



## Guidelines for Industry



ESC Congress 2004  
28 August - 1 September, 2004

Messe München GmbH  
Messegelände  
81823 Munich  
Germany  
Tel: +49 (0)89 949 20720  
Fax: +49 (0)89 949 20729  
Website: [www.messe-muenchen.de](http://www.messe-muenchen.de)

For the arrangement of visits to the Building and for information concerning stand services, please contact:

Messe München GmbH  
Messegelände  
81823 Munich  
Germany  
Tel: +49 (0)89 949 21155  
Fax: +49 (0)89 949 21159  
Email: Barbara Wentz - [wentz@messe-muenchen.de](mailto:wentz@messe-muenchen.de)

For all other information please contact:  
ESC

The European Heart House  
2035, Route des Colles  
Les Templiers - BP 179  
06903 Sophia Antipolis Cedex, France  
Tel: +33-(0)4 92 94 76 00  
Fax: +33-(0)4 92 94 76 01  
Web Site: [www.escardio.org](http://www.escardio.org)  
Email: [exhibition@escardio.org](mailto:exhibition@escardio.org)  
[sponsorship@escardio.org](mailto:sponsorship@escardio.org) / [scientific@escardio.org](mailto:scientific@escardio.org)



#### Hotels (Groups)

Companies participating in the 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 requests will be met. Requests received will be dealt with according to the accrued point system.

For information contact  
the ESC Hotel & Social Events Department:

[hotels@escardio.org](mailto:hotels@escardio.org)

[lolivereau@escardio.org](mailto:lolivereau@escardio.org)

ESC  
CONGRESS  
2004



Guidelines for Industry **Participation** **MUNICH**

28 August  
1 September  
2004



EUROPEAN  
SOCIETY OF  
CARDIOLOGY

This guide has been written  
by the ESC.  
A successful application made  
by a company wishing  
to participate in the Congress  
shall imply an acceptance  
of the requirements contained  
in these Guidelines.

# Guidelines for Industry Participation



# Munich

Sophia Antipolis, December 2003

Dear Exhibitor,

Herewith, we present the Guidelines for Industry Participation for ESC CONGRESS 2004 to be held in Munich, Germany from August 28 - September 1, 2004.

The ESC Congress Programme Committee is preparing a balanced programme which will present a broad spectrum of topics in cardiovascular medicine. Sessions range from original contributions in basic and clinical research to educational plenary sessions; symposia; workshops and debates. These will include Main Sessions organised by the Working Groups and Congress Programme Committee; "How to" sessions; live interventional sessions; (FOCUS), a Basic Science Track; focus on Clinical Cardiology; computer demonstrations; debate sessions; free communications and major ESC Lectures. Poster sessions will also be held over the duration of the Congress.

An Exhibition will accompany the scientific programme in order that Industry representatives can meet with cardiologists and members of affiliated disciplines and share their knowledge and experience of products in the field of cardiology. We hope that your company will participate in this exhibition and in doing so will contribute to an important aspect of this international meeting. In order to apply for exhibition space, please study this document closely and return the relevant Application Form to the ESC Exhibition & Congress Services Department before January 23, 2004. The price per m<sup>2</sup> is €345 for "space only". Publishers and booksellers will be offered stand space at the reduced rate of €230 per m<sup>2</sup>. For more information on the **Exhibition** see Chapters 1, 3, 4, and 5.

In addition to Satellite Symposia, Workshops and Exhibition Stands, companies are offered a wide range of **Sponsorship Opportunities**. Importantly, we bring to your attention the introduction of **NEW** meeting formats, namely **Closed Industry Sessions**, **EBAC Accredited Educational Programmes** and many Sponsorship and Promotion options which can be found in Chapter 2 of this document.

This year will see the continuation of the distinct exhibition area dedicated to the presentation of innovative medical technologies, companies and products.

For more details on how to apply for space in the **Emerging Technologies Showcase Area (ETSA)** please refer to Chapter 6 of this document.

We draw your attention to the fact that participating companies may organise special scientific sessions. Carefully chosen time slots have been reserved for these so-called **Satellite Symposia**, details can be found in Chapter 7 of this document. In 2002 the ESC introduced a new type of industry sponsored session aimed at device and equipment, manufacturers and distributors. These **Workshops** continue with ESC Congress 2004, details may be found in Chapter 8 of this document. For all EBAC related information, please refer to Sections 7.8 and 8.8.

BEN HAINSWORTH  
CONGRESS ASSOCIATE MANAGER  
BHAINSWORTH@ESCARDIO.ORG

AINE M GATELY  
INDUSTRY RELATIONS ADMINISTRATOR  
AGATELY@ESCARDIO.ORG

IAN MORGAN  
EXHIBITION ADMINISTRATOR  
IMORGAN@ESCARDIO.ORG

FABRICE CALABRESE  
SATELLITE ADMINISTRATOR  
FCALABRESE@ESCARDIO.ORG  
AGATELY@ESCARDIO.ORG

Chapter 9 will outline the newly introduced **Closed Industry Session**, which was created this year in order to allow Industry to arrange Industry and/or Investigator meetings. Also provided in this chapter are details on Function Space and Hospitality Suites.

Finally Chapter 10, on **Industry Press Activity**, will show relevant overview and contact details for all your Press activity requirements.

Close attention now to the details contained in these Guidelines will help you to save time and avoid unnecessary complications in the future. We take this opportunity to stress the importance of further information that can be found in the Preliminary Programme (January 2004), the Advance Programme (April 2004) and the Final Programme (July 2004). All Exhibitors will also be sent hyperlinks to three web-based "Updates" at regular intervals. These will contain order forms and updated information such as Exhibitor lists, floor-plans and pre-registration details. Details of attendance at last year's congress in Vienna, Austria, can be found in the appendices. For any other information please contact us directly at the European Heart House.

We look forward to working with our Industry partners to help achieve their respective Congress goals and objectives for ESC 2004 in Munich.

ESC Exhibition & Congress Services Department and ESC Scientific Department  
European Society of Cardiology, European Heart House, 2035 Route des Colles, Les Templiers – BP 179  
06903 Sophia Antipolis, France Tel: +33 (0)4 92 94 76 00 - Fax +33 (0)4 92 94 76 26  
Website: [www.escardio.org](http://www.escardio.org)

GUIDELINES FOR INDUSTRY PARTICIPATION



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CHAPTER



## CHAPTER 1

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### General Information

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- 1.1 Terminology**
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## 1.1 Terminology

For the sake of brevity, the following terms are used in these Guidelines:

### Building - Messe München GmbH

- ✓ **Registration** will take place in West Entrance
- ✓ **Scientific Sessions, Satellite Symposia & Workshops** will be held in the Blue, Green & Red Zones. Please refer to the map inside the back cover of this document.
- ✓ **Emerging Technologies Showcase Area (ETSA)** will be held in the main exhibition area.
- ✓ **Posters** will be shown in Green Zone.
- ✓ **Exhibition** will be held in Exhibition Halls B1 & B2.
- ✓ **Press Area** is located close to the West Entrance to Messe Munich.
- ✓ **FOCUS sessions** will be located in the Green Zone.
- ✓ **ESC Technolounge** will be located in the Blue Zone.
- ✓ **Speaker Service Centre** will be in the Blue Zone.

**Exhibitor** - A company participating in the exhibition having submitted an application for stand space and having received a stand assignment. For details on how to reserve stand space refer to Chapters 3, 4 and 5.

**Sponsorship and Promotional Opportunities** – Those companies wishing to promote and advertise their Satellite, Stand or Congress activity are advised to refer to Chapter 2 wherein all sponsorship and advertising items are detailed.

**EBAC** – European Board of Accreditation in Cardiology. Satellite Symposia & Workshops Sessions can now apply for EBAC CME points. For details see Chapters 7 & 8.

**ETSA** – Emerging Technologies Showcase Area (ETSA) has been conceived in response to the specific requirements of start-up companies or others in the development stage of their cardiovascular technology product service. For details refer to Chapter 6.

### Function Space

The ESC offers a limited number of function spaces to Industry for company staff meetings and briefings. For details refer to Chapter 9.

### Closed Industry Meeting (NEW)

All attending Industry at the ESC Congress are invited to avail of this new opportunity and organise Industry and/or investigators meetings, for a 45 minute

duration at specified time slots with a maximum attendance of 120. For details refer to Chapter 9.

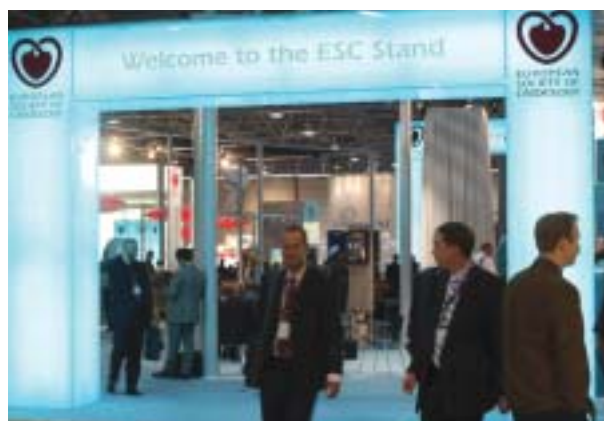
**Satellite Symposia** In order to obtain permission to hold a Satellite Symposium, an exhibition stand of minimum 50m<sup>2</sup> is required. (1m<sup>2</sup> = € 345). Should a company wish to take a smaller stand space the minimum requirement is 27m<sup>2</sup> in combination with an Educational Congress Grant, the amount equal to that of the number of remaining m<sup>2</sup> to be compensated. (1m<sup>2</sup> = € 345).

**Workshop** Registered Exhibitors (a minimum of 9m<sup>2</sup> of stand space is required) may organise Workshop sessions during 45 minutes specific time slots. For details refer to Chapter 8.

## 1.2 Accrued Points

All exhibit, 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 ESC Congress will earn companies priority according to the level of their involvement in the past 4 years. Points (for the subsequent annual congress priority ranking) are awarded for:

- ✓ Participation in the Congress - 5 points for each year the company has exhibited at ESC Congresses since Amsterdam 2000.



- ✓ Exhibition space - 1 point per 9 m<sup>2</sup> of exhibit space
- ✓ Satellite Symposia and Workshops - **(for details see Chapters 7 & 8).**
- ✓ Group Registration - 1 point will be given for every 9 registrations (minimum) made as a group registration, by a company renting a stand in the

Exhibition area. For more details contact the ESC Registration Department.

- ✓ Sponsorship - **1 point per € 2700** spent per item. See full list of opportunities detailed in Chapter 2.
- ✓ BONUS point(s) will be allocated on the basis of 5% per item spend (1 point minimum) for all sponsorship items marked 'NEW' or by “\*”.

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.

#### **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 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.

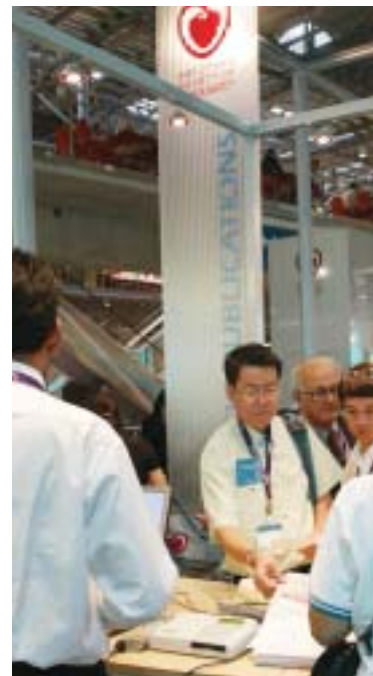
#### **↳ N.B.**

- 1. The points of merged or acquired companies will be combined for the subsequent event if notice is received by the ESC before September 30 2004.**
- 2. Priority status will only be granted to applications made before the given deadlines.**
- 3. Infringements of these Guidelines may result in the loss of Accrued Points – for details see Chapter 5.12**
- 4. 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.**

### **1.3 ESC Congress Contact Details**

#### **European Society of Cardiology**

European Heart House  
2035 Route des Colles - Les Templiers – BP 179  
06903 Sophia Antipolis  
France  
Tel +33 (0)4 92 94 7600  
Website: [www.escardio.org](http://www.escardio.org)



#### **Exhibition & Congress Services**

Ben Hainsworth - Congress Associate Manager  
Exhibition & Congress Services Dept.  
[bhainsworth@escardio.org](mailto:bhainsworth@escardio.org)  
Tel +33 (0)4 92 94 76 24  
Fax +33 (0)4 92 94 76 26

#### **Industry Relations & Sponsorship**

Aine M Gately - Industry Relations Administrator  
Exhibition & Congress Services Dept.  
[agately@escardio.org](mailto:agately@escardio.org)  
Tel +33 (0)4 92 94 86 78 - Fax +33 (0)4 92 94 76 26

#### **Exhibition Sales & Logistics**

Ian Morgan  
Exhibition Sales and Logistics Administrator  
Exhibition & Congress Services Dept.  
[imorgan@escardio.org](mailto:imorgan@escardio.org)  
Tel +33 (0)4 92 94 86 68 - Fax +33 (0)4 92 94 76 26

#### **Satellite Symposia/User Group**

Fabrice Calabrese - Satellite Administrator  
Scientific Department - [scientific@escardio.org](mailto:scientific@escardio.org)  
Tel +33 (0)4 92 94 76 22 - Fax +33 (0)4 92 94 76 26

#### **Registration Department**

[registration@escardio.org](mailto:registration@escardio.org)  
Tel: +33 (0)4 92 94 76 12 - Fax: +33 (0)4 92 94 76 10

#### **Hotels & Accommodation Department**

[hotels@escardio.org](mailto:hotels@escardio.org)  
Tel: +33 (0)4 92 94 76 00 - Fax: +33 (0)4 92 94 76 10

#### **EBAC**

Dr Joanna Ortoli – EBAC Coordinator  
Tel: +33 (0)4 92 94 86 88 / 86 40  
[jortoli@ebac-cme.org](mailto:jortoli@ebac-cme.org)  
[www.ebac-cme.org](http://www.ebac-cme.org)



CHAPTER 2



CHAPTER 2

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Sponsorship & Promotion (NEW)

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**2.1 Sponsorship & Promotion**

### 2.1 Sponsorship & Promotion

#### \* Indicates New Items introduced for ESC Congress 2004

With a view to maximizing their presence at and accentuating their input into this most important annual convention, our Industry Partners are invited to acknowledge the following Sponsorship & Promotion listing for ESC Congress 2004. Recognition of support is given in printed acknowledgement at the congress and congress related publications. Accrued Points are awarded as shown below, more details on the Accrued Points system may be found under 1.2 of Chapter 1. For more information on any aspects of Sponsorship, Promotion or Industry Related queries, please contact ESC directly: [agately@escardio.org](mailto:agately@escardio.org)

#### Delegate Registration

Each year the ESC Congress aims at providing to all professionals who care for patients suffering from cardiovascular diseases the best of science and the best of education. This event is a unique opportunity to meet colleagues from all over the world and to exchange knowledge related to various aspects of research and practice.

Group Registration: 1 Point will be given for every 9 delegate registrations made as part of a Group Registration.

#### Exhibition Space

Companies are invited to participate in the ESC Congress 2004 Exhibition area showcasing their company profile and products to their target market group.

#### Item Price and Points Value

✓ Industry Exhibition Space 1 m<sup>2</sup>

€ 345 excl. VAT

Points Awarded: 5 points plus 1 per 9m<sup>2</sup>

✓ Publishers and Booksellers 1 m<sup>2</sup>

€ 230 excl. VAT

Points Awarded: 5 points plus 1 per 9m<sup>2</sup>

[Deadline for application with priority status - January 23 2004](#)

**See Chapters 1, 3, 4 and 5 for further details**

#### Satellite Symposia

Companies in the cardiovascular field are invited to organise scientific sessions as part of the ESC annual Congress. These sessions are the perfect forum through which Industry can reach their target group audience with their latest scientific information and developments in the cardiovascular arena.

#### ESC Item Price and Points Value

✓ Satellite Symposia 90 minutes

€ 19800 excl. VAT

Points awarded: 7

✓ Satellite Symposia 180 minutes

€ 39600 excl. VAT

Points awarded: 14

[Deadline for application with priority status - November 17 2003](#)

**See Chapter 7 for further details**

#### Workshop Sessions

Device, Equipment, Biotech and Medical Technology Product companies are invited, along with manufacturers and distributors in the cardiovascular field to organise Workshop sessions as part of ESC Congress 2004. Lasting 45 minutes at specific timeslots, Workshop sessions serve to address current practice and usage of medical device and equipment within the cardiovascular arena.

#### ESC Item Price and Points Value

✓ Workshop Sessions 45 minutes

€ 8100 excl. VAT

Points awarded: 3

[Deadline for application with priority status - November 17 2003](#)

**See Chapter 8 for further details**

#### EBAC Accredited Educational Programmes\*

For ESC Congress 2004 onwards, Industry can now avail of:

- ✓ Satellite Symposia and/or Workshops according to the currently applied ESC Guidelines to Industry or:
- ✓ Educational Programmes that comply with EBAC quality requirements and in turn receive EBAC CME accreditation.

The European Board for Accreditation in Cardiology (EBAC) provides accreditation to educational programmes such as events and distance learning courses. It is now possible to apply to EBAC and have sessions approved as carriers of CME accreditation. Delegates attending these sessions will receive CME credits for the time spent at this educational activity. All applicants for EBAC CME accreditation must comply with the usual guidelines and approval criteria set by EBAC.

#### ESC Item Price and Points Value applied to EBAC accredited educational programmes

✓ Session of: 90 minutes

€ 19800 excl. VAT





Points awarded: 7 + 1 Bonus Point

Session of: 180 minutes

€ 39600 excl. VAT

Points awarded: 14 + 2 Bonus Points

✓ Workshop Sessions 45 minutes

€ 8100 excl. VAT

Points awarded: 3 + 1 Bonus Point

[Deadline for application with priority status - November 17 2003](#)

**See Chapter 7.8 and Chapter 8.8 for further details**

### **ETSA – Emerging Technologies Showcase Area**

In an effort to further expand the appeal and scope of Industrial participation at our congress, we have introduced a distinct exhibition arena, Emerging Technologies Showcase Area, dedicated solely to the presentation of innovative medical technologies, companies and products. ETSA was created as an offering to cutting-edge companies or societies without a large budgetary remit. All companies applying for eligibility for ETSA participation must meet strict criteria outlined in the ESC Guidelines for Industry Participation 2004. For further details please see Chapter 6.

#### Item Price and Points Value

ETSA stand space 9 m<sup>2</sup>

Cost € 1,600 excl. VAT

Points awarded: 5

[Deadline for application with priority status - January 23, 2004](#)

### **FOCUS Cardiology Practice & FOCUS Imaging Intervention Sessions**

Two series of sessions, FOCUS Cardiology Practice and FOCUS Imaging Intervention will take place in customised, state of the art auditoria offering Industry a unique opportunity to associate with these highly scientific and prestigious sessions. Companies may draw attention to the identity of their related products and services by associating with these sessions in the form of an unrestricted educational grant.

- ✓ The Focus Imaging Intervention sessions address problems and innovations in catheter based and surgical interventions along with non-interventional diagnostic procedures.
- ✓ The Focus Cardiology Practice sessions encourage audience interaction and panel discussion in the context of clinical decision making.

Both series are often accompanied by live transmissions with real case presentations and discussions and are one of the highlights of the

Congress scientific programme with enormous delegate attraction and Industry attention.

Areas to be covered in ESC Congress 2004 will include problems and issues in the fields of echocardiography, MRI, Cardiac Surgery, Percutaneous Coronary intervention and arrhythmia. Industry 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 association with the high scientific quality and status of these sessions.

Session Titles listings for both FOCUS Cardiology Practice and FOCUS Imaging Intervention are now available. Due to the levels of popularity, the sponsorship of these sessions will be allocated on a first-come, first- served basis.

Benefits to the Sponsor include

- ✓ Minimum 1000 DVD ROM copies of the sponsored session delivered to Sponsor November 2004
- ✓ FOCUS Flyers with recognition of Sponsor in Euro PCR and ESC Congress 2004 delegate bags
- ✓ Possibility to add one question on the voting questionnaire
- ✓ Sponsor Acknowledgement on screens within the FOCUS rooms before and at the end of the session
- ✓ Exclusive European (only) distribution rights of Focus DVDs
- ✓ Additional DVD ROMS are available through PROUS Science
- ✓ Copyright of all content and material belongs entirely to the European Society of Cardiology

The Focus session will be published through the ESC Website, web news and all related congress materials until the event, thus maximising the Sponsor's brand exposure and sponsorship of the event, not to mention the association of your organisation with the high scientific quality of these sessions and the European Society of Cardiology itself.





#### Item Price and Points Value

✓ FOCUS Sessions 90 minutes

€ 20,000 excl. VAT

Points awarded: 7

[Deadline for application with priority status - November 3 2003](#)

#### **Exclusive Advertisement - First Announcement 2005 SOLD**

For ESC Congress 2005, this high-impact Advertisement opportunity is now open for Sponsorship. Exclusive Back page Sponsorship with Corporate Name, Logo and Product permitted. 60,000 hard copies will be mailed.

Cost: € 18,000 excl. VAT

Points Awarded: 6

Print-run 60,000

Life-span: August 2004 – January 2005

#### **Exclusive Advertisement - First Announcement 2004 SOLD**

High Profile launch of ESC Congress 2004, this high-impact Advertisement opportunity offers exclusive Back page Sponsorship with Corporate Name, Logo and Product permitted. 60,000 hard copies will be mailed. The target group for this publication includes cardiologists, trainee cardiologists, surgeons, G.P. primary care, nurses, sonographers, and technicians, associated scientists and other medical specialties as well as all ESC members.

Cost: € 18,000 excl. VAT

Points Awarded: 6

Print-run 60,000

Life-span: August 2003 – January 2004

#### **Exclusive Advertisement - Preliminary Programme**

First printed version of the detailed ESC Congress 2004 Scientific Programme. Exclusive Back cover available for sponsorship with Corporate Name, Logo and Product permitted on approval by the ESC. The target group for this publication includes cardiologists, trainee cardiologists, surgeons, G.P. primary care, nurses, sonographers, and technicians, associated scientists and other medical Specialties as well as all ESC members.

Cost: € 135,000 excl. VAT

Points Awarded: 50

Print-run 65,000

Life-span: Dec 2003 – April 2004

[Deadline for application with priority status - November 3 2003](#)

#### **Exclusive Advertisement - Advance Programme**

##### **SOLD**

Maximum Exposure, penultimate Congress Advertisement including detailed Scientific Programme of ESC Congress 2004. 65,000 Copies Supplied to all ESC members and target group readership. On approval by the ESC this Exclusive Back Page advertisement permits inclusion of Corporate Name, Logo and Product. This is the last Congress Related publication prior to the commencement of the Congress, with more than 50,000 copies delivered prior to the end of April.

Cost: € 135,000 excl. VAT

Points Awarded: 50

Print-run 65,000

Life-span: April 2004– August 2004

[Deadline for Application with priority status - November 28 2003](#)



#### **Exclusive Advertisement - Final Programme**

##### **SOLD**

Ultimate, definitive Programme for the ESC Annual Congress both in printed version (and on-line), with full scientific agenda, Exhibition and Satellite Information and congress reference outlines. Hard copies are placed in each Delegate Bag (22,000) at the Congress offering maximum exposure and recognition to the Sponsor of this vital congress publication. Corporate Name, Logo and product permitted on approval by the ESC.

Cost € 140,000 excl. VAT

Points Awarded: 51

Print-run 22,000

Life-span: Event & after-Event reference/archive

[Deadline for Application with priority status - January 30 2004](#)

#### **Exclusive Advertisement - Programme at a Glance**

Exclusive ESC Annual Congress Overview Programme inserted in 22,000 Delegate Congress

Bags. Corporate Name, Logo and Product of Sponsor permitted on this Exclusive Back cover advertisement.

Cost € 18,000 excl. VAT  
Points Awarded: 6  
Print-run 22,000  
Life-span: event

#### **Exclusive Advertisement - City Maps**

Exclusive Back Cover Advertisement in the ESC City Maps inserted into 22,000 delegate bags. This very popular item offers the Sponsor high visibility throughout the entire Congress to all delegates that refer to this informative and user-friendly publication.

Cost € 40,000 excl. VAT  
Points Awarded: 14  
Print-run 22,000  
Life-span: event

[Deadline for Application with priority status – October 15 2003](#)

#### **Exclusive Advertisement - City Information Booklet**

Exclusive Back Cover Advertisement in the official City information booklet destined for 22,000 bags. Corporate Name, Logo and Product of Sponsor permitted on approval by the ESC. Maximum visibility achieved through this much-referred to document on Congress City activity.

Cost € 40,000 excl. VAT  
Points Awarded: 14  
Print-run 22,000  
Life-span: event

[Deadline for Application with priority status – January 30 2004](#)

#### **Exclusive Advertisement - Highlights CD ROM**

Exclusive Sponsorship is available for the sole post-Congress CD Rom with Highlights of ESC Annual Congress, which has become a vital educational tool for cardiovascular professionals around the world. This extremely popular Highlight series will be produced containing over 20 hours of official Highlights of the Scientific Programme of ESC Congress 2004 with the highpoints of the scientific content of the Congress. The Sponsor of this extensive and valuable record of key sessions with audio and slide material will have their corporate name and Logo 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 ESC Highlights CD-ROM 2004 will also gain prominent and high impact



advertisement and promotional opportunities, such on-line announcement of Sponsorship of this item and on-going Sponsorship recognition on all ESC Congress Programmes and publications.

Cost € 130,000 excl. VAT  
Points Awarded: 48  
Print-run 22,000

Life-span: Permanent Archive/Reference material  
[Deadline for Application with priority status October 15 2003](#)

#### **Exclusive Advertisement - Abstract CD ROM SOLD**

Exclusive Sponsorship of the official ESC Congress CD Rom containing all accepted Abstracts at ESC Congress 2004, along with extracts from ESC Vienna 2003 and 2002. Vouchers are placed in all delegate Bags for pick up from the sponsor's booth.

Cost € 165,000 excl. VAT  
Points Awarded: 61  
Print-run 22,000

Life-span: Permanent Archive/Reference material

#### **Exclusive Advertisement - Bookmark in Final Programme**

Exclusive Bookmark distributed to each delegate in the ESC Congress 2004 Final Programme. One side will promote future ESC Congresses, the other side will be dedicated solely to the Sponsor.

Cost € 13,000 excl. VAT  
Points Awarded: 4  
Print-run 22,000  
Life-span: event

[Deadline for Application with priority status – January 30 2004](#)

#### **ESC Congress News Advertising**

Sponsorship is available of the Official daily newspaper of the European Society of Cardiology Congress.





The ESC Congress News is available from 08.00 hrs at the Congress centre and has a daily distribution rate of 20,000 copies. There are 5 editions, 1 edition for each day of the Congress distributed from specially designed ESC Congress News Units and also delivered direct to key delegate hotels each morning for breakfast.

Individual or Package advertising opportunities are available in the official ESC Congress Newspaper; Corporate Name, Logo and Product of Sponsor permitted on approval by the ESC.

Cost 1 Day Page € 5,500 to € 6,600 excl. VAT

Print-run 20,000 copies

Points Awarded: 1/2

Cost 5 Day Package € 26,400 to € 30,800 excl. VAT

Print-run 100,000 copies

Points Awarded: 9/11

[Deadline for Application with priority status – January 30 2003](#)

#### **Exclusive Advertisement - Abstract Book\* NEW SOLD**

Exclusive Advertisement Opportunity available in the official ESC Abstract Book, available on-site to all registered Delegates on site at the Congress with 12,000 copies printed and distributed. This offer includes Outside Back Cover, Inside Back Cover and Inside Front Cover all sponsored exclusively by one Sponsor.

Cost: € 15,000 excl. VAT

Points Awarded: 5 + 1 Bonus Point

Life-span: 12 months

[Deadline for Application with priority status – March 30 2004](#)

#### **Satellite & Exhibition Promotional Material Insert**

This is a highly popular Flyer/Invite created by Industry highlighting Congress exhibition and/or Satellite activity. A Special Satellite & Exhibition bag/sack is created exclusively for these flyers

guaranteeing direct distribution of Satellite Invitations to the delegates. When the delegates collect their Congress bags, the Satellite & Exhibition Promotional Bags will be given alongside thus guaranteeing your Flyers go directly into the hands of 22,000 delegates. Copies supplied, 22,000

Cost: € 5, 000 excl. VAT

Points Awarded: 1 units 20,000

[Deadline for Application – May 31 2004](#)

#### **Satellite & Exhibition Promotional Material Weblink**

Invite via Industry – created web page highlighting Congress exhibition and/or Satellite activity. Available on ESC website.

Cost: € 2, 300 excl. VAT

Points Awarded: 0

Life-span: 11 months

[Deadline for Application – May 31 2004](#)

#### **Satellite & Exhibition Promotional Material PDA Advertisement**

Invite created by Industry in the form of a PDA advertisement listing highlighting Congress exhibition and/or Satellite activity. .

See PDA Portfolio on following pages for details on points, pricing and deadline for application.

#### **Exclusive Sponsorship ESC 2004 Technolounge SOLD**

At the Heart of the Congress, the ESC offers exclusive association with the ESC 2004 Technolounge. This fully equipped, state of the art business-style lounge offers all delegates; Internet Access, Scientific Programme on-line, PC work stations and printers, comfortable seating area and Bar. Information on future congresses, symposia and publications can also be obtained in this high profile, maximum exposure Business and Technology Showcase. This Congress Information Service is one of the strongest attractions in the congress venue and will constitute the technological and communicative core of the Congress Venue for both Delegates and Industry alike.

The Exclusive Sponsor of the ESC Technolounge will receive maximum exposure through their association with this high profile and multi-faceted Service which offers a huge target group reach as well as inimitable promotional recognition with excellent Sponsorship exposure from the moment of commitment (end of September 2003) right through to on-site at the Congress.

Cost € 120,000 excl. VAT

Points Awarded: 44

[Deadline for Application with priority status – September 26 2003](#)

#### **Congress Delegate Bags**

**SOLD**

Exclusive sponsorship of the official ESC 2004 Congress Bag with Corporate name and Logo permitted. This is the official and exclusive ESC Delegate bag and is one of the most popular items within the sponsorship remit. The possibility is also available for Sponsors to create their own Delegate Bags, with ESC Logo and approval. Costs will differ from that of the ESC-provided Delegate Bags.

Cost € 165,000 excl. VAT

Points Awarded: 61

Print-run 22,000

Life-span: Congress/Permanent

[Deadline for Application with priority status – September 30 2003](#)



#### **Participant Badge Laces**

**SOLD**

Exclusive sponsorship of the ESC Badge lanyards, with company name and Logo which will be available to all registered delegates at the Congress, this is the only Badge Lace or Lanyard provided at the Congress. Copies Supplied 22,000.

Cost: € 35, 000 excl. VAT

Points Awarded: 12

Units 22,000

Life-span: Congress/Permanent

[Deadline for Application with priority status – October 30 2003](#)

#### **Note Pads & Pens**

Exclusive sponsorship of the official Congress Notepads and Pens, either separately or as a combined option. These Official Congress Notepads and Pens will be placed in every Congress Delegate Bag, ensuring maximum target group reach with the Sponsor Corporate Logo and name permitted. Copies Supplied 22,000.

✓ Note Pads & Pens Combined

Cost: € 40, 000 excl. VAT

Points Awarded: 14 + 1 Bonus Point

units 22,000

✓ Notepads

Cost € 28, 000 excl. VAT

Points Awarded: 10

units 22,000

✓ Pens

Cost € 13, 000 excl. VAT

Points Awarded: 4

units 22,000

[Deadline for Application – October 30 2003](#)

#### **2004 PDA Advertising Portfolio - Various Exclusive Options\***

To help Industry promote their congress activities the ESC invites Industry to utilise this highly effective and innovative advertising technology. The Personal Digital Assistant (PDA) First Announcement, Preliminary, Advance and Final Programme versions will offer delivery on-line for almost 11 months as well as through the ESC Web News and ESC Website and on site.

#### **ESC First Announcement, Preliminary, Advance and Final Programme PDA Combination\***

The First Announcement, Preliminary, Advance and Final Programmes for Palm and Pocket PC handheld computers (PDA) are coupled with the equivalent of 5 pages of the sponsor's product/company/congress information and will be distributed on the ESC web site, promoted via ESC-sponsored e-mail via download link. The sponsor logo is featured prominently on the cover of the guides along with Exclusive front splash screen/cover.

The Preliminary Programme for Palm and Pocket PC handheld computers (PDA) is an excellent way to reach a broad and increasing audience of palm and Pocket PC owners. This programme has a shelf life of over 9 months and will be promoted via ESC sponsored email via download link.

The PDA Advance Programme Congress Guide is focused on delegates whom have confirmed their





attendance at the Congress and is placed exclusively on the ESC Web site. The Sponsor will have exclusive front splash screen/cover plus the sponsor corporate Logo inside the Advance Programme Congress Guide for Palm and pocket PC handheld computers.

The Final Programme Congress Guide for PDA will feature the sponsor logo prominently on the cover of the guide, offered exclusively on the ESC web site. Obtain maximum target group reach with delegates attending the Congress directly on their Palm and Pocket PC handheld computers.

Exclusive front splash screen/cover is available along with corporate logo inside the official Final Programme Congress Guide Palm and Pocket PC handheld computers. Distributed via the ESC web site and onsite during the Congress via a prominently placed beaming station featuring Exclusive Sponsor Logo, this exclusive offer allows the sponsor to put their Corporate Brand and message into the hands of PDA owners both before the Congress and on-site via the highly visible Beam-Boxes in the Congress Venue.

This is an innovative and maximum exposure opportunity for the Sponsor to associate with the entire Congress Announcement and Programme remit. Please note that this does NOT include on-site delivery. For this Option please refer to PDA Spotlight Area Section in the following pages

Cost: € 40, 000 excl. VAT

Points Awarded: 14 + 1 Bonus Point

Life-span: 11 months

[Deadline for Application with priority status – September 26 2003](#)

#### **ESC CONGRESS PDA Advertisements/Industry Satellite Symposia and Exhibition Information\***

As mentioned previously, this is an Invite created by Industry in the form of a PDA advertisement listing, highlighting Congress exhibition and/or Satellite activity is one of the most effective and cost efficient ways of promoting Satellite and Stand activity. Sponsors may promote their congress activities with up to 200 words via digital advertisements or targeted Congress invitations, including Corporate Logo to be listed in the Final Programme Congress Guide for PDA. Either in the Satellite Symposium section, or the Exhibition section, the sponsor's advertisement will be distributed via the ESC Web site before the Congress.

Cost: €600 excl. VAT

life-span 11 months

[Deadline for Application – May 31 2004](#)

#### **ESC CONGRESS PDA Spotlight Area\***

The Final Programme for Palm and Pocket PC handheld computers (PDA) is integrated into a special area on site at ESC Congress 2004, with live on-site PDA beam boxes and access areas. This area is designed and promoted as a friendly engaging place for the technically minded, PDA-equipped delegate. Manned by 3 Staff, the key activities of this Spotlight area will be the delivery of the Guide listed above, advice on use of PDA; PDA application demos, mobile telephone & PDA recharging stations, quizzes and other attractions.

This item offers Exclusive On-site sponsorship with the full range of Congress activity, Final Programme details, Full Scientific Programme and many other vital Congress details. The sponsor logo is featured prominently within the guides along with Exclusive front splash screen/cover.



✓ PDA Congress Spotlight

Cost: € 40,000 excl. VAT

Points Awarded 14 + 1 Bonus Point

Life- span: Congress Duration

[Deadline for Application with priority status – May 31 2004](#)

#### **ESC CONGRESS PDA City Guide**

Exclusive Sponsorship of the official PDA City information package destined for all PDA holders. Corporate Name, Logo and Product of Sponsor permitted on approval by the ESC. Maximum visibility achieved through this much-referred to document on Congress City activity with the equivalent of 5 pages of the sponsor's

product/company/congress information. The sponsor logo is featured prominently on the cover of the guides along with Exclusive front splash screen/cover on this guide which provides Restaurant, shopping and tourist information.

✓ PDA City Guide

Cost: € 30,000 excl. VAT

Points Awarded 11 + 1 Bonus Point

Life- span: Congress Duration

[Deadline for Application with priority status – May 31 2004](#)

**Exclusive Sponsorship of the Entire ESC CONGRESS 2004 PDA Advertising Portfolio\***

Exclusive sponsorship of the entire ESC Congress PDA portfolio consisting of the following:

✓ ESC Congress PDA First Announcement, Preliminary, Advance and Final Programme PDA combination delivered on-line for 11 months before the event

✓ ESC Congress PDA Spotlight Area

✓ ESC Congress PDA City Guide

This Exclusive offer allows the sponsor to put their Corporate Brand and message, from 11 months prior to the Event right through to the end of the ESC Congress 2004, into the hands of PDA owners both before the Congress and on-site via the highly visible Beam-Boxes in the Congress Venue. This is an innovative and maximum exposure opportunity for the Sponsor to associate with the entire Congress Announcement and Programme remit.

Cost € 90,000 excl. VAT

Points Awarded: 33 + 1 Bonus Point

Life-span:

10 months pre-Congress/Congress/Permanent

[Deadline for Application with priority status May 31 2004](#)





# 3

CHAPTER

## CHAPTER 3

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### Exhibition General Information

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- 3.1 The Procedure in a Nutshell**
- 3.2 Exhibition Schedule**
- 3.3 Exhibitors & Group Registration (Badges)**
- 3.4 Stand Activity and Publicity Regulations**

### 3.1 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 ESC CONGRESS 2004. The overview below is not complete, we kindly ask you to refer to the rest of this Chapter as well as Chapters 1, 4 and 5. Further information is available from [exhibition@escardio.org](mailto:exhibition@escardio.org)

**1) Carefully read the Guidelines for Industry Participation and distribute within your company and/or related agencies**

2) Study the floor plans and choose your preferred stand spaces (list more than one option). The price is €345 per m<sup>2</sup> for “space only”, there is a reduced rate of €230 per m<sup>2</sup> for publishers and booksellers. When possible stand spaces can be combined or connected by carpeting the corridor between them; such space is let at 25% of the standard square metre price (€86).

3) Fill out and sign the enclosed “Application Form for Stand Space”, and return it to the ESC Exhibition & Congress Services Department

Fax: +33-4-92 94 76 26 before January 23, 2004. Additional Application Forms for Stand Space can be requested from [exhibition@escardio.org](mailto:exhibition@escardio.org)

4) Note that Application Forms received by the ESC before January 23, 2004 will be dealt with according to the Accrued Point system of the ESC (see Chapter 1, section 1.2). 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.

5) Carefully read the three “Updates” that will be on-line from March 2004 onward. They will contain additional information about the Congress, lists of Exhibitors, updated floor plans and order forms for:

- Advertising
- Artwork
- Audiovisual Equipment
- Catering
- Decoration / Printing
- Electricity
- Floor covering / Carpeting
- Official Forwarding & Lifting Agent
- Furniture
- GEMA
- Insurance

- IT Services
- Water Connections and Drainage
- Laser
- Mailing Lists
- Photographic Services
- Plants / Flowers
- Printing
- Refuse Collection
- Stand Cleaning
- Stand Security
- Stand Furnishing
- Telephone / Fax Connections / Internet Connections
- VAT Refund



**↳ N.B. The ESC cannot be held responsible for services supplied by contractors**

Updates will be on-line in March, May and July 2004, 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 these Updates.**



6) Submit a detailed stand drawing to the ESC Exhibition & Congress Services Department before May 31, 2004. Without an approved stand drawing the stand may not be constructed.

7) Send your request for Exhibitor Badges to [exhibition@escardio.org](mailto:exhibition@escardio.org) using the form provided (see Update in May) by Friday 11 June.

8) Carefully study the timetable for the construction, exhibition and dismantling details. Note that this year the construction starts on Tuesday, August 24, 2004 and should be finished by 18.00 on Friday, August 27, 2004.

### 3.2 Exhibition Schedule

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\* **Tuesday, 24 August** - 08.00 - 22.00 Build-up – working passes to be worn throughout; Vehicle access to - Messe München is in strict accordance with ESC schedule & excludes access into halls.

\* **Wednesday, 25 August** - 08.00 - 22.00 Build-up

\* **Thursday, 26 August** - 08.00 - 22.00 Build-up

\* **Friday, 27 August** - 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

\* **Saturday, 28 August** 08.00 - 12.00 - Limited stand decoration only, all decoration Completed by 12.00

08.00 - 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 staffed)

17.30 - Opening reception in exhibition halls

20.00 - Building closes

\* **Sunday, 29 August** 09.00 - 18.00 Exhibition open

\* **Monday, 30 August** 09.00 - 18.00 Exhibition open

\* **Tuesday, 31 August** 09.00 - 18.00 - Exhibition open

18.30 - 21.00 - Dismantling - working passes to be worn throughout dismantling

21.00 - 24.00 - Dismantling, - limited vehicle access for removing valuable items

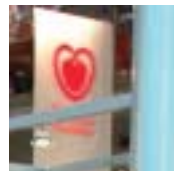
\* **Wednesday, 1 September** 08.00 - 13.30 - Dismantling – no vehicle access

13.30 - 24.00 - Dismantling – full vehicle access

\* **Thursday, 2 September** 08.00 - 24.00 - Dismantling – full vehicle access (last day)

↳ **N.B the exhibition will not open on Wednesday, September 1, 2004**

**From Saturday, August 28 until Tuesday, August 31, 2004: Stand personnel can enter the Building one-hour before the opening of the Exhibition. Participants 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. The ESC cannot accept responsibility for the loss of and/or any damages caused to exhibits.**



### 3.3 Exhibitors & Group Registration (Badges)

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Exhibitors are obliged to wear their official ESC 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.

↳ **N.B** Exhibition badges will from hereon in give access to lectures **when space is available**. Full fee paying participants will have priority. When companies apply for badges they undertake to provide them to company employees only. Proof of affiliation will be requested.

**3.3.1** 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.

#### **3.3.2 Exhibitor Badges under Individual Name and/or Company Name**

Exhibitors are entitled to a certain number of these badges for free; the number of free badges for each Exhibitor will be determined according to the floor space allocated as shown in section 3.3.5.

You may now choose how your free badges are inscribed. Company name, individual name or both. Simply indicate your preference when you send your ESC E-mail Badge Form. The number of Company Name Only badges you wish to receive and the number of Individual name badges you wish to receive.



Please note that company names other than those of official listed exhibiting companies will not be produced.





**3.3.3 Additional Exhibitor Badges**

If the number of free Exhibitor badges is insufficient, extra badges, under company name or individual name, may be purchased (see section 3.3.6). All Exhibitor badges must be ordered using the ESC E-mail Badge Form, details available in Update 2, May 2004.

Exhibitor badges ordered on-site must be paid for directly on collection at the Exhibitor Registration desk. Replacement of a lost badge will cost €35. The replacement badge must be paid for on the spot in cash or by card (Visa, American Express or MasterCard).

Unused badges **will not** be credited.

**3.3.4 On-site Badge Collection**

All Exhibitor badges can be collected at the Exhibitor Registration Desk by the official contact person (whose name is given to the ESC as the main contact). 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 you being unable to contact the persons to hand over their badge before they try to access the exhibition.

**3.3.5 Badge Allocation**

Stand size between:	Free Badges :
✓ 9 and 49 m <sup>2</sup>	10
✓ 50 and 99 m <sup>2</sup>	20
✓ 100 and 199 m <sup>2</sup>	40
✓ 200 and 299 m <sup>2</sup>	50
✓ 300 and 399 m <sup>2</sup>	60
✓ More than 400 m <sup>2</sup>	70

**3.3.6 Badge Fees + VAT**

- early fee (until 21 July, 2004)	= €37 (+VAT)
- late fee (from 22 July, 2004)	= €50 (+VAT)
- late name change (after 21 July, 2004)	= €25 (+VAT)
- on-site fee	= €50 (+VAT)
- lost badge fee	= €35 (+VAT)

**3.3.7 Group Registration (Delegates)**

Companies paying for the registration fees of their invited guests can register them as a group. A Group Registration Form must be completed together with one Individual Form per participant. An individual registration form for each person (name, address, function, etc....) must be made for each participant

since all paying participants are entitled to receive one of each of two official ESC journals.

Exhibiting companies will receive 1 accrued point for every 9 attendees registered. In order to secure points, the registration must be part of one and the same group. More information on how to claim accrued points can be found on the back of the Group Registration Form and in section 1.5 of these Guidelines.



A 'How-To' and general conditions are outlined on the Accrued Point Calculation form at the back of the group registration form.

We recommend that Industry hire an **Industry Welcome Desk** in the Registration Hall; it will help to solve any issues concerning undelivered badges and guests looking for your company. You should use the separate Industry Welcome Desk Order form for this.

If you are missing any of the above mentioned forms, Group/Individual Registration or Industry Welcome Desk Order Form, please send a request to [jbakker@escardio.org](mailto:jbakker@escardio.org) or by fax: +33 4 92 94 76 10.

**Green Stickers**

Green Stickers will be available from the Exhibition Registration Desk. These are available only to full fee paying delegates affiliated with an Exhibiting Company requiring Exhibitor access to the Exhibition Halls during closed periods.

**3.3.8 Work Passes**

In the interest of safety only those individuals directly responsible for the construction and dismantling of the stands will be permitted in the exhibit areas during the move-in and move-out times. To this end, work passes will be given out from the FAIREXX office at Gate 21 during the move-in and move-out





times. Work passes cannot be ordered in advance. Under no circumstances will guests be allowed in the exhibition areas until 17.00 on Saturday, August 28.

Work passes are only valid during the construction period from Tuesday, August 24, 08.00 hours until Friday, August 27, 18.00 hours and during the dismantling period from Tuesday, August 31, 18.30 hours until Thursday, September 2, 24.00 hours. Registered Exhibitors may gain access to the exhibition halls during installation and dismantling times by showing their Exhibitor badge at the entrance.

### 3.3.9 Access Cards

All vehicles will follow an access schedule to enter the Messe München site. Please ensure that you forward this schedule to your agencies and suppliers. Further details will be communicated to you in Update 2 in May 2004.

Vehicles will not be allowed access to the Building halls before the date and time mentioned on the access schedule (for alternative dates please contact the ESC).

## 3.4 Stand Activity and Publicity Regulations

### 3.4.1 Stand Activity

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 provided with Update 2, for the approval of the ESC by July 30, 2004. 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 (see section 5.12.3)

### 3.4.2 Displays

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 television sets is allowed within the stand space as long as no disturbance is caused. 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.

### 3.4.3 Photographs & Audio-Visual Activities

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.

The services of an Official ESC Photographer will be offered to exhibitors, details in Update 2 in May 2004. The ESC has appointed a Press Committee, which supervises audio-visual activities. All audio-visual activities require the written permission of the ESC, if you intend to organise any audio-visual activity please ask the ESC for the details of this policy.

Any industry-sponsored closed circuit television programming in hotels should take place outside official Congress hours.

### 3.4.4 Exhibitors Shall Refrain From

- ✓ holding lotteries
- ✓ organising games of chance
- ✓ using "market stall techniques"

Only quizzes with a scientific content can be held on exhibition stands. Any such activity must be approved





by the ESC. Participation can be “rewarded” with a prize. However, the prize should be the same for everybody. “Drawing winners” is not allowed. Maximum retail value of prizes must not exceed €5. If the prize is a “medical information carrier” such as a medical textbook, a CD-ROM, a tape, a slide set, etc., the maximum retail value is not to exceed €50. The sponsorship of the registration fee, travel expenses or housing costs for the next ESC congress may also be awarded as a prize. This stand activity should be “low profile” and no blatant publicity should be made. All prizes must be approved of by the ESC.

**3.4.5 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 €5 (i.e., key-rings, laser pointers etc). All such giveaways must be approved by the ESC. 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.

→**N.B. One sample of each give away must be sent by post to the ESC for approval along with the stand activity form.**

**3.4.6 Distribution or Display of Material Printed by Industry Or Its Agents Is Limited to**

- ✓ the company’s exhibition space
- ✓ the “Information Tables” which will be specially set up for that purpose and marked as such
- ✓ Industry Welcome Desks (see Section 3.3.7)
- ✓ these restrictions begin Saturday, August 28, 2004 at 08.00 hours and continue until Wednesday, September 1, 2004 at 15.00 hours. Companies organising Satellite Symposia should refer to Chapter 7 of these Guidelines.



**3.4.7 Authorised Promotion of Services**

It is prohibited to advertise goods and services which have not been admitted (see Application Form for Stand Space) to ESC CONGRESS 2004 or to make publicity for firms or institutions that do not occupy stand space at the ESC CONGRESS 2004. 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.

**3.4.8 Audio/Visual Effects**

”Special effect” lights, laser, sound & video projection/recording on the stand will only be allowed with written permission of the ESC.

**3.4.9 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 the ESC CONGRESS 2004;
- ✓ 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 event.

**3.4.10 Staffing**

The space assigned to the Exhibitor shall be staffed at the beginning of the exhibition on Saturday, August 28, 2004 at 15.00, during the opening hours of the exhibition as well as during the construction and the dismantling and removal of the stand. The Exhibitor shall make sure that either he/she or a person authorised by him/her is present at the site at all times.

**3.4.11 ESC Branding**

The use of any ESC corporate branding and visuals (such as logos, images, graphics, graphic chart) 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 Logos and Visuals Request Form can be obtained from the following web address: [www.escardio.org/esc\\_visuals\\_request\\_form.pdf](http://www.escardio.org/esc_visuals_request_form.pdf).

In case of query, please contact [marketing@escardio.org](mailto:marketing@escardio.org)

**3.4.12 Exhibitors** or their agencies are not allowed to reproduce texts 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.

**3.4.13 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.





# 4

CHAPTER



## CHAPTER 4

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### Exhibition Technical Guidelines

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- 4.1 Exhibition Area
- 4.2 General Information
- 4.3 Stand Construction
- 4.4 Cleaning and Refuse
- 4.5 Fire and Safety Regulations
- 4.6 Surveillance
- 4.7 Insurance
- 4.8 Electricity
- 4.9 Water Supply and Drainage
- 4.10 Catering
- 4.11 Telephone and Facsimile Connection
- 4.12 Customs, Taxes and Duties
- 4.13 Transport Regulations / Handling
- 4.14 Storage
- 4.15 Children
- 4.16 Animals



**Important Notice: All Exhibitors must submit a detailed stand drawing to the ESC Exhibition & Congress Services Department before May 28, 2004. Without the written approval of the ESC the construction of any stand is prohibited.**

### 4.1 Exhibition Area

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The exhibition accompanying ESC CONGRESS 2004 will be held in Halls B1 & B2.

All services (water, electricity, telephone, compressed air, etc.) will reach your stand via the utility ducts located in the hall floor. The utility ducts run across the width of the halls between the portal sections at intervals of approx. 5 m. Connections to these services must be made by the official building contractors only.

### 4.2 General Information

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#### 4.2.1 Stand Space Rental

The ESC will hire out the stand as “space only”, which means that the stand site will be rented out without any prefabricated walls, installations, furniture, electricity, carpet and furnishings, or any other technical supplies and facilities. The Exhibitor shall personally take care of the set-up and installation of the stand, which means carpet, walls (if needed or prescribed), furniture, electricity etc. The price of “space only” is €345 excluding VAT per square metre, a reduced rate of €230 excluding VAT per square metre is offered to publishers and booksellers. The minimum stand size is 9 square metres.

#### 4.2.2 Stand Module

Those exhibitors who will need to rent a standard exhibit stand module are urged to use the services of Meplan, stand builders to Messe München GmbH. Order forms will be provided with Update 1 (March 2004) and should be returned to Meplan.

#### 4.2.3 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.

#### 4.2.4 Numbering

Each stand will be numbered by the ESC.

#### 4.2.5 Loading/Unloading

Only authorised vehicles from the Official ESC Logistics Provider, FAIREXX, will be allowed within exhibition halls during the build up and break down periods. Motorised vehicles, pallet trucks or any form of trolley are strictly not permitted within the Exhibition areas during the congress opening times.

#### 4.2.6 Payment

All service orders must be received before June 30, 2004, after this deadline the order will NOT be accepted. Exhibitors must pay all costs for stand building / furniture from Meplan before July 30, 2004. Invoices for technical services (electrical installations, water supply etc.) will be sent by the Building, to the exhibitors after the event.

#### 4.2.7 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 the Building, Meplan and/or the ESC.



### 4.3 Stand Construction

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#### 4.3.1 Stand Design

Every Exhibitor must submit an exact statement of the dimensions of their stand, as well as plans and descriptions of their stand. This applies equally to those companies hiring a standard exhibit stand module from the Building. This information must be sent to the ESC preferably by Email to [exhibition@escardio.org](mailto:exhibition@escardio.org) or Fax: +33-4-92 94 76 26 before May 28, 2004.

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. The ESC will send an approval to the Exhibitor. Only with this approval shall the stand be deemed eligible for construction.

#### **NO APPROVAL MEANS NO PERMISSION TO CONSTRUCT THE STAND**

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.

#### **4.3.2 Shell Scheme Stands**

Shell scheme stands (9m<sup>2</sup> -21m<sup>2</sup>) provided by Meplan will be uniform stands with uniform graphics, height and design.

#### **4.3.3 Stand Height**

If so desired, exhibitors with stands larger than 15m<sup>2</sup> can submit a request in writing to obtain permission to exceed the standard height of 2.5m. All designs over 2.5 metres will be judged on transparency, size, location and volume.

#### **4.3.4 Allowed Stand Types**

Two-storey structures are not allowed. Arches, bridges or similar constructions connecting two or more stands are not allowed. 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 (€86). L & U shape island stands are not allowed.

#### **4.3.5 Separation Walls**

All peninsula, corner and in-line stands must be separated from the neighbouring stand(s) by means of a separation wall – Meplan 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, and this agreement differs from the policy prescribed by the ESC, this agreement has to be approved by the ESC (i.e. height). Please note that all in-line and corner stands must also have a back wall that is 2.5m high.

#### **4.3.6 Back Walls**

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

#### **4.3.7 Open Sides of a Stand**

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 booths. 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.

**Walls erected on the open sides of a stand must be 30cm in 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**



#### **4.3.8 Keep Aisles Clear**

Island booths are separated the width of an aisle from all neighbouring exhibits, by demonstration areas may not be set on the aisle line of the exhibit; space must be left within the exhibition 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.



#### 4.3.9 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 bands. 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.

#### 4.3.10 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.

#### 4.3.11 Platform Floors

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

- ✓ The platform must allow easy access to those in wheelchairs; part of the edges must be sloped for this purpose on each open side of the booth
- ✓ The maximum height allowed, measured from floor level to the top of the platform is 0.1 m without protection by a balustrade of at least 1 m in height
- ✓ 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

#### 4.3.12 Load Capacity (Floor)

The maximum permissible load on the floors of the building is 5000 kg per square metre (50 kN/m<sup>2</sup>). This does not apply however to utility duct covers, which have a lower load capacity.

#### 4.3.13 Stand Roofing

The stands may be covered by a roof insofar as such roofs are in compliance with the fire protection regulations. All horizontal decorations, ceiling areas and roofs require prior approval by the ESC and must be co-ordinated with the building. One of the main reasons is to ensure that the sprinkler and spray system can function properly.

For further information, please contact the building (Barbara Wentz, Tel.: +49 89 949 21155).

#### 4.3.14 Due Diligence

The stands, materials, installations, advertising supports, etc., must conform to public safety requirements.

#### 4.3.15 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. It is also forbidden to hang or drop anything from the ceiling of the Building.

#### 4.3.16 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.



#### 4.3.18 Set-up Deadline

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 in due time prior to 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 that may arise in consequence of such an intervention.

## 4.4 Cleaning and Refuse

### 4.4.1 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.

Given the advanced legislation in Germany relating to refuse disposal, the ESC has adopted local environmental policy, interpreted as ‘The Polluter Pays’. This means that exhibitors will be responsible for all charges relating to waste generated by their stand, its construction, dismantling and operation.

During Exhibition, ESC will provide two bags per day for non-recyclable, recyclable and residual waste for each exhibition-stand. The bags are collected by the cleaning company in the evening of each event day. Additionally, ESC will provide a rubbish collection service during the day. Packing materials, wrappings etc will be taken away when ordered for a fee.

During the construction and dismantling periods Exhibitors must order containers or bags with the building for a fee. Please use the corresponding form for information and order.

Note that in all instances, ‘wild’ tipping of refuse either inside or outside the Exhibition halls will be charged to the Company responsible and that such tipping will be considered a serious violation of ESC Guidelines (see 1.2).



### 4.4.2 Chemical Waste etc.

Each person generating waste which requires special supervision (for example oils, detergents, spray cans with contents, fluorescent tubes etc) is obliged to notify the building. This waste should be deposited

in special chemical waste containers, preferably in the original packaging and at the very least with a product label attached. Removal costs will be charged to the Exhibitor.

### 4.4.3 Cleaning of Stands

The Building will clean the aisles every day during congress period. Exhibitors are responsible for cleaning their own exhibit. It is possible to arrange special stand cleaning through the Building, use the appropriate order form which will be provided in Update 2 May, 2004. Unattended rubbish left in aisles when the Exhibition is open will be removed at the Exhibitor’s expense as noted in 4.4.1.

## 4.5 Fire and Safety Regulations

**Any goods on your stand will constitute part of your stand and will be subject to these regulations. If you have any questions, please contact the Building (Barbara Wentz, Tel.: +49 89 949 21155)**

### 4.5.1 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. Each exhibitor will be provided with a copy of the Technical Guidelines of the Building in Update 1 with all information about fire prevention and safety regulations.

### 4.5.2 Stand Coverings

Stand coverings must generally be of a fire resistant nature (B1 according to DIN 4102). A sprinkler system has to be installed for any single covered area exceeding 30 m<sup>2</sup>. For textile coverings larger than 30 m<sup>2</sup> a sprinkler system is not necessary if the textile has been approved by the Association of Damage Insurers (VDS). Further information can be obtained from the Building.

### 4.5.3 Decorative Materials

These must be at least fire-resistant (B1 according to DIN 4102.) Materials that drip or give off toxic gases when burning, such as polystyrene rigid foam (Styropor) or similar materials may not be used.

### 4.5.4 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 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 without the written approval of the building.

#### 4.5.6 Pyrotechnics

Explosive or pyrotechnical articles must neither be used nor taken into the Building site, either indoors or outdoors, without written permission from the ESC and the Building.

#### 4.5.7 Hot Work

Hot Work such as welding, soldering, cutting, circular-motion grinding, drying, heating or work over naked flame must not be carried out without written permission from the Building.

#### 4.5.8 Emergency Exits

Escape routes, doors and emergency exits (indoor and out) should be kept free of any obstruction and be kept in full view. Similarly, for fire fighting equipment; fire safety signs and emergency wall phones; No product / company signs, decorations or stand roofs should be placed above an emergency exit or any other existing signs.

#### 4.5.9 Heating / Cooking

Stoves / heaters may not be use for demonstration purposes, cooking, frying or baking, without the written permission of the building. This also applies to open fires for demonstrations.

#### 4.5.10 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.

#### 4.5.11 Combustion Engines

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

#### 4.5.12 Storage of Flammable Goods

Empty packaging, rubbish, trash, wood, paper, straw, cardboard and other flammable material should not be stored in the halls. The use of wastepaper baskets or refuse bins made of flammable materials is prohibited.

#### 4.5.13 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 as soon as possible following allocation of a stand area.

#### 4.5.14 Responsibility

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

### 4.6 Surveillance

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#### 4.6.1 ESC Responsibility

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

#### 4.6.2 Extra Security

Exhibitors requiring Guards are invited to return the order form for Security that will be included in the Updates.



#### 4.6.3 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 goods on the stand outside the official exhibit hours.**



#### 4.6.4 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.

#### 4.7 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 use the corresponding order form.

#### 4.8 Electricity

The 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

##### 4.8.1 Connecting to Mains

Stands can only be connected to the Building's electricity mains by the electricians authorised by the Building. Should an unauthorised connection damage the power distribution system or connected plants, the Building will demand compensation from the company responsible for the connection. Further details and order forms will be sent with the Updates.

##### 4.8.2 Generator Sets

The use of other energy sources, e.g. generators, is not permitted.

##### 4.8.3 Electrical Supply

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

- ✓ 230 Volts ( $\pm$  10%), 50 Hz alternating current
- ✓ 400 Volts ( $\pm$  10%), 50 Hz three-phase current

All power distribution boxes must be earthed protective. It shall also have a differential switch (30mA). Protective earthing of all metal rods is compulsory.

Please contact Barbara Wentz (Tel.: +49 89 949 21155) from the Building for more information.

##### 4.8.4 Breakdown

Supplies will be switched off 1 hour after the Exhibition closes on 31 August to allow safe working conditions for breakdown.



##### 4.8.5 Non Standard Supply

Direct current and non-standard voltages, currents and frequencies can be arranged provided sufficient notice is given to the Building.

##### 4.8.6 Safe Access

The electrical distribution units placed by the Building must not be blocked or covered. You must leave at least one metre free in front of each unit.

##### 4.8.8 Breakdown

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

##### 4.8.9 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.

##### 4.8.10 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.

##### 4.8.11 Authorised Technicians

Electrical installation work within the confines of the stand must be carried out by electrical fitters in accordance with VDE regulations, EU requirements and accepted technical practice. No installations are permitted to be carried out in "Live" plants. Should an unauthorised connection damage the power distribution system or connected plants, the building will demand compensation from the company responsible for the connection.

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



#### 4.9 Water Supply and Drainage

- ✓ Water supply order form will be part of the Updates.
- ✓ The Building cannot accept responsibility for interruptions or pressure irregularities in the water supply.

#### 4.10 Catering

The Official Caterer for ESC CONGRESS 2004 is:

**KÄFER**

Thomas Jager, Project Manager ESC Exhibition Catering

Tel: +49 89 949 24 203 / Fax: +49 89 949 24 209

Email: [messe.catering@feinkost-kaefer.de](mailto:messe.catering@feinkost-kaefer.de)

Exhibitors may not sell food or drink for consumption on the premises. An order form will be available for the Official Caterer; however Thomas Jager will answer exhibitor service questions directly.



#### 4.11 Telephone and Facsimile Connection

Exhibitors will receive an order form for telephone and fax connection, ISDN etc. including handsets, with the Updates.

#### 4.12 Customs, Taxes and Duties

- ✓ The Exhibitor will pay the various taxes and duties he might owe resulting from his taking part in the exhibition.
- ✓ To arrange the return of VAT exhibitors should use the form that will be sent out with the Updates.

#### 4.13 Transport Regulations/Handling

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](mailto:contact@Fairexx.com)



##### 4.13.1 Goods Reception

ESC 2004 is a secure Congress area. **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 Messe München GmbH 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.

##### 4.13.2 Delivery Address

Goods sent to the exhibition should be addressed as follows:

ESC CONGRESS 2004  
 - Name of exhibiting company -  
 Stand no -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 Messe München. Building personnel are not entitled to receive goods on behalf of exhibitors.

#### 4.13.3 Vehicles within Messe München

Always park your car in the allotted space outside. Note that parking is not allowed in front of doors or on ramps. Make sure doors are latched securely. Do not block the doors. **IMPORTANT: The Building reserves the right to remove at the expense and the risk of the person responsible, driver or owner any vehicles, trailers, containers, skips or empty packaging left in no-stopping zones or otherwise illegally parked.**

#### 4.14 Storage

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Empty packing cases must be removed from the exhibition halls by midday on Friday, August 27 2004. You should therefore make prior arrangements for the safekeeping of such items with the appointed official forwarder and lifter "Fairexx" or with your own shipping agent.

#### 4.15 Children

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Children under the age of 18 are not permitted in the exhibition halls.

#### 4.16 Animals

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Animals are not allowed in the exhibition and should not be used on exhibits.



# CHAPTER 5

CHAPTER

## CHAPTER 5

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### Exhibition Conditions of Participation

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- 5.1 General Conditions**
- 5.2 Establishment of Rental Contract**
- 5.3 Assignment of Space**
- 5.4 Admission to the Annual ESC Exhibition**
- 5.5 Renting Stand Space**
- 5.6 Subtenants and Other Represented Companies**
- 5.7 Terms of Payment**
- 5.8 Reservations**
- 5.9 Exclusion from Liability**
- 5.10 Premature Termination of the Rental Contract**
- 5.11 Cancellations**
- 5.12 Enforcement of Rules**
- 5.13 Supplementary Provisions**
- 5.14 Claims Procedures, Place of Performance  
and Jurisdiction**
- 5.15 Final Clause**

### 5.1 General Conditions

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The following conditions of participation refer to allocation of exhibition space by the ESC to companies exhibiting at the annual exhibitions of the European Society of Cardiology insofar as the contractual partners do not reach contrary agreements in writing. These conditions are available in French upon request.

### 5.2 Establishment of Rental Contract

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Application for a stand is made by filling in and returning the "Application Form for Stand Space" before January 23 in the year of the annual congress. 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 contests this in writing within two weeks after the date mentioned on the stand assignment.

### 5.3 Assignment of Space

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Stands will be assigned following the accrued point system. The points will be awarded according to participation in the past four ESC annual congresses. Relative position on the list will define the order in which requests for stands, satellites, hotel rooms and other Congress items are processed.

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 sponsoring activities
- ✓ Nature of goods

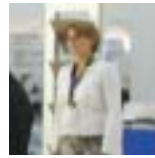
**5.3.1** Stand assignments will be cancelled automatically if the stand rental has not been paid within the given time period. In such cases the cancellation fee will be determined according to section 5.11.

### 5.4 Admission to the Annual ESC Exhibition

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The ESC Congress exhibition is open to industries active in the field of cardiology. Marketing bureaus, consultants, etc. can hire stand space in order to be able to conduct their research or provide their





services. These activities are restricted to the rented stand space. It is not allowed to actively canvass for clients outside the space assigned.

The ESC reserves the right to refuse admittance of inappropriate or non-cardiology related products or services to the annual ESC exhibition.

## 5.5 Renting Stand Space

### 5.5.1 Space Only

“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.



### 5.5.2 Minimum Stand Size

The minimum stand size will be 9 square metres.

### 5.5.3 Stand Moves

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.

### 5.5.4 Exhibition Layout

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.

## 5.6 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, unless written approval is obtained from the ESC. Transfer - even in part - of the rights and obligations arising from the rental contract to third parties is not permitted.

## 5.7 Terms of Payment

### 5.7.1 Basis of Agreement

The stand rental, which will be agreed for each Congress in the rental contract, has to be paid in two instalments:

- ✓ 50 % within three weeks of receipt of stand assignment and accompanying invoice;
- ✓ 50 % for the balance due by deadline mentioned on the invoice.
- ✓ German VAT rules will apply for all goods sales for ESC Congress 2004. If the company is registered in another country other than the EU reverse charge procedure will apply. The customer must auto reverse the VAT in their home country. If the Company Head Office is based within the country where the congress is being held ( i.e. Germany) the 16% VAT rate will apply.

### 5.7.2 Counterclaims

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.

### 5.7.3 Financial Obligations

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.





#### 5.7.4 Late Payment Penalty

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".

#### 5.8 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.

#### 5.9 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.

#### 5.10 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.

#### 5.11 Cancellations

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

If the Exhibitor cancels a reservation before April 30<sup>th</sup> of the year that the exhibition will take place, the amount to be paid by the exhibitor is 25% of the total amount due. If a reservation is cancelled by the Exhibitor between April 30 and June 30 of the year that the exhibition will take place, the amount to be paid by the cancelling exhibitor is 50% of the total amount due. After the latter date 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 the entailment of any fees associated with the reservation of the Satellite.



#### 5.12 Enforcement of Rules

##### 5.12.1 Compliance

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.



### 5.12.2 Enforcing Violation System

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

The ESC will report alleged violations to the Code of Conduct 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.

### 5.12.3 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

Loss of right to participate at any future ESC Congresses for a period of four years.

### 5.13 Supplementary Provisions

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Constituent parts of the rental contract take the form of the house regulations, the Guidelines for Industry Participation, the Updates, 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.

### 5.14 Claims Procedures, Place of Performance and Jurisdiction

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#### 5.14.1 Claims

All claims by the Exhibitor against the ESC must be in writing. The maximum time lapse is six 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.

#### 5.14.2 Jurisdiction

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.

### 5.15 Final Clause

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



# 6

CHAPTER



## CHAPTER 6

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### Emerging Technologies Showcase Area (ETSA)

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- 6.1 Emerging Technologies Showcase Area (ETSA)**
- 6.2 Eligibility for Participation in the ETSA**
- 6.3 Conditions of Participation in the ETSA**
- 6.4 Promotion of the ETSA**
- 6.5 Applying for Space in the ETSA**
- 6.6 Enforcement of these Guidelines**

### 6.1 Emerging Technologies Showcase Area (ETSA)

In an effort to widen the appeal and scope of industrial participation in its annual Congress the ESC has, since ESC Congress Berlin 2002, introduced an additional and distinct exhibition area dedicated to the presentation of innovative medical technologies, companies and products. It is primarily aimed at companies in the device, biotech, software and equipment sectors. For those companies meeting the criteria given below, this initiative will be an attractive and cost effective opportunity to network with the key opinion leaders and industry players in the cardiovascular sector. The combination of a table top exhibition and individual discussion area has been designed to maximise the exchange of information between development stage companies and the physicians, technicians, consultants, distributors, investors and trade association representatives that they need to interact with.

The Emerging Technologies Showcase Area has become a key-interest area on the Exhibition floor, offering cutting-edge companies all the benefits of attendance at the ESC Congress, attracting their target group audience in a distinctive way.

**The cost for participation in the ETSA is €1600 excluding VAT**

The ESC 2004 ETSA will be in the Exhibition area within the ICM /Messe München.

The area, close to the ESC stand within the exhibition, will be clearly identified and promoted as a distinct feature of the congress.

Each company participating in the ETSA will be provided with a basic uniform package comprising of

- table top exhibit module
- comfortable low seating for 4 people
- ESC branded signage
- carpet
- electricity
- telecommunication connection
- lighting

Due to the limited amount of space in this prominent location, the number of companies participating will be limited.

### 6.2 Eligibility for Participation in the Emerging Technologies Showcase Area (ETSA)

The area was conceived for ESC Congress Berlin, 2002 in response to the specific requirements of start-up companies or others in the development stage of their cardiovascular technology product or service. It should in no way be simply considered as a cost effective alternative to the conventional exhibition to which it will be adjacent. Any product, company or service must meet all the criteria listed below. Failing this we recommend companies to consider taking a standard 9m<sup>2</sup> stand in the main exhibition area at € 345/m<sup>2</sup> (for details see chapter 3.1)

#### 6.2.1 Approved for Participation

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 2004 CPC will be final.

#### 6.2.2 Compliance

Notwithstanding the finality of the decision of the CPC, the company applying to participate in the ETSA is fully responsible for ensuring that their application complies with actual regulatory stipulations.



#### 6.2.3 Enterprise

The worldwide revenue of the company should not exceed €10,000,000

#### 6.2.4 Acceptable Companies

Companies should be independent and privately held



### 6.2.5 Accepted Technologies

Technologies to be presented should fall within the following areas: medical devices, biotechnology, software innovations and medical equipment – both diagnostic and therapeutic.

### 6.2.6 Qualification

Activities and services, which will not be considered for qualification, include: publishers, on-line medical consultancy services, on-line databases, professional associations, food companies, insurance companies and market research companies

### 6.2.7 New Participants

Companies applying for space in ETSA should not have exhibited at previous ESC Congresses (excluding ETSA participation)



### 6.2.8 Participation Lifetime

Space will be made available to companies for a maximum of two consecutive years

### 6.2.9 Limited Opportunity

Only one space can be hired per company

## 6.3 Conditions of Participation in the Emerging Technologies Showcase Area (ETSA)

As mentioned above, the ETSA is an area distinct from but part of the main exhibition area. The intention of the ESC is to provide a cost effective solution for companies requiring space within the ESC Congress that will privilege the exchange of information concerning the development of new

technologies and pioneering concepts. The promotion of established corporate image and brand, 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.

### 6.3.1 Stand Package

Each company that has successfully qualified for space in the ETSA and has paid the €1600 fee will be supplied with a basic uniform package comprised of a table top exhibit module, comfortable low seating for 4 people, ESC branded signage, carpet, electricity, telecommunication connection and lighting if necessary. Assignment will be made on a first come first served basis and at the discretion of the ESC.

### 6.3.2 ESC Branded Area

As explained above, the ESC will provide a fully equipped and uniform self-standing stand. Each area will have a personalised sign, but 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. With this in mind no changes or additions should be made beyond basic decoration and a maximum of one 3m long umbrella style stand with a maximum height of 2.5m.

### 6.3.3 Exhibitor Badges

Each participating company will receive 5 exhibitor badges at no cost. These badges give access to the exhibition, the ETSA, the poster area and when seats are available, also to the scientific sessions.

### 6.3.4 Access to Exhibition

All guests, staff and agents in the ETSA must wear a valid exhibitor badge at all times.

### 6.3.5 Terms of Participation

Companies applying to take space in the ETSA agree to respect all terms and conditions of the Guidelines for Industry Participation in ESC 2004. Attention is drawn to the regulations concerning promotion in and around the building and use of the ESC logo, title etc. The penalties detailed in chapter 1.2 apply equally to those participating in the ETSA.

### 6.3.6 Accrued Points

Each company participating in the ETSA will be awarded 5 accrued points. These points will secure a certain priority ranking for participation in subsequent ESC events.





#### 6.4 Promotion of the Emerging Technologies Showcase Area (ETSA)

The ESC undertakes the general promotion of the ETSA as a distinct, integral and official part of ESC 2004 Congress.

##### **6.4.1 General Exhibition Rules Apply**

Unless explicitly stated, the rules and regulations of the Guidelines for Participation in ESC 2004 pertaining to promotion, publicity, hospitality etc. also apply to the ETSA and companies taking part in it.

##### **6.4.2 Non Commercial Participants**

The launch of the ETSA should be seen as part of an attempt by the ESC to widen participation in its annual congress. As such, it should be noted that in parallel to the ETSA project, the ESC is also working on promoting the congress in general to Competent Authorities, Ministries of Industry, Notified Bodies, Consultants, Stock Analysts, Venture Capitalists, Trade Associations, Healthcare Administrators and Purchasers etc.

##### **6.4.3 Scientific Legitimacy**

Companies participating in ESC Congress 2004 benefit from the sum of the ESC's efforts to promote its annual congress and from the scientific legitimacy of its scientific sessions.

##### **6.4.4 ETSA Promotion**

In the context of the ESC 2004, companies have a wide range of promotional tools at their disposal. A certain number of basic services are included in the package at no additional cost, these include:

- ✓ Inclusion of company name and address in a separate Exhibitor listing within the Final Programme
- ✓ Inclusion of company name and address in the Personal Digital Assistant (PDA) application for Palm and Pocket PC devices
- ✓ The ESC will assure general publicity of the ETSA and its participating companies before and during the event in all promotional and programme information (Advance Programme, Final Programme, ESC Website, ESC Newsletter, and ESC Congress Newspaper)
- ✓ The ESC Press Department undertakes to distribute a Press Release dealing specifically with those companies, products and services appearing in the ETSA during the ESC 2004 event

#### 6.5 Applying for Space in the Emerging Technologies Showcase Area (ETSA)

##### **6.5.1 Application Deadline**

In order to be considered by the Congress Programme Committee, applications including a summary explanation of the product, service or company must reach the ESC offices by **January 23, 2004**.

##### **6.5.2 CPC Approval**

Early March 2004 the Congress Programme Committee will decide whether an application can be pursued. At this stage a 50% deposit and complete description of the product, service or company will be requested.

➡ **N.B.** Please note that under no circumstances may product names or brand names be permitted in the name of the display



##### **6.5.3 Confirmation of Participation**

If requested, applications must be adapted and thereafter approved no later than **March 26, 2004**. Upon approval and payment of the remaining 50%, space will be confirmed. Applications failing to obtain approval will be fully reimbursed.

##### **6.5.4 Late Changes**

Any changes in the display, the organising company and its products or services that are communicated to the ESC **after May 26, 2004** cannot be accounted for in official ESC Congress publications such as the Final Programme.



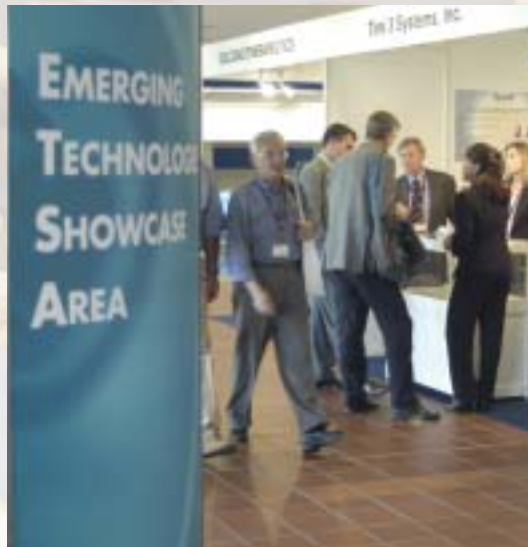
### 6.5.5 Cancellation

Cancellation of space in the ETSA should be sent to the ESC by registered mail

- ✓ If an application is cancelled before 1 March 2004, no cancellation fee will be due
- ✓ If the cancellation is received after 1 March 2004, and before 29 March 2004, no cancellation fee will be due and all sums paid will be reimbursed
- ✓ Should an application fail to meet the approval of the CPC by 29 March 2004, the amount paid will be refunded
- ✓ If an application is cancelled after 29 March 2004 and after approval of CPC but before 23 April 2004, a 50% cancellation fee will be due
- ✓ If an approved application is cancelled after 23 April 2004, no refund will be made and the full fee will remain due.

### 6.6 Enforcement of these Guidelines

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





# 7



CHAPTER

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## CHAPTER 7

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### Satellite Symposia & EBAC Accredited Educational Programmes - NEW

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#### 7.1 Conditions for Holding a Satellite Symposium

##### 7.1.1 Appointed Agency

##### 7.1.2 Exhibition Stand

##### 7.1.3 Payment

##### 7.1.3 Cost of Satellite Symposia

##### 7.1.4 Duration

##### 7.1.5 Access – Badges

##### 7.1.6 Lecture Rooms

##### 7.1.7 Receptions

##### 7.1.8 Audio, Video & Webcast

#### 7.2 Time Slots reserved for Satellite Symposia

#### 7.3 Cost of Satellite Symposia

#### 7.4 Speakers' Service Centre

#### 7.5 Applying to Hold a Satellite Symposium

##### 7.5.1 Application Deadline

##### 7.5.2 Late Application

##### 7.5.3 CPC – Application Conditions

#### 7.6 Scientific Programme

##### 7.6.1 Session Programme

##### 7.6.2 Faculty Member Conflict of Obligation

#### 7.7 Erratum Policy

#### 7.8 CME Accreditation by EBAC - NEW

##### 7.8.1 EBAC Accreditation

##### 7.8.2 Recognition of EBAC Accreditation

##### 7.8.3 Procedure to Follow

##### 7.8.4 Important Dates

##### 7.8.5 Accreditation Fees

#### 7.9 Room Assignment

#### 7.10 Accrued Points

#### 7.11 Cancellation Policy

#### 7.12 Enforcement of Rules

#### 7.13 Promotional Material

##### 7.13.1 Use of ESC Logo

##### 7.13.2 ESC Approval

##### 7.13.3 Advertising

##### 7.13.4 Give-Aways

#### 7.14 Agenda

As in previous years, the European Society of Cardiology invites companies in the cardiovascular field to organise scientific sessions as part of the annual Congress. These so-called Satellite Symposia will be allotted dedicated time slots.

**NEW** As a new approach and for the first time, the European Society of Cardiology has decided to offer the possibility to Satellite organisers to have their Satellite Symposia accredited by EBAC. The European Board for Accreditation in Cardiology (EBAC) 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 quality of an educational programme, and allows the participants to receive CME credits for the time spent in the educational activity.

**Please note that a Satellite Symposium with EBAC accreditation will be officially announced as “EBAC Accredited Educational Programme supported by an unrestricted educational grant from ...”.**

For further details please refer to section 7.8 in this chapter

### 7.1 Conditions for Holding a Satellite Symposium

#### 7.1.1 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 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 symposia. 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.

#### 7.1.2 Exhibition Stand

In order to obtain permission to hold a Satellite Symposium, an exhibition stand of minimum 50m<sup>2</sup> is required. 1m<sup>2</sup> = €345.

Should a company wish to take a smaller stand space the minimum requirement is 27m<sup>2</sup> in combination with an Educational Congress Grant to an amount equal to the number of remaining m<sup>2</sup> to be compensated. (1m<sup>2</sup> = 345 €)

Cancelling your exhibition space will also mean cancelling your Satellite Symposium. Please refer to 7.11 Cancellation Policy.

#### 7.1.3 Payment

Payment for the Satellite Symposium must be received before Wednesday, 30 June 2004.

#### 7.1.4 Duration

The Satellite Symposium should fit in the standard time unit of one 90-minute session, or one 180-minute session.

No other duration will be considered.

#### 7.1.5 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, 30 August 2004).

✓ All persons involved in the operation of the Satellite Symposium (hostesses, film crew, technicians...) must have a valid badge. (Exhibitor Badge; active participant and day ticket holder).

✓ 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 opened to all registered Congress participants.

#### 7.1.6 Lecture Rooms

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

#### 7.1.7 Receptions

✓ When suitable space is available, receptions can be organised 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).

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

✓ Saturday 28 August 2004: after 16:00

✓ Monday 30 August 2004: after 20:00

✓ Tuesday 31 August 2004: after 18:00

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

#### 7.1.8 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 Symposia recorded and webcast by the ESC must inform the ESC in due time.

Companies can only videotape and webcast their

own Satellite Symposia with the explicit approval of the ESC and the purpose of the video must be clearly defined.

➔ **N.B It is strictly forbidden to hold Satellite Symposia, Workshop sessions or other formal gatherings outside the Congress premises between 23 August and 04 September 2004.**

## 7.2 Time Slots Reserved for Satellite Symposia

### ✓ Saturday, 28 August 2004

12:00 – 13:30

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

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 14:30 not 14:00.

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

### ✓ Monday, 30 August 2004

18:30 - 20:00

### ✓ Tuesday, 31 August 2004

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.

### NEW - Satellite Extra Time Slot

#### ✓ Sunday, 29 August 2004, 12:45-13:30

The ESC now offers an additional 45-minute time slot to companies who have booked all existing Satellite Symposia time slots offered above.

— Lecture room capacity is upon request (subject to availability).

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

— Due to short amount of time, receptions are not allowed.

— General Satellite Symposia rules will apply.





### 7.3 Cost of Satellite Symposia

The cost of a Satellite Symposium is:

#### a) A basic price of

- ✓ €19 800 excluding VAT - for one 90-minute session
- ✓ €39 600 excluding VAT - for one 180-minute session
- ✓ Reduction of 10%, 15% and 20% for the 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> symposium respectively.
- ✓ €7.920 excluding VAT – 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:

- ✓ 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

Further details available at [scientific@escardio.org](mailto:scientific@escardio.org)

**c) Plus the cost for any extras** (i.e., extra audio-visual equipment; extra furniture; extra decoration; extra hostesses etc). To order any extra equipment we suggest you contact the official supplier 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.

**DOUBLE PROJECTION AND TRANSLATION ARE NOT RECOMMENDED!**

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

### 7.4 Speakers' Service Centre

The European Society of Cardiology offers computerised presentations for all lectures, satellite symposia and workshop sessions.

For that reason the use of the Speakers' Service Centre is mandatory and free of charge for all Satellite organisers.

The Speakers' Service Centre offers the following services:

- ✓ Unlimited access to the Speakers' Service Centre.
- ✓ Audio-visual assistance to all speakers of the session.
- ✓ Scientific programme of the session announced at the entrance of the room.
- ✓ Names of both chairpersons (only) on the table.
- ✓ Complementary bottles of mineral water provided for the speakers

The Speakers' Service Centre will be open:

- ✓ On Saturday, 28 August 2004, from 08:00 to 18:00
- ✓ On Sunday, 29 August 2004, from 7:30 to 18:00
- ✓ On Monday, 30 August 2004, from 7:30 to 18:45.
- ✓ On Tuesday, 31 August 2004, from 7:30 to 18:00.

### 7.5 Applying to Hold a Satellite Symposium

#### 7.5.1 Application Deadline

In order to be considered by the Congress Programme Committee, applications must reach the ESC offices before 17 November 2003.

**7.5.2 Late Applications** and/or content of programmes received after **14 May 2004** cannot be printed in the Final Programme. Details received between 14 May and 30 July will appear in the ERRATUM with the title of the session, the name of the company, the day, room and time only.



#### 7.5.3 CPC - Application Conditions

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.

It is explicitly stated here that the Congress Programme Committee decides whether an



application is accepted or rejected. No appeal is possible.

## 7.6 Scientific Programme

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The complete programme of the Satellite Symposium, typed on the appropriate form provided by ESC, must reach the ESC offices before **30 January 2004**.

### 7.6.1 Session Programme

A “complete programme” must include the following:

- ✓ Title of the session
- ✓ Names of the two chairpersons (one of them can also be 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. Trade names may be mentioned in the footnotes.
- 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.

### 7.6.2 Faculty member Conflict of Obligation

As in the other parts of the scientific programme, speakers and chairpersons cannot participate in two parallel sessions within the same time slot. If it is found that this is the case in Satellite Symposia programmes, both the companies and the speakers

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

**IMPORTANT:** The ESC stresses that the sessions should be organised in a way that will allow adequate discussion and presentation.

The ESC Board counts on organising companies to take this advice into consideration to maintain the overall quality of the Symposia.

## 7.7 Erratum Policy

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Late applications and/or content of programmes received after **14 May 2004** cannot be printed in the Final Programme.

Details received between **14 May 2004** and **30 July 2004** will appear in the ERRATUM with the title of the session, the name of the company, the day, room and time only.

Changes in the scientific programme of Satellite Symposia are not mentioned in the ERRATUM.

## 7.8 CME Accreditation by EBAC NEW

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### 7.8.1 EBAC Accreditation

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.

### 7.8.2 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 be declared to the American Medical Association.

### 7.8.3 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, research institutes 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 the 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

CME providers are invited to:

- ✓ Respect deadlines
- ✓ Follow EBAC requirements concerning 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)

### 7.8.4 Important Dates

Applications should be submitted to EBAC no later than 3 months before the CME events takes place.

### 7.8.5 Accreditation Fees

The non-refundable administrative fee is € 150 and should be paid at the moment of the submission of the application.

The accreditation fee will be indicated when the accreditation is granted and is of € 250.

### IMPORTANT

A Satellite Symposium with EBAC accreditation will be officially announced as “EBAC Accredited Educational Programme supported by an unrestricted educational grant from ...”

**No specific time slots are reserved for these sessions, only the usual Satellite Symposia time slots are open to EBAC Accredited Education Programmes.**

In order to be included in the “EBAC Accredited Educational Programme” a programme must receive EBAC accreditation.

Accreditations by other boards are an additional asset.

Further details on EBAC available on

[www.ebac-cme.org](http://www.ebac-cme.org)

## 7.9 Room Assignment

The 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; EBAC accredited Educational Programmes, registration and other sponsorship items. Only the last four years are taken into account.

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

## 7.10 Accrued Points

- ✓ A company organising a Satellite Session of **90** minutes will receive **7** points.
- ✓ A company organising a Satellite Session of **180** minutes will receive **14** points.
- ✓ A company organising a Satellite Extra Time Slot of **45** minutes will receive **3** points.
- ✓ A company organising a Satellite Session of **90** minutes with EBAC accreditation will receive **8** points (7 + 1 bonus point).



- ✓ A company organising a Satellite Session of **180** minutes with EBAC accreditation will receive **16** points (14 + 2 bonus points).
- ✓ A company organising a Satellite Extra Time Slot of **45** minutes with EBAC accreditation will receive **4** points (3 + 1 bonus points).

### 7.11 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 **after 30 January 2004** without the scientific programme being submitted to the Congress Programme Committee, 25% of the total amount due will be charged (room rental fee included).
- ✓ If the cancellation is received after the approval of the scientific programme by the Congress Programme Committee and before **14 May 2004**, 50% of the total amount due will be charged (room rental fee included).
- ✓ If an approved scientific programme is cancelled after 14 May 2004 the full fee as well as the room rental fee will be invoiced.



### 7.12 Enforcement of Rules

Infringements of these Guidelines and Conditions will be referred to the Congress Organizing Committee. If penalties are imposed, they will follow the procedure laid out in Chapter 1.2 of the Guidelines for Industry Participation. Violations of these Guidelines and Conditions will result in the same sanctions as applied to exhibition violations.

### 7.13 Promotional Material

#### 7.13.1 Use of the ESC Logo

To ensure that the ESC logo is properly protected, the ESC has defined guidelines for the use of the ESC logo, which permit the use of the ESC logo under specific conditions.

For the Satellite Symposia the use of the ESC logo is limited to invitation flyers and posters.

The use of the ESC logo must be requested to the ESC.

#### 7.13.2 ESC Approval

Invitation flyers and posters referring to Satellite Symposia must be made with the reference "Satellite Symposium held during the ESC Congress 2004".

Invitation flyers and posters referring to Satellite Symposia must respect the ESC Graphic Chart and must receive ESC approval prior to being printed and distributed.

A copy of the ESC Graphic Chart can be obtained upon request.

#### 7.13.3 Advertising

Promotional material announcing Satellite Symposia may only be distributed in the following ways:

##### ✓ Promotional Material Web Link

ESC offers the provision of a Web Link between the on-line ESC Congress 2004 Advance or Final Programmes and a web page created by Exhibiting companies. For further details please refer to Chapter 2.

##### ✓ Promotional Material Insert

ESC provide the opportunity to gather industry promotional invitations in a "Satellite & Exhibition Information Bag" which will be distributed to all ESC Congress 2004 delegates in addition to the ESC Congress Bag. For further details please refer to Chapter 2.

##### ✓ PDA Satellite & Exhibitor Listing

To promote all Satellite Symposia and stands the ESC will publish, promote and distribute a listing in PDA format of all such sessions and exhibits. The basic listing can be used by any participants with a pocket PC or Palm OS based handled computer.

Industry can have a high profile advertisement placed in both listings.

For further details please refer to Chapter 2.

##### ✓ ESC Congress News

Individual or package advertising opportunities



available in the official ESC Congress Newspaper, distributed on site, daily, at the Congress. Copies supplied 20.000 per day over 5 days.

For further details please refer to Chapter 2.

✓ Display of **ONE** poster on the official poster boards provided by the ESC.

The posters must be **paper posters** easy to staple on to the board that ESC provides, **no rigid posters will be displayed**. The posters must be A0 portrait format (83 cm X 118 cm) maximum.

✓ Display of invitations in the official display racks and poster boards provided by the ESC.

The invitations must be A4 portrait format (21 cm X 29.7 cm) maximum.

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

**DO NOT MAIL THE POSTERS OR THE INVITATIONS TO ESC. The posters must be left on-site at the Registration Area – Satellite Office.**

#### **Display times**

Posters and invitations will only be displayed together during the following times:

- For satellite scheduled on Saturday 28 August 2004  
Friday 27 August and Saturday 28 August 2004, all day
- For satellite scheduled on Sunday 29 August 2004  
Saturday 28 August and Sunday 29 August 2004, all day
- For satellite scheduled on Monday 30 August 2004  
Sunday 29 August and Monday 30 August 2004, all day
- For satellite scheduled on Tuesday 31 August 2004  
Tuesday 31 September 2004, all day

✓ Display of **TWO** posters 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 A1 (40 X 60 cm) portrait format and **rigid posters**.

✓ Display of **ONE** poster and invitations at the “Industry Welcome Desk” reserved by the industry.

✓ Handing out of invitations 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 booth and at the “Industry Welcome Desk”.

As already stated all posters and invitation flyers must have the specific written approval of the ESC. Any and all unauthorised material will be removed by the ESC.

Posters and invitations are not permitted in the Building other than on the booth, at the “Industry Welcome Desk” and on the official poster boards provided by the ESC at the main entrance.

**ESC discourages the display of promotional material, and hotel door drops in hotels.**

#### **7.13.4 Give-Aways**

The Board of the ESC has accepted the policy that small give-away are acceptable (maximum retail value €5) for example notepads and pens. All such give-aways should be submitted for approval on the appropriate form. The distribution of give-aways should be low profile and should in no way overshadow the main activity of the Satellite Symposium.





## 7.14 Agenda

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### **30 August – 03 September 2003**

ESC Congress 2003  
ESC Congress 2004 Activity Promotion & Sponsorship Portfolio available.

### **15 September 2003**

Invitation letters & Preliminary Application Forms sent out.

### **17 November 2003**

Deadline for receipt of the Preliminary Application Form.

### **15 December 2003**

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

### **30 January 2004**

Deadline for receipt of the complete scientific programme of the session.

### **16 February 2004**

Notification letters & assignments of rooms,

### **31 March 2004**

Guidelines for receipt of Requirements and official supplier references.  
ESC Graphic Chart.

### **14 May 2004**

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

### **31 May 2004**

Deadline for receipt of the corrected proofs\*.

### **July 2004**

All information concerning the Scientific Sessions and the Satellite Symposia will be available in due time on the ESC Web Site: [www.escardio.org](http://www.escardio.org)

### **30 June 2004**

Final payment deadline.

### **28 August – 01 September 2004**

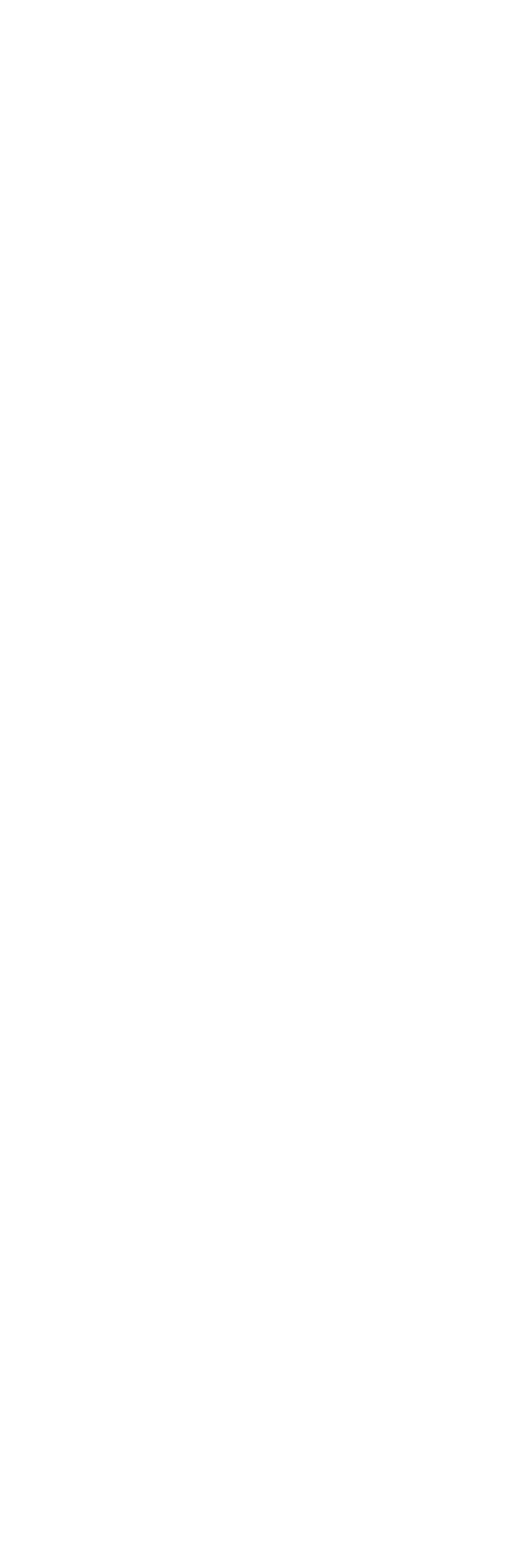
ESC Congress 2004

➡ **\*N.B. After this date no further corrections will be taken into consideration for the printing of the Final Programme.**



# 8

CHAPTER





## CHAPTER 8

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### Workshop Sessions & EBAC Accredited Educational Programmes - NEW

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- 8.1 Conditions for Holding a Workshop Session**
  - 8.1.1 Appointed Agency**
  - 8.1.2 Exhibition Stand**
  - 8.1.3 Payment**
  - 8.1.4 Duration**
  - 8.1.5 Access – Badges**
  - 8.1.6 Lecture Rooms**
  - 8.1.7 Reception**
  - 8.1.8 Audio, Visual & Webcast**
- 8.2 Time Slots Reserved for Workshop Sessions**
- 8.3 Cost of Workshop Sessions**
- 8.4 Speakers’ Service Centre**
- 8.5 Applying to Hold a Workshop Session**
  - 8.5.1 Application Deadline**
  - 8.5.2 CPC – Application Conditions**
- 8.6 Scientific Programme**
  - 8.6.1 Session Programme**
  - 8.6.2 Presenters Conflict of Obligation**
  - 8.6.3 Session Format**
- 8.7 Erratum Policy**
- 8.8 CME Accreditation by EBAC - NEW**
  - 8.8.1 EBAC Accreditation**
  - 8.8.2 Recognition of EBAC accreditation**
  - 8.8.3 Procedure to Follow**
  - 8.8.4 Important Dates**
  - 8.8.5 Accreditation Fees**
- 8.9 Room Assignment**
- 8.10 Accrued Points**
- 8.11 Cancellation Policy**
- 8.12 Enforcement of Rules**
- 8.13 Promotional Material**
  - 8.13.1 Use of ESC Logo**
  - 8.13.2 ESC Approval**
  - 8.13.3 Advertising**
  - 8.13.4 Give-Aways**
- 8.14 Agenda**

The European Society of Cardiology invites device, equipment, biotech and medical technologies products companies, manufacturers and distributors in the cardiovascular field to organise sessions as part of the annual Congress.

These so-called Workshop sessions will be allotted 45-minute time slots at lunchtime on Monday and Tuesday.

Attendance will be limited to the smaller lecture rooms subject to availability, (maximum capacity for Workshop session is 400).

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 are that the participants will:

- ✓ 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.
- ✓ Gain knowledge to maintain a high quality practice.
- ✓ To understand applications of the latest technical developments in the field.
- ✓ Participate actively in the session.

As a new approach and for the first time, the European Society of Cardiology has decided to offer the possibility to Workshop Sessions organisers to have their Workshop Sessions accredited by EBAC. The European Board for Accreditation in Cardiology (EBAC) 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 quality of an educational programme, and allows the participants to receive CME credits for the time spent in the educational activity.

A Workshop Sessions with EBAC accreditation will be officially announce as "EBAC Accredited Educational Programme supported by an unrestricted educational grant from ...".

For further details please refer to section 8.8 in this chapter.

### 8.1 - Conditions for Holding a Workshop Session

#### 8.1.1 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 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 symposia. 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.

#### 8.1.2 Exhibition Stand

To obtain permission to hold a Workshop session, an exhibition stand of 9m<sup>2</sup> or larger is required. Cancelling your exhibition space at a later stage will also mean cancelling your Workshop session.

Please refer to 8.11 Cancellation Policy.

#### 8.1.3 Payment

Payment for the Workshop sessions must be made before Wednesday, **30 June 2004**.

#### 8.1.4 Duration

The Workshop session should fit in the standard time unit of one 45-minute session. **No other duration will be considered.**



### 8.1.5 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 (hostesses, film crew, technicians...) must have a valid badge. (Exhibitor Badge, active participant or day ticket holder).
- ✓ 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.

### 8.1.6 Lecture Rooms

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 would be between 07:00 and 07:45 am, before the ESC official lectures start. An "Equipment and Material Acknowledgment Form" will be sent to companies organising a Workshop Session in due time.

### 8.1.7 Reception

Due to the short amount of time, receptions are not allowed.

### 8.1.8 Audio, Video & 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 in due time.
- ✓ Companies can only videotape and webcast their own Workshop Sessions with the explicit approval of the ESC and the purposes of the video must be clearly defined.

➔ **N.B It is strictly forbidden to hold Satellite Symposia, Workshop sessions or other formal gatherings outside the Congress premises between 23 August and 04 September 2004.**

## 8.2 The Time Slots Reserved for Workshop Sessions

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✓ **Monday, 30 August 2004: 12:45 - 13:30**

✓ **Tuesday, 31 August 2004: 12:45 - 13:30**

Workshop sessions must comply with the standard

times specified above - **no other time slots will be considered.**

## 8.3 Cost of Workshop Sessions

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The price of a Workshop session is €8100 for one 45-minute session.

Room rental (max capacity 400 people) is included in this price.

The basic equipment of a lecture room is:

- ✓ 2 tables at the entrance of the assigned room with electricity sockets
- ✓ 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

Further details will be provided at a later stage.

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

## 8.4 Speakers' Service Centre

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**The European Society of Cardiology offers computerised presentations for all lectures, satellite symposia and workshop sessions.**

**For that reason the use of the Speakers' Service Centre is mandatory for all Satellites organisers on a free basis.**

The Speakers' Service Centre offers the following services:

- ✓ Unlimited 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, 28 August 2004, from 08:00 to 18:00
- ✓ On Sunday, 29 August 2004, from 7:30 to 18:00
- ✓ On Monday, 30 August 2004, from 7:30 to 18:45.
- ✓ On Tuesday, 31 August 2004, from 7:30 to 18:00.



## 8.5 Applying to Hold a Workshop Session

### 8.5.1 Application Deadline

In order to be considered by the Congress Programme Committee, applications must reach the ESC offices before **17 November 2003**.

### 8.5.2 CPC - Application Conditions

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.

It is explicitly stated here that the Congress Programme Committee decides whether an application is accepted or rejected. No appeal is possible.

## 8.6 Scientific Programme

The complete programme of the Workshop sessions, typed on the appropriate form provided by ESC, must reach the ESC offices **before 30 January 2004**.

### 8.6.1 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 (maximum 300)

### 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. Trade names may be mentioned in the footnotes.**

**- No abstract forms need to be submitted for Workshop Sessions.**



### 8.6.2 Presenters Conflict of Obligation

As in the rest of the scientific programme, Presenters cannot participate in two parallel sessions within the same time slot. If it is found that this is the case in Workshop session programmes, both the companies and the presenters involved will be informed simultaneously and requested to resolve this conflict.

### 8.6.3 Session Format

We strongly recommend that there is a maximum number of **three** presenters.

## 8.7 Erratum Policy

Late applications and / or content of programmes received after **14 May 2004** cannot be printed in the Final Programme.

Details received between **14 May 2004** and **30 July 2004** will appear in the ERRATUM with the title of the session, the name of the company, the day, room and time only.

Changes in the scientific programme of Workshop Sessions are not mentioned in the ERRATUM.

## 8.8 NEW - CME Accreditation by EBAC

### 8.8.1 EBAC Accreditation

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.

### 8.8.2 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 be declared to the American Medical Association.

### 8.8.3 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, research institutes 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 the 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

#### **CME providers are invited to:**

- ✓ Respect deadlines
- ✓ Follow EBAC requirements concerning 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)

#### **8.8.4 Important Dates**

Applications should be submitted to EBAC no later than 3 months before the CME events takes place.

#### **8.8.5 Accreditation Fees**

The non-refundable administrative fee is 150 € and should be paid at the moment of the submission of the application.

The accreditation fee will be indicated when the accreditation is granted and is of 250 €.

#### **IMPORTANT**

A Workshop Session with EBAC accreditation will be officially announced as “EBAC Accredited Educational Programme supported by an unrestricted educational grant from ...”.

**No specific time slots are reserved for these sessions, only the usual Workshop Sessions time slots are open to EBAC Accredited Education Programme.**

In order to be included in the “EBAC Accredited Educational Programme” a programme must receive EBAC accreditation. Accreditations by other boards are an additional asset.

Further details on EBAC available on [www.ebac-cme.org](http://www.ebac-cme.org)

#### **8.9 Room Assignment**

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Workshop Sessions are primarily intended for device and equipment 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, Workshop Sessions, closed industry sessions; EBAC accredited Educational Programmes, registration and other sponsorship items. Only the last four years are taken into account.

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

#### **8.10 Accrued Points**

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- ✓ A company organising a Workshop Session will receive 3 points.
- ✓ A company organising a Workshop Session with EBAC accreditation will receive 4 points (3 + 1 bonus point).

#### **8.11 Cancellation Policy**

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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 **after 30 January 2004** without the scientific programme being submitted to the Congress Programme Committee, 25% of the total amount due will be charged.

✓ If the cancellation is received after the approval of the scientific programme by the Congress Programme Committee and before **14 May 2004**, 50% of the total amount due will be charged.

✓ If an approved scientific programme is cancelled after **14 May 2004** the full fee.





## 8.12 Enforcement of Rules

Infringements of these Guidelines and Conditions will be referred to the Congress Organising Committee. If penalties are imposed, they will follow the procedure laid out in Chapter 1.2 of the Guidelines for Industry Participation of the Annual Congress. Violations of these Guidelines and Conditions will result in the same sanctions as applied to exhibition violations

## 8.13 Promotional Material

### 8.13.1 Use of the ESC logo

To ensure that the ESC logo is properly protected, the ESC has defined guidelines for the use of the ESC logo, which permit the use of the ESC logo under specific conditions.

For the Workshop Sessions the use of the ESC logo is limited to invitation flyers and posters.

Permission to use the ESC logo must be requested in writing to the ESC.

### 8.13.2 ESC Approval

Invitation flyers and posters referring to Workshop Sessions must be made with the reference "Workshop Session held during the ESC Congress 2004".

Invitation flyers and posters referring to Workshop Sessions must respect the ESC Graphic Chart and must receive the ESC's approval prior to being printed and distributed.

A copy of the ESC Graphic Chart can be obtained upon request.

### 8.13.3 Advertising

Promotional material announcing Workshop Sessions may only be distributed in the following ways:

#### ✓ Promotional Material Web Link

ESC offers the provision of a Web Link between the on-line ESC Congress 2004 Advance or Final Programmes and a web page created by Exhibiting companies.

For further details please refer to Chapter 2.

#### ✓ Promotional Material Insert

ESC provide the opportunity to gather industry promotional invitations in a "Satellite & Exhibition Information Bag" which will be distributed to all ESC Congress 2004 delegates in addition to the ESC

Congress Bag. For further details please refer to Chapter 2.

#### ✓ PDA Satellite & Exhibitor Listing

To promote all Satellite Symposia, Workshop Sessions and stands the ESC will publish, promote and distribute a listing in PDA format of all such sessions and exhibits. The basic listing can be used by any participants with a pocket PC or Palm OS based handheld computer.

Industry can have a high profile advertisement placed in both listings.

For further details please refer to Chapter 2.

#### ✓ ESC Congress News

Individual or package advertising opportunities available in the official ESC Congress Newspaper, distributed on site, daily, at the Congress. Copies supplied 20,000 per day over 5 days.

For further details please refer to Chapter 2.

#### ✓ Display of ONE poster on the official poster boards provided by the ESC.

The posters must be **paper posters** easy to staple on to the board that ESC provides; **no rigid posters will be displayed**. The posters must be A0 portrait format (83 cm X 118 cm) maximum.

#### ✓ Display of invitations in the official display racks and poster boards provided by the ESC

The invitations must be A4 portrait format (21 cm X 29.7 cm) maximum.

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

**DO NOT MAIL THE POSTERS OR THE INVITATIONS TO ESC. The posters must be left on-site at the Registration Area – Satellite Office.**

#### Display times

Posters and invitations will only be displayed together during the following times:

— For Workshop Session scheduled on Monday 30 August 2004:

Sunday 29 August and Monday 30 August 2004, all day.

— For Workshop Session scheduled on Tuesday 31 August 2004:

Tuesday 31 August 2004, all day.

✓ Display of **TWO** posters in front of the lecture rooms 30 minutes before the beginning of the sessions on the 2 easels provided by ESC, the

advised size is A1 (40 X 60 cm) portrait format and **rigid posters**.

- ✓ Display of **ONE** poster and invitations at the “Industry Welcome Desk” reserved by the industry.
- ✓ Handing out of invitations at the entrance of the assigned room 15 minutes before the beginning of the session, material should not be distributed anywhere else in the Building other than on the booth and at the “Industry Welcome Desk”.

As already stated all posters and invitation flyers must have the specific written approval of the ESC. Any and all unauthorised material will be removed by the ESC.

Posters and invitations are not permitted in the Building other than on the booth, at the “Industry Welcome Desk” and on the official poster boards provided by the ESC at the main entrance.

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

#### **8.13.4 Give-Aways**

The Board of the ESC has accepted the policy that small give-aways are permitted (maximum retail value €5) for example notepads and pens. All such give-aways should be submitted for approval on the appropriate form. The distribution of give-away should be low profile and should in no way overshadow the main activity of the Workshop sessions.

### **8.14 Agenda**

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#### **15 September 2003**

Invitation letters & Preliminary Application Forms sent out.

#### **17 November 2003**

Deadline for receipt of the Preliminary Application Forms.

#### **15 December 2003**

Documents for the preparation of the scientific programme sent out.

Invoices sent out.

#### **30 January 2004**

Deadline for receipt of complete scientific programme of the session.

#### **16 February 2004**

Notification letters & assignments of rooms.

#### **31 March 2004**

Guidelines for requirements and official supplier reference.

ESC Graphic Chart.

#### **14 May 2004**

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

#### **31 May 2004\*.**

Deadline for receipt of the corrected proofs.

#### **30 June 2004**

Final deadline for payments.

#### **July 2004**

All information concerning the Scientific Sessions and the Workshop Sessions will be available in due time on the ESC Web Site: [www.escardio.org](http://www.escardio.org)

#### **28 August – 01 September 2004**

ESC Congress 2004

➡ **\*N.B. After this date no further corrections will be taken into consideration for the printing of the Final Programme.**



# 9

CHAPTER

CHAPTER 9

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Function Space

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**9.1 Hospitality Suites & Meeting Rooms**

**9.2 Closed Industry Meeting - (NEW)**

**Companies are requested to respect the following Guidelines throughout the period between 23 August and 4 September 2004.**

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 an industry wish to arrange closed industry and/or investigators meetings during the congress hours and within the Messe München, please refer to 9.2 “Closed Industry Meeting” which will accommodate such requirements.

### 9.1 Hospitality Suites & Meeting Rooms

Only a limited number of Hospitality Suites & Meeting Rooms are available in the Building. 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.

Meetings for which ESC approval has been attained can also be held at other locations. In this case, organisers should contact potential venues directly.

Due to the limited number of rooms, we strongly urge organisers to consider potential venues outside the congress centre.

The ESC will only be responsible for booking Hospitality Suites & Meeting Rooms 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.

Requests for Hospitality Suites & Meeting Rooms typed on the order form provided by the ESC, must reach the ESC offices before **30 April 2004**.

Hospitality Suites & Meeting Rooms are assigned on

a **first-come, first-served basis**, while space is available.

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**.

Once confirmation is received the ESC will invoice the company. Payment must be made within the given time or the Hospitality Suite or Meeting Room will be released. Companies not responding **by the deadline date** will be assumed to have accepted the assigned Hospitality Suite or Meeting Room and will also be invoiced.

Cancellation of Hospitality Suites & Meeting Rooms 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 or Meeting Room must have a valid badge, namely Exhibitor Badge, Active Participant badge, Press Badge or Day Ticket.

All persons requesting access to the Hospitality Suite or 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.





## 9.2 Closed Industry Meeting - NEW

In order to allow Industry to organise industry and/or investigators meetings, the ESC has decided to open two 45 minute time slots and for convenience provide the opportunity to hold these meetings in the ICM/Messe München.

Attendance is limited to the smaller lecture rooms, maximum attendance 120 capacity.

The proposed time slots are:

✓ **Monday, 30 August 2004:** 12:45-13:30

✓ **Tuesday, 31 August 2004:** 12:45-13:30

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 120 guests
- ✓ meeting is not promoted in the convention centre nor in any ESC publications
- ✓ no installations or alterations to the lecture rooms set-up

The basic price of a closed industry session is €3.000 for a 45-minute meeting, plus the cost of any extras. Due to short amount of time, receptions are not allowed. Availability is limited.

A company organising a Closed Industry Session will receive 2 accrued points (1 + 1 bonus point).

For further details please contact: [Satellite@escardio.org](mailto:Satellite@escardio.org)



# 10

CHAPTER

CHAPTER 10

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Industry Press Activity

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**10.1 Industry Press Activity**

**10.2 Industry Press Display Room**

**10.3 Industry Press Conference Room**

## 10.1 Industry Press Activities

### 10.1 Industry Press Activities

Industry Press activities, whether organised by Industry/Exhibitors directly or by their communications agencies, are restricted to two specially designated rooms in close proximity to the ESC Press Centre

The Industry Press Display Room and Industry Press Conference Room are located within close proximity to the ESC Press Centre. Industry or communications agency representatives do not have access to the ESC Press Centre itself and industry-related media materials are prohibited from the ESC Press Centre. The ESC publicises the Industry Press Display Room exhibitors list and the Industry Press Conference Schedule to press attendees both on-site and on-line via the Virtual Press Office. Details of the targeted and attending press are not available for Industry / communications agencies.

### 10.2 Industry Press Display Room

Display space can be rented by Industry or their communications agents in the Industry Press Display Room. 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. The Industry Display Room includes a computer / printer and a lounge area with coffee-

break catering. Display spaces are rented out on a 5-day package basis. Space is limited and allocated on a first-come, first-served basis. An application form and full Industry Press Guidelines will be included in the Updates.

### 10.3 Industry Press Conference Room

Industry/communication agencies planning a press conference to take place during the ESC Congress should contact the ESC Press & PR Office 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 & PR Office. Industry / communications agencies should advise the ESC Press & PR 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 & PR 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 Press Conference topic, the procedure and time allocation may be more flexible. The Industry Press Guidelines will give more details on the terms and conditions, and will be included in the updates.

For further information please contact the ESC Press & PR Office directly on +33 (0)4 92 94 86 27 or [press@escardio.org](mailto:press@escardio.org)





NATIONAL LEUKEMIA SOCIETY  
AND MEMBERS

NATIONAL LEUKEMIA SOCIETY  
AND MEMBERS



LEUKEMIA



MÜNCHEN  
INTERNATIONAL

APPENDIX



## APPENDIX

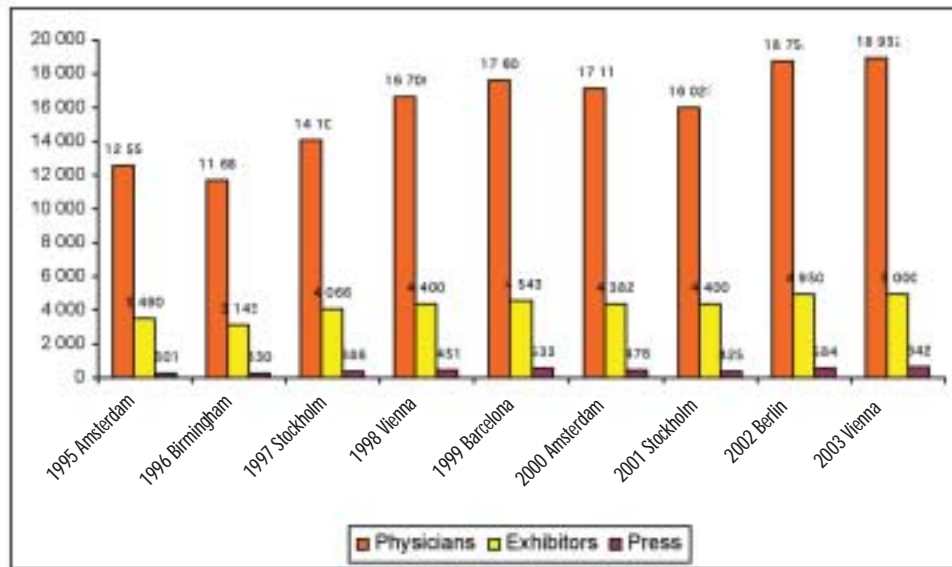
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- 1 Snapshot - Breakdown of Participants  
ESC Congress 2003, Vienna
- 2 Snapshot - Delegate Country of Origin  
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### Snapshot - Breakdown of Participants - ESC Congress 2003, Vienna

Physicians	18,932	Exhibitors	5,000
Press	642	Accompanying persons	889
<b>Total active participants</b>	<b>19,574</b>	<b>Total participants</b>	<b>25,463</b>



### Active Participants Per Profession Speciality

	Total	%
<b>Basic Scientist</b>	<b>322</b>	<b>2%</b>
Non-invasive Imaging	357	2%
Coronary Care & Intensive Care	460	2%
Interventional	918	5%
<b>Cardiologist</b>		<b>71%</b>
Clinical Electrophysiology / Pacing	369	2%
Paediatric / Congenital	86	0%
General	10,929	56%
Heart Failure	392	2%
Prevention / Hypertension	356	2%
<b>Other MD</b>	<b>359</b>	<b>2%</b>
<b>Nurse / Technician</b>	<b>411</b>	<b>2%</b>
<b>Industry Employee</b>	<b>1,093</b>	<b>6%</b>
<b>Press</b>	<b>642</b>	<b>3%</b>
<b>Surgeon</b>	<b>53</b>	<b>0%</b>
<b>Other</b>	<b>2,828</b>	<b>14%</b>
<b>TOTAL</b>	<b>19,574</b>	<b>100%</b>

Appendix 2 - Snapshot - Delegate Country of Origin  
ESC Congress 2003, Vienna

Country	Number of Delegates	Country	Number of Delegates
Albania	20	Indonesia	134
Andorra	0	Iran	63
Argentina	96	Iraq	7
Aruba	0	Ivory Coast	0
Australia	198	Jamaica	4
Azerbaijan	7	Japan	328
Bahamas	0	Jordan	36
Bahrain	5	Kazakhstan	13
Bangladesh	17	Kenya	15
Barbados	0	Kiribati	0
Bostwana	1	Korea Democ. Rep.	5
Brazil	138	Korea, Republic of	89
Brunei Darussalam	0	Kuwait	19
Burkina Faso	1	Kyrgyzstan	3
Cambodia	0	Libya	9
Cameroon	3	Liechtenstein	1
Canada	352	Luxembourg	2
Chile	28	Macau	0
China	348	Madagascar	0
Columbia	24	Malaysia	68
Congo	0	Malta	12
Costa Rica	16	Martinique	1
Cuba	1	Mauritius	1
Dominican Republic	7	Mexico	133
Ecuador	24	Monaco	1
El Salvador	4	Mozambique	1
Faroe Islands	0	Namibia	2
French Polynesia	2	Netherlands Antilles	1
Gabon	0	New Caledonia	2
Gambia	3	New Zealand	20
Ghana	8	Nicaragua	0
Guadeloupe	1	Niger	0
Guatemala	12	Nigeria	32
Guinea	0	Oman	11
Guyana	1	Pakistan	46
Honduras	2	Panama	3
Hong Kong (Rep, of China)	44	Paraguay	1
India	234	Peru	10

Country	Number of Delegates	Country	Number of Delegates
Philippines	86	Cyprus	40
Puerto Rico	1	Czech Republic	395
Qatar	6	Denmark	313
Reunion	11	Egypt	156
Saint Kitts & Nevis	1	Estonia	63
Saudi Arabia	158	Finland	305
Senegal	2	France	1254
Serbia	0	Georgia (Rep. of)	18
Sierra Leone	1	Germany	1668
Singapore	64	Greece	748
South Africa	104	Hungary	436
Sri Lanka	12	Iceland	29
Sudan	13	Ireland	170
Suriname	0	Israel	165
Swaziland	0	Italy	1154
Syria	20	Latvia	103
Taiwan/ Prov. of China	92	Lebanon	109
Tanzania	2	Lithuania	97
Thailand	121	Moldova (Rep. of)	10
Trinidad & Tobago	0	Morocco	61
USA	801	Norway	333
Uganda	0	Poland	837
United Arab Emirates	50	Portugal	279
Unmic	3	Rep. of Macedonia	21
Urugay	7	Romania	212
Uzbekistan	12	Russian Federation	291
Venezuela	24	San Marino (Rep.di)	4
Vietnam	9	Serbia & Montenegro(Yugoslavia)	143
Yemen	17	Slovakia	227
Zimbabwe	0	Slovenia	133
Albania	25	Spain	551
Algeria	59	Sweden	454
Armenia	15	Switzerland	593
Austria	797	The Netherlands	544
Belarus	22	Tunisia	50
Belgium	381	Turkey	458
Bosnia & Herzegovina	58	Ukraine	73
Bulgaria	107	United Kingdom	1211
Croatia	136	Total	19 575



## Appendix 3 - Satellite Symposia, Workshops, Sponsors & Exhibitors ESC Congress 2003, Vienna

### Facts about the ESC Congress 2003 held in Vienna.

For the Congress of the European Society of Cardiology, held in **Vienna, Austria** from August 30 – September 3, 2003, **8753** abstracts were submitted. A total of **2652** were accepted: 1861 for poster presentation, **791** for oral presentation & 16 computer demonstrations.

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### Satellite Symposia

*Co-operation between clinicians, researchers and the pharmaceutical and technical industries has significantly contributed to a better understanding and management of patients with cardiovascular diseases.*

*This was reflected in Vienna in a series of symposia organised by Industry as part of the congress programme*

3M GERMANY  
ACADEMY GMBH & CO. KG  
ACTELION  
AMERSHAM HEALTH  
ASTRAZENECA  
AVENTIS PHARMA  
BAYER HEALTHCARE  
BOEHRINGER INGELHEIM GMBH  
BOSTON SCIENTIFIC INTERNATIONAL  
BRISTOL-MYERS SQUIBB  
LILLY CRITICAL CARE EUROPE  
F.HOFFMANN-LA ROCHE  
GE MEDICAL SYSTEMS  
GE MEDICAL SYSTEMS / ULTRASOUND  
GLAXOSMITHKLINE  
GLAXOSMITHKLINE RESEARCH & EDUCATION  
FOUNDATION FOR CARDIOVASCULAR DISEASE  
GUIDANT  
FOURNIER PHARMA  
MEDTRONIC EUROPE SARL  
MENARINI INTERNATIONAL  
MERCK KGAA  
MERCK SHARP & DOHME  
MSD-SP COPYRIGHT (C) 2003 MSD SINGAPORE  
COMPANY, LLC. ALL RIGHTS RESERVED  
NOVARTIS PHARMA AG  
PFIZER INC.  
PFIZER GLOBAL PHARMACEUTICALS

PHILIPS MEDICAL SYSTEMS  
ROCHE DIAGNOSTICS  
SANKYO PHARMA  
SANOFI-SYNTHELABO GROUP  
SCHERING AG, BERLIN  
SERVIER  
SOLVAY PHARMACEUTICALS GMBH  
ST JUDE MEDICAL  
TKT EUROPE 5S AB  
UNILEVER BESTFOODS  
VITATRON BV

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### Workshops

*Device and equipment companies in the cardiovascular field organised workshops as part of the Annual Congress.*

*The purpose of these workshops was to address current practice and usage of new medical devices and equipment.*

STORZ MEDICAL AG  
TOSHIBA MEDICAL SYSTEMS BV.

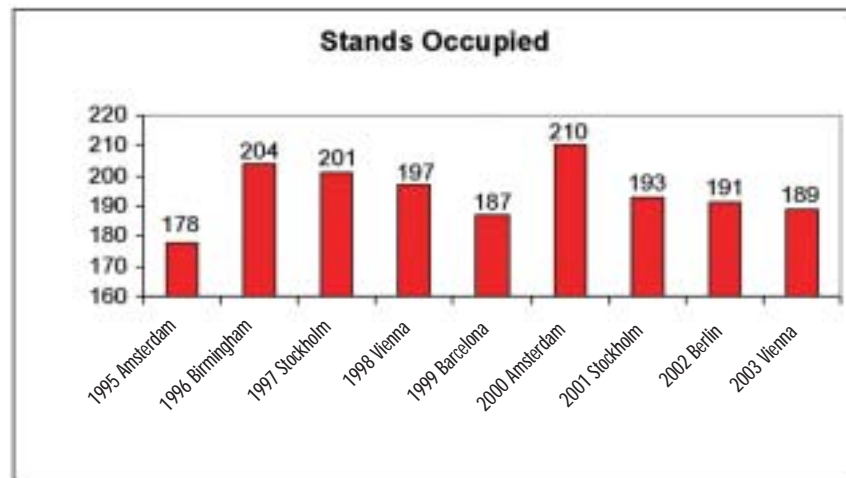
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### Sponsors of the 2003 Congress

ACTELION PHARMACEUTICALS  
ASTRAZENECA  
AVENTIS PHARMA  
BIOTRONIK GMBH & CO.  
CORDIS A JOHNSON & JOHNSON COMPANY  
F. HOFFMANN-LA ROCHE  
LABORATOIRES FOURNIER  
MEDTRONIC EUROPE SARL  
PFIZER INC.  
ROCHE LTD.  
SANKYO-SYNTHELABO GROUP  
SERVIER  
SIEMENS AG MEDICAL SOLUTIONS  
ST. JUDE MEDICAL  
TKT EUROPE 5S AB  
UNILEVER BESTFOODS



## Exhibitors at the ESC Congress 2003



## A total of 189 organisations exhibited. Breakdown

**Industry Exhibitors**

Number of Industry booths 132

Number of square metres used by Industry 9651,8m<sup>2</sup>**3M GERMANY**Booth: 10-1401 — 65m<sup>2</sup>**ACTELION PHARMACEUTICALS**Booth: 10-4900 — 60,75m<sup>2</sup>**AFFINA IMMUNTECHNIK GmbH**Booth: 10-2105 — 9m<sup>2</sup>**AGA MEDICAL CORPORATION**Booth: 25-8100 — 9m<sup>2</sup>**AGFA GEVAERT NV.**Booth: 10-5200 — 50m<sup>2</sup>**ALOKA HOLDING EUROPE AG**Booth: 10-1500 — 133m<sup>2</sup>**AMERSHAM HEALTH**Booth: 10-7900 — 49,50m<sup>2</sup>**AMG INTERNATIONAL GMBH**Booth: 25-8402 — 9m<sup>2</sup>**ASTRAZENECA**Booth: 25-1100/25/7000 — 598m<sup>2</sup> and 48m<sup>2</sup>**AVANTEC VASCULAR CORPORATION**Booth: 25-7502 — 18m<sup>2</sup>**AVENTIS PHARMA**Booth: 25-5200 — 230m<sup>2</sup>**AXIS-SHIELD**Booth: 10-3402 — 9m<sup>2</sup>**B. BRAUN MELSUNGEN AG.**Booth: 10-4300 — 50m<sup>2</sup>**BAYER HEALTHCARE**Booth: 10-3800 — 258,50m<sup>2</sup>**BECKMAN COULTER EUROCENTER SA.**Booth: 25-7101 — 22,50m<sup>2</sup>**BIOSITE INC.**Booth: 10-6402 — 21m<sup>2</sup>**BIOTRONIK GMBH & CO.**Booth: 25-3001 — 100m<sup>2</sup>**BOEHRINGER INGELHEIM GmbH**Booth: 10-3600 — 265m<sup>2</sup>**BOSTON SCIENTIFIC INTERNATIONAL**Booth: 25-4103/25-4103a — 50m<sup>2</sup> and 1m<sup>2</sup>**BRACCO IMAGING SPA.**Booth: 10-5600 — 150m<sup>2</sup>**BRISTOL-MYERS SQUIBB**Booth: 25-1300 — 260m<sup>2</sup>**BTL**Booth: 10-7503 — 18m<sup>2</sup>**CARDIAC SCIENCE INC.**Booth: 10-3401 — 22,75m<sup>2</sup>**CARDIO CONTROL NV**Booth: 10-0901 — 67,50m<sup>2</sup>**CARDIOLINE - REMCO ITALIA S.P.A.**Booth: 10-4202 — 21m<sup>2</sup>**CARDIOSIGNAL GMBH**Booth: 10-4401 — 9m<sup>2</sup>**CARDIOTEK BV**Booth: 25-1000 — 12m<sup>2</sup>

CHIESI FARMACEUTICI SPA.  
Booth: 25-7400 — 70m<sup>2</sup>

CHOLESTECH CORPORATION  
Booth: 25-0001 — 15,75m<sup>2</sup>

CNSYSTEMS MEDIZINTECHNIK GmbH  
Booth: 10-8701 — 15m<sup>2</sup>

CORDIS JOHNSON & JOHNSON  
Booth: 10-6600 — 100m<sup>2</sup>

CORTEX BIOPHYSIK GMBH  
Booth: 10-2103 — 13,50m<sup>2</sup>

DATASCOPE CORP.  
Booth: 10-3400 — 28m<sup>2</sup>

ELPEN SA PHARMACEUTICAL IND  
Booth: 25-7503 — 30m<sup>2</sup>

ENDOCARDIAL SOLUTIONS INC.  
Booth: 10-8603 — 22,50m<sup>2</sup>

EP MEDSYSTEMS  
Booth: 10-6403 — 29,25m<sup>2</sup>

EUCATECH AG  
Booth: 25-7504 — 25m<sup>2</sup>

EV3  
Booth: 25-0000 — 50m<sup>2</sup>

FMS, MEDICAL SYSTEMS  
Booth: 10-8601 — 12m<sup>2</sup>

FUKUDA DENSHI EUROPE  
Booth: 10-8850 — 100m<sup>2</sup>

GE MEDICAL SYSTEMS  
Booth: 10-0504/10-2500/10-3500 —  
15,75m<sup>2</sup>/140m<sup>2</sup> & 140m<sup>2</sup>

GLAXOSMITHKLINE  
Booth: 25-3200/25-3300 — 100m<sup>2</sup> & 100m<sup>2</sup>

GRUPO URIACH  
Booth: 10-2801 — 31,50m<sup>2</sup>

GUIDANT EUROPE NV/SA  
Booth: 25-4100 — 50m<sup>2</sup>

HEXACATH/NOVACOR  
Booth: 10-4200 — 45m<sup>2</sup>

HITACHI MEDICAL SYSTEMS GmbH  
Booth: 10-7401 — 50m<sup>2</sup>

IMPELLA CARDIOSYSTEMS AG  
Booth: 10-5403 — 15m<sup>2</sup>

INNOMED MEDICAL INC.  
Booth: 10-8800 — 36,75m<sup>2</sup>

INNOVISION A/S  
Booth: 10-5406 — 12m<sup>2</sup>

ISCHEMIA TECHNOLOGIES INC.  
Booth: 25-4000 — 12m<sup>2</sup>

ISIS RESEARCH  
Booth: 10-4404 — 9m<sup>2</sup>

KIKA MEDICAL  
Booth: 25-3002/25-4102 — 22m<sup>2</sup> & 15m<sup>2</sup>

LABORATOIRES FOURNIER SA  
Booth: 25-5500 — 100m<sup>2</sup>

LILLY CRITICAL CARE EUROPE  
Booth: 10-1800 — 110,25

MEDAFOR INC  
Booth: 10-1000 — 9m<sup>2</sup>

MEDGRAPHICS  
Booth: 10-4204 — 15m<sup>2</sup>

MEDIS MEDICAL IMAGING SYSTEMS  
Booth: 10-6900 — 31,50m<sup>2</sup>

MEDITECH LTD  
Booth: 10-2101 — 19,50m<sup>2</sup>

MEDITEK  
Booth: 10-2100 — 12m<sup>2</sup>

MEDRAD EUROPE BV  
Booth: 10-0503 — 12m<sup>2</sup>

MEDTRONIC EUROPE SARL  
Booth: 25-3100 — 100m<sup>2</sup>

MENARINI INTERNATIONAL  
Booth: 10-6300 — 100m<sup>2</sup>

MERCK KGaA  
Booth: 10-5700 — 220m<sup>2</sup>

MERCK SHARP & DOHME  
Booth: 10-3200 — 135m<sup>2</sup>

MERCK SHARP & DOHME  
Booth: 10-2200 — 100m<sup>2</sup>

MERCK SHARP & DOHME/  
SCHERING PLOUGH  
Booth: 10-1200 — 100m<sup>2</sup>

MERCODIA AB  
Booth: 25-8406 — 9m<sup>2</sup>

MILTENYI BIOTEC GmbH  
Booth: 10-3100 — 9m<sup>2</sup>

MORTARA INSTRUMENT INC.  
Booth: 10-6400 — 50m<sup>2</sup>

MYOGEN C/O TRYCON  
Booth: 10-8900 — 12m<sup>2</sup>

NIHON KOHDEN EUROPE GMBH  
Booth: 10-8700 — 50m<sup>2</sup>

NORAV MEDICAL LTD  
Booth: 10-5901 — 15,75m<sup>2</sup>

NOVARTIS PHARMA AG.  
Booth: 25-5400/25-8101 — 250m<sup>2</sup> & 9m<sup>2</sup>



OSYPKA DR. GmbH Booth: 10-3403 — 15m <sup>2</sup>	SYN. X PHARMA INC Booth: 10-2102 — 9m <sup>2</sup>
OXFORD INSTRUMENTS GmbH Booth: 10-3104 — 9m <sup>2</sup>	TAKEDA C/O ON SCREEN PRODUCTIONS LTD Booth: 10-8500 — 252m <sup>2</sup>
PFIZER INC Booth: 10-0505/10-1600/10-1700 22,50m <sup>2</sup> /235m <sup>2</sup> & 235m <sup>2</sup>	TERUMO EUROPE CATHETER DIVISION Booth: 25-7201 — 22,50m <sup>2</sup>
PHILIPS MEDICAL SYSTEMS Booth: 10-3900/10-4800/10-8901 38,25m <sup>2</sup> /54m <sup>2</sup> & 317,25m <sup>2</sup>	THE HEART ORG./CONCEPTIS TECHNOLOGIES Booth: 25-7501 — 42m <sup>2</sup>
PHYTIS MEDICAL DEVICES GmbH Booth: 10-7506 — 9m <sup>2</sup>	TKT EUROPE 5S AB Booth: 25-8403 — 9m <sup>2</sup>
QUINTON INSTRUMENT COMPANY Booth: 10-7400 — 65m <sup>2</sup>	TOMTEC IMAGING SYSTEMS GmbH Booth: 10-8600 — 21m <sup>2</sup>
RADI MEDICAL SYSTEMS AB Booth: 10-6700/10-6701 — 15m <sup>2</sup> & 15m <sup>2</sup>	TOSHIBA MEDICAL SYSTEMS BV. Booth: 10-6500 — 140m <sup>2</sup>
RECORDATI SPA. Booth: 25-8401 — 9m <sup>2</sup>	TRANSLUMINA GmbH Booth: 25-7401 — 30m <sup>2</sup>
RESPIRONICS INTERNATIONAL Booth: 10-5900 — 19,50m <sup>2</sup>	TYCO HEALTHCARE GmbH / MALLINCKRODT Booth: 10-4302 — 47,50m <sup>2</sup>
ROCHE LTD Booth: 25-5300/25-6300 — 100m <sup>2</sup> & 240m <sup>2</sup>	UMS NEUROMED AG. Booth: 10-8702 — 12m <sup>2</sup>
ROZINN ELECTRONICS INC. Booth: 25-8400 — 12m <sup>2</sup>	UNILEVER BESTFOODS Booth: 10-0900 — 20,25m <sup>2</sup>
SANKYO PHARMA Booth: 10-5300 — 160m <sup>2</sup>	VASCOMED INSTITUT FÜR KATHETERTECH. Booth: 25-0002 — 12m <sup>2</sup>
SANOFI-SYNTHELABO GROUPE Booth: 25-6200 — 402,50m <sup>2</sup>	VASOMEDICAL EUROPE Booth: 10-3901 — 49,50m <sup>2</sup>
SCHERING AG Booth: 10-0503/10-1400 — 12m <sup>2</sup> & 78m <sup>2</sup>	VIASYS HEALTHCARE Booth: 10-0400 — 31,50m <sup>2</sup>
SCHILLER AG Booth: 10-7600 — 100m <sup>2</sup>	VIFOR INTERNATIONAL Booth: 10-7504 — 13,50m <sup>2</sup>
SERVIER Booth: 10-2300/10-3300 — 190m <sup>2</sup> & 190m <sup>2</sup>	VITATRON C/O MEDTRONIC EUROPE Booth: 10-2800 — 84m <sup>2</sup>
SIEMENS AG MEDICAL SOLUTIONS Booth: 10-5800/10-7800 — 294m <sup>2</sup> & 105m <sup>2</sup>	VOLCANO THERAPEUTICS EUROPE SA/NV Booth: 25-7100 — 22,50m <sup>2</sup>
SOLVAY PHARMACEUTICALS GmbH Booth: 10-1300 — 199,50m <sup>2</sup>	W.L GORE & ASSOCIATES Booth: 10-0500 — 54m <sup>2</sup>
SORIN BIOMEDICA CARDIO SPA Booth: 25-7200 — 22,50m <sup>2</sup>	WILLIAM COOK EUROPE A/S Booth: 25-4101 — 15m <sup>2</sup>
SPACELABS MEDICAL INC. Booth: 10-4301 — 47,50m <sup>2</sup>	ZOLL MEDICAL CORP. Booth: 10-6401 — 28,50m <sup>2</sup>
ST JUDE MEDICAL Booth: 10-7700 — 100m <sup>2</sup>	
STORZ MEDICAL AG Booth: 25-8404 — 9m <sup>2</sup>	

## Non-Industry Exhibitors, ETSA & Lifestyle Area

Number of Exhibitors requiring space outside the Exhibition Halls — 2\*

Number of National Societies taking Industry Exhibition Space — 9

Number of square metres used — 99m<sup>2</sup>

(\*The two exhibitors were Bristol Myers Squibb and Solvay Pharmaceuticals)

## National Societies (Taking Industry Space)

BRITISH CARDIAC SOCIETY

Booth: NS-08 — 18m<sup>2</sup>

POLISH CARDIAC SOCIETY

Booth: NS-05 — 18m<sup>2</sup>

FRENCH SOCIETY OF CARDIOLOGY

Booth: NS-04 — 18m<sup>2</sup>

SPANISH SOCIETY OF CARDIOLOGY

Booth: NS-03 — 18m<sup>2</sup>

GERMAN CARDIAC SOCIETY

Booth: NS-02 — 36m<sup>2</sup>

THE NETHERLAND SOCIETY OF CARDIOLOGY

Booth: NS-01 — 18m<sup>2</sup>

HELLENIC CARDIOLOGICAL SOCIETY

Booth: NS-06 — 18m<sup>2</sup>

TURKISH SOCIETY OF CARDIOLOGY —

Booth: NS-13 — 18m<sup>2</sup>

ITALIAN FEDERATION OF CARDIOLOGY

Booth: NS-07 — 18m<sup>2</sup>

## National Societies

ASSO OF CARD OF BOSNIA & HERZEGOVINA

Booth: NS-21 — 9m<sup>2</sup>

LITHUANIAN SOCIETY OF CARDIOLOGY

Booth: NS-18 — 9m<sup>2</sup>

AUSTRIAN SOCIETY OF CARDIOLOGY

Booth: NS-10 — 9m<sup>2</sup>

MOROCCAN SOCIETY OF CARDIOLOGY

Booth: NS-12 — 9m<sup>2</sup>

BELOUSSIAN SCI SOC OF CARDIOLOGISTS

Booth: NS-19 — 9m<sup>2</sup>

PORTUGUESE SOCIETY OF CARDIOLOGY

Booth: NS-09 — 9m<sup>2</sup>

CARD SOC OF SERBIA AND MONTENEGRO

Booth: NS-16 — 9m<sup>2</sup>

ROMANIAN SOCIETY OF CARDIOLOGY

Booth: NS-15 — 9m<sup>2</sup>

EUROPEAN SOCIETY OF CARDIOLOGY

Booth: 25-4200/25-4200a/2 Meeting Rooms  
— 783m<sup>2</sup>/20m<sup>2</sup>/10m<sup>2</sup> & 10m<sup>2</sup>

SLOVAK SOCIETY OF CARDIOLOGY

Booth: NS-20 — 9m<sup>2</sup>

HUNGARIAN SOCIETY OF CARDIOLOGY

Booth: NS-17 — 9m<sup>2</sup>

SLOVENIAN SOCIETY OF CARDIOLOGY

Booth: NS-22 — 9m<sup>2</sup>

ISRAEL HEART SOCIETY

Booth: NS-14 — 9m<sup>2</sup>

TUNISIAN SOC OF CARD & CARDIOVASCULAR  
SURGERY

Booth: NS-11 — 9m<sup>2</sup>





### Outside Space:

BRISTOL-MYERS SQUIBB  
Booth: Outside 1 — 13.28m<sup>2</sup>

SOLVAY PHARMACEUTICALS GmbH  
Booth: Outside 2 — 12m<sup>2</sup>

### Number of Publishers' & Booksellers' booths — 11

### Number of square metres used — 220,25m<sup>2</sup>

3W INFORMED  
Booth: 10-5503 — 14m<sup>2</sup>

MARTIN DUNITZ-TAYLOR + FRANCIS  
Booth: 10-4501 — 15m<sup>2</sup>

BIOSCIENCE EDIPRINT  
Booth: 10-4400 — 9m<sup>2</sup>

PROUS SCIENCE  
Booth: 10-5500 — 24m<sup>2</sup>

BLACKWELL FUTURA LTD  
Booth: 10-4402 — 21m<sup>2</sup>

S. KARGER  
Booth: 10-4403 — 9m<sup>2</sup>

ELSEVIER SCIENCE  
Booth: 10-4500 — 54m<sup>2</sup>

VIVACTIS MEDIA  
Booth: 10-5501 — 21m<sup>2</sup>

I-STAT  
Booth: 10-4405 — 12m<sup>2</sup>

WISEPRESS BOOKSHOP  
Booth: 10-4410 — 14,25m<sup>2</sup>

LIPPINCOTT WILLIAMS & WILKINS  
Booth: 10-5502 — 27m<sup>2</sup>

### Number of ETSA booths — 7

### Number of square metres used — 63m<sup>2</sup>

ACORN CARDIOVASCULAR INC.  
Booth: 25-1400 — 9m<sup>2</sup>

HEMOTEQ GmbH  
Booth: 25-1404 — 9m<sup>2</sup>

CARDIODEX  
Booth: 25-1401 — 9m<sup>2</sup>

MENTICE AB  
Booth: 25-1405 — 9m<sup>2</sup>

DATA SCIENCES INTERNATIONAL  
Booth: 25-1402 — 9m<sup>2</sup>

INTRALUMINAL THERAPEUTICS INC.  
Booth: 25-1406 — 9m<sup>2</sup>

ENDOMATRIX INC  
Booth: 25-1403 — 9m<sup>2</sup>

Number of Special Booths & Lifestyle stands — 27

Number of square metres used — 1337,5m<sup>2</sup>

**Special Booths:**

ACUTE CARDIAC CARE 2004  
Booth: SB-18 — 9m<sup>2</sup>

AEPC  
Booth: SB-08 — 9m<sup>2</sup>

AMERICAN COLLEGE OF CARDIOLOGY  
Booth: SB-01 — 36m<sup>2</sup>

AMERICAN HEART ASSOCIATION  
Booth: SB-02 — 36m<sup>2</sup>

CARDIOSTIM  
Booth: SB-11 — 9m<sup>2</sup>

EBAC  
Booth: SB-04 — 18m<sup>2</sup>

ESC MUNICH 2004  
Booth: SB-06 — 12m<sup>2</sup>

EUROPACE 2003  
Booth: SB-15 — 9m<sup>2</sup>

EUROPCR 2004  
Booth: SB-16 — 18m<sup>2</sup>

EUROPEAN ATHEROSCLEROSIS SOCIETY  
Booth: SB-12 — 9m<sup>2</sup>

EUROPEAN HEART NETWORK  
Booth: SB-09 — 9m<sup>2</sup>

EUROPEAN INSTITUTE OF HEALTHCARE  
Booth: SB-05 — 12m<sup>2</sup>

EUROPEAN RESUSCITATION COUNCIL  
Booth: SB-10 — 9m<sup>2</sup>

IKKF GmbH —  
Booth: SB-03 — 18m<sup>2</sup>

KINDER PPH  
Booth: SB-19 — 9m<sup>2</sup>

NASPE  
Booth: SB-13 — 9m<sup>2</sup>

THE JAPANESE CIRCULATION SOCIETY  
Booth: SB-17 — 9m<sup>2</sup>

UEMS CARDIOLOGY SECTION  
Booth: SB-14 — 9m<sup>2</sup>

WORLD HEART FEDERATION  
Booth: SB-07 — 18m<sup>2</sup>

**Lifestyle Area:**

FIRST AID/MEDTRONIC  
Booth: 10-4100 — 25,5m<sup>2</sup>

HOTEL IMPERIAL/MONDIAL  
Booth: 10-5100 — 15m<sup>2</sup>

MASSAGE AREA  
Booth: 10-4050 — 16m<sup>2</sup>

"MY HEART TELLS IT..." ART DISPLAY  
Booth: 10-5000 — 8m<sup>2</sup>

TOURISM INFORMATION  
Booth: 10-4000 — 20m<sup>2</sup>

VIENNESE SPECIALITIES  
Booth: 10-4011 — 9m<sup>2</sup>

VIENNESE WINE  
Booth: 10-4010 — 6m<sup>2</sup>

VOLVO  
Booth: 10-4150 — 40m<sup>2</sup>



## APPENDIX 4 - Important Dates

This time schedule is a summary of the information contained in the Guidelines for Industry Participation in the ESC CONGRESS 2004 to be held in Munich from August 28 – September 1, 2004. Additional dates and deadlines appear in the Preliminary Programme and other publications (Updates 1, 2 & 3 and Final Programme).

### January 23, 2004

- ✓ Deadline for submission of application forms for stand space.

### January 30, 2004

- ✓ Deadline for submission of applications and finalised Scientific Programme for Satellite Symposia.

### April 30, 2004

- ✓ If stand space is cancelled on or before this date, a refund of the total amount due, minus 25% will be made.

### 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

### August 24, 2004

- ✓ 08.00: stand construction can start.

### August 27, 2004

- ✓ 18.00: stand construction should be finished. All stands should be ready and the Building free of packing materials.

### August 28, 2004

- ✓ 08.00 onwards: Briefing meetings can be held on stands.
- ✓ 16.30: Official Opening Ceremony of the Congress.
- ✓ 17.00: Exhibition opens, all stands should be manned.
- ✓ 18.00: Opening reception will start in the exhibition halls.
- ✓ 20.00: Building closes.

### August 28 - August 31, 2004

- ✓ 09.00 until 18.00 exhibition open.
- ✓ Exhibition closes on August 31, 18.00

### August 31, 2004

- ✓ 18.30 until 24.00 dismantling (limited vehicle access to ICM/Messe München campus between 21.00 – 24.00)

### September 1, 2004

- ✓ 08.00 – 13.30 dismantling only (no vehicle access)
- ✓ 13.30 – 24.00 dismantling, vehicle access (excluding halls)

### September 2-3, 2004

- ✓ 08.00 – 24.00 dismantling, vehicle access (excluding halls) Dismantling should be completed by 24.00 September 3.



Future Meetings  
to be Organised  
by the ESC

**Heart Failure Update  
2004**

June 12-15, 2004  
Wroclaw, Poland

**ESC CONGRESS 2004**

August 28 - September 1, 2004  
Munich, Germany

**EUROECHO 8**

December 1-4, 2004  
Athens, Greece

**The 7th International  
Conference of Nuclear  
Cardiology (ICNC7)**

May 8 – 11, 2005  
Lisbon, Portugal

**Heart Failure 2005**

June 12-15, 2005  
Lisbon, Portugal

**EUROPACE 2005**

June 26-29, 2005  
Prague, Czech Republic

**ESC CONGRESS 2005**

September 3 – September 7  
Stockholm, Sweden





Please return this Form (Two- Pages) to:

Aine M Gately, **European Society of Cardiology**

The European Heart House, 2035 Route des Colles, Les Templiers, BP 179

06903 Sophia Antipolis Cedex, France

Tel: +33-(0)4 92 94 76 22 - Fax: +33-(0)4 92 94 76 26 - E-mail: [agately@escardio.org](mailto:agately@escardio.org)

## CONGRESS ACTIVITY ENGAGEMENT FORM - ESC CONGRESS 2004

Please indicate the Sponsorship items you wish to associate with by Ticking the 'Yes' section. On receipt of this Engagement Form, you will be contacted with further information, details and application forms if appropriate. For further queries, please do not hesitate in contacting [agately@escardio.org](mailto:agately@escardio.org)

Item		Cost	Engagement	
Exhibition Space	Industry	€ 345 m <sup>2</sup> excl. VA	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Special Price	Publisher	€ 230 m <sup>2</sup> excl. VAT	<input type="checkbox"/> Yes	<input type="checkbox"/> No
E.T.S.A.	9m <sup>2</sup> Stand	€ 1600 excl. VAT	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Satellite Symposia	90 minutes	€ 19800 excl. VAT	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Satellite Symposia (EBAC)	90 minutes	€ 19800 excl. VAT	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Satellite Symposia	180 minutes	€ 39600 excl. VAT	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Satellite Symposia (EBAC)	180 minutes	€ 39600 excl. VAT	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Workshop Sessions	45 minutes	€ 8100 excl. VAT	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Workshop Sessions (EBAC)	45 minutes	€ 8100 excl. VAT	<input type="checkbox"/> Yes	<input type="checkbox"/> No
FOCUS Sessions	90 minutes	€ 20,000 excl. VAT	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Advertising First Announcement	2004	€ 18,000 excl. VAT	Sold	
Advertising First Announcement	2005	€ 18,000 excl. VA	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Advertising Preliminary Programme		€ 135,000 excl. VAT	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Advertising Advance Programme		€ 135,000 excl. VAT	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Advertising Final Programme		€ 140,000 excl. VAT	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Advertising Programme at a Glance		€ 18,000 excl. VAT	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Advertising ESC Congress News		€ 5,500 - € 6,600 excl. VAT	<input type="checkbox"/> Yes	<input type="checkbox"/> No
ESC Congress News 5 Day Package		€ 26,400 - € 30,800 excl. VAT	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Advertising ESC City Maps		€ 40,000 excl. VAT	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Advertising ESC City Info. Booklet		€ 40,000 excl. VAT	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Advertising Exclusivity - Abstract Book		€ 15,000 excl. VAT	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Abstract CD Rom		€ 165,000 excl. VAT	Sold	
Highlights CD Rom		€ 130,000 excl. VAT	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Congress Delegate Bags		€ 165,000 excl. VAT	Sold	
Technolounge		€ 120,000 excl. VAT	<input type="checkbox"/> Yes	<input type="checkbox"/> No
PDA Congress Guide		€ 40,000 excl. VAT	<input type="checkbox"/> Yes	<input type="checkbox"/> No
PDA Spotlight		€ 40,000 excl. VAT	<input type="checkbox"/> Yes	<input type="checkbox"/> No
PDA City Guides		€ 30,000 excl. VAT	<input type="checkbox"/> Yes	<input type="checkbox"/> No
PDA Entire Package		€ 90,000 excl. VAT	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Participant Badge Laces		€ 35,000 excl. VAT	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Final Programme Bookmark		€ 13,000 excl. VAT	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Note Pads & Pens		€ 42,000 excl. VAT	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Note Pads (single item)		€ 28,000 excl. VAT	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Pens (single item)		€ 13,000 excl. VAT	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Satellite & Exhibition Promo. Insert		€ 5,000 excl. VAT	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Satellite & Exhibition Promo. Weblink		€ 2,300 excl. VAT	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Satellite & Exhibition PDA advert.		€ 600 excl. VAT	<input type="checkbox"/> Yes	<input type="checkbox"/> No



# ESC CONGRESS 2004

28 August - 1 September 2004 - MUNICH - GERMANY

## APPLICATION & ACCOUNTING FORM (TICK THE APPROPRIATE BOX)

- SATELLITE SYMPOSIUM       CLOSED INDUSTRY MEETING  
 WORKSHOP SESSION       FUNCTION SPACE

### ORGANISING COMPANY

Name: \_\_\_\_\_

Contact person: \_\_\_\_\_

Address \_\_\_\_\_

Postal Code \_\_\_\_\_ City \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

### APPOINTED AGENCY (IF ANY)

Name: \_\_\_\_\_

Contact person: \_\_\_\_\_

Address \_\_\_\_\_

Postal Code \_\_\_\_\_ City \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

#### 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: 17 NOVEMBER 2003**

PROPOSED TITLE: \_\_\_\_\_ Duration  90 min.  180 min.

#### PREFERENCE DATE:

Saturday, 28 August 2004     12:00-13:30     14:00-15:00     14:00-16:00  
 A single 90-minute session would be scheduled to start at 14:30 not 14:00

Monday, 30 August 2004     18:30-20:00

Tuesday, 31 August 2004     14:00-15:00     16:00-17:00     16:30-18:00  
 A single 90-minute session would be scheduled to start at 16:30 not 16:00

Lecture room capacity: \_\_\_\_\_

Reception:  Yes  No

#### COST:

- Basic price  
 90 minutes: 19.800 €  
 180 minutes: 39.600 €

10%, 15%, 20% discount for the 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> Satellite respectively.

- Plus room rental.

**NEW CME accreditation by EBAC:**  Yes  No

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

Further details on EBAC available on [www.ebac-cme.org](http://www.ebac-cme.org)







EUROPEAN  
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# ESC CONGRESS 2004

28 August - 1 September 2004 - MUNICH - GERMANY

## EXHIBITION SPACE APPLICATION FORM

- 1/ Accrued points priority will only be applied to requests received before 23 January, 2004.
- 2/ Print or use a typewriter to avoid misinterpretations & spelling mistakes.
- 3/ Companies applying for stand space after 1 June, 2004 will not be included in the Official Publication.
- 4/ Only signed forms with valid credit card details will be accepted.

### Please return this form to:

The Exhibition & Congress 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 86 68  
Fax: +33-(0)4 92 94 76 26  
E-mail: imorgan@escardio.org

### COMPANY NAME & ADDRESS - The official company name & address as it should appear in official listings

Name: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Address \_\_\_\_\_  
Postal code \_\_\_\_\_ City \_\_\_\_\_ Country \_\_\_\_\_  
Tel \_\_\_\_\_ Fax \_\_\_\_\_ E-mail: \_\_\_\_\_

### CORRESPONDENCE NAME & ADDRESS If the correspondence address above is different from the official address

Name: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Address \_\_\_\_\_  
Postal code \_\_\_\_\_ City \_\_\_\_\_ Country \_\_\_\_\_  
Tel \_\_\_\_\_ Fax \_\_\_\_\_ E-mail: \_\_\_\_\_

### APPOINTED COMMUNICATIONS AGENCY Alternatively give details of stand design agency if applicable

Name: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Address \_\_\_\_\_  
Postal code \_\_\_\_\_ City \_\_\_\_\_ Country \_\_\_\_\_  
Tel \_\_\_\_\_ Fax \_\_\_\_\_ E-mail: \_\_\_\_\_

### APPOINTED STAND CONSTRUCTION AGENCY An out of business hours' contact telephone number is required for logistics purposes

Name: \_\_\_\_\_  
Contact Person: \_\_\_\_\_ Out of Hours Tel: \_\_\_\_\_  
Address \_\_\_\_\_  
Postal code \_\_\_\_\_ City \_\_\_\_\_ Country \_\_\_\_\_  
Tel \_\_\_\_\_ Fax \_\_\_\_\_ E-mail: \_\_\_\_\_

**PREVIOUS CONGRESS PARTICIPATION** If your company exhibited under a different name previously or has since merged with another  
Details:

1  
2  
3  
4  
5





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# ESC CONGRESS 2004

28 August - 1 September 2004 - MUNICH - GERMANY

## EXHIBITION SPACE APPLICATION FORM - 2

**PREFERRED BOOTH LOCATIONS, SIZE, DIMENSIONS** Price €345 per m<sup>2</sup>, reduced price for publishers €230 per m<sup>2</sup>

Location: 1<sup>st</sup> Choice \_\_\_\_\_ 2<sup>nd</sup> Choice \_\_\_\_\_ 3<sup>rd</sup> Choice \_\_\_\_\_

Size requested: \_\_\_\_\_ Length in M \_\_\_\_\_ Area in m<sup>2</sup> \_\_\_\_\_

Height requested \_\_\_\_\_ Publishers' Row: \_\_\_\_\_ YES  NO

Booth will have covered area > 30m<sup>2</sup>  Yes  No ETSA area requested:  Yes  No Special booth:  Yes  No

**BOOTH SELECTION CRITERIA** In case requested booths are no longer available, indicate which is most important to you

Location:  Yes  No Size:  Yes  No Other:  Yes  No

**BOOTH SITE - PROXIMITY TO COMPETITORS** List any exhibitors you do not wish in proximity to your booth, by company name  
Note that we cannot prevent companies assigned after you from being located in your neighbourhood

1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_

4 \_\_\_\_\_ 5 \_\_\_\_\_ 6 \_\_\_\_\_

**STORAGE SPACE**

General Storage required  Yes  No Volume m<sup>2</sup>: \_\_\_\_\_

**AISLE CARPETING** - Where 2 adjacent booth areas have been requested, an exhibitor may lay their own carpet in the connecting aisle - subject to our guidelines; Price is € 86,25 per m<sup>2</sup> - Carpeting may also be reserved after the initial stand allocation process.

Between booth locations \_\_\_\_\_ & \_\_\_\_\_ Number of m<sup>3</sup> \_\_\_\_\_

**PRODUCTS / SERVICES** List products / services to be exhibited at ESC CONGRESS 2004

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**PRODUCT CATEGORY LISTING**

- |   |                                     |                                       |   |
|---|-------------------------------------|---------------------------------------|---|
| Angiographic Viewers <b>1</b>                   | Defibrillators <b>10</b>            | Instrumentation <b>19</b>             | Prothese/Valves/Pumps <b>28</b>         |
| Angioplasty <b>2</b>                            | ECG Equipment <b>11</b>             | Invasive Monitoring/Test. <b>20</b>   | Publishers/Books/Journals <b>29</b>     |
| Blood Pressure Measurement Equip. <b>3</b>      | Echocardiography Equip. <b>12</b>   | Marketing Research <b>21</b>          | Pulmonary Function <b>30</b>            |
| Catheter Equipment <b>4</b>                     | Education, Teaching Aids <b>13</b>  | Non-invasive Monitor./Test. <b>22</b> | Recrutement <b>31</b>                   |
| Clinical Database & Research <b>5</b>           | Electrophysiology <b>14</b>         | Non-profit Organisation <b>23</b>     | Rehabilitation Centers <b>32</b>        |
| Clinical Laboratory & Testing Services <b>6</b> | Exercise Equip. & Testing <b>15</b> | Pacemakers <b>24</b>                  | Stents <b>33</b>                        |
| Computed Tomography <b>7</b>                    | Food Service & Nutrition <b>16</b>  | Patient Monitoring System <b>25</b>   | Supplies <b>34</b>                      |
| Computers <b>8</b>                              | Holter Equipment <b>17</b>          | Pharmaceuticals <b>26</b>             | X-Ray Equipment <b>35</b>               |
| Contrast Media <b>9</b>                         | Imaging <b>18</b>                   | Physician Practice Services <b>27</b> | Others (please specify below) <b>36</b> |

Others: \_\_\_\_\_

Category Number(s): \_\_\_\_\_ Others: \_\_\_\_\_

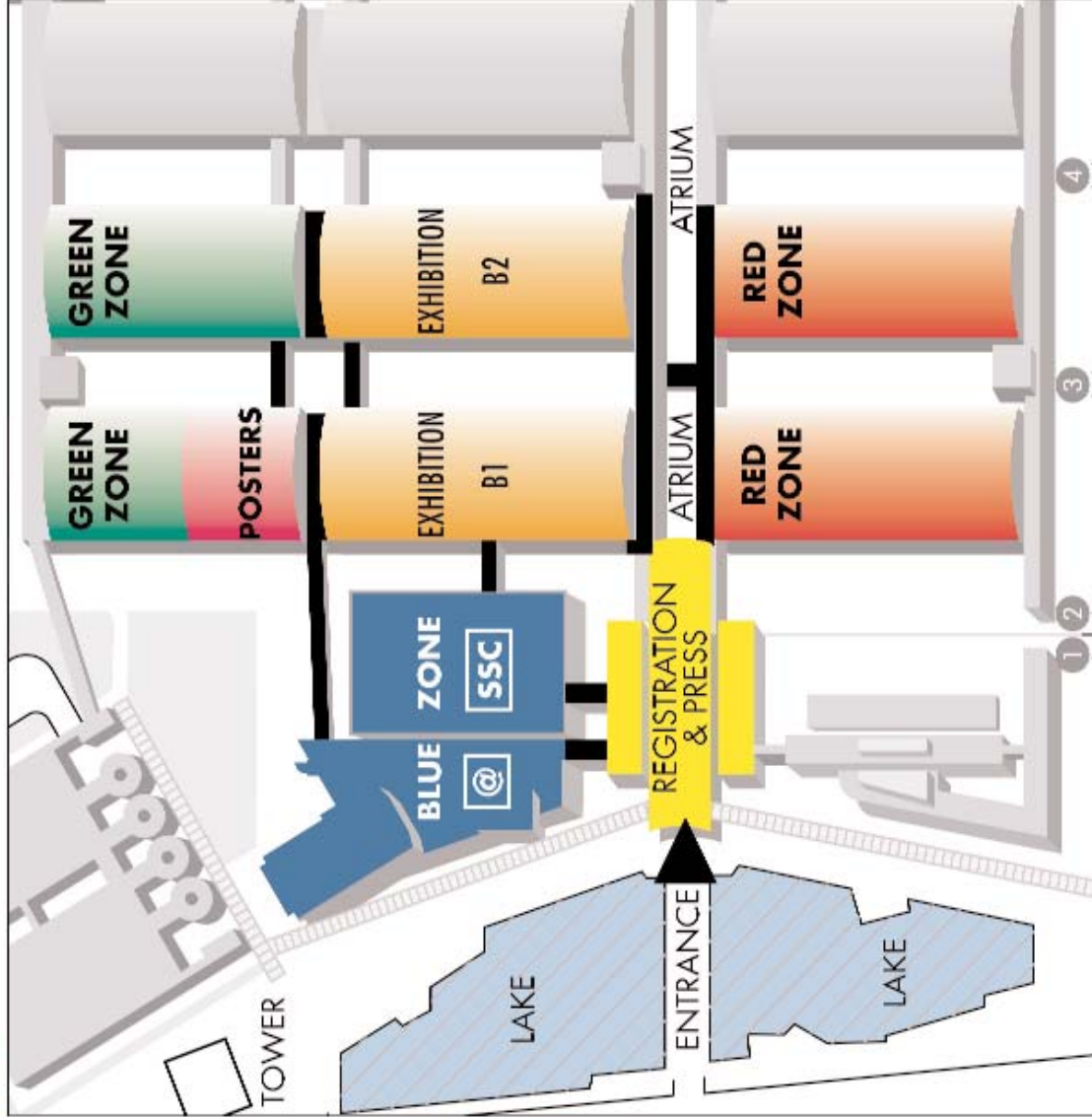
6  
7  
8  
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10  
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12







# ESC CONGRESS 2004



Messestadt West

@ = ESC Technolounge

SSC = Speakers' Service Centre

THE HAGUE	500
LONDON	750
POSTERS	Poster Hall
OSLO	600
COPENHAGEN	700
HELSINKI	700
STOCKHOLM	800
EXHIBITION	Halls B1 & B2
MADRID	1394
LISBON	122
TEL AVIV	122
ANKARA	160
ATHENS	383
BRUSSELS	116
BERNE	116
PARIS	881
ROME	2900
BELGRADE	400
RIGA 400	600
PRAGUE	600
VIENNA	1000
BERLIN	400
SOFIA	400
ZAGREB	600
BUDAPEST	600
BUCHAREST	600
WARSAW	1000

**ESC Congress 2004  
28 August - 1 September,  
2004**

Messe München GmbH  
Messegelände  
81823 Munich - Germany  
Tel: +49 (0)89 949 20720  
Fax: +49 (0)89 949 20729  
Website: [www.messe-muenchen.de](http://www.messe-muenchen.de)

For the arrangement of visits to the  
Building and for information  
concerning stand services,  
please contact:

Messe München GmbH  
Messegelände  
81823 Munich  
Germany  
Tel: +49 (0)89 949 21155  
Fax: +49 (0)89 949 21159  
Email: [Barbara.Wentz@messe-muenchen.de](mailto:Barbara.Wentz@messe-muenchen.de)  
Web page:  
<http://www.messe-muenchen.de>  
Website: [www.messe-muenchen.de](http://www.messe-muenchen.de)

For all other information please contact:

ESC  
The European Heart House  
2035 Route des Colles  
Les Templiers – BP 179  
06903 Sophia Antipolis Cedex, France  
Tel +33 (0)4 92 94 76 00  
Fax +33 (0)4 92 94 76 01  
Web Site: [www.escardio.org](http://www.escardio.org)  
Email [exhibition@escardio.org](mailto:exhibition@escardio.org)  
[sponsorship@escardio.org](mailto:sponsorship@escardio.org)  
[scientific@escardio.org](mailto:scientific@escardio.org)



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