

ESC CONGRESS 2010 – Update

28 August–1 September: Stockholm, Sweden



Nikolaj Tomma



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Dear Exhibitor,

This Update contains important logistical information concerning the ESC Congress 2010 in Stockholm. Please ensure this message and the Industry Guidelines are distributed to all your staff and agencies involved in this Congress.

At any stage you can reach the exhibition team on:

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We look forward to speaking with you in the coming weeks and working towards the best event in Cardiology in 2010!

Regards,
ESC Exhibition Team



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1. Access to the Venue and Parking

The ESC Congress 2010 will be held in the Stockholmsmässan. Access for trucks is via the drive-way to Stockholm International Fairs on the East side - Parkeringsvägan 10. As usual vehicles entering the fairground will be required to pay a deposit of €100. This will be returned if the timeslot is respected.

See the Access plan on:

<http://www.escexhibition.org/Stockholm10/ESC%20Items/Loading%20Access%20Plan%202010.pdf>

There are three dedicated exhibition areas namely Zone A (Membership zone), Zone B (Commercial exhibition) and Zone C (Commercial exhibition).

Parking

Long term parking for trucks will be in the Örby Parking Area. This parking is free of charge. Please note that there is no security surveillance in this parking area.

Long-term Parking for mini vans/cars will be in the Parking area just below Zone C. For pricing see following link: <http://www.escexhibition.org/Stockholm10/ESC%20Items/Parking.pdf>

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2. Build up and Break Down

A strict timetable will be applied – See next page to see when you can build up.

Cars and lorries cannot be driven into the exhibition halls. Always park your vehicle in the allotted space outside. Space is limited – as soon as you have unloaded, please move your vehicle away from the unloading area. On arrival, drivers should report to uniformed staff from Fairexx, the Official ESC Logistics Provider, to obtain a Working Pass. This pass carries the name of the individual, company and booth number and needs to be carried at all times during the build up/break down. The traffic and deposit system will be managed by Fairexx on behalf of the ESC. Also note that power operated equipment such as forklifts can only be used by Fairexx.

IMPORTANT:

NO DISMANTLING BEFORE 13:00 WEDNESDAY 1 SEPTEMBER. IF VALUABLES ARE REMOVED ON TUESDAY EVENING, STANDS MUST BE PRESENTABLE & RETAIN VISUALS UNTIL DISMANTLING STARTS.

On Tuesday evening (31 August) preference is given to trucks delivering bulk packaging materials. We would therefore advise you book the delivery of your empties through Fairexx our Official Forwarder and lifter.

Please note the Exhibition is CLOSED on Wednesday morning.

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Build up:

Monday 23 August:

08:00 – 13:00 Build up for stands over 600m²
13:00 – 18:00 Build up for stands over 300m²
08:00 – 22:00 Hall access for construction

Tuesday 24 August:

08:00 – 13:00 Build up for stands over 150m²
13:00 – 18:00 Build up for stands over 100m²
08:00 – 22:00 Hall access for construction

Wednesday 25 August:

08:00 – 18:00 Build up for stands over 30m²
08:00 – 22:00 Hall access for construction

Thursday 26 August:

08:00 – 22:00 Build up for all stands

Friday 27 August:

08:00 – 18:00 Build up
18:00 – GOODS MUST BE CLEARED FROM AISLES TO ALLOW CARPETING
NO VEHICLE ACCESS AFTER 18:00
18:00-22:00 Decoration is still permitted

Saturday 28 August:

08:00 – 12:00 Stand decoration only [ALL STANDS NEED TO BE FINISHED BY 12:00]
08:00 – 16:00 Meetings may be held on stands





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Removal of Valuables and Break Down:

Tuesday 31 August:

18:00 – 24:00 REMOVAL OF VALUABLES ONLY. Delivery of empty package cases by Fairexx for the exhibitors that have ordered this service.

Vehicle access from 21:00 – 24:00. Priority given to trucks delivering bulk materials

Wednesday 1 September:

08:00 – 13:00 EXHIBITION CLOSED, No dismantling, no vehicle access to fairground

13:00 – 24:00 Dismantling, Full Vehicle Access

Thursday 2 September:

08:00 – 24:00 Dismantling, Full Vehicle Access

Friday 3 September:

08:00 – 13:00 Dismantling, Full Vehicle Access (FINAL DAY)

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3. Cleaning and Waste

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

To order stand cleaning and waste collection please use the form available on the link below:

<http://www.escehhibition.org/Stockholm10/ESC%20News/Stockholmsmässan%20Exhibitor%20Service%20Cataloque%20and%20Order%20Form.pdf>

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4. Security

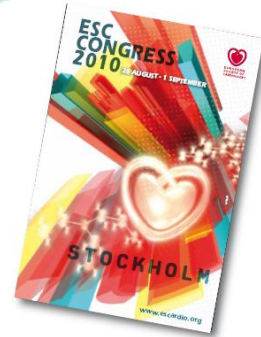
The Organisers provide General Surveillance only, within the Exhibition areas. It is therefore important that each exhibitor secures his/her stand against the risk of theft. The Organisers and the Stockholmsmässan will accept no responsibility for loss or theft from stands.

Should you plan to order stand services (like for example plasma, video...), we suggest you add extra security staff on your stand using the link below:

<http://www.escehhibition.org/Stockholm10/ESC%20News/Stockholmsmässan%20Exhibitor%20Service%20Catalogue%20and%20Order%20Form.pdf>

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5. Delivery Address and Storage

FAIREXX arrange all storage and forwarding for the ESC Congress 2010.

AIRFREIGHT:

Your shipments should arrive at Stockholm/Arlanda-airport (ARN) no later than 6 working days before desired delivery to stand.

Consignee Address:

Kuehne + Nagel AB
c/o FAIREXX Logistics
Djupdalsvagen 7
9205 Sollentuna / Sweden

Notify:

**ESC 2010 / Exhibitors Name
Hall / Stand Number**

Please send your shipments prepaid, on own Masterairwaybill, consigned to above mentioned adress. 3 original Invoices should be attached to the AWB.

Send Pre-advices to Fairexx **at least two days before arrival in Stockholm – Arlanda** by
Telefax: + 49 (0) 30 44 03 47 79 or email

* Copy of Airwaybill (AWB) / Flight details / Invoice / Packing list

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ROADFREIGHT:

Groupage/Consolidated shipments

Should arrive at Fairexx onsite warehouse 6 working days before desired delivery to stand. (If goods need to be sent before this deadline please contact Fairexx in advance).

Warehouse address

FAIREXX LOGISTICS
c/o Stockholmsmässan
(Stockholm International Fairs)
Parkeringsvägan 10
SE- 125 30 Älvsjö / Sweden

Notify:
ESC 2010 / Exhibitors Name
Hall / Stand Number

Send Pre-advices for your Roadcargo Shipments to Fairexx in advance by Telefax:
+49 (0) 30 44 03 47 79.

- * Trucking details (Truck no., haulier, ETA)
- * Copy of invoice / packing list / Exhibitor name / stand no.

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Full/half Trailer Loads

Should arrive directly at Stockholmsmässan / Älvsjö-Sweden in accordance with the official Build-Up dates and times.

Fairground Address:

FAIREXX LOGISTICS

c/o Stockholmsmässan
(Stockholm International Fairs)
Parkeringsvägan 10
SE- 125 30 Älvsjö / Sweden

Notify:

**ESC 2010 / Exhibitors Name
Hall / Stand Number**

Send Pre-advices for your Roadcargo Shipments to Fairexx in advance by Telefax:

+49 (0) 30 44 03 47 79.

- * Trucking details (Truck no., haulier, ETA)
- * Copy of invoice / packing list / Exhibitor name / stand no.

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SEA CARGO:

Your shipments should arrive at Stockholm-harbour 8 working days before desired delivery to stand.

Consignee Address:

Kuehne + Nagel AB
c/o FAIREXX Logistics
PO Box 112
40121 Gothenburg / Sweden

Notify:

**ESC 2010 / Exhibitors Name
Hall / Stand Number**

Please send your shipments prepaid, on own EXPRESS-B/L, consigned to above mentioned address. Three original Invoices should be attached to the B/L.

Send Pre-advices to Fairexx **at least two days before departure** by Telefax:+49 304 403 4779

*Copy of B/L / Invoice / Packing list / Shipping-details

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For more information about **Delivery Address and Storage**, download the FAIREXX Manual from:

<http://www.escexhibition.org/Stockholm10/ESC%20News/Fairexx%20Manual.pdf>

Fairexx Contacts:

•Exhibition Zone B >>
(+ National Society booths)

Anja Homann:
Tel: +49 173 247 78 18
Email: Anja.Homann@fairexx.com

•Exhibition Zone C >>
(+ SATELLITE-shipments)

Sandra Günther
Tel: +49 173 609 25 83
Email: Sandra.Guenther@fairexx.com

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6. Stand Service Orders

If you should still require any additional stand services, we suggest you consult the online catalogue available on:

<http://www.essexhibition.org/Stockholm10/ESC%20News/Stockholmsmässan%20Exhibitor%20Service%20Catalogue%20and%20Order%20Form.pdf>

For more information, please contact:

STOCKHOLMSMÄSSAN

Mimmi Melén

Or

Maria Karlsson

Email: mimmi.melen@stofair.se

Email: maria.karlsson@stofair.se

Tel: +46 8 749 44 44

Stand Service Deadline: 6 August 2010





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7. Hostesses

To order your Hostesses/Hosts we would suggest you contact Memu Svensk Mässbemanning AB as soon as possible, using the following form:

<http://www.escexhibition.org/Stockholm10/ESC%20News/Hostess.pdf>

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8. Catering

Please note that it is not allowed to take food and/or drinks into the building or to keep them on the premises unless ordered through **Mässrestauranger AB**:

Mr. Jacob Holst

Email: esc.standcatering@restofair.se

Tel: +46 8 727 72 40

Deadline for confirmations is the **26th July 2010** and we would advise you fill in the order form available on the following link:

<http://www.escexhibition.org/Stockholm10/ESC%20News/Catering.pdf>



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9. Exhibition Opening Hours

Saturday 28 August 17:00 – 18:00 Official Opening Ceremony
(Room Stockholm Zone K) ***NEW TIME***
17:00 – 20:00 Exhibition **OPEN** (*All stands must be manned*)
18:00 – 20:00 Opening Reception in exhibition halls ***NEW TIME***

Sunday 29 August 09:00 – 18:00 Exhibition OPEN
Monday 30 August 09:00 – 18:00 Exhibition OPEN
Tuesday 31 August 09:00 – 18:00 Exhibition OPEN

All exhibiting staff must wear an Official ESC Congress 2010 badge at all times within the venue.

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10. Exhibitors Registration and Badge Readers

The Exhibitors Registration Desk is situated in the entrance hall just opposite the main entrance of the congress centre.

The following services will be available:

- Collection of Work Passes (Also available from FAIREXX Office)
- Collection of pre-ordered exhibitors' badges
- Preparation and purchase of additional exhibitor badges
- Distribution of "Green Stickers" enabling fully registered participants to access the exhibition areas outside official opening hours
- **Please note that employees of exhibiting companies will only gain access to the stand if they have an Exhibitor Badge. You should therefore not arrange to distribute Exhibitor Badges from the stand – make sure that everyone is aware of this restriction, as exceptions will not be made.**

NO BADGE = NO ACCESS TO EXHIBIT AREA

EARLY FEE DEADLINE UNTIL: 19 July 2010

Please use the form on: <http://www.essexhibition.org/Stockholm10/default.aspx>



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Exhibitors Registration Opening Hours

❖ Monday 23 August	08:00 – 18:00
❖ Tuesday 24 August	08:00 – 18:00
❖ Wednesday 25 August	08:00 – 18:00
❖ Thursday 26 August	08:00 – 18:00
❖ Friday 27 August	08:00 – 18:00
❖ Saturday 28 August	08:00 – 20:00
❖ Sunday 29 August	08:00 – 18:00
❖ Monday 30 August	08:00 – 18:00
❖ Tuesday 31 August	08:00 – 18:00
❖ Wednesday 1 September	08:00 – 12:00

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Badge Readers

Recording a prospective customer's information can be done by using one of the ESC Congress 2010 Badge Readers. There are two models available:

- Classic Badge Reader:

<http://www.essexhibition.org/Stockholm10/Badge%20readers/Key4lead%20Classic%20Badge%20Reader.pdf>

- Advanced Badge Reader *NEW THIS YEAR*:

<http://www.essexhibition.org/Stockholm10/Badge%20readers/Key4lead%20Advanced%20Badge%20Reader.pdf>



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11. Stand Design and Activities Approval

Stand Drawings and Designs

Each stand design needs to be approved by the ESC and the Stockholmsmässan. Stands that have not been approved in writing or that do not correspond to approved drawings **will have to be corrected at the exhibitor's expense.**

Stand Giveaways and Activities

All stand giveaways and activities need to be approved by the ESC. Please fill in the Stand Activity form available on <http://www.escexhibition.org/Stockholm10/default.aspx> and send it back to us before the **23 July 2010.**

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12. Important Reminders

Payment

Please remember that payment for stand rental must be made in full before the event, if payment has only been made recently you are advised to bring proof of payment with you.

Smoking

Please note that smoking is not permitted anywhere in the building.

Alcohol

Exhibitors must not serve any alcoholic beverages from the stand.

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Distribution of promotional material, directions etc. from the stand

Distribution and/or display of printed material by industries and/or its' agents is limited to the company's exhibition space only or the "Information Tables", which will be specifically set up for that purpose and marked as such.

Exhibitor Debrief Meeting

A post show meeting will be held on **Tuesday, 31 August from 11:00 to 12:00**. Location TBA.

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13. Future ESC Congresses

- Acute Cardiac Care 2010
- EUROECHO 2010
- 11th Annual Spring Meeting On Cardiovascular Nursing
- EuroPREvent 2011
- ICNC 10
- Heart Failure 2011 Congress
- EHRA - EUROPACE 2011
- ESC Congress 2011

Copenhagen, Denmark 16-19 October 2010
Copenhagen, Denmark 8-11 December 2010

Brussels, Belgium 1-2 April 2011
Geneva, Switzerland 14-17 April 2011
Amsterdam, Netherlands 15-18 May 2011
Gothenburg, Sweden 21-24 May 2011
Madrid, Spain 26 - 29 June 2011
Paris, France 27-31 August 2011

If you have any questions about the Exhibition at ESC Congress 2010, please contact:

exhibition@escardio.org or +33 492 94 76 17

We look forward to welcoming you to a successful event in Stockholm!