Introduction

Dear Exhibitor,

- To aid your planning for ESC Congress 2005, information on Congress content & logistics are delivered to you in 3 Updates. This is the first with details of remaining sponsorship items, Satellite Symposia & Workshop promotion opportunities; Update 2 will follow in June, Update 3 in July/August.
- **ESC even easier!**
- All order forms & links to Exhibition Service Partners may be found on the ESC web area for Industry Partners: [www.ESCexhibition.org](http://www.ESCexhibition.org)
- No login or password is required. On the home page, choose “Stockholm 2005” to access order forms, supplier links & reference materials
- It is each exhibitor’s responsibility to ensure that all staff and agencies are aware of & follow the **Guidelines for Industry Participation** as well as the information contained in these Updates – all are available on [www.ESCexhibition.org](http://www.ESCexhibition.org)
- A comprehensive list of exhibitors & floor plans to date may be found on [www.ESCexhibition.org](http://www.ESCexhibition.org).

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

Regards,
The ESC Exhibition Team
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Checklist – Have you….?

Booked Hotel rooms? If not, email hotels@escardio.org for advice
- **Sent Product Description to ESC?** Deadline 1 May 2005
- **Sent a stand design to ESC for approval?** Deadline 14 May 2005
- Informed the ESC of your booth constructor so that they are updated with logistics info?
- Arranged ESC approval for stand activities & giveaways?
- Considered all additional ESC opportunities to promote your company, product(s) and stand during the Congress? See slide 6 ‘Sponsorship & Satellite Promotion Opportunities’ and advertising around the Building [here](#)
- **Ordered exhibitor badges?** Deadline for free badge orders 17 June 2005
- Sent a copy of your liability insurance to ESC? You MUST send a copy in advance or have it available on-site
- Arranged for forwarding brochures & other materials? Contact Fairexx, Official Forwarder & Lifter, for quotation
- **Sent your billing details to the Building (Stockholmsmässan) & received Login details for their web ordering service?**
- Have you commissioned a stand structure with carpet & furnishings?
- Arranged for waste disposal during build-up, the exhibition & breakdown?
- Booked cleaning?
- Reserved hostesses to cover breaks or assist you on your stand?
- Ordered security to protect valuable equipment?
- Signed up for **Lunch & Learn**?
- Arranged for Electricity points, water connections & compressed air if required?
- Planned telecommunications & internet access? Booked Audio-Visual equipment…
- Given your construction agency the ESC Exhibition Timetable and Build-Up Schedule?
- To order a stand structure, stand furniture, plants, brochure racks and signage, the Official Supplier is Stockholmsmässan – when you have registered with them, order via their website, accessed by [ESCExhibition.org](http://ESCExhibition.org)
  Order deadline 3 August, 2005
Important Dates

- **May 1, 2005**
  Deadline for submitting product description forms to ESC
- **May 14, 2005**
  Deadline for submitting stand drawings to ESC
- **May 27, 2005**
  Cancellation after this date incurs a 100% cancellation charge
- **17 June, 2005**
  Deadline for ordering free exhibitor badges
- **July 22, 2005**
  Deadline for extra Exhibitor Badges - early fee. A late fee charge will apply to all requests after this date
- **3 August, 2005**
  Deadline to request services from Stockholmsmässan
New! Lunch & Learn

- To encourage more delegates to discover exhibits from the start of the Congress, a new activity is planned for Sunday 3 September.
- **Lunch & Learn** is a trail to follow through the halls to discover the answers to a questionnaire found in the delegate bag. (run of 22,000)
- Exhibitors are encouraged to join in by submitting questions and sponsoring lunch on their stands (themed Swedish lunch packages available from approx 50 euros per stand)
- All exhibitors providing Lunch & Learn catering may display the Lunch & Learn visual on their stand to demonstrate their exhibit is part of this educational initiative*
- Questions should focus on scientific issues relevant to key themes at this meeting and a limited number will be selected by the Congress Programme Committee to feature on the questionnaire.
- However, the focus of this initiative is on the exhibit area as a whole – guiding more delegates than ever into the exhibition on Sunday lunchtime is the goal and by providing a little hospitality, the benefit is clearly open to all exhibitors.

Don’t be the odd one out – sign-up now by submitting a question before 13 May 2005.

Find out more – see online Lunch & Learn - Invitation to Exhibitors

* Visual may not be amended
Sponsorship & Satellite Promotion Opportunities

Still Available:

- Note Pads & Pens
- Highlights CD ROM
- City Information Booklets
- FOCUS Session Association
- Satellite & Exhibition Promotional Envelope Insert
- Satellite & Exhibition Promotional Weblink
- Satellite & Exhibition Promotional PDA advert
- Exhibition, Satellite & Workshop Catalogue Back Cover Advertisement
- Congress News Advertisement
- PDA Congress Guide & Spotlight
- 1st Announcement World Cardiology Congress 2006 (ESC in partnership with WHF)

Contact Ms Aine M. Gately for more details on these opportunities and pricing, agately@escardio.org.
Emerging Technology Showcase Area (ETSA)

- Space remains available for fledgling businesses and academic entities to present their cutting edge technology in Stockholm
- Fully inclusive stand package & mini-symposium slot for 2000 euros to eligible entities
- Do you know a research group eager to present early findings / pre-approval new technology?
- Contact imorgan@escardio.org for details
Registering Groups - Industry Welcome Desk

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

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

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

Still available for 2005, for 45 minute time slots during the Congress with meeting space for up to 120 participants. Contact satellite@escardio.org for more details.
Exhibition Suites

- 18m² Furnished meeting room space within Exhibition Hall C
- Available in board-room or lounge style, Exhibition Suites allow convenient corporate hospitality just a few steps from your stand
- Open when the exhibition is open, convenient for staff meetings, product training or spending time with key clients
- All inclusive price of 5000 euros
- Contact Ian Morgan to book
Badge Readers

The Official Badge Reader Provider for ESC CONGRESS 2005 is:
PC Loc Events Sarl
Ms Marie Lecomte
Tel: +33 497 08 14 14 / Fax: +33 497 08 14 75 / Email: esc2004@pclocevents.com

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

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

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

For more details, follow this link:
Industry Press Facilities

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

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

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

ESC Press & PR Office E-mail: press@escardio.org

Industry Press Guidelines here:
http://www.escardio.org/vpo/ESC_congress_information/industry_press_activities/
Transport Tickets

Low cost transport solution for your staff and delegate groups!
Pre-order season transport tickets valid for 5 days at a rate of EURO 25 (SEK 240). For this service, contact the ESC Hotel & Social Events Department before July 25th, 2005.
The minimum order is 10 tickets, each valid for 5 days.

– After July 25th, 2005, tickets will be sold in Stockholm at the Transport desk located in the Registration area from Thursday September 1st, 2005.
– To order, click here for form.
– Upon receipt of the duly filled in forms, companies will receive an invoice in Euros for the number of tickets ordered (including administrative and mailing costs).
– Refunds will not be made.
These tickets are valid 24H, on all buses and trams within the city.
Truck, Bus & Coach Parking

A vehicle access plan is available on line [here](#)

**Trucks**
Drivers should queue in the short-term waiting area marked until checked in with Fairexx, the ESC logistics agent. For access to unloading area, a deposit of 100 euros is required, returned on exit. When unloaded, free long-term parking is available in south-east car park

**Buses & Coaches**
Parking for Industry coaches, where the hiring company is an exhibitor, is pre-ordered from the Stockholmsmässan – contact [Peter Näsman](#)

Other buses & coaches may purchase parking tickets on-site (no pre-order)
Stand Drawings

Each exhibitor must submit detailed drawings of his stand to ESC on or before May 14, 2005. These drawings should be sent, preferably by email, to:

exhibition@escardio.org.

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

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

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

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

Comletes Guidelines for Participation at this event are available here.
Scientific Quizzes, Give-Aways & Stand Activities

Give-aways or prizes may be offered by an exhibitor when specific approval is given by ESC. Maximum value of giveaways is 5 euros and you may be asked to supply proof of this on-site. All stand attractions and activities also require the specific approval of ESC.

To submit such stand activities or give aways for approval use the on-line form at: http://www.escexhibition.org/Stockholm2005/default.aspx

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

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

Exhibitors' information featuring stand location and description of their company and product(s) will be featured online at www.escardio.org.

An Exhibition, Satellite & Workshop Catalogue will be distributed on-site with exhibition visuals and a listing of exhibitors featuring company name, product categories marked on application form, web/email address and stand number.

For the on-line product description, please complete the document on ESCexhibition.org (follow this link for document) and email to exhibition@escardio.org by 1 May 2005.
Use of ESC Logo, Graphics and Name

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

These guidelines are applicable to all media including internet.

For more details please consult our corporate rules online at: http://www.escardio.org/corporate_identity.htm

- The ESC Corporate Rules & Regulations (PDF 560 Kb)
- The ESC Branding Guidelines (PDF 334 Kb)
Waste Disposal

Important – planning your Waste Disposal

Due to the waste management legislation in Sweden, the ESC & Stockholmsmässan require all exhibitors to plan and be responsible for their waste. Disposal containers & bags should be ordered in on on-site if representatives have a means of payment. Otherwise, waste should be removed from the fairground. In all cases wild tipping is forbidden and disposal will be charged to the polluter.
Exhibitor Badges

- An order form for exhibitor badges can be found online at http://www.escexhibition.org/Stockholm2005/default.aspx
- The deadline to order free exhibitor badges (based on the stand area rented) is 17 June 2005
- Extra badges may be purchased for 37 euros + VAT until 22 July 2005
- Extra badges may be ordered at the late fee of 50 euros + VAT from 23 July 2005
- The number of free badges included with your stand space reservation

<table>
<thead>
<tr>
<th>Stand size between:</th>
<th>Free Badges:</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 and 49 m²</td>
<td>10</td>
</tr>
<tr>
<td>50 and 99 m²</td>
<td>20</td>
</tr>
<tr>
<td>100 and 199 m²</td>
<td>40</td>
</tr>
<tr>
<td>200 and 299 m²</td>
<td>50</td>
</tr>
<tr>
<td>300 and 399 m²</td>
<td>60</td>
</tr>
<tr>
<td>400 and 499 m²</td>
<td>70</td>
</tr>
<tr>
<td>More than 500 m²</td>
<td>80</td>
</tr>
</tbody>
</table>
Exhibition Timetable

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

• Deposit System
All drivers are required to display a vehicle pass & pay a 100 euro deposit to access the unloading area. This will be refunded when leaving the site according to schedule. Vehicles not displaying vehicle pass or leaving later than timeslot will be clamped or removed and a fine issued.

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

- **Monday, August 29**
  - Access by appointment, stands 600m²+

- **Tuesday, August 30**
  - 07.00 - 22.00  Build-up (see ESC Build Up Schedule below)
  - 08.00 - 12.00  Limited stand decoration only, all decoration completed by 12.00. Valuables delivered by Fairexx only
  - 16.30  Official Opening Ceremony (session)
  - 17.00  Meetings can be held on stands
  - 17.30  Exhibition halls open (all stands to be manned)
  - 20.00  Opening reception in exhibition halls
  - 20.00  Building closes

- **Sunday, September 4**
  - 09.00 - 18.00  Exhibition open

- **Monday, September 5**
  - 09.00 - 18.00  Exhibition open

- **Tuesday, September 6**
  - 09.00 - 18.00  Exhibition open
  - 18.30 - 21.00  Dismantling - working passes to be worn during dismantling
  - 21.00  Limited vehicle access (collect valuables & deliver packing cases)

- **Wednesday, September 7**
  - 09.00 - 13.30  Limited Vehicle access (last day).
  - 13.30 - 24.00  Exhibition open
  - 20.00  Exhibition closes

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Stockholmsmässan is in strict accordance with ESC schedule & excludes access into halls.
ESC Build Up Schedule

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Hall B</th>
<th>Hall C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday 29 August</td>
<td>09:00</td>
<td>AstraZeneca</td>
</tr>
<tr>
<td></td>
<td>11:00</td>
<td>Pfizer, Sanofi-Aventis</td>
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<tr>
<td></td>
<td>13:00</td>
<td>Servier</td>
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<tr>
<td></td>
<td></td>
<td>No access to Hall C</td>
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<tr>
<td></td>
<td>Until 18:00</td>
<td></td>
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<tr>
<td>Tuesday 30 August</td>
<td>07:00</td>
<td>200m²+</td>
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<tr>
<td></td>
<td>11:00</td>
<td>150m²+</td>
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<tr>
<td></td>
<td>14:00</td>
<td>100m²+</td>
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<tr>
<td></td>
<td>Until 22:00</td>
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<tr>
<td>Wednesday 31 August</td>
<td>08:00</td>
<td>30m²+</td>
</tr>
<tr>
<td></td>
<td>Until 22:00</td>
<td></td>
</tr>
<tr>
<td>Thursday 1 September</td>
<td>08:00</td>
<td>All stands</td>
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<tr>
<td></td>
<td>Until 22:00</td>
<td>All stands</td>
</tr>
<tr>
<td>Friday 2 September</td>
<td>08:00</td>
<td>All stands</td>
</tr>
<tr>
<td></td>
<td>Until 18:00</td>
<td>Aisles must be cleared &amp; waste removed by 18:00 ---</td>
</tr>
<tr>
<td>Saturday 3 September</td>
<td>08:00 – 12:00</td>
<td>All stands, decorating only ---</td>
</tr>
<tr>
<td></td>
<td>12:00</td>
<td>ESC inspection, all stands complete ---</td>
</tr>
<tr>
<td></td>
<td>08:00 – 16:30</td>
<td>Meetings may be held on stands ---</td>
</tr>
<tr>
<td></td>
<td>17:00</td>
<td>All stands manned, Opening reception from 17:30 – 20:00</td>
</tr>
</tbody>
</table>
Official Forwarder & Lifter

The Official Forwarder for ESC CONGRESS 2005 is:

FAIREXX Logistics for Exhibitions GmbH
Mr. Marco Junghans, Managing Director
Tel: +49-30-4403 4711/ Fax: +49-30-4403 4779 Email: contact@Fairexx.com

ESC Congress 2005 is a secure business & educational area.
Sending goods by courier such as UPS or Fedex? Fairexx offer a free Managed Goods Reception Service for packages sent by courier up to 5kgs when collected from the Fairexx office on site.

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

Note as the Official Logistics Provider to ESC Congress 2005, all mechanised unloading within the Stockholmsmässan campus must be performed by Fairexx. In the case of goods requiring specialised handling / customised vehicles for carriage, this should be co-ordinated by Fairexx. Note for Safety & Environmental reasons, using non-authorised fork-lifts within halls will be considered a violation of ESC Guidelines by the exhibiting company.

Goods sent to the exhibition from within the EU should be addressed as follows
ESC Congress 2005
- Name of exhibiting company -
Stand no -xxx-
Fairexx Logistics for Exhibitions
c/o Stockholm International Fairs
East goods reception
Mässvägen 1
125 80 Stockholm
Sweden
Goods sent from outside of the EU should be sent to the Customs Clearance address for Fairexx as supplied in Update 2 in June 2005.

Note that this is the only delivery address to be used for consignments delivered direct to Stockholm International Fairs. Building personnel are not entitled to receive goods on behalf of exhibitors.
Stand Services – How to Order

- Approved services from Official Suppliers and Preferred Partners are introduced on the ESCexhibition.org website.
- For stand construction, furnishings & equipment, electricity & telcoms, ordering is via the Stockholmsmässan website with a customer number. To obtain a customer number, you must submit your billing details to the Building. Either Go to the Web Form or Go to the Pdf and fax the Form.
- Badge readers supplied by PC Loc and Forwarding & Lifting from Fairexx are ordered from their respective web sites. All links are given on the ESCexhibition.org portal.
- Access to halls during Build Up, Exhibition & Break Down is limited to Exhibitors, their authorised agents and Official ESC Suppliers & Preferred Partners. This is managed by Exhibitor Badges & Working Passes with Passport/ID. Working passes are collected on-site (no need to pre-order).
- Other non-Official suppliers (e.g. forwarders & lifters/couriers/electricians/caterers) will not have access to exhibition halls. Contact our team at exhibition@escardio.org for more information regarding Hall Access & Security.
- **Important:** Each service has its own supplier with their own deadline. Late orders often incur extra charges. It's therefore important to examine order conditions carefully.
Scientific Programme

The Scientific Programme for ESC 2005 is available by following this link:

http://www.escardio.org/congresses/esc_congress_2005/scientific/
Exhibition Floor Plans & Listings

The following plans are available on ESCexhibition.org:

- Overview visual of the ESC Congress 2005
- Exhibition floorplans as pdf documents: Hall B & Hall C
- Exhibitor List online at http://www.escexhibition.org/Stockholm2005/default.aspx
- Fire aisles (to be kept clear of all goods at all times) – download plan here of hall B & Hall C
- If you would like hall plans in Autocad, contact exhibition@escardio.org with the version number & file type required (e.g. v2000 .dwg)