Guidelines for Industry Participation

ESC CONGRESS 2005

stockholm - sweden
3-7 SEPTEMBER 2005
This guide has been written by the ESC.

A successful application made by a company wishing to participate in the Congress shall imply an acceptance of the requirements contained in these Guidelines.
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CHAPTER 1 - Educational Products & Services

Satellite Symposia - Chapter 1.1
Participating companies may organise special scientific sessions called Satellite Symposia. In order to obtain permission to hold a Satellite, an exhibition stand of minimum 50m² is required. (1m² = € 345). With a basic price of € 21,780 for one 90-minute session and € 43,560 - for one 180-minute session, these Industry organised sessions are the perfect forum through which companies may reach their target group audience with their latest scientific information and developments in the cardiovascular arena. Deadline for application with priority status - November 15, 2004. Late applications will be considered.

Workshops - Chapter 1.2
Registered Exhibitors (a minimum of 9m² of stand space is required) may organise Workshop sessions during specific 45 minute time slots. The purpose of these sessions is to address current practice and usage of medical device and equipment in the cardiovascular field. ESC invites device, equipment, biotech and medical technology companies, manufacturers and distributors in the cardiovascular field to organise these dedicated sessions as part of the annual Congress. The price of a Workshop session is € 8,910 for one 45-minute session with a room rental capacity included. Applications must reach the ESC offices before 15 November 2004. Late applications will be considered.

EBAC Accredited Educational Programme - Chapter 1.3
EBAC = European Board of Accreditation in Cardiology. The EBAC Accredited Educational Programme facilitates, under strict application and acceptance criteria, that Satellite Symposia & Workshop Sessions can now gain CME accreditation. There are clear and specific guidelines for EBAC accreditation.

FOCUS Cardiology Practice and Imaging Intervention Series - Chapter 1.4
Companies are invited to associate with both FOCUS Cardiology Practice and Imaging Intervention Series in the form of an unrestricted Grant. Created as an integral part of the core scientific curriculum, the FOCUS Series will take place in customised, state-of-the-art auditoria at ESC Congress 2005 and represent one of the highlights of the Congress scientific programme with enormous delegate attraction and Industry attention. 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 catheter-based and surgical interventions, as well as non-invasive diagnostic procedures. Experts will demonstrate these techniques LIVE, integrating unlimited audiovisual facilities and audience interaction. Industry are invited to associate with these cutting edge sessions that have relevance to their company products and services and obtain excellent target group reach and maximum exposure through their association with the high scientific quality and status of these sessions.

Multimedia Services - Chapter 1.5

FOCUS Web Modules
The ESC FOCUS sessions will be hosted on the ESC Educational Website after ESC Congress 2005. All Companies are invited to associate with FOCUS web module sessions of interest to their therapeutic remit drawing further attention to the utility of their products and therapies for each clinical or practical area.

Webcasts
Industry are invited to transform their Satellite Symposium or Workshops at ESC Congress Stockholm into a live webcast on their home webpage perfect for post congress reference for their ideal target group reach.

E-Posters - Chapter 1.6
Poster sessions will now be shown electronically in our innovative and high-tech E-Poster system. This includes computerised and audio-visual presentations of posters at ESC Congress 2005. This unique and novel educational initiative may be sponsored by Industry.
Abstracts CD Rom - Chapter 1.7
The official ESC Congress CD ROM containing all accepted abstracts at ESC Congress 2005 as well as tracts from ESC Congress 2004 and 2003 with a searchable database and user friendly data system for this essential reference tool.

Highlights CD Rom - Chapter 1.8
Sole Post-Congress CD ROM with Highlights of ESC Annual Congress, a vital educational tool for cardiovascular professionals worldwide. Containing over 20 hours of official, exclusive and cutting edge Highlights of the Scientific programme of ESC Congress 2004.

CHAPTER 2 – Exhibition and Emerging Technologies Showcase Area (ETSA)

Exhibition General Information – Chapter 2.1
Companies are invited to participate in the ESC Congress 2005 Exhibition area showcasing their company profile and products to their target market group. The total floor area for exhibition is expected to exceed 21,000m² including over 200 Exhibiting organisations. In order to participate in this exceptional cardiovascular showcase, Exhibition floor space may be rented at €345 per m² for Industry and €230 for publishers.

Exhibition Technical Guidelines – Chapter 2.2
Exhibition Terms & Conditions – Chapter 2.3

ETSA – Chapter 2.4
Emerging Technologies Showcase Area (ETSA) has been conceived in response to the specific requirements of start-up companies or other innovative technologies in the development stage of their cardiovascular technology product service. At a nominal fee of €2,000 for the entire package, contained in this document are details on application and guidelines for participation in the ETSA Exhibition area and the ETSA Parade Satellite. Applications must reach the ESC offices by March 1, 2005.

CHAPTER 3 – Delegate Products & Services

Delegate Registration – Chapter 3.1
Registration services offered for Group Registration at ESC Congress, providing a unique opportunity to meet colleagues and professionals and create group registrations for your target delegate group reach.

Industry Welcome Desks– Chapter 3.2
Industry Welcome Desks are the perfect forum through which your company may take care of delegate registrations, client management and other important coordination and meeting point activity for your invited Delegates on-site in Stockholm. These desks are centrally located within the Registration area affording easy access and constant delegate traffic. Prices and further details located within this chapter.

Hotel Services – Chapter 3.3
Industry can contact ESC directly with regards to their hotel and accommodation requirements for ESC Congress 2005. For secure and easy bookings, contact our Hotels Department at hotels@escardio.org for the extensive range of services offered.
Function Space – Chapter 3.4
ESC has adopted a policy, whereby industry-sponsored presentations, hospitality and formal gatherings may take place according to the guidelines set out in this document.

Hospitality Suites & Meeting Rooms – Chapter 3.5
A limited number of Hospitality Suites & Meeting Rooms are available in the Building.

Closed Industry Meetings – Chapter 3.6
Industry are invited to organise industry and/or investigators meetings, conveniently on-site, within ESC lecture rooms using two 45 minute time-slots. The basic price of a closed industry session is €3,000 for a 45-minute meeting and should be applied for prior to March 2005 due to limited space available.

CHAPTER 4 – Advertisements & Promotional Tools

Advertisement Opportunities – Chapter 4.1
Exclusive Advertisement opportunities are available in the ESC Congress Programmes such as Preliminary, Advance and Final, along with many other Congress Documents like ESC Congress News, Bookmark in the Final Programme, Exhibition & Satellite Catalogue and Programme at a Glance. All exclusive advertisement opportunities will advertise your target message to each and every delegate attending the ESC Congress. Prices and Deadlines are available within this chapter.

Advertisement Opportunities within the Stockholmsmässan
Various opportunities exist for advertising in the venue, they include drop banners, advertising panels and floorstickers. More details can be found on the Stockholmsmässan website - requests will be dealt with on a first come first served basis.

Satellite & Exhibition Promotion – Chapter 4.2
These three particular promotional tools, Bag Insert, Hyperlink and PDA advert are aimed specifically at highlighting your Industry sponsored Satellite, Workshop and Exhibition activity at ESC Congress 2005.

Bag Insert - A Special Satellite & Exhibition Envelope will be placed in the official ESC Congress Delegate Bags (20,000) in which the highly popular promotional material insert, created by Industry highlighting Congress exhibition and/or Satellite activity, is inserted.

Hyperlink - The weblink/hyperlink through which an invite created by Industry, in the form of a Page, is linked to the ESC Congress 2005 Satellite, Workshop, EBAC Accredited Educational Programmes or Exhibitor Listing. Available on ESC website for Advance and/or Final Programme on-line this link has a life-span of up to 6 months. Details on the very specific guidelines and design criteria are noted in further detail within this chapter.

PDA Advert - The PDA promotional invite, in the form of a PDA advertisement listing, highlights Congress exhibition and/or Satellite activity. Using up to 200 words via digital advertisements or targeted Congress invitations, these highly effective adverts will be listed in the Final Programme Congress Guide for PDA. Either in the Satellite Symposium section, or the Exhibition section, the sponsor's advertisement will be distributed via the ESC Web site before the Congress and on-site.

CHAPTER 5 – Congress Materials & Services Sponsorship

Congress Materials – Chapter 5.1
Exclusive Sponsorship is offered on key congress materials at ESC Congress 2005. By sponsoring the Official Delegate Bags, Badge Laces, City Maps, City Information Booklets, and Notepads & Pens, These materials will reach the hands of 22,000 delegates carrying your particular congress message at ESC Congress 2005.
Congress Services – Chapter 5.2
Cornerstone congress services such as the ESC Technolounge and PDA Spotlight Lounge are open to association by Industry on an exclusive basis.

ESC Technolounge offers a fully equipped, state of the art business-style lounge accessible to all delegates including Internet Access, Scientific Programme on-line, PC work stations and printers with a comfortable seating area and Bar. Information on future congresses, symposia and publications can also be obtained in this high profile, maximum exposure ESC Business and Technology Showcase. This Congress Information Service, priced at €120,000 excluding VAT, is one of the strongest attractions in the Congress Venue and will constitute the technological and communicative core of the Congress Venue for both Delegates and Industry alike.

PDA spotlight lounge is built around the on-site delivery of the Final Programme for Palm OS and Pocket PC devices. With a price of €40,500 excluding VAT, the sponsor can use this Lounge to promote their congress activity, conduct their own research and customer relation activities – our PDA publisher will advise the sponsor on how to best use this opportunity at minimal extra cost. Other services provided by the ESC at this area include recharging portable devices and advice on use of portable devices.

Industry Press – Chapter 5.3
Use the ESC resources to plan your coverage of the ESC Congress 2005. Avail of the many different options available to Industry for their Press requirements, where our expert team will work with Industry Representatives and their communications agents in ensuring the best Press Events solutions for your ESC Congress 2005 For further details refer to this chapter or contact cdormer@escardio.org directly.

CHAPTER 6 - Accrued Points System
All exhibition, satellite, hotel and sponsorship requests will be dealt with according to the list of accrued points. The Accrued Point System has been established in order to ensure that participation in ESC Congress will earn each company priority according to the level of their involvement in the past 4 years. See Chapter 6 for further details.

Earning Points – Chapter 6.1
Benefits of Points Status – Chapter 6.2
Penalties – Chapter 6.3
Accrued points Listing – Chapter 6.4

Appendix

7.1 Important Dates
7.2 Future Congresses to be organised by the ESC
7.3 Statistics for ESC Congress 2004
7.4 Application Forms
7.5 Stockholmsmässan – an overview
With a view to maximising their presence at and accentuating their input into this most important annual convention, our Industry Partners are invited to acknowledge the following opportunities for ESC Congress 2005. Recognition of support is given in printed acknowledgement at the congress and in congress related publications. Accrued Points are noted for each item, further details on the Accrued Points system may be found in Chapter 6.

1.1 Satellite Symposia

Companies in the cardiovascular field are invited to organise scientific sessions as part of the ESC Congress. These sessions are the perfect forum through which Industry can reach their target group audience with their latest scientific information and developments in the cardiovascular arena. All Satellite Symposia will be allotted dedicated time slots.

Cost:
- 90 minutes  € 21,780 excl. VAT
- 180 minutes € 43,560 excl. VAT

Points awarded:
- 90 minutes 8
- 180 minutes 16

**Deadline for application with priority status** - November 15, 2004

**Conditions for Holding a Satellite Symposium**

1.1.2 Appointed Agency

✓ Applications for Satellite Symposia must be submitted by the company under whose name each session is to be organised. We would like to draw your attention to the fact that the correspondence for the above items should be made exclusively between this company and the ESC.
✓ Companies should inform the ESC, in writing, what agency is appointed for which symposia.

Otherwise no requests from agencies will be taken into consideration.
✓ The company is responsible for communicating these Guidelines to its staff and its appointed agencies.
✓ This named agency cannot fully act as if it were the company itself and the company will continue to be held entirely responsible and accountable for activities organised in its name.
✓ It is not the role of any given agency to make initial enquiries or reservations with the ESC independently of the company.

1.1.3 Exhibition Stand

In order to obtain permission to hold a Satellite Symposium, an exhibition stand of minimum 50m² is required. 1m² = €345.

Cancelling your exhibition space will also mean cancelling your Satellite Symposium.

1.1.4 Payment

Payment for the Satellite Symposium must be received before Thursday, 30 June 2005.

1.1.5 Duration

The Satellite Symposium should fit in the standard time unit of one 90-minute session, or one 180-minute session as defined in section 1.1.9.

**No other duration will be considered.**

1.1.5.1 Access - Badges

✓ Companies only have access to the lecture rooms 30 minutes before their scheduled time slot. (20 minutes for the time slot on Monday, 05 September 2005).
✓ All persons involved in the operation of the Satellite Symposium (hostesses, film crew, technicians…) must have a valid badge. (Exhibitor, active participant or day ticket).
✓ All persons attending the Satellite Symposium must be registered either as active participants,
exhibitors or journalists; persons without such a badge will not be allowed to enter the room.
✓ The Satellite Symposium must be opened to all registered Congress participants.

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

1.1.7 Receptions
✓ When suitable space is available, Satellite Organisers may organise receptions before or after Satellite Symposia. The ESC does not guarantee that such space is available. Lunch boxes should preferably be distributed before or after the Satellite Symposia (not during the sessions).
✓ Companies will have the right to serve alcoholic beverages during the receptions organised on:
Saturday 03 September 2005: after 16:00
Monday 05 September 2005: after 20:00
Tuesday 06 September 2005: after 18:00
✓ Reception space must not be used for entertainment, poster displays, presentations or any other promotional purposes.

1.1.8 Audio, Video & Web cast
✓ The ESC retains the right to record the sound and images of Satellite Symposia. Those companies who do not wish to have their Satellite Symposia recorded and web cast by the ESC must inform the ESC in due time.
✓ Companies can only videotape and web cast their own Satellite Symposia with the explicit approval of the ESC and the purposes of the video must be clearly defined.

N.B. It is strictly forbidden to hold Satellite Symposia, Workshop Sessions or other formal gatherings outside the Congress premises between 28 August and 10 September 2005.

1.1.9 Timeslots reserved for Satellite Symposia
Timeslots reserved for Satellite Symposia are as follows:

Saturday, 03 September 2005:
✓ 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.

Monday, 05 September 2005:
✓ 18:30 - 20:00

Tuesday, 06 September 2005:
✓ 14:00 - 15:30
✓ 16:00 - 17:30 or 16:30 - 18:00
✓ Companies organising a 180-minute session must have a coffee break of either 30 minutes or one hour.
✓ A single 90-minute session would be scheduled to start at 16:30 not 16:00.
✓ The same lecture room will be assigned for both 90-minute sections of a 180-minute session.
Satellite Symposia must comply with the standard times specified above.

1.1.10 Satellite Extra Time-slot
Sunday, 04 September 2005, 12:45-13:30
An additional 45-minute time slot is open to industry who have booked all existing Satellite Symposia time slots offered above.
✓ Attendance is not limited and lecture room capacity is upon request (subject to availability).
✓ No installations or alterations to the lecture rooms’ set-up.
✓ Due to short amount of time, receptions are not allowed and only lunchboxes will be considered.
✓ General Satellite Symposia rules will apply.

1.1.11 Cost of Satellite Symposia
The cost of a Satellite Symposium is:

a) A basic price of
✓ € 21,780 - for one 90-minute session
✓ € 43,560 - for one 180-minute session
✓ Reduction of 10%, 15% and 20% for the 2nd, 3rd and 4th symposium respectively.
✓ € 10,980 – for one 45-minute Satellite Extra Time Slot
b) Plus room rental (not included in basic price)
The basic equipment of a lecture room is:
✓ 2 tables at the entrance of the assigned room
✓ Easels (1 at each entrance)
✓ Chairs arranged theatre-style
✓ A table and chairs for the 2 chairpersons on the stage
✓ 1 table microphone
✓ 1 lectern for the speakers with a fixed microphone
✓ 1 screen for projections
✓ 2 technicians
✓ 1 video data projector
Further details available in due course, for information contact satellite@escardio.org

c) Plus the cost for any extras (i.e., catering service, extra audio-visual equipment, extra furniture, extra decoration, extra hostesses, etc). To order any extra equipment we suggest you contact the official supplier whose details will be communicated in due time.

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

DOUBLE PROJECTION AND TRANSLATION ARE NOT RECOMMENDED!

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

1.1.12 Speakers Service Centre
The European Society of Cardiology offers computerised presentation facilities for all lectures, satellite symposia and workshop sessions. For that reason the use of the Speakers’ Service Centre is mandatory for all Satellite and Workshop organisers on a free basis.

The Speakers 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.
✓ Complementary bottles of mineral water provided for the speakers

The Speaker Service Centre will be open:
✓ On Saturday, 03 September 2005, from 10:00 to 17:00.
✓ On Sunday, 04 September 2005, from 7:30 to 18:30
✓ On Monday, 05 September 2005, from 7:30 to 20:30.
✓ On Tuesday, 06 September 2005, from 7:30 to 18:30.

1.1.13 Applying to hold a Satellite Symposium
a) In order to be considered by the Congress Programme Committee, applications must reach the ESC offices before 15 November 2004.
b) If several companies apply for a Satellite Symposium on the same topic, the Congress Programme Committee reserves the right to assign them to different dates in order to avoid/reduce overlap as much as possible.
c) It is explicitly stated here that the Congress Programme Committee decides whether an application is accepted or rejected. No appeal is possible.
d) Late applications and/or content of programmes received after 6 May 2005 cannot be printed in the Final Programme.
e) Scientific Programme. The complete programme of the Satellite Symposium, typed on the appropriate form provided by ESC, must reach the ESC offices before 31 January 2005.
f) Session Programme. A “complete programme” must include the following:
✓ Title of the session
✓ Names of the two chairpersons (one of them can also be speaker)
✓ Title of each presentation with their duration and topic number
✓ Complete addresses of the chairpersons and speakers
✓ Duration of the session

IMPORTANT
- No product names or brand names are allowed in the title or in the scientific programme of the session.
- The session or presentation titles can contain a generic name. Trade names may be mentioned in the footnotes.
- No abstract forms need to be submitted for Satellite Symposia.
- Abstract poster sessions are not allowed during the Satellite Symposia or during any reception before or after the symposia.

g) Faculties Conflict of Obligation. As in the other parts of the scientific programme, speakers and chairpersons cannot participate in two parallel sessions within the same time slot. If it is found that this is the case in Satellite Symposia programmes, both the companies and the speakers involved will be informed simultaneously and requested to resolve this conflict.

IMPORTANT:
- The ESC stresses that the sessions should be organised in a way that will allow adequate discussion and presentation.
- The ESC Board counts on organising companies to take this advice into consideration to maintain the overall quality of the Symposia.

h) Erratum Policy. Late applications and/or content of programmes received after 6 May 2005 cannot be printed in the Final Programme. Details received between 6 May 2005 and 29 July 2005 will appear in the ERRATUM with the title of the session, the name of the company, the day, room and time only. Changes in the scientific programme of Satellite Symposia are not mentioned in the ERRATUM.

1.1.14 Lecture Room Assignments
The points awarded for participation in the four previous ESC Congresses and the date of receipt at the ESC offices, will determine the assignment of the rooms and time slots.
When several companies have the same number of points the first application received will be dealt with first, etc...

Points gained from Satellite Symposia are combined with the points gained through exhibition space, Workshop Sessions, Closed Industry Sessions, EBAC accredited Educational Programmes, Registration and other Sponsorship items. Only the last FOUR YEARS are taken into account.
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.

1.1.15 Overflow
ESC provides overflow areas only if available. 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.

1.1.16 Accrued Points
✓ A company organising a Satellite Session of 90 minutes will receive 8 points.
✓ A company organising a Satellite Session of 180 minutes will receive 16 points.
✓ A company organising a Satellite Extra Time Slot of 45 minutes will receive 4 points.
✓ A company organising a 90 minutes programme with EBAC accreditation will receive 8 points.
✓ A company organising a 180 minutes programme with EBAC accreditation will receive 16 points.
✓ A company organising a Satellite Extra Time Slot of 45 minutes with EBAC accreditation will receive 4 points.

1.1.17 Cancellation Policy
Cancellations of Satellite Symposia should be sent by registered mail to the ESC.
✓ If reservation of a time slot is cancelled after receipt of the Preliminary Application Form and after 31 January 2005 without the scientific programme being submitted to the Congress Programme Committee, 25% of the total amount due will be charged (room rental fee included).
✓ If the cancellation is received after the approval of the scientific programme by the Congress Programme Committee and before 6 May 2005, 50% of the total amount due will be charged (room rental fee included).
✓ If an approved scientific programme is cancelled after 6 May 2005 the full fee as well as the room rental fee will be invoiced.
1.1.18 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.

1.1.19 Promotional Material
a) 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:
http://www.escardio.org/corporate-identity.htm
For further information please contact marketing@escardio.org

b) Promotion of Satellite Symposia:
For Satellite Symposia the use of the ESC logo is allowed for invitation flyers and posters only. The following legend should be used for flyers and posters, including web invitations on the ESC Web Site:

Satellite Symposium held during the ESC CONGRESS 2005
3-7 September – Stockholm – Sweden
Please refer to the ESC Branding Guidelines for graphic references.

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

c) Posters for Satellite Symposia:
Official Poster Boards

✓ Display of ONE poster on the official poster boards located near the Main Entrance, provided by the ESC. This must be a paper poster, easy to staple on the board provided by the ESC, no rigid posters will be displayed. The poster must be A0 portrait format (83cm x 118 cm) maximum.

✓ Display of invitations in the official display racks at the main entrance.

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

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

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

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

✓ For Satellites scheduled on Saturday 03 September 2005: Posters may be displayed Friday 02 September and Saturday 03 September 2005, all day.

✓ For Satellites scheduled on Monday 05 September 2005: Posters may be displayed Sunday 04 September and Monday 05 September 2005, all day.

✓ For Satellites scheduled on Tuesday 06 September 2005: Posters may be displayed Tuesday 06 September 2005, all day.

Lecture Room Posters

✓ Display of TWO posters in front of the lecture rooms 1 hour before the beginning of the sessions on the 2 easels provided by ESC, the advised size is A1 (40 X 60 cm) portrait format and rigid posters. Instead of usual posters, TWO portable display units of maximum height of 2,5m and maximum width of 1m (no electrical connection, no light, and no sound) are also allowed.

✓ Display of ONE poster and invitation at the “Industry Welcome Desk” reserved by the industry. (contact registration@escardio.org to reserve your Industry Welcome Desk)

✓ Handing out of invitations at the entrance of the assigned room 30 minutes before the beginning of the session, material should not be distributed anywhere else in the Building other than on the booth and at the “Industry Welcome Desk”.

As already stated all posters and invitation flyers must have the specific written approval of the ESC. Any and all unauthorised material will be removed by the ESC. Posters and invitations are not permitted in the Building other than on the booth, at the “Industry Welcome Desk” and on the official poster boards provided by the ESC at the main entrance.

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

1.1.19 Promotional Opportunities
Specific promotional tools have been designed especially for Satellite Symposia and Workshop Promotion. See Chapter 4 for detailed information on how best to promote your Satellite Symposia and Workshop.

1.1.20 Give-Aways
The Board of the ESC has accepted the policy that small give-aways are acceptable (maximum retail
value €10) for example notepads. The distribution of give-aways should be low profile and in no way overshadow the main activity of the Satellite Symposium.

1.1.2 Agenda

28 August – 01 September 2004
— ESC Congress 2004

17 September 2004
— Invitation letters & Preliminary Application Forms sent out.

14 October 2004

15 November 2004
— Deadline for receiving Preliminary Application Forms.

15 December 2004
— Documents for the preparation of the scientific programme sent out.
— Invoices sent out.

31 January 2005
— Deadline for receiving the complete scientific programme of the session.

14 February 2005
— Notification letters & assignments of rooms.

31 March 2005
— ESC Branding Guidelines sent out.
— Guidelines for Requirements and official suppliers’ references sent out.

6 May 2005
— Deadline for printing late scientific programmes and/or content of programmes in the Final Programme.

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

31 May 2005
— Deadline for receiving the corrected proofs.*

30 June 2005
— Last deadline for payments.

July 2005
— All information concerning the Scientific Sessions and the Satellite Symposia will be available on the ESC Web Site: www.escardio.org

03 – 07 September 2005
— ESC Congress 2005

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

1.2 Workshops

The European Society of Cardiology invites device, equipment, biotech and medical technology companies, manufacturers and distributors in the cardiovascular field to organise dedicated sessions as part of the annual Congress. The purpose of these sessions is to address current practice and usage of medical device and equipment in the cardiovascular field. Presenters preside over an interactive discussion and, if desired, demonstration. Each speaker will give a presentation with the remainder of the session devoted to questions and discussion. Audience participation is an integral part of these sessions.

Objectives for the participants are:

Cost: 45 minutes  € 8,910 excl. VAT
Points awarded: 3
Deadline for application with priority status - November 15, 2004

✓ Update his/her knowledge in the techniques, advancements, and new developments concerning the topic.
✓ Have the opportunity to interact with experts in question and answer sessions related to daily practice.
✓ To understand applications of the latest technical developments in the field.
✓ To participate actively in the session.

These so-called Workshop sessions will be allotted 45-minute time slots at lunchtime on Monday and
Tuesday. Attendance will be limited to the smaller lecture rooms subject to availability.

1.2.1 Conditions for holding a Workshop Session

a) Appointed Agency
Applications for Workshop 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, what agency is appointed for which Workshop Sessions. Otherwise no requests from agencies will be taken into consideration.

The company is responsible for communicating these Guidelines to its staff and its appointed agencies. This named agency cannot fully act as if it were the company itself and the company will continue to be held entirely responsible and accountable for activities organised in its name.

It is not the role of any given agency to make initial enquiries or reservations with the ESC independently of the company.

b) Exhibition Stand
To obtain permission to hold a Workshop session, an exhibition stand of 9m² or larger is required. Cancelling your exhibition space at a later stage will also mean cancelling your Workshop session.

c) Payment
Payment for the Workshop sessions must be made before Thursday, 30 June 2005.

d) Duration
The Workshop session will only be considered the fixed time unit of one 45-minute session, without exception.

e) Access - Badges
✓ Companies only have access to the lecture rooms 10 minutes before their scheduled time slot.
✓ All persons involved in the operation of the Workshop session (hostesses, film crew, technicians...) must have a valid badge. (Exhibitors, active participant or day ticket).
✓ All persons attending the Workshop session must be registered either as full participants, exhibitors or journalists; persons without such a badge will not be allowed to enter the room.
✓ The Workshop session must be open to all registered Congress participants.

f) Lecture Room
✓ Installations or alterations to the rooms can only be made with explicit approval of the ESC.
✓ Voluminous equipment or material needed for the Workshop Session should be delivered to the lecture room on the morning of the scheduled Workshop Session. Delivering time is between 07:00 and 07:45 am, before the ESC official lectures start.
✓ An “Equipment and Material Acknowledgment Form” will be sent to companies organising a Workshop Session in due time.

g) Reception
Due to the short amount of time, receptions are not allowed and only lunchboxes will be considered.

h) Audio, Video and Webcast
✓ The ESC retains the right to record the sound and images of Workshop Sessions. Those companies who do not wish to have their Workshop Sessions recorded and webcast by the ESC must inform the ESC in due time.
✓ Companies can only videotape and webcast their own Workshop Sessions with the explicit approval of the ESC and the purposes of the video must be clearly defined.

N.B. It is strictly forbidden to hold Satellite Symposia, Workshop Sessions or other formal gatherings outside the Congress premises between 29 August and 10 September 2005.

1.2.2 The timeslots reserved for Workshop Sessions are:
✓ Monday, 05 August 2005: 12:45 – 13:30
✓ Tuesday, 06 August 2005: 12:45 – 13:30
Workshop sessions must comply with the times specified above - no other time slots will be considered.
1.2.3 Cost of Workshop Sessions:
The price of a Workshop session is € 8,910 for one 45-minute session. (Room rental is included in this price).
The basic equipment of a lecture room is:
✓ 2 tables at the entrance of the assigned room
✓ Easels (1 at each entrance)
✓ Chairs arranged theatre-style
✓ A table and chairs for the 2 chairpersons on the stage
✓ 1 table microphone
✓ 1 lectern for the speakers with a fixed microphone
✓ 1 screen for projections
✓ 2 technicians
✓ 1 video data projector

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

1.2.4 Speakers’ Service Centre
The European Society of Cardiology offers computerised presentation facilities for all lectures, Satellite Symposia and Workshop sessions. For that reason the use of the Speakers’ Service Centre is mandatory for all Satellite organisers on a free basis.

The Speakers’ Service Centre offers the following services:
✓ Access to the Speakers’ Service Centre
✓ Audio-visual assistance to all presenters from the session
✓ Scientific programme of the session announced at the entrance of the room
✓ Complementary bottles of mineral water provided for the speakers

The Speakers’ Service Centre will be open:
✓ Saturday 03 September 2005 from 10:00 to 17:00
✓ Sunday 04 September 2005 from 7:30 to 18:30
✓ Monday 05 September 2005 from 7:30 to 20:30
✓ Tuesday 06 September 2005 from 7:30 to 18:30

1.2.5 Applying to hold a Workshop Session
a) In order to be considered by the Congress Programme Committee, applications must reach the ESC offices before 15 November 2004.

b) If several companies apply for a Workshop session on the same topic, the Congress Programme Committee reserves the right to assign them to different dates in order to avoid/reduce overlap as much as possible.

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

d) Late applications and/or content of programmes received after 6 May 2005 cannot be printed in the Final Programme.

1.2.6 Scientific Programme
The complete programme of the Workshop sessions, typed on the appropriate form provided by ESC, must reach the ESC offices before 31 January 2005.

1.2.6.1 Session Programme
A “complete programme” must include the following:
✓ Title of the session,
✓ Names of presenter(s),
✓ Title of each presentation with their duration and topic number,
✓ Complete addresses of the presenters
✓ Requested room capacity

IMPORTANT
- No product names or brand names are allowed in the title or in the scientific programme of the session.
- The session or presentation titles can contain a generic name. Trade names may be mentioned in the footnotes.
- No abstract forms need to be submitted for Workshop Sessions.

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

1.2.6.3 Session Format
We strongly recommend that there be a maximum number of three presenters per session.

1.2.7 Erratum Policy
Applications and / or content of programmes
received after 6 May 2005 will not be printed in the Final Programme.
Details received between 6 May 2005 and 29 July 2005 will appear in the ERRATUM with the title of the session, the name of the company, the day, room and time only. Changes in the scientific programme of Workshop Sessions are not mentioned in the ERRATUM.

1.2.8 Lecture Room Assignment
Workshop Sessions are primarily intended for device and equipment companies who have never organised a Satellite Symposium. These companies will have first priority of placement for the Workshop Sessions. However the application form must be received by the deadline date.

The general rule will be that points awarded for participation in the four previous ESC Congresses and the date of receipt of the application form at the ESC office, will determine the assignment of rooms and time slots.

Points gained from Satellite Symposia are combined with the points gained through exhibition space, Workshop Sessions, Closed Industry Sessions, EBAC accredited Educational Programmes, Registration and other Sponsorship items. Only the last FOUR YEARS are taken into account.
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.

1.2.9 Accrued Points
A company organising a Workshop Session will receive 3 points.

1.2.10 Cancellation Policy
Cancellations of Workshop Sessions should be sent by registered mail to the ESC.
✓ If reservation of a time slot is cancelled after receipt of the Preliminary Application Form and after 31 January 2005 without the scientific programme being submitted to the Congress Programme Committee, 25% of the total amount due will be charged.
✓ If the cancellation is received after the approval of the scientific programme by the Congress Programme Committee and before 6 May 2005, 50% of the total amount due will be charged.
✓ If an approved scientific programme is cancelled after 6 May 2005 the full fee.

1.2.11 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.

1.2.12 Promotional Material
a) 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: http://www.escardio.org/corporate_identity.htm
For further information please contact marketing@escardio.org

b) Promotion of the Workshop Sessions:
For the Workshop Sessions the use of the ESC logo is allowed for invitation flyers and posters only.
The following legend should be used for flyers and posters, including web invitations on the ESC Web Site:
Workshop Session held during the ESC CONGRESS 2005
3-7 September – Stockholm – Sweden
Please refer to the ESC Branding Guidelines for graphic references.
Invitation flyers and posters referring to the Workshop Sessions must receive ESC approval prior to being printed and distributed.

c) Posters for Workshop Sessions
Official Poster Boards
✓ Display of ONE poster on the official poster
boards provided by the ESC. This must be a paper poster, easy to staple on the board provided by the ESC; no rigid posters will be displayed. The poster must be A0 portrait format (83cm x 118cm) maximum.

✓ **Display of invitations in the official display racks at the main entrance.** The invitations must be A4 portrait format (21cm X 29.7cm) maximum. Unlike the posters the organising company is responsible for storing the invitations and keeping the racks supplied at the times given below.

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

**Display times**

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

- **For Workshops scheduled Monday 05 September 2005:** Posters may be displayed Sunday 04 September and Monday 05 September, all day.
- **For Workshops scheduled Tuesday 06 September 2005:** Posters may be displayed Tuesday 04 September and Monday 05 September 2005, all day.

**Lecture Room Posters.**

✓ **Display of TWO posters in front of the lecture rooms 1 hour before the beginning of the sessions on the 2 easels provided by ESC, the advised size is A1 (40 X 60 cm) portrait format and rigid posters.** Instead of usual posters, TWO portable display units of maximum height of 2.5m and maximum width of 1m (no electrical connection, no light, and no sound) are also allowed.

✓ **Display of ONE poster and invitation at the “Industry Welcome Desk” reserved by the industry.** Contact registration@escardio.org to reserve your Industry Welcome Desk.

✓ **Handing out of invitations at the entrance of the assigned room 30 minutes before the beginning of the session, material should not be distributed anywhere else in the Building other than on the booth and at the “Industry Welcome Desk”.**

✓ As already stated all posters and invitation flyers must have the specific written approval of the ESC. Any and all unauthorised material will be removed by the ESC. Posters and invitations are not permitted in the Building other than on the booth, at the “Industry Welcome Desk” and on the official poster boards provided by the ESC at the main entrance.

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

**d) Promotional Opportunities**

Specific promotional tools have been designed especially for Satellite Symposia and Workshop Promotion. See Chapter 4 for detailed information on how best to promote your Satellite Symposia and Workshop.

1.2.13 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 Satellite Symposium.

1.2.14 Agenda

- **28 August – 01 September 2004**
  - ESC Congress 2004
- **17 September 2004**
  - Invitation letters & Preliminary Application Forms sent out.
- **14 October 2004**
- **15 November 2004**
  - Deadline for receiving Preliminary Application Forms.
- **15 December 2004**
  - Documents for the preparation of the scientific programme sent out.
  - Invoices sent out.
- **31 January 2005**
  - Deadline for receiving the complete scientific programme of the session.
- **14 February 2005**
  - Notification letters & assignment of rooms.
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) Procedure to follow**

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

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

- Registration as CME provider
- Completion of the on-line application form & the EBAC endorsement letter
- Reception of the accreditation certificate

**c) CME providers are invited to:**

- Keep 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)

**d) Important dates**

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

**e) 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 Workshop 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 Workshop time slots are open to EBAC Accredited Education Programme.

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

Further details on EBAC are available on-line at Website www.ebac-cme.org
Alternatively contact the EBAC offices directly
Dr Joanna Ortoli – EBAC Coordinator jortoli@ebac-cme.org

1.4 FOCUS Cardiology Practice & FOCUS Imaging Intervention Sessions

Created as an integral part of the core scientific curriculum, The FOCUS Cardiology Practice and FOCUS Imaging Intervention Series will take place in customised, state of the art auditoria at ESC Congress 2005 and represent one of the highlights of the Congress scientific programme with enormous delegate attraction and Industry attention.

✓ The Focus Imaging Intervention sessions address problems and innovations in catheter-based and surgical interventions along with non-interventional diagnostic procedures and are accompanied by live transmissions with real case presentations and discussions.
✓ The Focus Cardiology Practice sessions encourage audience interaction and panel discussion in the context of clinical decision making.
✓ Room capacities for each session extend to 800 per session.
✓ The Focus sessions run for the duration of the Congress located in specially designated rooms.

Our Industry Partners are invited to associate with these highly scientific and prestigious sessions, in the form of an unrestricted educational grant, drawing attention to the identity of their related products and services. By association alone, the huge popularity and educational merit of these sessions will draw maximum attention to the supporting company's interest in the relevant field.

Areas to be covered in ESC Congress 2005 will include problems and issues in the fields of percutaneous coronary intervention and arrhythmia, echocardiography, MRI and cardiac surgery. Industry are invited to associate with the particular sessions that have relevance to their company products and services and obtain excellent target group reach and maximum exposure through their association with the high scientific quality and status of these sessions. Session Titles listings for both FOCUS Cardiology Practice and FOCUS Imaging Intervention are now available. For further information contact Aine M Gately, Industry Relations, agately@escardio.org directly.

Benefits to Industry associating with FOCUS Cardiology Practice and Imaging Intervention Sessions include:
✓ FOCUS Flyers placed within Delegate Bags at Euro PCR and ESC Congress 2005. These Flyers will list the Session titles with the phrase “Supported this year with the aid of an Unrestricted Educational Grant from “X Company”
✓ Possibility to add one question on the voting questionnaire

The Focus Session Listing will be published through the ESC Website, web news and all related congress materials until the event, thus maximising the association, in the form of an unrestricted grant, of the supporting Industry with the high scientific quality of these sessions and the European Society of Cardiology itself.

Please note:
✓ No promotion of FOCUS association is permitted by Industry through weblinks, bag inserts, promotional material or other promotional advertisements such as those listed within these guidelines.
Filming or Audio Recording of FOCUS sessions is strictly prohibited at all times. Penalties for infringement of this rule will apply. For further details on Infringement of Guidelines for Industry Participation, please see chapter 6.3 of this document.

The list of attending delegates to each session will not be made available to Industry.

Those Companies offering technical support for certain FOCUS sessions through the donation of machinery, devices and other materials will be acknowledged in the room of the session on-site and not in any FOCUS programmes, listings within Congress Programmes (Preliminary, Advance, Final) or Flyers.

Grant Cost €20,000 excl. VAT per session
Points awarded: 7

Priority status application deadline – November 15, 2004

1.5 Multimedia Products

Webcasts and CD-ROMs
Industries are invited to transform their Satellite Symposium at ESC Congress Stockholm into a webcast or CD-ROM. Official ESC sessions as webcasts or CD-ROMs can also sponsored. Perfect for post congress reference for target group reach extend your Satellite Symposium message beyond the Congress gaining maximum exposure of your message captured as permanent archive/educational material. For further information contact products@escardio.org

FOCUS Cardiology Practice & Imaging Intervention Sessions Educational Web Site Modules
Any selection of both the Cardiology Practice and Imaging Intervention FOCUS series may be recorded from ESC Congress, Stockholm, and repurposed for online use as case study modules on the Official ESC Educational Web Site (www.ESCed.org) or converted into DVDs. With over 4,000 regular users and increasing, the CME accredited ESC Educational Website offers a unique interactive learning experience for cardiologists. Sponsorship will allow you to place your company logo on the module with a link to your web site. Modules will be CME accredited and will remain available on the ESC Web Site, (www.ESCed.org) for at least one year. This educational forum is a very popular learning resource for cardiologists within Europe and beyond. Sponsorship of a module will provide an excellent opportunity to raise their profile with a large community of cardiovascular professionals. For further information on this new opportunity, contact products@escardio.org

Cost €30,000 excl. VAT per FOCUS session module on-line Points awarded: 11

ESC Focus Session DVDs
Focus Session DVDs will enable you to provide sound and timely educational content to your wider target audiences. Your support will be acknowledged with your company logo positioned on the opening screen and packaging. 1,000 copies are produced as the minimum quantity.

Cost €10,800 excl. VAT per FOCUS session DVD title (1,000 copies) Points awarded: 4

1.6 E-Posters

This year, abstracts selected for poster presentation will be available in electronic format for the entire duration of the congress through a dedicated computer system.

For delegates attending ESC Congress 2005, there will be unlimited access to the e-Poster database where they can view video clips, movies and other animations offering a high-tech and innovative means through which poster information may be viewed.

Our Industry Partners are invited to associate with this innovative and maximum exposure element that is both an essential and popular aspect of ESC Annual Congress. The e-Poster area will include many strategically placed plasma screens with over 10 separate areas, each including workstations/pcs with as a focal point a large central area for Moderated posters.

This high-tech and innovative means through which one of the most integral scientific elements of the
core ESC Congress is presented to 22,000 or more delegates, is now open for exclusive association by Industry, offering the following benefits:
✓ Acknowledgement of the Associating Industry on the ESC website.
✓ Acknowledgement in the ESC Congress Preliminary Programme (launch November 2004)
✓ Acknowledgement in the ESC Congress Advance Programme (launch March 2005)
✓ Acknowledgement in the Congress Final Programme on-line (launch July 2005) & Hard Copy (on-site)
✓ Acknowledgement in the ESC Congress Programme at a Glance (placed in each delegate Bag on-site)
✓ On-site recognition using the Associating Industry Logo/Name as Screen Saver
✓ On-site signage/panels with Company Name and Logo
✓ Bonus Accrued Point(s) granted for e-Posters Association at ESC Congress 2005, Stockholm.

Pricing on request: please contact sponsorship@escardio.org directly.
Deadline for Application with priority status – October 29, 2004

1.7 Abstracts CD Rom

Exclusive Sponsorship of the Official ESC Congress Abstracts CD ROM is available to Industry. This ESC Congress CD Rom contains all accepted Abstracts at ESC Congress 2005, along with extracts from ESC Congress Munich 2004 and ESC Congress Vienna, 2003. Vouchers are placed in all delegate Bags for pick up from the sponsor’s booth.
Life-span: Permanent Archive/Reference material.

Cost € 200,000 excl. VAT Print-run 22,000
Points awarded: 74
Deadline for Application with priority status – October 29, 2004

1.8 Highlights CD Rom

Exclusive Sponsorship is available for the sole post-Congress CD Rom with Highlights of ESC Annual Congress, which has become a vital educational tool for cardiovascular professionals around the world. This extremely popular series will be produced containing over 20 hours Key sessions of the Scientific Programme of ESC Congress 2005 as chosen by the Congress Programme Committee. Sponsor of this extensive and valuable record of key sessions with audio and slide material will have their corporate name and Logo displayed on the cover, inlay and rear of the CD-ROM box and on the entry/exit pages of the application.
Exclusive sponsorship of the ESC Highlight CD-ROM 2005 offers prominent and high impact advertisement and promotional opportunities, such as on-line announcement of Sponsorship of this item and on-going Sponsorship recognition on all ESC Congress Programmes and publications. Life-span: Permanent Archive/Reference material.

Cost € 70,200 excl. VAT Print-run 22,000
Points awarded: 26
Deadline for Application with priority status – January 28, 2005
**Quick find index**

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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 2005 Exhibition area showcasing their company profile and products to their target market group.

Cost: Industry
1 m² € 345 excl. VAT
Points awarded: 5 points + 1 per 9m²

Cost: Publishers
1 m² € 230 excl. VAT
Points awarded: 5 points + 1 per 9m²

**Deadline for application with priority status - January 14, 2005**

The Procedure in a Nutshell
This overview is meant to give you an idea of the procedures to be followed in order to participate in the exhibition accompanying ESC CONGRESS 2005. The overview below is not complete, we kindly ask you to refer to the rest of Chapter 2. Further information is available from 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). The price is €345 per m² for “space only”; there is a reduced rate of €230 per m² for publishers and booksellers. When possible stand spaces can be combined or connected by carpeting the corridor between them; such space is let at 25% of the standard square metre price (€86.25). It is sufficient to choose the area if a specific location/size does not meet your needs.

b) Fill out and sign the Exhibition Space Application Form located in the appendix of this document, and return it to the ESC Congress & Industry Services Department. Fax: +33-4-92 94 76 26 before January 14, 2005.

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

c) NEW: For companies in the top 10 ranking of the Accrued Points System for 2005, applications should be received & location choices confirmed by November 18, 2004.

d) Note that Application Forms received by the ESC before January 14, 2005 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.

e) Visit the ESC Exhibition & Industry Partner web resource, www.ESCexhibition.org. The Stockholm 2005 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.
Carefully read the three “Updates” that will be on-line from March 2005 onward. They 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.

Updates will be online in April, May and July 2005, and exhibitor contacts identified in the stand application form will be notified by email. Each exhibitor is responsible for providing their agencies or contractors with the information included in these Updates.

f) Ensure 50% deposit has been paid by the deadline on your invoice to retain the stand location you have chosen.

g) Submit a detailed stand drawing to Ian Morgan, imorgan@escardio.org before May 14, 2005. Without an approved stand drawing the stand may not be constructed.

h) Send your request for Exhibitor Badges to exhibition@escardio.org using the form provided by June 17, 2005.

i) Ensure payment of the balance of your stand invoice has been made – failure to meet payment date will result in stand cancellation and resulting charges see section 2.3.

j) Carefully study the timetable for the construction, exhibition and dismantling details. Note that this year the construction starts on Tuesday, 30 August (subject to change within the access schedule distributed in Update 1) and should be finished by 18.00 on Friday, 2 September, 2005

EXHIBITION TIMETABLE

**Tuesday, August 30**
08.00-22.00 Build-up – working passes to be worn throughout. Vehicle access to Stockholmsmässan is in accordance with ESC schedule & excludes vehicle access into halls.

**Wednesday, August 31**
08.00 - 22.00 Build-up

**Thursday, September 1**
08.00 - 22.00 Build-up

**Friday, September 2**
08.00 - 18.00 Build up, stand decoration and installation

18.00 All aisles empty to allow laying of carpet, no further vehicle access until 21.00, September 6, 2005*

**Saturday, September 3**
08.00 - 12.00 Limited stand decoration only, all decoration completed by 12.00
08.00 - 16.00 Meetings may be held on stands
16.30 Official Opening Ceremony
17.00 Exhibition halls open
17.30 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 throughout dismantling
21.00 - 24.00 Dismantling - limited vehicle access for removing valuable items*

**Wednesday, September 7**
08.00 - 13.30 Dismantling – no vehicle access*
13.30 - 24.00 Dismantling – full vehicle access

**Thursday, September 8**
08.00 - 24.00 Dismantling – full vehicle access (last day)

* To be confirmed in Update 1

**N.B. the exhibition will not open on Wednesday, September 7, 2005**

From Saturday, September 3 until Tuesday, September 6: 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. The ESC is not liable for any losses.

**EXHIBITOR BADGES**

**Exhibitor & Group Registration**

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

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

a) 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.

b) Exhibitor Badges with Company Name and/or Individual Name
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 in these chapters.

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

Exhibitor Badges are available only to registered exhibitors and their agents.

Exhibitor badges ordered on-site must be paid for directly on collection at the Exhibitor Registration desk. Replacement of a lost badge will cost €35. The replacement badge must be paid for on the spot in cash or by card (Visa, American Express or MasterCard). Unused badges will not be credited.

d) On-Site 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 contact). If contact person details change, after the information has been sent to the ESC it is necessary that the new contact person have written proof of this change from the exhibiting company when picking up the badges. NOTE: we highly recommend that badges are picked up individually so there is no risk of you being unable to contact the persons to hand over their badge before they try to access the exhibition.

e) Badge Allocation

<table>
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<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>
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<tr>
<td>100 and 199 m²</td>
<td>40</td>
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<td>200 and 299 m²</td>
<td>50</td>
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<tr>
<td>300 and 399 m²</td>
<td>60</td>
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<tr>
<td>400 and 499 m²</td>
<td>70</td>
</tr>
<tr>
<td>More than 500 m²</td>
<td>80</td>
</tr>
</tbody>
</table>

f) Badge Fees + VAT
- Early fee (until July 22, 2005) €37 (+VAT)
- Late fee (from July 23, 2005) €50 (+VAT)
- Late name change (after July 22, 2005) €25 (+VAT)
- On-site fee €50 (+VAT)
- lost badge fee €35 (+VAT)

g) Group Registration (Delegates)
Companies, paying for the registration fees of their invited guests, can register them as group. This online group registration process will be available from January 2005. More information will be available by
the end of December 2004. For any further questions please contact groups@escardio.org.

ACCESS TO EXHIBITION

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

b) Work Passes
In the interest of safety only those individuals directly responsible for the erection and dismantling of the stands will be permitted in the exhibit areas during the move-in and move-out times. To this end, work passes will be given out from the FAIREXX office at freight entrance to North of Building during the move-in and move-out times. Work passes cannot be ordered in advance. Under no circumstances will guests be allowed in the exhibit areas until 17.00 on Saturday, September 3.

Work passes are only valid during the construction period from Tuesday, August 30, 08.00 hours until Friday, September 2, 18.00 hours and during the dismantling period from Tuesday, September 6, 18.30 hours until Thursday, September 8, 24.00 hours. Registered Exhibitors may gain access to the exhibition halls during installation and dismantling times by showing their Exhibitor badge at the entrance.

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

c) Access Schedule
All vehicles will follow an access schedule to unload outside halls. Please ensure that you forward this schedule to your agencies and suppliers that will be communicated to you in Update 1 in March 2005. Vehicles will not be allowed access to the Building area before the date and time mentioned on the access schedule.

STAND ACTIVITY AND PROMOTION

Each Exhibiting organisation will receive an index listing within the Final Programme of their company address and a full text description (max 100 words) within the Exhibition, Satellite & Workshop Catalogue, distributed in the official Congress Delegate Bags (22,000 units). Deadline for submitting your company product description form (online) is May 1, 2005.

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

All stand activities must be submitted, using the form provided online at www.esceXhibition.org, for the approval of the ESC by July 29, 2005. 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.

b) The projection of films and slides; any amplification with the aid of loudspeakers; the production of music and/or sound; as well as the use of television sets is tolerated within the stand space as long as no disturbance is caused. If the ESC judges that a disturbance is being caused; the Exhibitor is to halt the activity immediately. If this is not done, the ESC reserves the right to make the necessary arrangements at the expense of the Exhibitor.

c) Photographs & audio-visual activities

No part of the Building or of the exhibition may be photographed or filmed without the permission of the ESC or of the relevant Exhibitor. The ESC is entitled to photograph, draw or film the installations and stands, as well as the exhibits thereon and to use these reproductions in its publications and in the press.
The Exhibitor is entitled to photograph or film his own exhibition stand during exhibition hours. Limited filming is also allowed by Industry in other areas of the Congress for a fee of €1000 when arranged in advance. Contact Ian Morgan, email imorgan@escardio.org or telephone +33 492948668

The services of an official ESC photographer will be offered to exhibitors, details in Update 2 in May 2005. The ESC has appointed a Press Committee, which supervises audio-visual activities. All audio-visual activities require the written permission of the ESC, if you intend to organise any audio-visual activity please ask the ESC for the details of this policy.

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

d) Exhibitors shall refrain from:
   — holding lotteries
   — organising games of chance
   — using "market stall" techniques

Only quizzes with a scientific content can be held at the stand. Any such activity must be approved by the ESC. Participation can be “rewarded” with a prize. However, the prize should be the same for everybody. “Drawing winners” is not allowed. Maximum purchase value of prizes must not exceed €10 and all prizes should be declared to ESC using the form for this purpose.

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 Ian Morgan 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 accordingly.

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. This stand activity should be “low profile” and no blatant publicity should be made.

All prizes must be approved of by the ESC.

e) 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 €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 and prizes should
   - Be legal in the Congress hosting nation, in terms of the item itself and the product it advertises
   - Should not exceed 10 euros 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

f) Distribution or display of material printed by industry 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

These restrictions begin Saturday, September 3, 2005 at 08.00 hours and continue until Wednesday, September 7, 2005 at 18.00 hours. Companies organising Satellite Symposia should refer to Chapter 1.1 of these Guidelines.

g) It is prohibited to advertise goods and services which have not been admitted (see Exhibition Space Application Form) to ESC Congress 2005 or to make publicity for firms or institutions that do not occupy stand space at the ESC Congress 2005. 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.

h) “Special effect” lights, laser, sound & video projection/recording on the stand will only be allowed with written permission of the ESC.
i) Exhibitors are not allowed:
✓ To display or use names or trademarks which may be misleading or cause hindrance to the Exhibitors at other stands or to visitors to the ESC Congress 2005;
✓ Barring exemption applied for and granted, to sell goods against surrender of the purchased items or to receive money in any way for goods sold or offered for sale or for services rendered;
✓ To affix sold-tags to goods on display;
✓ To remove exhibits from the stand, to add exhibits to the stand or to cover (parts of) exhibits on the stand. Stands should not be dismantled or removed prior to the end of the event.

j) The space assigned to the Exhibitor shall be staffed at the beginning of the exhibition on Saturday, September 3, 2005 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.

k) The use of any ESC corporate branding and visuals (such as logos, images, graphics, graphic chart) is strictly forbidden in any advertising, publicity, signage, product, printed matter, film, video, other media, etc.

l) Exhibitors showcasing pharmaceutical (or dependant) products are advised to consult the advice of The Swedish Association of the Pharmaceutical Industry for local regulatory advice: http://www.lif.se/eng/rules/area_of_appl.asp

m) Exhibitors or their agencies are not allowed to reproduce texts that have been specially produced by the ESC for use in publications such as the Preliminary Programme, the Guidelines for Industry Participation, the Advance Programme, the Final Programme, Exhibition, Satellite & Workshop Catalogue or any similar material posted on the ESC Website.

n) 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.

**STORAGE, CHILDREN AND ANIMALS**

**Storage**
Empty packing cases must be removed from the exhibition halls by midday on Friday, 2 September 2005. You should therefore make prior arrangements for the safekeeping of such items with the appointed official forwarder and lifter “Fairexx” or with your own shipping agent. Packing cases left unattended after this time will be removed at the exhibitors expense.

**Children**
Children under the age of 16 are not permitted in the exhibition halls.

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

**2.2 Exhibition Technical Guidelines**

**Important Notice:** All Exhibitors must submit a detailed stand drawing to the ESC Exhibition & Congress Services Department before May 14, 2005. Without the written approval of the ESC the construction of any stand is prohibited.

**Exhibition Area**
The exhibition accompanying ESC CONGRESS 2005 will be held in Halls B and C. All services (water, electricity, telephone, compressed air, etc.) will reach your stand via the utility ducts located in the hall floor. The utility ducts run across the width of the halls between the portal sections at intervals of approx. 8 m. in Hall B and 10-12 m in Hall C. The ducts are marked on the floor plan with a dotted line. Connections to these services must be made by the official building contractors only.
Stand Space Rental

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

Exhibition Services & Catalogue

Following confirmation of a stand space order, Exhibitors will receive a unique order number & password, which will serve as a secure login for the web area of Stockholm International Fairs dedicated to ESC Congress 2005. This site offers secure ordering for Stockholm building services, from stand construction & furnishings to electricity and water.

To access this web area, to download a complete Exhibition Catalogue and to access ESC Congress 2005 services offered by other Partners & Suppliers - visit www.ESCExhibition.org and select Stockholm 2005.

Stand Module

Those exhibitors who will need to rent a standard exhibit stand module are urged to use the services of Stockholm International Fairs. A choice of two turn-key stand solutions is available at attractive package prices for stands up to 18m².

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.

Numbering

Each stand will be numbered by the ESC.

Loading/Unloading

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

Payment

All service orders must be received before August 3, 2005. After this deadline the order may not be accepted & for certain services, a surcharge will apply. All costs for service orders from Stockholm International Fairs (the Building) will be invoiced for payment no later than 30 days after the event.

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 Stockholm International Fairs (the Building) 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. This applies equally to those companies hiring a standard exhibit stand module from the Building. This information must be sent to the ESC preferably by Email to exhibition@escardio.org or Fax: +33-4-92 94 76 26 before May 14, 2005. 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 for 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 his stand construction on neighbouring exhibits. If there is a danger of unfairly ‘blocking’ another stand from view, even when adhering to all other elements of these Guidelines, this should be mentioned when submitting plans. 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
The ESC will send an approval to the Exhibitor. Only with this approval shall the stand be deemed eligible for construction.

NO APPROVAL MEANS NO PERMISSION TO CONSTRUCT THE STAND

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

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

Shell Scheme Stands
Shell scheme stands (9m² - 18m²) provided by the Building will be uniform stands with uniform graphics, height and design.

Stand Height & Transparency
If so desired, exhibitors with stands larger than 18m² can submit a request in writing to obtain permission to exceed the standard height of 2.5m. All designs over 2.5 metres will be judged on transparency, size, location and volume.

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

Note if large enclosed areas are envisaged, it is important to consider this when initially choosing a stand location. There are 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.

Allowed Stand Types (Two Storey Structures)
Two-storey structures are not allowed. Arches, bridges or similar constructions connecting two or more stands are not allowed. Two or more stands hired by the same company can only be connected by carpeting the corridor between them. Such space is let at 25% of the standard square metre price (£86.25). L & U shape island stands are not encouraged.

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

In cases where an exhibitor fails to supply & install necessary separation walls by 18.00 on Friday 2 September 2005, ESC will arrange for walls to be erected at the exhibitor’s expense.
Back Walls
The rear sides of the stands shall be designed and decorated by the Exhibitor to whose stand they belong, provided that the interests of the neighbours are not affected thereby.

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

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

Keep Aisles Clear
Island booths 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.

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

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.

Platform Floors
✓ The use of wooden platforms is recommended for stands with water piping and/or a lot of electrical wiring; the stand construction agency will be able to advise on this matter. Exhibitors who use such platforms should bear in mind:
✓ The platform must allow easy access to those in wheelchairs; part of the edges must be sloped for this purpose on each open side of the stand
✓ The maximum height allowed, measured from floor level to the top of the platform is 0.1 m without protection by a balustrade of at least 1 m in height
✓ The platform sides must be closed and neatly finished
✓ The platform edges must be safe (secured shape & easily visible)
✓ Platforms should be placed within the stand perimeter

Load Capacity (Floor)
The maximum permissible load on the floors of the building is 1 000 kg per square metre.

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

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

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

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

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.

The Building arranges transport from the Congress and destruction of your refuse products in connection with participation at the fair. This means that you must adopt the Building's environmental goals for waste handling and sort your waste products into the various categories you’ll find at their environmental stations. Environmental stations are located in the halls as well as at the various loading bays.

Emptying is performed by ESC every day after the fair is closed if you place the receptacles, well marked, outside your stand. During the day you empty the receptacles yourself at our environment stations in the loading yards.

For larger quantities of waste contact the Building’s Exhibitor Service, telephone +46 8 749 49 49, fax +46 8 99 70 05, or the Service Centre (while the fair is in progress).

Exhibitors who intend to handle food may order a special bin for food waste from the Building's Exhibitor Service. Such bins shall be emptied every day after the fair closes. Bins shall be clearly marked and placed outside the stand. During daytime hours, bins may be emptied at one of our environmental stations near the loading bays. You should sort glass into two fractions: “clear” and “coloured”.

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

Dangerous Waste etc.
Dangerous waste such leftover paint, lamps, fluorescent tubes, batteries, oils and so on, and should be turned in to the special environmental stations at the loading bays.

Cleaning of Stands
The Building will clean the aisles every day during congress period. Exhibitors are responsible for cleaning their own exhibit. It is possible to arrange special stand cleaning through the Building, use the appropriate order form which will be provided in Update 2 May, 2005 at www.esce.com/exhibition.org.

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

FIRE & SAFETY REGULATIONS
Any goods on your stand will constitute part of your stand and will be subject to these regulations. If you have any questions, please contact the Building (Tomas von Tourchaninoff, Tel.: +46 8 749 41 12, E-mail: security@stofair.se)

Fire Inspection
Before each Congress the ESC and the Building carry out a fire inspection of the Building. They inspect, among other things, your choice of building and decor material.

Stand Walls
Stand walls shall be made of classified fire-retardant materials, i.e., as good as or better than wood. Particle board, non-porous fibreboard and plywood are acceptable.

Decorative Materials
These must be at least fire-resistant. Materials that
drip or give off toxic gases when burning, such as polystyrene rigid foam (Styropor) or similar materials may not be used. Fire-retardant materials must be approved. This approval may be replaced by a written report by Statens Provningsanstalt [Swedish National Testing and Research Institute]. Approval or certificates must be on hand at the display, if it is not clear in any other way that the material in question is safe.

The ESC encourages stand constructions using only materials meeting the European safety norm EN13501/1 to class B standard.

Exhibitor’s using materials not conforming to any safety component of these Guidelines will replace them with safe alternatives at their own cost.

Flammable Products
Notification of the handling and installation of flammable products should be given well before the event. This should be made in writing and sent to the Building (Tomas von Tourtchaninoff, Tel: +46 8 749 41 12, E-mail: security@stofair.se) for approval quoting the name of the event and stand number. The storage and use of compressed gas and / or liquid gas in the exhibition halls or on the exhibition grounds is not allowed without the written approval of the Building.

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 circular-motion grinding, drying, heating or work over naked flame must not be carried out without written permission from the Building (Tomas von Tourtchaninoff, Tel: +46 8 749 41 12, E-mail: security@stofair.se)

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

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

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 should not be stored in the halls.

Heavy Goods
The transport of particularly large or heavy items to and from the stand should be mentioned within the Application and detailed documents should be sent to the Building as soon as possible following allocation of a stand area.

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

ESC Responsibility
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 - see the Stockholm 2005 area 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.

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. Further details and order forms will be sent with the Updates.

Electrical Supply
The standard supplies of electrical current available at the Building are:
- 230 Volts (± 10%), 50 Hz alternating current
- 400 Volts (± 10%), 50 Hz three-phase current
Supplies will be switched off each day 1 hour after the Exhibition closes

Breakdown
On 6 September the supplies will be switched off 15 minutes after Exhibition closes to allow safe working conditions for breakdown.

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

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

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.

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.

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

N.B. Please note that all conductive material and items should always be protectively earthed.
Water Supply and Drainage
Water supply order form will be available at www.esce.xhibition.org. The Building cannot accept responsibility for interruptions or pressure irregularities in the water supply.

CATERING
The Official Caterer for ESC CONGRESS 2005 is:

Mässrestauranger AB
Anna Ahlbeck, Project Manager Catering
Tel: + 46 8 727 72 22 / Fax: + 46 8 994 770
Email: anna.ahlbeck@restofair.se
Web-site: www.restofair.se

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

TELEPHONE AND FAX CONNECTION
An order form for telephone and fax connection, ISDN etc. including handsets, is available at www.esce.xhibition.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 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

GOODS RECEIPTION
ESC Congress 2005 is a secure meeting area. Fairex offers 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.

DELIVERY ADDRESS
Goods sent to the exhibition from within the EU should be addressed as follows.
Goods sent from outside of the EU should be sent to the Customs Clearance address for Fairexx, to be supplied in Update 2 in May 2005.

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

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.

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

2.3 Exhibition Conditions of Participation

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

Establishment of Rental Contract
Application for a stand is made by filling in and returning the "Exhibition Space Application Form" before January 14, 2005. 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.

NEW: For companies in the top 10 ranking of the Accrued Points System for 2005, applications should be received & location preferences confirmed by November 18, 2004 to receive the benefit of accrued points in selecting a stand space.

ASSIGNMENT OF SPACE
Stands will be assigned following the accrued point system if received by January 14, 2005. The points will be awarded according to participation in the past four ESC Annual Congresses. Relative position on the list will define the order in which requests for stands, satellites, hotel rooms and other Congress items are processed.

When an equal number of points are held by two or more companies, the stands will be assigned according to:
✓ Order of receipt of the application forms and payment of the first instalment;
✓ Size of space requested;
✓ Additional sponsoring activities;
✓ Nature of goods.

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 24 hours. For this reason, please supply contact details which are active.

Payment Deadlines
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.

Admission to ESC Congress Exhibition
The ESC Congress exhibition is open to industries active in the field of cardiology. Marketing bureaus, consultants, etc. can hire stand space in order to be able to conduct their research or provide their services. These activities are restricted to the rented stand space. It is not allowed to actively canvass for clients outside the space assigned.
The ESC reserves the right to refuse admittance of inappropriate or non-cardiology related products or services to the annual ESC exhibition unless they are deemed by ESC to add value to the Congress experience for delegates.

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.

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

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

✓ 50 % deposit within 30 days of receipt of stand assignment and accompanying invoice; the deposit secures your stand location choice
✓ 50 % for the balance due by deadline mentioned on the invoice - failure to pay cancels your reservation & invokes cancellation charge (see section 2.3)
✓ Swedish VAT rules will apply for all goods sales for ESC Congress 2005. If the company is registered in another country within the EU, the reverse charge procedure will apply. The customer must declare the VAT in their home country.

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”.

Reservations
Given serious cause the ESC is entitled to postpone, to curtail the duration, to close the exhibition completely or in part for any period, or to cancel. In the event of complete or part postponement or curtailment, the contract is regarded as valid for a possible new date and new duration for the said congress and location only.

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.

If the Exhibitor cancels a reservation before February 28, 2005, the amount to be paid by the exhibitor is 25% of the total amount due. If a reservation is cancelled by the Exhibitor between February 28, 2005 and May 27, 2005, the amount to be paid by the cancelling exhibitor is 50% of the total amount due. After May 27, 2005 no refund will be made, and the total amount for the stand space is due. Should an exhibitor, that is also organising a Satellite Symposium, cancel their assigned stand space this will automatically entail the cancellation of the Satellite Symposium reservation plus any fees associated with the reservation of the Satellite.

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 2005 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.

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) and ETSA Parade

Since ESC Congress 2002, the ESC Congress Committee have introduced an exclusive exhibition area dedicated solely to the presentation of innovative medical technologies, companies and products. The Emerging Technologies Showcase Area is primarily aimed at start-up or initial-stage companies in the device, biotech, software and equipment sectors. For those companies meeting the criteria given below, this initiative will be an attractive and cost-effective opportunity to network with the key opinion leaders and industry players in the cardiovascular sector. Now with the much anticipated, ETSA Parade, introduced for the first time at ESC Congress 2004, all our ETSA exhibitors are invited to take part in this unique Scientific Session.

The session will take the form of an official presentation on the Emerging Technologies Showcase Area, opened by members of the ESC Congress Programme Committee. The ETSA arena at ESC Congress 2005 and participating Industry therein will therefore be endorsed as having valuable scientific information and technology innovation meritng the status and exposure of a Scientific Session. This project, proposed and supported by the ESC will underpin the continued efforts of the European Society of Cardiology in raising awareness of such Medical Health technology and therapy developments and the continued efforts to bring this information to our delegates in the Cardiovascular field.

Any Start-Up Company within the cardiovascular area should not miss this opportunity to showcase their technologies both through Exhibition and inclusion in the Scientific Programme for a nominal fee.

- The ETSA Parade Satellite will take the form of a 90 minutes session, Saturday 14.00 – 15.30.
- There will be no cost incurred to our ETSA Industry Partners.
- The ETSA Parade Satellite will be listed in all Congress publications
- Application for participation in the ETSA Parade is included in the Application Form Section of these Guidelines.

Within the specially allocated Emerging Technology Showcase Area, our ETSA exhibitors will benefit from the provision of a stand structure and furniture package designed to maximize the exchange of information between development stage companies and the physicians, technicians, consultants, distributors, investors and trade association representatives that they need to interact with. The Emerging Technologies Showcase Area has become a key-interest area on the Exhibition floor, offering cutting-edge companies all the benefits of attendance at the ESC Congress, attracting their target group audience in a distinctive way. For further information, contact sponsor@escardio.org

The cost for participation in ETSA is €2,000 excluding VAT including participation in the ETSA Parade Satellite Symposium

EMERGING TECHNOLOGIES SHOWCASE AREA (ETSA) DESCRIPTION

Each company participating in the ETSA will be provided with a basic uniform package comprising of
- table top exhibit module
- comfortable seating for 4 people
- ESC branded name sign
- carpet
- electricity
- telecommunication connection
- lighting

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

TERMS OF ELIGIBILITY FOR PARTICIPATION AT EMERGING TECHNOLOGIES SHOWCASE AREA (ETSA)

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 should in no way be considered as a cost-effective alternative to the conventional exhibition to which it will be adjacent.

Any product, company or service must meet all the criteria listed below. Failing this we recommend companies to consider taking a standard 9m² stand in the main exhibition area at €345/m².

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 2005 CPC will be final.
Notwithstanding the finality of the decision of the CPC, the company applying to participate in the ETSA is fully responsible for ensuring that their application complies with actual regulatory stipulations.

The worldwide revenue of the company should not exceed €10,000,000 and Companies should be independent and privately held.

Technologies to be presented should fall within the following areas: medical devices, biotechnology, software innovations and medical equipment – both diagnostic and therapeutic. Any exceptions to this rule must be approved by the Congress Programme Committee.

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

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

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

Only one space can be hired per company. Any exceptions to this rule must be approved by the Congress Programme Committee.

CONDITIONS OF PARTICIPATION IN THE EMERGING TECHNOLOGIES SHOWCASE AREA (ETSA)

As mentioned above, the ETSA is an area distinct from but within the main exhibition area. The intention of the ESC is to provide a cost effective solution for companies requiring space within the ESC Congress that will privilege the exchange of information concerning the development of new technologies and pioneering concepts. The promotion of established corporate image and brand, the promotion or sale of products and the provision of hospitality are activities strictly limited to the main exhibit halls and should on no account be pursued in the ETSA.

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. With this in mind no changes or additions should be made beyond basic decoration and a maximum of one 3m long umbrella style stand with a maximum height of 2.5m and a 28 inch plasma screen or laptop presentation.

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

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

Companies applying to take space in the ETSA agree to respect all terms and conditions of the Guidelines for Industry Participation in ESC 2005. Attention is drawn to the regulations concerning promotion in and around the building and use of the ESC logo, title etc. The penalties detailed in the Accrued Points section of these Guidelines apply equally to those participating in the ETSA.

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

PROMOTION OF THE EMERGING TECHNOLOGIES SHOWCASE AREA (ETSA)

The ESC undertakes the general promotion of the ETSA as a distinct, integral and official part of ESC 2005 Congress.
Unless explicitly stated, the rules and regulations of the Guidelines for Participation in ESC 2005 pertaining to promotion, publicity, hospitality etc. also apply to the ETSA and companies taking part in it.

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

Companies participating in ESC 2005 benefit from the sum of the efforts of the ESC to promote its Annual Congress and from the scientific legitimacy of its scientific sessions.

In the context of the ESC 2005, companies have a wide range of promotional tools at their disposal. A certain number of basic services are included in the package at no additional cost, these include:

✓ Inclusion of company name and address in a separate Exhibitor listing within the Final Programme
✓ Inclusion of company name and address in the Personal Digital Assistant (PDA) application for Palm and Pocket PC devices
✓ The ESC will assure general publicity of the ETSA and its participating companies before and during the event in all promotional -and programme information (Advance Programme, Final Programme, ESC Website, ESC Newsletter, and ESC Congress Newspaper
✓ The ESC Press Department undertakes to distribute a Press Release dealing specifically with those companies products and services appearing in the ETSA during the ESC 2005 event

APPLYING FOR SPACE IN THE EMERGING TECHNOLOGIES SHOWCASE AREA (ETSA)

In order to be considered by the Congress Programme Committee, applications including a summary explanation of the product, service or company must reach the ESC offices by March 1, 2005 using the ETSA application section included within the ESC Congress 2005 Exhibition Space Application Form.

Early March 2005 the Congress Programme Committee will decide whether an application can be pursued. At this stage a 50% deposit and complete description of the product, service or company will be requested.

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

If requested, applications must be adapted and thereafter approved no later than March 31, 2005. Upon approval and payment of the remaining 50%, space will be confirmed. Applications failing to obtain approval will be fully reimbursed.

Any changes in the display, the organising company and its products or services that are communicated to the ESC after May 1, 2005 cannot be accounted for in official ESC Congress publications such as the Final Programme.

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

✓ If an application is cancelled before 1 March 2005, no cancellation fee will be due
✓ Should an application fail to meet the approval of the CPC by 31 March 2005, the amount paid will be refunded
✓ If an approved application is cancelled after 22 April 2005, and after approval of CPC, no refund will be made and the full fee will remain due.

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 2005. Any loss of points due to violations of the Guidelines and Conditions will result in the same sanctions as applied to exhibition violations.
3.1 Delegate Registration

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

Registration: 1 point will be given for every 9 registrations (minimum) made as part of a group registration, or for individual Registrations if claimed by a company renting a stand in the Exhibition area. For more details contact the ESC Registration Department. However, in all cases, only doctors that are registered with their full postal and email address and clear Company details will be taken into account.

3.2 Industry Welcome Desks

Industry are invited to sponsor Industry Welcome Desks, the perfect forum through which your company may take care of delegate registrations, client management and other important coordination and meeting point activity for your Industry/Invited Delegates on-site in Stockholm. Each desk, located in the Registration area of the Congress centre will comprise of a desk for 2 persons, chairs and storage area.

Cost €1,500
Deadline for application May 30, 2005
Points Awarded: none

3.3 Hotel Services

ESC offers a wide range of Hotel Services and Procedures for ESC Annual Congress, for further information contact hotels@escardio.org

3.4 Function Space

Companies are requested to respect the following Guidelines throughout the period between 29 August and 10 September 2005.

In order to maximise attendance at its scientific sessions, the ESC has adopted a policy, which limits industry-sponsored presentations, hospitality and formal gatherings. No such activity should be held without the specific approval of the ESC.

Company staff meetings and briefings are allowed. Lunches organised for larger numbers of participants are regarded as hospitality activity and require approval.

Any formal presentations occurring at hospitality events are regarded as symposia and are not allowed.

Should an industry wish to arrange closed industry and/or investigators meetings during the congress hours and within the Stockholmsmässan, please refer to §3.6 “Closed Industry Session” which will accommodate such requirements.

3.5 Hospitality Suites and Meeting Rooms

Only a limited number of Hospitality Suites & Meeting Rooms are available in the Building. Rooms can be reserved only through the ESC. The ESC has the right to modify demands as it sees fit to best accommodate as many requests as possible.

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.
The ESC will only be responsible for booking Hospitality Suite & Meeting Room in the Stockholmsmässan. Each company, thereafter, is responsible for organising in accordance with the Stockholmsmässan 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 Satellite@escardio.org at the ESC offices before 30 May 2005.

Hospitality Suites & Meeting Rooms are assigned on a first-come, first-served basis, while space is available.

The ESC will propose Hospitality Suite & Meeting Room to requesting companies in writing and the company will have the right to accept or decline within the given deadline.

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

Cancellation of Hospitality Suite & Meeting Room once the invoice has been issued will incur a 100% cancellation fee.

The placement of signs and posters on the exterior doors or walls of the rented room is possible. No other signage or promotion can be made within the building other than on the company’s stand.

All persons involved in the operation of the Hospitality Suite & 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.

### 3.6 Closed Industry Meeting

In order to allow Industry to organise industry and/or investigators meetings, the ESC has decided to open two 45 minutes time slots and facilities to provide the opportunity to hold these meetings in the Stockholmsmässan. A company organising a Closed Industry Session will receive 1 accrued point. For further details please contact: Satellite@escardio.org

Attendance is limited to the smaller lecture rooms, maximum attendance **200 pax**.

The proposed time slots are:

- **Monday 05 September 2005** 12:45-13:30
- **Tuesday 06 September 2005** 12:45-13:30

Industry and/or investigators meetings should only be organised with the explicit approval of the ESC, under the following conditions:

- meeting “is closed” and on invitation only
- maximum attendance 200 guests
- meeting is not promoted in the convention centre nor in any ESC publications
- no installations or alterations to the lecture rooms set-up

The basic price of a closed industry session is €3,000 for a 45-minute meeting. Plus the cost of any extras. Due to short amount of time, receptions are not allowed.
4.1 Advertisement Opportunities

With a view to maximising their presence at and accentuating their input into this most important annual convention, our Industry Partners are invited to acknowledge the following Advertisement and Promotional opportunities for ESC Congress 2005. Accrued Points are noted for each item, further details on the Accrued Points system may be found in Chapter 6.

For more information on any aspects of Advertisement and Promotion contact sponsorship@escardio.org directly.

4.1 Advertisement Opportunities

**Exclusive Advertisement – First Announcement 2005 (Sponsored)**
For ESC Congress 2005, this high-impact Advertisement opportunity is now open for Sponsorship. Exclusive Back page Sponsorship with Corporate Name, Logo and Product permitted. 60,000 hard copies will be mailed. This will also be placed in each delegate bag on-site at ESC Congress 2004. Life-span: August 2004 – January 2005.

Cost: €20,000 excl. VAT
Print-run 60,000

**Exclusive Advertisement – First Announcement World Congress of Cardiology 2006 NEW**
The First Announcement of the World Congress of Cardiology 2006 is now open to Sponsorship. 200,000 copies of this premier announcement will be distributed with the Back Cover page open to Exclusive sponsorship. The co-branded First Announcement will be distributed globally until November 2005 when the Preliminary Programme is launched. This will also be placed in each delegate bag on-site at ESC Congress 2005.


Cost: €60,000 excl. VAT
Print-run 200,000

**Exclusive Advertisement – Preliminary Programme 2005**
First printed version of the detailed ESC Congress 2005 Scientific Programme. Exclusive Back cover available for sponsorship with Corporate Name, Logo and Product permitted on approval by the ESC. The Target Group for this publication includes Cardiologists, Trainee Cardiologists, Surgeons, G.P. Primary Care, Nurses, Sonographers, and Technicians, Associated Scientists and other medical specialties as well as all ESC members. Life-span: Dec 2004 – April 2005.

Cost: €135,000 excl. VAT
Print-run 65,000
Points awarded: 50

**Deadline for application with priority status – October 29, 2004**

**Exclusive Advertisement – Advance Programme**
Maximum Exposure; penultimate Congress Advertisement including detailed Scientific Programme of ESC Congress 2005. 65,000 Copies Supplied to all ESC members and target group readership. On approval by the ESC this Exclusive Back Page advertisement permits inclusion of Corporate Name, Logo and Product. This is the last Congress Related publication prior to the commencement of the Congress, with more than 50,000 copies delivered prior to the end of April 2005. Life-span: April 2005– August 2005.

Cost: €150,000 excl. VAT
Print-run 65,000
Points awarded: 55

**Deadline for Application with priority status – October 29, 2004**

**Exclusive Advertisement – Final Programme**
Ultimate, definitive Programme for the ESC Annual Congress, in printed version, with full scientific
agenda, Exhibition and Satellite Information and Congress Reference outlines. Hard copies are placed in each Delegate Bag (22,000) at the Congress offering maximum exposure and recognition to the Sponsor of this vital congress publication. Corporate Name, Logo and product permitted on approval by the ESC. Life-span: Event & after-Event reference/archive.

Cost: € 150,000 excl. VAT
Print-run 22,000
Points awarded: 55
Deadline for Application with priority status – October 29, 2004

Exclusive Advertisement – Programme at a Glance
Exclusive ESC Annual Congress Overview Programme inserted in 22,000 Delegate Congress Bags. Corporate Name, Logo and Product of Sponsor permitted on this Exclusive Back cover advertisement. Life-span: event

Cost: € 20,000 excl. VAT
Print-run 22,000
Points awarded: 7
Deadline for Application with priority status – October 29, 2004

Exclusive Advertisement – Programme Guides on PDA
To help promote their congress activities the ESC invites Industry to utilise this highly effective and innovative advertising technology. The Personal Digital Assistant (PDA) First Announcement, Preliminary, Advance and Final Programme versions will offer delivery on-line for almost 11 months prior to the congress.

The First Announcement, Preliminary, Advance and Final Programmes for Palm and Pocket PC handheld computers (PDA) are coupled with the equivalent of 5 pages of the sponsor’s product/company/congress information and will be distributed on the ESC website, promoted via ESC-sponsored e-mail via download link. The sponsor logo is featured prominently on the cover of the guides along with Exclusive front splash screen/cover.
This Exclusive offer allows the sponsor to put their Corporate Brand and message into the hands of PDA owners prior to the Congress through an increasingly popular and innovative manner.

This is an innovative and maximum exposure opportunity for the Sponsor to associate with the entire Congress Announcement and Programme remit. Please note that this does NOT include on-site delivery. For this Option please refer to PDA Spotlight Area Section in Chapter 5.

Cost: € 40,500 excl. VAT
Points Awarded: 15
Deadline for Application with priority status – October 29, 2004

Exclusive Advertisement – Exhibition, Satellite & Workshop Catalogue
This exclusive advertisement opportunity will reach 22,000 Delegates at ESC Congress 2005. Each year, our delegates refer to a Guide to Exhibition and Industry sponsored Satellite Symposia/Workshops and with the launch of this new format at ESC Congress 2004, we have created a user friendly and highly popular Catalogue containing all the vital information about our Exhibitors and Industry Partners for delegate referral on site. Including a full listing of Exhibitor name, Booth location along with dates, times and locations of all Industry sponsored sessions, this heavily referred to catalogue will be one of the highest exposure vehicles through which to advertise or promote your company activity at ESC Congress 2005. The Sponsor of this full page advertisement (33cm x 44cm) may promote their Congress activity at ESC Congress. (with prior approval by the ESC) Life-span: Event.

Cost: € 27,000 excl. VAT
Print-run 22,000
Points awarded: 10
Deadline for Application with priority status – January 28, 2005

Advertisement - ESC Congress News

Advertisement spaces are available within the Official daily newspaper of the European Society of
Cardiology Congress. The ESC Congress News is available from 08.00 hrs at the Congress Centre and has a daily distribution rate of 20,000 copies. There are 5 editions, 1 edition for each day of the Congress distributed from specially designed ESC Congress News Units and also delivered direct to Key Delegate Hotels each morning for breakfast. Individual or Package advertising opportunities are available in the official ESC Congress Newspaper, Company name and Logo permitted with prior approval by the ESC.

Cost: 1 Day Page € 5,500 to € 6,600 excl. VAT
Print-run 20,000 Points awarded: 1/2

Cost: 5 Day Package € 26,400 to € 30,800 excl. VAT
Print-run 100,000 Points awarded: 9/11
Deadline for Application with priority status – January 28, 2005

Exclusive Advertisement – Bookmark in Final Programme
Exclusive Bookmark distributed to each delegate in the ESC Congress 2005 Final Programme. One side will promote future ESC Congresses, the other side will be dedicated solely to the Sponsor. Life-span: event.

Cost: € 13,500 excl. VAT Points awarded: 5
Deadline for Application with priority status – October 29, 2004

Advertisements within the Stockholmsmässan
Between the main Train Station and the Stockholmsmässan, five double sized glass display-stands are available for advertisement on two large posters, dimensions 1190 mm x 1750 mm. Strategically placed outdoors at six locations near the Main Entrance, eight advertisement spaces in the main Garage and an additional four near the eastern entrance, this opportunity offers the sponsor excellent exposure for those delegates travelling to and from the congress.

Cost: € 1,500 excl. VAT

Floor-based Advertisement Space inside the Main Entrance
Just inside the outer swing-doors of the Main Entrance through which 22,000 delegates will enter and exit each day, there is space for floor-based advertisements with dimensions of 1000 mm x 1500 mm. Eight advertisement spaces are located near the main entrance and Four near the Eastern Entrance of the Building.

Cost: € 1,500 excl. VAT

Poster Panels in Rest Rooms
Numerous advertisement displays are located in strategic areas within each rest room within the Building. Advertisements are sold in a package of 30 display panels. The format is 210 mm x 297 mm.

Cost: € 5,000 excl. VAT

Advertisement Screens
Large screens covering the venue’s façade are available for Advertisement. With dimensions of 7 m x 10 m, this opportunity will offer maximum exposure to the 40,000 vehicles passing daily and those 22,000 delegates entering the building during the congress.

Cost: € 7,500 excl. VAT

Drop Banners
Banners are available for advertisement purposes in numerous locations throughout the venue.

Cost: € 1,200 excl. VAT

Production costs may not be included in the above prices for Advertisements within the Building. For further information on Building Advertisements, please contact the Stockholmsmässan directly at staff@stofair.se

4.2 Satellite & Exhibition Promotion
The three following promotional tools, Delegate Bag Insert, Weblink and PDA advert are aimed specifically at highlighting Industry sponsored Satellite, Workshop and Exhibition activity at ESC Congress 2005.

Satellite & Exhibition Promotional Material Insert (Flyer)
This is a highly popular Flyer/Invite created by Industry highlighting Congress exhibition and/or Satellite activity. New for ESC Congress 2005, A Special Satellite & Exhibition Information Envelope has been created exclusively to be placed in the official ESC Congress Bag at the congress (20,000). When the delegates collect their Delegate Bags, the promotional inserts/invitations, contained in this smart, lightweight Envelope, will go directly into the hands of thousands of delegates.

Cost: € 5,400 excl. VAT
Units to be supplied 20,000 Points awarded: 2
Definition and Guidelines for Industry

All orders must be made on the appropriate form available from sponsorship@escardio.org and be accompanied by a draft sample of the material to be provided.

a) This document is solely intended to provide rules and regulations for the ESC Congress 2005; the below mentioned specifications are subject to change at the discretion of the ESC.

b) In order to allow Exhibiting companies, Satellite Symposia and Workshop Session organisers to promote their booth or sponsored sessions, the ESC offers the provision of a Promotional Material Insert, an invitation created by Industry, in the form of a Hard Copy Flyer, to be placed in the specially designed Satellite & Exhibition Envelope, which will be inserted in all ESC Congress 2005 delegate bags.

c) 20,000 copies are required. Details of dates of despatch and delivery addresses will be provided in the forthcoming Updates 1, 2 or 3.

d) The “Satellite & Exhibition Information Envelope” is available to exhibiting companies only and may be used only to inform participants about Exhibition, Satellite, Workshop or other Congress related activity at ESC Congress 2005. The ESC reserves the right to refuse requested Inserts should any Insert be deemed to conflict with ESC’s ethics or interests.

e) An insert is a flyer, created by the sponsoring Industry, highlighting their Exhibition, Satellite, Workshop or congress activity at ESC Congress 2005 for which the cost is € 5,400 excluding VAT.

f) Satellite Symposia and Workshop Sessions: the content of the Insert must solely state the title of the session, the names of the chairpersons and speakers, venue and timing of the ESC approved scientific programme. Remember that no product names or brand names are allowed in the title or in the scientific programme of the session.

g) Stands: the content of the Insert must solely include an invitation message containing Industry name, stand location, opening hours and generic information text that must not include any 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.

h) All orders must be made on the appropriate form available in due course and faxed by return to +33 492 947 626. Each order must be signed and accompanied by a soft copy (email) sample of the Insert to be used.

i) The Insert will undergo an internal approval procedure and Industry will be informed within 5 working days as to the status of approval.

j) Once the Insert has been approved, and the Industry informed of this approval, an invoice will be raised immediately. Only after payment has been received will the Insert be accepted for despatch to the Congress Centre and in turn insertion into the Satellite & Exhibition Information Envelope.

k) The Insert may consist of only 1 page (A5 Size maximum 23 X 16cm), due to weight and space limitations, any exceptions must be requested in writing to the ESC.

l) Any requests for content or structure change/amendments after the Insert has been approved will only be actioned according to realistic timeframe and nature of the request.

m) 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: http://www.escardio.org/corporate_identity.htm

For further information please contact marketing@escardio.org

n) Use of the ESC logo:

The use of the ESC logo is allowed for Satellite Symposium and Workshop Sessions invitation flyers only.

The following legend should be used for flyers:

Satellite Symposium / Workshop Session held during the ESC CONGRESS 2005
3- 7 September – Stockholm – Sweden

Please refer to the ESC Branding Guidelines for graphic references.

Invitation flyers referring to Satellite Symposia or Workshop Sessions must receive ESC approval prior to being printed and distributed.

o) Cancellations should be sent in writing to the ESC. Cancellation made after the invoice has been issued will incur a 100% cancellation fee.

Deadline for Application – May 27, 2005
**Satellite & Exhibition Promotional Weblink**

In order to allow Exhibiting companies, Satellite Symposia and Workshop Session organisers to promote their booth or sponsored sessions, the ESC offers the provision of a ‘Web Link’, Invite created by Industry, in the form of a web page, to be linked to the ESC Congress 2005 Satellite, Workshop or Exhibitor Listing. Available on ESC Web Site for Advance and/or Final Programme online.

Cost: € 3,000 excl. VAT  
Points awarded: 1

**Definition and Guidelines for Industry**

a) This document is solely intended to provide rules and regulations for the ESC Congress 2005; the below mentioned specifications are subject to change at the discretion of the ESC.

b) In order to allow Exhibiting companies, Satellite Symposia and Workshop Session organisers to promote their booth or sponsored sessions, the ESC offers the provision of a ‘Web Link’, Invite created by Industry, in the form of a web page, to be linked to the ESC Congress 2005 Satellite, Workshop or Exhibitor Listing. Available on ESC Web Site for Advance and/or Final Programme online.

c) The “Promotional Material Web Link” is available to exhibiting companies only and may be used only to inform participants about Exhibition, Satellite, Workshop or other Congress related activity at ESC Congress 2005. The ESC reserves the right to refuse requested Web Links should any web page be deemed to conflict with ESC’s ethics or interests.

d) A Web Link is a page, created by the sponsoring Industry, highlighting their Exhibition, Satellite, Workshop or congress activity at ESC Congress 2005 for which the cost is € 3000 excluding VAT.

e) The content of the Web Link message must not make any statements about the quality or virtues of a sponsoring Industry and/or any of the Industry's product(s) either via text or visuals.

f) Satellite Symposia and Workshop Sessions: the content of the Web Link must solely state the title of the session, the names of the chairpersons and speakers, venue and timing of the ESC approved scientific programme. Remember that no product names or brand names are allowed in the title or in the scientific programme of the session.

g) Stands: the content of the Web Link must solely include an invitation message containing Industry name, stand location, opening hours and generic information text that must not include any 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.

h) All orders must be made on the appropriate form available in due course and faxed by return to +33 492 947 626. Each order must be signed and accompanied by a soft copy (email) sample of the web page to be used.

i) The Web Link will undergo an internal approval procedure and Industry will be informed within 5 working days as to the status of approval.

j) Once the Web Link has been approved, and the Industry informed of this approval, an invoice will be raised immediately. Only after payment has been received will the Web Link be launched on the ESC Congress 2005 web site.

k) This page must not include links, hyperlinks, hot-spots or any means through which the advert can be linked to another site. There will be no exceptions made to this rule.

l) The Web Link may consist of more than 1 virtual page, due to it’s online nature, however no more than 2 pages can be included per Web Link.

m) Under no circumstances may ‘Flash files’ be used in any Web Link.

n) Any requests for content or structure change/amendments after the Web Link has been linked to the appropriate listing (Exhibitor, Satellite or Workshop) will not be actioned.
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:
http://www.escardio.org/corporate_identity.htm

For further information please contact marketing@escardio.org

Use of the ESC Logo:
The use of the ESC logo is allowed for Satellite Symposium invitation weblink only.

The following legend should be used for web invitations on the ESC Web Site:
Satellite Symposium/Workshop Session held during the ESC CONGRESS 2005
3 - 7 September – Stockholm – Sweden

Please refer to the ESC Branding Guidelines for graphic references.

Weblinks referring to the Satellite Symposia/Workshop Session must receive ESC approval prior to being displayed.

The web page may be linked to the ESC Web Site at the following dates:
✓ Advance programme online early April 2005
Only the sponsored session title, date and location will be announced.
✓ Final programme online mid July 2005
The complete sponsored session programme will be announced.

Requests for a Promotional Material Web Link typed on the order form provided by the ESC, must reach the ESC offices:
✓ Advance programme, before 28 May 2005.
✓ Final programme, before 30 June 2005.

A price of € 3000 (Excluding VAT) will be charged for each sponsored session announced on a web page. This implies that for each separate Satellite Session, Exhibition stand announcement, Workshop advertisement, an individual Web Link application form must be raised for each activity intended for promotion. There will be no exception to this rule. Any queries in this regard should be directed to sponsorship@escardio.org

Cancellation of Promotional Material Web Link should be sent in writing to the ESC. Cancellation of Promotional Material Web Link once the invoice has been issued will incur a 100% cancellation fee.

THE WEB PAGE WILL ONLY BE LINKED ONCE ESC APPROVAL IS CONFIRMED AND THE PAYMENT IS RECEIVED.
Deadline for Application – May 27, 2005

Promotion – Satellite & Exhibition Promotional PDA link
This invite, created by Industry in the form of a PDA advertisement listing, highlights Congress exhibition and/or Satellite activity. Sponsors may promote their congress activities with up to 200 words via digital advertisements or targeted Congress invitations, including Corporate Logo to be listed in the Final Programme Congress Guide for PDA. Either in the Satellite Symposium section, or the Exhibition section, the sponsor's advertisement will be distributed via the ESC Web site before the Congress. Life-span: 6 months

Cost: € 800 excl. VAT
Points awarded: none
Deadline for Application – May 27, 2005
5.1 Congress Materials

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

Cost: €40,500 excl. VAT
Print-run 22,000 Points awarded: 15
Deadline for Application with priority status – January 28, 2005

Exclusive Sponsorship – City Information Booklet
Exclusive Back Cover Advertisement (and format permitting, inside pages) in the official City information booklet destined for 22,000 bags. Corporate Name, Logo and Product of Sponsor permitted on approval by the ESC. Maximum visibility achieved through this much-referred to document.

Cost: €40,500 excl. VAT
Print-run 22,000 Points awarded: 15
Deadline for Application with priority status – January 28, 2005

5.2 Congress Services

Exclusive Sponsorship – ESC Congress Delegate Bags
Exclusive sponsorship of the official ESC 2005 Congress Bag with Corporate name and Logo permitted. This is the official and exclusive ESC Delegate bag and is one of the most popular items within the sponsorship remit. The possibility is also available for Sponsors to create their own Delegate Bags, with ESC Logo and approval. Costs will differ from that of the ESC-provided Delegate Bags.

Cost: €170,100 excl. VAT
Print-run 22,000 Points awarded: 63
Deadline for Application with priority status – October 15, 2004

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

Cost: €35,100 excl. VAT
Print-run 22,000 Points awarded: 13
Deadline for Application with priority status – October 29, 2004

5.3 Industry Press

Exclusive Sponsorship – ESC Congress Notepads & Pens
Exclusive sponsorship of the official Congress Notepads and Pens, either separately or as a combined option. These Official Congress Notepads and Pens will be placed in every Congress Delegate Bag, ensuring maximum target group reach with the Sponsor Corporate Logo and name permitted.
The possibility is also available for Sponsors to create their own Notepads and Pens, with ESC Logo and approval. Costs will differ from that of the ESC-provided Note Pads & Pens. Copies Supplied 22,000.

Pens & Pads Points awarded: 15
Cost: € 40,500 excl. VAT
Notepads Points awarded: 10
Cost: € 27,000 excl. VAT
Pens Points awarded: 5
Cost: € 13,500 excl. VAT

Deadline for Application with priority status – October 29, 2004

5.2 Congress Services

Exclusive Sponsorship – ESC Congress Technolounge
At the Heart of the Congress, the ESC offers exclusive association with the ESC 2005 Technolounge. This fully equipped, state of the art business-style lounge offers all delegates; Internet Access, Scientific Programme on-line, PC work stations and printers, comfortable seating area and Bar. Information on future congresses, symposia and publications can also be obtained in this high profile, maximum exposure Business and Technology Showcase. This Congress Information Service is one of the strongest attractions in the Congress Venue and will constitute the technological and communicative core of the Congress Venue for both Delegates and Industry alike.

The Exclusive Sponsor of the ESC Technolounge will receive maximum exposure through their association with this high profile and multi-faceted Service which offers a huge target group reach as well as inimitable promotional recognition with excellent Sponsorship exposure from the moment of commitment (end of September 2004) right through to on-site at the Congress.

Cost: € 120,000 excl. VAT Points awarded. 44
Deadline for Application with priority status – October 29, 2004

Exclusive Sponsorship – ESC Congress PDA Spotlight Lounge
This item is built around the on-site delivery of the Final Programme for Palm OS and Pocket PC devices. The sponsors can use this Lounge to promote their congress activity, conduct their own research and customer relation activities – our PDA publisher will advise the sponsor on how to best use this opportunity at minimal extra cost. Other services provided by the ESC at this area include recharging portable devices and advice on use of portable devices. Benefits to the sponsor include:

✓ Association with a popular Lounge area devoted to the personal and professional use of PDA/Hand held computers
✓ Association with the delivery and content of a high profile, co-branded official ESC product brimming with scientific programme and general information
✓ Prominent, customised corporate branding throughout the Guides themselves
✓ Prominent, customised and exhaustive product information throughout the Guides
✓ Free exhibition and satellite session adverts within the Guides (See Chapter 4 for PDA Congress Guides overview)
✓ Opportunity to deliver further PDA based material (Corporate or Product)

Cost: € 40,500 excl. VAT Points awarded 15
Deadline for Application – May 31, 2005

5.3 Industry Press Activity

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

**Industry Press Conference Room**

Industry/communication agencies planning a press conference during the ESC Congress should contact the ESC Press & PR Office as soon as possible to discuss intentions and options available. The Industry Press Conference Room is the official room for Industry press briefings and bookings are handled by the ESC Press & PR Office. Industry / communications agencies should advise the ESC Press & PR Office of their intended press conference topic and the presentations from the Congress programme to which it pertains, if any. Embargos set by the ESC Press & PR Office must be strictly adhered to. Early application is strongly advised to ensure allocation to an appropriate timeslot. For press conferences not directly relating to a specific scientific session and/or ESC Press Conference topic, the procedure and time allocation may be more flexible. The Industry Press Guidelines give more details on the terms and conditions.

**Industry Press Display Room**

Display space can be rented by Industry or their communications agents in the Industry Press Display Room. This is the official display area for all Industry-related press packs, press releases or other media communication materials. Individual display spaces consist of a table-top area for press pack / press material presentation and a poster board above / behind. The Industry Display Room includes a computer / printer and a lounge area with coffee-break catering. Display spaces are rented out on a 5-day package basis. Space is limited and space is allocated on a first-come, first-served basis. An application form and full Industry Press Guidelines will be included in the updates. Please note that this is the official room for Industry press material distribution and materials distributed beyond the Industry Press Rooms will be confiscated and Accrued Points will be deducted from the Industry involved / represented.

**Industry Press Interview Room**

Introduced at ESC Congress, Munich, 2004 is the Industry Press Interview Room. This is the appropriate location for press interviews with speakers involved in the Industry Press Conferences or general Industry press activities. Industry officials and their PR agents may oversee such interviews. Please note however that it is not a general meeting room and booking durations are limited to one hour, non-consecutive periods.

Please book your interview periods via the Congress Information Section of the Virtual Press Office: http://www.escardio.org/vpo/ESC_congress_information/Industry__Press_Interview_Room.htm

**Filming ESC Congress 2004**

Rights to photography at this Congress are strictly reserved by ESC. Industry already exhibiting or sponsoring the Congress may film their exhibition stand or a session they are sponsoring free of charge if permission is requested and given by ESC.

Limited filming is also allowed by Industry in other areas of the Congress for a fee of €1,000 when arranged in advance. Contact Ian Morgan imorgan@escardio.org or +33 492948668

**Filming or Audio Recording of FOCUS sessions is strictly prohibited at all times.**

For further information please contact the ESC Press & PR Office directly on +33 (0)4 92 94 86 27 or press@escardio.org or cdormer@escardio.org
Accrued Points System

Quick Find Index

6.1 Earning Points
6.2 Benefits of Points Status
6.3 Penalties

All exhibition, satellite, hotel and sponsorship requests will be dealt with according to the list of accrued points. The Accrued Point System has been established in order to ensure that participation in ESC Congress will earn companies priority according to the level of their involvement in the past 4 years.

6.1 Earning Points

Only exhibiting companies can accrue points

Participation in the Congress:
5 points are awarded for each year the company has exhibited at ESC Congress since Stockholm 2001.

Exhibition space:
1 point per 9 m² of exhibit space.

Sponsorship, Advertisement & Promotion:
1 point per €2,700 spent per item or as listed.

Satellite Symposia & Workshops:
Satellite Session of 90 minutes will accrue 8 points.
Satellite Session of 180 minutes will accrue 16 points.
Satellite Extra Time Slot of 45 minutes will accrue 4 points.
Workshop Session will accrue 3 points.

EBAC Accredited Educational Programmes:
90 minutes programme with EBAC accreditation will accrue 8 points.
180 minutes programme with EBAC accreditation will accrue 16 points.
Workshop Session with EBAC accreditation will accrue 3 points.

Group Registration:
1 point will be given for every 9 registrations (minimum) made as a group registration or for individual registrations if claimed by a company renting a stand in the Exhibition area. In all cases only Doctors that are registered with their full postal and email address and clear Company details will be taken into account. Further details at the ESC Registration department, registration@escardio.org

Deadline
The deadline by which companies must submit their Accrued Points total for Registration, Sponsorship, Exhibition, Satellite Symposia and Workshops at ESC Congresses 2001, 2002, 2003 and 2004 is September 15, 2004. Our final points calculation and listing, based on accrued points totaled by Industry and in turn submitted on the appropriate Accrued Points Form (available at www.ESCeXhibition.org) prior to September 15, 2004, cannot be amended or altered thereafter in the course of the Congress Year.

Merged or Acquired Companies
The points of merged or acquired companies will be combined for the subsequent event if notice is received in writing by the ESC before September 15, 2004.

6.2 Benefits of Points Status

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
✓ Deadlines for application for Sponsorship, Advertising or Promotional items using your Accrued Points status vary for each product and service. Please note the given deadline item by item.
✓ If in accordance with the given deadline for each item, sponsorship requests will be allocated according to your company placement within Accrued Points listing.
✓ Priority status will only be granted to applications made before the given deadlines.

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 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.

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

Second serious violation:
No accrual of points and/or the loss of all accrued points to date.

Third serious violation:
Loss of eligibility to participate in future ESC Congresses for a period of four years.

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 is available in Updates sent to Industry on an ongoing basis or from sponsorship@escardio.org

6.4 Accrued Points Listing

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7.1 Important Dates
7.2 Future Congresses to be organised by the ESC
7.3 Statistics for ESC Congress 2004
7.4 Application Forms
7.5 Stockholmsmässan – an overview

7.1 Important Dates

This time schedule is a summary of the information contained in the Guidelines for Industry Participation in the ESC CONGRESS 2005 to be held in Stockholm, Sweden from September 3 – September 7, 2005. Additional dates and deadlines appear in the Preliminary Programme and other publications (Updates 1, 2 & 3 and Final Programme).

November 15, 2004
Application Deadline for Satellite Symposia

November 18, 2004
Deadline for Top 10 Ranked Companies on the Accrued Points listing to submit their application for stand space.

January 14, 2005
Deadline for submission of application forms for stand space.

January 31, 2005
The complete programme of the Satellite Symposium, typed on the appropriate form provided by ESC, must reach the ESC offices

February 28, 2005
Should stand space be cancelled on or before this date, a refund of the total amount due, minus 25% will be made.

May 1, 2005
Deadline for submitting Product Description Forms to the ESC

May 14, 2005
Submit Stand Drawings for approval

May 27, 2005
Should stand space be cancelled between March 1 and May 27, 2005, a refund of the total amount due, minus 50% will be made.

June 17, 2005
Submit Name list for Free Exhibitor Badges using on-line form

July 29, 2005
Submit description of Stand activities for approval

August 3, 2005
Deadline for requesting services from Stockholmsmässan

7.2 Future Congresses and Industry Meetings to be Organised by the ESC and its’ Registered Branches

✓ EUROECHO 8
December 1-4, 2004 - Athens, Greece

✓ ICNC7 - The 7th International Conference of Nuclear Cardiology (ICNC7)
May 8 – 11, 2005 - Lisbon, Portugal

✓ ESC Congress Industry Forum
May 18, 2005 - European Heart House - France

✓ Heart Failure 2005
June 12-15, 2005 - Lisbon, Portugal

✓ EUROPACE 2005
June 26-29, 2005 - Prague, Czech Republic

✓ ESC CONGRESS 2005
September 3 – September 7 - Stockholm, Sweden

✓ EUROECHO 9 2005
December 7 – December 10 - Florence, Italy

✓ World Congress of Cardiology 2006
September 2 – September 6 - Barcelona, Spain
### Statistics for ESC Congress 2004

- Registration
- Satellite Symposia
- Workshops
- EBAC Accredited Educational Programmes
- Sponsors
- Exhibitors

**Munich 2004**

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**Graph:**

- **Red bars:** Physicians
- **Yellow bars:** Exhibitors
- **Blue bars:** Press

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**Satellite Symposia**

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Actelion Pharmaceuticals  
Alexion Pharmaceuticals Inc.  
AstraZeneca  
Aventis Pharmaceuticals  
Bayer Healthcare AG  
Beckman Coulter Inc.  
Biosite  
Boehringer Ingelheim GmbH  
Boston Scientific International  
Bristol-Myers Squibb  
Cordis, Johnson & Johnson  
CV Therapeutics Europe Ltd.  
Fournier Pharma  
GE Medical Systems / Ultrasound  
GlaxoSmithKline  
Medtronic Europe SARL  
Menarini International  
Merck KgaA  
Merck Sharp & Dohme  
MSD-SP Copyright © 2003 MSD Singapore Company,  
Novartis Pharma AG  
Nycomed  
Pfizer Inc.  
Philips Medical Systems  
Procter & Gamble Pharmaceuticals  
Roche Diagnostics GmbH  
Sankyo Pharma GmbH  
Sanofi-Synthelabo Groupe  
Servier International  
Solvay Pharmaceuticals GmbH  
St Jude Medical  
Takeda Chemical Industries  
Thoratec Corporation  
TKT Europe SS AB

**Workshops**

A2F (a Sanofi-Synthelabo exclusive partnership)  
Biotronik GmbH & Co. KG  
GE Medical Systems / Ultrasound  
Genzyme Europe BV  
Guidant Europe  
Siemens AG Medical Solutions  
Storz Medical AG  
Toshiba Medical Systems Europe

**EBAC Accredited Educational Programme**

AstraZeneca  
Beckman Coulter Inc.  
Biosite Europe  
Bristol-Myers Squibb  
Pfizer Inc.  
Philips Medical Systems  
Radi Medical Systems AB  
Sankyo Pharma GmbH  
Servier International  
Solvay Pharmaceuticals GmbH  
Takeda Chemical Industries

**ETSA Parade**

Acorn Cardiovascular Inc.  
Bio Medical Technologies Spa  
CardioMag Imaging Inc.  
Endomatrix, Inc.  
Immersion Medical  
Micro Medical Ltd  
Mindguard  
Multi Channel Systems MSC GmbH
Sponsors

A2F (a Sanofi-Synthelabo exclusive partnership)
Abbot Laboratories
Actelion Pharmaceuticals
AGA Medical Solutions
AstraZeneca
Aventis Pharmaceuticals
Bayer Healthcare AG
Beckman Coulter Inc.
Berlin Chemie AG
Biotronik GmbH & Co. KG
Bristol-Myers Squibb
Boehringer Ingelheim GmbH
Boston Scientific International
Cordis, Johnson & Johnson
CV Therapeutics Europe Ltd.
Elsevier
Fournier Pharma
Genzyme Europe BV
GlaxoSmithKline
Guidant Europe
Lilly Critical Care Europe
Medtronic Europe SARL

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Nature
Novartis Pharma AG
Pfizer Inc.
Philips Medical Systems
Procter & Gamble Pharmaceuticals
Radi Medical Systems AB
Sankyo Pharma GmbH
Sanofi-Synthelabo Groupe
Schiller AG
Servier International
Siemens AG Medical Solutions
Solvay Pharmaceuticals GmbH
St Jude Medical
Storz Medical AG
Takeda Chemical Industries
Thoratac Corporation
TKT Europe 5S AB

Exhibitors at the ESC Congress 2004 - Stands occupied
A total of 201 organisations exhibited at ESC Congress 2004.
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## Emerging Technologies Showcase Area (ETSA)

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<td>9m²</td>
</tr>
<tr>
<td>Micro Medical Ltd</td>
<td>B2 ETSA 8</td>
<td>9m²</td>
</tr>
<tr>
<td>Mindguard</td>
<td>B2 ETSA 2</td>
<td>9m²</td>
</tr>
<tr>
<td>Multi Channel Systems M C S G mbH</td>
<td>B2 ETSA 4</td>
<td>9m²</td>
</tr>
</tbody>
</table>
**1. COMPANY NAME & ADDRESS**

The official company name & address as it should appear in Official listings

<table>
<thead>
<tr>
<th>Name:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Person:</td>
</tr>
<tr>
<td>Address:</td>
</tr>
<tr>
<td>Postal code:</td>
</tr>
<tr>
<td>City:</td>
</tr>
<tr>
<td>Country:</td>
</tr>
<tr>
<td>Tel:</td>
</tr>
<tr>
<td>Fax:</td>
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<tr>
<td>E-mail:</td>
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<table>
<thead>
<tr>
<th>Exhibition Space</th>
<th>Industry</th>
<th>€ 345 m² excl. VA</th>
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<tbody>
<tr>
<td>Special Price</td>
<td>Publisher</td>
<td>€ 230 m² excl. VAT</td>
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<tr>
<td>E.T.S.A.</td>
<td>9 m² Stand</td>
<td>€ 2,000 excl. VAT</td>
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</tr>
<tr>
<td>Satellite Symposia</td>
<td>90 minutes</td>
<td>€ 21,780 excl. VAT</td>
<td>Tick Yes</td>
</tr>
<tr>
<td>Satellite Symposia</td>
<td>180 minutes</td>
<td>€ 43,560 excl. VAT</td>
<td>Tick Yes</td>
</tr>
<tr>
<td>Workshop Sessions</td>
<td>45 minutes</td>
<td>€ 8,910 excl. VAT</td>
<td>Tick Yes</td>
</tr>
<tr>
<td>FOCUS Sessions</td>
<td>90 minutes</td>
<td>€ 20,000 excl. VAT</td>
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<tr>
<td>FOCUS Sessions Module</td>
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<td>€ 30,000 excl. VAT</td>
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<tr>
<td>First Announcement 2006 Excl. Advertisement</td>
<td></td>
<td>€ 60,000 excl. VAT</td>
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<tr>
<td>Preliminary Programme Excl. Advertisement</td>
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<td>€ 135,000 excl. VAT</td>
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<tr>
<td>Advance Programme Excl. Advertisement</td>
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<td>€ 150,000 excl. VAT</td>
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<tr>
<td>Final Programme Excl. Advertisement</td>
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<td>€ 150,000 excl. VAT</td>
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</tr>
<tr>
<td>Programme at a Glance Excl. Advertisement</td>
<td></td>
<td>€ 20,000 excl. VAT</td>
<td>Tick Yes</td>
</tr>
<tr>
<td>ESC Congress News Advertisement</td>
<td></td>
<td>€ 5,500 - € 6,600 excl. VAT</td>
<td>Tick Yes</td>
</tr>
<tr>
<td>ESC Congress News Advertisement (5 Day Excl.)</td>
<td></td>
<td>€ 26,400 - € 30,800 excl. VAT</td>
<td>Tick Yes</td>
</tr>
<tr>
<td>City Maps Excl. Advertisement</td>
<td></td>
<td>€ 40,500 excl. VAT</td>
<td>Tick Yes</td>
</tr>
<tr>
<td>City Information Booklet Excl. Advertisement</td>
<td></td>
<td>€ 40,500 excl. VAT</td>
<td>Tick Yes</td>
</tr>
<tr>
<td>Expo, Satellite &amp; Workshop Catalogue Advertisement</td>
<td></td>
<td>€ 27,000 excl. VAT</td>
<td>Tick Yes</td>
</tr>
<tr>
<td>Final Programme Bookmark Exclusive Sponsorship</td>
<td></td>
<td>€ 13,500 excl. VAT</td>
<td>Tick Yes</td>
</tr>
<tr>
<td>Abstract CD Rom Exclusive Sponsorship</td>
<td></td>
<td>€ 200,000 excl. VAT</td>
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<tr>
<td>Highlights CD Rom Exclusive Sponsorship</td>
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<td>€ 70,200 excl. VAT</td>
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<td>Congress Delegate Bags Exclusive Sponsorship</td>
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<td>€ 170,100 excl. VAT</td>
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<tr>
<td>PDA Congress Guides</td>
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<td>€ 40,500 excl. VAT</td>
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<tr>
<td>Technolounge Exclusive Sponsorship</td>
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<td>€ 120,000 excl. VAT</td>
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<td>PDA Spotlight Exclusive Sponsorship</td>
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<td>€ 40,500 excl. VAT</td>
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<tr>
<td>Participant Badge Laces Exclusive Sponsorship</td>
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<td>€ 35,100 excl. VAT</td>
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<tr>
<td>Note Pads &amp; Pens Exclusive Sponsorship</td>
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<td>€ 40,500 excl. VAT</td>
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<td>Note Pads (single item)</td>
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<td>€ 27,000 excl. VAT</td>
<td>Tick Yes</td>
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<tr>
<td>Pens (single item)</td>
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<td>€ 13,500 excl. VAT</td>
<td>Tick Yes</td>
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<tr>
<td>Satellite &amp; Exhibition Promo. Insert</td>
<td></td>
<td>€ 5,400 excl. VAT</td>
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<tr>
<td>Satellite &amp; Exhibition Promo. Weblink</td>
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<td>€ 3,000 excl. VAT</td>
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<tr>
<td>Satellite &amp; Exhibition PDA advert.</td>
<td></td>
<td>€ 800 excl. VAT</td>
<td>Tick Yes</td>
</tr>
</tbody>
</table>

**15. AGREEMENT** I hereby agree to be bound by the GUIDELINES for ESC Congress 2005

<table>
<thead>
<tr>
<th>DATE</th>
<th>CONTACT NAME</th>
<th>SIGNATURE</th>
</tr>
</thead>
</table>

**ESC CONGRESS 2005**

03 - 07 September – Stockholm, Sweden

Please return this Form to:

Industry Relations, ESC Congress & Industry Services Department
The European Heart House, 2035 Route des Colles, Les Templiers, BP 179 - 06903 Sophia Antipolis Cedex, France
Tel: +33-(0)4 92 94 86 78 - Fax: +33-(0)4 92 94 76 26 - E-mail: sponsorship@escardio.org
APPLICATION & ACCOUNTING FORM (TICK THE APPROPRIATE BOX)

☐ SATELLITE SYMPOSIUM
☐ CLOSED INDUSTRY MEETING
☐ WORKSHOP SESSION
☐ FUNCTION SPACE

ORGANISING COMPANY

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

APPOINTED AGENCY (If any)

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

Organising Company
Applications for Satellite Symposia, Workshop Session, Closed Industry Meeting and Function Spaces must be submitted by the company under whose name each session is to be organised. We would like to draw your attention to the fact that the correspondence for the above items should be made exclusively between this company and the ESC. The company is responsible for communicating any relevant documents to its staff and its appointed agencies.

Appointed Agency
Companies should inform the ESC, in writing, what agency is appointed for which symposia. Otherwise no requests from agencies will be taken into consideration. This appointed agency cannot fully act as if it were the company itself and the company will continue to be held entirely responsible and accountable for activities organised in its name. It is not the role of any given agency to make initial enquiries or reservations with the ESC independently of the company.

SATELLITE SYMPOSIUM (submit one form per Satellite Symposium)

Sessions organised by pharmaceutical & technical industries in cooperation between clinicians and researchers, as part of the congress programme. - DEADLINE: 15 NOVEMBER 2004

PROPOSED TITLE:

Duration  ☐ 90 minutes  ☐ 180 minutes

PREFERENCE DATE:

☐ Saturday, 03 September 2005  ☐ 12:00-13:30  ☐ 14:00-15:00  ☐ 14:00-16:00*

* A single 90-minute session would be scheduled to start at 14:30 not 14:00

☐ Monday, 05 September 2005  ☐ 18:30-20:00

☐ Tuesday, 06 September 2005  ☐ 14:00-15:30  ☐ 16:00-17:00  ☐ 16:30-18:00*

* A single 90-minute session would be scheduled to start at 16:30 not 16:00

Lecture room capacity: 
Reception:  ☐ Yes  ☐ No

CME accreditation by EBAC:  ☐ Yes  ☐ No

A Satellite Symposium with EBAC accreditation will be officially announced as “EBAC Accredited Educational Programme Supported by an unrestricted educational grant from... ”. Further details on EBAC available on www.ebac-cme.org

COST:

- Basic price 90 minutes: 21.780 €
- 180 minutes: 43.560 €
- Plus room rental.
WORKSHOP SESSION

Sessions organised by device, equipment, biotech, medical technologies product companies, manufacturers and distributors, as part of the congress programme. - DEADLINE: 15 NOVEMBER 2004

PROPOSED TITLE:

Duration 45 minutes

PREFERENCE DATE:  
- Monday, 05 September 2005  12:45 - 13:30  
- Tuesday, 06 September 2005  12:45 - 13:30  
COST: 8.910 €
Room rental included.

Lecture room capacity: These rooms will accommodate no more than 300 seats

CME accreditation by EBAC:  
- Yes  ❑  
- No  ❑
A Workshop Session with EBAC accreditation will be officially announced as “EBAC Accredited Educational Programme Supported by an unrestricted educational grant from...”.
Further details on EBAC available on www.ebac-cme.org

CLOSED INDUSTRY MEETING

Meeting organised by industry upon invitation only, for industry and/or investigators meetings.  
DEADLINE: 30 MAY 2005

TYPE OF MEETING:  
- INDUSTRY MEETING  ❑  
- INVESTIGATORS MEETING  ❑
Duration 45 minutes

PREFERENCE DATE:  
- Monday, 05 September 2005  12:45 - 13:30  
- Tuesday, 06 September 2005  12:45 - 13:30  
COST: 3.000 €
Room rental included.

Lecture room capacity: These rooms will accommodate no more than 120 seats

FUNCTION SPACE

The ESC will be responsible for booking function space to be used as meeting room or hospitality suite in the Messe München GmbH only. - DEADLINE: 30 MAY 2005

FUNCTION FORMAT:  
- MEETING ROOM  ❑  
- HOSPITALITY SUITE  ❑

ACCOUNTING DATA FORM - the same invoicing address is mandatory for all items -

Company or agency to be invoiced:

Contact Person:

Address

Postal Code  City  Country

Tel  Fax  E-mail

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

CREDIT CARD  
- Visa  ❑  
- Eurocard/Mastercard  ❑  
- Amex  ❑

Credit Card N°  Expiry Date  m  m  y  y

Catholder's Name

DATE  CONTACT NAME  SIGNATURE

*You have personal data which is, according to the Law on data processing and Civil Liberties 78-17 of 6 January1978, registered with the ESC. You have the absolute right to access, amend and oppose any use of this personal data by contacting (in writing) the ESC National Society and Member Relations Department at the above-mentioned address. Unless otherwise informed, the ESC may send you information about its activities from time to time.
EXHIBITION SPACE APPLICATION FORM

✓ Accrued points priority will only be applied to requests received before January 14, 2005.
✓ Accrued Points listing for 2005: Companies holding sufficient points to be in the first 10 positions should apply before 18 November 2004
✓ Print or use a typewriter to avoid misinterpretations & spelling mistakes.
✓ Companies applying for stand space after May 1st, 2005 will not be included in the Exhibition, Satellite & Workshop Catalogue or Final Programme.
✓ Only signed forms with valid credit card details will be accepted.

<table>
<thead>
<tr>
<th>COMPANY NAME &amp; ADDRESS</th>
<th>The company name &amp; address as it should appear in official listings, e.g. &quot;Exhibition, Satellite &amp; Workshop Catalogue&quot; and exhibitor badges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td></td>
</tr>
<tr>
<td>Contact Person:</td>
<td></td>
</tr>
<tr>
<td>Address</td>
<td></td>
</tr>
<tr>
<td>Postal Code</td>
<td>City</td>
</tr>
<tr>
<td>Tel</td>
<td>Fax</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CORRESPONDENCE NAME &amp; ADDRESS</th>
<th>If the correspondence address above is different from the official address</th>
</tr>
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<tbody>
<tr>
<td>Name</td>
<td></td>
</tr>
<tr>
<td>Contact Person:</td>
<td></td>
</tr>
<tr>
<td>Address</td>
<td></td>
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<tr>
<td>Postal Code</td>
<td>City</td>
</tr>
<tr>
<td>Tel</td>
<td>Fax</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COMMUNICATIONS AGENCY</th>
<th>Alternatively give details of stand design agency if you have appointed a communications agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td></td>
</tr>
<tr>
<td>Contact Person:</td>
<td></td>
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<tr>
<td>Address</td>
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<td>City</td>
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<tr>
<td>Tel</td>
<td>Fax</td>
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</table>

<table>
<thead>
<tr>
<th>STAND CONSTRUCTION AGENCY</th>
<th>An ‘out of business hours’ contact telephone number is required for logistics purposes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td></td>
</tr>
<tr>
<td>Contact Person:</td>
<td></td>
</tr>
<tr>
<td>Address</td>
<td></td>
</tr>
<tr>
<td>Postal Code</td>
<td>City</td>
</tr>
<tr>
<td>Tel</td>
<td>Fax</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PREVIOUS CONGRESS PARTICIPATION</th>
<th>If your company exhibited under a different name previously or has since merged with another</th>
</tr>
</thead>
<tbody>
<tr>
<td>Details:</td>
<td></td>
</tr>
</tbody>
</table>
### STAND SELECTION CRITERIA
Should requested booths not be available, indicate the most important factor to you

**STAND LOCATION - PROXIMITY TO COMPETITORS**
List any exhibitors you do not wish in proximity to your booth, by company name.

Note that we cannot prevent companies assigned after you from being located in your neighbourhood.

<table>
<thead>
<tr>
<th>Location:</th>
<th>1st Choice</th>
<th>2nd Choice</th>
<th>3rd Choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size:</td>
<td>Length in metres</td>
<td>Depth in metres</td>
<td>Area in m²</td>
</tr>
<tr>
<td>Height requested</td>
<td>Publishers' Row:</td>
<td>YES ❑ NO ❑</td>
<td>Emerging Technology Showcase Area requested  ❑ Yes ❑ No (applicants must meet ESC requirements, see Guidelines for Industry)</td>
</tr>
</tbody>
</table>

| Stand will have covered area > 30m² | YES ❑ NO ❑ |

| STAND LOCATION: | Location: ❑ Yes ❑ No | Size: ❑ Yes ❑ No | Other: ❑ Yes ❑ No |

### STORAGE SPACE
Our logistics partners will contact you to arrange on site storage.

| General Storage required | ❑ Yes ❑ No | Volume m²: |

### AISLE CARPETING
Where 2 adjacent booth areas have been requested, an exhibitor may lay their own carpet in the connecting aisle subject to our guidelines. Price is €86.25 per m².

| Between stand locations & | Number of m³ |

### PRODUCTS / SERVICES
List products / services to be exhibited at ESC Congress 2005.

### PRODUCT CATEGORY LISTING
Determines position in Exhibition, Satellite & Workshop Catalogue.

<table>
<thead>
<tr>
<th>Category</th>
<th>Number(s)</th>
<th>Others: (please specify below)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Angiographic Viewers</td>
<td>1</td>
<td>Others:</td>
</tr>
<tr>
<td>Angioplasty</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Blood Pressure Measurement Equip</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Catheter Equipment</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Clinical Database &amp; Research</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Clinical Laboratory &amp; Testing Services</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Computed Tomography</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Computers</td>
<td>8</td>
<td></td>
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<tr>
<td>Contrast Media</td>
<td>9</td>
<td></td>
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<tr>
<td>Defibrillators</td>
<td>10</td>
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<tr>
<td>ECG Equipment</td>
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<tr>
<td>Echocardiography Equip.</td>
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<td></td>
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<tr>
<td>Education, Teaching Aids</td>
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</tr>
<tr>
<td>Electrophysiology</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>Exercise Equip. &amp; Testing</td>
<td>15</td>
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<tr>
<td>Food Service &amp; Nutrition</td>
<td>16</td>
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<tr>
<td>Holter Equipment</td>
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<tr>
<td>Imaging</td>
<td>18</td>
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<tr>
<td>Instrumentation</td>
<td>19</td>
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<tr>
<td>Invasive Monitoring/Test.</td>
<td>20</td>
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<tr>
<td>Marketing Research</td>
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<tr>
<td>Non-invasive Monitor./Test.</td>
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<td></td>
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<tr>
<td>Non-profit Organisation</td>
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<tr>
<td>Pacemakers</td>
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<tr>
<td>Patient Monitoring System</td>
<td>25</td>
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<tr>
<td>Pharmaceuticals</td>
<td>26</td>
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<tr>
<td>Physician Practice Services</td>
<td>27</td>
<td></td>
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<tr>
<td>Prothese/Valves/Pumps</td>
<td>28</td>
<td></td>
</tr>
<tr>
<td>Publishers/Books/Journals</td>
<td>29</td>
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<tr>
<td>Pulmonary Function</td>
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<td>Recruitment</td>
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<td>Rehabilitation Centers</td>
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<td>Stents</td>
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<td>Supplies</td>
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<td>X-Ray Equipment</td>
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<tr>
<td>Others (please specify below)</td>
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Title: PREFERRED STAND LOCATIONS, SIZE, DIMENSIONS

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<th>Price</th>
<th>Reduced price for publishers</th>
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<tbody>
<tr>
<td>€345 per m²</td>
<td>€230 per m²</td>
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</table>
### SPONSORSHIP & PROMOTION

I wish to be contacted regarding sponsorship  ❑ Yes  ❑ No  I want to know more about promotional opportunities  ❑ Yes  ❑ No

### ACCOUNTING DATA FORM

1. Only one invoice address may be used
2. In all cases a credit / charge card number must be supplied as payment guarantee
3. In the event that an invoice remains unpaid after a settlement date, the ESC reserves the right to deny access to the Congress

<table>
<thead>
<tr>
<th>Company or agency to be invoiced</th>
<th>Company VAT number:</th>
<th>Your Purchase Order number:</th>
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</thead>
</table>

<table>
<thead>
<tr>
<th>Contact person</th>
<th>Address</th>
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<td></td>
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<table>
<thead>
<tr>
<th>Postal code</th>
<th>City</th>
<th>Country</th>
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<table>
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<tr>
<th>Tel</th>
<th>Fax</th>
<th>E-mail</th>
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<tr>
<td></td>
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</tbody>
</table>

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

❑ Visa  ❑ Eurocard/Mastercard  ❑ Amex

<table>
<thead>
<tr>
<th>Credit Card N°</th>
<th>Expiry Date</th>
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</table>

<table>
<thead>
<tr>
<th>Cardholder's name</th>
<th></th>
</tr>
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</table>

### AGREEMENT - I hereby agree to be bound by the GUIDELINES for INDUSTRY PARTICIPATION in ESC Congress 2005

<table>
<thead>
<tr>
<th>Date</th>
<th>Contact name:</th>
<th>Signature</th>
</tr>
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<tbody>
<tr>
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### MISCELLANEOUS - To add other information relevant to your application, please note it here

<p>| |</p>
<table>
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</tbody>
</table>

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