## ESC CONGRESS 2005 - Stockholm, Sweden

## September 3 – September 7 2005

## INDUSTRY SITE VISIT- THURSDAY OCTOBER 14, 2004 STOCKHOLMSMÄSSAN, STOCKHOLM

ESC Congress 2005 will be held in Stockholm, Sweden from Saturday 3 September to Wednesday 7 September 2005. We are pleased to present Industry, at this early stage, with an opportunity to inspect the Stockholmsmässan and in turn become acquainted with the Congress layout and meet key ESC staff and official suppliers.

This one-day long Industry Site Visit will take place Thursday 14 October 2004, at the Stockholmsmässan, and is extended to all our Partners involved in ESC Congress.

The following support documentation will be provided during the meeting:

- ESC Congress 2005 Guidelines for Industry Participation
- Congress Layout (Exhibition overview, Lecture Room Layout)
- Accrued Points System listing (defining the order in which assignments will be made)
- Congress Activity Application Forms

This meeting will provide assistance to our Industry Partners in the preparation of their official requests for stand space, satellite symposia and other sponsorship items. This visit is organised in order that Industry may become acquainted with the venue and related Congress opportunities available. All sponsorship items, including stand space, satellite symposia and advertisement or promotional materials will be assigned according to the appropriate deadlines and Accrued Points priority ranking – no definitive reservations or assignments will be made during the visit itself.

We strongly encourage our Industry partners to attend this meeting and with the help of the ESC staff and Congress Suppliers, commence, in good timing, preparations for ESC Congress 2005.

The following agenda includes an attendance confirmation section, which should be filled out and returned by fax to fax number + 33 (0) 4 92 94 76 26 or to email: sponsorship@escardio.org

Details of the centrally located Hotel which will propose special rates for those attending the ESC Industry Site Visit will be provided to those who confirm participation.

For further information or assistance regarding the Stockholm Site Visit, please do not hesitate in contacting us directly. We look forward to working with our Industry partners with a view to with their respective Congress goals and objectives for ESC Congress 2005.

Sincerely

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Ben Hainsworth Annual Congress Manager Tel: +33 492 94 76 24 Fax: +33 492 94 76 26 Email: bhainsworth@escardio.org Website: www.escardio.org

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Aine M Gately Industry Relations Tel: +33 492 94 86 78 Fax: +33 492 94 76 26 email: agately@escardio.org website: www.escardio.org

| Verue:       Stochholmsmässan       SE = 125 80 Sbuckholm. Sweden<br>Tiet + 46 (0): 74 4 1 Co.<br>www.stochholmsmässan.se         Agenda:       Image: Comment of the test of te   | INDUSTRY SITE VISIT AGENDA - Thursday October 14, 2004 Stockholmsmässan |                             |   |  |   |   |  |
|--|---|-----------------------------|---|--|---|---|--|
| a) 0.00 - 08.30 b) Wet & Greet b) 0.00 - 11.00 b) Presentations & Overview, including: b) 0.00 - 11.00 b) Company Name: c) Name(a) of Attendee(a): c) Name(a) of Attendee(b): c) Company Name: c) Name(a) of Attendee(b): c) Company Name: c) Name(a) of Attendee(b): c) Company Name: c) Name(a) of Attendee(b): c) Company Name: c) Company Name: c) Name(a) of Attendee(b): c) Company Name: c) Company Name: c) Name(a) of At     | Venue:  | Stockholmsmässan            | Tel: +46 (0)8 749 41 00                 |  |   |   |  |
| 08.30 - 09.00       Meet & Greet         09.00 - 11.00       Presentations & Overview, including:         Welcome Address       Exhibition Group Director Stockholmsmässan         ESC Introduction       Alan Howard       CEO ESC         ESC 2005 Congress Overview       Ben Hainsworth       Annual Congress Manager         Jane M Gately       industry Relations         11.00 - 12.30       Tour of the Building for Industry partners; with ESC staff and Official suppliers.         12.30 - 14.00       Lunch         14.00 - 17.00       Industry Relations         14.00 - 17.00       Industry Site Visit in Stockholm, 14 October 2004, Please return this page to either by fax to Fax + 33 (0) 4         22.84 7.82 or by email to: sponsorship@exacuto.org       Stockholm, Stockholm, 14 October 2004, Please return this page to either by fax to Fax + 33 (0) 4         22.84 7.82 or by email to: sponsorship@exacuto.org       Industry Relations, Sponsorship & Please return this page to either by fax to Fax + 33 (0) 4         29.1 Waht to participate:       Industry Keistin Stockholm, 14 October 2004, Please return this page to either by fax to Fax + 33 (0) 4         20.1 Stockholm, Sponsorship & Promotion       Tick Yes []         0       Industry Relations, Sponsorship & Promotion       Tick Yes []         21.9 Appointment required on-site:       9 Preferred Time'       Industry Relations, Sponsorship & Promotion   | Agenda  | :                           |   |  |   |   |  |
| 9.00 – 11.00 Vectore Address Esc Introduction Sc Order Sc |   | 08.00 - 08.30               | Shuttle bus from Hotel to Stockholms    | mässan   |   |   |  |
| Welcome Address       Exhibition Group Director Stockholmsmässan         ESC Introduction       Alan Howard       CEO ESC         ESC 2005 Congress Overview       Ben Hainsworth       Annual Congress Manager         Aine M Gateiy       Industry Relations       Industry Relations         11.00 – 12.30       Tour of the Building for Industry partners with ESC staff and Official suppliers.       Industry Relations         12.30 – 14.00       Lunck       ESC Staff and Congress Suppliers will be free to note industry requirements and answer any questions on a Ore to are heads.         14.00 – 17.00       Industry Site Visit in Stockholm, 14 October 2004, Please return this page to either by fax to Fax + 33 (0) 4         82 94 76 26 or by email to: sponsorship@lescardio.org       a         or for to confirm your participation at the Industry Kite Visit in Stockholm, 14 October 2004, Please return this page to either by fax to Fax + 33 (0) 4         91 wish to participate:       Tick Yes []         or to confirm your participation at the Industry Relations, Sponsorship & Free to mote industry Relations (Sponsorship & Free to mote industry Relations  |   | 08.30 - 09.00               | Meet & Greet                            |  |   |   |  |
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| b)   | b) Com  | pany Name:                  |   |  |   |   |  |
| b)   | c) Name   | e(s) of Attendee(s):        | a)                                      |  |   |   |  |
| c)   | -,  | (-, (-,-                    |   |  |   |   |  |
| d) Appointment required on-site:       1) Satellite & Workshop       Tick Yes       []         2) Exhibition       Tick Yes       []         3) Industry Relations, Sponsorship & Promotion       Tick Yes       []         4) General Meeting       Tick Yes       []         5) Preferred Time*  |   |                             | ,                                       |  |   |   |  |
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