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Dear Industry Partners,

We are delighted to invite you to Paris for the ESC Congress 2011, where we will welcome our colleagues from our 53 National Societies, 34 Affiliate Societies and the rest of the world in our global forum.

The ESC Congress is currently the world's premier conference on the science, management and prevention of cardiovascular disease. Our chosen spotlight 'controversies in cardiovascular medicine promises stimulating debate of today's most prevalent topics.

Improving the care of patients with cardiovascular disease is one of Mankind's biggest challenges and the guiding mission of the European Society of Cardiology. Our 2011 programme will further this goal by bringing together everybody involved in Cardiovascular Medicine, from clinical practitioners to basic scientists, epidemiologists, nurses, technicians, health care industry, care opinion leaders and policy makers.

The translational aspects from basic science to clinical medicine, are highlighted by involving all groups in cardiovascular science involved with patient care. A special track on the first day for general practitioners, primary care physicians and nurses, is maintained, but also translational sessions, addressing the way from the bench to the cardiovascular megatrial in clinical medicine, will be an essential part of the programme. In particular, young investigators generated a special educational track. This group, called "cardiologists of tomorrow", will be actively involved in the programme in order to refresh our scientific programme and make it most interesting for young investigators and physicians in training.

More than ever the ESC Congress is the forum at which researchers aspire to present their work. With over 9,500 abstracts submitted, our Congress is the place for you to keep abreast of current and future developments in our field. This view would not be complete without the contributions of the healthcare industry. The technical exhibition and industry sponsored sessions continue to break new ground in terms of quality education and we acknowledge their ongoing support.

Last, but not least, we should mention our new destination, Paris. We are confident that this unparalleled capital city will attract unprecedented numbers of cardiology professionals from around the globe.

Join us in Paris and make your contribution to the advancement of collaboration, knowledge and patient care.

Michel Komajda

President Europe an Society of Cardiology Michael Böhm

CHAIRPE RSON

CONGRESS PROGRAM M E COM M ITTEE

Dear Partners,

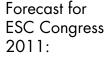
We are pleased to present you with the Guidelines for Industry Participation for the ESC Congress 2011. Preparations are now well underway for the congress and we are looking forward to bringing the ESC Congress back to Paris after over 30 years.

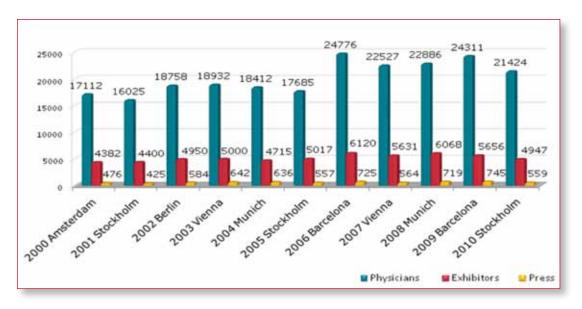
These Guidelines have been written to help you in your preparations for participation at the ESC Congress 2011. This document outlines the technical framework and opportunities available for:

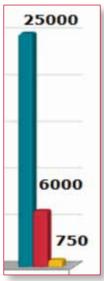
- Industry Educational Sessions
- Exhibition
- Sponsorship Products
- Accommodation & Registration

Why I need to be present at ESC Congress 2011?

The largest medical meeting on cardiovascular medicine





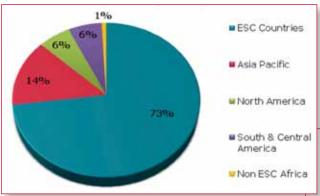


Please note that a successful application for participation at the ESC Congress 2011 shall imply an acceptance of the requirements contained within these Guidelines and also in any updates posted on www.escexhibition.org
It is the sole responsibility of the participating company to communicate and ensure application of these Guidelines among all third parties acting on their behalf for the ESC Congress 2011.

We invite you to contact us for any questions you might have on how to maximise your investment at the ESC Congress 2011.

We look forward to working closely with you over the coming months.

A bientôt, Your Industry Services Team



25,000 cardiology specialists from across the globe

Wide representation of the profession & specialities

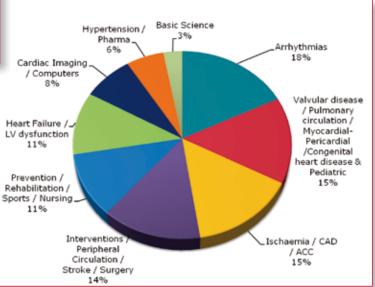


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CHAPTER

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Education & Scientific Sessions

IMPORTANT DATES TO REMEMBER

Industry Educational Sessions

30 September 2010 Invitation letters & Preliminary Application Forms sent out.

29 October 2010 ESC Congress 2011 Industry Site Visit, Paris, France

15 November 2010 Deadline for receiving Preliminary Application Forms with priority status.

31 January 2011 Cancellation fee deadline

> Satellite Symposia & Mini-Satellite Symposia: Before 1 December 2010: no cancellation fee From 2 December 2010 until 31 January 2011: Cancellation fee 30% of total amount due From 1 February until 31 March 2011: Cancellation fee 60% of total amount due After 31 March 2011: Cancellation fee 100% of total amount due After 1 December 2010:

100% of total amount due Hands-On Tutorials

31 March 2011 Deadline for receiving the complete scientific programme(s) of the session(s).

15 April 2011 Guidelines for Requirements and official suppliers' references sent out.

29 April 2011 Scientific programme(s) approval notification letters

27 May 2011 Deadline for printing late scientific programmes and/or content of programmes in the Final Programme.

30 June 2011 Last deadline for payments.

July 2011 All information concerning the Scientific Sessions and the Industry Educational Sessions will be available on the ESC Web Site: www.escardio.org

27 August -31 August 2011 ESC Congress 2011



Educational and Scientific Sessions

"Ensure your contribution to the outstanding scientific programme"

ESC Congress 2011

Saturday 27 August	Sunday 28 August	Monday 29 August	Tuesday 30 August	Wednesday 31 August
	08:30 - 12:30	08:30 - 12:30	08:30 - 12:30	08:30 - 12:30
	ESC Scientific Sessions	ESC Scientific Sessions	ESC Scientific Sessions	ESC Scientific Sessions
12:00 - 13:30 90-minute				
Satellite Symposium 14:00 - 15:30 90-minute	12:45 - 13:30 45-minute Satellite Symposium	12:45 - 13:30 45-minute Mini-Satellite Symposium	12:45 - 13:30 45-minute Mini-Satellite Symposium	
Satellite Symposium 14:30 - 16:00 90-minute			14:00 - 15:30 90-minute Satellite Symposium	
Satellite Symposium 16:30 - 18:00	14:00 - 18:00 ESC Scientific Sessions	14:00 - 18:00 ESC Scientific Sessions	16:00 - 17:30 90-minute Satellite Symposium	
Opening Ceremony			16:30 - 18:00 90-minute Satellite Symposium	
17:00 - 20:00 Exhibition Opening		18:30 - 20:00 90-minute Satellite Symposium	· ·	
9:00 - 18:00 Hands-on Tutorials	9:00 - 18:00 Hands-on Tutorials	9:00 - 18:00 Hands-on Tutorials	9:00 - 18:00 Hands-on Tutorials	
45 - 90 - 180-minute Satellite Symposium	Open to all exhibiting compa 45-minute: € 28 000 / 90-mir Lecture room capacity 120 to	nute: € 28 000 / 180-minute: €	€ 56 000 (plus lecture room)	
45-minute Mini Satellite Symposium	Open to all exhibiting companies € 16 000 (lecture room included) Lecture rooms capacity: maximum 500 seats			
Hands-On Tutorials	Open to all exhibiting companies Price: 30 000 € N° of tutorials: session duration at sponsor discretion between 9:00 - 18:00 Saturday through Tuesday. N° of participants 25 - 30 persons per tutorial session			

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- I.I.I Satellite Symposia & Mini-Satellite Symposia
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1.1 Industry Educational Sessions

Companies are invited to organise scientific sessions as part of the ESC Congress 2011. These sessions are the perfect forum through which industry can reach their target group audience with their latest scientific information and developments.

I.I.I Satellite Symposia & Mini Satellite Symposia

It is strictly forbidden to hold Satellite Symposia and Mini-Satellite Symposia, or other formal gatherings outside the

Congress premises between 21 August and 4 September 2011.

Satellite Symposia Price:

- **45 minutes** € 28 000 excl.VAT (plus room rental) Points awarded: 10
- 90 minutes € 28 000 excl.VAT (plus room rental) Points awarded: 10
- -180 minutes € 56 000 excl.VAT (plus room rental) Points awarded: 20

Satellite Symposia will be held within the congress centre in lecture rooms ranging in capacity from 120 to 3200 seats.

Mini-Satellite Symposia Price:

- **45** minutes € 16 000 excl.VAT Points awarded: 6 Mini-Satellite Symposia will be held within the congress centre in lecture rooms ranging in capacity from 120 to 500 seats.

<u>Deadline for application with priority status: 15 November 2010</u>

Identification

The identification of your Industry Educational Sessions corresponds to a Session Number assigned the moment you apply. This number must be included in all communications by the session's organisers and their appointed agencies in order to have a concise working relationship. In order to eliminate confusion and miscommunication, mails that do not contain this Session Number will not be immediately treated.

Appointed Agency

- ✓ Applications for Industry Educational Sessions must be submitted by the company under whose name each session is to be organised. We would like to draw your attention to the fact that the correspondence for the above items should be made exclusively between this company and the ESC.
- ✓ Companies should inform the ESC, in writing, which agency is appointed for which session, with the corresponding Session Number. Sailing this, no requests from agencies will be taken into account.
- ✓ It is not the role of any given agency to make initial enquiries or reservations with the ESC independently of the company.
- ✓ 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 these Guidelines as an essential tool for how to host an Industry Educational Sessions. It is obligatory that every appointed agency read these Guidelines in order to have a proper working relationship with the ESC Congress Division.
- ✓ The company is responsible for communicating these guidelines to its staff and its appointed agencies.
- ✓ The ESC reserves the right to inform the Industry Educational Sessions organisers if the appointed agencies have not examined or understood the reasoning behind the Guidelines and the companies will ensure smooth communication is re-established.

Exhibition Stand

In order to obtain the permission to hold an Industry Educational Session, an exhibition stand of minimum $50m^2$ for Satellite Symposia and 9 m² for Mini- Satellite Symposia is required. I m2 = 407 excl. VAT. Early fee/ 447 excl. VAT late fee.

Cancelling your exhibition space at a later stage will also mean cancelling your Industry Educational Sessions(s).

Payment

Payment for the Satellite Symposia and Mini-Satellite Symposia must be received before Tuesday 30 June 2011.



Duration

The Satellite Symposia should fit in the standard time unit of one 45-minute, one 90-minute or one 180-minute session.

The Mini-Satellite Symposia should fit in the standard time unit of one 45-minute session.

Access - Badges

- ✓ For Satellite Symposia, companies only have access to the lecture rooms
- Saturday 27 August 2011: 30 minutes before their scheduled time slot.
- Sunday 28 August 2011: 15 minutes before their scheduled time slot.
- Monday 29 August 2011: 30 minutes before their scheduled time slot.
- —Tuesday 30 August 2011: 15 or 30 minutes before their scheduled time slot.
- ✓ For Mini-Satellite Symposia, companies only have access to the lecture rooms 15 minutes before their scheduled
- ✓ All persons involved in the operation of the Industry Educational Sessions (film crew, technicians...)
- must have a valid badge, exhibitor, Diamond Exhibitor, active participant or day ticket.
- ✓ All persons attending the Industry Educational Sessions must be registered either as active participants, exhibitors or journalists; persons without such a badge will not be allowed to enter the room.
- ✓ Exhibitors badges allow access to the Exhibition Hall and to Industry Educational Sessions. Access to ESC Scientific Sessions are not allowed.
- ✓ The Industry Educational Sessions must be open to all registered congress participants.
- ✓ Organisers of Industry Educational Session are allowed to scan the badges of congress participants with their approval. In no instance, should a registered congress participant be refused entry to an Industry Educational Session on the basis that they do not wish their badge to be scanned.

Lecture Rooms

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



Receptions

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

Due to the short amount of time, receptions before or after Mini-Satellite Symposia are not allowed and only lunchboxes will be considered.

- ✓ Companies will have the right to serve alcoholic beverages during the receptions organised on:
- Saturday 27 August 2011: after 16:00
- Sunday 28 August 2011: after 20.00
- Monday 29 August 2011: after 20:00
- —Tuesday 30 August 2011: after 18:00
- ✓ Reception space must not be used for entertainment, poster displays, presentations or any other promotional purposes.
- ✓ Reception space must be opened to all registered congress participants.
- Exhibitors are also encouraged to guarantee a healthy and balanced catering service to their delegates.

Audio, Video & Webcast

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

DOUBLE PROJECTION AND TRANSLATION ARE NOT RECOMMENDED!

LIVETRANSMISSION IS SUBJECT TO ESC APPROVAL

Timeslots reserved for Satellite Symposia

Timeslots reserved for Satellite Symposia are as follows:

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

- ✓ Companies organising a 180-minute session have a coffee break of 30 minutes or one hour.
- ✓ A single 90-minute session would be scheduled to start at 14:30 not 14:00.
- ✓ The same lecture room will be assigned for both 90-minute sections of a 180-minute session.
- ✓ 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 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.
- ✓ 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.

<u>Satellite Symposia must comply with the standard times</u> <u>specified above.</u>

Times slots reserved for Mini-Satellite Symposia

- ✓ Monday 29 August 2010: 12:45 13:30
- ✓ Tuesday 30 August 2010: 12:45 13:30

Mini-Satellite Symposia must comply with the times specified above - no other time slots will be considered. We remind Mini-Satellite Symposia organisers that time slots and lecture rooms for these sessions are assigned on a first come first serve basis only. Early application is therefore highly recommended.

Price of Satellite Symposia

The price of a Satellite Symposium is:

- a) A basic price of
- ✓ € 28 000 for one 45-minute session, the company will receive 10 accrued points.
- \checkmark € 28 000 for one 90-minute session; the company will receive 10 accrued points.
- \checkmark € 56 000 for one 180-minute session; the company will receive 20 accrued points.
- ✓ Reduction of 10%, 15% and 20% for the 2nd, 3rd and 4th satellite symposium respectively



- **b)** Plus room rental (not included in basic price):
- ✓ € 3 per seat for one 45-minute session
- ✓ € 6 per seat for one 90-minute session
- ✓ € 9 per seat for one 180-minute session

Price of Mini-Satellite Symposia

The price of a Mini-Satellite Symposium is \in 16 000 for one 45-minute session (lecture room rental is included in this price).

Lecture Room

The basic equipment of a lecture room is:

- ✓ I hostess for room
- ✓ 2 tables at the entrance of the assigned room
- ✓ Chairs arranged theatre-style
- ✓ A table and chairs for the 2 chairpersons on the stage
- ✓ 2 table microphones
- ✓ I lectern for the speakers with a fixed microphone
- ✓ I screen for projections
- ✓ I technician
- ✓ I video data projector
- ✓ I 2 Information Screens in front of the lecture room. Further details available in due course, for information contact <u>satellite@escardio.org</u>

The room hostess will be in charge of welcoming and briefing the Chairpersons and the Speakers on technical facilities, and will ensure that the session is running on time. The room technician will be in charge of light/audio and beamer facilities.

IMPORTANT:

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



Extra orders

The costs for any extra orders (i.e. catering service, extra audio-visual equipment, extra furniture, extra decoration, extra hostesses, etc) are not included in the sessions price. To order any extra equipment we suggest you contact the official suppliers whose details will be communicated in due time.

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

▶ N.B. All prices are subject to VAT where applicable

Accounting

Precise and definitive accounting information must be provided on the initial application form. Any and all changes post invoicing (addition of Purchase Order, changes of billing address, etc...) will be subject to an administration fee.

Speaker Service Centre

The ESC Congress 2011 offers computerised presentation facilities for all lectures. For that reason the use of the Speaker Service Centre is mandatory for all Industry Educational Sessions on a free basis.

The Speaker Service Centre offers the following services:

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

The Speaker Service Centre will be open:

- On Saturday 27 August 2011, from 08:00 to 18:30
- On Sunday 28 August 2011, from 7:30 to 18:30
- On Monday 29 August 2011, from 7:30 to 19:00
- On Tuesday 30 August 2011, from 7:30 to 18:30

Speakers' presentations

To avoid unexpected technical problems at the last minute, companies are strongly encouraged to make sure their speakers use the Speaker Service Centre to preload all presentations.

If speakers choose to use their own laptop, this is the responsibility of the company organising the session.

Applying to hold an Industry Educational Session

- **a)** Applications must reach the ESC offices before 15 November 2010 in order to be considered by the Congress Programme Committee (CPC).
- b) If several companies apply for an Industry Educational Sessions on the same topic, the CPC reserves the right to assign them to different dates in order to avoid/reduce overlap as much as possible.

- c) The CPC makes the final decision on whether an application is accepted or rejected and is not held to justify its decision. No appeal is possible.
- d) Late applications and/or content of programmes received after 27 May 2011 cannot be printed in the Final Programme.
- e) The complete programme of Satellite Symposia and Mini-Satellite Symposia, typed on the appropriate form provided by the ESC, must reach the ESC offices before 31 March 2011.
- f) A "complete programme" must include the following:
- —Title of the session
- —Topic number choose on the ESC Congress 2011 Topic List
- Duration of the session
- Names of the chairperson(s)
- 2 mandatory for the Satellite Symposia
- I mandatory for the Mini-Satellite Symposia
- Title of each presentation with their duration and topic number
- Complete addresses of the chairpersons and speakers

IMPORTANT:

- No product names or brand names are allowed in the title or in the scientific programme of the session.
- The session or presentation titles can contain a generic name.
- No abstract forms need to be submitted for Satellite Symposia and Mini-Satellite Symposia.
- Abstract poster sessions are not allowed during the Satellite Symposia and Mini-Satellite Symposia or during any reception before or after the symposia.
- —The ESC reminds that the Chairpersons and Speakers must be contacted by the companies themselves to arrange registration, travel and accommodation details.
- Industry Educational Sessions Chairpersons and Speakers are not considered as ESC "Invited Speakers".
- g) Faculties Conflict of Obligation. Speakers and chairpersons cannot participate in two parallel sessions within the same time slot. If it is found that this is the case, both the companies and the speakers involved will be informed simultaneously and requested to resolve this conflict.

It is the responsibility for the companies to ensure there is no timing clash with parallel sessions, with the Chairpersons and the Speakers they choose. The ESC cannot be held responsible for any matter arising from this.

IMPORTANT:

— The CPC stresses that the sessions should be organised in a way that will allow adequate discussion and presentation.

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

Change in the scientific programme of the Industry Educational Sessions content / Erratum Policy

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

The ESC kindly asks the Company to inform them of any modifications to the Scientific Programme before 27 May 2011 in order to be printed in the Final Programme. Any changes must be approved by the CPC.



Late applications and/or content of programmes received after 27 May 2011 cannot be printed in the Final Programme.

Details received between 27 May 2011 and 30 July 2011 will appear in the ERRATUM.

Only changes of the title of the session, the name of the session organiser, the day, the room and the time will appear in the ERRATUM.

Changes in the scientific programme of the Industry Supported Educational Sessions content (presentations titles and durations, names and details of faculties...) are not mentioned in the ERRATUM.

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

This is valid for booth the industry educational session and/or any potential webcast of the session.

Disclosure of Conflict of Interest

The session organiser confirms that All Speakers/ Chairpersons participating in this programme have fully agreed to provide the session organiser with any potential conflicts of interest that may arise from their presentations. The existence of potential conflicts of interest does not necessarily indicate a bias. However it is the session organiser's obligation to inform the ESC and participants



so that they are made aware of any relationship that might cause unintentional bias.

A potential conflict of interest may arise from various relationships, past or present, such as employment, consultancy, investments and stock ownership, funding for research, family relationship, etc...

A potential bias relevant to the topic of the accredited programme/text must be disclosed:

- ✓ at the beginning of the presentation for events
- ✓ on the introductory page of the CD ROM or Web module
- ✓ at the beginning or at the end of the CME article/text

Time slot and Lecture Room Assignments

Points gained from Satellite Symposia are combined with the points gained through Exhibition space, Mini-Satellite Symposia, EBAC Accredited Educational Programmes, Hands-On Tutorials, Registration and other Sponsorship items. Only the last FOUR YEARS are taken into account. When several companies have the same number of points the first application received will be dealt with first, etc...

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

For Mini-Satellite Symposia, the date of receipt of the application form at the ESC office, will determine the assignment of rooms and time slots.

Due to the limited number of Satellite Symposia and Mini-Satellite Symposia time slots, please note the ESC cannot assure that you will not find one of your competitors taking the same time slot on the same day.

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

Control of flow and attendance

It is the company's responsibility to select an adequate size room to accommodate all attendees in their session.

Companies must plan ahead of time appropriate staffing and/or security to avoid any problem. In case this is not respected and for obvious security reasons, the venue has complete authority to block entrance into the rooms.

Overflow

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

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

✓ Overflow on the information screens in front of the lecture rooms will be made available upon requests by the lecture room ESC room hostess.

Accrued Points

- ✓ A company organising a Satellite Symposium of 45 minutes will receive 10 points.
- ✓ A company organising a Satellite Symposium of 90 minutes will receive 10 points.
- ✓ A company organising a Satellite Symposium of 180 minutes will receive 20 points.
- ✓ A company organising a Mini-Satellite Symposium will receive 6 points.

Cancellation Policy

Cancellations of Industry Educational 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 until I December 2010, no cancellation fee will be charged.
- ✓ If reservation of a time slot is cancelled from 2 December 2010 and until 31 January 2011, 30% of the total amount due will be charged (room rental fee included).
- ✓ If the cancellation is received from I February 2011 and until 31 March 2011, 60% of the total amount due will be charged (room rental fee included).
- ✓ If the cancellation is received after 31 March 2011 the full fee as well as the room rental fee will be invoiced.



Enforcement of Rules

Infringements of these Guidelines and Conditions will be referred to the Congress Programme Committee. Violations of these Guidelines and Conditions will result in the same sanctions as applied to Exhibition Violations.

Usage Rights for Music, Images, Films

Participating companies are solely responsible for paying all usage rights and royalties for the use of intellectual

property (music, photos, movies, artwork, etc) used on the company's Exhibition Stand; before, during and after an Industry Educational Session as well as during any companyorganised events at the venue or in the city where the congress is taking place. The ESC reserves the right to request a copy of the authorisation, or proof of payment of said rights that should cover the duration of the congress as well as the 2 days before and after the event.

More information can be found on the World Intellectual Property Organization website: www.wipo.int/treaties

ESC Reservations policy:

In the event that, for any reason whatever, it is judged advisable or necessary for the ESC Congress to close completely, or in part, the Exhibition and/or Congress for any period, the ESC will not be liable for any damage, loss, or other unfavourable conditions incurred by exhibitors/ session organisers/sponsors

If, for any reason, the ESC Congress has to be cancelled, the ESC will refund to the exhibitors/session organisers/ sponsors 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.

ESC Corporate Branding and Visuals:

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

A copy of the ESC Corporate Identity Rules and Regulations, the Branding Guidelines and ESC Corporate Logos and Visual form request may be obtained at following web address: www.escardio.org/about/how/policies/Pages/corporate-identity.aspx.

For further information please contact: communications@escardio.org

ESC Congress 2011 Visual

An event visual has been created to identify specifically with the ESC Congress 2011. This visual is a derivative of the ESC logo and a reflection of the ESC Congress. The visual interprets the dynamic nature of the congress and its cardiovascular core. The ESC Congress 2011 visual will create a unique visual identity for the congress in Paris and should be used by our industry partners to strengthen identification with the event.

The use of the ESC Congress 2011 visual is not mandatory.

ESC Approval

By **30 June 2011**, Invitation flyers referring to Industry Educational Sessions must receive ESC approval prior to print and distribution.

Following approval by the ESC, the Industry Educational Sessions organisers can adapt the invitation flyers approved to their requirements, whilst respecting the approved content.

ESC approval is mandatory for:

— Invitation flyers, Pre-Congress Mailing Inserts, Delegate Bag Inserts

To facilitate the approval process, it is advised to use the same invitation flyer for these three items.

- Roll-ups
- Poster
- Weblinks

ESC approval is not mandatory for the rest of Industry Educational Sessions material such as Abstract booklet, Slides, Names signs, Stage banners, Tables panels, Lectern panels, Question cards, Note books, Social events Invitations...

Promotion of Industry Educational Sessions:

The content of the promotional material must not include any product names, misleading names that might be perceived as product names, brand names or specific quality or virtues of a sponsoring industry and/or any of the industry's product(s) either via text or visuals.

✓ Invitation flyers

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

- Satellite Symposia, Mini-Satellite Symposia and Hands-On Tutorials invitation maximum size A4 (21 \times 29.7 cm)
- EBAC Accredited Educational Programmes maximum size A5 (15 X 21 cm) portrait format
- Invitation maximum weight 40g (20g if used as Pre-Congress Mailing Insert).

✓ Weblink

The weblink is a tool through which an invite created by Industry, in the form of a page (PDF, html, Flash), is linked to the official ESC Congress 2011 Scientific Programme Online (SPO) and to the ESC website.

Deadline for application and weblink approval: 30 June 2011

For further information, please refer to the Chapter 3: Sponsorship, Advertisement & Promotional Opportunities.

✓ Pre-Congress Mailing Inserts

A special high standard A4 size envelope has been created exclusively to be mailed to approximately 28,000 addresses (ESC Congress 2010 active delegates + ESC Congress 2011 pre-registered delegates).

- Insert number 28 000

- Satellite Symposia, Mini-Satellite Symposia and Hands-On Tutorials Insert maximum size A4 (21 X 29.7 cm)
- EBAC Accredited Educational Programmes maximum size A5 (15 X 21 cm) portrait format
- Insert maximum weight 20g
- Mailing of envelopes: 31 July 2011

Deadline for application and insert approval: 30 June 2011

For further information, please refer to the Chapter 3: Sponsorship, Advertisement & Promotional Opportunities.

✓ Delegate Bag Inserts

The Delegate Bag Insert is a tool through which an invite created by Industry, in the form of a flyer, is placed in the official ESC Congress 2011 Delegate Bags (28,000).

- Number of Inserts in Congress Bags limited to 35
- Insert number 28 000
- Satellite Symposia, Mini-Satellite Symposia and Hands-On Tutorials Insert maximum size A4 (21 X 29.7 cm)
- EBAC Accredited Educational Programmes maximum size A5 (15 X 21 cm) portrait format
- Insert maximum weight 40g.

Deadline for application and insert approval: 30 June 2011

For further information, please refer to the Chapter 3: Sponsorship, Advertisement & Promotional Opportunities.



- ✓ Lecture Room Roll-ups & Invitations
- —Two Roll-ups of maximum height of 2.5m and maximum width of Im (no electrical connection, no light, and no sound) can be displayed in front of the lecture rooms I hour before the beginning of the sessions
- → N.B. please note that the ESC will not be able to provide easels as support.
- ✓ Industry Educational Sessions invitation flyers display racks Companies organising Industry Educational Sessions are offered specific display racks located in the Registration area to promote their events; one allocated A4 size plexi holder on the display rack per session.

The holders will be allocated per session's day, time-slots, congress zones and lecture rooms alphabetical order.

These display racks will be available free of charge to Satellite Symposia, Mini-Satellite Symposia, EBAC Accredited Educational Programmes and Hands-on Tutorials organisers only.

The invitation flyers must be approved by the ESC before 30 June 2011. Unapproved invitation flyers will be removed by the ESC.

Companies organising Industry Educational Sessions are responsible for storing the invitations and keeping the racks supplied at the times given below.

Each company is responsible for printing in sufficient number their invitations and for the daily fill and refill of their appointed racks.

The display racks will be available on Friday 26 August to Wednesday 31 August 2011.

IMPORTANT:

- The EBAC Accredited Educational Programmes invitation flyers, Pre-Congress Mailing Inserts and Delegate Bag Inserts must be A5 portrait format (15cm x 21cm) only.
- The EBAC Accredited Educational Programme invitation flyers, roll-ups and posters are not permitted on the booth.
- Roll-ups, posters and invitation flyers must have the specific written approval of the ESC. The content of the invitation must not include any product names, misleading names that might be perceived as product names, brand names or specific quality or virtues of a sponsoring Industry and/or any of the Industry's product(s) either via text or visuals.
- Any and all unauthorised material will be immediately removed by the ESC.
- Roll-ups, Posters and hostesses handing out invitations are not permitted in the Building other than on the booth, at the "Industry Welcome desk", where space and security permit, and in front of the assigned lecture room.

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

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

Promotional Opportunities

Specific promotional tools have been designed especially for Industry Educational Sessions; see chapter 3 or contact Sponsorship@escardio.org



ESC Scientific Session References

Companies can make reference to the scientific sessions of the ESC Congress but must systematically print "This session is an official scientific session of the ESC Congress, XXX has in no way been involved in, contributed to or affected the outcome of this/these scientific session(s), wholly devised and organised by the ESC Congress Programme Committee. For further information on this session (s), please refer to www.escardio.org"

Give-Aways

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

Agenda

30 September 2010

— Invitation letters & Preliminary Application Forms sent out

29 October 2010

- ESC Congress 2011 Industry Site Visit, Paris, France

15 November 2010

 $\boldsymbol{-}$ Deadline for receiving Preliminary Application Forms with priority status.

31 January 2011

- Notification of assignments of time slots and rooms.
- Lecture rooms invoices sent out.

31 March 2011

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

15 April 2011

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

29 April 2011

Scientific programme(s) approval notification letters

27 May 2011

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

30 June 2011

— Last deadline for payments.

July 2011

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

27 August - 31 August 2011

- ESC Congress 2011

I.I.2 European Board for Accreditation in Cardiology (EBAC) Accredited Educational Programmes

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

The EBAC (European Board for Accreditation in Cardiology) accreditation, granted by a board of specialists widely recognised in the field of cardiology, confirms the scientific and educational quality of programmes proposed by National and international scientific or academic organisations and institutions, such as medical professional organisations, universities or teaching hospitals.

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.

a) Recognition of EBAC accreditation

EBAC works in cooperation with the EACCME (European Accreditation Council for CME) and EBAC CME credits are recognised in most European countries which have a running CME system. EBAC CME credits can also be reported to the American Medical Association.



b) Appointed Agency

- ✓ Applications for EBAC Accredited Educational Programmes may be submitted in the name of the CME provider by a third party (for example: communication agency). We would like to draw your attention to the fact that the correspondence for EBAC accreditation should be made between this third party, EBAC and the ESC.
- ESC should be informed in writing, which agency is appointed for which EBAC Accredited Educational Programmes. Otherwise no requests from agencies will be taken into consideration.
- —These guidelines and the EBAC accreditation guidelines should be communicated to the staff of the appointed agencies.
- This named agency cannot fully act as it is the CME provider itself who will continue to be held entirely responsible and accountable for activities organised in its name.

c) Procedure to follow

Application for EBAC accreditation can only be submitted by national and international scientific or academic organisations and institutions, such as medical professional organisations, universities or teaching hospitals.

Each programme should have a designated Scientific Director, responsible for the quality of the programmes scientific content, and appointed by the applying institution or organisation. Applications can be submitted via EBAC on-line system only (www.ebac-cme.org), and must include the following steps:

- Registration as CME provider
- Completion of the on-line application form
- Provision of EBAC endorsement letter,
 Course Director's Commitment and Programme
- Reception of the accreditation certificate

d) CME providers are invited to:

- Keep to deadlines
- Follow EBAC requirements concerning the publicity and the use of EBAC logo

- Distribute CME certificates to participants after the verification of their presence
- Send a post-course report to EBAC (template available on website)
- Host an EBAC monitor (upon the request of the EBAC Board)

e) Important dates

All deadlines (submission of a complete application form, printed material review) specific to EBAC Accredited Educational Programmes will be communicated in January 2011.

f) Accreditation fees

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

IMPORTANT

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

No specific time slot is reserved for these sessions, usual Satellite Symposia and Mini-Satellite Symposia time slots are open to EBAC Accredited Education Programme. To be included in the "EBAC Accredited Educational Programme" a programme must receive EBAC accreditation.

For more information you are welcome to visit the EBAC website www.ebac-cme.org

1.1.3 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 ESC Congress 2011 Final Programme, in the official ESC Congress 2011 Scientific Programme Online (SPO) and on the ESC Congress 2011 web pages.

Product Specification

- Supporting companies can run tutorial sessions between 9am and 6pm from Saturday through Tuesday during recommended timeslots.
- Hands-On Tutorials are available for the full duration indicated above and are not available on an individual or daily basis
- No of participants: 30 pax per session maximum
- Each company must provide their tutorial programme for prior approval to the ESC by 31 March 2011
- Companies will be provided with rooms to include electricity, air-conditioning, tables, chairs & daily cleaning. Each company must bring their own consoles, projectors and other necessary equipment.
- Catering and audiovisual equipment must be covered by the supporting company.
- Supporting companies may place signage on the outside wall of the assigned room to identify the Hands-On Tutorial for delegates (only company name, corporate logo and visual).

Supporting companies may use one portable display in front of the room to promote the programme (including agenda of the Hands-On Tutorials – only company name corporate logo and visual – no products names and logos allowed).

Signage and promotion within the room is permitted. All signage must receive prior approval from the ESC.

— Tutorials will be advertised in Final Programme, on the ESC Congress 2011 web site and in the Industry & Exhibition Guide.

Conditions:

- In order to organise a Hands-On Tutorial, an exhibition stand of minimum $9m^2$ is required.
- One room is allocated per company for the duration of the congress
- Hands-On Tutorial programme needs prior approval by the $\ensuremath{\mathsf{ESC}}$
- The number of Hands-On Tutorials is limited to 6 supporting companies
- —The ESC reserves the right to amend, cancel or suspend the Hands-On Tutorials at their discretion at any time in the future

Cost: €30,000 excl.VAT - Points awarded: 11

Deadline for application with priority status 15 November 2010

Cancellation Policy

Cancellations of Hands-On Tutorials should be sent by registered mail to the ESC.

- ✓ If reservation of Hands-On Tutorials cancelled after 31 January 2011, the full fee will be invoiced.
- Cancelling your exhibition space wil also mean cancelling your Hands-On Tutorial.

1.2 FOCUS Sponsor Group: FOCUS Cardiologie Practice & FOCUS Imaging Intervention Session

- The FOCUS Cardiology Practice sessions address patient-oriented clinical decision making. Experienced clinicians present cases and discuss diagnostic and therapeutic options in an interactive manner with the audience. The application of guidelines and optimal patient management are critically reviewed.
- The FOCUS Imaging Intervention sessions address current problems and new developments in catheterbased and surgical interventions, as well as non-invasive diagnostic procedures. Experts will demonstrate these techniques LIVE, integrating extensive audiovisual facilities and audience interaction.

By becoming a member of the FOCUS Sponsor Group, you will receive wide-spread visibility of your association pre-congress and onsite in Paris and receive important contact detail of the FOCUS session attendees.

Membership of the FOCUS Sponsor Group offers the following benefits:

- ✓ Onsite Sponsor Group acknowledgement throughout the FOCUS area (display signs, plasma screens)
- ✓ Delegate contact details from attendees of the FOCUS Cardiology Practice or FOCUS Imaging Intervention session sponsored
- ✓ Onsite Sponsor Group acknowledgement in the specially made film dedicated to the FOCUS Sessions to be played before and after each session
- ✓ Onsite privileged access to FOCUS session Technical Lounge for backstage experience of the session production
- ✓ FOCUS Sponsor Group acknowledgement on the ESC Congress 2011 website (dedicated page for the FOCUS Sponsor Group)
- ✓ Full page FOCUS Sponsor Group acknowledgement in the Final Programme highlighting the sessions
- ✓ Onsite FOCUS Sponsors Group acknowledgement on the Information Screens throughout the congress centre highlighting the sessions.

Cost per Sponsor: € 20,000 excl. VAT - Points: 7

Deadline for application with priority status 19 December 2010

ESC Congress 2011 - SCENE@ESC Timeslots for Industry Educational Sessions				
Saturday 27 August	Monday 29 August	Tuesday 30 August		
14:30 - 16:00 90-minute Satellite Symposium	12:45 - 13:30 45-minute Mini-Satellite Symposium	12:45 - 13:30 45-minute Mini-Satellite Symposium		
		14:00 - 15:30 90-minute Satellite Symposium		
		16:30 - 18:00 90-minute Satellite Symposium		
	18:30 - 20:00 90-minute Satellite Symposium			

Cost: €7,500 excl.VAT – Points awarded: 2 Contact <u>sponsorship@escardio.org</u> for further details Deadline for application with priority status 15 November 2010

1.3 **SCENE**@ESC

SCENE@ESC is an official replay of the best of the ESC Congress 2011 Scientific Sessions.

The SCENE@ESC programme enables delegates to optimise their time and attend a maximum number of scientific sessions at the ESC Congress 2011.

The Congress Programme Committee will select the SCENE@ESC programme from ESC Congress 2011 scientific sessions for replay which will be integrated into the Final Programme and communicated to delegates prior to and during the congress.



A limited number of timeslots will be made available to our industry partners as part of the programme for retransmission of their approved satellite or mini-satellite symposia.

1.4 Multimedia Products

Webcasts

Companies may transform their Satellite Symposia and Mini-Satellite Symposia into webcasts to be hosted on the ESC web site post the ESC Congress 2011.

Webcasts will be created by companies through their choice of supplier and hosted on ESC Congress 2011 web site pages until end December 2011. The host pages will clearly indicate the webcasts as industry educational sessions filmed during the ESC Congress 2011.

The ESC will provide a strict timeline and technical specifications to follow for the delivery of webcast content and will accept no responsibility for failure to deliver should the timeline or technical specifications not be adhered to.

The ESC will review all content of the webcast, which should be a true portrayal of the satellite symposia or mini-satellite symposia application approved by the ESC Congress Programme Committee. The ESC reserves all rights to remove content from their web site at any time where deemed necessary.

Industry webcasts will be promoted by the ESC in the ESC Congress 2011 Final Programme, on the ESC web site and onsite via the Information Screens.

Cost: €8,500 - Points awarded: 3 Contact <u>satellite@escardio.org</u> for further details.

Exhibition

"Present your products, services and activities to delegates"

2.1 - GENERAL INFORMATION

The Procedure in a Nutshell

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Exhibitor Badges & Exhibitor Registrations

Access to Exhibition

Stand Activity and Promotion Regulations

Stand Promotion

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Cleaning and Refuse

Fire prevention and crowd safety

Electricity

Catering

Telecommunication and Fax

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Goods, Reception, Delivery Addresses,

Vehicle access

2.3 - EXHIBITION CONDITIONS OF PARTICIPATION

2.4 - EMERGING TECHNOLOGIES SHOWCASE AREA (ETSA)

Exhibition

IMPORTANT DATES TO REMEMBER

1 December Application Deadline for Top 20 points

Holding Companies

14 January Deadline for application with

priority points status

31 January Cancellations until this date:

30% of total amount due

From 28 February

until 31 May Cancellation fee 60%

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

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

29 April Deadline for Company and

Product Description for Final Programme

13 May Stand drawing deadline

31 May Cancellation fee 100%

27 May Deadline for company logo featured

on Exhibition Interactive Map

17 June Free exhibitor badges deadline

30 June Last deadline for payments

19 July Late fee for exhibitor badges (€ 75)

22 July Give-away and stand activity deadline

27 August - 31 August 2011

31 August 2011 ESC Congress 2011



Exhibition

"Present your products, services and activities to delegates"

Quick find index

2.1 GENERAL INFORMATION

The Procedure in a Nutshell Exhibition Timetable Exhibitor Badges & Exhibitor Registrations Access to Exhibition

Stand Activity and Promotion Regulations Stand Promotion – Exhibition Interactive Map

& Logo

Storage

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Electricity

Catering

Telecommunication and Fax

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

2.3 - EXHIBITION CONDITIONS OF PARTICIPATION

2.4 - EMERGING TECHNOLOGIES SHOWCASE AREA (ETSA)

2.1 General Information

Companies are invited to participate in the ESC CONGRESS 2011 Exhibition area showcasing their corporate message and/or products at this global meeting.

Industry - Price:

Applications submitted by 31 March 2011 Early fee: 1 m² € 407 excl.VAT

Applications submitted from 1 April 2011 Late Fee: 1 m² € 447 excl.VAT

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

Reduced Rate Exhibitors: Publishers, Food / Nutrition Specialists & Not-for-Profit Organisations - Price: Applications submitted by 31 March 2011 Early fee: 1 m² € 270 excl.VAT

Applications submitted by I April 2011 Late fee: I m² € 300 excl.VAT Points awarded: 5 points participation per exhibiting company + I point per 9m² occupied

Deadline for application with priority points status; 14 January 2011

APPLICATION DEADLINE FOR TOP 20 POINTS HOLDING COMPANIES: 1 DECEMBER 2010

The Procedure in a Nutshell

This overview is meant to give you an idea of the procedures to be followed in order to participate in the exhibition accompanying the ESC Congress 2011. The overview below is not complete, we kindly ask you to refer to the rest of Chapter 2. Further information is available by contacting exhibition@escardio.org

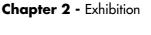
Carefully read the Guidelines for Industry Participation and distribute appropriately within your company and/or related agencies.

- a) Study the floor plans and choose your preferred stand locations (list more than one option). Should there be no spaces of the size you have requested, select a stand number of the area of interest.
- b) Fill out and sign the Exhibition Space Application Form located in the appendix of this document, and return it to the ESC Industry Services Department: exhibition@escardio.org,

Fax: +33 (0)4 92 94 76 26 before 14 January 2011.

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

- c) An application fee will be invoiced upon receipt of the application form and needs to be settled within 30 days.
- d) For companies in the top 20 ranking of the Accrued Points System for 2011, applications should be received & location choices confirmed by 1 December 2010.
- e) Note that Application Forms received by the ESC before 14 January 2011 will be dealt with according to the ESC Congress Accrued Point system. Application Forms received by the ESC after this deadline will be dealt with on a first-come, first-served basis AFTER those companies who have met the given deadline.
- f) Visit the ESC Exhibitors & Industry Partner Web Site, www.ESCexhibition.org. The "ESC Congress 2011" page is an important portal to access ESC Congress preparation items, access update messages, see important notices and reach suppliers' ordering points for all exhibition services.



Visit this page directly: www.ESCexhibition.org/Paris2011. Carefully read the update which will be online from June 2011 onwards. It will contain additional information about Congress preparation including sponsorship opportunities, exhibition logistics (i.e. unloading schedules, delivery details, exhibitor badge orders) as well as transport & access arrangements.

The update will be online in June 2011, and exhibitor contacts identified in the stand application form will be notified by email. Each exhibitor is responsible for providing their agencies or contractors with the information included in this Update.

- g) Ensure 50% of the total rental amount has been paid by the deadline on your invoice to retain the stand location you have chosen.
- h) Send a description of your product and/or company profile to exhibition@escardio.org by 29 April 2011 for publication on-line.
- i) Submit a detailed stand drawing to the ESC Congress & Industry Services Department before 13 May 2011. Without an approved stand drawing the stand may not be constructed.
- j) Send your request for free Exhibitor Badges (number of badges depends on area rented) to exhibition@escardio.org using the form provided by 17 June 2011.
- **k)** Ensure payment of the balance of your stand invoice has been made failure to meet payment date can result in stand cancellation and resulting charges, see section 2.3.
- I) Carefully study the timetable for construction, exhibition opening and dismantling timings. Note that this year the construction starts on Monday 22 August (May be updated within the access schedule distributed in the Update in June 2011 see www.ESCexhibition.org) and must be finished by 18.00 on Friday 26 August 2011.

ADMISSABLE EXHIBITS

The exhibition accompanying the ESC Congress 2011 is a technical and scientific display of current and future healthcare practices, goods and services relevant to the field of cardiology. Industry active in the research, production, approval, marketing and distribution of such goods and services are invited to participate. In addition, certain other types of business are invited as exhibitors: publishers, booksellers, food and nutrition specialists, companies advertising sporting and healthy lifestyle goods as well as non-profit healthcare organisations and academic institutions. The ESC requires all exhibitors to respect the educational spirit of the congress and will welcome

companies with products, services and innovations with demonstrable interest related to the prevention and management of cardiovascular disease.

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

Companies new to the ESC Congress 2011 are required to submit a statement of their product / service offering on the exhibit application form.

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

EXHIBITION TIME TABLE (Construction opening hours and dismantling)

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

Monday 22 August

08.00-22.00 Hall access for construction

Unloading

08.00-13.00 Vehicle access to fairground for stands over $600\ m^2$

13.00-18.00 Vehicle access to fairground for stands over 300 $\ensuremath{\text{m}}^2$

Tuesday 23 August

08.00-22.00 Hall access for construction

<u>Unloading</u>

08.00-13.00 Vehicle access to fairground for stands over 150 $\ensuremath{\text{m}}^2$

13.00-18.00 Vehicle access to fairground for stands over 100 m^2

Wednesday 24 August

08.00-22.00 Hall access for construction

Unloading

08.00- 18:00 Vehicle access to fairground for stands over 30 m^2



Thursday 25 August

08.00-22.00 Hall access for construction

Unloading

08.00-18:00 Vehicle access to fairground for all stands

Friday, 26 August

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

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

Unloading

08.00-19:00 Vehicle access to fairground for all stands No further vehicle access to fairground until 21.00, 30 August, 2011*. Daily deliveries should be sent to Fairexx office, where transport to exhibit area may be arranged.

Saturday 27 August

08.00-20.00 Hall access for exhibitors

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

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

08.00-16.00 Meetings may be held on stands

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

- ✓ 17.00-18:00 Official Opening Ceremony
- ✓ 17.00 Exhibition halls open (all stands must be staffed)
- ✓ 17.30 Opening reception in exhibition halls
- ✓ 20.00 Building closes

Sunday 28 August

09.00 - 18.00 Exhibition open

Monday 29 August

09.00 - 18.00 Exhibition open

Tuesday 30 August

09.00 - 18.00 Exhibition open

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

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

Wednesday 31 August

The exhibition will not open to delegates on Wednesday 31 August

08.00 - 13.00 No dismantling and no vehicle access to fairground

13.00 - 24.00 Dismantling – full vehicle access to fairground

Thursday I September

08.00 - 24.00 Dismantling – full vehicle access to fairground

Friday, 2 September

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

From Saturday 27 August until Tuesday 30 August stand personnel may enter the building one hour before the opening of the Exhibition. Delegates should not pass through the exhibit area before 9.00 or after 18.00, however we strongly urge you to secure your stand against theft or damage when the stand is not manned. ESC also recommends exhibitors arrange adequate insurance cover. Neither ESC nor the Paris Nord Villepinte Exhibition Centre - «Parc des Expositions» will be liable for any losses, unless where a negligent act or omission on the part of either body or its staff is established.

EXHIBITOR BADGES & REGISTRATIONS

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

Exhibitor badges do not give access to the ESC Scientific Sessions

An exhibitor registration does not give the right to an official congress bag and / or accreditation.

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



Exhibitor & Group Registration

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

Validity

Exhibitor badges will not allow access to ESC Scientific Sessions.

Exhibitor badges will give access to the industry educational sessions organised by the affiliated company.

When companies apply for badges they undertake to provide them to company employees only. Proof of affiliation will be requested. One congress bag containing a Final Programme and voucher for an Abstracts CD ROM will be offered to each exhibiting company. If further copies of the Final Programme are required they may be purchased from the Registration area.

Diamond Exhibitor Registrations

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

These registrations:

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

Each Diamond Exhibitor may:

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

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

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

Access to Halls

Individuals without badges will not be allowed into the exhibition halls. It is the responsibility of the exhibitor contact person to ensure that all staff, visitors, stand personnel, etc. are aware of this restriction. Exceptions will

not be made and the ESC will not be held responsible for any loss suffered by the exhibitor as a result of such an oversight.

Exhibitor Badges with Company Name and/or Individual Name

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

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

You may choose how your free badges are inscribed: either company name only, or individual name & company name. Simply indicate your preference when you send your ESC Badge Form by email, e.g. the number of 'Company name' only badges you wish to receive and the number of 'Individual name' badges you wish to receive.

Additional Exhibitor Badges

If the number of free Exhibitor badges is insufficient, extra badges, with company name or individual name, may be purchased). All Exhibitor badges must be ordered using the ESC Email Badge Form, available on line at

www. ESCexhibition.org.

Deadline for free exhibitor badge order is 17 June 2011.

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

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

Unused badges will not be credited, regardless of circumstances.



Exhibitor Badge Collection

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

Exhibitor Badge Allocation

Stand size between:	Free Exhibitor Badges: Exhibitor registrations	Diamond
9 and 49 m²	15	
50 and 99 m ²	25	
100 and 199 m ²	45	I
200 and 299 m ²	55	2
300 and 399 m ²	65	4
400 and 499 m ²	75	6
500 and 599 m ²	85	8
600 and 699 m ²	95	10
700 and 799 m ²	105	15
800 and 899 m ²	115	20
More than 900 m^2	150	25

Badge Fees + VAT

— Early fee (until 18 July 2011)	€ 60 (excl.VAT)
— Late fee (from 19 July 2011)	€ 75 (excl.VAT)
— Name change (until 20 July 2011)	€ 25 (excl.VAT)
— On-site fee	€ 75 (excl.VAT)

- Lost badges will not be replaced; a new badge must be purchased.

Group Registration (Delegates)

Companies paying for the registration fees of their invited guests, may register them as group. This online group registration process will be available from January 2011: for information, see www.escardio.org/congresses/esc congress/esc2011/registration-hotels or contact groups@escardio.org.

ACCESS TO EXHIBITION

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

For Security reasons, access to the Exhibition outside of opening hours is limited to persons holding an Exhibitors' badge. Full fee paying delegates affiliated with an exhibiting company can also receive a green sticker for access to the exhibition outside of exhibition hours. Companies

requiring access for full fee paying delegates to their stands outside of exhibition hours must provide the ESC with a complete list of relevant names prior the congress. Named delegates will be provided with the necessary stickers at the Exhibitor Registration Desk and will be given access to the exhibition without the need to be accompanied.

Work Passes

In the interest of safety only those individuals directly responsible for the construction and dismantling of exhibits will be permitted in the exhibit areas during the construction and dismantling periods. To this end, work passes will be given out from the FAIREXX office at the freight entrance during construction and dismantling phases. Under no circumstances will guests be allowed in the exhibit areas until 17.00 on Saturday 27 August 2011. Work passes are valid during the construction period from Monday 22 August 08.00 hours until Saturday 27 August 17.00 hours and during the dismantling period from Tuesday 30 August, 18.00 hours until Friday 2 September, 13:00 hours. Registered Exhibitors may gain access to the exhibition halls during installation and dismantling times by showing their Exhibitor badge at the entrance.

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

Vehicle Access for Unloading

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

STAND ACTIVITY AND PROMOTION

Each exhibiting organisation will receive an index listing within the Final Programme and the Exhibition, Satellite and Workshop catalogue of their company address and will be mentioned (company name & stand number) within the Exhibition floorplan given to delegates, as well as an online entry on www.escardio.org. Deadline for submitting your company product description form to produce the online entry is 29 April 2011.

Approval

The main activity of any exhibition stand should be the presentation of the exhibiting company and/or its products or services. The use of photographers, portrait artists or other performers is not allowed without the written permission of the ESC.

All stand activities must be submitted, using the form on www.ESCexhibition.org/Paris2011, for the approval of the ESC by 22 July 2011. After this date the ESC cannot guarantee approval. Non-approved stand activities will result in the exhibitor being obliged at their own expense to discontinue any such activity on-site and may risk penalties.

Audio & Visual Activities

The projection of films and slides; any amplification with the aid of loudspeakers; the production of music and/or sound; as well as the use of lighting, computer monitors and television screens is acceptable within the stand space as long as no disturbance is caused. Sound and lighting effects should be contained within each stand area. If the ESC judges that a disturbance is being caused the Exhibitor is to halt the activity immediately. If this is not done, the ESC reserves the right to make the necessary arrangements at the expense of the Exhibitor. A refusal to lower the sound level or halt an activity will be considered a violation of these Guidelines.

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

Photography & Filming

No part of the Building or of the exhibition may be photographed or filmed without the permission of the ESC or of the relevant Exhibitor. The ESC is entitled to photograph, draw or film the installations and stands, as well as the exhibits thereon and to use these reproductions in its publications and in the press.

The Exhibitor is entitled to photograph or film his own exhibition stand during exhibition hours. Filming is also allowed by Industry in other areas of the Congress for a fee of € 1000 excl.VAT when arranged in advance.

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

The services of an official ESC photographer will be offered to exhibitors, details will follow in the Update message in June 2011.

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

Quizzes & Activities with Winners

Exhibitors shall refrain from:

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

Only quizzes with a scientific content can be held at the

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

Quiz Times Allowed

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

Quiz Prizes

Participation can be rewarded with a prize. However, the prize should be the same for everybody.

"Drawing winners" is not allowed. Maximum purchase value of prizes must not exceed € 10 and all prizes should be declared to ESC using the form available for this purpose, see www.ESCexhibition.org/Paris2011.

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

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

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

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

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

Giveaways

Notwithstanding the legal responsibilities of each Exhibitor at his own stand, the Board of the ESC has accepted the policy that small giveaways are acceptable at the exhibition with a maximum retail value \in 10 (i.e., key-rings, laser pointers etc). The distribution of giveaways should be low profile and should in no way overshadow the main activity



of the stand. The activity must not disturb neighbouring stands or cause queues outside the stand area.

Giveaway items should

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

Distribution of Giveaways and printed materials

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

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

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

These restrictions begin Saturday 27 August 2011 at 08.00 hours and continue until Wednesday 31 August 2011 at 18.00 hours. Companies organising Satellite Symposia should refer to Chapter I of these Guidelines.

Items Which May be Advertised

It is prohibited to advertise goods and services which have not been admitted (see Exhibition Space Application Form) to ESC CONGRESS 2011 or to make publicity for organisations which do not occupy stand space at ESC CONGRESS 2011. Exhibitors should be aware that they are held responsible for any material on which their logo and / or name appears. This applies especially to Congress and Seminar brochures produced and distributed by a third party.

Special Effects

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

Prohibited Activities

Exhibitors are not allowed:

- ✓ To display or use names or trademarks which may be misleading or cause hindrance to the Exhibitors at other stands or to visitors to ESC CONGRESS 2011
- ✓ Barring exemption applied for and granted, to sell goods against surrender of the purchased items or to receive money in any way for goods sold or offered for sale or for services rendered
- ✓ To affix sold-tags to goods on display
- ✓ To remove exhibits from the stand, to add exhibits to the stand or to cover (parts of) exhibits on the stand Stands should not be dismantled or removed prior to the end of the congress, Wednesday 31 August 2011 with the exception of valuable items (e.g. machinery, devices, books).

Staffing on Stands

The space assigned to the Exhibitor shall be staffed at the beginning of the exhibition on Saturday 27 August 2011 at 17.00, during the opening hours of the exhibition as well as during the construction and the dismantling and removal of the stand. The Exhibitor shall make sure that either he/she or a person authorised by him/her is present at the site at all times. Unattended stands are a security risk to the exhibitor and, during open periods, are discourteous to delegates, fellow exhibitors and the ESC. Such cases will be considered as a violation of the Guidelines.

Promotion Rights

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

A copy of the ESC Corporate Identity Rules and Regulations, the Branding Guidelines and ESC Corporate



Logos and Visual form request may be obtained at following web address:

 $\underline{www.escardio.org/bodies/about/TermsConditions/}\\ \underline{corporate_identity.htm}$

For further information please contact communications@escardio.org

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

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

A graphic of the Congress Centre including ESC Congress 2011 usage will be made available for Industry use – only this version should be reproduced.

Usage Rights for Music, Images, Films

Participating companies are solely responsible for paying all usage rights and royalties for the use of intellectual property (music, photos, movies, artwork, etc) used on the company's exhibition stand; before, during and after an Industry Educational Session as well as during any company-organised event at the venue or in the city of the congress. The ESC reserves the right to request a copy of the authorisation or proof or payment of said rights that should cover the duration of the congress as well as the 2 days before and after the event. More information can be found on the World Intellectual Property Organisation website: www.wipo.int/treaties

Pharmaceutical Product Promotion

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

EFPIA:

www.efpia.eu/content/default.asp?

IFPMA:

<u>www.ifpma.org/pdf/IFPMA-TheCode-FinalVersion-30May2006-EN.pdf</u>

In all cases, exhibitors are responsible for ensuring that

their promotion during the Congress is legally and ethically acceptable in France.

STAND PROMOTION – EXHIBITION INTERACTIVE MAP & LOGO

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

Publication period: Pre event and for full duration of congress. Contact: exhibition@escardio.org

— Price of including logo: € 1,000 Deadline: 27 May 2011



STORAGE

Empty packing cases must be removed from the exhibition halls by 18:00 on Friday, 26 August 2011. You should therefore make prior arrangements for the safekeeping of such items with the appointed official forwarder and lifter, Fairexx GmbH, or with your own shipping agent.

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

Right of Admission reserved

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

Children

Children under the age of 16 are not permitted in the Congress Centre. Exhibitors and their agents are advised that their staff must be over the age of 16 and legally employed within a European country.

Animals

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

2.2 Exhibition Technical Guidelines

Overview Information

Stand Construction

Cleaning and Refuse

Fire Prevention and Crowd Safety

Electricity

Catering

Telephone and Fax

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

Vehicle access

OVERVIEW INFORMATION

Important Notice: All Exhibitors must submit a detailed stand drawing to the ESC Industry Services Department before 13 May, 2011. Without the written approval of the ESC the construction of any stand is prohibited.

Exhibition Area

The exhibition accompanying ESC CONGRESS 2011 will be held in Zone 6 of The Paris Nord Villepinte Exhibition Centre - "Parc des Expositions"

All services (water, electricity, telephone, compressed air, etc.) will reach stands via the service ducts located within the floor. Connections to these services must be made by the Technical Exhibition Services of the Paris Nord Villepinte Exhibition Centre - "Parc des Expositions" only.

Zone Information

- \checkmark Gross area dedicated to exhibits approx. 19,500 square metres
- ✓ Ceiling height under beam is 9m
- ✓ Ground resistance: 5000Kgs/square metre
- ✓ Natural light from sky domes
- ✓ Carpeting colour within aisles is mid-grey (unless laid by an exhibitor)
- ✓ Electricity, water, waste & telecoms delivered by service ducts at floor level (every 6m or 9m transversely across the hall)
- ✓ Loading doors 4.50m wide and 4.50m high, pedestrian doors 2.10m high
- ${\color{red} \checkmark}$ First Aid is located next to the Exhibition area, close to the Hall Manager's office

Stand Space Rental

The minimum stand size is 9 square metres.

Before 31 March 2011

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

From I April 2011

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

Price includes:

✓ Space only, only floor marked out

Price does not include:

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

Exhibition Services

For all your stand service orders and the latest exhibition logistics information, please visit www.ESCexhibition.org – choose the event icon ESC Congress 2011

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

Stand Module

Those exhibitors who will need to rent a standard exhibit stand module are urged to use the services of the official stand service supplier.

A choice of three turn-key stand solutions is available at attractive package prices for stands up to 25 m², named:

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

Each Booth includes:

- STRUCTURE: Walls, carpet, frieze (According to project with standard black lettering), carpet plastic protector, assembly charges & daily basic stand cleaning.
- LIGHTING: General lighting by spots of 200 W by 50 W/sqm., I switchboard for general lighting, electrical consumption and taxes included.
- FURNITURE PACKAGE: According to the project, storage $I \times I m$, counter with stool, brochure holder, table and 4 chairs

Stand Dimensions

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

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

Access points at any given location may be supplying services to other exhibitors; therefore some stand areas may have cables / pipes within their area feeding other locations. For aesthetic reasons it may be necessary to

shield these pipes or in extreme cases install a platform floor, in such cases ESC will advise exhibitors at the earliest opportunity.

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

Numbering

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

Loading/Unloading

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

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

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

Payment

For all goods & services ordered through The Paris Nord Villepinte Exhibition Centre - "Parc des Expositions" and its own suppliers, payment is required upon receipt of invoice.

ESC Suppliers

Any outstanding amounts remaining to be paid after the given payment deadlines will be considered a violation of the ESC Guidelines for Industry Participation and penalties may be imposed. This applies to amounts due for services provided by The Paris Nord Villepinte Exhibition Centre - «Parc des Expositions» or its partners/suppliers, Fairexx, Key4events and/or the ESC.

STAND CONSTRUCTION

Stand Design

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

This information must be sent to the ESC preferably by email to exhibition@escardio.org or Fax: +33 (0)4 92 94 76 26 before 13 May 2011. The drawings must clearly indicate the planned layout, equipment and furnishing of the stand, including the signage and visuals. Also indicated must be the location of power outlets, electricity cables,

moving parts, details of raised floors, water as well as telephone and ventilation installations. Please supply:

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

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

Responsibility to Neighbouring Stands

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

Each exhibitor is asked to consider, therefore, the impact of their stand construction on neighbouring exhibits and ensure transparency. If there is a danger of unfairly blocking another stand from view, even where all these Guidelines are respected, the ESC will retain all rights of approval of the final stand design. In order to respect the fair nature of the exhibition, exhibitors are requested to indicate any possible problems of transparency or impediments to neighbouring stands. Failure to do so would breach the spirit of the exhibitor's contract with ESC and in such cases the exhibitor responsible will be expected to make such changes as are necessary at his own cost. In such cases, the decision of the ESC will be considered final.

Approval

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

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

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

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

Stand Selection: areas under 100m²

When selecting a stand area, exhibitors should consider

the impact of large stand areas (100 m^2 or more) on the local area. Constructions are proportionate to stand area rented and this will have a clear impact on the visibility of adjacent exhibits.

Shell Scheme Stands

Shell scheme stands $(9 \text{ m}^2-25 \text{ m}^2)$ provided by the Building will be uniform stands with uniform graphics, height and design. Partition walls will be 2.5 m high, graphics & signage may rise 0.5 m further.



Stand Height

If so desired, exhibitors with stands larger than $25~\text{m}^2$ can submit a request in writing to obtain permission to exceed the standard height of 2.5~m. All designs over 2.5~m metres high will be judged on transparency, size, location and volume.

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

26m²- 45m²	3.5 m
46m² - 60m²	4 m
61m² - 80m²	4.5 m
81m² - 100m²	5 m
101m² - 300m²	6m
301 m² - 500 m²	7 m
501 m² - 700 m²	7.5 m
More than 701m^2	8 m

Stand Transparency

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

As an example of assessment criteria, high walled areas forming large storage rooms may block neighbours unreasonably and in this case, will not receive approval. A

high tower to attract attention (not blocking neighbours) is likely to be approved. For aesthetic reasons, ESC does not advise constructions rising floor to ceiling.

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

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

Two-storey structures are not allowed. Arches, bridges or similar constructions connecting two or more stands are not allowed. L & U shape island stands are not encouraged. Two or more stands hired by the same company can only be connected by carpeting the corridor between them. Such space is let at 25% of the standard square metre price (\in 101.75).

Separation Walls

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

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

In cases where an exhibitor fails to supply & install necessary separation walls by 18:00 on Friday 26 August 2011, ESC will arrange for walls to be erected (and floor covering to be laid, if necessary) at the exhibitor's expense.

Back Walls

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

Open Sides of a Stand

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





It is not allowed to erect walls, glazing or other constructions on or within 30cm of the perimeter of island stands. This also applies to the open sides of peninsula, corner and inline stands. Stands should be fully accessible on all "open" sides. Requests to be partially exempted from this rule should be submitted in writing to the organisers.

Keep Aisles Clear

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

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

Positioning of Stand

Access to the doors, windows, fire alarms, hydrants, portable fire extinguishers, fuse boxes, line poles and circulation routes must be kept free from obstructions at all times.

Stand Flooring

The stand floor must be adequately covered, for instance with carpeting or carpet tiles. The floor area of the stand must not be covered with paint or glue. Carpeting must only be held in place by its own weight on the floor or by adhesive tape. These items must be removed by the Exhibitor at the end of the exhibition. It is forbidden to place mortar directly on the floor, to nail with percussion tools or to paint with spray guns.

Stand lighting

No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space. Lighting should be directed to the inner confines of the stand space and not project onto other exhibits or aisles. Lighting which is potentially harmful, such as lasers or ultraviolet lighting is not permitted. Lighting that spins, rotates, pulsates and other specialized lighting effects that could interfere with neighbouring exhibitors or detract from the general atmosphere of the congress is strictly forbidden.

Positioning of Exhibits

The Exhibitor is not allowed to place articles to be exhibited in a manner which, in the opinion of the ESC, affects or hinders neighbouring stands, e.g. with regards to the visibility of the neighbouring stands. Articles to be exhibited must be kept within the stand perimeter.

The exhibit should pose no danger to participants. Any structural or display element which does not satisfy the organisers and/or venue officials in terms of safety

Auditoria & Presentations

must be made safe or removed.

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

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

The focus of presentations should be product-related information and not on the presenters themselves. Celebrated or costumed presenters may be employed as long as they are not central to the presentation or its publicity. Where Key Opinion Leaders (KOLs) are employed as presenters, their presence should be discrete and not publicly advertised. In addition, the nature of the presentation should be informal and in no way resemble any official session format, be it a Workshop, Satellite, Meet the Expert or ESC Annual Congress Programme.

All such activities require the prior approval of the ESC.

Platform Floors

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

Exhibitors who use such platforms should bear in mind:

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

Load Capacity (Floor)

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

Stand Roofing

Stands may be covered by a roof insofar as such roofs are in compliance with the fire protection regulations in France. All horizontal decorations, ceiling areas and roofs require prior approval by the ESC and must be coordinated with the Building. For safety reasons, all ceilings must respect the standard norms (French or European). See the fire prevention and crowd safety regulations in section 2.2.

Access to Stand

Exhibitors are obliged to grant official supervisory staff and accredited representatives of The Paris Nord Villepinte Exhibition Centre - «Parc des Expositions» to their stands.

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

Due Diligence

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

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

Exhibitors and their contractors must abide by current legislation in France with regard to the prevention of occupational hazards which apply to the work being carried out. Particular care should be taken during construction

and dismantling periods; un-safe working practices will be stopped by the organiser in the interests of public safety. Exhibitor's using materials not conforming to any safety component of these Guidelines will replace them with safe alternatives at their own cost.

To ensure a safe build up and break down the following precautions need to be taken into account (this list is illustrative and not exhaustive):

- ✓ One must use safety lines when working at height
- ✓ One must wear protective headwear when working underneath hazards
- ✓ One must conduct hot work (e.g. welding) in a safe area with fire extinguishers close by
- ✓ One must wear protective clothing & footwear at anytime during build up and break down (this is even more important whilst using power tools)
- ightharpoonup One must ensure not to block emergency escape routes
- ✓ One must stack goods properly
- ✓ One must use qualified staff when performing electrical work

For safety reasons all stand builders must wear the correct equipment (ie. protection helmet and reinforced shoes) at all times during the exhibtiion set up and dismantling. The ESC reserves the right to refuse access to the Exhibition Halls should we esteem that the correct protection equipment is not worn.

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

Moving Machinery

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

The Cabinet Raillard must receive a list of all equipment and machinery that is to be operational at the congress, at least 30 days before the congress begins All exhibit working machines and appliances must be declared using the form on:

http://www.escexhibition.org/Paris2011/default.aspx

Such equipment must not present any risks to public safety. Stationary equipment or machinery (whether or not operational):

✓ Any dangerous parts must be more than I metre from the public thoroughfare or protected by a rigid screen

✓ Dangerous parts: moving parts, hot surfaces, blades and sharp objects

Moving equipment or machinery must be presented in a protected area where members of the public are kept at a distance of at least one metre from the equipment itself. Hydraulic jacks presented in a raised static position; the equipment's hydraulic safety mechanisms must be supplemented by a mechanical safety device preventing any untimely activation.

All equipment must be properly stabilized.

Construction

The ceilings, walls, columns and technical installations of the Building in general must not be subject to loads from the decoration or objects exhibited, or to affix stand parts, posters or other promotional material to columns, walls, girders, etc. of the Building within or outside the stand space assigned. It is forbidden to make holes, insert screws or nails in the walls, ceilings, floors or columns of the Building.

Fire appliances must remain accessible.

Connection panels located on the hall floor must be accessible for inspection at all times. See also fire prevention and crowd safety regulations in section 2.2.

Suspension Points (NEW PILOT PROJECT FOR 2011)

A new pilot project for the ESC Congress 2011 will allow exhibitors with a stand size larger than 349 m^2 to benefit from the possibility of having a portion of their stand design suspended.

The suspended height allowance will be in direct proportion to the m^2 floor area of each stand and the slings around the truss will be adjusted accordingly.

 $350\text{m}^2 - 500\text{m}^2$ 7 m $501\text{m}^2 - 700\text{m}^2$ 7.5 m More than 701m^2 8 m

Below is a diagram with some important details with regards to the hanging points in Zone 6:

Permitted overhead suspended items (From a Truss) include:

- ✓ Company or brand identity signs/banners (Consider including stand space number)
- ✓ Theatrical/audiovisual lighting
- ✓ Photographic imagery, with or without text or logos
- ✓ Inflatable balloons with a diameter less than 3m

Trusses

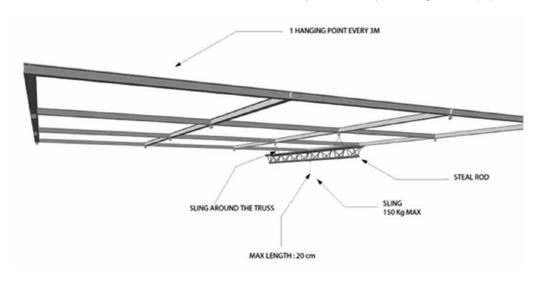
- ✓ Only standard trusses are allowed (30cm x 30 cm triangle/square)
- ✓ No fabric/cloth (Longer than 50cm in length) can be hung from the truss
- ✓ Banners can be placed 20 cm below the truss structure
- ✓ Hanging items or trusses may not touch the free standing elements below or be placed in a way to unfairly impede visibility of neighbouring stands.
- ✓ The width of the banner(s) is restricted to Im. Extra care needs to also be taken with regards to the length of the horizontal banners so as to not impede the visibility of neighbouring stands
- ✓ Nothing should protrude above the trusses and all rigging and electrics should be hidden as much as possible
- ✓ No movable/rotating/swinging elements are allowed to be hung/suspended from the truss or hall ceiling
- ✓ Trusses may never be hung outside the perimeter of the stand

Suspension above the aisles

- ✓ Under no circumstances should stand constructions or trusses be suspended over the aisles.
- ✓ If two or more stands belong to a single exhibitor only the aisle space between the stands can be purchased and the exhibitor is welcome to then provide his/her carpet to join the stands.

All overhead signs and features, including inflatable element(s), must be sent by 13 May 2011. Unapproved items cannot be hung. Only the official Viparis Rigging Company can install rigging/suspension points.

All costs and risks associated with overhead hanging features are the sole responsibility of the exhibitor, including the risk that sightlines to the exhibitor's own signs may be blocked by others' signs and displays.





The ESC does not accept any share of liability for any damages, losses, expenses or other impacts arising from the exhibitor's (or their neighbour's) decision to use overhead signs and rigging.

Air Conditioning

Devices with hot air condensation are prohibited inside the halls.

Building Integrity

The floor, columns and installations (distribution boxes, piping, rented shell stands, etc.) of the Building must be left in the same state in which they were found. Any damage shall be repaired by the Building owners at the Exhibitor's expense.

Set-up - Access Time Slot & Deadlines

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

Contact: exhibition@escardio.org in this case.

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

CLEANING & REFUSE

Refuse Collection

During Exhibition opening times the ESC shall see to the regular general cleaning of the Building and the aisles – that is, daily waste left by delegates. Exhibitors are responsible

for cleaning their own exhibit and disposal of waste generated before, during and after the event.

Exhibitors should manage (contract and pay for) their waste removal through the official cleaning supplier. An order form is online at www.ESCexhibition.org/Paris2011 Wild tipping' or disposing of bulk waste within fairground without payment will be considered a serious violation faces a minimum penalty of losing all accrued points for the ESC CONGRESS 2011 event.

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

FIRE PREVENTION AND CROWD SAFETY

The exhibitor must apply the regulations pertaining to fire safety and panic prevention on premises open to the public laid down by the Order of the 25 June 1980 (General clauses). The Order of 18 November 1987 sets out the special clauses that apply to exhibitions and trade shows in France. Parts of the aforesaid regulations are explained below for ease of reference.

During installation, the Safety Manager will ensure that all safety measures listed below are implemented on site.

Further information regarding fire safety is available from: Cabinet RAILLARD

Mr Gérard RAILLARD

10 rue Frédéric Passy – 92200 NEUILLY SUR SEINE

tel/fax:00 33 | 47 22 72 | 8 cell:00 33 6 07 9 | 37 72

email: g.raillard@cabinet-raillard.com

REGULATIONS GOVERNING ACCESS FOR PEOPLE WITH REDUCED MOBILITY

The exhibitor must comply with french regulations and with the accessibility order. These regulations specify that all premises and facilities open to the public must allow access to the disabled and to people with reduced mobility.



Applied to the ESC Congress 2011, this means that: The disabled must be able to access and exit all facilities without assistance:

- ✓ Ramps must comply with legal requirements. A slope of less than 4 % or 5% up to 10,00 m, or 8% up to 2,00 m, or 10% up to 0.50 m
- ✓ The slope must include a level landing at the top and bottom of each ramp run

All internal routes and exit signs must contrast visually with the surrounding environment.

STANDS CONSTRUCTION AND FITTINGS (Materials and fire rating requirements)

Exhibitors' obligations

Exhibitors must have available on site all official reports on the fire resistance classification of all materials used on their stands.

If official reports are not available, exhibitors must have all fireproofing certificates available on site at each of their stands.

Materials and fire rating requirements

All materials used must have a specific fire rating. There are 5 fire rating categories: M0, M1, M2, M3 and M4, the latter corresponding to a non-combustible material.



Requirements

- ✓ Stand framework and partitioning: minimum rating M3 or D
- ✓ Large furniture (cash desk, counter, showcase, dividing partition, etc.): minimum rating M3 or D
- ✓ Wall covering (natural fabrics or plastic coatings): minimum rating M2 or C
- ✓ Curtains, draperies and net curtains: minimum rating M2 or C

- ✓ Fixed floor covering: minimum rating M4 or D
- ✓ Material covering the surface of podiums, platforms or tiered seating (if height > 0.30 m and surface (S) > 20 sq.m): minimum rating M3 or D
- \checkmark Loose decorative items (advertising billboards if S > 0.50 sq.m, garlands, light decorative items etc.): minimum rating M1 or A2 or B
- ✓ Canopies, if building equipped with an automatic sprinkler system, minimum rating M2 or C; if not, minimum rating M1
- ✓ Ceilings and false ceilings: minimum rating M1 or A2 or B
- ✓ Mesh canopies must be certified by the CNPP (a French test laboratory)

Equivalents

- ✓ Non resinous solid wood: if thickness > 14 mm, rated M3 or D
- ✓ Resinous solid wood: if thickness > 18 mm, rated M3 or D
- ✓ Wood-based panels (plywood, boarding, particleboard and fibreboard): if thickness > 18 mm, rated M3 or D

Decorative material

No fire rating required if surface area less than 20% of the item decorated (partition, false ceiling).

Covered stands (ceiling, canopy, raised level)

- ✓ Area must be less than 300 sq.m
- ✓ Area > 50 sq.m: requirements: appropriate fire extinguishers, officially qualified fire safety officer present (with a French SSIAP1 qualification or equivalent training in fire safety for public premises), independent security lighting fitted. Independent security lighting must be on standby when the main lighting system is intentionally switched off
- ✓ Canopies must be effectively suspended from a crossed wire mesh (with gaps of I sq.m maximum).

Fireproofing

By means of different procedures or applications, any material which normally would be of medium or high flammability, may obtain the flame resisting qualification of M2. These procedures would be: inflammable liquid spraying, brush application of a paint or special varnish or immersion in a special bath solution.

These operations of fireproofing may be performed by an officially qualified person or contracting company who may issue a homologated certificate giving the following specifications. The exact names, addresses and telephone numbers may be obtained from the:

Groupement Technique Français de l'Ignifugation 10, rue du Débarcadère 75852 Paris cedex 17 tél.: 01 40 55 13 13

Fire certificates

At any time, the Show Security Manager may demand exhibitors the official report giving the fire classication of materials used in stand construction or failing this, the equivalent fireproofing certificates.

All coatings, coverings and material meeting the requirements of security are sold in specialized shops, where the quality certificates as regards the classification of fire resistance may be obtained:

Groupement NON FEU 37-39, rue de Neuilly BP 121 - 92113 Clichy Cedex tél.: 01 47 56 30 80

Radioactive substances -X-RAYS

Any system using radioactive material must be declared and submitted to the French Nuclear safety Authority (Autorité de Sureté Nucléaire - ASN).

Specific regulations will apply to the stand. For further information on regulations, contact the Cabinet RAILLARD. By September 2010, the 6th, the exhibitors will transmit to the organiser/Safety Manager:

- ✓ The form 12, "exhibit working machines and appliances"
- ✓ A technical data sheet
- ✓ the ASN authorisations

Lasers

Any system using lasers must be submitted to the Departmental Safety Commission at the Préfecture of Seine-Saint-Denis for approval at least 30 days before the Show begins.

Specific regulations will apply to the stand layout.

For further information on regulations and authorization requests, contact the Cabinet RAILLARD.

The dossier (in French) to be submitted to Cabinet RAILLARD, must include:

- \checkmark A declaration on plain paper stating that a laser system is to be used
- ✓ Form "Operational equipment and machinery", in annexe
- ✓ A technical data sheet with a layout plan of the equipment's position on the stand
- ✓ A document drawn up and signed by the installer, certifying compliance with these regulations

PROHIBITED EQUIPMENT, PRODUCTS, GASES

The following are prohibited at the ESC Congress 2011:

- ✓ Distribution of samples or products containing an inflammable gas
- ✓ Balloons inflated with a flammable or toxic gas
- ✓ Articles made of celluloid
- ✓ The presence of pyrotechnic or explosives devices
- ✓ The presence of ethyl oxide, carbon sulphide, sulphuric ether and acetone

- ✓ The use of acetylene, oxygen, hydrogen or equivalent high-risk gases (Note: a request for dispensation can be submitted to the French authorities. Apply through Cabinet RAILLARD, two months before the exhibition opens)
- ✔ Pyrotechnic effects devices producing detonations, sparks or flames

Firefighting equipment

Must remain visible and accessible at all times.

If there is a fire hose cabinet on the stand, it must be visibly marked and remain accessible at all times via a Im-wide passageway leading from the aisle.

Smoking ban

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

Open Fire

The use of open fire or unprotected flames is prohibited.

Pyrotechnics

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

Hot Work

Hot work such as welding, soldering, cutting, and circularmotion grinding, drying, heating or work over naked flame is not allowed within The Paris Nord Villepinte Exhibition Centre - «Parc des Expositions» without the special permission of the Technical Exhibitions Services Division

Heating / Cooking

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

Goods Not Allowed

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

Cordless communication devices may be used as long as they do not interfere with The Paris Nord Villepinte Exhibition Centre - «Parc des Expositions»'s own appliances. Exhibitors wishing to use these devices should notify the brand name, frequencies to be used and range when submitting a stand design for approval.

Combustion Engines

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

Storage of Flammable Goods

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

Heavy Goods

All heavy goods will have to respect the overloading rules of the venue:

- ✓ Allowed overload 5 tons per square meter
- ✓ Point load -6 tons on a 10x10 cm square

Responsibility

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

Organiser's Security

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

Extra Security

Exhibitors requiring Guards are invited to return the order form for Security staff - see the ESC CONGRESS 2011 page of www.ESCexhibition.org.

Valuable Goods

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

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

Admission Rights

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

Insurance

While on the premises, exhibition goods and packaging materials shall be insured at the expense and risk of the Exhibitor. Exhibitors should therefore contact their own Insurance Company or use the corresponding order form.

Exhibitors will be liable for the safety of participants on and around their stand area. In accepting ESC terms of sale, the Exhibitor undertakes to indemnify the ESC against any and all losses resulting from an unsafe construction, unsafe exhibits or the actions / inactions of its staff.

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

ELECTRICITY

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

Connecting to Mains

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

Electrical Supply

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

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

Fault Reporting

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

Installation

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

Exhibitors' general obligations

Exhibitors must ensure that the following regulations are applied:

- ${f \hspace{0.5cm}{\hspace{0.5cm}{\hspace{0.5cm}}}}$ Only fixed wiring may be used for electrical systems,
- ✓ Cables and wires must be Category C2,
- ✓ Conduits and wire mouldings used for cable troughs, wireways and cable ducts must be made of flame-retarding material, in compliance with European standards,
- ✓ All electrical apparatus, cables and conduits must be earthed,
- ✓ If class 0 equipment is to be powered up (exceptionally), it must be equipped with a residual current (maximum 30 mA) differential switch or safety device,
- Class I equipment must be connected to the earth wire of the main supply line,
- ✓ The use of individual ground plates is forbidden.

Electrical equipment cabinets and boxes must comply with legislation, namely :

- · Must have a metal casing,
- Must not be accessible to the public,
- Must be easily accessible to staff and emergency services,
- Must be located a safe distance from all flammable and combustible materials.

IMPORTANT: if total power rating > 100 kVA, then:

- ✓ Cabinets and boxes are to be installed in closed premises reserved exclusively for this purpose,
- ✓ The premises must be clearly indicated,
- ✓ A dry chemical or CO2 extinguisher must be available on the premises,
- ✓ Partitions must have an M3 fire rating,
- ✓ The premises must not be located under a mezzanine that is accessible to the public.

- ✓ Be a minimum of 2.25 metres from the ground,
- ✓ Be located a safe distance from all flammable materials (at least 0.50 metres from wood and other decorative material),
- ✓ Be well secured.
- ✓ Be fitted with safety glass or fine mesh wire, providing protection against the consequences of a bulb blowing.

High voltage neon signs. Neon signs :

- ✓ Must be protected by a screen made of material with an M3 fire rating,
- ✓ The power switch must be clearly marked,
- ✓ Transformers must not be within reach,
- ✓ A sign marked "Danger: high voltage" should be visible nearby.

Installation work may only be performed by licensed companies which are answerable to the authorities. Connection to fuse boxes may only be carried out by companies authorised by The Paris Nord Villepinte Exhibition Centre - «Parc des Expositions».

Reliable Supply

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

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

Water Supply and Drainage

Water supply order form will be available at: www.ESCexhibition.org. The Building cannot accept responsibility for interruptions or pressure irregularities in the water supply. Where water is used as part of a display, the construction agency responsible must ensure electrical

installations in the vicinity are safe and protection has been put in place against risk of leakage/flooding.

CATERING

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

Eliance

Mr Laurent Sarlin

Tel: +33 | 48 63 33 22 Fax: +33 | 48 63 33 23 Email: catering@esc20|| 1.com

Exhibitors may not sell food or drink for consumption on the premises. Serving alcoholic beverages on stands is strictly forbidden.

All companies offering hospitality are reminded of their responsibilities for hygiene & food safety.

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

TELECOMMUNICATION & FAX

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

CUSTOMS, TAXES AND DUTIES

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

TRANSPORT REGULATIONS/HANDLING
The Official Forwarder for ESC CONGRESS 2011 is:
FAIREXX Logistics for Exhibitions GmbH
Mr. Marco Junghans, Managing Director
Tel: +49 30 4403 4711

Fax: +49 30 4403 4779 Email: contact@Fairexx.com

Within the limits of the The Paris Nord Villepinte Exhibition Centre - «Parc des Expositions» fairground, Fairexx and its agents act with the authority of ESC on its behalf in matters concerning vehicle logistics & security, freight forwarding, freight lifting and storage of goods.

GOODS RECEPTION

ESC CONGRESS 2011 is a secure meeting area. Fairexx offer a free Managed Goods Reception Service for packages sent by courier up to 5 kgs when collected from the Fairexx office on site.

Deliveries heavier than 5 kgs will be stored by Fairexx for collection and charged according to size at €50 per cubic

metre. Deliveries to exhibition stands will also be charged. To ensure that your consignment is tracked please inform Fairexx before dispatching it.

Mechanised Unloading

Note as the Official Logistics Provider to ESC CONGRESS 2011, all mechanised unloading within the fairground must be performed by Fairexx. In the case of goods requiring specialised handling / customised vehicles for carriage, this should be co-ordinated by Fairexx.

DELIVERY ADDRESS

It will be supplied in the Update message that will be sent in June 2011.

Note that this will be the only delivery address to be used for consignments delivered direct to The Paris Nord Villepinte Exhibition Centre -"Parc des Expositions".

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

Goods Collection

Where goods are to be collected or stored awaiting collection by a third party, such as Fairexx, it is important that a trackable order is obtained for the service in advance. It is also vital that the goods are attended until they are taken into custody of the third party. Unattended goods often go missing!

MOVE IN / MOVE OUT PERIODS

Access to the fairground and its loading bay areas is strictly controlled and entry is according to the timetable shown earlier in chapter 2. Time slots are allocated according to the size of area rented and general logistics considerations. Agencies constructing more than one exhibit may apply for an earlier access time, this will be confirmed by ESC if acceptable.

VEHICLE ACCESS WITHIN FAIRGROUND

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

2.3 Exhibition Conditions of Participation

General Conditions

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

These conditions are available in French language upon request.

Establishment of Rental Contract

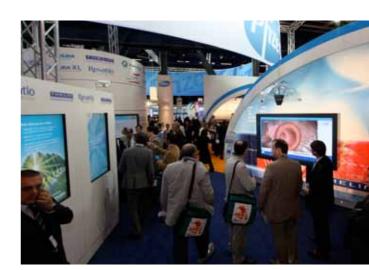
Application for a stand is made by filling in and returning the "Exhibition Space Application Form". Companies in the top 20 positions with accrued points statement for 2011 must submit applications by 1 December 2010. Remaining points holders must submit applications by 14 January 2011 to benefit from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

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

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

Appointed Representatives

If an exhibiting company wishes to appoint an agent to conduct its affairs at ESC CONGRESS 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 treated as though from the exhibiting company. Contractual responsibility remains with the exhibitor:



ASSIGNMENT OF SPACE

Stands will be assigned following the accrued point system if received by 14 January 2011. The points will be awarded according to participation in the past four ESC Annual Congresses, including the ESC Congress 2008 in Munich. Relative position on the list will define the order in which requests for stands, symposia, hotel rooms and other Congress items are processed.

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

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

Procedure

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

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

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

Payment Deadlines

Stands will be assigned only if the deposit 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 2.3.

RENTING STAND SPACE

Stand Space Rental Definition

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

Minimum Size

The minimum stand size will be 9 square metres.

Congress & Exhibition Layout

The ESC reserves the right to deviate from the stand confirmation and to allocate a stand in a different location, to alter the size of the stand, to re-locate or close entrances and exits on the Exhibition Grounds and/or in

the Congress Centre and to carry out any other structural alterations providing it has a substantial interest in such measures.

Stand Moves

The ESC reserves the right to make changes in the layout of the exhibition, as well as in the stand assignment in the event that unforeseen circumstances make this necessary. Alterations to the agreement will only be made after mutual consultation. If in such cases the interests of the Exhibitor are unreasonably impaired, he may withdraw from the contract in writing within one week after receipt of notification of the type of alteration. The ESC accepts no responsibility for any damage which may result from such changes.

Subtenants and other Represented Companies

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

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

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

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

TERMS OF PAYMENT - IMPORTANT

Application fee before stand assignment

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

- ✓ stands between 9m² and 49m²: €500 excluding VAT.
- ✓ stands between 49m² and more: 20% of requested m² 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.

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

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.

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.

Administration Fee

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

Counterclaims Rights Renounced

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

Indebtedness

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

ESC Suppliers

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

ESC Reservations Policy

In the event that, for any reason whatever, it is judged advisable or necessary for the ESC Congress to close completely, or in part, the Exhibition and/or Congress for any period, the ESC will not be liable for any damage, loss, or other unfavourable conditions incurred by exhibitors, session organisers or sponsors.

If, for any reason, the ESC Congress has to be cancelled, the ESC will refund to the exhibitors, session organisers or sponsors 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.

Exclusion from Liability

The ESC does not undertake to safeguard exhibits and excludes, for its staff as well, all liability for damage to these, for theft of these, or loss, except in cases of intent or gross negligence. This exclusion from liability also applies if exhibits are seized and stored by the ESC due to infringement of the present conditions of participation.

This exclusion of liability is in no way impaired by the special security measures taken by the ESC. Furthermore the ESC explicitly excludes all liability for any disadvantages or damage incurred to Exhibitors due to erroneous details on space allocation, stand construction, catalogue entries or other errors in ancillary services. Property of the Exhibitor and of third parties shall remain on the premises at their own risk. The ESC will not be responsible for the insurance of such items. The ESC shall not be liable for any injury or damage howsoever caused to goods and/or persons in the Building and/or on the adjacent sites.

Premature Termination of the Rental Contract

If after binding application and conclusion of the contract the ESC should accept that an exhibitor may withdraw from their contract, the Exhibitor is liable for the full amount of the stand rental including all surcharges and associated costs. This also applies in the event that the conditions on which the contract was concluded do not apply or no longer apply, in particular if the Exhibitor has so altered his manufacturing programme that his products can no longer be classified in the industry for which he has rented stand space.

CANCELLATIONS

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

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.

Cancellations after stand assignment:

If the Exhibitor cancels or reduces his order before the 3 I January 2011, the amount due by the exhibitor is 30% of the total amount ordered. If a reservation is cancelled by the Exhibitor from I February 2011 until 31 May 2011 (included), the amount due to be paid by the cancelling exhibitor is 60% of the total amount ordered. From I 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.

ENFORCEMENT OF RULES

Applies Equally to All

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

Violations Procedure

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

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

Penalties:

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

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

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

Supplementary Provisions

Constituent parts of the rental contract take the form of the house regulations, the Guidelines for Industry Participation, the Updates, information supplied on ESC CONGRESS 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.

CLAIMS PROCEDURES, PLACE OF PERFORMANCE AND JURISDICTION

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

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

ENFORCEMENT OF THESE GUIDELINES

Infringements of these Guidelines and Conditions will be referred to the Congress Committee. If penalties are imposed, they will follow the violation process as laid out in the Guidelines for Industry Participation for ESC CONGRESS 2011. Any loss of points due to violations of the Guidelines and Conditions will result in the same sanctions as applied to exhibition violations.

FINAL CLAUSE

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

2.4 Emerging Technology Showcase Area (ETSA)

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

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

Package:

- ✓ 5 exhibitor badges
- ✓ 9 m² stand space
- ✓ Stand structure in white & petrol green colour, incorporating locking storage cupboard
- ✓ Petrol green carpet
- ✓ Fascia board showing company name (max 25 letters)
- ✓ Electricity connection (min. IkW) & consumption
- ✓ Lighting
- ✓ Furniture: table & chairs
- ✓ DSL internet connection
- ✓ Promotion on <u>www.escardio.org</u> with other registered exhibitors



✓ Organisational contact details published within final programme

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

ELIGIBILITY

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

Requirements for ETSA Applicants

- The innovative value of each product or service to be presented must meet with the approval of the Congress Programme Committee (CPC). The decision of the ESC CONGRESS 2011 CPC will be final
- ✓ Global revenue of the company shall not exceed €10,000,000
- Companies should be independent and privately held, established for less than five years
- ✓ Technologies should fall within the following areas: medical devices, biotechnology, software innovations and medical equipment
- ✓ Should not have exhibited at previous ESC Congresses, unless within ETSA

CONDITIONS FOR PARTICIPANTS

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

as promotion, safety and contractual obligations apply equally to ETSA participants

TO APPLY

Applications should be made using the "Exhibition Space Application Form and Contract", submissions are required by 25 February 2011. Once approved by the CPC, an exhibit space will be assigned to the company and a confirmation will be sent by post with an invoice.

Settlement should be made in full within thirty days of the invoice issue date.

Cancellations

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

Successful applicants are invited to send a description of their technology to ESC (<u>exhibition@escardio.org</u>) by 29 April 2011, to be featured on <u>www.escardio.org</u>. For the five included exhibitor registrations, names should be sent to <u>exhibition@escardio.org</u> by 17 June 2011.

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

Usage Rights for Music, Images, Films

Participating companies are solely responsible for paying all usage rights and royalties for the use of intellectual property (music, photos, movies, artwork, etc) used on the company's Exhibition Stand; before, during and after an Industry Supported Educational Sessions as well as during any company- organised events at the venue or in the city where the congress is taking place. The ESC reserves the right to request a copy of the authorisation, or proof of payment of said rights that should cover the duration of the congress as well as the 2 days before and after the event. More information can be found on the World Intellectual Property Organization website: www.wipo.int/treaties



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

- 3.1 Exclusive Sponsorship Opportunities
- 3.2 Advertisement Opportunities
- 3.3 **Promotional Opportunities**
- 3.4 Educational Opportunities Cardiologists of tomorrow
- 3.5 Industry Press Activity
- 3.6 Appointed Agencies
- 3.7 Usage Rights (music, images, films, etc)
- 3.8 Accrued Points deadlines and the assignment of items
- 3.9 Terms of payment, Cancellations and ESC Reservations Policy

CHAPTER 3

Advertisements

& Promotional

Sponsorship, Advertisement & **Promotional Opportunities**

IMPORTANT DATES TO REMEMBER

15 November Deadline for application forms with priority status for:

- Abstracts CD-ROM
- Advance Programme Advertisement
- Badge Holde<u>rs</u>
- Bookmark in Final Programme
- Congress Bags
- Congress News Advertisements
- Delegate Lounge
- Industry & Exhibitor Guide
- Final Programme Advertisements
- Gift in ESC Congress Bag
- Information Screens
- MD Conference Express
- Note Pads & Pens
- Paris City Map
- Poster Area
- Programme at a Glance
- Water Fountains & Flasks

19 December Deadline for application forms with priority status for:

- FOCUS Sponsor Group

30 June Deadline to apply for:

- Pre-Congress Mailing Inserts
- Delegate Bag Inserts
- Weblinks
- IES Info Screen

27 August Payments must be settled by the date stipulated

on the invoice or the first day of

ESC Congress 2011, whichever falls first

9 September Deadline to return the Accrued Points

Calculation Form after ESC Congress 2011



Sponsorship, Advertisement & Promotional Opportunities: "Highlight

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

Quick find index

- 3.1 Exclusive Sponsorship Opportunities
- 3.2 Advertisement Opportunities
- 3.3 Promotional Opportunities
- 3.4 Educational Opportunities Cardiologists of tomorrow
- 3.5 Industry Press Activity
- 3.6 Appointed Agencies
- 3.7 Usage Rights (music, images, films, etc)
- 3.8 Accrued Points Deadlines
- 3.9 Terms of payment, Cancellation fees and ESC reservations policy
- 25,000 cardiology professionals in one location
- Representing over 150 countries worldwide
- A unique opportunity to promote cardiovascular therapies and innovations

The ESC Congress offers cost-effective marketing exposure and branding of your company to your target audience through a wide variety of sponsorship, advertising and promotional opportunities. The options detailed in this chapter will enable you to achieve several objectives such as:



- Promote your company as a partner of the ESC Congress 2011
- Increase your pre-congress exposure to the cardiology community
- Raise your profile above competitors among key decision-makers
- Increase recognition and drive traffic to your exhibition

All prices listed in this chapter are exclusive of VAT.

Important information for all sponsorship, advertising and promotional items: All content and artwork must gain prior approval from the ESC. Corporate names and logos are allowed.

Please note: The use of product names, identifying product logos, misleading names that could be perceived as product names, registered trademarks are strictly limited and are only permitted for products and services where product promotion is clearly stated in this chapter as Product Advertisement Opportunity.

Guidelines for certain items requiring any graphics will be detailed on our ESC Exhibitors and Industry Partners Web Site: www.ESCexhibition.org/Paris2011

3.1 Exclusive Sponsorship **Opportunities**

Abstracts CD-ROM €150,000 (55 points & Bonus 15 points)

The essential reference tool for delegates during the congress as it allows them to review all the accepted abstracts of the ESC Congress 2011 as well as those from the ESC Congress 2010 & the ESC Congress 2009.

This product guarantees maximum traffic to the sponsor stand where delegates will use the redeemable voucher distributed in each Congress Bag to collect this essential congress item. The successful sponsor will also benefit from a dedicated link to their website on the Abstracts CD-ROM

Deadline for application with priority status 15 November 2010

€250,000 **Delegate Lounge** (92 points & Bonus 25 points)

This highly popular, fully-equipped, state-of-the-art business-style lounge allows delegates to access the internet, work online with printing facilities, access the scientific programme online or just relax in a lounge environment. The ESC Delegate Lounge is appreciated by all delegates for the high quality service provided and offers exclusive association and unique visibility for the sponsor throughout the lounge itself via the display of the sponsor logo throughout the Lounge, in the Final Programme and an exclusive link to the sponsor website on the workstations.

Deadline for application with priority status 15 November 2010

€150,000 **Poster Area** (55 points & Bonus 15 points)

The ESC Poster Area is dedicated to research in the cardiovascular field and notably the transmission of the posters submitted and accepted for the congress. In a highly unique and innovative environment, delegates will browse the traditional poster display, listed to moderated posters and consult the e-posters and e-slides. This unique educational initiative and the surrounding area are





available to an industry partner for exclusive exposure and association with the scientific content of the congress (acknowledgement on the Final Programme & online, sponsor logo displayed throughout the Poster Area and on the welcome page of computer screens)

<u>Deadline for application with priority status</u>
<u>15 November 2010</u>

ESC TV €150,000 (55 points & Bonus 15 points)

ESC TV is a television programme which highlights the main scientific advances presented during the ESC Congress providing the viewer with an overview of the congress highlights. ESC TV is presented in two different formats, notably ESC TV by day which is a 6 minute news broadcast produced every day of the congress and ESC TV by topic which provides a summary of the congress main themes via 6 reports by topic broadcast via www.escardio.org post congress.

Deadline for application with priority status 15 November 2010

Congress Bag €230,000 (85 points & Bonus 23 points)

This exclusive sponsorship will offer the sponsor extensive visibility throughout the congress centre via the Official Congress Bag which is distributed to 25,000 participants and contains the essential items of the congress.

<u>Deadline for Application with priority status:</u>
<u>15 November 2010</u>

Delegate Badge Holders €70,000 (25 points & Bonus 7 points)

The popular and highly visible Badge Holder contains the useful Programme at a Glance referred to by delegates throughout the Congress.

Worn by all delegates throughout the event, this product offers significant exposure throughout the congress.

Deadline for Application with priority status
15 November 2010

3.2 Advertisement Opportunities

ESC Congress 2011

Advance Programme €100,000
(37 points & Bonus 20 Points)

Product Advertisement Opportunity

Maximise your impact with delegates and ensure your association with ESC Congress 2011 is noted before

your competitors by supporting the official Advance Programme. Posted to over 60,000 cardiologists worldwide, the Advance Programme is the only printed document that prospective delegates will receive detailing the scientific programme before the congress.

Deadline for Application with priority status:

15 November 2010 for the Advance Programme

Final Programme Back Cover & Inside Advertisements see price offer below

Product Advertisement Opportunity

Boost your visibility and reinforce your congress takehome messages by placing an advertisement in this essential congress document. The Final Programme for the ESC Congress 2011 is distributed to all delegates in the Congress Bag and provides participants with the full scientific agenda, exhibition and satellite information. Three positions available:

Back Cover Advertisement: €120,000
(44 points & Bonus 12 points)

Inside Back Cover Advertisement: €70,000
(25 points & Bonus 7 Points)

Inside Page Advertisement: €50,000
(18 points & Bonus 5 Points)

<u>Deadline for Application with priority status</u>
<u>15 November 2010</u>

MD Conference Express Exclusive Sponsor €150,000 (55 points & Bonus 15 Points)

This prestigious publication esteemed among the cardiologist community to be of great value, will run an Official Highlights Report of ESC Congress 2011. This exclusive sponsorship opportunity provides a highly select advertisement space to extend the reach and impact of your congress activities beyond the live congress to the entire ESC membership.

Deadline for Application with priority status: 15 November 2010

Information Screens €25,000 (9 points & Bonus 3 Points)

Broadcast your take-home messages to delegates throughout the congress centre. Information Screens are used in several strategic locations throughout the congress centre to display messages on the congress programme and events. Giant screens as well as information screens in front of each lecture room will be the perfect medium to carry your advertisement.

<u>Deadline for Application with priority status</u>
<u>15 November 2010</u>

Info Screens for Industry Supported Educational Sessions €4,500 (I point)

Distinguish your educational sessions from the rest by broadcasting an advertisement on the large information screen located by the Display Racks promoting the full offer of Industry Supported Educational Sessions at the ESC Congress 2011. This information screen will attract immediate delegate attention and ensure additional visibility for your session in this area dedicated to the promotion of industry supported educational sessions. The number of advertisements allocated will be limited and assigned on a first-come, first-served basis.

Programme at a Glance Exclusive Back Cover Advertisement €50,000 (18 points & Bonus 5 Points)

Product Advertisement Opportunity

Place your message on this popular guide to the scientific sessions - The ESC Congress 2011 Programme at a Glance is a practical pocket guide to the congress providing delegates with a quick day-to-day view of the programme. The Programme at a Glance is designed in a practical pocket format and placed in the official congress badge holder

Deadline for Application with priority status
15 November 2010

Industry & Exhibitor Guide Back Cover

€30,000

(II points & Bonus 3 Points)

Product Advertisement Opportunity

This user-friendly and highly popular Guide contains all the vital information for the ESC Congress 2011 Exhibitors and Industry Partners for referral on site. This is a much used reference document and a prime opportunity for maximum impact advertisement on the back cover:

Deadline for Application with priority status

15 November 2010

ESC Congress News 2010 Advertisements Spaces see price offer below (I point)

20,000 copies of each issue will be printed daily (Sat. – Wed.) and delivered to the congress centre and key delegate hotels in time for breakfast. The highly popular Congress News is a daily publication providing



delegates with an update on the congress news and events. Advertorials are not allowed. Seize the opportunity to post your key congress message in this popular publication in one of the below formats:

• 5 Day Package:

- ✓ €42,000 Back Page Package excl. VAT 15 points
- ✓ €37,000 Inside Page package excl.VAT 13 points

• I Advert:

- ✓ €10,000 (Saturday through Tuesday editions) 3 points
- ✓ €5,000 (Wednesday edition) excl.VAT I Point

Deadline for Application with priority status:

15 November 2010

Bookmark

in Final Programme €35,000 (12 points & Bonus 4 Points)

Product Advertisement Opportunity

The exclusive Bookmark is included in the Final Programme as a practical tool for this reference document. This simple but popular delegate item provides fresh visibility for the promoting company

Deadline for Application with priority status
15 November 2010

3.3 Promotional Opportunities

Water Fountains & Flasks €80,000 (29 points & Bonus 8 Points)

Provide delegates with a refreshing new taste to the congress by offering them the opportunity to drink pure water at any time during the congress. Every delegate will be provided with a branded flask in their congress bag to fill up at the 15 water fountains located throughout the congress centre during the day. This product will reach and impact every delegate and is a fantastic branding opportunity. The supporting company may choose to advertise on both the water flasks and fountains.

Deadline for application with priority status
15 November 2010

Fun Run €60,000 (22 points & Bonus 6 Points)

This is a highly visible opportunity to support the ESC Congress Fun Run – a heart–healthy initiative that will raise the pace of delegate hearts by a morning tour of Paris. Sponsor will receive prominent corporate recognition on pre-congress and onsite promotional material, registration forms, race banners and t-shirts.

Deadline for Application with priority status: 15 November 2010

Healthy Fruit Stations €50,000 (18 points & Bonus 5 Points)

Support the ESC initiative to promote healthy eating during the congress by sponsoring healthy fruit stations that will be dispersed in strategic locations throughout the congress centre for delegate enjoyment. Visibility and recognition



is assured with this healthy initiative through branding of the fruit stations and on the distributed napkins. Sponsor acknowledgement in the Final Programme and online.

Deadline for Application with priority status:

15 November 2010

Note Pads & Pens Exclusive Sponsorship (11 points & Bonus 3 Points) €30,000

Product Advertisement Opportunity

This sponsorship will entitle the sponsor to the exclusive right to place a promotional pen and notepad with their corporate logo inside the congress bag distributed to 25,000 delegates. Sponsor is responsible for the production and shipment.

Deadline for Application with priority status

15 November 2010

Paris City Maps €38,000 (14 points & Bonus 4 Points)

Delegates are delighted to consult a pocket size, user-friendly map that enables them to get their bearings and make their way around a new city. Our industry partners can exclusively advertise their congress activities on this support and be associated with this very useful delegate item. Distributed to every delegate in the congress bag. Deadline for Application with priority status

15 November 2010

Pre-Congress Mailing Insert €11,000 (4 points)

Reach out to confirmed delegates 4 weeks prior the congress via an invitation to your exhibition space, Satellite Symposia, Mini-Satellite Symposia or Hands-On Tutorials. A customised envelope created exclusively will be mailed to approximately 25,000 delegates on 31 July 2011. Price does not included cost of production.

Product Specification

- ✓ I insert promotes I event
- ✓ I insert promoting I session with reference to the exhibition stand will be considered as I insert
- ✓ I insert promoting I session with full exhibition details will be considered as 2 inserts and invoiced as such
- ✓ I insert promoting 2 sessions will be considered as 2 inserts and invoiced as such.
- ✓ Maximum size A4 (21 X 29.7cms)
- \checkmark Maximum weight is 20g with additional fees for Superior weight 40g and Deluxe weight 60g

Deadline for Application: 30 June 2011

Delegate Bag Insert €6,500 (2 points)

The Delegate Bag Insert allows you to design an invitation in the form of a customised flyer advertising your

company exhibition space, Satellite Symposia, Mini-Satellite Symposia or Hands-On Tutorials activity. Distributed in the official ESC Congress 2011 delegate bags (28,000 copies), this opportunity allows you to reach the hands of every delegate on-site at the congress. Due to the limited number of Delegate Bag Inserts, be sure to reserve early. Price does not included cost of production.

Product Specification

- ✓ I insert promotes I event
- ✓ I insert promoting I session with reference to the exhibition stand will be considered as I insert
- ✓ I insert promoting I session with full exhibition details will be considered as 2 inserts and invoiced as such
- ✓ I insert promoting 2 sessions will be considered as 2 inserts and invoiced as such
- ✓ Maximum size A4 (21 X 29.7cms)
- ✓ Maximum weight is 40g with additional fees for Superior weight 60g and Deluxe weight 80g

Deadline for Application: 30 June 2011

Weblink €3,500 (I point)

Invite delegates to your congress activities by designing a promotional page link to the ESC Congress 2011 Scientific Programme Online (SPO). This invitation will communicate your congress message to delegates in two locations online

- ✓ Page linked to the official ESC Congress 2011 Scientific Programme Online (SPO).
- ✓ I weblink promotes I event
- ✓ I weblink promoting I session with reference to the exhibition stand will be considered as I weblink
- ✓ I weblink promoting I session with full exhibition details will be considered as 2 weblinks and invoiced as such
- ✓ I weblink promoting 2 sessions will be considered as 2 weblinks and invoiced as such
- ✓ No hyperlinks to to the sponsor's web site are permitted Deadline for Application: 30 June 2011

Company Logo featured on Exhibition Interactive Map €1,000

Stand out from other company listings on the interactive map of the exhibition floor published on the ESC Congress 2011 Web Site by including your corporate logo. The Interactive Map allows delegates to virtually visit the exhibition before the congress and plan their visits on-site. Publication Period: Pre-event and duration of the ESC Congress 2011.

Contact: Exhibition@escardio.org

Gift in ESC Congress Bags €11,000 (4 points)

Companies are invited to provide objects that will enhance the delegates' congress experience. The items included in the official congress bag such as mints, post-it notes, calculator, etc also can be used to direct delegates to your stand.

The retail value of each item must not exceed €10, all objects are subjected to approval by ESC Congress 2011 organisers

Deadline for Application with priority status
15 November 2010

Onsite Advertisements

Make an impact onsite - there will be numerous opportunities for our industry partners to promote their congress and corporate message to delegates via wall banners, flags, poster boards etc at the Paris Nord Villepinte – a separate advertisement offer will be available shortly, please contact sponsorship@escardio.org for further details.

3.4 Educational Opportunities Cardiologists of tomorrow

Support the future generation of cardiologists in partnership with the ESC via a new programme: Cardiologists of tomorrow

Launched in January 2010 in partnership with the National Societies and Affiliated Societies, Cardiologists of tomorrow offers free registration for young cardiologists to ESC Congress 2011 and an on-line version of the European Heart Journal. Eligibility to the programme is judged as follows:

- Cardiologists in training, under 35 years old
- Cardiologists who have never submitted an abstract for the ESC Congress $\,$
- Cardiologists who have never before attended the ESC Congress

A dedicated educational track will be devised for this group of cardiologists during the Congress and a Forum for Future Leaders in Cardiology will consist of a scientific session presented by and for young cardiologists. We welcome the support of our industry partners for this programme via an unrestricted educational grant.

Acknowledgement of support will be provided in the registration pack, educational track programme, via the Forum for Future Leaders and on ESC Congress 2011 web site. In addition, sponsors will receive the contact details of the young cardiologists registered to the programme for future communication. For further details, please contact sponsorship@escardio.org

3.5 Industry Press Guidelines

Overall Regulations

I. The ESC allows Industry (and their PR/communications

agents) to hold Industry-related press conferences, oversee press interviews and to disseminate press materials at the ESC Congress, using specific facilities provided by the ESC for this purpose. Industry is strongly encouraged to make use of these dedicate ESC on-site facilities rather than holding off-site press briefings.

- **2.** On-site Industry Press Activities, including the dissemination of materials, must be conducted in these locations only and not take place in any other areas of the Congress Centre.
- 3. Facilities allocated to Industry Press Activities
- a. Several Industry Press Display Units: for the display/dissemination of press materials
- b. One Industry Press Conference Room: for press conferences and press briefings
- c.Two Industry Press Interview Rooms: for small press briefings and interviews



- 4. Rental conditions
- a. Industry Press Display Room: 1,210 EUR for full 5-day period
- b. Industry Press Conference Room: 1,210 EUR per hour
- Industry Press Interview Room:
 Free of charge, reserved solely for press interviews.

 Maximum one hour per booking.
- **5.** Location:The Industry Press Rooms are located adjacent to the main ESC Press Zone of the ESC Congress Centre and are clearly indicated by the internal signage and Congress Centre floor-plans.
- **6.** Booking: Industry must contact the ESC Press Office (press-services@escardio.org) to discuss all planned press activities, to ensure adherence to ESC embargoes and these Industry Press Guidelines.
- 7. Access: Access to the Industry Press Rooms is restricted to registered press and Industry exhibitors (as well as their speakers and guests) with activities booked therein.





- **8.** Embargoes: ESC embargo rules must be followed. Industry representatives who break ESC embargoes or Industry Press Guidelines will be penalised.
- 9. Information: The ESC does not send out invitations for individual Industry Press Conferences but rather lists all Industry Press Activities booked through the ESC on the press pages of the ESC Web Site and within the ESC Press Zone. Only Industry Press Activities booked through the ESC will be promoted by these means.
- **10.** Data on Journalists: The ESC does not make its press database or registration lists available to Industry.
- II. Registration/Badge Type: Industry and their PR/communications agents must register for the Congress as 'Exhibitors' in the Industry company name or as delegates. Press registration ("press badges") and access to the ESC Press Zone are not available to Industry, Industry PR, event management, marketing or communications representatives.
- **12.** Exclusivity: The ESC reserves the right to be the first to communicate and set the embargoes for all data released at the ESC Congress.

Press Activity Timings & Embargo Regulations

I. General Regulations

These rules apply for any press activities, initiated by an industry or their communications agents in relation to data/abstracts/studies presented at the ESC Congress. This includes press activities not held onsite at the Congress venue.

Industry press activities as per the above definition to be organised in the congress city must be held in the dedicated industry press facilities at the ESC Congress.

Organisers must adhere to ESC press release dissemination timings, press conference timings and ESC embargo regulations. This includes press activities not held onsite. Companies that break or facilitate the breaking of ESC embargoes will be penalised through prohibition of future on-site press activities and deduction of Accrued Points and congress rights. To ascertain when you may disseminate press materials and the timing for which you should set your embargo, you must contact the ESC Press Office to discuss your proposed activities.

Industry Press Conferences during ESC Congress must directly relate to a study or abstract presented at the Congress. They should be held on the same day as the ESC Press Conference, ESC Scientific Session or Industry-organised Satellite Session to which they relate. They may however not take place before the relevant ESC Press Conference.

Fixed time slots are reserved for industry press conferences – these cannot overlap with the official ESC Press Conferences. Slots for Industry Press Conferences are allocated on a first come, first served basis, according to the topic to which they relate.

Organisers must note that available timings for industry press conferences can only be fixed at the beginning of June every year, once the official ESC press conference schedule has been finalised.

Any issues that might lead to a non-compliance with ESC rules must be brought to the attention of the ESC Press Office without delay!

2. Topics, Timings & Embargoes

The press information dissemination and embargo rules are set according to the nature of the information you are planning to communicate on. When requesting to hold Industry Press Activities at the Congress, you will be asked the following questions by the Press Office:

- Q. What is the nature of the information you are communicating on? Is your study or topic:
- a. Under consideration / confirmed as part of the Hot Line (new & late-breaking data) Sessions?
- b. Part of the official scientific Congress programme (but not a Hot Line)?
- c. Supporting a Satellite Session?
- d. Corporate information, product information etc?

Once you have clarified the topic of your Industry Press Activities, the ESC Press Office will work with you to find the most appropriate available time slot for your Press

Conference / Press Activities.

The individual regulations for the time of press activities – including the timing of your press conference, the timing of the dissemination of your press materials, and the timing of your embargoes are outlined overleaf. Stricter regulations are in place for those activities that overlap with the ESC press conference topics, ESC Press Release topics and most especially the ESC Hot Line Session Press Conferences

Hot Line Studies

- If your study has been accepted by the ESC as a Hot Line Study, the ESC will also be holding press activities (press conference and press release) relating to the data. It is thus crucial that your activities do not compromise the ESC embargoes and regulations.
- ESC Hot Line Press Conferences are usually held from 08.00-09.00 on the day of presentation.
- Official ESC press materials will be strictly embargoed until 8:00am, i.e. the beginning of the official press conference
- Industry press materials relating to the same (Hot Line) study may only be issued or disseminated at this time. Issuing of press materials or information on the results of a Hot Line before this time (even under embargo) will be considered a break of the ESC embargo rules.

Sessions / abstracts also presented as an ESC Press Conference

- The ESC press conference topics and timings are set in early lune.
- If your activities relate to data also being presented at an ESC press conference, you must ensure that your activities do not compromise the ESC embargoes and regulations.
- Press materials must not be disseminated before the start time of the relevant ESC press conference (i.e. upon embargo).

Sessions/abstracts within the ESC Scientific Programme but not ESC Press Conference Topics

- If your topic relates to a Scientific Session or Abstract within the main Congress Programme (not including Satellites), then you must adhere to ESC embargoes and regulations.
- For data presented in a scientific session, for which there is no official ESC Press Conference, the embargo time is the starting time of the scientific session or of the poster/abstract presentation (as indicated in the final programme). Press materials must not be disseminated before this time. Topics relating to Satellites or corporate information
- If your press activities relate to a Satellite Session you may set your own press conference timing, press material dissemination timing and embargo time.
- Nonetheless, please keep the ESC Press Office updated on all related press activities.

3. Industry Press Display Space

The Industry Press Display Space is designated for the display of Industry press materials such as press packs, press materials or other Industry-related materials for press attending the ESC Congress and relevant to the Congress proceedings. The space provided is in an area that journalists need to cross on their way in or out of the main press area. It consists of rentable display units.

Location:

The Industry Press Display Space is located next to the ESC Press Zone, Industry Press Conference Room and the two Industry Press Interview Rooms.

Rented area:

Each Industry booking is for a display unit consisting of a table of approximately Im2 (Imx0.5) display space and a small storage area below for excess stock. Behind each table is a poster-board area enabling each exhibitor to display a poster or collection of posters not exceeding A2 portrait (vertical) in size. This may be for example a poster of the Industry logo, an enlargement of the press material or a flyer / invitation to the Industry press conference concerned. Unless otherwise indicated, the ESC logo cannot be used by Industry for such promotional materials.

Materials:

All press materials (press packs and posters) to be exhibited within the Industry Press Display area must be sent in soft copy form for review by the ESC Press Office by I5 August at the latest.

Exhibitors are requested to not remove / pick-up any press packs belonging to any other Industry press display exhibitors. At the end of the Congress, should any excess press materials remain, Industry press exhibitors may then take one press pack from each of their fellow exhibitor's display areas for their records, with the consent of the Industry official responsible.

Staff:

A member of staff overseeing to the Industry Press Display Space will be available throughout the Congress period. This member of staff will be responsible for badge-checking entrants of the room, the general upkeep of the room, the answering of press enquiries and the replenishment of individual display tables supplies, if explicitly requested. This member of staff will not be responsible for Industry-related tasks such as photocopying or secretarial duties.

Set-up and dismantling:

Industry press exhibitors are requested to set up on the afternoon of the Friday/day before the official opening of the Congress in order to ensure that all displays are ready and in position from Saturday/the day of the official opening.



Industry press exhibitors are requested to visit their display regularly, both to ensure the upkeep of the display area by the member of staff is satisfactory and to be available to answer specific press questions and enquiries.

Industry press exhibitors are requested to not remove any of their display materials until the Congress officially closes at 13.00 on Wednesday. Equally, industry press exhibitors are requested to organise the collection and/or disposal of their excess materials following the closure of the Congress.

Cost and payment:

Industry Press Display units are rented out only on 5-day package basis. The cost for a 5-day package is at 1,210 EUR. Payment for this should be conducted by credit card, the details of which should be indicated on the Booking Request Form. Any cancellations received after 15 August will be subject to a 100% cancellation charge. Space is limited so bookings will be handled on a first-come first-served basis until all display spaces have been filled.

Please use the Industry Press Display Room Booking Request Form to formally apply for display space within the Industry Press Display Room. Approval of this request and confirmation of the booking will be sent to all applicants by the ESC Press Office. The approval notification should be brought to the Industry Press Display Space and presented to the member of staff in order to enable entry and set-up. Bookings are only accepted from 1 May of each year!

Questions / queries:

All queries regarding Industry Press Display Room bookings and regulations should be directed to the ESC Press Office, from I May.

Please check our website for the correct phone number. Facsimile number: +33 (0)4 92 94 86 69

Email address: press-services@escardio.org

4. Industry Press Conference Room

The Industry Press Conference Room is the recommended venue for Industry press conferences and press briefings relevant to the Congress proceedings — industry press activities at the conference centre may ONLY be organised in this room.

Industry officials are advised to hold Industry Press Conference on-site to facilitate matters for speakers and press attendees, as well as availing from the promotion opportunities available from the ESC Press Office.

The Industry Press Conference Room has a capacity of up to 100 pax, extensive audiovisual facilities (listed below) and a full-time technician.

Location:

The Industry Press Conference Room is located next to the Industry Press Display Room and the 2 Industry Press Interview Rooms, next to the main ESC Press Zone.

Access:

Entry to the Industry Press Conference Room is restricted to press attendees and Industry press conference organisers (Industry officials and their PR / event management representatives) during the booked periods.

Facilities

The Industry Press Conference Room accommodates an audience of up to 100 pax in theatre style set-up. The top table will be set up to allow for several speakers in a row, and this can be extended/adjusted according to needs.

Speaker facilities:

- speaker lectern with both cabled microphone and clipon cabled microphone
- I computer (located at back of room close to and operated by the technician)
- I laptop plug-in connections at the speaker table
- 6 cabled microphones at the speaker table
- audio monitors on speaker table
- LCD monitors at speaker table/lectern to view projected presentations

Presentation facilities:

- I video data projector
- I flip chart with paper and pens

Press audience facilities:

- 4 microphones in the room for questions from the audience (cabled to minimise interference)
- Stage lights to facilitate video capture
- 8 audio lines from the sound board on a special platform at the back of the room for audio recordings

Staff:

- I full-time technician located at the back of the room in the projection cabin
- I full-time member of staff to check badges and generally oversee proceedings

Further resources:

• A badge reader/printer for the recording and printing out of press attendee contact information

ESC Promotion:

The ESC will promote the Industry Press Conference Room and list the exhibitors/press conferences both onsite in the ESC Press Centre and on-line in one overview document.

Materials:

Industry Press Conference Room clients may minimally decorate the room but should be advised that all periods of setting-up and dismantling must be booked and will be charged at the standard rental fee (and pro-rata for periods of less than an hour).

Plans to dress the room should be forwarded to the ESC Press Office for approval. All press materials (press packs and posters) to be distributed within the Industry Press Conference area must be sent in soft copy form for review by the ESC Press Office by 15 August at the latest. Signage / room dressing may not extend beyond the room itself. No ESC logos may be used unless otherwise indicated.

Staff:

A member of staff dedicated to the Industry Press area will be available throughout the Congress period during the ESC Press Area opening hours (please check on the ESC Web Site). This member of staff will be responsible for badge-checking entrants of the room, the general upkeep of the room, the answering of press enquiries and the overseeing of the bookings and activities. This member of staff will not be responsible for Industry-related tasks such as photocopying or secretarial duties. Should you require any specific room decoration, you should organise your own staff to handle this directly.

Catering:

Industry press conference organisers requiring catering before, during or after their press conferences should contact the catering company (details available on the ESC Web Site) directly. Please note that time used for catering set-up and catering breaks within the room will be charged at the full room rental rate and the area is limited (e.g. small buffet capacity).

Extension of the catering outside the room should be kept to a bare minimum to minimise disruption to the press activities being conducted nearby. Alcohol may not be served during day-time events.

Set-up and dismantling:

Time required for set-up, room dressing, pre-conference briefings and dismantling will be charged at the full rental rate. The pre- and post-conference time quotas required should therefore be indicated on the Booking Request Form.

Cost and payment:

Rental of the Industry Press Conference Room is charged at 1,210 EUR per hour.

The times required for set-up, pre-conference briefings and dismantling are also charged at the full rate and thus should be indicated on the Booking Request Form. The ESC will endeavour to fulfil these as much as possible according to other bookings and time restrictions. The full amount is due once the Industry Press Conference begins. For peak hour bookings, please minimise your bookings to the shortest time required to ensure the room is available for other bookings.

Payment for the Industry Press Conference Room should be conducted by credit card, the details of which should be



indicated on the Booking Request Form. Any cancellations received after 15 August 2010 will be subject to a 100% cancellation charge. Space is limited so bookings will be handled according to the Bookings Allocation Procedure outlined below.

Please use the appropriate Booking Request Form to formally apply for time slot(s) within the Industry Press Conference Room. Approval of this request and confirmation of the booking will be sent to all applicants by the ESC Press Office. The approval notification should be brought to the Industry Press Conference Room and presented to the member of staff in order to enable entry and set-up.

Booking Allocation Procedure:

Since only one Industry Press Conference Room is available on-site, bookings are competitive and thus are allocated according to the following 5 point procedure set by the ESC Press Office. The word of the Press Office is final regarding all booking allocations and no booking requests are official until confirmed in writing by the Press Office.

Industry Press Conferences must not clash with the main ESC Press Conferences, which are held daily during the break times of the Congress (Schedule to be announced).

- I. If an ESC Press Conference is to be held on the topic of the Industry Press Conference, the Industry Press Conference must take place after the ESC Press Conference.
- 2. Booking priority is treated on a first-come, first-served basis. This relates to the time of the initial enquiry (email receipt time) referring to the specific time requested.
- 3. In rare situations when two or more bookings are received at the same time and requesting the same booking slot, the ESC Press Office will refer to the Accrued Points System and each Industry's Points to date to resolve the issue. The Industry with the higher number of Points will be given priority.



The ESC press conferences will be confirmed in terms of topics and timings at a meeting in the beginning of June every year, therefore no press conference timing requests can be formally confirmed until June at the earliest.

Questions / queries:

All queries regarding Industry Press bookings and regulations should be directed to the ESC Press Office, from I May.

Please check our website for the correct phone number. Email address: <u>press-services@escardio.org</u> Facsimile number: +33 (0)4 92 94 86 69

Email address: press@escardio.org

Cancellation of Industry Press Conference Room and Industry Press Display Space

ESC Congress 2011 - Filming, Photos and Audio

Rights to photograph, film or record at this congress are strictly reserved for ESC Congress 2011 organisers (exceptions may be granted for registered press representatives with press badges). Companies may film their exhibition stand or a session they are organising (i.e. Satellite Symposia and Mini-Satellite Symposia), free of charge but will be required to have a permit on them that the ESC Press Office will issue upon request.



3.6 Appointed Agencies

Any and all correspondence for specific Sponsorship items should be made exclusively between the exhibiting pharmaceutical, device or imaging company and the ESC. Those companies using an agency must inform the ESC, in writing, which agency they have officially chosen and for which activities at the ESC Congress 2011. Without this important information unknown agency requests will not be taken into consideration. Agencies cannot make initial enquiries or reservations with the ESC independently of the exhibiting company. The organising company is

responsible for communicating the ESC Congress 2011 Guidelines for Industry Participation to its staff as well as to its appointed agencies (or provide them the weblink to the Guidelines on our website). The appointed agency cannot fully act as if it were the exhibiting company and the exhibiting company will continue to be held entirely responsible and accountable for activities organised in its name via their agency.

3.7 Usage Rights for Music, Images, Films

Participating companies are solely responsible for paying all usage rights and royalties for the use of intellectual property (music, photos, movies, artwork, etc) used on the company's Exhibition Stand; before, during and after an Industry Supported Educational Sessions as well as during any company- organised events at the venue or in the city where the congress is taking place. The ESC reserves the right to request a copy of the authorisation, or proof of payment of said rights that should cover the duration of the congress as well as the 2 days before and after the event.

More information can be found on the World Intellectual Property Organization website: www.wipo.int/treaties

3.8 Accrued Points Deadlines and the assignment of items

Sponsorship items will be assigned based upon the accrued points ranking and in respect of the accrued points' deadline.

Companies will be invoiced for Sponsorship, Advertising & Promotional activities upon assignment, if the item is still available

Once the accrued points deadline has passed, any remaining items will be assigned on a first come, first served basis.

3.9 Terms of payment, Cancellations and ESC Reservations Policy

In the event that, for any reason whatever, it is judged advisable or necessary for the ESC Congress to close completely, or in part, the Exhibition and/or Congress for any period, the ESC will not be liable for any damage, loss, or other unfavourable conditions incurred by exhibitors/ session organisers/sponsors

If, for any reason, the ESC Congress has to be cancelled, the ESC will refund to the exhibitors/session organisers/ sponsors 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.





Registration, Accommodation and Meeting Rooms

"Welcome your delegates to the ESC Congress 2011 in Paris"

Quick find index

- 4.1 Delegate Registration
- 4.2 Industry Welcome Desks
- 4.3 Hotel Services
- 4.4 Function Space

4.1 Delegate Registration

The aim of the ESC Congress 2011 is to provide the best of science and education to all professionals who care for patients suffering from cardiovascular diseases. Easy to use online services exist for your Group Registration at the ESC Congress 2011.

- Schedule: Group Online services are open mid-December 2010 at www.escardio.org
- Accrued points for registration: I point will be earned for 9 full, paid registrations made as part of a group registration, or for individual registrations, if claimed by a company taking a stand in the Exhibition area.

For more details contact the ESC Registration Department at: registration@escardio.org.

- Address Data Quality: We would like to draw your attention to the importance of receiving valid and complete delegate information (postal addresses and emails). This is of high concern to ESC but also:
- ✓ Your attendees so they receive the journal subscription if included in the registration fee
- ✓ Exhibiting companies so the data that they retrieve from badge readers during the congresses is valid and exploitable.

Please note that only registrations from industries or their agents providing valid addresses for each attendee will be processed. Without this information registrations will not be accepted. If the valid address is submitted at a later stage, the fee corresponding to the period when the ESC receives this information will apply.

4.2 Industry Welcome Desk

Exhibiting companies are invited to rent Industry Welcome Desks, you may distribute your company's delegate registrations directly to the recipients, manage your clients, and other important coordination or meeting point activity for your Invited Delegates.

Each desk, located in the registration area of the congress centre will be comprised of a desk and chairs for 2 people.

For further information and details, please contact Exhibition@escardio.org

Product Specification

Cost: €5,000 excl.VAT — Point: I

- ✓ Limited number of Industry Welcome Desks available
- ✔ Allocated on a First come, First Served basis
- ✓ You can promote your Satellite Symposium from the Welcome Desk. You may not hang the poster directly on the wall. A roll-up poster must not impede circulation behind the desks.
- ✓ Only one Industry Welcome Desk per company.

4.3 Hotel Services

Companies participating in the ESC Congress may wish to make group hotel reservations for employees and invited guests, the ESC will assist companies in this task when circumstances permit. The ESC cannot, however, guarantee that all requests will be met.

For more information, please contact the ESC Housing & Events Department: hotels@escardio.org.

✔ Requests received will be dealt with according to the Accrued Points System.

4.4 Function Spaces

In order to privilege delegate attendance at official activities of the ESC Congress 2011, the ESC requests all industry partners, to provide a full listing for ESC approval, of their sponsored gatherings, hospitality functions or presentations, to be organised outside of the ESC congress programme between 21 August and 4 September 2011. Industry gatherings of up to 150 people are permitted outside of official congress hours, all other requests will be subject to specific ESC approval.

Any formal presentations occurring at hospitality events for more than 150 guests and open to ESC Congress 2011 delegates need specific approval from the ESC.

Companies are requested to respect the following Guidelines throughout the period between 21 August and 4 September 2011.

The ESC has devised two product categories to allow supporting companies organise different meeting formats within the congress centre during the congress hours.

Hospitality Suites and Meeting Rooms

The ESC allows companies to host a limited number of guests and organize small and informal meetings (approx 20 peoples) in a range of Hospitality Suites and Meeting Rooms on offer within the congress centre. Please refer to the chapter below.





Closed Industry Meeting

Company staff meetings and briefings, investigators meetings or other type of closed meetings are allowed inside or outside the Congress Centre.

Should a company wish to arrange a meeting of this type within the Congress Centre, please refer to the "Closed Industry Meeting" chapter below.

The following rules and regulatory govern these meeting formats:

- ✓ Meeting "is closed" and on invitation only
- ✓ Maximum attendance is restricted and defined within each product category
- ✓ Meeting is not promoted in the convention centre nor in any ESC Congress 2011 publication

Hospitality Suites and Meeting Rooms

Hospitality Suites are rented for a minimum of four days and Meetings Rooms for a minimum of half a day.

- ✓ Only a limited number of Hospitality Suites & Meeting Rooms are available in the congress centre.
- ✓ Rooms can be reserved only through the ESC.
- ✓ The ESC has the right to modify demands as it sees fit to best accommodate as many requests as possible.
- ✓ The placement of signs and posters on the exterior doors or walls of the rented room is possible. No other signage or promotion can be made within the building other than on the company's stand.
- ✓ All persons involved in the operation of the Hospitality Suite & Meeting Room must have a valid badge (Exhibitor, active participant, press or day ticket). All persons requesting access to the Hospitality Suite & Meeting Room must be registered either as active participants or as exhibitors; persons without such a badge will not be allowed to enter the room.
- ✓ The ESC will propose Hospitality Suites & Meeting Rooms to requesting companies in writing and the company will have the right to accept or decline within the given deadline.
- ✔ Hospitality Suites & Meeting Rooms are assigned on a first-come, first-served basis, while space is available.
- ✓ Companies not responding by the deadline date will be assumed to have accepted the assigned Hospitality Suite & Meeting Room and will also be invoiced.
- ✓ Once confirmation is received the ESC will invoice the company. Payment must be made within the given time or the Hospitality Suite & Meeting Room will be released. Cancellation of Hospitality Suite & Meeting Room once the invoice has been issued will incur a 100% cancellation fee.

- ✓ The ESC will only be responsible for booking Hospitality Suite & Meeting Room in the Congress Centre. Each company, thereafter, is responsible for organising in accordance with the Congress Centre 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 request should be addressed to the ESC offices at: satellite@escardio.org.

Due to the limited number of rooms, companies may also request ESC approval to hold their events at other locations. In this case, and with prior approval from the ESC, we strongly urge companies to consider potential venues outside the congress centre.

Closed Industry Meeting

In order to allow industries to organise staff meetings, briefings, investigators or other type of closed meetings, the ESC has decided to open, upon request, several time slots and facilities, to provide the opportunity to hold these meetings in the Congress Centre. Closed Industry Meetings will be held in lecture of I20 or 200 seats.

Closed Industry Meetings should only be organised with the explicit approval of the ESC, under the following conditions:

- ✓ Meeting "is closed" and on invitation only
- ✓ Maximum attendance 150 guests
- ✓ Meeting is not promoted in the convention centre nor in any ESC Congress 2011 publications
- $m{arphi}$ No installations or alterations to the lecture room setup
- ✓ The basic price of a closed industry session is

 € 3,000 for a 60-minute meeting.
- ✓ For time-slots longer than 60-minutes, the additional cost per increment of 30-minutes will be e 1,500 (excl. VAT if applicable).
- ✔ Plus the cost of any extras.
- ✓ General Hospitality Suites and Meeting Rooms rules apply.
- ✓ Cancellation of Closed Industry Meetings once the invoice has been issued will incur a 100% cancellation fee.
- ✓ Requests for Hospitality Suites & Meeting Rooms request should be addressed to the ESC offices at: <u>satellite@escardio.org</u>.

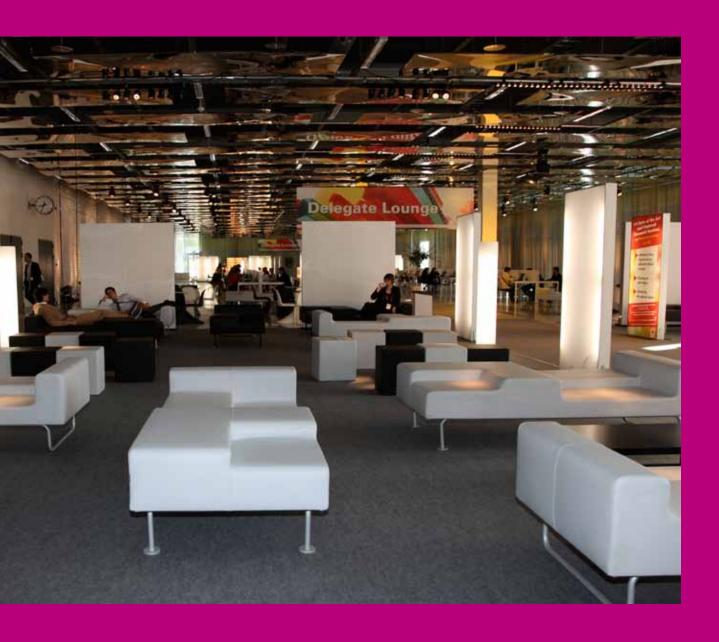
Deadline for Application: 30 June 2010.

Finance

Invoicing

Cancellation policies

- 5.1 Sponsorship, Advertising & Promotional Items
- **5.2** Industry Educational Sessions
- **5.3 Function Spaces**
- 5.4 Exhibition
- 5.5 Administration fees / Invoicing changes



Finance / Invoicing / Cancellation policies - Registration, Accommodation and Meeting Rooms "Welcome your delegates to the ESC Congress 2011 in Paris"

Quick find index

- 5.1 Sponsorship, Advertising & Promotional Items
- 5.2 Industry Educational Sessions
- 5.3 Function Spaces
- 5.4 Exhibition
- 5.5 Administration fees / Invoicing changes

Below is a synopsis of the Payment, Cancellation Policies and Enforcement of rules with regards to the various activities.

It is the ESC's policy that all invoices be paid by the date indicated on the invoice or before the opening of the Congress "27 August 2011", should this date fall first.

In the event that, for any reason whatever, it is judged advisable or necessary for the ESC Congress to close completely, or in part, the Exhibition and/or Congress for any period, the ESC will not be liable for any damage, loss, or other unfavourable conditions incurred by exhibitors/ session organisers/sponsors

If, for any reason, the ESC Congress has to be cancelled, the ESC will refund to the exhibitors/session organisers/ sponsors 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.

Returning an application form constitutes an Agreement and implies accordance with the Guidelines for Industry Participation for the ESC Congress 2011. In the event of any disputes, controversies or claims arising in connection with the Agreement or arising out of, or relating to, any provision of the Agreement or the breach thereof, the Parties shall try to settle the problem amicably between themselves. Should the Parties fail to come to an agreement within SIXTY (60) DAYS from the first notice of such dispute, controversy or claim; the same shall be finally settled by the competent Court of Grasse, France. The Agreement shall be construed in accordance with the laws of France.

See chapter 5.5 Administration Fees / Invoicing changes for more detail.



5.1 Sponsorship, Advertising & Promotional items

Assignment of items will be made upon accrued points ranking and in respect of the Accrued Points Deadlines.

Companies will be invoiced for Sponsorship, Advertising & Promotional activities upon assignment, subject to availabilty.

Once the accrued points deadline has passed, any remaining items will be available on a first come, first served basis.



It is the ESC's policy that all invoices be paid by the date indicated on the invoice or before the opening of the Congress 2011 (27 August 2011), should this date fall first.

Cancellation fees of 100% apply once an invoice has been issued.

ESC Reservations policy:

In the event that, for any reason whatsoever, it is judged advisable or necessary for the ESC Congress to close completely, or in part, the Exhibition and/or Congress for any period, the ESC will not be liable for any damage, loss, or other unfavourable conditions incurred by exhibitors/ session organisers/sponsors

If, for any reason, the ESC Congress has to be cancelled, the ESC will refund to the exhibitors/session organisers/ sponsors 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.



5.2 Industry Educational Sessions

Payment

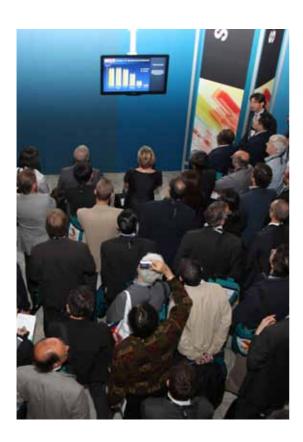
Satellite Symposia, Mini-Satellite Symposia and Hands-On Tutorials will be invoiced on 15 December 2010.

Satellite Symposia 'lecture rooms will be invoiced on 31 January 2011.

Once these deadlines have passed the sessions and the lecture rooms will be invoiced on receipt of the application form

Cancellation policy

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



Satellite Symposia & Mini-Satellite Symposia:

- ✓ If reservation of a time slot is cancelled after receipt of the Preliminary Application Form and until I December 2010, no cancellation fee will be charged.
- ✓ If reservation of a time slot is cancelled from 2 December 2010 and until 31 January 2011, 30% of the total amount due will be charged (room rental fee included).
- ✓ If the cancellation is received from 1 February 2011 and until 31 March 2011, 60% of the total amount due will be charged (room rental fee included).
- ✓ If the cancellation is received after 31 March 2011 the full fee as well as the room rental fee will be invoiced.

Cancelling your exhibition space at any stage will also mean cancelling your Industry Educational Sessions.

Hands-On Tutorials:

✓ If the cancellation is received after I December 2010 the full fee will be invoiced.

ESC Reservations policy:

In the event that, for any reason whatsoever, it is judged advisable or necessary for the ESC Congress to close completely, or in part, the Exhibition and/or Congress for any period, the ESC will not be liable for any damage, loss, or other unfavourable conditions incurred by exhibitors/ session organisers/sponsors

If, for any reason, the ESC Congress has to be cancelled, the ESC will refund to the exhibitors/session organisers/ sponsors 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.

5.3 Function Spaces

Hospitality Suite, Meeting Room and Closed Industry Meeting

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.

Payment

Once confirmation is received the ESC will invoice the company. Payment must be made within the given time or the Function Space and Closed Industry Meeting will be released.

Cancellation Policy

Companies not responding by the deadline date will be assumed to have accepted the assigned Function Space and will also be invoiced. Cancellation of Function Space once the invoice has been issued will occur a 100% cancellation fee.

ESC Reservations policy:

In the event that, for any reason whatever, it is judged advisable or necessary for the ESC Congress to close completely, or in part, the Exhibition and/or Congress for any period, the ESC will not be liable for any damage, loss, or other unfavourable conditions incurred by exhibitors/ session organisers/sponsors If, for any reason, the ESC Congress has to be cancelled, the ESC will refund to the exhibitors/session organisers/ sponsors 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.

5.4 Exhibition

TERMS OF PAYMENT

Application fee for stand assignment

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

- ✓ stands between 9m² and 49m²: €500 excluding VAT.
- ✓ stands over 49m²: 20% of requested m²

Payment of the application fee must be settled within 30 days. The application fee guarantees a stand space and is non refundable should the exhibitor decide to cancel his/her booking. However, should the ESC need to cancel the stand due to a lack of space or other, a credit note will be issued.

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 installments for applications received before 31 March 2011:

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

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.

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.

Administration Fee

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

This applies equally to replacement billing for satellite symposia, sponsorship and advertising transactions.

Counterclaims Rights Renounced

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

Indebtedness

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

ESC Suppliers

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

ESC Reservations policy

In the event that, for any reason whatever, it is judged advisable or necessary for the ESC Congress to close completely, or in part, the Exhibition and/or Congress for any period, the ESC will not be liable for any damage, loss, or other unfavourable conditions incurred by exhibitors/ session organisers/sponsors If, for any reason, the ESC Congress has to be cancelled, the ESC will refund to the exhibitors/session organisers/ sponsors 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.

Exclusion from Liability

The ESC does not undertake to safeguard exhibits and excludes, for its staff as well, all liability for damage to these, for theft of these, or loss, except in cases of intent or gross negligence. This exclusion from liability also applies if exhibits are seized and stored by the ESC due to infringement of the present conditions of participation. This exclusion of liability is in no way impaired by the special security measures taken by the ESC.

Furthermore the ESC explicitly excludes all liability for any disadvantages or damage incurred to Exhibitors due to erroneous details on space allocation, stand construction, catalogue entries or other errors in ancillary services.

Property of the Exhibitor and of third parties shall remain on the premises at their own risk. The ESC will not be responsible for the insurance of such items. The ESC shall not be liable for any injury or damage howsoever caused to goods and/or persons in the Building and/or on the adjacent sites.

Premature Termination of the Rental Contract

If after binding application and conclusion of the contract the ESC should accept that an exhibitor may withdraw from their contract, the Exhibitor is liable for the full



amount of the stand rental including all surcharges and associated costs. This also applies in the event that the conditions on which the contract was concluded do not apply or no longer apply, in particular if the Exhibitor has so altered his manufacturing programme that his products can no longer be classified in the industry for which he has rented stand space.

CANCELLATIONS

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

Cancellation before stand assignment:

The application fee 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.

Cancellations after stand assignment:

If the Exhibitor cancels or reduces his order 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. From 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.

5.5 Administration fees / Invoicing changes

Invoices will be raised using the Invoicing Data provided by the company on the application forms. Please ensure the information provided on each form submitted is correct so that payment can be promptly made. We specifically emphasize the importance of PO numbers.

For any billing changes after an invoice has been issued (i.e. company name change, address change, VAT modification, addition of a PO number), an administration fee of € 70 + VAT will be charged, per invoice, to the company.



Accrued Points

- **Earning Points** 6.1
- **Benefits of Points Status**
- **6.3** Penalties
- 6.4 Accrued Points Ranking





Accrued Points

Quick find index

- **6.1** Earning Points
- 6.2 Benefits of Points Status
- 6.3 Penalties
- 6.4 Accrued Points Ranking

All Exhibition, Satellite, Hotel and Sponsorship requests will be dealt with according to the Accrued Points ranking. The Accrued Point System has been established in order to ensure that participation at ESC Congresses will earn companies priority according to the level of their involvement over the past 4 years.

6.1 Earning Points

Partial points are not allowed; figures are always rounded down.

For companies sharing Exhibition stand space, Industry Supported Educational Sessions (Satellite Symposia, Mini-Satellite Symposia, Hands-On Tutorials), Sponsorship activities or Registration Groups, we will split the points equitably between the two companies unless we have been informed otherwise by both parties involved. In the case of uneven points, one company will have I point more than the other:

Only exhibiting companies can accrue points.

Exhibition

PLEASE NOTE: Only Paying Exhibitors can accrue points.

- Participation at the ESC Annual Congress:
 points are awarded for exhibiting at the ESC Congress 2011.
- 2. Exhibition space: I point is accrued per full 9 m² of exhibit space.
 - (ETSA exhibitors accrue 5 points for participation, but no points for their exhibit space)

Industry Educational Sessions:

Satellite Session of **45** minutes will accrue: 10 points Satellite Session of **90** minutes will accrue: 10 points. Satellite Session of **180** minutes will accrue: 20 points. Mini-Satellite Symposium will accrue: 6 points.

EBAC Accredited Educational Programmes:

EBAC Accredited Educational Programme (Satellite Session) of **45** minutes will accrue: 10 points EBAC Accredited Educational Programme (Satellite Session) of **90** minutes will accrue: 10 points. EBAC Accredited Educational Programme

(Satellite Session) of **180** minutes will accrue: 20 points. EBAC Accredited Educational Programme (Mini-Satellite Symposium) will accrue: 6 points.

Sponsorship, Advertisement & Promotion:

I point is accrued per € 2,700 spent per Sponsorship item or as listed on the application form.

Group Registration and Individual Registration:

I point will be given for 9 full, paid registrations, (group registrations or individual registrations) if the company has taken an Exhibition stand. In order to take into consideration Individual registrations, the organising company is asked to provide a list with each delegate's full name and registration number when the Accrued Points Calculation Form is returned after ESC Congress 2011.

For shared group registrations, please inform your agencies that BOTH company names must be indicated as the Group name. Should your agency have any questions, have them contact <u>Groups@escardio.org</u> for assistance.

To facilitate the retrieval of your company's delegates for the Accrued Points Calculation, agencies registering delegates should clearly identify the Group as the Exhibiting Company and the agency should be listed under Agency. Delegates registered under your company name are easily retreived and included in the points.

Further details can be obtained by contacting the ESC Registration Department, at: Registration@escardio.org The Deadline to submit your Accrued Points Form for Registration, Exhibition, Sponsorship / Promotion and, Satellite Symposia and Workshops for the ESC Congress 2011 is 9 September 2011.

Accrued Points calculation

Our Accrued Points Ranking, based on accrued points earned over the past 4 ESC Congresses cannot be amended or altered thereafter in the course of the Congress Year.

The Accrued Points Calculation Form for the ESC Congress 2011 will be available to download just prior to the ESC Congress 2011 on www.ESCexhibition.org. The form should be compiled by the organising company

sponsorship@escardio.org before 9 September 2011.

(and not by the agency) and returned to

The points of merged or acquired companies will be combined for the ESC Congress 2011 if notice has been received, in writing, by the ESC **before 9 September 2011.** It is the exhibiting/sponsoring company's sole responsibility to dispute points discrepancies by the deadline.



6.2 Benefits of Points Status

<u>Industry Educational Sessions Time Slots and Lecture</u> <u>Room Assignments</u>

- Satellite Symposia

The points accrued over the four previous ESC Congresses and the date of receipt of the application form 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.

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

— Mini-Satellite Symposia

The date of receipt of the application form at the ESC office, will determine the assignment of rooms and time slots.

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

Exhibition Stand Assignment

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

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

Sponsorship & Advertisement

- ✓ Deadlines for application for Sponsorship & Promotional items using your Accrued Points status may vary for each product and service.
- ✔ Please note the given deadline per item.
- ✓ If, in accordance with the given deadline for each item, sponsorship requests will be allocated according to your company ranking in the Accrued Points list.

✓ Priority status will only be granted to those Sponsorship, Advertisement and Promotion Application Forms submitted on or before the given deadlines. See Chapter 7 for all Application Forms.

6.3 Penalties

Infringements of these Guidelines may result in the loss of Accrued Points. The procedure for policing and enforcing the violation system is as follows:

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

First serious violation:

No accrual of points for the year (i.e. Exhibition points, points for Satellite Symposia/Mini-Satellite Symposia and Sponsorship points).

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.

The ESC reserves the right to make special promotional offers, or, within reason to amend the points weight per item, to the benefit of the Congress and its delegate attendance. These changes may occur at any stage and may pertain to any Sponsorship or Advertisement item.

The Accrued Points Form will be sent to all of our Industry Partners before the opening of the ESC Congress 2011, and published at the same time on our website: www.ESCexhibition.org



Accrued Points

Ranking for		/ienna 2007	Munich 2008	Barcelona 2009	Stockholm 2010					Total 2007, 2008	
2011	COMPANY NAME	Total	Total	Total	Participation	Exhibition	Satellite	Sponsor/Adv	Registration	Total	2009, 201
58	3M HEALTHCARE	4	7	7	5	4				9	27
68	3W INFORMED	6	6	6	5	1				6	24
11	ABBOTT	86	97	125	10	54	56	30	5	155	463
172	ABW WISSENSCHAFTSVERLAG GMBH		6								6
91	ACCUMETRICS			11	5		4			9	20
172	ACORN CARDIOVASCULAR INC	6									6
16	ACTELION PHARMACEUTICALS	59	52	65	5	16	13	17	31	82	258
172	AEPC		6								6
50	AGA MEDICAL CORPORATION	22	6	6	_					_	34
41	AGFA GEVAERT NV	17	11	8	5	4				9	45
28	AIPERMON	17	5	10							5
37	ALERE	17	18	19							54
152	ALMOND BOARD OF CALIFORNIA	9	10	10	_	-				10	9
40	ALOKA HOLDING EUROPE AG	13	13	12	5	5 1				10	48
78	AMERICAN SOCIETY OF ECHOCARDIOGRAPH		6	5	5					6	23
68	AMG VASCULAR PRODUCTS SRL	6	6	6	5	1				6	24
159	AMGEN AOP ORPHAN PHARMACEUTICALS AG	0	8 15								8 24
68		9 5	5								
144 139	APOPLEX ARDIAN)	3		5	2	4			11	10 11
172					5	1	4			6	6
82	ASCENT CLINICAL RESEARCH SOLUTIONS ASTELLAS PHARMA INC	22			J					O	22
4	ASTRAZENECA	353	220	309	5	68	18	7	145	243	1125
58	ATCOR	6	7	7	5	2	10	/	143	7	27
144	ATEROVAX	U	/	5	5					5	10
172	ATHERA BIOTECHNOLOGIES AB			J	5	1				6	6
172	ATRIAL FIBRILLATION 2011				5	1				6	6
99	AVERION INTERNATIONAL LTD		6	6	5	i				6	18
123	B R A H M S AKTIENGELLSCHAFT		U	6	5	2				7	13
87	B BRAUN MELSUNGEN AG	10	11		J					,	21
172	BAMBINI CARDIOPATICI NEL MONDO - AICI ONLI				5	1				6	6
165	BARCELONA CONVENTION BUREAU	55	7		5	'				0	7
9	BAYER SCHERING PHARMA	123	195	215	5	66	35	75	31	212	745
125	BG MEDICINE INC	120	170	6	5	1	00	, 0	0.1	6	12
172	BIODEVICES- SISTEMA de ENGENARIA BIOMEDICA S	A		-	5	1				6	6
125	BIOMED CENTRAL		6		5	1				6	12
172	BIOMEDICAL SYSTEMS NV / SA		6		-	-				-	6
159	BIOSENSORS INTERNATIONAL		8								8
27	BIOTRONIK GMBH & CO	34	32	37	5	14	4	1	13	37	140
144	BMD SYS		5		5					5	10
123	BMEYE BV	7		6							13
5	BOEHRINGER INGELHEIM GMBH	153	212	304	5	62	27	13	110	21 <i>7</i>	886
25	BOSTON SCIENTIFIC INTERNATIONAL	44	40	50	5	9			19	33	167
93	BPLAB (PETR TELEGIN LTD)		6	6	5	2				7	19
243	BRACCO			1							1
13	BRISTOL-MYERS SQUIBB	136	98	108							342
172	BUHLMANN LABORATORIES AG			6							6
172	CAE HEALTHCARE				5	1				6	6
152	CAMBRIDGE THERANOSTICS			9							9
68	CARDIAC SCIENCE INC.	12	12								24
172	CARDIMA INC		6								6
114	CARDINAL HEALTH	8	6								14
87	CARDIOME		21								21
54	CARDIOTEK BV	6	7	7	5	3				8	28
172	CARDIOVASCULAR CREDENTIALING INTERNATIONAL		6								6
99	CARDOIO3 BIOSCIENCES			18							18
165	CHOLESTECH CORPORATION	7									7
228	CIRCLE CARDIOVASCULAR IMAGING INC				5					5	5
228	CIRCULITE			5							5
93	CNSYSTEMS MEDIZINTECHNIK GMBH	7	6		5	1				6	19
241	COLGATE			4							4
172	CONTEC MEDICAL SYSTEMS CO LTD				5	1				6	6
172	CONTENT ED NET			6	_			_			6
21	CORDIS, JOHNSON & JOHNSON COMPANY		51	38	5	1 <i>7</i>	31	3	19	75	221
172	CORGENIX UK LTD	6									6
228	CORIENCE			5							5



Ranking for		Vienna 2007		Barcelona 2009	Stockholm 2010					Total 2007, 2008	
2011	COMPANY NAME	Total	2008 Total	Total	Participation	Exhibition	Satellite	Sponsor/Adv	Registration	Total	2007, 2000
172	COSMED SRL			6							6
159	CRETA FARM GROUP OF COMPANIES			8	_					_	8
82	CUSTOMED		8	7	5	2				7	22
165	DAIICHI SANKYO BRASIL FARMACEUTICAL LTD		7	0.40	_	0.4	0.4	1/1	50	070	7
6 99	DAIICHI SANKYO EUROPE GMBH	1 <i>47</i> 6	152	248	5 5	34 1	26	161	52	278	825
125	DAILYCARE BIOMEDICAL DEFIBTECH LLC	0		6	5	1				6	18 12
152	DIABETES RESEARCH INSTITUTE			9	J					O	9
99	DIADEXUS		6	6	5	1				6	18
125	DIAGNOPTICS TECHNOLOGIES BV		6	6	Ŭ	·					12
172	DIAGNOSOFT INC				5	1				6	6
165	DIAMED AG	7									7
114	DR OSYPKA GMBH	7	7								14
62	EDAN INSTRUMENTS INC	6	6	7	5	2				7	26
33	EDWARDS LIFESCIENCES	4	8	28	5	5	9	8		27	67
18	ELI LILLY / LILLY CRITICAL CARE	37	47	71	5	22	25	13	28	93	248
46	ELPEN SA PHARMACEUTICAL IND	9	10	12	5	5				10	41
46	ELSEVIER SCIENCE	12	11	9	5	4				9	41
78	ENVERDIS GMBH		6	6	5	2	4			11	23
172 172	EPIQ LIFE SCIENCE ERC	6			5	1				6	6
172	ERCULES COMMUNICAZIONI	U	6								6
35	ESAOTE	14	13	1 <i>7</i>	5	9	2			16	60
41	ET MEDICAL DEVICES SPA	16	16	13		,				10	45
110	EUROPEAN SOCIETY OF HYPERTENSION		5	5	5	2				7	17
172	EUROVATION GMBH		6								6
172	EXPERIMETRIA			6							6
99	FBCOMMUNICATION		6	6	5	1				6	18
68	FMS, FINAPRES MEDICAL SYSTEMS	6	6	6	5	1				6	24
139	FOCUS-AF.ORG				5	1		5		11	11
82	FRESENIUS MEDICAL CARE DEUTSCHLAND GMB	H 8	8		5	1				6	22
165	FUJIFILM EUROPE GMBH	1.	7	10	-	•				-	7
44	FUKUDA DENSHI EUROPE	16	10	10	5	2				7	43
172 15	FUTURE SCIENCE GROUP GE HEALTHCARE	74	6 87	68	5	33	1 <i>7</i>	12		67	6 296
139	GEM-MED SL	5	07	6	J	33	17	12		0/	11
39	GENZYME	12	13	12	5	3	4			12	49
172	GLOBAL CVCT FORUM	6	10	, , ,	Ŭ	Ŭ	_				6
52	GRUPO FERRER	13		18							31
114	GRUPO URIACH		7	7							14
23	GSK	46	75	57							178
172	HAEMOSCOPE		6								6
172	HEALTHINCODE			6							6
87	HEALTHSTATS INTERNATIONAL		7	7	5	2				7	21
172	HEART AND HEALTH FOUNDATION OF TURKE	Y			5	1				6	6
172	HEART MANUAL PROGRAMME			6							6
172	HEART, VESSELS AND DIABETES 2010			6							6
172 172	HEARTWORKS BY INVENTIVE MEDICAL LTD HEMO SAPIENS INC			6	5	1				6	6
48	HEXACATH / NOVACOR	13	11	8	5	3				8	40
172	HRA RESEARCH	10	11	6	,	3				J	6
152	HUNTLEIGH HEALTHCARE CARDIOLOGY PRODUCT	rs 9									9
66	IEM GMBH	6	6	6	5	2				7	25
99	IKKF		5	5	5	3				8	18
139	IMPULSE DYNAMICS				5	2	4			11	11
93	INFORMA HEALTHCARE	6	7		5	1				6	19
114	INNOMED MEDICAL INC	7	7								14
172	INTEGRIUM		6								6
172	IOP PUBLISHING	6			_	_					6
44	IROKO PHARMACEUTICALS	_	30	7	5	1				6	43
50	ITAMAR	9	9	9	5	2				7	34
228 172	JAPANESE CIRCULATION SOCIETY		4	5							5
58	KINEK TECHNOLOGIES INC KONTRON MEDICAL SAS		8	9	5	3	2			10	6 27
78	LA LETTRE DU CARDIOLOGUE		8	8	5	2				7	23
68	LE CARDIOLOGUE	6	6	6	5	1				6	24
		•									

inking for		Vienna 2007	Munich 2008	Barcelona 2009	Stockholm 2010						Total 2007, 200
2011	COMPANY NAME	Total	Total	Total	Participation	Exhibition	Satellite	Sponsor/Adv	Registration	Total	2009, 20
125	LIFEBRIDGE MEDIZINTECHNIK AG		6	6							12
	LIPPINCOTT WILLIAMS & WILKINS - WOLTERS KLUWER	15	10	7	5	5		2		12	44
	MAQUET CARDIOPULMONARY AG	7	7	'	J	J		2		12	14
172	MASIMO	,	/	6							6
	MAVIG GMBH				5	2				7	7
	MCKESSON / MEDCON	7	7		-	_				·	14
110	MEDA	1 <i>7</i>									17
172	MEDICAL IMAGING SYSTEMS GMBH & CO)	6								6
53	MEDIMATIC INTELLIGENT IMAGES SRL	8	8	7	5	2				7	30
68	MEDIS MEDICAL IMAGING SYSTEMS	6	6	6	5	1				6	24
36	MEDISPEC LTD	6	14	15	5	3	9	5		22	57
	MEDITECH	6	6	6	-	,				,	18
125	MEDITERRANEAN CARDIOLOGY	,	6	,	5	1				6	12
68 12	MEDSET MEDIZINTECHNIK MEDTRONIC	6 98	99	6 87	5 5	1 18	13	12	33	6 81	24 36
	MENARINI INTERNATIONAL	93	138	153	5	46	28	12	40	119	50
125	MENTICE AB	6	6	133	J	40	20		40	117	12
22	MERCK KGAA	50	51	48	5	12	9	1	23	50	19
7	MSD	253	190	212	5	48	36	9	49	147	80
125	METRAX GMBH	6	6		Ū				.,	,	12
125	MIDES			6	5	1				6	12
228	MILLAR INSTRUMENTS	5									5
32	MILTENYI BIOTEC GMBH	18	18	19	5	5	9			19	74
37	MORTARA RANGONI EUROPE SRL	14	14	13	5	8				13	54
82	MULTIPLATE	5	5	6	5	1				6	22
228	MULTIPLEX		5								5
152	NANOENTEK INCORPORATED		9		_	_					9
125	NANOSPHERE		6		5	1				6	12
159	NATURE PUBLISHING GROUP	6	2	7	_	0				7	8
114	NEW ENGLAND JOURNAL MED			7 27	5	2				7	12
58 241	NICOX NIKE		4	2/							4
62	NMT MEDICAL	15	11								26
62	NORAV MEDICAL LTD	6	7	7	5	1				6	20
99	NORTHEAST MONITORING	6	_ ′	6	5	1				6	18
8	NOVARTIS PHARMA AG	149	220	225	5	36	18	16	109	184	77
172	NYCOMED	,	6		Ū		. •	. •			6
172	OCCLUTECH GMBH		6								6
87	OMRON		7	7	5	2				7	2
172	OPTIMA SCANDINAVIA AB				5	1				6	6
125	ORBUS NEICH (INTERNATIONAL BV)	12									12
172	ORQIS MEDICAL CORPORATION		6								6
20	OTSUKA LTD	63	143	31							23
114	OXFORD UNIVERSITY PRESS	7		7	_						14
2	PFIZER	386	302	274	5	81	49	30	122	287	124
228	PHA EUROPE	, ,	01	5	-	0.0	00			50	5
17	PHILIPS HEALTHCARE	66	91	46	5	28	20			53	25
144 144	PHYSIO FLOW INC PLACOR INC	5	5	5	5					5	1(
172	PLC MEDICAL SYSTEMS INC			6	3					3	10
172	PRA INTERNATIONAL				5	1				6	6
172	PROUS SCIENCE	6			3	'				U	6
112	R3i FOUNDATION	v		16							10
93	RANDOX LABORATORIES LTD		6	6	5	2				7	19
29	RECORDATI SPA		31	30	5	26	9	4		44	10
172	REICHERT MEDICAL BOOKSELLER GMBH		6								6
78	RESMED			11	5	3	4			12	2
28	ROCHE LTD	34	19		5	11	22	13	3	54	10
3	SANOFI -AVENTIS	336	356	318	5	29	23	50	104	211	12:
34	SCHILLER AG	16	16	16	5	11				16	6.
172	SCHWARZER MEDIZINTECHNIK GMBH			6							6
	SCOTTCARE	6	6	6	5	1				6	2
68		4 1 4			-						
	SERVIER SHERBOURNE GIBBS LIMITED	449 6	503	474	5	115	27	268	115	530	193

	nking Vienna Munich Barcelona Stockholm 2010 for 2007 2008 2009						Total 2007, 2008				
2011	COMPANY NAME	Total	Total	Total	Participation	Exhibition	Satellite	Sponsor/Adv	Registration	Total	2009, 2010
				70	_		0.4	_			212
14	SIEMENS AG MEDICAL SOLUTIONS	81	77	79	5	38	34	5		82	319
125 144	SIMBIONIX CORP SOCIETY FOR CARDIOVASCULAR ANGIO		6	6							12
144	& INTERVENTIONS	GKAPHT			5	1	4			10	10
139	SONOSITE	11			3	'	4			10	11
125	SORIN GROUP DEUTSCHLAND GMBH	- ''	6		5	1				6	12
114	SPACELABS MEDICAL INC	7	7								14
159	SPECIFAR PHARMACEUTICALS	8									8
99	SPRINGER	6	6	6							18
24	ST JUDE MEDICAL	44	52	40	5	13	4		13	35	171
228	STENTYS	5									5
49	STORZ MEDICAL AG	6	6	12	5	1	4	2		12	36
159	SVELTE MEDICAL SYSTEMS INC				5	3				8	8
125	SYNOVATE HEALTHCARE	50	6	6	_	00			10	20	12
19	TAKEDA	53 7	67	82	5	22			12	39	241 7
165 144	TANABE SEIYAKU CO LTD TERARECON INC	/	10								10
152	TERUMO EUROPE CATHETER DIVISION	9	10								9
30	THE HEART.ORG	12	15	29	5	7	9	5		26	82
31	THE MEDICINES COMPANY	14	25	23	5	7	9	6		27	75
172	THIEME & FROHBERG GMBH		6	25	J	,	,	U		2/	6
172	TIME RESEARCH		6								6
228	TOMCAT CLINICAL SYSTEMS	5									5
54	TOMTEC IMAGING SYSTEMS GMBH	7	8	7	5	1				6	28
26	TOSHIBA MEDICAL SYSTEMS BV	39	39	38	5	15	9			29	145
172	TOUCH BRIEFINGS				5	1				6	6
68	Translumina GMBH	6	6	6	5	1				6	24
172	TROMMSDORFF GMBH				5	1				6	6
144	UNITED THERAPEUTICS EUROPE LTD				5	5				10	10
99	UP TO DATE INC	6	6	6							18
172	VASOGEN	6			_	_					6
93	VASOMEDICAL EUROPE		6	7	5	1				6	19
99	VENICEARRYTHMIAS 2011	6	6		5	1				6	18
152	VIFOR INTERNATIONAL	9	_		_	1				,	9
113	VISUALSONICS		9		5 5	1				6	15
228 91	VITAL CARE MEDICAL LTD VITAPHONE	6	7	7)					5	5 20
54	VOLCANO THERAPEUTICS	7	7	7	5	2				7	28
66	WEICH ALLYN	9	9		5	2				7	25
	WERKMEISTER GMBH	,	5			_				,	5
54	WILEY - BLACKWELL	7	7	7	5	2				7	28
62	WISEPRESS BOOKSHOP	7	7	6	5	1				6	26
228	WORLD HEART FOUNDATION			5							5
82	ZAO MEDITEK LTD	7	7	8							22
172	ZENICOR MEDICAL SYSTEMS				5	1				6	6
172	ZIOSOFT INC				5	1				6	6
93	ZOLL MEDICAL CORP		6	7	5	1				6	19

Appendices

- Future Congresses organised by the ESC 7.1
- 7.2 Statistics for the ESC Congress 2010
- 7.3 Application Forms
- Parc des Expositions 7.4
 - Paris Nord VillepinteAn overview

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	Annual Spring Meeting
	on Cardiovascular Nursing

Future Congresses organised by the ESC

		NOVEMBER	DECEMBER
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- 7.1 Future Congresses organised by the ESC
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- 7.4 Parc des Expositions Paris Nord Villepinte
 - An overview

This chapter will allow you to find the latest information about ESC Congresses and prepare your attendance for the following dates:

7.1 Future Congresses to be organised by the ESC

Echocardiography
EUROECHO 2010
Copenhagen, Denmark 8-11 December 2010

Cardiovascular nursing

11th Annual Spring Meeting on Cardiovascular Nursing Brussels, Belgium 1-2 April 2011

Prevention & Rehabilitation
EuroPRevent 2011
Geneva, Switzerland 14-16 April 2011

Nuclear Cardiology and Cardiac CT ICNC10 Nuclear Cardiology and Cardiac CT Amsterdam, the Netherlands 15-18 May 2011

Percutaneous Cardiovascular Interventions EuroPCR 2011 Paris, France 17-20 May 2011

Heart Failure
Heart Failure Congress 2011
Gothenburg, Sweden 21-24 May

Electrophysiology, Cardiac Pacing & Arrhythmias EHRA EUROPACE 2011 Madrid, Spain 26-29 June 2011

Cardiovascular Biology Frontiers in CardioVascular Biology Berlin, Germany 16-19 July 2011

ESC Congress 2011 Paris, France 27-31 August 2011 Echocardiography
EUROECHO 2011
Budapest, Hungary 7-10 December 2011

Cardiovascular nursing
12th Annual Spring Meeting on Cardiovascular Nursing
To be confirmed

Prevention & Rehabilitation EuroPRevent 2012 Dublin, Ireland 19-21 April 2012

Heart Failure
Heart Failure Congress 2012
Belgrade, Serbia 19-22 May 2012

Cardiovascular Biology Frontiers in CardioVascular Biology London, United Kingdom 30 March - 2 April 2012

ESC Congress 2012 Munich, Germany - 25-29 August 2012

Acute Cardiac Care
Acute Cardiac Care 2012
Istanbul, Turkey 20-23 October 2012

Echocardiography
EUROECHO 2012
Athens, Greece 5-8 December 2012

ESC Congress 2013 Amsterdam, The Netherlands 31 August - 4 September 2013





7.2 Statistics for the ESC Congress 2010

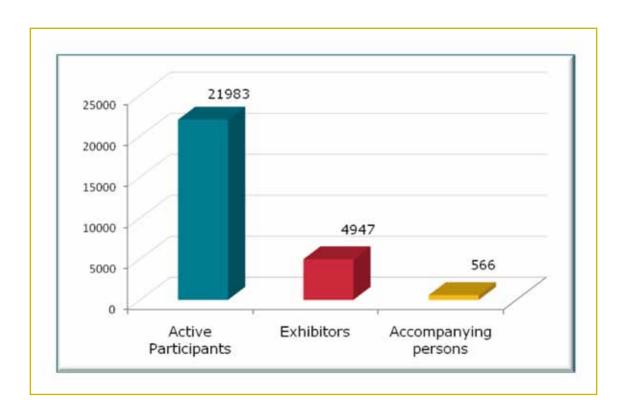
I - Total Participants:

Active participants: 21 983 (including 559 Press)

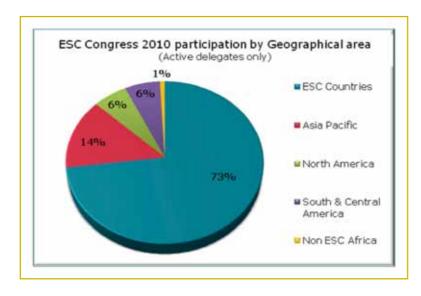
Exhibitors: 4 947 Accompanying persons: 566 TOTAL 27 496 **Ratio** $\frac{\text{Exhibitors}}{\text{Active participants}} = \text{about } 1/4$

for delegates coming from more than 138 countries and

52 ESC National Societies



2- ESC Congress 2010 participation by geographical area:



Region	Total
ESC	15,956
Asia Pacific	3,191
North America	1,302
South & Central America	1,353
Non ESC Africa	181
Total	1,983

3. Comparative chart with previous years' registration figures:

The figures for Stockholm 2010 were as expected, small decrease compared with Barcelona 2009 due to destination and current economic climate. Please note 21% increase on Stockholm 2005.



4. ESC Congress 2010 Delegate Professional Activities:

Thanks to the "Raise Your My ESC Profile" initiative which asked delegates to update their My ESC profile since April and onsite, and thanks to your collaboration in providing correct delegate personal data department, the following figures are based on a representative sample of 71% of active delegates. Previous figures were based on a sample of just 25%. Similarly an unprecedented number of delegates have personally validated their own contact details (address)

Place of Work	%
In University Hospital	41%
In Non-University Hospital	28%
Private Practice	17%
Research (new)	8%
Other (new)	6%

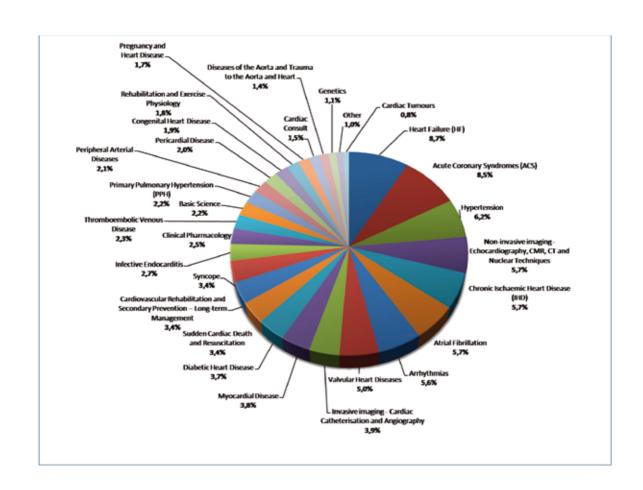
Professional Activities	% in 2010
Cardiologist	71,9%
Trainee Cardiologist	8,9 %
Other Medical Specialties	6,1 %
Industry/Agent	4,0 %
Scientist	3,9 %
Nurse	2,1 %
General Practitioner	1,0 %
Press/Medical Writer	0,6 %
Surgeon	0,6 %
Public Health Organisation/NGO	0,3 %
Technician	0,3 %
PR Agency/Comms	0,1 %

Persons may normally choose only one category from a list of Professional Activities.

72% of attendees provided this information in 2010



Fields of Interest and Areas of Expertise		Sudden Cardiac Death and Resuscitation	23%
Persons can choose as many fields of interest	as they	Cardiovascular Rehabilitation	
wish from a list of 29 categories. The average nu	,	and Secondary Prevention – Long-term Management	22%
categories chosen per attendee is just over 6.6		Syncope	22%
71% of attendees provided this information in 2	2010	Infective Endocarditis	18%
·		Clinical Pharmacology	16%
Fields of Interest and Areas of Expertise	%	Thromboembolic Venous Disease	15%
Heart Failure (HF)	58%	Basic Science	15%
Acute Coronary Syndromes (ACS)	56%	Primary Pulmonary Hypertension (PPH)	14%
Hypertension	41%	Peripheral Arterial Diseases	14%
Non-invasive imaging - Echocardiography, CMR, CT		Congenital Heart Disease	13%
and Nuclear Techniques	38%	Pericardial Disease	13%
Atrial Fibrillation	38%	Rehabilitation and Exercise Physiology	12%
Chronic Ischaemic Heart Disease (IHD)	38%	Pregnancy and Heart Disease	11%
Arrhythmias	37%	Cardiac Consult	10%
Valvular Heart Diseases	33%	Diseases of the Aorta and Trauma to the Aorta and Heart	09%
Invasive imaging - Cardiac Catheterisation		Genetics	07%
and Angiography	25%	Other	07%
Myocardial Disease	25%	Cardiac Tumours	06%
Diabetic Heart Disease	24%		



5. Number of Delegates per Country:

Country Number of De	elegates	Country Number of	Delegates	Country Number of Delegate	es New
Albania	75	Guatemala	21	Caledonia	4
Algeria	15	Honduras	5	New Zealand	29
Argentina	213	Hong Kong SAR,		Nicaragua	1
Armenia	37	People's Republic of China	59	Nigeria	21
Aruba	1	Hungary	219	Norway	334
Australia	254	Iceland	21	Oman	2
Austria	381	India	437	Pakistan	45
Azerbaijan	37	Indonesia	62	Palestine Territories	3
Bahamas	1	Iran (Islamic Republic of)	153	Panama	6
Bahrain	3	Iraq	8	Paraguay	15
Bangladesh	23	Ireland	169	Peru	7
Barbados	2	Israel	125	Philippines	94
Belarus	29	Italy	1337	Poland	558
Belgium	447	, Jamaica	2	Portugal	367
Bosnia and Herzegovina	57	Japan	602	Puerto Rico	2
Botswana	3	Jordan	14	Qatar	4
Brazil	788	Kazakhstan	35	Reunion	14
Brunei Darussalam	3	Kenya	14	Romania	325
Bulgaria	158	Korea, Democratic People's	Republic	Russian Federation	453
Cambodia	2	Of	3	San Marino, Republic of	2
Cameroon	1	Korea, Republic of	110	Saudi Arabia	40
Canada	207	Kosovo UNMIK	20	Senegal	2
Chile	26	Kuwait	10	Serbia	214
China, People's Republic of	587	Kyrgyzstan	3	Singapore	67
Colombia	70	Latvia	87	Slovak Republic	143
Costa Rica	9	Lebanon	64	Slovenia	82
Cote d'Ivoire	ĺ	Libyan Arab Jamahiriya	2	South Africa	100
Croatia	98	Liechtenstein	1	Spain	820
Cyprus	46	Lithuania	137	Sri Lanka	23
Czech Republic	260	Luxembourg	18	Sudan	6
Democratic Republic of Congo		Macau SAR, People's		Sweden	818
Denmark	397	Republic of China	4	Switzerland	661
Dominican Republic	2	Macedonia, The Former	·	Syrian Arab Republic	26
Ecuador	12	Yugoslav Republic of	7	Taiwan, ROC	99
Egypt	114	Malaysia	46	Tanzania, United Republic of	2
El Salvador	4	Malta	15	Thailand	219
Estonia	53	Martinique	3	Trinidad & Tobago	2
Ethiopia	١	Mauritius	2	Tunisia	23
Faroe Islands	2	Mexico	187	Turkey	428
Finland	211	Moldova, Republic of	6	Ukraine	131
France	1835	Monaco	5	United Arab Emirates	50
French Polynesia	2	Montenegro	6	United Kingdom	951
Gambia	2	Morocco	10	United States of America	906
Georgia, Republic of	40	Mozambique	2	Uruguay	25
Germany	1830	Namibia	2	Uzbekistan	12
Ghana	1630	Nepal	13	Venezuela	132
Greece	591	Netherlands	695	Vietnam	23
Guadeloupe	371 4	Netherlands Antilles	2	Yemen	23 5
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Industry Partners for the ESC Congress 2010

Satellite Symposia

52 Satellite Symposia were organised by 31 different companies

Abbott Products Operations AG

Actelion Pharmaceuticals

Bayer Schering Pharma AG

Boehringer Ingelheim

Bristol-Myers Squibb

Cordis, a Johnson & Johnson Company

Crossroads, the Abbott Vascular Education Network

Daiichi Sankyo Europe GmbH

Diabetes & Cardiovascular Disease EASD Study Group

Edwards Lifesciences

Eli Lilly & Company

GE Healthcare

GlaxoSmithKline

Kowa

Medispec Ltd

Medtronic International Trading Sarl

Menarini International

Merck Serono, a division of Merck KGaA

Miltenyi Biotec GmbH

Munich Diabetes Research Institute

MSD

Novartis Pharma AG

Pfizer

Philips Healthcare

Recordati Spa

Sanofi-aventis

SERVIER

Siemens AG, Healthcare Sector

theheart.org

The Medicines Company

Toshiba Medical Systems Europe BV

Mini-Satellite Symposia

27 Mini Satellite Symposia were organised by 23 different companies

Accumetrics

Actelion Pharmaceuticals Ltd

Ardian

Bayer Schering Pharma AG

BIOTRONIK

Bristol-Myers Squibb

Crossroads, the Abbott Vascular Education Network

Daiichi Sankyo Europe GmbH

Eli Lilly & Company Enverdis GmbH

Esaote SpA

GE Healthcare

Genzyme Europe BV

Impulse Dynamics

Kontron

Medtronic International Trading Sarl

Pfizer

Philips Respironics

ResMed Europe

Roche Diagnostics Ltd

STORZ MEDICAL

The Society for Cardiovascular Angiography and

Interventions

United Therapeutics

EBAC Accredited Educational Programmes

5 EBAC Accredited Educational Programmes were supported by 3 different companies

- AstraZeneca
- F. Hoffmann La Roche Ltd
- St Jude Medical

Sponsors of the ESC Congress 2010 include:

Abbott

Actelion Pharmaceuticals Ltd

American College of Cardiology

AstraZeneca

Bayer Schering Pharma AG

BIOTRONIK

Boehringer Ingelheim

Boston Scientific

Cordis, a Johson & Johnson Company

DAIICHI SANKYO Europe GmbH

Edwards Lifesciences

Eli Lilly & Company

European Society of Hypertension

GE Healthcare

 ${\sf GlaxoSmithKline}$

Medtronic

MSD

NicOx

Novartis Pharma AG

Pfizer

Recordati SpA

sanofi-aventis

SERVIER

ST. Jude Medical

theheart.org/WebMD

The Medicines Company

Vifor Pharma

Wolters Kluwer

Exhibiting Companies:

Approximately 200 organisations came together during ESC Congress 2010 in Stockholm to showcase new and latest developments of their products in 2010 spread over 21,000 m² of exhibits. From diagnostics to pharmaceutical research & development, life prolonging medical devices to life-saving resuscitation equipment, basic scientists to medical publishers – the content is both rich and varied.

3W Informed BV

Abbott Products Operations AG Abbott Vascular International BVBA

/ NODOLL Vasculai

Accumetrics

Actelion Pharmaceuticals Ltd Agfa HealthCare NV Albanian Society of Cardiology Algerian Society of Cardiology

ALOKA Holding Europe AG American College of Cardiology American Heart Association American Society of Echocardiography

amg International GmbH

Ardian

Armenian Cardiologists Association Ascent Clinical Research Solutions

Association for European Paediatric Cardiology -

AEPC

Association of Cardiologists of Bosnia and Herzegovina

AstraZeneca AtCor Medical ATEROVAX

Athera Biotechnologies AB Atrial Fibrillation 2011 Austrian Society of Cardiology Bambini Cardiopatici nel Mondo Bayer Schering Pharma Belgian Society of Cardiology

BG Medicine Inc

Biodevices - Sistema de Engenharia Biomedica SA

BioMed Central BIOTRONIK SE & Co KG BMDSys GmbH Boehringer Ingelheim GmbH Boston Scientific

BPLab, 24-Hour Arterial Stiffness Analysis

Brahms Aktiengesellschaft British Cardiovascular Society Bulgarian Society of Cardiology

CAE Healthcare Cardiology Society of Serbia

CardioTek

CIRCLE Cardiovascular Imaging Inc CNSystems Medizintechnik AG Contec Medical Systems Co LTD

Cordis, a Johnson & Johnson Company Croatian Cardiac Society custo med GmbH Cyprus Society of Cardiology

Czech Society of Cardiology DAIICHI SANKYO & Lilly Critical Care Europe DAIICHI SANKYO EUROPE GmbH

DailyCare BioMedical

Danish Society of Cardiology
Defibtech LLC
diaDexus Inc
Diagnosoft Inc
Edan Instruments Inc
Edwards Lifesciences SA
Egyptian Society of Cardiology

Eli Lilly and Company
ELPEN Pharmaceuticals SA
ELSEVIER HEALTH

enverdis GmbH EPIQ Life Science Esaote SpA

Estonian Society of Cardiology

EuroPCR

European Association for the Study of Diabetes European Atherosclerosis Society

European Heart for Children European Society of Hypertension - ESH

F.Hoffmann - La Roche Ltd FBCommunication Finapres Medical Systems (FMS) Finnish Cardiac Society

focus-AF.org

French Society of Cardiology
Fresenius Medical Care
FUKUDA DENSHI
GE Healthcare
Genzyme Europe BV
Georgian Society of Cardiology
German Cardiac Society
HealthSTATS International
Heart & Health Foundation of Turkey
Hellenic Cardiological Society

Hungarian Society of Cardiology Icelandic Society of Cardiology

IEM GmbH

HEXACATH

IKKF GmbH - Institute for Clinical Cardiovascular

Research

Impulse Dynamics Germany GmbH Informa Healthcare

informa Healthcare

HEMO SAPIENS Inc

International Society of Cardiovascular

Pharmacotherapy Iroko Cardio LLC Israel Heart Society Italian Federation of Cardiology Itamar Medical Ltd Japanese Circulation Society KONTRON MEDICAL Kosovo Society of Cardiology La Lettre du Cardiologue Latvian Society of Cardiology

Le Cardiologue

Lebanese Society of Cardiology and

Cardiac Surgery

Lithuanian Society of Cardiology LITTMANN 3M HEALTHCARE Luxembourg Society of Cardiology

Maltese Cardiac Society MAVIG GmbH MediMatic

Medis medical imaging systems by

Medispec Ltd

Mediterranean Cardiology Meeting 2011

Medset Medizintechnik GmbH

Medtronic

MENARINI INTERNATIONAL

Merck KGaA

MIDES Handelsges mbH Miltenyi Biotec GmbH Mortara Instrument Inc

MSD

Multiplate Services GmbH

Nanosphere Inc

New England Journal of Medicine NORAV Medical NorthEast Monitoring Inc Norwegian Society of Cardiology

Novartis Pharma AG Omron Healthcare Europe BV Optima Scandinavia AB

Oxford University Press

Pfizer Inc Pfizer Ltd PHA Europe Philips Healthcare PlaCor Inc

Polish Cardiac Society
Portuguese Society of Cardiology
PRA INTERNATIONAL
Randox Laboratories Ltd
RECORDATI SpA
ResMed Europe

Romanian Society of Cardiology San Marino Society of Cardiology

Sanofi-aventis SCHILLER ScottCare/Rozinn SERVIER Shire Plc

SIEMENS AG, HEALTHCARE SECTOR Slovak Society of Cardiology Slovenian Society of Cardiology

Society for Heart Attack Prevention and Eradication Society of Cardiology of the Russian Federation

Sorin Group Scandinavia AB Spanish Society of Cardiology ST Jude Medical STORZ MEDICAL AG Svelte Medical Systems Inc Swedish Society of Cardiology Syrian Cardiovascular Association

Takeda Pharmaceuticals Europe Ltd The Medicines Company

The Netherlands Society of Cardiology
The Society for Cardiovascular Angiography

& Interventions theheart.org

TomTec Imaging Systems GmbH Toshiba Medical Systems Europe BV

TOUCH BRIEFINGS translumina GmbH

Tunisian Society of Cardiology and Cardiovascular

Surgery

Turkish Society of Cardiology UEMS Cardiology Section Ukrainian Association of Cardiology United Therapeutics Europe Ltd

Vasomedical

VENICE ARRHYTHMIAS 2011 VisualSonics

VitalCare Medical Ltd Volcano Welch Allyn Wiley-Blackwell Wisepress Ltd

Wolters Kluwer Health - Lippincott Williams &

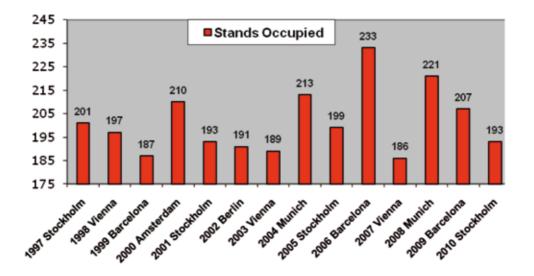
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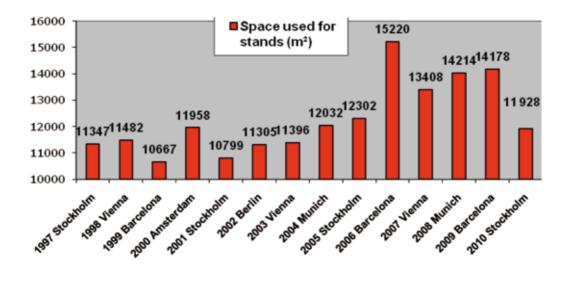
World Heart Federation Zenicor Medical Systems

Ziosoft Inc

ZOLL Medical Corporation

ESC CONGRESSES 1997-2010, Exhibition Hall Usage







ESC / Industry Services Department The European Heart House, 2035 Route des Colles, Les Templiers, BP 179 06903 Sophia Antipolis FRANCE

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	DOZIKI EDUCATIO	JNAL SESSIONS F	APPLICATION	NTUKWI			
	SATELLITE SYMPOSIUM	MINI-SATELLITE SYM	APOSIUM .	\square hands-on tutorials			
1	ORGANISING COMPANY	use in all ESC Congress :	2011 publication	s			
	 The correspondence for the above 	vity must be submitted by the compa re items should be made exclusively b communicating any relevant documen	etween this company and	d the ESC.			
	Company Name:		Contact Person:				
	Address:						
	Postal code:	City:	Country:				
	Tel:	Fax:	Email:				
2	APPOINTED AGENCY if a - Correspondence from	pplicable - One main co non appointed agency v	ntact person ma vill not be taken	ndatory into consideration			
	responsible and accountable for a — The ESC has created «Guidelin Session. It is obligatory that every «www.escexhibition.org» website — The ESC reserves the right to in	y act as if it were the company itsel activities organised in its name. es for Industry Participation» as any appointed agency read these Guid in order to have a proper working aform the Organising Company mereasoning behind the Guidelines and	essential tool for how to lelines and all other doc relationship with the ESO tioned above if the app	o host an Industry Educational numents posted on C Congress Division. nointed agencies have			
	Agency Name:		Contact Person:				
	Address:						
	Postal code:	City:	Country:				
	Tel:	Fax:	Email:				
3	INVOICING DATA Any ar of billing address) will r	nd all changes post invoice not be taken into account	ing (addition of F	Purchase Order, changes t be reissued			
	Company Name:		Contact Person:				
	Invoicing Address:		VAT N° MANDAT	ORY:			
			PO N°				
	Postal code:	City (& state, if applicable):	Country:				
	Tel:	Fax:	Email:				
	Payment will be made by bank train	nsfer (details will be provided on t	ne invoice)				
	I hereby agree to be bound by the therein. I am authorised to sign thi			and all conditions expressed			
	DATE	CONTACT NAME	SIGNATU	URE			

SATELLITE SYMPOSIUM submit one form per Satellite Symposium		
Sessions organised by pharmaceutical & technical industries in cooperation between 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		
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 \square 12:00 - 13:30 \square 14:00 - 15:30 \square 14:30 \square The 14:00 - 15:30 timeslot is only open to the second half of a 180-minute single 90-minute session if and only if the 12:00 - 13:30 timeslot is already reservant on the same lecture room for a first 90-minute session.	e session OR to a	Cost: - Basic price 45 minutes: € 28 000 90 minutes: € 28 000
Sunday 28 August 2011 □ 12:45 -13:30		180 minutes: € 56 000
Monday 29 August 2011		- Plus room rental 45 minutes: € 3 per seat
Tuesday 30 August 2011 \square 14:00 - 15:30 \square 16:00 - 17:30 \square 16:30 - The 16:00 - 17:30 timeslot is only open to the second half of a 180-minute single 90-minute session if and only if the 14:00 - 15:30 timeslot is already reservant on the same lecture room for a first 90-minute session	session OR to a	90 minutes: € 6 per seat 180 minutes: € 9 per seat
Lecture room capacity: Lecture rooms ro	anging in capacity	from 200 to 3200 seats.
Reception:		ducational Programme
MINI-SATELLITE SYMPOSIUM submit one form per Mini-Sc	ıtellite Sympo	sia
Participating companies may organise Mini-Satellite Symposia during specific 45-minute time Satellite Symposia and limited to 500 seats lecture rooms maximum, allow interactive discussion give a presentation with the remainder of the session devoted to questions and discussion. Audie 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) / € 4.4	on and, if desired, dem ence participation is an	onstration. Each speaker will integral part of these sessions.
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 4 — Room rental	.5 minutes: € 16 000 included
Lecture room capacity: Lecture room	ms ranging in capa	city from 200 to 500 seats
Reception*: Tes No *Only lunch box requests will be considered CME accreditation A Mini-Satellite Symposium with EBAC accreditation will be officially announced a Supported by an unrestricted educational grant from». Further details on EBAC of the considered control of the control of the considered control of the considered control of the considered control of the control of	as «EBAC Accredite	d Educational Programme
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 and intimate environment through the organisation of Hands-On Tutorials. These industry supproportunity for hands-on and/or one to- one learning from clinical and/or technical experts a promoted as part of the scientific programme in the Final Programme and on the ESC Congrese. An exhibition stand of minimum 9 m² is required: 1 m² = € 407 excl. VAT (early fee) / € 447	ported tutorials will prov on specific areas of exp ss 2011 web pages.	vide participants with an
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 compan	у
CANCELLATION POLICIES — Satellite Symposia and Mini-Satellite Symposia		
 Cancellation must be sent in writing. Before 1 December 2010: no cancellation fee From 2 December 2010 and until 31 January 		d amount due
From 2 December 2010 and until 31 January From 1 February 2011 and until 31 March 20 After 31 March 2011: 100% of the total amounts) 11: 60% of the total c	

«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.»

• After 31 January 2011: 100% of the total amount due.

Hands-OnTutorials



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



CL	OSED INDUSTRY N	NEETING AND FUNC	CTION SPACE ORDER FORM
	CLOSED INDUSTRY MEETING		UNCTION SPACE
1	ORGANISING COMPANY	use in all ESC Congress 2011	publications
	 The correspondence for the abov 	vity must be submitted by the company of tems should be made exclusively betwommunicating any relevant documents to	
	Company Name:		Contact Person:
	Address:		
	Postal code:	City:	Country:
	Tel:	Fax:	Email:
2	APPOINTED AGENCY if approximately approximat	pplicable - One main cont non appointed agency wil	act person mandatory I not be taken into consideration
	responsible and accountable for The ESC has created «Guidelines Session. It is obligatory that ever «www.escexhibition.org» website The ESC reserves the right to info	activities organised in its name. for Industry Participation» as an essi ry appointed agency read these Guide e in order to have a proper working r orm the Organising Company mention	d the company will continue to be held entirely ential tool for how to host an Industry Sponsored elines and all other documents posted on relationship with the ESC Congress Division. ned above if the appointed agencies have not examined s will ensure effective communication is re-established.
	Agency Name:		Contact Person:
	Address:		
	Postal code:	City:	Country:
	Tel:	Fax:	Email:
3	INVOICING DATA Any and changes of billing address	d all changes post invoicing) will not be taken into a	(addition of Purchase Order, ccount, 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 trai	nsfer (details will be provided on the	invoice)
		ESC Congress 2011 Guidelines for In orm on behalf of the applicant/Comp	dustry Participation and all conditions expressed the- pany.
	DATE	CONTACT NAME	SIGNATURE

4 CLOSED INDUSTRY MEETING
Meeting organised by industry

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:	 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. 	Cost: — 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

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 Ro	ooms		
Room capacity (r	number of guests and/	or number of m²)	:		
Date: From:			To:		
Time: From:			То:		
Room Set up:	□ U-shape (D 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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ESC / Industry Services Department The European Heart House, 2035 Route des Colles, Les Templiers, BP 179 06903 Sophia Antipolis FRANCE

Tel: +33 (0)4 92 94 77 55 - Fax: +33(0)4 92 94 76 26 Email: <u>exhibition@escardio.org</u>



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

	railille" and exhibitor	badges (maximum 25 chai	& address as it should appear in official listings, e.g. facters). Please follow the format below for tel & fax number
Name:			
Contact Pe	son:		
Address:			
Postal code	:	City:	Country:
Tel: +(coun	ry) (city) (numbe	er)	Fax: + (country) (city) Number
Email:			
CORRES address.	PONDENCE NAM	E & ADDRESS If the	correspondence address above is different from the officient and including Update by email in June).
Name:			
Contact Pe	son:		
Address:			
Postal code	:	City:	Country:
Tel:		Fax:	Email:
сомми	NICATIONS AGE	NCY If you have appo	inted a third party to act on your company's behalf
Name:			
Contact Pe	son:		
Address:			
Postal code	:	City:	Country:
Tel:		Fax:	Email:
	US CONGRESS PA	ARTICIPATION a different name previou	sly or has since merged with another
PREVIO	ipally exilibiled ulider		,

LOCATION:	1 st Choice	2 nd	Choice		3 rd Choice
Size Requested:	Length in metres	De	oth in metres		Area in m ²
Height requested	d:	Pub	olishers' Row :	Yes	☐ No
Notes:					
requirements	TECHNOLOGY SHO putlined in chapter 2 of the A exhibits are positioned	he Guidelines for	Industry Partic	ipation for th	e applicants meeting spe nis event. Cost €2000 +
	like to apply for ETSA	Product name:			
	ECTION CRITERIA sted stands are no longer	· available, indica	te which is mo	st important	to you
Location: Y	es No Size	: Yes No	o Oth	ner:	
STAND LOC	ATION - PROXIMIT	Y TO COMPET	ITORS		
Note that we	itors you do not wish i cannot prevent companie	s assigned after y	ours from bein	mpany name g located in y	your neighbourhood
1		2		3	
4		5		6	
ADDITIONA	L FLOOR SPACE FO	R MEETING S	PACE / STO	RAGE	
Storage required	your principle exhibit, t	this area may be	used to constru		Area m ² :
Slorage required	ı.		d les d	INO	Aled III .
AISLE CARI			1.00%	1 1	
subject to our stand allocati	cent booth areas have be guidelines. Price is €10 on process.	een requested, an)1.75 per m² cove	red. Carpeting	may also be	reserved after the initi
Between stand l	ocations	&			Number of m ² :
PRODUCTS List products	/ SERVICES / services to be exhibited	at ESC CONGRES	S 2011		

13	PRODUCT CATEGORY LI Where more than three are se	STING Select up to th lected, the first three wi	ree catego II be used	ries to be listed und in publications.	der.		
	Angiographic Viewers		10	Instrumentation	19	Protheses/Valves/Pumps	28
	Angioplasty	ECG Equipmen	1 1 1	Invasive Monitoring/Test.	20	Publishers/Books/Journals	29
	Blood Pressure Measurement Equip.	Echocardiography Equip	12	Market Research	21	Pulmonary Function	30
 	Catheter Equipment	Education, Teaching Aid:	13 N	Non-invasive Monitor./Test.	22	Recruitement	31
	Clinical Database & Research	Electrophysiology	14	Non-profit Organisation	23	Rehabilitation Centres	32
 	Clinical Laboratory & Testing Services	S Exercise Equip. & Testing	15	Pacemakers	24	Stents	33
	Computed Tomography	Food Service & Nutrition	16	Patient Monitoring System	25	Supplies	34
	Computers	Holter Equipmen	1 7	Pharmaceuticals	26	X-Ray Equipment	35
	Contrast Media	Imaging	18	Physician Practice Services	27	Others (please specify below)	36
	Others:			Category Numbe	er(s)		
14	 INVOICING DATA Pleas 1. Only one invoice address in a €70 admin. fee will be a 2. In all cases a credit / chars 3. In the event that an invoice the Congress. 	nay be used (if an invoic harged). ge card number must be	e is subse	quently requested u	sing a		to
	Company name or agency to be	invoiced:					
	Company VAT number (if not sup	oplied, French VAT will be	charged):		Purc	hase Order number:	
	Contact Person:						
	Address:						
	Postal code:	City:		Country:			
	Tel:	Fax:		Email:			
	Payment will be made by bank trans	fer (details will be given on th	ne invoice) o	r by credit card (please	fill in th	ne following information) to E	ESC.
	□ Visa □ Euro Card	/ Mastercard 🔲 ,	Amex				
 				Expi	ry Dat	e	
	Cardholder's name:						
15	AGREEMENT I hereby agr and all conditions expressed to						
 	DATE	CONTACT NAME		SIGNA	ATURE		
1							
4.0							
	MISCELLANEOUS To add	other information relev	ant to you	r application, pleas	e note	it here	

EXHIBITION SPACE APPLICATION FORM GENERAL TERMS OF AGREEMENTThe 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 point's statement for 2010 must submit applications by 1 December 2010. Remaining point's holders must submit applications by 1 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 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

When an equal number of points are held by two or more companies, stands will be assigned — Order of receipt of the application forms and payment of the first installment

- Size of space requested Additional sponsoring activities Additional sponsor
 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.

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.

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

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

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: €€00 excluding WT

— 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 assignmentThe stand rental for the total remaining balance due, as defined in the Guidelines of Industry Participation, has to be paid in two installments 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

 $-\!\!\!-$ 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.

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 RenouncedThe 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.

1-3 indebteuness

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

the exhibitor falls 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 PolicyGiven 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 LiabilityThe 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 seminority of apply or no longer apply, in 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:

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. Satellite Symposium.

ENFORCEMENT OF RULES

6.1 Applies Equally to AllAll 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.



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



SPONSORSHIP, ADVERTISEMENT & PROMOTION APPLICATION FORM

Company Name MAN	IDATORY:	Contact	Person:	
Address:				
Postal code:	City: (& state, if applicable):		Country:	
Tel:	Fax:	Email:		
APPOINTED AGI	NCY (only if applicable)			
Agency Name:		Contact	t Person:	
Address:				
Postal code:	City: (& state, if applicable):		Country:	
Tel:	Fax:	Email:		
INVOICING DAT	A (Please ensure this is the c	orrect invoicing	g address) – MANDATORY	
Company Name:		Contact	Person:	
Invoicing Address:		VAT N°	MANDATORY:	
		PO N° /	MANDATORY:	
Postal code:	City (& state, if applicable):		Country:	
Tel:	Fax:	Email:		
respect of accrued points You will be invoiced upor application form.	by bank transfer (details provided on the invidendline. In receipt of your signed application form. Compelications for all congress activity must be sulposed.	ancellations will incur fe	ees of 100% if cancelled after receipt of y	our si
Correspondence for spons	orship items should be made exclusively between its staff and appointed agencies.			
Appointed Agency: Compagencies will not be taken	panies should inform the ESC, in writing, which into consideration. This appointed agency can accountable for activities organised in its nar	nnot fully act as if it were	the company itself and the company will cor	ntinue
with the ESC independent			ad all conditions overcosed thousin	
with the ESC independent I hereby agree to be bour	nd by the ESC Congress 2011 Guidelines for I d for the items ticked off that are still availab			
with the ESC independent I hereby agree to be bour I also accept to be invoice		ble listed on page 2 of th	is application form.	ick YE
with the ESC independent I hereby agree to be bour I also accept to be invoice	d for the items ticked off that are still availab	ble listed on page 2 of th	is application form.	ick YE

"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 fursted 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.

4 SPONSORSHIP, ADVERTISEMENT & PROMOTION OPTIONS

Sponsorship Items			Price excl. VAT	Points	Bonus E points	Engagement
Abstracts CD-ROM - Exclusive Spon	nsorship		€ 150,000	55 pts	15 pts	Tick Yes 🔲
Congress Bags - Exclusive Sponsors	ship		No	longer (available	
Delegate Lounge - Exclusive Sponso	orship		No	longer o	available	
Poster Area - Exclusive Sponsorship)		No	longer (available	
ESC TV - Exclusive Sponsorship			No	longer o	available	
FOCUS Group Sponsorship			€ 20,000	9 pts	2 pts	Tick Yes 🔲
MD Conference Express			No	longer (available	
Advance Programme - Product adve	ertising allowed		€ 100,000	37 pts	20 pts	Tick Yes 🔲
Final Programme Back Cover Produ	ct advertising allowed		No	o longer	available	
Final Programme Inside Back Cover	Product advertising allowed	ł	€ 70,000	25 pts	7 pts	Tick Yes 🔲
Final Programme Inside Page <i>Produ</i>	ıct advertising allowed		€ 50,000	18 pts	5 pts	Tick Yes 🔲
Bookmark in Final Programme Prod	luct advertising allowed		No	longer o	available	
Information Screens (Airport Screen	is + lecture room screens)		€ 25,000	9 pts	3pts	Tick Yes 🔲
Badge Holders - Exclusive Sponsors	ship		No	o longer	available	
Programme at a Glance - Exclusive	Advertisement Product adver	rtising allowed	No	longer (available	
Industry & Exhibitor Guide Back Co Product advertising allowed	ver - Exclusive Advertisemer	nt	€ 30,000	11pts	3 pts	Tick Yes 🔲
Healthy Fruit Stations - Exclusive Sp	oonsorship		€ 50,000	18 pts	5 pts	Tick Yes 🔲
Water Fountains & Flasks - Exclusive	e Sponsorship		€ 80,000	29 pts	8 pts	Tick Yes 🔲
Congress News (Full Week) Back Co	over		€ 42,000	15 pts	-	Tick Yes 🔲
Congress News (Full Week) Page 7			€ 37,000	13 pts	-	Tick Yes 🔲
Congress News 1 Advert (Sat. throu	ugh Tues.)		€ 10,000	3 pts	-	Tick Yes 🔲
Congress News 1 Advert (Wed.)			€ 5,000	1 pt	-	Tick Yes 🔲
Paris City Map - Exclusive Sponsors	ship		No	o longer	available	
Note Pads & Pens - Exclusive Sponsor Product advertising allowed	rship (excl. production costs)		No	longer (available	
Gift in ESC Congress Bag			€ 11,000	4 pts	-	Tick Yes 🔲
	Pre-Congress Mailing Insert		€ 11,000	4 pts		
Industry	Delegate Bag Insert		€ 6,500	2 pts		notional ortunities
Educational Sessions (IES)	Weblink		€ 3,500	1 pt	Арр	olication
	IES Info screen		€ 4,500	1 pt	F	Form
Unrestricted Educational Grant			€ 20,000	7 pts	-	Tick Yes 🔲
		~				
Company name:		Contact Na	me:			

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



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

	SS MAILING DELEGATE BAC	GINSERT WEBLINK II IES INFO
		SC Congress 2011 acknowledgements - MANI
 The correspondence for 	gress activities must be submitted by the co the above items should be made exclusiv sible for communicating all relevant docum	
Company Name:		Contact Person:
Address:		
Postal code:	City (& State if applicable):	Country:
Tel:	Fax:	Email:
	ICY - if applicable. One main con non appointed agencies will no	
An appointed agency d	oes not replace the company and the com	pany will be held entirely responsible and accountabl
The company will ensure e	offective communication is re-established.	eir agency has not examined or understood the Guide
Agency Name:		Contact Person:
Address:		
Address: Postal code:	City (& State if applicable):	Country:
	City (& State if applicable): Fax:	Country: Email:
Postal code: Tel: INVOICING DATA	Fax:	Email: invoicing address: We will invoice €70
Postal code: Tel: INVOICING DATA	Fax: Please verify this is your valid	Email: invoicing address: We will invoice €70
Postal code: Tel: INVOICING DATA modification reque:	Fax: Please verify this is your valid	Email: invoicing address: We will invoice €70 issued - MANDATORY
Postal code: Tel: INVOICING DATA modification reque: Company Name:	Fax: Please verify this is your valid	Email: invoicing address: We will invoice €70 issued - MANDATORY Contact Person:
Postal code: Tel: INVOICING DATA modification reque: Company Name:	Fax: Please verify this is your valid	Email: invoicing address: We will invoice €70 issued - MANDATORY Contact Person: VAT N° MANDATORY:
Postal code: Tel: INVOICING DATA modification reque: Company Name: Invoicing Address:	Please verify this is your valid sted once the invoice has been	Email: invoicing address: We will invoice €70 issued - MANDATORY Contact Person: VAT N° MANDATORY: PO N°:
Postal code: Tel: INVOICING DATA modification reque: Company Name: Invoicing Address: Postal code: Tel:	Fax: Please verify this is your valid sted once the invoice has been invoiced has been invoic	Email: invoicing address: We will invoice €70 issued - MANDATORY Contact Person: VAT N° MANDATORY: PO N°: Country: Email:
Postal code: Tel: INVOICING DATA modification reque: Company Name: Invoicing Address: Postal code: Tel: Payment will be made by b	Fax: Please verify this is your valid sted once the invoice has been invoiced high properties. Fax:	Email: invoicing address: We will invoice €70 issued - MANDATORY Contact Person: VAT N° MANDATORY: PO N°: Country: Email: ice) se for Industry Participation and all conditions exp

PRE-CONGRESS MAILING INSERT — A special A4 envelope will be mailed to approximately 25,000 adresses (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.

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 atwork is approved.

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

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 atwork 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.»



ESC Congress 2011



