

ESC Congress 2011

27-31 August 2011



PARIS

Please return this form to:
ESC / Industry Services Department
The European Heart House,
2035 Route des Colles,
Les Templiers, BP 179
06903 Sophia Antipolis FRANCE

Email: satellite@escardio.org
Fax: +33(0)4 92 94 76 26



INDUSTRY EDUCATIONAL SESSIONS APPLICATION FORM

SATELLITE SYMPOSIUM

MINI-SATELLITE SYMPOSIUM

HANDS-ON TUTORIALS

1 ORGANISING COMPANY use in all ESC Congress 2011 publications

- Applications for all congress activity must be submitted by the company under whose name each activity is to be organised.
- The correspondence for the above items should be made exclusively between this company and the ESC.
- The company is responsible for communicating any relevant documents to its staff and appointed agencies.

Company Name:

Contact Person:

Address:

Postal code:

City:

Country:

Tel:

Fax:

Email:

2 APPOINTED AGENCY if applicable - One main contact person mandatory - Correspondence from non appointed agency will not be taken into consideration

- 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.
- The ESC has created «Guidelines for Industry Participation» as an essential tool for how to host an Industry Educational Session. It is obligatory that every appointed agency read these Guidelines and all other documents posted on «www.escexhibition.org» website in order to have a proper working relationship with the ESC Congress Division.
- The ESC reserves the right to inform the Organising Company mentioned above if the appointed agencies have not examined or understood the reasoning behind the Guidelines and the companies will ensure effective communication is re-established.

Agency Name:

Contact Person:

Address:

Postal code:

City:

Country:

Tel:

Fax:

Email:

3 INVOICING DATA Any and all changes post invoicing (addition of Purchase Order, changes of billing address...) will not be taken into account, invoices will not be reissued

Company Name:

Contact Person:

Invoicing Address:

VAT N° MANDATORY:

PO N°

Postal code:

City (& state, if applicable):

Country:

Tel:

Fax:

Email:

Payment will be made by bank transfer (details will be provided on the invoice)

I hereby agree to be bound by the ESC Congress 2011 Guidelines for Industry Participation and all conditions expressed therein. I am authorised to sign this form on behalf of the applicant/Company.

DATE	CONTACT NAME	SIGNATURE
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4 SATELLITE SYMPOSIUM submit one form per Satellite Symposium

Sessions organised by pharmaceutical & technical industries in cooperation between clinicians and researchers. Scientific programme announced in the ESC Congress 2011 Final Programme. An exhibition stand of minimum 50 m² is required: 1 m² = € 407 excl. VAT (early fee) / € 447 excl. VAT (late fee).

DEADLINE: 15 NOVEMBER 2010

Proposed title: (please choose a topic in the Topic List below):

Duration: 45 minutes 90 minutes 180 minutes

Saturday 27 August 2011 12:00 - 13:30 14:00 - 15:30 14:30 - 16:00

— The 14:00 - 15:30 timeslot is only open to the second half of a 180-minute session OR to a single 90-minute session if and only if the 12:00 - 13:30 timeslot is already reserved by that same company in the same lecture room for a first 90-minute session.

Sunday 28 August 2011 12:45 - 13:30

Monday 29 August 2011 18:30 - 20:00

Tuesday 30 August 2011 14:00 - 15:30 16:00 - 17:30 16:30 - 18:00

- The 16:00 - 17:30 timeslot is only open to the second half of a 180-minute session OR to a single 90-minute session if and only if the 14:00 - 15:30 timeslot is already reserved by that same company in the same lecture room for a first 90-minute session

Cost:

- Basic price
45 minutes: € 28 000
90 minutes: € 28 000
180 minutes: € 56 000

- Plus room rental
45 minutes: € 3 per seat
90 minutes: € 6 per seat
180 minutes: € 9 per seat

Lecture room capacity:

Lecture rooms ranging in capacity from 200 to 3200 seats.

Reception: Yes No

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

5 MINI-SATELLITE SYMPOSIUM submit one form per Mini-Satellite Symposia

Participating companies may organise Mini-Satellite Symposia during specific 45-minute time slots. These Mini-Satellite Symposia, shorter than Satellite Symposia and limited to 500 seats lecture rooms maximum, allow 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. Scientific programme announced in the ESC Congress 2011 Final Programme.

An exhibition stand of minimum 9 m² is required: 1 m² = € 407 excl. VAT (early fee) / € 447 excl. VAT (late fee).

DEADLINE: 15 NOVEMBER 2010

Proposed Topic (please choose a topic in the Topic List below):

Duration: 45 minutes

Monday 29 August 2011 12:45 - 13:30

Tuesday 30 August 2011 12:45 - 13:30

Cost:

— Basic price 45 minutes: € 16 000
— Room rental included

Lecture room capacity:

Lecture rooms ranging in capacity from 200 to 500 seats.

Reception*: Yes No *Only lunch box requests will be considered CME accreditation by EBAC – To be confirmed: Yes No

A Mini-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

6 HANDS-ON TUTORIALS submit one form per Hands-On Tutorials

During the ESC Congress 2011, the ESC will offer companies a means of associating with the educational requirements of delegates in an exclusive and intimate environment through the organisation of Hands-On Tutorials. These industry supported tutorials will provide participants with an opportunity for hands-on and/or one-to-one learning from clinical and/or technical experts on specific areas of expertise. Tutorials will be promoted as part of the scientific programme in the Final Programme and on the ESC Congress 2011 web pages. An exhibition stand of minimum 9 m² is required: 1 m² = € 407 excl. VAT (early fee) / € 447 excl. VAT (late fee).

DEADLINE: 15 NOVEMBER 2010

From Saturday 27 to Tuesday 30 August 2011, between 9am and 6 pm

Hands-On Tutorials room capacity: 30 pax per session maximum (approx 70 m²)

Cost: € 30 000 Catering and audiovisual equipment must be covered by the supporting company

CANCELLATION POLICIES — Satellite Symposia and Mini-Satellite Symposium:

Cancellation must be sent in writing.

- Before 1 December 2010: no cancellation fees.
 - From 2 December 2010 and until 31 January 2011: 30% of the total amount due.
 - From 1 February 2011 and until 31 March 2011: 60% of the total amount due.
 - After 31 March 2011: 100% of the total amount due.
- Hands-On Tutorials**
- After 31 January 2011: 100% of the total amount due.

«Disclosure of Information and Marketing. The ESC complies with EC directives, and is registered under the data protection laws in France, and takes all reasonable care to prevent any unauthorised access to your personal data. Our ESC staff and contractors have a responsibility to keep your information confidential. The ESC does not sell, trade, or rent your personal information to others. We may supply your information to trusted ESC contractors to perform specific services. Otherwise, we do not disclose personal information to any other person or organisation without your consent. If you are a delegate at an ESC organised Congress or meeting, when you visit exhibiting company stands, presenting your badge may enable them to retrieve the following personal data: first name(s), last name(s), address, telephone, fax, email, and professional activity information.»

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CLOSED INDUSTRY MEETING AND FUNCTION SPACE ORDER FORM

CLOSED INDUSTRY MEETING

FUNCTION SPACE

1 ORGANISING COMPANY use in all ESC Congress 2011 publications

- Applications for all congress activity must be submitted by the company under whose name each activity is to be organised.
- The correspondence for the above items should be made exclusively between this company and the ESC.
- The company is responsible for communicating any relevant documents to its staff and appointed agencies.

Company Name:		Contact Person:
Address:		
Postal code:	City:	Country:
Tel:	Fax:	Email:

2 APPOINTED AGENCY if applicable - One main contact person mandatory - Correspondence from non appointed agency will not be taken into consideration

- 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.
- The ESC has created «Guidelines for Industry Participation» as an essential tool for how to host an Industry Sponsored Session. It is obligatory that every appointed agency read these Guidelines and all other documents posted on «www.escexhibition.org» website in order to have a proper working relationship with the ESC Congress Division.
- The ESC reserves the right to inform the Organising Company mentioned above if the appointed agencies have not examined or understood the reasoning behind the Guidelines and the companies will ensure effective communication is re-established.

Agency Name:		Contact Person:
Address:		
Postal code:	City:	Country:
Tel:	Fax:	Email:

3 INVOICING DATA Any and all changes post invoicing (addition of Purchase Order, changes of billing address...) will not be taken into account, invoices will not be reissued

Company Name:		Contact Person:
Invoicing Address:		VAT N° MANDATORY:
		PO N°
Postal code:	City (& state, if applicable):	Country:
Tel:	Fax:	Email:

Payment will be made by bank transfer (details will be provided on the invoice)

I hereby agree to be bound by the ESC Congress 2011 Guidelines for Industry Participation and all conditions expressed therein. I am authorised to sign this form on behalf of the applicant/Company.

DATE	CONTACT NAME	SIGNATURE
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4

CLOSED INDUSTRY MEETING

Meeting organised by industry upon invitation only, for industry staff meetings, briefing, investigators or other type of closed meetings. Several time slots and facilities open upon requests.

DEADLINE: 30 JUNE 2011

Date:

Time From:

To:

RULES:	<ul style="list-style-type: none"> • Meeting «is closed» and on invitation only • Maximum attendance 150 guests • Meeting is not promoted in the convention centre nor in any ESC Congress 2011 publications • No installations or alterations to the lecture rooms' set-up. 	<p>Cost:</p> <ul style="list-style-type: none"> — Basic price 60 minutes: € 3 000 — For time-slots longer than 60-minute, the additional cost per increment of 30-minutes will be € 1,500
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5

FUNCTION SPACE

Hospitality Suite rented for a minimum of 4 days or Meeting Rooms rented for a minimum of half a day. Assignment on a first-come first-served basis.

DEADLINE: 30 JUNE 2011

Function format: Hospitality Suite Meeting Rooms

Room capacity (number of guests and/or number of m²):

Date: From:

To:

Time: From:

To:

Room Set up: U-shape Boardroom Classroom Theatre

CANCELLATION POLICIES**Function Spaces and Closed Industry Meetings:**

Cancellation must be sent in writing.

- After agreement between ESC and room requestor, the Function Space(s) or Closed Industry Meeting(s) will be invoiced.
- Cancellation once the invoice has been issued will incur a 100% cancellation fee.

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+33(0)4 92 94 76 26

Email: exhibition@escardio.org



EXHIBITION SPACE APPLICATION FORM

- Accrued points priority will be applied to requests received before 14 January 2011.
- Accrued Points listing for 2011 Companies holding sufficient points to be in the first 20 positions should apply before 1 December 2010.
- Complete in Microsoft Word to avoid misinterpretations & spelling mistakes. If handwriting, use block capitals to avoid errors.
- Only signed forms with valid credit card details will be accepted.
- For applications received after 31 March 2011, a late fee applies: 447 euros per m² for industry and 300 euros per m² for publishers, booksellers and food / nutrition specialists (excluding VAT).
- Companies applying for stand space after 29 April 2011 will not be included in official publications such as the Final Programme.

1 COMPANY NAME & ADDRESS The company name & address as it should appear in official listings, e.g. «Final Programme» and exhibitor badges (maximum 25 characters). Please follow the format below for tel & fax numbers.

Name:

Contact Person:

Address:

Postal code:

City:

Country:

Tel: +(country) (city) (number)

Fax: + (country) (city) Number

Email:

2 CORRESPONDENCE NAME & ADDRESS If the correspondence address above is different from the official address. This named contact will receive exhibitor documentation (including Update by email in June).

Name:

Contact Person:

Address:

Postal code:

City:

Country:

Tel:

Fax:

Email:

3 COMMUNICATIONS AGENCY If you have appointed a third party to act on your company's behalf

Name:

Contact Person:

Address:

Postal code:

City:

Country:

Tel:

Fax:

Email:

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

Details:

5 FIRST TIME PARTICIPANT? A description of your company and promoted products / services is required. ESC reserves the right of admission.

Details:

PREFERRED STAND LOCATIONS, SIZE, DIMENSIONS

6

* Price €407 per m², reduced price for publishers, booksellers and food / nutrition specialists (excluding VAT) €270 per m² for applications received before 31 March 2011.
 * From 1 April 2011, price rises to €447 per m² for Industry and to €300 per m² for publishers, booksellers and food / nutrition specialists (excluding VAT).
 * For fixed booth structures which cannot be modified in size, it is important to note the dimensions required. Note this is likely to limit the choices available.

LOCATION:	1 st Choice	2 nd Choice	3 rd Choice
Size Requested:	Length in metres	Depth in metres	Area in m ²
Height requested:	Publishers' Row : <input type="checkbox"/> Yes <input type="checkbox"/> No		

Notes:

7

EMERGING TECHNOLOGY SHOWCASE AREA (ETSA). Open to first time applicants meeting specific requirements outlined in chapter 2 of the Guidelines for Industry Participation for this event. Cost €2000 + VAT. Note that ETSA exhibits are positioned by ESC and share an ESC visual identity.

Yes, I would like to apply for ETSA Product name:

8

STAND SELECTION CRITERIA

In case requested stands are no longer available, indicate which is **most** important to you

Location: Yes No Size: Yes No Other:

9

STAND LOCATION - 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 yours from being located in your neighbourhood

1	2	3
4	5	6

10

ADDITIONAL FLOOR SPACE FOR MEETING SPACE / STORAGE

Separate from your principle exhibit, this area may be used to construct a room with fabric ceiling.

Storage required: Yes No Area m²:

11

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 €101.75 per m² covered. Carpeting may also be reserved after the initial stand allocation process.

Between stand locations & Number of m²:

12

PRODUCTS / SERVICES

List products / services to be exhibited at ESC CONGRESS 2011

13 PRODUCT CATEGORY LISTING Select up to three categories to be listed under. Where more than three are selected, the first three will be used in publications.

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

Others:

Category Number(s)

14

INVOICING DATA Please see section 4 of the General terms of agreement

1. Only one invoice address may be used (if an invoice is subsequently requested using a different address, a €70 admin. fee will be charged).
2. In all cases a credit / charge card number must be supplied as payment guarantee.
3. In the event that an invoice remains unpaid after a settlement date, the ESC reserves the right to deny access to the Congress.

Company name or agency to be invoiced:

Company VAT number (if not supplied, French VAT will be charged):

Purchase Order number:

Contact Person:

Address:

Postal code:

City:

Country:

Tel:

Fax:

Email:

Payment will be made by bank transfer (details will be given on the invoice) or by credit card (please fill in the following information) to ESC.

Visa Euro Card / Mastercard Amex

Credit Card N°

Expiry Date

Cardholder's name:

15

AGREEMENT I hereby agree to be bound by the ESC CONGRESS 2011 GUIDELINES for INDUSTRY PARTICIPATION and all conditions expressed therein. A summary of the general terms of agreement are attached to this document.

DATE	CONTACT NAME	SIGNATURE

16

MISCELLANEOUS To add other information relevant to your application, please note it here

EXHIBITION SPACE APPLICATION FORM GENERAL TERMS OF AGREEMENT

The following conditions of participation refer to allocation of exhibition space by the ESC to organisations exhibiting at ESC CONGRESS 2011 insofar as the contractual partners do not reach contrary agreements in writing. These conditions are available in French language upon request.

1. ESTABLISHMENT OF RENTAL AGREEMENT

Application for a stand is made by filling in and returning the "Exhibition Space Application Form". Companies in the top 20 positions within the accrued points statement for 2010 must submit applications by 1 December 2010. Remaining points holders must submit applications by 14 January 2011 to benefit from accrued points status. Applications received after 31 March 2011 will be subject to a late fee (m² rental price after this date is 447 euro for Industry, 300 euro for Publishers, Booksellers and Food / Nutrition specialists).

Only signed application forms will be taken into consideration. By signing the application form, the company accepts the conditions contained in the Guidelines for Industry Participation and any supplementary provisions. Please note that an application fee will apply at reception of the stand space application form, for more details see terms of payment section 4. Confirmation of the allocation of a stand by the ESC in writing constitutes establishment of the rental contract between the Exhibitor and the ESC. A stand assignment and an invoice will be sent to the Exhibitor by mail. The date on the stand assignment is considered to be the date of stand allocation. If the contents of the stand assignment deviate from the contents of the Exhibitor's application, the contract is based on the stand assignment issued by the ESC unless the Exhibitor protests in writing within two weeks after the date mentioned on the stand assignment.

IMPORTANT: For companies in the top 20 ranking of the Accrued Points System for 2011, applications should be received & location preferences confirmed by 1 December, 2010 to receive the benefit of accrued points in selecting a stand space.

1.2 Appointed Representatives

If an exhibiting company wishes to appoint an agent to conduct its affairs at ESC CONGRESS 2011, the agent should be identified on the application form or separately in writing from a responsible person. Once appointed, the actions and communications of this agent will be treated as though from the exhibiting company. Contractual responsibility remains with the exhibitor.

2. ASSIGNMENT OF SPACE

Stands will be assigned following the accrued point system if received by 14 January 2011. The points will be awarded according to participation in the past four ESC Congresses. Relative position on the list will define the order in which order requests for stands, symposia, hotel rooms and other Congress items are processed.

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

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

2.1 Procedure

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

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

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

2.2 Payment Deadlines

Stands will be assigned only if the application fee has been paid. 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 5.2.

Once a location has been accepted by the exhibitor, a summary of the rental agreement (stand space assignment) will be sent by post with an invoice – payment deadlines refer to payment dates indicated on the invoice.

3. RENTING STAND SPACE

3.1 Stand Space Rental Definition

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

3.2 Minimum Size

The minimum stand size will be 9 square metres.

3.3 Congress & Exhibition Layout

The ESC reserves the right to deviate from the stand confirmation and to allocate a stand in a different location, to alter the size of the stand, to re-locate or close entrances and exits on the Exhibition Grounds and/or in the Congress Centre and to carry out any other structural alterations providing it has a substantial interest in such measures.

3.4 Stand Moves

The ESC reserves the right to make changes in the layout of the exhibition, as well as in the stand assignment in the event that unforeseen circumstances make this necessary. Alterations to the agreement will only be made after mutual consultation. If in such cases the interests of the Exhibitor are unreasonably impaired, he/she 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.

3.5 Subtenants and other Represented Companies

Sharing the allocated stand area with another company, regardless of whether this company is represented by its own staff (subtenant) or only by its own exhibits (represented company), is not allowed.

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

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

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

4. TERMS OF PAYMENT

4.1 Application fee before stand assignment

An application fee will be invoiced on receipt of the application form as follows:

- stands between 9m² and 49m²: €600 excluding VAT
- stands between 49m² and more: 20% of m² requested

That payment has to be settled within 30 days. The application fee guarantees you a stand space and is not refundable if the exhibitor decides to cancel his/her booking. However, if space runs out in the halls, a credit note will be issued.

4.2 Payment instalments after stand assignment

The stand rental for the total remaining balance due, as defined in the Guidelines of Industry Participation, has to be paid in two instalments for applications received before 31 March 2011:

- 50 % of the total amount due within 30 days of invoice date; this first instalment secures your stand location choice

— 50 % for the balance due within 60 days of invoice date – failure to pay cancels your reservation & invokes a cancellation charge (see section 5.2)

For applications received after 31 March 2011, 100% of the balance due is required within 30 days of the invoice date. Invoices issued from 1 July 2011 require immediate settlement by credit card.

4.3 Value Added Taxation

French VAT rules will apply for all goods sales for ESC CONGRESS 2011. If the company is registered in another country within the EU, reverse charge procedure may apply. In this case the customer must auto reverse the VAT in their home country.

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

4.4 Counterclaims Rights Renounced

The Exhibitor renounces the right to offset counterclaims against rent payable in time unless the counterclaims are undisputed or have been confirmed by a court of law.

4.5 Indebtedness

If the Exhibitor fails to meet his/her financial obligations, or additional expenses and other claims arising from the contract, the ESC is entitled to retain exhibits and the stand equipment and to sell them by public auction or by private contract at the expense of the Exhibitor. The statutory provisions on realisation of objects seized are thus settled.

4.6 ESC Suppliers

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

4.7 ESC Reservations Policy

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.

If, for any reason, the ESC Congress has to be cancelled, the ESC will refund to the exhibitors the sum paid to ESC for contractual commitments less expenses incurred in preparation of these contracts, with no liability for either party to the contract.

4.8 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.

4.9 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/her manufacturing programme that his/her products can no longer be classified in the industry for which he/she has rented stand space.

5. CANCELLATIONS

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

5.1 Cancellation before stand assignment:

The deposit is not refundable if the exhibitor decides to cancel his/her booking. However, if space runs out in the halls, a credit note will be issued.

5.2 Cancellations after stand assignment:

If the Exhibitor cancels or reduces his order on or before 31 January 2011, the amount due by the exhibitor is 30% of the total amount ordered. If a reservation is cancelled by the Exhibitor between 1 February 2011 and 31 May 2011, the amount due to be paid by the cancelling exhibitor is 60% of the total amount ordered. After 1 June 2011, the total amount is due. Should an exhibitor, that is also organising a Satellite Symposium, cancel their assigned stand space this will automatically entail the cancellation of the Satellite Symposium reservation plus any fees associated with the reservation of the Satellite Symposium.

6. ENFORCEMENT OF RULES

6.1 Applies Equally to All

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

6.2 Violations Procedure

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

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

6.3 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:

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

6.4 Supplementary Provisions

Constituent parts of the rental contract take the form of the house regulations, the Guidelines for Industry Participation, the Updates, information supplied on ESC CONGRESS 2011 page of www.ESCexhibition.org, as well as other organisational and technical regulations sent to the Exhibitor before the exhibition opens. The sovereignty of national law of the site of the Congress is undisputed.

7. CLAIMS PROCEDURES, PLACE OF PERFORMANCE AND JURISDICTION

All claims by the Exhibitor against the ESC must be in writing. The maximum time lapse is three months from the closure of each annual ESC exhibition. Agreements which deviate from these conditions or from the supplementary regulations must be in writing; facsimile signatures suffice. The contract is governed exclusively by French law; the English text is authoritative.

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

7.1 FINAL CLAUSE

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

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 06903 Sophia Antipolis FRANCE

Email: sponsorship@escardio.org -
 Fax: +33(0)4 92 94 76 26



SPONSORSHIP, ADVERTISEMENT & PROMOTION APPLICATION FORM

1 ORGANISING COMPANY (Please indicate the name you wish to appear in all printed acknowledgments)

Company Name MANDATORY :		Contact Person:
Address:		
Postal code:	City: (& state, if applicable):	Country:
Tel:	Fax:	Email:

2 APPOINTED AGENCY (only if applicable)

Agency Name:		Contact Person:
Address:		
Postal code:	City: (& state, if applicable):	Country:
Tel:	Fax:	Email:

3 INVOICING DATA (Please ensure this is the correct invoicing address) – MANDATORY

Company Name:		Contact Person:
Invoicing Address:		VAT N° MANDATORY:
		PO N° MANDATORY:
Postal code:	City (& state, if applicable):	Country:
Tel:	Fax:	Email:

Payment should be made by bank transfer (details provided on the invoice). Assignment of items will be made upon accrued points ranking and in respect of accrued points deadline.

You will be invoiced upon receipt of your signed application form. Cancellations will incur fees of 100% if cancelled after receipt of your signed application form.

Organising Company: Applications for all congress activity must be submitted by the company under whose name each activity is to be organised. Correspondence for sponsorship items should be made exclusively between this company and the ESC. The company is responsible for communicating any relevant documents to its staff and appointed agencies.

Appointed Agency: Companies should inform the ESC, in writing, which agency is appointed for which congress activity. If not, requests from unknown agencies will not 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.

I hereby agree to be bound by the ESC Congress 2011 Guidelines for Industry Participation and all conditions expressed therein. I also accept to be invoiced for the items ticked off that are still available listed on page 2 of this application form.

I am authorised to sign this form on behalf of the organising company Tick YES

SIGNATURE: MANDATORY (digital signature) here:	CONTACT NAME
	DATE

Disclosure of Information and Marketing. The ESC complies with EC directives, and is registered under the data protection laws in France, and takes all reasonable care to prevent any unauthorised access to your personal data. Our ESC staff and contractors have a responsibility to keep your information confidential. The ESC does not sell, trade, or rent your personal information to others. We may supply your information to trusted ESC contractors to perform specific services. Otherwise, we do not disclose personal information to any other person or organisation without your consent. If you are a delegate at an ESC organised Congress or meeting, when you visit exhibiting company stands, presenting your badge may enable them to retrieve the following personal data: first name(s), last name(s), address, telephone, fax, email, and professional activity information.

Cancellation fees of 100% will apply for all Sponsorship, Advertisement and Promotional activities if cancelled after the invoice is issued.

Sponsorship Items	Price excl. VAT	Points	Bonus points	Engagement
Abstracts CD-ROM - <i>Exclusive Sponsorship</i>	€ 150,000	55 pts	15 pts	Tick Yes <input type="checkbox"/>
Congress Bags - <i>Exclusive Sponsorship</i>		No longer available		
Delegate Lounge - <i>Exclusive Sponsorship</i>		No longer available		
Poster Area - <i>Exclusive Sponsorship</i>		No longer available		
ESC TV - <i>Exclusive Sponsorship</i>		No longer available		
FOCUS Group Sponsorship	€ 20,000	9 pts	2 pts	Tick Yes <input type="checkbox"/>
MD Conference Express		No longer available		
Advance Programme - Product advertising allowed	€ 100,000	37 pts	20 pts	Tick Yes <input type="checkbox"/>
Final Programme Back Cover Product advertising allowed		No longer available		
Final Programme Inside Back Cover Product advertising allowed	€ 70,000	25 pts	7 pts	Tick Yes <input type="checkbox"/>
Final Programme Inside Page Product advertising allowed	€ 50,000	18 pts	5 pts	Tick Yes <input type="checkbox"/>
Bookmark in Final Programme Product advertising allowed		No longer available		
Information Screens (Airport Screens + lecture room screens)	€ 25,000	9 pts	3pts	Tick Yes <input type="checkbox"/>
Badge Holders - <i>Exclusive Sponsorship</i>		No longer available		
Programme at a Glance - <i>Exclusive Advertisement</i> Product advertising allowed		No longer available		
Industry & Exhibitor Guide Back Cover - <i>Exclusive Advertisement</i> Product advertising allowed	€ 30,000	11 pts	3 pts	Tick Yes <input type="checkbox"/>
Healthy Fruit Stations - <i>Exclusive Sponsorship</i>	€ 50,000	18 pts	5 pts	Tick Yes <input type="checkbox"/>
Water Fountains & Flasks - <i>Exclusive Sponsorship</i>	€ 80,000	29 pts	8 pts	Tick Yes <input type="checkbox"/>
Congress News (Full Week) Back Cover	€ 42,000	15 pts	-	Tick Yes <input type="checkbox"/>
Congress News (Full Week) Page 7	€ 37,000	13 pts	-	Tick Yes <input type="checkbox"/>
Congress News 1 Advert (Sat. through Tues.)	€ 10,000	3 pts	-	Tick Yes <input type="checkbox"/>
Congress News 1 Advert (Wed.)	€ 5,000	1 pt	-	Tick Yes <input type="checkbox"/>
Paris City Map - <i>Exclusive Sponsorship</i>		No longer available		
Note Pads & Pens - <i>Exclusive Sponsorship (excl. production costs)</i> Product advertising allowed		No longer available		
Gift in ESC Congress Bag	€ 11,000	4 pts	-	Tick Yes <input type="checkbox"/>
<div style="border: 1px solid black; padding: 5px; text-align: center;"> Industry Educational Sessions (IES) </div>	Pre-Congress Mailing Insert	€ 11,000	4 pts	<div style="border: 1px solid black; padding: 5px; text-align: center;"> Promotional Opportunities Application Form </div>
	Delegate Bag Insert	€ 6,500	2 pts	
	Weblink	€ 3,500	1 pt	
	IES Info screen	€ 4,500	1 pt	
Unrestricted Educational Grant	€ 20,000	7 pts	-	Tick Yes <input type="checkbox"/>

Company name:

Contact Name:

All items are subject to availability; certain conditions may apply.

ESC Congress 2011



PARIS

Please return this form to:
 ESC / Industry Services Department
 The European Heart House,
 2035 Route des Colles,
 Les Templiers, BP 179
 06903 Sophia Antipolis FRANCE

Email: sponsorship@escardio.org -
 Fax: +33(0)4 92 94 76 26



PROMOTIONAL OPPORTUNITIES APPLICATION FORM

- PRE CONGRESS MAILING
 DELEGATE BAG INSERT
 WEBLINK
 IES INFO SCREEN

1 ORGANISING COMPANY Name to be used in all ESC Congress 2011 acknowledgements - MANDATORY

- Applications for all congress activities must be submitted by the company under whose name each activity is to be organised.
- The correspondence for the above items should be made exclusively between this company and the ESC.
- The company is responsible for communicating all relevant documents to its staff and appointed agencies.

Company Name:		Contact Person:
Address:		
Postal code:	City (& State if applicable):	Country:
Tel:	Fax:	Email:

2 APPOINTED AGENCY - if applicable. One main contact person is mandatory - Correspondance from non appointed agencies will not be taken into consideration.

- An appointed agency does not replace the company and the company will be held entirely responsible and accountable for activities organised in its name.
- The ESC Guidelines for Industry Participation are an essential tool. Every appointed agency should read the Guidelines as well as other documents posted on www.essexhibition.org
- The ESC reserves the right to inform the Organising Company if their agency has not examined or understood the Guidelines. The company will ensure effective communication is re-established.

Agency Name:		Contact Person:
Address:		
Postal code:	City (& State if applicable):	Country:
Tel:	Fax:	Email:

3 INVOICING DATA Please verify this is your valid invoicing address: We will invoice €70 per modification requested once the invoice has been issued - MANDATORY

Company Name:		Contact Person:
Invoicing Address:		VAT N° MANDATORY:
		PO N°:
Postal code:	City (& State if applicable):	Country:
Tel:	Fax:	Email:

Payment will be made by bank transfer (details are included on the invoice)

I hereby agree to be bound by the ESC Congress 2011 Guidelines for Industry Participation and all conditions expressed therein. I am authorised to sign this form on behalf of the applicant/Company.

DATE	CONTACT NAME	SIGNATURE
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4 PRE-CONGRESS MAILING INSERT — A special A4 envelope will be mailed to approximately 25,000 addressees (ESC Congress 2010 active delegates + ESC Congress 2011 pre-registered delegates).

DEADLINE FOR APPLICATION AND ARTWORK APPROVAL: 30 JUNE 2011

Order conditions:

- Maximum size A4 (21 X 29.7 cms).
- Maximum weight 20g. Additional fee for Superior insert (up to 40g): € 3,700 and deluxe weight (up to 60g): € 7,400
- 1 insert promotes 1 event (Satellite, Mini-Satellite, EBAC Programme, Hands-On Tutorial or Exhibition).
- 1 insert promoting 1 Session with reference to the booth will be considered as 1 insert.
- 1 insert promoting 2 Sessions will be considered as 2 promotional inserts.
- 1 insert promoting 1 Session and full Exhibition details will be considered as 2 inserts.

Number of promotional insert: X 11 000 €

Points awarded: 4

Do not ship to the ESC. The delivery address will follow as soon as your artwork is approved.

5 DELEGATE BAG INSERT — (Limited to 35 inserts) Promotional invitations placed in the official ESC Congress 2011 Congress Bags. 28.000 bags produced

DEADLINE FOR APPLICATION AND ARTWORK APPROVAL: 30 JUNE 2011

Conditions:

- Maximum size A4 (21 X 29.7 cms).
- Maximum weight 20g. Additional fees for superior weight (up to 40g): € 725 and deluxe weight (up to 60g): € 1,400
- 1 insert promotes 1 event (Satellite, Mini-Satellite, EBAC Programme, Hands-On Tutorial or Exhibition).
- 1 insert promoting 1 Session with reference to the booth will be considered as 1 insert.
- 1 insert promoting 2 Sessions will be considered as 2 promotional inserts.
- 1 insert promoting 1 Session and full Exhibition details will be considered as 2 inserts.

Number of promotional insert: X 6 500 €

Points awarded: 2

Do not ship to the ESC. The delivery address will follow as soon as your artwork is approved.

6 PROMOTIONAL WEBLINK A weblink (web page created by Industry), linked to the official ESC Congress 2011 Scientific Programme Online (SPO)

DEADLINE FOR APPLICATION AND WEBLINK APPROVAL: 30 JUNE 2011

Conditions:

- 1 weblink promotes 1 event (Satellite, Mini-Satellite, EBAC Programme, Hands-On Tutorial or Exhibition).
- 1 weblink promoting 1 session with reference to the booth will be considered as 1 weblink.
- 1 weblink promoting 2 sessions will be considered as 2 weblinks.
- 1 weblink promoting 1 session and full Exhibition details will be considered as 2 weblinks.

Number of weblinks: X 3 500 €

Points awarded: 1

7 INDUSTRY EDUCATIONAL SESSION INFO SCREENS - Advertise your Educational Sessions on an 84" Info screen located amongst the Display Racks.

DEADLINE FOR APPLICATION AND WEBLINK APPROVAL: 30 JUNE 2011

- Powerpoint presentations, Office 2007.
- Duration: 30"
- Format 16:9

Number of IEA Info screens: X 4 500 €

Points awarded: 1

In order to facilitate the approval of your Pre-Congress Mailing Insert, Delegate Bag Insert, Weblink, and IE Info screens we recommended using the same artwork for all these items (a PDF version of the Delegate Bag Insert for a weblink). Please note product advertisement is not permitted on any of above items.

APPLICATION AND CANCELLATION POLICIES

You will be invoiced upon receipt of your signed application form. Cancellations will incur 100% cancellation fees if cancelled after receipt of your signed application form.

«Disclosure of Information and Marketing. The ESC complies with EC directives, and is registered under the data protection laws in France, and takes all reasonable care to prevent any unauthorised access to your personal data. Our ESC staff and contractors have a responsibility to keep your information confidential. The ESC does not sell, trade, or rent your personal information to others. We may supply your information to trusted ESC contractors to perform specific services. Otherwise, we do not disclose personal information to any other person or organisation without your consent. If you are a delegate at an ESC organised Congress or meeting, when you visit exhibiting company stands, presenting your badge may enable them to retrieve the following personal data: first name(s), last name(s), address, telephone, fax, email, and professional activity information.»