Dear Exhibitor,

• This is the second of three logistics Updates, complementing the information contained in Guidelines for Industry Participation 2005 for the ESC Congress.
• For timetables & access schedules, refer to Update 1 message at www.ESCexhibition.org. This site also shows floorplans and site maps.
• Still to come in Update 3 (July / August) – Invitation to Boarding Party, cell phone hire for your booth team and more!

Need more help? Contact exhibition@escardio.org or telephone Ian Morgan +33 492948668 / Nikolaj Tomma +33 492947755

Regards,
The ESC Exhibition Team
The success of the ESC Congress is due in a large part to its partners in Industry.

In staging the fourth ESC Congress in the last 20 years in Stockholm, the event has surpassed early expectations and Industry support has been overwhelming.

The exhibit areas are now completely full, more sessions are being sponsored or linked to by Industry than ever before and associated services such as meeting space and hotel rooms are equally at a premium.

For details of the few remaining ways to highlight your company’s participation at the Congress – contact sponsorship@escardio.org urgently.

Therefore, the organising team would like to extend its gratitude to both long-standing partners and new entrants alike. Together, let us ensure that this is the best ESC Congress so far!
A list of all participants within the Exhibition, registered by 31 May 2005, is available online. Click here or type this link:


Is there something you would like to change about your online description? Email Ms Else Jonk – ejonk@escardio.org
Sunday 4 September will see the first delegates ‘Lunch & Learn’ within the exhibit areas.

A questionnaire in each delegate bag will guide doctors around several stands within halls B & C, where answers may be found to scientific questions.

To maximise the benefit to other booths nearby from 2000 additional delegates, we encourage all exhibitors to offer canapés and drinks on Sunday lunchtime. To ensure this is cost effective, a special price has been arranged with the Official Caterer (55 euros for a tray of 10 Swedish canapés).

Those ordering catering by 22 July will be highlighted in the Exhibition, Satellite & Workshop Catalogue & Congress News as well as identified with floor stickers. Order from Mr Per Krohn <per.krohn@restofair.se>
There is still availability within Industry Press activities.

This includes press conference time slots and space within the Industry display room.

To reserve a slot or display space, contact Ms Corinne Terrematte - email cterrematte@escardio.org
Free convenient bus parking is available at the East Entrance to the Building for coaches. Pre-book a parking space to ensure your guests have convenient access.

The East Entrance has access for badge holders only – therefore a free shuttle bus will take passengers from the East Entrance to the Main Entrance. See a plan of the Building for vehicle access [HERE](http://www.escexhibition.org/Stockholm2005/Important%20ESC%20and%20Stockholmsmassan%20Information/Industry%20Bus%20Parking%20Order%20Form.pdf)
Spoil your guests during the Congress and ensure they reach their meetings with the minimum of fuss & maximum comfort – hire a Limousine.

Require staff transport from the airport? Rent a car or minivan from Sixt.
Now is the time! If you have still not yet ordered electrical connections, water, telecoms, coffee machines, or Lunch & Learn hospitality

– here are the people you should talk to urgently.

Technical services from the Building are ordered from a secure web area – contact Ms Ann Lihammer-Wiklund for login details.

**The Building & Its Services**

**Stockholms mässan** Stockholm International Fairs
Ann Lihammer-Wiklund
Technical coordinator

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**Official Caterer**

**Mässrestauranger AB**
Anna Ahlbeck
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Fax: +46 8 99 47 70

www.massrestauranger.se
The Official Forwarder & Lifter for ESC Congress is Fairexx, part of the Unic Blue Network. Their tariff & shipping manual is published online – here you will find details for air, sea & road freight delivery, courier deliveries and customs clearance.

Shipping Manual:

Tariff:

In all cases, Fairexx should be notified of your shipment details – without this, they will be unable to assist in tracking a late or missing delivery. Contact: marco.junghans@fairexx.de
Keep track of delegates visiting your stand area or satellite symposium!

Pricing information [here](http://www.escexhibition.org/Stockholm2005/Badge%20Reader%20Library/ESC%20Congress%202005%20Badge%20Reader%20Description%20Form.pdf) (from 270 Euros)

Order a badge reader (cordless or with wire) [here](http://www.escexhibition.org/Stockholm2005/Badge%20Reader%20Library/ESC%20Congress%202005%20Badge%20Reader%20Order%20Form.pdf)
Free & paid exhibitor badges will be available for collection from the Exhibitor Registration Desk near main entrance, from Thursday 1 September.

If you require additional badges, order before 22 July to benefit from reduced price of 33 euros + VAT. Email exhibition@escardio.org. Thereafter, price rises to 50 euros.

Note delegate bags & final programmes are not included in exhibitor registration fee – please download the Final Programme online in August 2005 from www.escardio.org

During the event, Abstract Books are for sale in Registration for 45 euros, Final Programmes for 15 euros.
Now becoming a tradition, the Friday evening before the Congress commences offers a special invitation to exhibitors to mix & network with each other – making vital acquaintances before the fun of ESC begins properly.

Sponsored by ESC’s partner Complexx & the Unic Blue Network incorporating our logistics partner, Fairexx, the evening promises a stunning glimpse of Stockholm from the waterfront.

An invitation to registered exhibitors will follow in August. For now, keep the evening of Friday 2 September free!
The ESC Congress in its current format has been shaped over the last decade by the views of its stakeholders – in large part, the exhibiting companies at each event. We invite you to join us for a general debrief to discuss those elements of the Congress which have worked and those which can still be improved.

Please make time for a 60 minute meeting on Tuesday 6 September from 14:00. The meeting place: the Cardiac Anatomy room in the Poster Zone.