Introduction

Dear Exhibitor,

• To assist you in planning for ESC Congress 2004, information on Congress content & logistics are delivered to you in 3 Updates. This is the first with details of remaining sponsorship items, Satellite Symposia & Workshop promotion opportunities; Update 2 will follow in May, Update 3 in July.

• **ESC even easier!**

• All order forms & links to Service Partners may be found on the brand new ESC website for Industry Partners: [www.ESCexhibition.org](http://www.ESCexhibition.org). This website has been designed to streamline logistics information for all ESC organised events. No login or password is required and this single resource is available to guide you through planning your participation in each future event. On the home page, choose “Munich 2004” to access the ESC Congress 2004 page.

• It is each exhibitor’s responsibility to ensure that all staff and agencies are aware of & follow the Guidelines for Industry Participation, the Messe Munich House Rules as well as the information contained in these Updates.

• A comprehensive list of exhibitors & floor plans to date may be found on [www.ESCexhibition.org](http://www.ESCexhibition.org).

Need more help? Contact exhibition@escardio.org or tel +33 492948668

Regards,

The ESC Exhibition Team
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Checklist

For order Forms for all services at Messe München and ESC logistics - see ESCexhibition.org
Have you:
• Booked Hotel rooms? If not, email hotels@escardio.org for advice
• Sent a stand design to ESC for approval?
• Sent Product Description to ESC?
• Informed the ESC of your booth constructor so that they are updated with logistics info?
• Arranged ESC approval for stand activities & giveaways?
• Considered all additional ESC opportunities to promote your company, product(s) and stand during the Congress?
• Ordered exhibitor badges?
• Sent a copy of your liability insurance to ESC?
• Arranged for forwarding brochures & other materials?
• Have you commissioned a stand structure with carpet & furnishings?
• Arranged for waste disposal during build-up, the exhibition & breakdown?
• Booked cleaning?
• Reserved hostesses to cover breaks or assist you on your stand?
• Ordered security to protect valuable equipment?
• Asked your caterer to complete the Messe München food/beverage declaration?
• Applied for GEMA authorisation if using pre-recorded music or visual material?
• Arranged for Electricity points, water connections & compressed air if required?
• Planned telecommunications & internet access? Booked Audio-Visual equipment…
• Given your construction agency the ESC Exhibition Timetable and Build-Up Schedule?
• To order a stand structure, stand furniture, plants, brochure racks and signage, the Official Supplier is Meplan – order via their website, accessed by ESCexhibition.org.
Important Dates

- **April 30, 2004**
  If stand space is cancelled on or after this date, the cancellation charge rises to 50% of stand rental fee. If a stand is cancelled on or after 30 June, the full stand rental fee is forfeited. A cancellation message should be sent by registered mail.

- **May 28, 2004**
  Deadline for submitting stand drawings to the ESC.
  Deadline for submitting Product Description Forms to the ESC.
  Deadline for requesting advertising space in publications.
  Deadline for requesting services through the ICM/Messe München

- **11 June, 2004**
  Deadline for ordering free exhibitor badges

- **30 June, 2004**
  Deadline for placing orders with Exhibition suppliers, such as Meplan for stand construction

- **July 21, 2004**
  Deadline for extra Exhibitor Badges - early fee. A late fee charge will apply to all requests after this date.

- **30 July, 2004**
  Deadline for payment of orders made for stand construction from Meplan
Sponsorship & Satellite Promotion Opportunities

Still Available:

- ESC Congress 2004 Highlights CD-ROM
- ESC Congress News Advertising
- ESC Official Notepads
- ESC Official Pens
- ESC Congress City Information Booklets
- ESC PDA Congress Guide
- ESC PDA Spotlight
- ESC PDA Entire Package
- Satellite & Exhibition Promotional Material Insert
- Satellite & Exhibition Promotional Weblink
- Satellite & Exhibition PDA advertisement
- ESC 2006 First Announcement Advertisement
- Academic Sponsorship (FOCUS sessions)

Contact Ms Aine M. Gately for more details on these opportunities and pricing, agately@escardio.org.
Palm OS & Pocket PC Congress Guide Sponsorship

Various advertising & sponsorship opportunities still available, details & pricing from agately@escardio.org.
Registering Groups - Industry Welcome Desk

To arrange convenient Group Registration, contact groups@escardio.org.

Gain maximum exposure in Registration area and harmonise your groups’ reception on arrival.
Meet your guests easily in the registration hall by hiring an Industry Welcome Desk.

Download the Industry Welcome Desk order form as soon as possible from ESCexhibition.org and return it to groups@escardio.org or +33 4 92 94 76 10 (fax)
Function Space

A limited number of rooms are available for hospitality, function space and meetings during the congress. For more details contact satellite@escardio.org
NEW! Closed Industry Meeting

A new opportunity in 2004, for 45 minute time slots during the Congress with meeting space for up to 120 participants. Contact satellite@escardio.org for more details.
NEW! Exhibition Suites

- Coming soon, we will be offering an opportunity for exhibitors to rent affordable private meeting space for the duration of the Exhibition.
- Available in board-room or lounge style, Exhibition Suites add a new dimension to convenient corporate hospitality just a few steps from your stand.
- Contact Ian Morgan for availability & prices.
Badge Readers

The Official Badge Reader Provider for ESC CONGRESS 2004 is:

PC Loc Events Sarl
Ms Marie Lecomte
Tel: +33 497 08 14 14 / Fax: +33 497 08 14 75 / Email: esc2004@pclocevents.com

For use on exhibition stands and Satellite Symposia, ESC has a new service partner offering a new badge reading device. Compact, robust and hand-held, the new badge reader offers a convenient and reliable medium for capturing delegate contact data.

As well as trapping delegate data with a date/time record, the badge reader offers a customisable response sheet enabling snap surveys/follow up planning. This is based on exhibitors ascribing their own values to a range of 10 barcodes delivered on a MS Word document. So, scanning a delegate badge can now be combined with customised comments such as ‘Send Info Pack’ or ‘Personal Sales Call’.

On site service is provided by a team of technicians who safeguard your data by uploading your records daily.

For more details, follow this link:
Industry Press Facilities

Industry communications officials and their public relations agents should contact the ESC Press & PR Office to discuss all planned press activities relating to the ESC Congress data and proceedings. Two rooms on-site will be available for Industry press activity rental and are the only areas where industry press materials may be distributed:

1/ Industry Press Display Room
2/ Industry Press Conference Room

Industry Press Activities
Bookings are handled on a first come, first served basis. Any clashes will be resolved using the ESC Accrued Points System. All enquiries should be directed to the ESC Press & PR Office who will outline facilities, costs and booking procedures. ESC Press & PR Office E-mail: press@escardio.org
Transport Tickets

ESC strongly urges all delegates and groups to make use of the extensive public transport network in Munich. The U2 underground train will deliver you to within 200 metres of the main entrance of ESC 2004.

Industry may pre-order season transport tickets valid for 5 days at a rate of EURO 14.20. For this service, please contact the ESC Hotel & Social Events Department before July 20th, 2004. Note that the minimum order is 10 tickets of 5 days.

After July 20th, 2004, tickets will be sold in Munich at the Transport desk located in the Registration area from Thursday 26 August 2004.

Orders should be sent back by fax using the order form on ESCexhibition.org. Only complete forms will be accepted. Upon receipt of completed forms, companies will receive an invoice in Euros for the number of tickets ordered (including administrative and mailing costs). Refunds will not be made.

These tickets are valid 24H, on all buses and trams within the city. These tickets cannot be used from and to the Airport.
Bus / Coach Parking

Arrangements for bus parking are currently being investigated. Please send your detailed requirements to Stephane Dazet, sdazet@escardio.org, by 30 June 2004.
Stand Drawings

Each exhibitor must submit detailed drawings of his stand to ESC on or before May 31, 2004. These drawings should be sent, preferably by email, to:
imorgan@escardio.org.

Once approved by both ESC and the Building’s technical team, an official approval will be returned to the exhibitor and their agents.

Any amendments to the drawing have to follow the same approval procedure.

Not gaining approval for a construction or deviating from approved plans will be considered a serious violation of ESC Guidelines.

Note that it is forbidden to hang anything from the ceiling or columns of the building.
NEW! Limousine Service

For the first year in 2004, the ESC Congress has a Limousine Service running throughout the Congress. With easy to reach service offices on site in Registration, the delegates you sponsor will have a chauffeured service for:

- Welcome at airport or railway station
- Congress service to and from hotel
- Business service to reach a meeting in comfort
- Private service to have a limousine and driver available when needed throughout the day

Advance bookings – see information on ESCexhibition.org.
Scientific Quizzes, Give-Aways & Stand Activities

Give-aways or prizes may be offered by an exhibitor when specific approval is given by ESC. All stand attractions and activities also require the specific approval of ESC.

To submit such stand activities or give aways for approval use the on-line form at: http://www.escexhibition.org/Munich2004/default.aspx.

Note lotteries, draws and games of chance are not permitted.

All stand activity should have a clear scientific basis. See the on-line Guidelines for Industry Participation for more details.
On-Line Product Description

This year, exhibitors’ information featuring stand location and description of their company and product(s) will be featured on line at www.escardio.org.

A further printed listing of the exhibition will be released with exhibition visual and a listing of exhibitors featuring company name, product categories marked on application form, web/email address and stand number. This will be distributed on-site in Munich.

For the on-line product description, please complete the document on ESCexhibition.org and email to exhibition@escardio.org by 28 May 2004.
Use of ESC Logo, Graphics and Name

The ESC has defined guidelines which state the terms and conditions to use the ESC logo, name, visual or graphics.

These guidelines are applicable to all media including internet.

For more details please consult the ESC Logo Terms and Conditions of Use on ESCexhibition.org.
Waste Disposal

Important – planning your Waste Disposal

Due to the waste management policy of Munich authorities, the ESC & Messe Munich require all exhibitors to plan and be responsible for their waste.

Disposal containers & bags may be ordered in advance or on on-site if representatives have a means of payment.

In all cases wild tipping is forbidden and disposal will be charged to the polluter.

Prices start at 15 Euros for a 180L sack, including a recycling/sorting service.
Exhibitor Badges

The means to order exhibitor badges will be released in Update 2,

The deadline to order free exhibitor badges (based on the stand area rented) is 11 June.

The number of free badges included is shown in section 3.3.5 of the Guidelines for Industry Participation.
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Exhibition Timetable

- **Unloading Access**
  Exhibitor vehicles mentioned on daily scheduled will be able to gain access to the Messe München site on the date noted, based on the size of the exhibit in m². The schedule is intended to reflect the work required in constructing a stand, so to be fair to all exhibitors please respect your access date to commence unloading.

- **Deposit System**
  All drivers are required to pay a 100 euro deposit to access the Messe München site & display a vehicle pass. This will be refunded when leaving the site according to schedule. Vehicles not displaying vehicle pass will be clamped or removed and a fine issued.

- **Working Pass**
  The ESC takes its security responsibilities seriously. To gain access to the exhibition halls during Build Up or Break Down, either an exhibitor’s badge or a Working Pass is required. Working Passes to drivers & crew will be issued by Fairexx on arrival – but all workers must carry a Passport or National Identity Card when registering for a Working Pass and at all times while on site. Working Passes may not be given to non-authorised persons.
Exhibition Timetable (Cont’d)

Tuesday, August 24
08.00 - 22.00 Build-up (see ESC Build Up Schedule below) – working passes to be worn throughout; Vehicle access to ICM/Messe Munich is in strict accordance with ESC schedule & excludes access into halls.

Wednesday, August 25
08.00 - 22.00 Build-up (see ESC Build Up Schedule below)

Thursday, August 26
08.00 - 22.00 Build-up (see ESC Build Up Schedule below)

Friday, August 27
08.00 - 18.00 Build up, stand decoration and installation
18.00 All stands are to be complete for inspection by the ESC and the Building
18.00 All aisles empty to allow laying of carpet
No further vehicle access until 21.00 Tuesday, August 31, 2004 for collection of valuables

Saturday, August 28
08.00 - 12.00 Limited stand decoration only, all decoration completed by 12.00. Valuables delivered by Fairexx only
16.00 Meetings can be held on stands
16.30 Official Opening Ceremony in Blue Zone
17.00 Exhibition halls open (all stands to be manned)
17.30 Opening reception in exhibition halls
20.00 Building closes

Sunday, August 29
09.00 - 18.00 Exhibition open

Monday, August 30
09.00 - 18.00 Exhibition open

Tuesday, August 31
09.00 - 18.00 Exhibition open
18.30 - 21.00 Dismantling - working passes to be worn throughout dismantling

Wednesday, September 1
08.00 - 13.30 Dismantling – no vehicle access
13.30 - 24.00 Dismantling – full vehicle access

Thursday, September 2
08.00 - 24.00 Dismantling – full vehicle access (last day). Halls inspected for damages. EASD exhibitors may leave packed materials on the North side of halls B1 & B2 when arranged directly with Building - security at exhibitors’ cost.
ESC Build Up Schedule

The date when stand construction crew are allowed access to halls to unload & build is based on the size of exhibit being built (see floor plan). Deposits are required from drivers throughout the build-up period.

<table>
<thead>
<tr>
<th>Date</th>
<th>Halls B1 &amp; B2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday, August 24</td>
<td>200m²+</td>
</tr>
<tr>
<td>Wednesday, August 25</td>
<td>30-199m²</td>
</tr>
<tr>
<td>Thursday, August 26</td>
<td>All stands</td>
</tr>
<tr>
<td>Friday, August 27</td>
<td>All stands</td>
</tr>
<tr>
<td>Saturday, August 28</td>
<td>All stands, Decorating Only</td>
</tr>
</tbody>
</table>
Official Forwarder & Lifter

The Official Forwarder for ESC CONGRESS 2004 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

ESC 2004 is a secure business & educational area.
Sending goods by courier such as UPS or Fedex? Fairexx offer a free Managed Goods Reception Service for packages sent by courier up to 5kgs when collected from the Fairexx office on site.

Deliveries heavier than 5kgs will be stored by Fairexx for collection and charged according to size at € 48 per cubic metre. Deliveries to exhibition stands will also be charged. To ensure that your consignment is tracked please inform Fairexx before dispatching it.

Note as the Official Logistics Provider to ESC 2004, all mechanised unloading within the ICM/Messe München campus must be performed by Fairexx. In the case of goods requiring specialised handling / customised vehicles for carriage, this should be co-ordinated by Fairexx. Note for Safety & Environmental reasons, using non-authorised fork-lifts within halls will be considered a violation of ESC Guidelines by the exhibiting company.

Goods sent to the exhibition should be addressed as follows:

ESC CONGRESS 2004
- Name of exhibiting company -
Stand n° -xxx- Exhibition Hall –xx-
Fairexx Logistics for Exhibitions
c/o Kuehne & Nagel AG & Co Expo
Paul Henri Spaak Str., Gate 21
Messe München GmbH
Messegelände
D-81829 München
Germany

Note that this is the only delivery address to be used for consignments delivered to ICM / Messe München. Personnel from Messe München are not entitled to receive goods on behalf of exhibitors for security reasons.
Stand Services – How to Order

- All approved services from the ESC, the Building, Official Suppliers and Preferred Partners are introduced on the ESCexhibition.org website.
- For Meplan, stand construction, furnishings & equipment, ordering is via their own website. Similarly, Badge readers supplied by PC Loc and Forwarding & Lifting from Fairexx are ordered from their respective web sites. All links are given on the ESCexhibition.org portal.
- Other services require a completed order form – available as a pdf document to download from ESCexhibition.org.

**How to access:** Look for the Stand Services Download Area, click on the applicable folder, e.g. Telecommunication, and in place of the folder you will now see all applicable documents & forms in that category. Click on the required form, e.g. Internet Access and that will open in the same browser window. When you have printed the form (save if necessary), simply click the Back button on your browser to return to the download area.

- Access to halls during Build Up, Exhibition & Break Down is limited to Exhibitors, their authorised agents and Official ESC Suppliers & Preferred Partners. This is managed by Exhibitor Badges & Working Passes with Passport/ID.
- Other non-Official suppliers (e.g. forwarders & lifters/couriers/electricians/caterers) will not have access to exhibition halls. Contact our team at exhibition@escardio.org for more information regarding Hall Access & Security.
- **Important:** Each service, such as electricity or badge reader rental, has its own supplier with their own deadline. Late orders often incur extra charges. Its therefore important to examine each service order form & accompanying information required for your exhibit.
Scientific Programme

The Advance Scientific Programme for ESC 2004 is available by following this link:

Exhibition Floor Plans & Listings

The following plans are available on ESCexhibition.org:

• Overview visual of the ESC Congress 2004
• Aerial photograph of Site with Room Capacities
• Exhibition floorplans as pdf documents & technical hall data
• If you would like hall plans in Autocad, contact exhibition@escardio.org with the version number & file type required (e.g. v2000 .dwg)