stand. Only delegates that are registered with their **full postal address, email address and clear company details will be taken into account.** For Individual registrations, please provide the delegates' full names and registration numbers with the Accrued Points Calculation Form.

To facilitate the retrieval of your company's delegates for the Accrued Points Calculation, please request from your agencies that they clearly identify the delegates they register under your company name.

Further details can be obtained by contacting the ESC Registration Department, at: registration@escardio.org

The **Deadline** to submit your Accrued Points Form for Registration, Exhibition, Sponsorship / Promotion and, Satellite Symposia and Workshops for ESC Congress 2008 is **12 September 2008**.

Our Accrued Points Ranking, based on accrued points earned over the past 4 ESC Annual Congresses cannot be amended or altered thereafter in the course of the Congress Year. The Accrued Points Calculation Form for 2009 will be available to download just prior to the ESC Congress 2008 on www.ESCexhibition.org.

Merged or Acquired Companies:

The points of merged or acquired companies will be combined for the subsequent event if notice has been received in writing by the ESC before 12 September of the year prior to the event for which points are used.

6.2 Benefits of Points Status

Stand Assignment

When an equal number of points are held by two or more companies, the stands will be assigned according to:

- ✓ Order of receipt of the application forms and payment of the first instalment.
- ✓ Size of space requested.
- ✓ Additional sponsorship activities.
- ✓ Nature of goods.

Sponsorship & Advertisement

- ✓ Deadlines for application for Sponsorship & Promotional items using your Accrued Points status may vary for each product and service.
- ✓ Please note the given deadline item by item.
- ✓ If in accordance with the given deadline for each item, sponsorship requests will be allocated according to your company ranking in the Accrued Points list.
- ✓ Priority status will only be granted to applications made on the Sponsorship, Advertisement and Promotion Application Form provided within these guidelines before the given deadlines.

6.3 Penalties

Infringements of these Guidelines may result in the loss of Accrued Points. The procedure for policing and enforcing the violation system is as follows:

The ESC will report alleged violations to the Guidelines for Industry Participation Committee. After considering the available evidence, a representative of the relevant company having been invited to present the company's view, the Committee will give its opinion. This will be confirmed in writing after the Congress. Appeals may be made to the Board of the ESC.

First serious violation:

No accrual of points for the year (i.e. participation points, square metre points, points for Satellite Symposia/Workshops and points awarded to Sponsors)

Second serious violation:

No accrual of points and/or the loss of all accrued points to date.

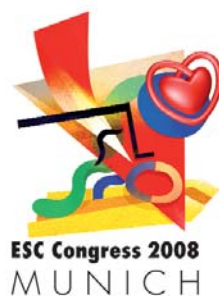
Third serious violation:

Loss of eligibility to participate in future ESC Congresses for a period of four years.

ESC reserves the right to make special promotional offers, or, within reason to amend the points weight per item, to the benefit of the Congress and its delegate attendance. These changes may occur at any stage and may pertain to any Sponsorship or Advertisement item. The Accrued Points Form is available in Updates sent to our industry partners on an ongoing basis or from sponsorship@escardio.org

6.4 Accrued Points Ranking

Accrued Points Ranking in alphabetical order.



Accrued Points

Ranking for 2008	COMPANY NAME	Munich 2004 Total	Stockholm 2005 Total	Barcelona WCC 2006 Total	Vienna 2007					All Congresses	
					Participation	Exhibition	Satellite	Sponsor/Adv	Registration	Total	Total Points
31	3M PHARMACEUTICALS	24	29	27	5	2				7	87
67	3W INFORMED	7	8	6	5	1				6	27
36	ABBOTT	28	11	29						0	68
32	ABBOTT VASCULAR	7	10	43	5	12			9	26	86
87	ACORN CARDIOVASCULAR INC.	5	6	6	5	1				6	23
178	ACTAMED	6									6
23	ACTELION PHARMACEUTICALS	28	39	53	5	13	8	19	14	59	179
178	ADELPHI GROUP		6								6
17	8AEROTEL			6							6
47	AGA MEDICAL CORPORATION	7	6	9	5	3	6	8		22	44
35	AGFA GEVAERT NV.	20	16	16	5	12				17	69
97	ALMOND BOARD OF CALIFORNIA			11	5	1		3		9	20
37	ALOKA HOLDING EUROPE AG	17	18	16	5	8				13	64
150	AMERICAN HEART ASSOCIATION			4	5	1				6	10
178	AMERICAN SOCIETY OF ECHOCARDIOGRAPHY				5	1				6	6
83	AMG INTERNATIONAL GMBH	6	6	6	5	1				6	24
132	ANALOGIC CORP.	6		6							12
154	AOP ORPHAN PHARMA				5	1	3			9	9
178	APC CARDIOVASCULAR LTD		6								6
247	APOPLEX				5					5	5
91	ASTELLAS PHARMA INC						8	14		22	22
1	ASTRAZENECA	411	418	519	5	79	24	99	146	353	1701
67	ATCOR	6	6	9	5	1				6	27
178	AVOX SYSTEMS INC			6							6
178	AXIS-SHIELD	6									6
52	BBRAUN MELSUNGEN AG.	11	10	10	5	5				10	41
178	BALTON	6									6
178	BARCO			6							6
10	BAYER SCHERING PHARMA	76	63	110	5	34	24	24	36	123	372
115	BECKMAN COULTER EUROCENTER SA.	15									15
178	BEDFONT SCIENTIFIC LTD			6							6
178	BERLIN HEART	6									6
263	BIOCENTRIC			4							4
247	BIOMEDICAL TECHNOLOGIES	5									5
178	BIOSAFE	6									6
132	BIOSENSERS INTERNATIONAL			12							12
42	BIOSITE	12	7	16	5	4	8			17	52
28	BIOTRONIK GMBH & CO.	25	29	30	5	13	6	1	9	34	118
123	BMEYE BV			6	5	2				7	13
178	BMJ PUBLISHING GROUP			6							6
7	BOEHRINGER INGELHEIM GmbH	120	93	129	5	44	16	9	79	153	495
19	BOSTON SCIENTIFIC INTERNATIONAL	47	43	93	5	8	11	1	19	44	227
45	BRACCO - ESAOTE	11	12	12	5	9			0	14	49
8	BRISTOL-MYERS SQUIBB	89	105	148	5	55	12	7	57	136	478
154	CALIFORNIA WALNUT COMMISSION			9							9
158	CAMERON HEALTH		8								8
178	CARDIAC IMPULSE	6									6
39	CARDIAC SCIENCE INC.	19	15	15	5	7				12	61
164	CARDIALYSIS BV		7								7
178	CARDINOVA		6								6
74	CARDIO CONTROL NV (WELSH ALLYN)	9	8		5	4				9	26
178	CARDIO DYNAMICS	6									6
178	CARDIOGENESIS	6									6
148	CARDIOMAG	5	6								11
49	CARDIOME		21	22							43
178	CARDIOMEDICS		6								6
178	CARDIOSAFE		6								6
178	CARDIOSIGNAL GMBH	6									6
78	CARDIOTEK BV	6	6	7	5	1				6	25
178	CARMEDA AB		6								6
178	CENTERS FOR DISEASE CONTROL & PREVENTION			6							6
87	CHOLESTECH CORPORATION	7		9	5	2				7	23
247	CIERRA			5							5
67	CNSYSTEMS MEDIZINTECHNIK GmbH	7	7	6	5	2				7	27
111	COLGATE			16							16
266	COMTECMED			2							2
164	CONGRES COLLOQUE CONVENTION / REGIFAX		7								7

Accrued Points

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Ranking for 2008	COMPANY NAME	Munich 2004 Total	Stockholm 2005 Total	Barcelona WCC 2006 Total	Vienna 2007					Total	All Congresses Total Points
					Participation	Exhibition	Satellite	Sponsor/Adv	Registration		
178	CONTENT ED NET			6							6
178	CONTEXT VISION		6								6
17	CORDIS JOHNSON & JOHNSON	34	71	88	5	12	8	9	23	57	250
132	COREVALVE			8			3	1	0	4	12
178	CORGENIX UK LTD				5	1				6	6
132	CORTEX BIOPHYSIK GMBH	6		6							12
178	COSMED	6									6
247	CUSTOM MEDICAL DEVICES			5							5
164	CUSTOMED	7									7
24	CV THERAPEUTICS INC.	35	42	47	5	18	8	10	2	43	167
164	DADE BEHRING	7									7
9	DAIICHI SANKYO EUROPE GmbH	103	82	120	5	27	8	92	15	147	452
105	DAILYCARE BIOMEDICAL		6	6	5	1				6	18
78	DATASCOPE CORP.	8	8	9							25
178	DIAGENICS		6								6
97	DIAMED AG		6	7	5	2				7	20
63	DR OSYPKA GMBH	7	7	7	5	2				7	28
178	EDAN INSTRUMENTS, INC				5	1				6	6
263	EDWARDS						3	1	0	4	4
263	EGIS PHARMACEUTICALS			4						0	4
26	ELI LILLY / LILLY CRIT. CARE	33	28	28	5	8	4	4	16	37	126
58	ELPEN SA PHARMACEUTICAL IND	8	8	8	5	4				9	33
52	ELSEVIER SCIENCE	11	10	8	5	7				12	41
30	ENCYSIVE PHARMACEUTICALS		27	32	5	7	8	6	4	30	89
247	ENDOMATRIX INC	5									5
123	EQUIPMED		7	6							13
178	ERC				5	1				6	6
51	ET MEDICAL DEVICES SPA	10		16	5	11				16	42
164	EUCATECH AG	7									7
178	EURO CONGRESS & EVENTS	6									6
75	FMS, FINAPRES MEDICAL SYSTEMS	6	8	6	5	1				6	26
178	FORESIGHT IMAGING	6									6
158	FRESENIUS DEUTSCHLAND MEDICAL CARE GMBH				5	3				8	8
178	FRISON ROCHE	6									6
39	FUKUDA DENSHI EUROPE	16	13	16	5	11				16	61
15	GE HEALTHCARE	59	52	77	5	39	22	8		74	262
150	GEM-MED SL			5	5					5	10
47	GENZYME	10	11	11	5	4	3			12	44
132	GLOBAL CVCT FORUM			6	5	1				6	12
63	GRUPO FERRER			15	5	8				13	28
132	GRUPO URIACH	6		6							12
20	GSK	57	44	59	5	10	8	8	15	46	206
247	HEARTVIEW LLC			5							5
49	HEXACATH/NOVACOR	10	9	11	5	8				13	43
100	HITACHI MEDICAL SYSTEMS GmbH	9	10								19
178	HUGO SACHS ELEKTRONIK	6									6
111	HUNTLEIGH HEALTHCARE CARDIOLOGY PRODUCTS			7	5	2		2		9	16
118	IEM GMBH	8			5	1				6	14
247	IMMERSION MEDICAL	5									5
132	INFORMA HEALTHCARE-TAYLOR & FRANCIS			6	5	1				6	12
75	INNOMED MEDICAL INC.	7	6	6	5	2				7	26
132	INNOVISION A/S	6	6								12
178	INVARESK	6									6
178	INVATEC	6									6
178	IODP	6									6
178	IOP PUBLISHING				5	1				6	6
158	ISIS RESEARCH	8									8
178	I-STAT CORPORATION	6									6
52	ITAMAR	7	7	18	5	4				9	41
178	ITEM DEVELOPMENT AB		6								6
148	JANSSSEN CILAG			11							11
115	KIKA MEDICAL	8	7								15
178	KONTRON MEDICAL SAS	6									6
178	LA LETTRE DU CARDIOLOGUE			6							6
132	LE CARDIOLOGUE			6	5	1				6	12
178	LEHMANN'S FACHBUCHHANDLUNG	6									6
41	LIPPINCOTT WILLIAMS & WILKINS - Wolters Kluwer	9	15	15	5	8		2		15	54

Accrued Points

Ranking for 2008	COMPANY NAME	Munich 2004 Total	Stockholm 2005 Total	Barcelona WCC 2006 Total	Vienna 2007					All Congresses	
					Participation	Exhibition	Satellite	Sponsor/Adv	Registration	Total	Total Points
178	LIVING DATA TACHNOLOGY			6							6
164	MAQUET CARDIOPULMONARY AG				5	2				7	7
123	MARTIN DUNITZ-TAYLOR + FRANCIS	7	6								13
164	MCKESSON / MEDCON				5	2				7	7
100	MCNEIL CONSUMER HEALTHCARE	6	7	6							19
105	MEDEX	6	6	6							18
178	MEDEXPERT LTD		6								6
178	MEDGRAPHICS	6									6
164	MEDICO SPA			7							7
118	MEDIMATIC INTELLIGENT IMAGES SRL			6	5	3				8	14
78	MEDIS MEDICAL IMAGING SYSTEMS	6	7	6	5	1				6	25
154	MEDISON			9							9
105	MEDISPEC LTD		6	6	5	1				6	18
67	MEDITECH	7	7	7	5	1				6	27
123	MEDITEK LTD	6	7								13
87	MEDRAD EUROPE	6	8	9							23
178	MEDSET MEDIZINTECHNIK				5	1				6	6
178	MEDTECH INSIGHT (Formerly IHS)		6								6
11	MEDTRONIC	64	86	112	5	18	16	14	41	94	356
22	MENARINI INTERNATIONAL	26	63	52	5	10	12		23	50	191
164	MENNEN MEDICAL LTD			7							7
75	MENTICE AB	6	7	7	5	1				6	26
13	MERCK KGaA	80	67	84	5	18	8	2	17	50	281
5	MERCK SHARP & DOHME	117	145	211	5	50	44	56	77	232	705
132	MERCODIA AB	6	6								12
132	METRAX GMBH			6	5	1				6	12
247	MICRO MEDICAL	5									5
178	MICROLIFE AG		6								6
247	MILLAR INSTRUMENTS				5					5	5
178	MILLICORE AB		6								6
37	MILTENYI BIOTEC GmbH	10	18	18	5	5	8			18	64
247	MINDGUARD	5									5
178	MITSUBISHI KAGAKU IATRON			6							6
46	MORTARA RANGONI EUROPE SRL	10	11	13	5	9	0			14	48
247	MULTI CHANNEL SYSTEMS	5									5
247	MULTIPLATE				5	0	0			5	5
94	MYOGEN C/O TRYCON	7	8	6							21
178	NANOGEN			6							6
94	NATURE PUBLISHING GROUP	7	8		5	1				6	21
178	NEW ENGLAND JOURNAL MED			6							6
115	NMT MEDICAL				5	10				15	15
83	NORAV MEDICAL LTD	6	6	6	5	1				6	24
105	NORTHEAST MONITORING		6	6	5	1				6	18
6	NOVARTIS PHARMA AG.	80	110	188	5	37	16	21	70	149	527
178	NUVELO	6									6
33	NYCOMED	26	18	35							79
100	OCCAM INT.	7	12								19
118	OMRON	6		8							14
67	ORBUS NEICH (INTERNATIONAL BV)		8	7	5	3	3		1	12	27
91	ORTIVUS AB		6	16							22
29	OTSUKA LTD		6	24	5	16	8	33	1	63	93
178	OXFORD INSTRUMENTS GmbH	6									6
164	OXFORD UNIVERSITY PRESS				5	2				7	7
132	PAREXEL		6	6							12
2	PFIZER	334	348	463	5	92	36	130	93	356	1501
16	PHILIPS MEDICAL SYSTEMS	61	64	74	5	38	16			59	258
247	PHYSIO FLOW INC				5					5	5
178	PIE MEDICAL IMAGING		6								6
123	POSSIS	7	6								13
105	PROCTOR & GAMBLE	18									18
123	PROTEIN DESIGN LABS		6	7							13
78	PROUS SCIENCE	6	7	6	5	1				6	25
42	RADI MEDICAL SYSTEMS AB	15	13	12	5	4	3			12	52
158	RAISIO LIFE SCIENCES / BENECOL			8							8
178	RECORDATI SPA.		6								6
178	REICHERT	6									6
150	RENESENS GMBH		5	5							10

Accrued Points

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Ranking for 2008	COMPANY NAME	Munich 2004 Total	Stockholm 2005 Total	Barcelona WCC 2006 Total	Vienna 2007					All Congresses	
					Participation	Exhibition	Satellite	Sponsor/Adv	Registration	Total	Total Points
164	RESMED	7									7
100	RESPIRONICS INTERNATIONAL	6	6		5	2				7	19
178	RESPONSE BIOMEDICAL CORP.		6								6
25	ROCHE LTD	27	22	71	5	9	4		16	34	154
83	ROZINN ELECTRONICS INC.	6	6	6	5	1				6	24
132	S. KARGER	6		6							12
123	SAHAJANAND	7		6							13
3	SANOFI-AVENTIS	291	325	386	5	75	40	35	181	336	1338
100	SCHERING AG	10		9							19
94	SCHERING PLOUGH						8	13		21	21
34	SCHILLER AG	20	16	18	5	11				16	70
164	SCHWARZER GMBH	7									7
178	SCISENSE INC.			6							6
4	SERVIER	195	244	308	5	106	32	151	155	449	1196
178	SHERBOURNE GIBBS LIMITED				5	1				6	6
12	SIEMENS AG MEDICAL SOLUTIONS	70	88	84	5	51	8	17		81	323
14	SOLVAY GROUP (including Fournier)	66	72	72	5	22	24		9	60	270
178	SONOMETRICS			6							6
62	SONOSITE			18	5	6				11	29
67	SORIN BIOMEDICA CARDIO SPA	8	19								27
83	SPACELABS MEDICAL INC.	10	7		5	2				7	24
111	SPECIFAR PHARMACEUTICALS			8	5	3				8	16
132	SPRINGER			6	5	1				6	12
21	ST JUDE MEDICAL	62	53	55	5	11			16	32	202
247	STENTYS				5					5	5
87	STORZ MEDICAL AG	11		6	5	1				6	23
178	SYN . X PHARMA INC		6								6
123	SYNARC		6	7							13
123	SYNOVATE HEALTHCARE		6	7							13
18	TAKEDA	43	70	66	5	24	8		16	53	232
164	TANABE SEIYAKU CO LTD				5	2				7	7
178	TAPUZ MEDICAL TECH.		6								6
164	TERARECON INC			7							7
57	TERUMO EUROPE CATHETER DIVISION	8	9	9	5	4				9	35
55	THE HEART.ORG/CONCEPTIS TECHNOLOGIES	9	10	9	5	7				12	40
91	THORATEC CORP	15	7								22
56	TKT EUROPE 5S AB	18	14	5							37
150	TOMCAT CLINICAL SYSTEMS			5	5					5	10
60	TOMTEC IMAGING SYSTEMS GmbH	8	8	8	5	2				7	31
178	TORAY			6							6
27	TOSHIBA MEDICAL SYSTEMS BV.	24	29	31	5	18	16			39	123
63	TRANSLUMINA GmbH	8	7	7	5	1				6	28
154	TRANSURGICAL	9									9
267	TROMMSDORFF GmbH			1							1
111	TYCO HEALTHCARE HOLDINGS	9		7							16
178	TZ MEDICAL INC			6							6
97	UNILEVER BESTFOODS			20							20
132	UP TO DATE INC			6	5	1				6	12
44	VANGUARD	7	23	20							50
158	VASAMED		8								8
178	VASCOMED INSTITUT FÜR KATHETERTECH.	6									6
158	VASCULAR CONCEPTS INTERNATIONAL			8							8
67	VASOGEN	6	7	8	5	1				6	27
110	VASOMEDICAL EUROPE	10	7								17
118	VIASYS HEALTHCARE		6		5	3				8	14
59	VIFOR INTERNATIONAL	9	6	8	5	4				9	32
178	VITAL IMAGES INC			6							6
132	VITAPHONE			6	5	1				6	12
178	VIVA DIAGNOSTIKA	6									6
178	VIVACTIS MEDIA	6									6
78	VOLCANO THERAPEUTICS (INCL. JOMED)	6	6	6	5	2				7	25
247	WERKMEISTER GmbH			5							5
63	WILEY - BLACKWELL (formerly BLACKWELL FUTURA LTD)	7	7	7	5	2				7	28
61	WISEPRESS BOOKSHOP	7	8	8	5	2				7	30
118	ZAO MEDITEK LTD			7	5	2				7	14
247	ZTS HAGMED Sp. j.			5							5



chapter

Appendices

CHAPTER 7

Appendices

- 7.1 Important dates
- 7.2 Future congresses organised by the ESC
- 7.3 Statistics for ESC Congress 2007
- 7.4 Application forms
- 7.5 Messe München – An overview

Future Congresses by the ESC

Appendices

Quick Find Index

- 7.1 Important dates
- 7.2 Future Congresses organised by the ESC
- 7.3 Statistics for ESC Congress 2007
- 7.4 Application Forms
- 7.5 Messe München – An overview

This chapter will allow you to find the latest information about ESC Congresses and prepare your attendance for the following dates:

7.1 Important Dates

16 November 2007

— Deadline for receiving Preliminary Application Forms with priority status.

31 January 2008

— Deadline for receiving the complete scientific programme(s) of the session(s).

30 June 2008

— Last deadline for payments.

July 2008

— All information concerning the Scientific Sessions and the Satellite Symposia will be available on the ESC Web Site: www.escardio.org

→*N.B. After this date no further corrections will be taken into consideration for the printing of the Final Programme.

7.2 Future Congresses to be organised by the ESC

✓ EUROECHO 2007

Lisbon, Portugal — 5-8 December 2007

✓ EuroPREvent 2008

Paris, France — 1-3 May 2008

✓ Heart Failure 2008

Milan, Italy — 14-17 June 2008

✓ ESC Congress 2008

Munich, Germany — 30 August - 3 September 2008

✓ Acute Cardiac Care 2008

Versailles, France - 25-28 October 2008

✓ EUROECHO 2008

Lyon, France — 10-13 December 2008

✓ CCNAP 2009

Dublin, Ireland- 17 – 18 April 2009

✓ EuroPREvent 2009

Stockholm, Sweden— 30 April - 2 May 2009

✓ ICNC 9

Barcelona, Spain - 10 – 13 May 2009

✓ Heart Failure 2009

Madrid, Spain — 30 May – 2 June 2009

✓ EUROPACE 2009

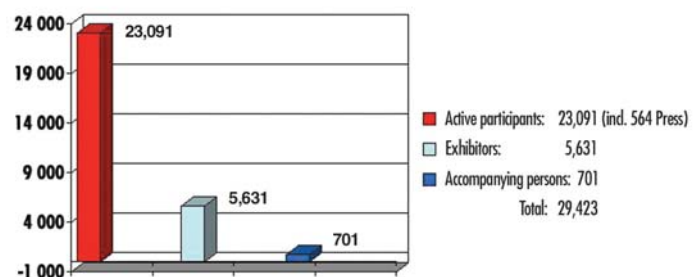
Berlin, Germany — 21 - 24 June 2009

✓ ESC Congress 2009

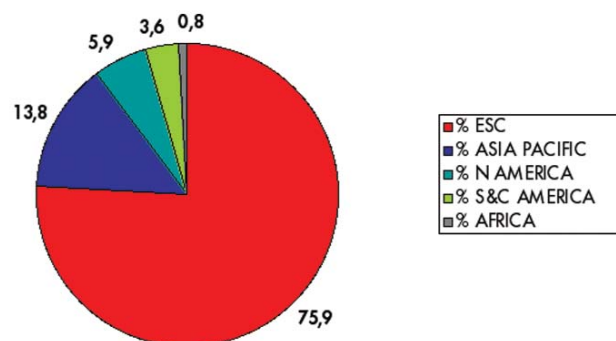
Barcelona, Spain— 29 August - 2 September 2009

7.3 Statistics for the ESC Congress 2007

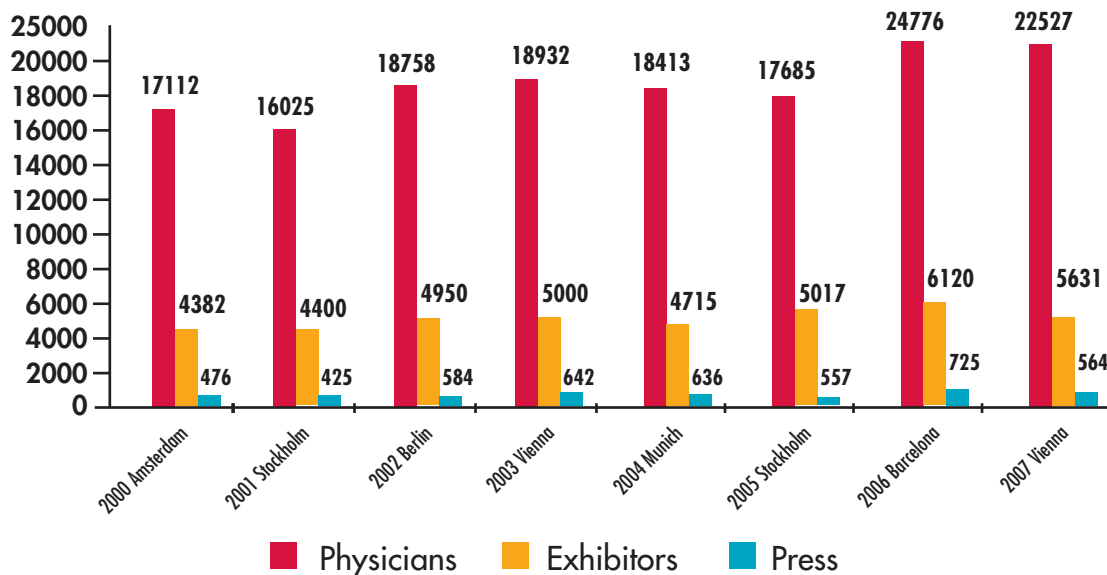
1- Total Participants:



2- ESC Congress 2007 participation by geographical area:



3. Comparative chart with previous years' registration figures:



4. ESC Congress 2007 Delegate Professional Activities:

These figures are based on a representative sample of 27.5% of active delegates.

Place of Work	%	
In University Hospital	58%	
In Non-University Hospital	29%	
Outside of Hospital	13%	
Total	100%	
Professional Activities	% in 2006	% in 2007
Practising Cardiologist	80,4%	80,9%
Trainee Cardiologist	3,5%	4,8%
Pharmaceutical		
Industry Representative	3,7%	3,6%
Associated Scientist	3,6%	3,4%
Other Medical Specialities	3,1%	2,7%
Nurse	1,5%	1,9%
Press/Publishing Representative	1,4%	1,5%
Medical Devices/Equipment		
Industry Representative	1,0%	1,1%
Surgeon	0,6%	0,8%
Technician	0,3%	0,2%
Total	100,0%	100%

Professional Specialties of the 'Practising Cardiologist' group, the average number of areas chosen per person is 3.1

Specialty	%
General Cardiology	49%
Heart Failure	40%
Acute Cardiac Care (Coronary and Intensive Care Unit)	35%
Non-invasive Imaging	34%
Interventional Cardiology	31%
Hypertension	27%
Arrhythmias and Pacing	22%
Valvular Disease	21%
Preventive Cardiovascular Medicine	20%
Basic Science	11%
Congenital Heart Disease (Adult)	8%
Other	4%
Paediatric Cardiology	3%

5. Number of Delegates per Country:

Country	Number of Delegates	Country	Number of Delegates	Country	Number of Delegates
Albania	59	Guatemala	15	Nicaragua	3
Algeria	80	Honduras	6	Nigeria	8
Andorra	1	Hong Kong SAR, People's		Norway	339
Angola	1	Republic of China	45	Oman	4
Argentina	244	Hungary	315	Pakistan	74
Armenia	19	Iceland	33	Panama	5
Australia	212	India	365	Paraguay	7
Austria	839	Indonesia	126	Peru	19
Azerbaijan	24	Iran (Islamic Republic of)	170	Philippines	91
Bahrain	8	Iraq	18	Poland	757
Bangladesh	25	Ireland	215	Portugal	318
Barbados	1	Israel	186	Qatar	6
Belarus	28	Italy	1,468	Reunion	21
Belgium	401	Jamaica	2	Romania	409
Benin	1	Japan	368	Russian Federation	409
Bosnia and Herzegovina	80	Jordan	45	San Marino, Republic of	3
Botswana	1	Kazakhstan	41	Saudi Arabia	172
Brazil	292	Kenya	10	Senegal	3
Brunei Darussalam	1	Korea, Democratic		Serbia	259
Bulgaria	154	People's Republic Of	9	Singapore	70
Cameroon	1	Korea, Republic of	100	Slovak Republic	267
Canada	226	Kosovo UNMIK	17	Slovenia	101
Chile	33	Kuwait	17	South Africa	137
China, People's Republic of	563	Kyrgyzstan	5	Spain	789
Christmas Island	1	Latvia	92	Sri Lanka	28
Colombia	66	Lebanon	120	Sudan	6
Costa Rica	4	Libyan Arab Jamahiriya	34	Sweden	518
Cote d'Ivoire	1	Liechtenstein	2	Switzerland	571
Croatia	147	Lithuania	124	Syrian Arab Republic	41
Cyprus	65	Luxembourg	14	Taiwan, ROC	90
Czech Republic	289	Macau SAR, People's		Tanzania, United Republic of	1
Democratic Republic of Congo	1	Republic of China	4	Thailand	233
Denmark	380	Macedonia, The Former		Trinidad & Tobago	3
Dominican Republic	5	Yugoslav Republic of	18	Tunisia	71
Ecuador	12	Malaysia	67	Turkey	589
Egypt	225	Malta	30	Ukraine	80
El Salvador	5	Martinique	3	United Arab Emirates	58
Estonia	77	Mauritius	5	United Kingdom	1 010
Finland	239	Mexico	287	United States of America	859
Former Yugoslav Republic	2	Moldova, Republic of	6	Uruguay	9
France	1,674	Monaco	5	Uzbekistan	14
French Polynesia	3	Montenegro	7	Venezuela	99
Gabon	1	Morocco	66	Vietnam	27
Georgia, Republic of	35	Myanmar	2	Yemen	12
Germany	2,055	Nepal	1		
Ghana	8	Netherlands	609		
Greece	799	New Caledonia	2		
Guadeloupe	1	New Zealand	38		
				TOTAL	23,091

Satellite Symposia

50 Satellite Symposia were organised by 29 different companies

Actelion Pharmaceuticals Ltd
Bayer HealthCare AG
Bayer Schering Pharma
Biosite International
Boehringer Ingelheim
Boston Scientific
Bristol Myers Squibb
Cordis, Johnson & Johnson
Dade Behring
Daiichi Sankyo Europe GmbH
Eli Lilly and Company
Encysive Pharmaceuticals
GE Healthcare
GlaxoSmithKline
Medtronic
Menarini International
Merck Serono, a division of Merck KGaA
Merck Sharp & Dohme
Merck Sharp & Dohme/Schering-Plough
Mitenyi Biotec GmbH
Novartis Pharma AG
Pfizer Inc.
Philips Medical Systems
Roche Diagnostics GmbH
sanofi-aventis
Schering-Plough Pharmaceuticals
Servier
Siemens AG Medical Solutions
Solvay Pharmaceuticals GmbH
Toshiba Medical Systems Europe BV

Workshops

12 Workshop Sessions were organised by 9 different companies

AGA Medical Corporation
AOP Orphan Pharmaceuticals AG
Biotronik GmbH & Co KG
Boston Scientific
CoreValve
Edwards Lifesciences
GE Healthcare
Genzyme Therapeutics
OrbusNeich

EBAC Accredited Educational Programmes

9 EBAC Accredited Educational Programmes were supported by 7 different companies

Astellas Pharma US, Inc
AstraZeneca
CV Therapeutics Europe
Otsuka Pharmaceutical Europe Ltd
Radi Medical Systems AB
Servier
Takeda Pharmaceutical Company Ltd

Nonprofit Organisation Symposia

1 Nonprofit Symposium was organised by 2 Associations

International Self-Monitoring for Oral Anticoagulation (ISMAA)
International Self-Monitoring Association of Oral Anticoagulated Patients (ISMAAP)

Sponsors

Actelion Pharmaceuticals Ltd
AGA Medical Corporation
Almond Board of California
Astellas Pharma Inc
AstraZeneca
Bayer Healthcare AG
BIOTRONIK
Boehringer Ingelheim
Bristol-Myers Squibb
Comtec Med
CoreValve
Cordis, a Johnson & Johnson Company
CV Therapeutics Europe
Daiichi Sankyo Europe GmbH
Edwards Lifesciences
Eli Lilly and Company
Encysive Pharmaceuticals
GE Healthcare
GlaxoSmithKline
Huntleigh Healthcare
ISMAA
Medtronic
Merck KGaA
Merck & Co
Merck Sharp & Dohme
Merck Sharp & Dohme / SP
Novartis Pharma AG
Otsuka Pharmaceutical Europe Ltd
Pfizer Inc
Pinnacle - A division of Lupin
sanofi-aventis
Servier
Siemens AG Medical Solutions
SP
Wolters Kluwer Health - Lippincott

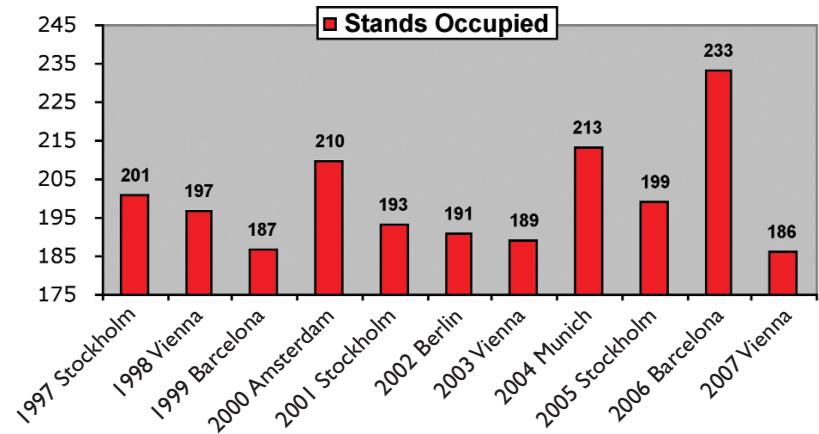
Exhibiting Companies:

Approximately 200 organisations came together during ESC Congress 2007 in Vienna to showcase new and latest developments of their products in 2007 spread over 20,000m² of exhibits. From diagnostics to pharmaceutical research & development, life prolonging medical devices to life-saving resuscitation equipment, basic scientists to medical publishers – the content is both rich and varied.

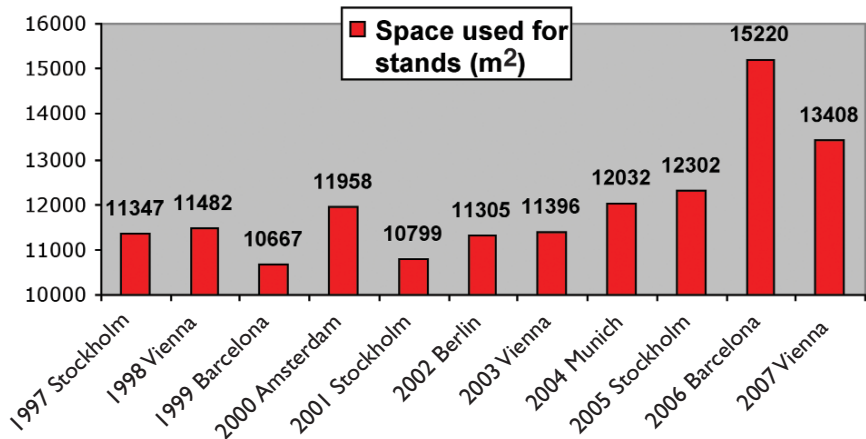
3M Health Care	EuroPCR 2008	Norwegian Society of Cardiology
3W Informed	European Ass. for the Study of	Novartis Pharma AG
Abbott Vascular International BVBA	Obesity	OrbusNeich
Acorn Cardiovascular Inc	European Atherosclerosis Society	Osyka Dr GmbH
Actelion Pharmaceuticals Ltd	European Resuscitation Council	Otsuka Pharmaceutical Europe Ltd
Adis	Finapres Medical Systems BV	Oxford University Press
AEPC	Finnish Cardiac Society	Pfizer Inc
AGA Medical Corporation	French Society of Cardiology	PHA Europe
Agfa HealthCare	Fresenius Medical Care	Philips Medical Systems
Almond Board of California	Deutschland GmbH	PhysioFlow Inc
ALOKA Holding Europe AG	Fukuda Denshi	Polish Cardiac Society
American College of Cardiology	GE Healthcare	Portuguese Society of Cardiology
American Heart Association	Gem-Med SL	Prous Science
American Society of	Genzyme	Radi Medical Systems AB
Echocardiography	German Cardiac Society	Respironics International
AMG Vascular Products srl	GlaxoSmithKline	Roche Diagnostics GmbH
AOP Pharmaceuticals AG	Global CVCT Forum	Romanian Society of Cardiology
Apoplex Medical Technologies GmbH	Grupo Ferrer	Rozinn Electronics Inc
AstraZeneca	Heart Rhythm Society	San Marino Society of Cardiology
Atcor Medical	Hellenic Cardiological Society	sanofi-aventis
Austrian Society of Cardiology	Hexacath / Novacor	Schiller AG
B. Braun Melsungen AG	Hungarian Society of Cardiology	Servier
Bayer HealthCare AG	Huntleigh Healthcare Cardiology Products	SHERBORNE GIBBS LIMITED
Belgian Society of Cardiology	IEM GmbH	Siemens AG Medical Solutions
Biosite International	Icelandic Cardiac Society	Slovak Society of Cardiology
BIOTRONIK	IHE in Europe	Slovenian Society of Cardiology
Blackwell Publishing Ltd	Informa Healthcare	Society of Cardiology of the Russian Federation
BMEYE BV	INNOMED Medical Inc	Solvay Pharmaceuticals GmbH
Boehringer Ingelheim	IOP Publishing	SonoSite Ltd
Boston Scientific	Israel Heart Society	Spacelabs Healthcare
Bristol Myers Squibb	Italian Federation of Cardiology	Spanish Society of Cardiology
British Cardiovascular Society	Itamar Medical Ltd	SPECIFAR PHARMACEUTICALS
Bulgarian Society of Cardiology	The Japanese Circulation Society	Springer
Cardiac Science Corporation	Le Cardiologue	St Jude Medical
Cardiette-Cardioline-ET	Lebanese Society of Cardiology	Stentys
Medical Devices	Libyan Cardiac Society	Storz Medical AG
Cardiology Society of Serbia	Lippincott Williams & Wilkins	Swedish Society of Cardiology
CARDIOTEK	Lithuanian Society of Cardiology	Syrian Cardiovascular Association
Cholestech	MAQUET Cardiopulmonary AG	Takeda Pharmaceutical Company Limited
CNSystems Medizintechnik GmbH	McKesson / Medcon	Tanabe Seiyaku Co Ltd
Cordis, Johnson & Johnson	MediMatic-CompACs	Terumo Europe
Corgenix UK Ltd	Medis Medical Imaging Systems BV	The Heart.org from WebMD
Croatian Cardiac Society	Medispec Ltd	Tomcat Clinical Systems
CV Therapeutics Europe	Meditech Ltd	Tomtec Imaging Systems GmbH
Cyprus Society of Cardiology	MEDSET Medizintechnik	Toshiba Medical Systems Europe BV
Czech Society of Cardiology	Medtronic	Translumina GmbH
DAIICHI SANKYO	Menarini International	Turkish Society of Cardiology
DAIICHI SANKYO EUROPE GmbH / LILLY	Mentice AB	UEMS Cardiology Section
CRITICAL CARE EUROPE	Merck KGaA	Ukrainian Society of Cardiology
DailyCare BioMedical	Metrax GmbH	UpToDate Inc
Danish Society of Cardiology	Millar Instruments	Vasogen Inc
Diagnostica Stago	Miltenyi Biotec GmbH	Venice Arrhythmias 2007
DiaMed AG	Mortara Instrument Inc	VIASYS Healthcare GmbH
Edan Instruments Inc	MSD (Merck & Co Inc)	Vifor International Inc
Elpen AE	Merck Sharp & Dohme / SP	Vitaphone GmbH
Elsevier	Multiplate	Volcano Europe
Encysive Pharmaceuticals	National Societies Display	Welch Allyn Cardio Control BV
Esaote SpA	Nature Publishing Group	Wisepress Ltd
ESC Membership	Netherlands Society of Cardiology	Wolters Kluwer Health
Estonian Society of Cardiology	NMT Medical	World Heart Federation
European Board of	Norav Medical	ZAO Meditek Ltd
Accreditation-EBAC/EBSC	NorthEast Monitoring	

ESC CONGRESSES 1997-2007, Exhibition Hall Usage

Number of Stands Occupied



Space Used for Stands (m²)





ESC Congress 2008 MUNICH Germany



30 August -
3 September

**Please return this Form by 16 November
for accrued points ranking priority to:**

ESC / Industry Services Department
The European Heart House
2035 Route des Colles,
Les Templiers, BP 179
06903 Sophia Antipolis Cedex, France

Fax: +33 (0)4 92 94 76 26
Email: sponsorship@escardio.org

SPONSORSHIP, ADVERTISEMENT & PROMOTION APPLICATION FORM

ORGANISING COMPANY (Indicate the name you wish to appear in the FINAL PROGRAMME and any other publications)

Company Name:

Contact Person:

Address:

Postal code:

City:

Country:

Tel:

Fax:

Email:

APPOINTED AGENCY (If applicable)

Agency Name:

Contact Person:

Address:

Postal code:

City:

Country:

Tel:

Fax:

Email:

INVOICING DATA (please verify this is the correct address for invoicing)

Company or Agency to be invoiced:

VAT N°

Contact Person:

PO N°

Invoicing Address:

Postal code:

City:

Country:

Tel:

Fax:

Email:

PAYMENT WILL BE MADE BY BANK TRANSFER (details will be given on the invoice) to ESC.

Assignment of items will be made upon accrued points ranking and in respect of accrued points deadline
Please note, the company invoiced will be the company to receive the accrued points.

Organising Company: Applications for all congress activity must be submitted by the company under whose name each activity is to be organised. We would like to draw your attention to the fact that the correspondence for the above items should be made exclusively between this company and the ESC. The company is responsible for communicating any relevant documents to its staff and appointed agencies.

Appointed Agency: Companies should inform the ESC, in writing, what agency is appointed for which congress activity. Otherwise no requests from agencies will be taken into consideration. This appointed 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. It is not the role of any given agency to make initial enquiries or reservations with the ESC independently of the company.

We accept the contract terms & conditions and agree to abide by the regulations & conditions laid down for this event as stated in the Guidelines for Industry Participation ESC Congress 2008 as well as the technical specifications updated at www.ESCexhibition.org. I am authorised to sign this form on behalf of the applicant/Company.

DATE	CONTACT NAME	SIGNATURE

"Disclosure of Information and Marketing. The ESC complies with EC directives, and is registered under the data protection laws in France, and takes all reasonable care to prevent any unauthorised access to your personal data. Our ESC staff and contractors have a responsibility to keep your information confidential. The ESC does not sell, trade, or rent your personal information to others. We may supply your information to trusted ESC contractors to perform specific services. Otherwise, we do not disclose personal information to any other person or organisation without your consent. If you are a delegate at an ESC organised Congress or meeting, when you visit exhibiting company stands, presenting your badge may enable them to retrieve the following personal data: first name(s), last name(s), address, telephone, fax, email, and professional activity information."



SPONSORSHIP, ADVERTISEMENT & PROMOTION OPTIONS

Abstracts CD-ROM - Exclusive Sponsorship	€253,800	94 pts	<input type="checkbox"/> Tick Yes
Congress Bags - Exclusive Sponsorship	€224,100	83 pts	<input type="checkbox"/> Tick Yes
Technolounge - Exclusive Sponsorship	€200,000	74 pts	<input type="checkbox"/> Tick Yes
Final Programme Back Cover - Exclusive Advertisement	€199,800	74 pts	<input type="checkbox"/> Tick Yes
Compendium of ESC Guidelines - Exclusive Sponsorship	€165,000	61 pts	<input type="checkbox"/> Tick Yes
Advance Programme Back Cover - Exclusive Advertisement	€151,200	56 pts	<input type="checkbox"/> Tick Yes
Poster Zone - Exclusive Sponsorship	€150,000	55 pts	<input type="checkbox"/> Tick Yes
Highlights CD-ROM - Exclusive Sponsorship	€75,600	28 pts	<input type="checkbox"/> Tick Yes
Note Pads & Pens - Exclusive Sponsorship	€50,625	18 pts	<input type="checkbox"/> Tick Yes
Information Screens 1 Advert duration of Congress	€50,000	18 pts	<input type="checkbox"/> Tick Yes
Congress Badge Holders - Exclusive Sponsorship	€50,000	18 pts	<input type="checkbox"/> Tick Yes
Mobile Spotlight - Exclusive Sponsorship	€45,900	17 pts	<input type="checkbox"/> Tick Yes
PDA Congress Guides - Exclusive Sponsorship	€40,500	15 pts	<input type="checkbox"/> Tick Yes
ESC Congress News (Full Week) Back Cover Advertisement	€38,500	14 pts	<input type="checkbox"/> Tick Yes
City Map - Exclusive Sponsorship	€37,800	14 pts	<input type="checkbox"/> Tick Yes
Note Pads - Exclusive Sponsorship	€33,750	12 pts	<input type="checkbox"/> Tick Yes
ESC Congress News (Full Week) Inside Page Advertisement	€33,000	12 pts	<input type="checkbox"/> Tick Yes
Online Advertising Position 1	€30,000	11 pts	<input type="checkbox"/> Tick Yes
Online Advertising Position 2	€27,500	10 pts	<input type="checkbox"/> Tick Yes
Programme at a Glance - Exclusive Advertisement	€27,000	10 pts	<input type="checkbox"/> Tick Yes
Exhibition, Satellite, Workshop Catalogue Back Cover Adv.	€27,000	10 pts	<input type="checkbox"/> Tick Yes
Online Advertising Position 3	€25,000	9 pts	<input type="checkbox"/> Tick Yes
Bookmark in Final Programme - Exclusive Advertisement	€21,600	8 pts	<input type="checkbox"/> Tick Yes
FOCUS session - Deadline with priority status 18 December 2007	€21,600	8 pts	<input type="checkbox"/> Tick Yes
Pens Exclusive Sponsorship - Exclusive Sponsorship	€16,875	6 pts	<input type="checkbox"/> Tick Yes
Gift in Congress Delegate Bag	€10,800	4 pts	<input type="checkbox"/> Tick Yes
Pre-Congress Mailing Insert - Deadline 30 June 2008	€10,800	4 pts	<input type="checkbox"/> Tick Yes
ESC Congress News 1 Advertisement (Sat. through Tues.)	€ 8,250	3 pts	<input type="checkbox"/> Tick Yes
ESC Congress News 1 Advertisement (Wed.)	€ 6,875	2 pts	<input type="checkbox"/> Tick Yes
Delegate Bag Insert - Deadline 30 June 2008	€ 5,400	2 pts	<input type="checkbox"/> Tick Yes
Weblink	€ 3,500	1 pt	<input type="checkbox"/> Tick Yes
Industry Welcome Desk - Deadline 30 May 2008	€ 2,700	1 pt	<input type="checkbox"/> Tick Yes
Company logo featured on Exhibition Interactive Map	€ 1,000	0 pts	<input type="checkbox"/> Tick Yes
PDA Advert	€ 800	0 pts	<input type="checkbox"/> Tick Yes
Corporate Hospitality/Support Sponsorship	Details upon request		<input type="checkbox"/> Tick Yes
Congress Grant	Details upon request		<input type="checkbox"/> Tick Yes
Visitor Information Centre Sponsorship	Details upon request		<input type="checkbox"/> Tick Yes
New! Time Out Corner - Exclusive Sponsorship	Details upon request		<input type="checkbox"/> Tick Yes

Assignment of items will be made upon accrued points ranking and in respect of accrued points deadline
Please note, the company invoiced will be the company to receive the accrued points.

NB: All invoices must be settled in full by the payment date indicated on the invoice (30 days)
or before the opening of the congress should this date fall first.

Extract from ESC DATA PRIVACY AND SECURITY POLICY - "Disclosure of Information and Marketing

The ESC complies with EC directives, and is registered under the data protection laws in France, and takes all reasonable care to prevent any unauthorised access to your personal data. Our ESC staff and contractors have a responsibility to keep your information confidential. The ESC does not sell, trade, or rent your personal information to others. We may supply your information to trusted ESC contractors to perform specific services. Otherwise, we do not disclose personal information to any other person or organisation without your consent. If you are a delegate at an ESC organised Congress or meeting, when you visit exhibiting company stands, presenting your badge may enable them to retrieve the following personal data: first name(s), last name(s), address, telephone, fax, email, and professional activity information."





ESC Congress 2008 MUNICH Germany



30 August -
3 September

Please return this Form to:

ESC / Industry Services Department
The European Heart House,
2035 Route des Colles,
Les Templiers, BP 179
06903 Sophia Antipolis Cedex, France
Tel: +33 (0)4 92 94 18 25
Fax: +33 (0)4 92 94 76 26
Email: satellite@escardio.org

INDUSTRY SPONSORED SESSIONS APPLICATION FORM (TICK THE APPROPRIATE BOX)

☐ SATELLITE SYMPOSIUM

☐ CLOSED INDUSTRY MEETING

☐ WORKSHOP SESSION

☐ FUNCTION SPACE

ORGANISING COMPANY

Name:

Contact Person:

Address:

Postal code:

City:

Country:

Tel:

Fax:

Email:

APPOINTED AGENCY (If any)

Name:

Contact Person:

Address:

Postal code:

City:

Country:

Tel:

Fax:

Email:

Organising Company

Applications for Satellite Symposia, Workshop Session, Closed Industry Meeting and Function Spaces must be submitted by the company under whose name each session is to be organised. We would like to draw your attention to the fact that the correspondence for the above items should be made exclusively between this company and the ESC.

The company is responsible for communicating any relevant documents to its staff and its appointed agencies.

Appointed Agency

Companies should inform the ESC, in writing, what agency is appointed for which symposia. Otherwise no requests from agencies will be taken into consideration.

This appointed 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.

It is not the role of any given agency to make initial enquiries or reservations with the ESC independently of the company.

SATELLITE SYMPOSIUM (submit one form per Satellite Symposium)

Sessions organised by pharmaceutical & technical industries in cooperation between clinicians and researchers, as part of the congress programme. - **DEADLINE: 16 NOVEMBER 2007**

PROPOSED TITLE:

Duration

☐ 90 minutes

☐ 180 minutes

PREFERENCE DATE:

☐ Saturday 30 August 2008

☐ 12:00-13:30

☐ 14:00-15:30

☐ 14:30-16:00*

* A single 90-minute session would be scheduled to start at 14:30 not 14:00

☐ Monday 1 September 2008

☐ 18:30-20:00

☐ Tuesday 2 September 2008

☐ 14:00-15:30

☐ 16:00-17:30

☐ 16:30-18:00*

* A single 90-minute session would be scheduled to start at 16:30 not 16:00

COST:

- Basic price

90 minutes: € 21 780

180 minutes: € 43 560

- Plus room rental.

Lecture room capacity: Lecture rooms ranging in capacity from 120 to 3000 seats.

WORKSHOP SESSION

Sessions organised by device, equipment, biotech, medical technologies product companies, manufacturers and distributors, nutrition and lifestyle companies as part of the congress programme. - **DEADLINE: 16 NOVEMBER 2007**

PROPOSED TITLE:

Duration 45 minutes

PREFERENCE DATE: ☐ Monday 1 September 2008 ☐ 12:45 – 13:30
☐ Tuesday 2 September 2008 ☐ 12:45 – 13:30

COST: € 8 910

Lecture room capacity: Lecture rooms ranging in capacity from 200 to 700 seats.

Room rental included.

Reception*: ☐ Yes ☐ No *Only lunch box requests will be considered

CLOSED INDUSTRY MEETING

Meeting organised by industry upon invitation only, for industry and/or investigators meetings. Several time slots and facilities open upon requests - **DEADLINE: 30 JUNE 2008**

TYPE OF MEETING: ☐ INDUSTRY MEETING ☐ INVESTIGATORS MEETING Duration 60 minutes

RULES:

- Meeting "is closed" and on invitation only
- Maximum attendance 150 guests
- Meeting is not promoted in the convention centre nor in any ESC Congress 2008 publications
- No installations or alterations to the lecture rooms' set-up.

COST: € 3,000

For time-slots longer than 60-minute, the additional cost per increment of 30-minutes will be € 1,500

Lecture room capacity: Lecture rooms ranging in capacity from 120 to 150 seats.

Reception*: ☐ Yes ☐ No

FUNCTION SPACE

The ESC will be responsible for booking function space to be used as meeting room or hospitality suite in the Messe Munchen. - **DEADLINE: 30 JUNE 2008**

FUNCTION FORMAT: ☐ MEETING ROOM ☐ HOSPITALITY SUITE

Room Capacity:

Date: From: To:

Time: From: To:

Room Set up: ☐ U-shape ☐ Boardroom ☐ Classroom ☐ Theatre

INVOICING DATA

The same invoicing address is mandatory for all items

Change of data post invoicing and renewal of invoices will incur additional fees

Company or agency to be invoiced:

Contact Person:

Address

VAT N°:

PO N°:

Postal Code

City

Country

Tel

Fax

Email

Payment will be made by bank transfer (details will be given on the invoice).

NB: All invoices must be settled in full by the payment date indicated on the invoice (30 days) or before the opening of the congress should this date fall first.

We accept the contract terms and conditions and agree to abide by the regulations and conditions established for this event as stated in the ESC Congress 2008 Guidelines for Industry Participation: as well as the technical specifications updated at www.ESCexhibition.org
I am authorised to sign this form on behalf of the applicant/Company

DATE

CONTACT NAME

SIGNATURE

Extract from ESC DATA PRIVACY AND SECURITY POLICY - "Disclosure of Information and Marketing

The ESC complies with EC directives, and is registered under the data protection laws in France, and takes all reasonable care to prevent any unauthorised access to your personal data. Our ESC staff and contractors have a responsibility to keep your information confidential.

The ESC does not sell, trade, or rent your personal information to others. We may supply your information to trusted ESC contractors to perform specific services. Otherwise, we do not disclose personal information to any other person or organisation without your consent.

If you are a delegate at an ESC organised Congress or meeting, when you visit exhibiting company stands, presenting your badge may enable them to retrieve the following personal data: first name(s), last name(s), address, telephone, fax, email, and professional activity information.



ESC Congress 2008 MUNICH Germany



30 August -
3 September

Please return this form to:
Industry Services Department
The European Heart House,
2035 Route des Colles,
Les Templiers, BP 179
06903 Sophia Antipolis Cedex, France
Tel: +33 (0)4 92 94 77 55
Fax: +33 (0)4 92 94 76 26
Email: exhibition@escardio.org

EXHIBITION SPACE APPLICATION FORM AND CONTRACT

- ✓ Accrued points priority will only be applied to requests received before 18 January 2008.
- ✓ Accrued Points listing for 2008: Companies holding sufficient points to be in the first 20 positions should apply before 1 December 2007.
- ✓ Complete in Microsoft Word to avoid misinterpretations & spelling mistakes. If handwriting, use block capitals to avoid errors.
- ✓ Only signed forms with valid credit card details will be accepted.
- ✓ For applications received after 31 March 2008, a late fee applies: 447 euros per m² for industry and 300 euros per m² for publishers, booksellers and food / nutrition specialists (excluding VAT).
- ✓ Companies applying for stand space after 1 May 2008 will not be included in official publications such as the Final Programme.

COMPANY NAME & ADDRESS - The company name & address as it should appear in official listings, e.g. " Final Programme " and exhibitor badges (maximum 25 characters). Please follow the format below for tel & fax numbers.

Name

Contact Person

Address

Postal Code

City

Country

Tel +

Fax +

Email

CORRESPONDENCE NAME & ADDRESS If the correspondence address above is different from the official address. This named contact will receive exhibitor documentation (Update by email in June).

Name

Contact Person

Address

Postal Code

City

Country

Tel

Fax

Email

COMMUNICATIONS AGENCY If you have appointed a third party to act on your company's behalf

Name

Contact Person

Address

Postal Code

City

Country

Tel

Fax

Email

PREVIOUS CONGRESS PARTICIPATION If your company exhibited under a different name previously or has since merged with another

Details

FIRST TIME PARTICIPANT? A description of your company and promoted products / services is required. ESC reserves the right of admission.

Details



PREFERRED STAND LOCATIONS, SIZE, DIMENSIONS

- Price €407 per m², reduced price for publishers, booksellers and food / nutrition specialists (excluding VAT) €270 per m² for applications received before 31 March 2008.
- From 1 April 2008, price rises to €447 per m² for Industry and to €300 per m² for publishers, booksellers and food / nutrition specialists (excluding VAT).
- For fixed stands structures which cannot be modified in size, it is important to note the dimensions required. Note this is likely to limit the choices available.

Location:	1st Choice	2nd Choice	3rd Choice
Size requested	Length in metres	Depth in metres	Area in m²
Height requested	Publishers' Row YES <input type="checkbox"/> NO <input type="checkbox"/>		
Exhibit Suite requested if available YES <input type="checkbox"/> NO <input type="checkbox"/>	NOTES:		

EMERGING TECHNOLOGY SHOWCASE AREA (ETSA) Would you like to apply for an exhibit sponsored by ESC? Open to first time applicants meeting specific requirements outlined in chapter 2 of the Guidelines for Industry Participation for this event. Cost € 2000 + VAT. Note that ETSA exhibits are positioned by ESC and share an ESC visual identity.

Yes, I would like to apply for ETSA ☐ ETSA Supporting Information Form attached ☐ Product name _____

STAND SELECTION CRITERIA In case requested stands are no longer available, indicate which is most important to you

Location Yes ☐ No ☐ Size Yes ☐ No ☐ Other _____

STAND LOCATION – PROXIMITY TO COMPETITORS List any exhibitors you do not wish in proximity to your stand, by company name Note that we cannot prevent companies assigned after yours from being located in your neighbourhood

1	2	3
4	5	6

ADDITIONAL FLOOR SPACE FOR MEETING SPACE / STORAGE Separate from your principle exhibit, this area may be used to construct a room with fabric ceiling.

Storage required Yes ☐ No ☐ Area m² _____

AISE CARPETING Where 2 adjacent stand areas have been requested, an exhibitor may lay their own carpet in the connecting aisle subject to our guidelines. Price is € 101.75 per m² covered. Carpeting may also be reserved after the initial stand allocation process.

Between stand locations & _____ Number of m³ _____

PRODUCTS / SERVICES - List products / services to be exhibited at ESC CONGRESS 2008

PRODUCT CATEGORY LISTING Select up to three categories to be listed under. Where more than three are selected, only three will be used in publications.

Angiographic Viewers 1	Defibrillators 10	Instrumentation 19	Protheses/Valves/Pumps 28
Angioplasty 2	ECG Equipment 11	Invasive Monitoring/Test. 20	Publishers/Books/Journals 29
Blood Pressure Measurement Equip. 3	Echocardiography Equip. 12	Market Research 21	Pulmonary Function 30
Catheter Equipment 4	Education, Teaching Aids 13	Non-invasive Monitor./Test. 22	Recruitment 31
Clinical Database & Research 5	Electrophysiology 14	Non-profit Organisation 23	Rehabilitation Centres 32
Clinical Laboratory & Testing Services 6	Exercise Equip. & Testing 15	Pacemakers 24	Stents 33
Computed Tomography 7	Food Service & Nutrition 16	Patient Monitoring System 25	Supplies 34
Computers 8	Holter Equipment 17	Pharmaceuticals 26	X-Ray Equipment 35
Contrast Media 9	Imaging 18	Physician Practice Services 27	Others (please specify below) 36

Others _____

Category Number(s) _____ Others _____



INVOICING DATA

1. Only one invoice address may be used (if an invoice is subsequently requested using a different address, a € 70 admin. fee will be charged)
2. In all cases a credit / charge card number must be supplied as payment guarantee
3. All invoices must be settled in full by the payment date indicated on the invoice (30 days) or before the opening of the congress should this date fall first.
4. In the event that an invoice remains unpaid after a settlement date, the ESC reserves the right to deny access to the Congress

Company or agency to be invoiced

Company VAT number (if not supplied, German VAT will be charged):

Purchase Order number

Contact person

Address

Postal code

City

Country

Tel

Fax

Email

Payment will be made by bank transfer (details will be given on the invoice) or by credit card (please fill in the following information) to ESC.

☐ Visa

☐ Eurocard

☐ Amex

Credit / Charge Card N°

Expiry Date

m m y y

Catholder's name

AGREEMENT - I hereby agree to be bound by the ESC CONGRESS 2008

GUIDELINES for INDUSTRY PARTICIPATION and all conditions expressed therein: as well as the technical specifications updated at www.ESCexhibition.org

A summary of the general terms of contract are attached to this document.

Date

Contact Name

Signature

MISCELLANEOUS - To add other information relevant to your application, please note it here

"You have personal data which is, according to the Law on data processing and Civil Liberties 78-17 of 6 January 1978, registered with the ESC. You have the absolute right to access, amend and oppose any use of this personal data by contacting (in writing) the ESC National Society and Member Relations Department at the above-mentioned address. Unless otherwise informed, the ESC may send you information about its activities from time to time."

EXHIBITION SPACE APPLICATION FORM AND CONTRACT - GENERAL TERMS OF CONTRACT
The following conditions of participation refer to allocation of exhibition space by the ESC to organisations exhibiting at ESC CONGRESS 2008 insofar as the contractual partners do not reach contrary agreements in writing. These conditions are available in French language upon request.

Establishment of Rental Contract

Application for a stand is made by filling in and returning the "Exhibition Space Application Form and Contract". Companies in the top 20 positions within the accrued points statement for 2008 must submit applications by 2 December 2007. Remaining points holders must submit applications by 18 January 2008 to benefit from accrued points status. Applications received after 31 March 2008 will be subject to a late fee (m² rental price after this date is 447 euro for Industry, 300 euro for Publishers, Booksellers and Food / Nutrition specialists). Only signed application forms will be taken into consideration. By signing the application form, the company accepts the conditions contained in the Guidelines for Industry Participation and any supplementary provisions. Confirmation of the allocation of a stand by the ESC in writing constitutes establishment of the rental contract between the Exhibitor and the ESC. A stand assignment and an invoice will be sent to the Exhibitor by 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 stand assignment issued by the ESC unless the Exhibitor protests in writing within two weeks after the date mentioned on the stand assignment. **IMPORTANT: For companies in the top 20 ranking of the Accrued Points System for 2008, applications should be received & location preferences confirmed by 1 December 2007 to receive the benefit of accrued points in selecting a stand space.**

Appointed Representatives

If an exhibiting company wishes to appoint an agent to conduct its affairs at ESC CONGRESS 2007, the agent should be identified on the application form or separately in writing from a responsible person. Once appointed, the actions and communications of this agent will be treated as though from the exhibiting company. Contractual responsibility remains with the exhibitor.

ASSIGNMENT OF SPACE

Stands will be assigned following the accrued point system if received by 18 January 2008. The points will be awarded according to participation in the past four ESC Annual Congresses, including the World Congress of Cardiology 2006. Relative position on the list will define the order in which order requests for stands, symposia, hotel rooms and other Congress items are processed.

When an equal number of points are held by two or more companies, stands will be assigned according to:
— Order of receipt of the application forms and payment of the first installment;
— Size of space requested;
— Additional sponsoring activities;
— Nature of goods.

Procedure

At each exhibitor's turn for stand assignment, every effort will be made to:
— Offer the first, second or third choice made on the stand application subject to availability
— Offer a real time selection of what is available at the time of assignment
To ensure every exhibitor has a chance to choose an appropriate location, stand offers are valid for 48 hours unless the offer makes it clear that a space is freely available. For this reason, please supply a reliable contact telephone number for an appropriate decision maker within the exhibiting company.

Payment Deadlines

Stand assignments will be cancelled automatically if the stand rental has not been paid within the given time period. In such cases the cancellation fee will be determined according to section 2.3.

Once a location has been accepted by the exhibitor, a summary of the rental agreement (stand space assignment) will be sent by post with an invoice – payment deadlines refer to payment dates indicated on the invoice. From this point, the exhibitor is exposed to cancellation penalties.

RENTING STAND SPACE
Stand Space Rental Definition

"Stand Space" refers to the physical floor area occupied by an exhibit and excludes all construction materials and services such as electricity and communications. The ESC rents stand space in accordance with the compatibility of the items to be exhibited within the subject matter of the exhibition & congress as a whole.

Minimum Size — The minimum stand size will be 9 square metres.

Congress & Exhibition Layout

The ESC 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.

Stand Moves

The ESC 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. Alterations to the agreement will only be made after mutual consultation. 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. The ESC accepts no responsibility for any damage which may result from such changes.

Subtenants and other Represented Companies

Sharing the allocated stand area with another company, regardless of whether this company is represented by its own staff (subtenant) or only by its own exhibits (represented company), is not allowed.

This applies equally to companies with products or services aligned to a registered exhibitor. In such an instance, where a registered exhibitor wishes to exhibit in association with another organisation, the ESC will endeavour to offer additional exhibit space, where available, under normal conditions of sale.

Where an exhibiting organisation has multiple corporate identities but shared ownership, the organisational relationship must be made clear to delegates (e.g. a corporate ownership statement must be displayed on the stand).

Transfer - even in part - of the rights and obligations arising from the rental contract to third parties is not permitted.

TERMS OF PAYMENT
Deposit

The stand rental, which will be agreed for each Congress in the rental contract, has to be paid in two installments for applications received before 31 March 2008:
— 50 % deposit within 30 days of invoice date; the deposit secures your stand location choice
— 50 % for the balance due within 60 days of invoice date – failure to pay cancels your reservation & invokes a cancellation charge (see section 2.3)

For applications received after 31 March 2008, 100% of the balance due is required within 30 days of the invoice date. Invoices issued from 3 July 2008 require immediate settlement by credit card.

Value Added Taxation

Austrian VAT rules will apply for all goods sales for ESC CONGRESS 2008. If the company is registered in another country within the EU, reverse charge procedure may apply. In this case the customer must auto reverse the VAT in their home country.

Companies registered in a country outside of the European Union are encouraged to seek advice on reclaiming VAT payments.

Counterclaims Rights Renounced

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.

Indebtedness

If the Exhibitor fails to meet his/her financial obligations, or additional expenses and other claims arising from the contract, the ESC 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.

ESC Suppliers

If the exhibitor fails to meet his/her financial obligations to those providing stand services this will also be considered a violation of the ESC Guidelines for Industry Participation and may lead to the loss of exhibitor "Accrued points".

Reservations

Given serious cause the ESC is entitled to postpone, to curtail the duration, to close the exhibition completely or in part for any period, or to cancel. In the event of complete or part postponement or curtailment, the contract is regarded as valid for a possible new date and new duration for the said congress and location only.

Exclusion from Liability

The ESC 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 intent or gross negligence. This exclusion from liability also applies if exhibits are seized and stored by the ESC due to infringement of the present conditions of participation. This exclusion of liability is in no way impaired by the special security measures taken by the ESC. Furthermore the ESC 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. The ESC will not be responsible for the insurance of such items. The ESC shall not be liable for any injury or damage howsoever caused to goods and/or persons in the Building and/or on the adjacent sites.

Premature Termination of the Rental Contract

If after binding application and conclusion of the contract the ESC should accept that an exhibitor may withdraw from their contract, the Exhibitor is liable for the full amount of the stand rental including all surcharges and associated costs. 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 so altered his manufacturing programme that his products can no longer be classified in the industry for which he has rented stand space.

CANCELLATIONS

Cancellations by Exhibitors must be made by registered mail addressed to the ESC
If the Exhibitor cancels a reservation before 28 February 2008, the amount to be paid by the exhibitor is 25% of the total amount due. If a reservation is cancelled by the Exhibitor between 28 February 2008 and May 27 2008, the amount to be paid by the cancelling exhibitor is 50% of the total amount due. After May 27, 2008 no refund will be made, and the total amount for the stand space is due as a cancellation fee. Should an exhibitor, that is also organising a Satellite Symposium, cancel their assigned stand space this will automatically entail the cancellation of the Satellite Symposium reservation plus any fees associated with the reservation of the Satellite Symposium.

ENFORCEMENT OF RULES

Applies Equally to All

All Exhibitors and Organisers of Satellite Symposia must comply with all rules and policies established by the ESC. The Board of the ESC has established a system of penalties which may be applied when violations occur.

Violations Procedure

The procedure for policing and enforcing the violation system is as follows:

The ESC will report alleged violations to the Congress Committee. After considering the available evidence, a representative of the relevant company having been invited to present the company's view, the Committee will give its opinion. This will be confirmed in writing after the Congress. Appeals may be made to the Board of the ESC.

Penalties:

First serious violation:

No accrual of points for the year (i.e. participation points, square metre points, points for Satellite Symposia and points awarded to Sponsors)

Second serious violation:

No accrual of points plus the loss of all accrued points to date.

Third serious violation:

The loss of right to participate at any future ESC Congresses for a period of four years.

Supplementary Provisions

Constituent parts of the rental contract take the form of the house regulations, the Guidelines for Industry Participation, the Updates, information supplied on ESC CONGRESS 2008 page of www.ESCexhibition.org, 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 the Congress is undisputed.

CLAIMS PROCEDURES, PLACE OF PERFORMANCE AND JURISDICTION

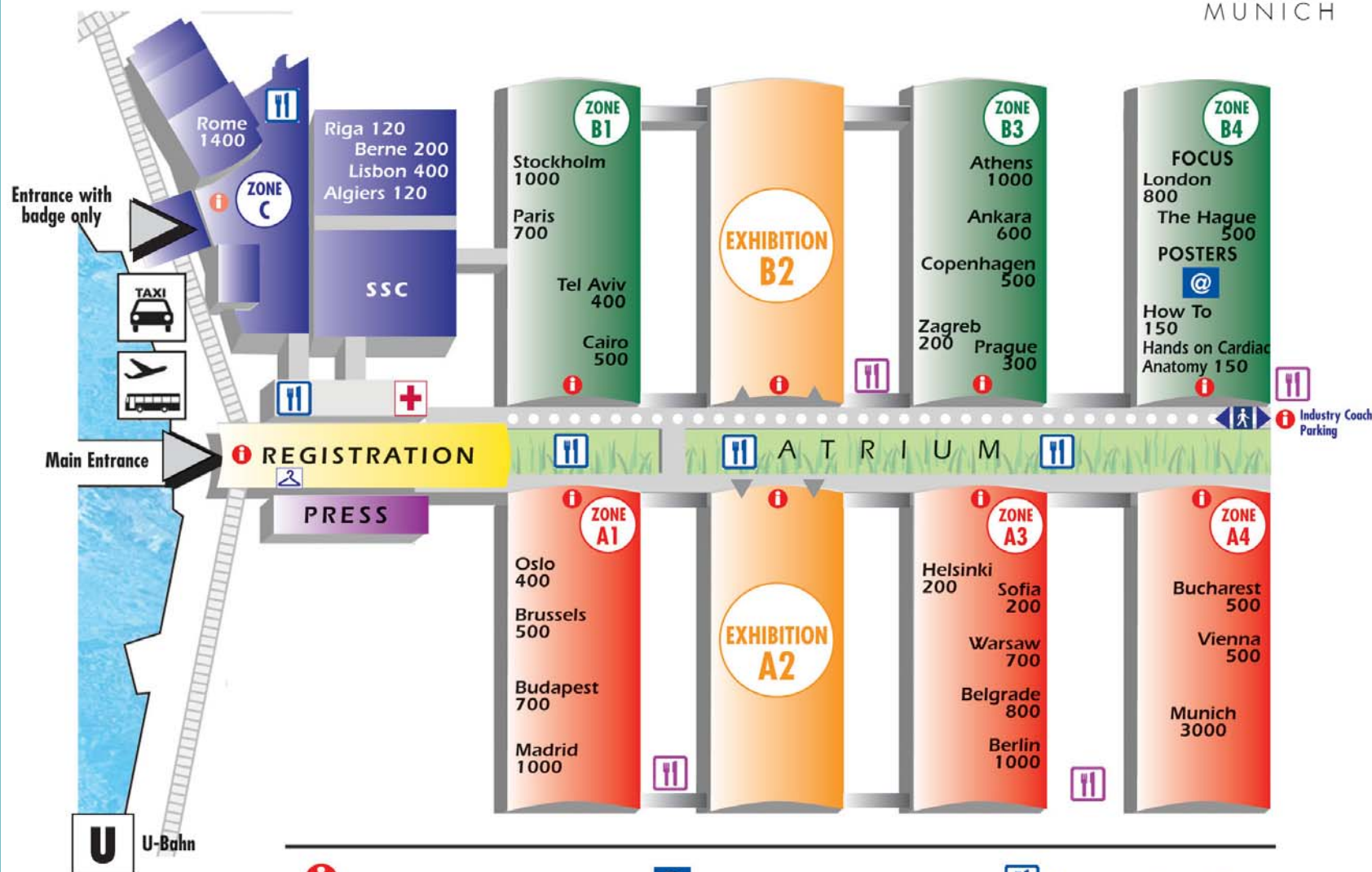
All claims by the Exhibitor against the ESC must be in writing. The maximum time lapse is three months from the closure of each annual ESC exhibition. Agreements which deviate from these conditions or from the supplementary regulations must be in writing; facsimile signatures suffice. The contract is governed exclusively by French law; the English text is authoritative.

Place of performance and jurisdiction is Grasse - France. The ESC reserves the right, however, to bring its claims before the courts competent for the area where the Exhibiting Company has its registered office.

FINAL CLAUSE

In cases not covered by the regulations in the Guidelines for Industry Participation, ESC interpretation shall be final.

ESC Congress 2008 - Messe München



i Info Point

SSC Speakers' Service Centre

U Cloakroom

@ Technolounge

+ First Aid

U Restaurants Ground Floor

U Restaurants First Floor

Zone A1

Madrid	1000
Budapest	700
Brussels	500
Oslo	400

Zone A3

Berlin	1000
Belgrade	800
Warsaw	700
Helsinki	200
Sofia	200

Zone A4

Munich	3000
Bucharest	500
Vienna	500

Zone B1

Stockholm	1000
Paris	700
Cairo	500
Tel Aviv	400

Zone B3

Athens	1000
Ankara	600
Copenhagen	500
Prague	300
Zagreb	200

Zone B4

London	800
The Hague	500
How To	150
Hands on Cardiac Anatomy	150

Zone C

Rome	1400
Lisbon	400
Berne	200
Riga	120
Algiers	120

TOTAL 18540



HEART MUNICH

ESC Congress 2008

30 August - 3 September

Messe München GmbH

Messegelände

81823 Munich - Germany

Tel: +49 (0) 89 949 20720

Email: newsline@messe-muenchen.de

Web Site: www.messe-muenchen.de

*For arrangements of visits to the building,
please contact:*

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Guidelines for Industry Participation

ESC Congress 2008