Guidelines for Industry Participation
Vienna 2007

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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ESC Congress 2007 - 1 - 5 September

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For all other information please contact:
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Les Templiers - BP 179
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Web Site: www.escardio.org
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Key ESC Congress Contact Index

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Messeplatz 1, Postfach 277, A 1021 Vienna
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Hundertwasser - 833 The road to socialism, 1982 © KunstHausWien

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Welcome to ESC Congress 2007

We thank you for your interest in ESC Congress 2007 and are proud to present you with the Guidelines for Industry Participation. Building on the success of the 2006 World Congress of Cardiology the ESC Congress 2007 in Vienna will reconfirm the commitment of ESC to scientific education on a global scale. For more information on previous events we refer you to a wealth of information in the Appendix of this document (Pages 57 – 64).

The ESC Congress will once again provide the best education and updates on recent scientific developments and novel research to all medical professionals who deal with cardiovascular diseases in the course of their professional activity. As always, the scientific programme of the ESC Congress will highlight the most relevant issues in the diagnosis, management and treatment of cardiovascular disease, ranging from basic to clinical and population research.

Research from investigators around the world will be presented in special lectures, dynamic and interactive educational sessions, as well as the traditional abstract-based programme. A large part of the programme is dedicated to practical, clinical science developing delegates’ practical skills through a combination of interaction with experts and presentation of the latest technology. The emphasis will be on providing clear take-home messages that can easily be transposed into clinical practice by the medical professionals who take part in the ESC Congress. Other sessions will be devoted to the most recent clinical guidelines and there will be an entire track on basic science. The latter will be presented in bench-to-bedside format, focusing on the translational aspect of basic science, but also highly specific basic science research. The Congress Programme Committee, the ESC Working Groups, Associations and National Societies of European cardiologists are working with colleagues from other continents to ensure that this year’s programme will offer the world’s cardiovascular professionals a complete and unique educational experience.

These Industry Guidelines will allow our industry partners to consider all the educational, commercial and promotional opportunities that this event offers companies active in the field. You will find definitions of all products, contractual terms, logistical details, application forms and the all important contact information. For a concise overview of how the document is arranged please refer to the Contents and Glossary feature on pages 1-4.

The European Society of Cardiology looks forward to working with you over the coming months. Your participation and contribution are key to the ongoing success and appeal of our annual congress.

Yours sincerely,

Isabel Bardinet and Ben Hainsworth, on behalf of the ESC Congress team
Page blanche
CHAPTER 1 – Educational Products & Services

Satellite Symposia - Chapter 1.1 - Page 5
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 = € 407). Satellite Symposia will be held within the Congress centre in lecture rooms ranging in capacity from 150 to 3,000 seats. 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 audience with their latest scientific information and developments. Deadline for application with priority status – 17 November 2006.

Workshops - Chapter 1.2 - Page 10
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. ESC invites device, equipment, biotech, medical technology as well as nutrition and lifestyle companies in the cardiovascular field to organise these dedicated sessions as part of the annual Congress. Workshops will be held within the congress centre in lecture rooms ranging in capacity from 250 to 600 seats. The price of a Workshop session is € 8,910 for one 45-minute session with room rental included. Deadline for application with priority status - 17 November 2006.

EBAC Accredited Educational Programme - Chapter 1.3 - Page 15
EBAC = European Board of Accreditation in Cardiology. The EBAC Accredited Educational Programme encourages, under strict application and acceptance criteria, Satellite Symposia & Workshop Sessions to gain CME accreditation. There are clear and specific guidelines for EBAC accreditation.

FOCUS Cardiology Practice and FOCUS Imaging Intervention Sessions - Chapter 1.4 - Page 16
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 extensive audiovisual facilities and audience interaction.
Companies 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. The Grant cost is € 21,600 per session. Deadline for application with priority status – 18 December 2006.

Multimedia Products - Chapter 1.5 - Page 17
Webcasts and CD Roms.
Companies may transform their Satellite Symposia and workshops into webcasts or CD Rom format.

FOCUS session DVDs
All companies are invited to sponsor FOCUS session DVDs of interest to their therapeutic field drawing further attention to the utility of their products and therapies for each clinical or practical area.

Poster Zone - Chapter 1.6 - Page 17
Posters will be shown electronically in our innovative and high-tech e-Poster system, as well as in traditional format. This unique educational initiative and the surrounding area may be sponsored by a Company. The price for sponsorship of the combined e-Poster System and poster zone is €150,000.

Abstracts CD Rom - Chapter 1.7 - Page 17
Sponsor the official ESC Congress 2007 CD ROM containing all accepted abstracts at ESC Congress 2007 as well as abstracts from World Congress of Cardiology 2006 and ESC Congress 2005 with a searchable contacts database and user friendly data system for this essential reference tool. The price of the Abstracts CD Rom is €253,800.
**Highlights CD Rom - Chapter 1.8 - Page 17**
Sponsor the only post-Congress CD ROM with Highlights of ESC Congress 2007, 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 2007. The price of the Highlights CD Rom is €75,600.

**Compendium of ESC Guidelines - Chapter 1.9 - Page 18**
New to ESC Congress 2007, the ESC will introduce the long awaited Compendium of ESC Guidelines, offering a Desk Reference Book condensing the most important content of full guideline documents into what will be one of the most sought after medical reference books in Cardiology. Your company is invited to Sponsor this Compendium of ESC Guidelines covering a wide and detailed range of cardiovascular topics and in turn distribute to delegates, exclusively, from your Company Stand at ESC Congress 2007. A voucher will be placed in each congress bag drawing delegates to the sponsor(s) stand to receive their personal copy. The sponsor(s) will also have exclusive distribution rights from the end of the event to 1 November 2006. The Compendium will be one of the most referred to educational tools by over 45,000 cardiologists of the ESC, drawing your target group audience to your stand by distributing the Compendium exclusively at ESC Congress 2007 and associate with the scientific and educational value offered by this Desk Reference of the Official Guidelines of the ESC. (Exclusive or Shared Sponsorship options available.)

Exclusive Sponsorship Cost €140,000 excluding VAT.
Shared Sponsorship Cost €30,000 excluding VAT.
Maximum 5 companies can apply.
Deadline for application with priority status – 18 December 2006.

**CHAPTER 2 – Exhibition**

**Exhibition General Information – Chapter 2.1 - Page 19**
An introduction to benefits of exhibiting at the world’s largest cardiovascular congress, find out here how to apply for space. Find details of pricing, an exhibition timetable, how to register exhibiting staff and stand promotion guidelines.

**Exhibition Technical Guidelines – Chapter 2.2 - Page 26**
Important information for exhibit planners and their agents, detailing both ESC and local regulations covering stand construction, fire & safety and support services.

**Exhibition Conditions of Participation – Chapter 2.3 - Page 36**
Terms and conditions of sale explained fully, this chapter relates directly to the Exhibition Space Application Form and Contract. A signed contract implies full acceptance of items explained in this chapter.

**Emerging Technologies Showcase Area (ETSA) – Chapter 2.4 - Page 39**
This section is dedicated to a special area within the exhibition focused on innovative medical technologies. Companies meeting the applicant criteria noted within this chapter may benefit from a low cost access to the Congress with an ETSA package.

**CHAPTER 3 – Registration, Accommodation and Meeting Rooms**

**Delegate Registration – Chapter 3.1 - Page 41**
The aim of ESC Congress 2007 is to provide the best of science and education to all professionals who care for patients suffering from cardiovascular diseases. Easy to use online services exist for your Group Registration at ESC Congress 2007. Registrations will also earn your company valuable accrued points.

**Industry Welcome Desks – Chapter 3.2 - Page 41**
Industry Welcome Desks are the perfect medium through which your company may take care of delegate registrations, client management and other important coordination and meeting point activity for your invited delegates. These desks are centrally located within the Registration area affording the perfect meeting point for your delegate requirements.
Hotel Services – Chapter 3.3 - Page 41
Companies can contact ESC directly with regards to their hotel and accommodation requirements for ESC Congress 2007. For secure and easy bookings, contact our Housing & Events Department at hotels@escardio.org for the extensive range of services offered.

Hospitality Suites & Meeting Rooms – Chapter 3.4 - Page 41
A limited number of Hospitality Suites & Meeting Rooms are available in the Building.
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.

Closed Industry Meetings – Chapter 3.5 - Page 42
Companies are invited to organise industry and/or investigators’ meetings, conveniently on-site, within ESC Congress 2007 lecture rooms ranging in capacity from 150 to 216 seats. The basic price of a closed industry session is €3,000 for a 45-minute meeting.

CHAPTER 4 – Advertisements & Promotional Opportunities

Pre-event Printed and Web-based Advertisements – Chapter 4.1 - Page 43
In order to promote your company activity at ESC Congress 2007 prior to the event, certain advertisement and promotional options are available whereby you may reach your target group well in advance of the Congress itself.

Sponsorship of ESC Congress Programme on-line
New to ESC Congress 2007, companies are invited to consider support of the on-line ESC Congress Programme for ESC Congress 2007. Offering 9 months of pre-congress exposure to the global cardiological community. Sponsorship of the online programme (Dec – Sept) will be limited to 3 companies.
Price €100,000 — Deadline 17 November 2006.
Subject to ESC Board Approval

ESC Congress 2007 Advance Programme, printed and mailed April 2007 offers an exclusive Back Cover advertisement opportunity, the ideal way through which your corporate message will be sent along with the scientific programme and meeting information to over 50,000 delegates. This is the only programme to be mailed to potential delegates.

Pre-Congress Mailing Insert - a special Satellite & Exhibition Envelope has been created exclusively to be mailed to approximately 25,000 addressees (World Congress of Cardiology 2006 active participants, all ESC Congress 2007 first deadline pre-registered participants).

A Web link with your company Satellite or Workshop invitation can be created and listed on the ESC Congress 2007 website.
Price €3,000 — Deadline 17 August 2007.

PDA and Mobile Phone technology offers the opportunity to reach the growing number of delegates using personal digital assistant and mobile phone applications. Companies are invited to sponsor the web-delivered programmes or to place Satellite and Workshop invitations in the programme.

Printed Advertisement Opportunities – Chapter 4.2 - Page 44
Exclusive Advertisement opportunities are available in the ESC Congress 2007 Programmes such as Advance (mentioned above) and Final Programmes, along with many other Congress Documents like ESC Congress News, Final Programme Bookmark, Exhibition, Satellite & Workshop Catalogue and the Programme at a Glance. All exclusive advertisement opportunities will advertise your target message to each and every delegate attending ESC Congress 2007.

The highly popular Delegate Bag Insert is also available at ESC Congress 2007; your company Satellite, Exhibition or Workshop invitation will be inserted in the official ESC Congress 2007 Delegate Bags (25,000).
Information Screen Advertisements - Chapter 4.3 - Page 45
Information Screen Advertisements offer a dynamic and far reaching opportunity on-site at ESC Congress 2007 to reach the maximum amount of delegates throughout the entire duration of the Congress. Information Screen Technology will be used at ESC Congress 2007 to display the complete and detailed Scientific Programme at all Lecture Room entrances and upon giant screens located within the main delegate catchment (registration and other potential traffic points). Advertisements will be beamed upon these screens carrying your company name and logo and offered to a limited number of applicants only.
Price for 1 advent for entire event €50,000 — Deadline 17 November 2006.

CHAPTER 5 - Sponsorship of Congress Materials & On-site Services

Congress Materials – Chapter 5.1 - Page 47
Exclusive Sponsorship is offered on key congress materials at ESC Congress 2007. In sponsoring the Official Congress Delegate Bags, Badge Laces, Pens, Note Pads, ESC Congress 2007 City Maps, Gift in the Bag, these materials will reach all delegates carrying your particular congress message at ESC Congress 2007.

Congress Services – Chapter 5.2 - Page 47
ESC Congress 2007 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 wi-fi facilities, a comfortable seating area and Bar.

PDA Spotlight Lounge is built around the on-site delivery of the Final Programme for PDAs and mobile phones. The exclusive sponsor can use this Lounge and Programme 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.

Corporate Hospitality and Technical Infrastructure Partnership – Chapter 5.3 – page 48
Various offerings for Corporate Support will be available at ESC Congress 2007. See Chapter 5 as to how your organisation or group may offer corporate support and partner with one of the largest cardiovascular healthcare congresses held globally.

Industry Press Activity – Chapter 5.4 - Page 49
Use the ESC Congress 2007 media resources to plan your coverage of ESC Congress 2007. 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 2007 press requirements. For further details refer to this chapter or contact press@escardio.org.

CHAPTER 6 - Accrued Points - Page 51
The Accrued Point System has been established in order to ensure that participation in ESC Congresses will earn companies priority according to the level of their involvement in the past 4 years. All exhibition, satellite, hotel and sponsorship requests will be dealt with according to the list of accrued points. See Chapter 6 for further detail.

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Educational Products and Services
CHAPTER 1

Educational Products and Services

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1.9 Compendium of ESC Guidelines

"I want to watch on the news a few months after the WCC 2006 that the rates of MI, HF and SCD are falling down rapidly... I can’t wait to see what ESC Congress 2007 in Vienna brings"

S.J., Rep. of Macedonia
Quick find index

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1.1 Satellite Symposia

Companies are invited to organise scientific sessions as part of the ESC Congress 2007. These sessions are the perfect forum through which Industry can reach their target group audience with their latest scientific information and developments. All Satellite Symposia will be allotted dedicated time slots.

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

Points awarded: 8

Deadline for application with priority status - 17 November 2006

Satellite Symposia will be held within the Congress centre in lecture rooms ranging in capacity from 150 to 3,000 seats.

Conditions for Holding a Satellite Symposium

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, which 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.

Exhibition Stand

In order to obtain permission to hold a Satellite Symposium, an exhibition stand of minimum 50m² is required. 1m² = €407 plus VAT.

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

Payment

Payment for the Satellite Symposium must be received before Friday, 29 June 2007.

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. No other durations will be considered.

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, 3 September 2007).
- All persons involved in the operation of the Satellite Symposium (film crew, technicians…) must have a valid badge, exhibitor, Diamond 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 open to all registered Congress participants.

Lecture Rooms

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

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).
- Receptions can only be organised with the ESC official caterer.
- Companies will have the right to serve alcoholic beverages during the receptions organised on:
  - Saturday 1 September 2007: after 16:00
  - Monday 3 September 2007: after 20:00
  - Tuesday 4 September 2007: after 18:00
✓ Reception space must not be used for entertainment, poster displays, presentations or any other promotional purposes.
✓ Reception space must be open to all registered Congress participants.

Audio, Video & Webcast
✓ 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 webcast by the ESC must inform the ESC in due time.
✓ Companies can only videotape and webcast 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 26 August and 10 September 2007.

Timeslots reserved for Satellite Symposia

Saturday, 1 September 2007:
✓ 12:00 - 13:30
✓ 14:00 - 15:30 or 14:30 - 16:00
✓ Companies organising a 180-minute session must 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, 3 September 2007:
✓ 18:30 - 20:00

Tuesday, 4 September 2007:
✓ 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.

Satellite Extra Time-slot
Satellite Extra Time-slot
An additional 45-minute time slot is open to companies who have booked all existing Satellite Symposia time slots offered above.

Cost of Satellite Symposia
The cost of a Satellite Symposium, excluding exhibition, 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.
✓ € 9,260 - 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
✓ 2 table microphones
✓ 1 lectern for the speakers with 2 fixed microphones
✓ 1 screen for projections
✓ 1 technician
✓ 1 video data projector
✓ 1 monitor for the chairpersons
✓ 1 computer at the lectern networked to the SSC
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

Speakers Service Centre
ESC Congress 2007 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 Speakers Service Centre will be open:
✓ On Saturday, 1 September 2007, from 10:00 to 17:00
✓ On Sunday, 2 September 2007, from 7:30 to 18:30
✓ On Monday, 3 September 2007, from 7:30 to 20:30
✓ On Tuesday, 4 September 2007, from 7:30 to 18:30

Applying to hold a Satellite Symposium
a) In order to be considered by the Congress Programme Committee, applications must reach the ESC offices before 17 November 2006.
Accounting data must be provided on the application form. Change of data post invoicing and renewal of invoices will incur € 50 additional fees.

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, it is not held to justify its decision. No appeal is possible.

d) Late applications and/or content of programmes received after 4 May 2007 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 2007.

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

Change in the scientific programme / Erratum Policy
Once the title, programme and detailed content are approved, changes must not be made without the specific approval of the Congress Programme Committee.

The ESC kindly asks the Company to inform them of any modifications to the Scientific Programme before 4 May 2007 in order to be printed in the Final Programme.
Any changes must be approved by the Congress Programme Committee.

Late applications and/or content of programmes received after May 4, 2007 cannot be printed in the Final Programme.
Details received between May 4, 2007 and July 31, 2007 will appear in the ERRATUM with the title of the session, the name of the session organiser, the day, room and time only.
Changes in the scientific programme of Satellite Symposia are not mentioned in the ERRATUM.
Failure to adhere to announced/approved programme content will be considered a violation of Guidelines for Industry Participation.

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.

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

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.

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 before 31 January, 2007, no cancellation fee will be charged.
✓ If reservation of a time slot is cancelled between 31 January 2007, and 1 March 2007 (Approval deadline of the Scientific Programme by the Congress Programme Committee), 25% of the total amount due will be charged (room rental fee included).
✓ If the cancellation is received between 1 March and 4 May 2007, 50% of the total amount due will be charged (room rental fee included).
✓ If an approved scientific programme is cancelled after 4 May 2007 the full fee as well as the room rental fee will be invoiced.

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

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: www.escardio.org/bodies/about/TermsConditions/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 mandatory for official invitation flyers, posters, banners, web link and inserts only. The content of the invitation 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. The following legend should be used for invitation flyers, posters, banners and inserts, including web invitations on the ESC Congress 2007 Web Site:

A Satellite Symposium held during the ESC Congress 2007
1 - 5 September – Vienna – Austria
Please refer to the ESC Congress 2007 Branding Guidelines for precise graphic and text references. Invitation flyers, posters, banners, web link and inserts referring to Satellite Symposia must receive ESC approval prior to being printed and distributed.
c) Standard Promotional Drop Banners, Posters and Invitations for Satellite Symposia:

✓ Standard Promotional Drop Banners:
Companies organising Satellite Symposia are offered 1 specific drop banner location per session to promote their events. Drop banners in this specific area will be available free of charge to Satellite Symposia, Workshop Sessions, and EBAC Accredited Educational Programmes organisers only. For the sake of uniformity, production of the banners will be handled by the venue’s graphic department. Production costs are to be borne by the session organiser.

✓ Invitations
Display of invitations in the official display racks located near the standard promotional drop banners. The organising company is responsible for storing the invitations and keeping the racks supplied at the times given below.
The invitations must be A4 portrait format (21 cm × 29.7 cm) maximum.

✓ Display times
Standard promotional drop banners and invitations will only be displayed during the following times for:
— Sessions scheduled on Saturday, 1 September 2007: Friday, 31 August and Saturday, 1 September 2007, all day.
— Sessions scheduled on Sunday, 2 September 2007: Sunday, 2 September and Monday 3 September 2007, all day.
— Sessions scheduled on Monday, 3 September 2007: Sunday, 2 September and Monday 3 September 2007, all day.
— Sessions scheduled on Tuesday, 4 September 2007: Tuesday, 4 September 2007, all day.

EBAC Accredited Educational Programmes banners and invitations will be displayed for the entire congress duration, from Friday, 31 August to Wednesday, 5 September 2007.

✓ Lecture Room Posters & Invitations
— 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 A0 (83 cm × 118 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.

— 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”.

✓ Industry Welcome Desk
— Display of one poster and invitations at the “Industry Welcome Desk” reserved by the industry. Contact: registration@escardio.org to reserve your Industry Welcome Desk.

► N.B. - As already stated, standard promotional drop banners, posters and invitation flyers must have the specific written approval of the ESC. The content of the invitation 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.
— Any and all unauthorised material will be immediately removed by the ESC.
— Posters and hostesses handing out invitations are not permitted in the Building other than on the booth, at the “Industry Welcome desk” and in front of the assigned lecture room. EBAC Accredited Educational Programmes posters and invitations are not allowed on the booths. ESC discourages promotional material, stands or door drops in hotels.

Other Promotional Opportunities
Specific promotional tools have been designed especially for Satellite Symposia, Workshop Promotion and EBAC Accredited Educational Programmes. See Chapter 4 of these Guidelines for detailed information on how best to promote your session.

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.

Agenda
15 September 2006
— Invitation letters & Preliminary Application Forms sent out.
7 November 2006
— ESC Congress 2007 Industry Site Visit, Vienna.
17 November 2006
— Deadline for receiving Preliminary Application Forms with priority status
15 December 2006
— Documents for the preparation of the scientific programme sent out.
— Invoices sent out.

31 January 2007
— Deadline for receiving the complete scientific programme of the session.

1 March 2007
— Notification letters & assignments of rooms.
— Scientific programme of the session reviewed by the Congress Programme Committee

30 March 2007
— ESC Congress 2007 Branding Guidelines sent out.
— Guidelines for Requirements and official suppliers' references sent out.

4 May 2007
— 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 2007
— Deadline for receiving the corrected proofs.*
**N.B. After this date no further corrections will be taken into consideration for the printing of the Final Programme.

29 June 2007
— Last deadline for payments.

July 2007
— All information concerning the Scientific Sessions and the Satellite Symposia will be available on the ESC Web Site: www.escardio.org

1 - 5 September 2007
— ESC Congress 2007

1.2 Workshops

The ESC invites device, equipment, biotech and medical technology companies, to organise dedicated sessions as part of the ESC Congress 2007. 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:
✓ 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.

Cost: 45 minutes € 8,910 excl. VAT
Points awarded: 3
Deadline for application with priority status – 17 November 2006

Workshops will be held within the Congress centre in lecture rooms ranging in capacity from 250 to 600 seats.

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.

Exhibition Stand
To obtain permission to hold a Workshop session, an exhibition stand of 9m² or larger is required. 1m² = € 407.
Cancelling your exhibition space at a later stage will also mean cancelling your Workshop session.

Payment
Payment for the Workshop sessions must be made before Friday, 29 June 2007.

Duration
The Workshop session will only be considering the fixed time unit of one 45-minute session, without exception.
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 (film crew, technicians...) must have a valid badge, Exhibitors, Diamond exhibitor, 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.

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, before the ESC Congress 2007 official lectures start.

Reception
Due to the short amount of time, receptions are not allowed and only lunchboxes will be considered. Lunchboxes can only be ordered via the ESC official caterer.
The reception space must be open to all registered Congress participants.

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 26 August and 10 September 2007.

The timeslots reserved for Workshop Sessions are:
✓ Monday, 3 September 2007: 12:45 – 13:30
✓ Tuesday, 4 September 2007: 12:45 – 13:30
Workshop sessions must comply with the times specified above - no other time slots will be considered.

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
✓ 2 table microphones
✓ 1 lectern for the speakers with 2 fixed microphones
✓ 1 screen for projections
✓ 1 technician
✓ 1 video data projector
✓ 1 monitor for the chairpersons
✓ 1 computer at the lecturn networked to the SSC.

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

Speakers Service Centre
ESC Congress 2007 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:
✓ 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:
✓ On Saturday, 1 September 2007, from 10:00 to 17:00
✓ On Sunday, 2 September 2007, from 7:30 to 18:30
✓ On Monday, 3 September 2007, from 7:30 to 20:30
✓ On Tuesday, 4 September 2007, from 7:30 to 18:30

Applying to hold a Workshop Session
a) In order to be considered by the Congress Programme Committee, applications must reach the ESC offices before 17 November 2006.
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, it is not held to justify its decision. No appeal is possible.

d) Late applications and/or content of programmes received after 4 May 2007 cannot be printed in the Final Programme.

e) 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 2007.

f) 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.
- No abstract forms need to be submitted for Workshop Sessions.

g) 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.

IMPORTANT
We strongly recommend that there be a maximum number of three presenters per session.

Change in the scientific programme / Erratum Policy
Once the title, programme and detailed content are approved, changes must not be made without the specific approval of the Congress Programme Committee.

The ESC kindly asks the Company to inform them of any modifications to the Scientific Programme before 4 May 2007 in order to be printed in the Final Programme. Any changes must be approved by the Congress Programme Committee.

Late applications and/or content of programmes received after May 4, 2007 cannot be printed in the Final Programme.
Details received between May 4, 2007 and July 31, 2007 will appear in the ERRATUM with the title of the session, the name of the session organiser, the day, room and time only.
Changes in the scientific programme of Workshop Sessions are not mentioned in the ERRATUM.

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

Lecture Room Assignment
Workshop Sessions are primarily intended for device, equipment, biotech and medical technology, nutrition and lifestyle 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 Workshop Sessions are combined with the points gained through exhibition space, Satellite Symposia, 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.

Accrued Points
A company organising a Workshop Session will receive 3 points.
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 before 31 January, 2007, no cancellation fee will be charged.
 ✓ If reservation of a time slot is cancelled between 31 January 2007 and 1 March 2007 (Approval deadline of the Scientific Programme by the Congress Programme Committee), 25% of the total amount due will be charged (room rental fee included).
 ✓ If the cancellation is received between 1 March and 4 May 2007, 50% of the total amount due will be charged (room rental fee included).
 ✓ If an approved scientific programme is cancelled after 4 May 2007, the full fee as well as the room rental fee will be invoiced.

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

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: www.escardio.org/bodies/about/TermsConditions/corporate_identity.htm. For further information please contact marketing@escardio.org.

b) Promotion of Workshop Sessions:
For Workshop Sessions the use of the ESC logo is mandatory. It is allowed for invitation flyers, posters, banners, web link and inserts only. The content of the invitation 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. The following legend should be used for invitation flyers, posters, banners and inserts, including web invitations on the ESC Congress 2007 Web Site:
A Workshop Session held during the ESC Congress 2007
1 - 5 September – Vienna, Austria

Please refer to the ESC Congress 2007 Branding Guidelines for precise graphic and text references.
Invitation flyers, posters, banners, web link and inserts referring to Satellite Symposia must receive ESC approval prior to being printed and distributed.

c) Standard Promotional Drop Banners, Posters and Invitations for Workshop Sessions:
 ✓ Standard Promotional Drop Banners:
Companies organising Workshop Sessions are offered 1 specific drop banner location to promote their events.
Drop banners in this specific area will be available free of charge to Satellite Symposia, Workshop Sessions, and EBAC Accredited Educational Programmes organisers only.
For the sake of uniformity, production of the banners will be handled by the venue’s graphic department.
Production costs are to be borne by the session organiser.

 ✓ Invitations
Display of invitations in the official display racks located near the standard Promotional drop banners.
The organising company is responsible for storing the invitations and keeping the racks supplied at the times given below. The invitations must be A4 portrait format (21 cm X 29.7 cm) maximum.

 ✓ Display times
Standard promotional drop banners and invitations will only be displayed during the following times:
— For sessions scheduled on Monday, 3 September 2007: Sunday, 2 September and Monday, 3 September 2007, all day.
— For sessions scheduled on Tuesday, 4 September 2007: Tuesday, 4 September 2007, all day.
EBAC Accredited Educational Programmes banners and invitations will be displayed for the entire congress duration, from Friday, 31 August to Wednesday, 5 September 2007.

 ✓ Lecture Room Posters & Invitations
— 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 A0 (83 cm X 118 cm) portrait format and rigid posters.
— Instead of usual posters, two portable display units of maximum height of 2.5m and maximum width of 1 m (no electrical connection, no light, and no sound) are also allowed.
— 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”.

Educational Products & Services
Industry Welcome Desk
— Display of one poster and invitations at the “Industry Welcome Desk” reserved by the industry.
Contact: registration@escardio.org to reserve your Industry Welcome Desk.

N.B. As already stated, standard promotional drop banners, posters and invitation flyers must have the specific written approval of the ESC. The content of the invitation 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.
— Any and all unauthorised material will be immediately removed by the ESC.
— Posters and hostesses handing out invitations are not permitted in the Building other than on the booth, at the “Industry Welcome Desk” and in front of the assigned lecture room.
EBAC Accredited Educational Programmes posters and invitations are not allowed on the booths.
ESC discourages promotional material, stands or door drops in hotels.

Promotional Opportunities
Specific promotional tools have been designed especially for Satellite Symposia, Workshop Promotion and EBAC Accredited Educational Programmes. See Chapter 4 of these Guidelines for detailed information on how best to promote your session.

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 Workshop.

Agenda
15 September 2006
— Invitation letters & Preliminary Application Forms sent out.
7 November 2006
— ESC Congress 2007 Industry Site Visit, Vienna.
17 November 2006
— Deadline for receiving Preliminary Application Forms with priority status.
15 December 2006
— Documents for the preparation of the scientific programme sent out.
— Invoices sent out.
31 January 2007
— Deadline for receiving the complete scientific programme of the session.
1 March 2007
— Notification letters & assignments of rooms.
— Scientific programme of the session reviewed by the Congress Programme Committee
30 March 2007
— ESC Branding Guidelines sent out.
— Guidelines for Requirements and official suppliers’ references sent out.
4 May 2007
— 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).
29 May 2007*
— Deadline for receiving the corrected proofs.
29 June 2007
— Last deadline for payments.
July 2007
— All information concerning the Scientific Sessions and the Workshop Sessions will be available on the ESC Web Site: www.escardio.org
1 -5 September 2007
— ESC Congress 2007

*N.B. After this date no further corrections will be taken into consideration for the printing of the Final Programme.
1.3 European Board of Accreditation (EBAC) Accredited Educational Programmes

The European Society of Cardiology encourages Satellite and Workshop organisers to have their sessions accredited by EBAC. A Satellite Symposium or Workshop with EBAC accreditation will be officially announced as “EBAC Accredited Educational Programme supported by an unrestricted educational grant from …”

The European Board for Accreditation in Cardiology provides accreditation to educational programmes such as events and distance learning courses. EBAC is an independent body constituted by European specialists in cardiology and medical education. EBAC accreditation confirms the scientific & educational quality of a programme, and allows the participants to receive CME credits for the time spent in the educational activity.

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

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

c) Procedure to follow
Application for EBAC accreditation can only be submitted by national and international scientific 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

d) CME providers are expected to:
✓ Keep to deadlines
✓ Follow EBAC requirements concerning the publicity and the use of EBAC logo
✓ Distribute CME certificates to participants after the verification of their presence
✓ Send a post-course report to EBAC (template available on website)
✓ Host an EBAC monitor (upon the request of the EBAC Board)

e) Important dates
All deadlines (submission of a complete application form, printed material review) specific to EBAC Accredited Educational Programmes will be communicated in January 2007.

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

IMPORTANT
A Satellite Symposium or 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.
For more information you may contact the EBAC office (contact@ebac-cme.org) or 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 2007 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 the FOCUS Imaging Intervention sessions reach 800 and for the FOCUS Cardiology Practice sessions, 500.
✓ The FOCUS sessions run from Sunday morning to Tuesday lunch time 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 that field.
Areas to be covered in ESC Congress 2007 will include problems and issues in the fields of percutaneous coronary intervention and arrhythmia, echocardiography, MRI and cardiac surgery. Companies 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 for both FOCUS Cardiology Practice and FOCUS Imaging Intervention are now available. For further information contact Aine M Gately, Industry Relations Officer, agately@escardio.org directly.

Benefits to Industry associating with FOCUS Cardiology Practice and Imaging Intervention Sessions include:

✓ FOCUS Flyers placed within Delegate Bags at EuroPCR 2007 and ESC Congress 2007. 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
✓ Acknowledgement within the Final Programme of ESC Congress 2007
✓ The FOCUS Session Listing will be published through the ESC Congress 2007 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 company with the high scientific quality of these sessions and ESC Congress 2007 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 only 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 € 21,600 excl.VAT per session
Points awarded: 8
Priority status application deadline — 18 December 2006
1.5 Multimedia Products

Webcasts and CD-ROMs
Companies are invited to transform their Satellite Symposium at ESC Congress 2007 into a webcast or CD-ROM. Official ESC sessions as webcasts or CD-ROMs can also be sponsored. Perfect for post congress reference, target group reach and extend your Satellite Symposium message beyond the Congress gaining maximum exposure of your message captured as permanent archive/educational material.

For further information and pricing details, contact sponsorship@escardio.org.

FOCUS Session DVDs
FOCUS Session DVDs will enable you to provide sound and timely educational content to your wider target audiences. 1,000 copies are produced as the minimum quantity.

For further information and pricing details, contact sponsorship@escardio.org.

1.6 Poster Zone

At ESC Congress 2007, in addition to traditional posters, abstracts selected for poster presentation will be available in electronic format for the entire duration of the congress through a dedicated computer system either as part of the Poster Zone programme or as part of the electronic poster archive.

For delegates attending ESC Congress 2007, there will be unlimited access to the Poster Zone and poster archive 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 will be both an essential and popular aspect of ESC Congress 2007 offering the following benefits to the sponsor:

✓ Acknowledgement of the Associating company on ESC Congress 2007 website.
✓ Acknowledgement in ESC Congress 2007 Preliminary Programme online (launch December 2006)
✓ Acknowledgement in the ESC Congress 2007 Advance Programme (launch March 2007)
✓ Acknowledgement in the ESC Congress 2007 Final Programme on-line (launch July 2007) & printed (on-site)
✓ Acknowledgement in the ESC Congress 2007 Programme at a Glance (placed in each delegate Bag on-site)
✓ On-site recognition using Company Logo/Name as Screen Saver on poster zone PCs
✓ On-site signage/panels with Company Name and Logo throughout the poster zone.

Price: €150,000 excl.VAT Points awarded: 55
Priority status application deadline – 17 November 2006

1.7 Abstracts CD Rom

Exclusive Sponsorship of the Official ESC Congress 2007 Congress Abstracts CD ROM is available to Industry. This highly sought after CD Rom contains all accepted Abstracts at ESC Congress 2007, World Congress of Cardiology 2006, along with abstracts from ESC Congress 2005. Vouchers are placed in all Congress Delegate Bags for pick up from the sponsor’s booth.

Life-span: Permanent Archive/Reference material.

Cost € 253,800 excl.VAT Print-run 24 000
Points awarded: 94
Priority status application deadline – 17 November 2006

1.8 Highlights CD Rom

Exclusive Sponsorship is available for the sole post-Congress CD Rom with Highlights of ESC Congress 2007 which will represent a vital educational tool for cardiovascular professionals around the world. This extremely popular series will be produced containing over 20 hours of key sessions of the Scientific Programme of ESC Congress 2007 as chosen by the Congress Programme Committee. The sponsor of this extensive and valuable record of key sessions with audio and slide material will have their corporate name and Logo be displayed on the cover, inlay and rear of the CD-ROM box and on the entry/exit pages of the application.

Exclusive sponsorship ESC Congress 2007 CD ROM 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 2007 Congress Programmes and publications.

Life-span: Permanent Archive/Reference material.

Cost € 75,600 excl.VAT Points awarded: 28
Priority status application deadline – 17 November 2006
1.9 Compendium of ESC Guidelines – exclusive distribution from launch at the congress to November 1st including, and on-site distribution

Support, in the form of an Unrestricted Educational Grant, of the Compendium of the ESC Guidelines will ensure your company is acknowledged with corporate name and logo displayed on the inside front cover of the Compendium; on the voucher placed in every Delegate Bag and other placements yet to be defined. The supporting companies will also gain the right to distribute the Compendium exclusively from their company stands at ESC Congress 2007. By supporting the Compendium of ESC Guidelines each company may distribute copies from their stands along with distribution rights after the event up to 1 November 2007. This opportunity offers our industry partners a unique and high value means though which your company may associate with the educational and scientific message of the European Society of Cardiology.

The Support of the Compendium will offer each company:
Recognition as a Major Supporter of the Compendium (maximum 10 companies) on the inside front cover and beside the Guidelines Chapter of preference (corporate name/logo only).

Shared rights for each company to distribute the Compendium at ESC Congress 2007 from their stands.

Cost € 30,000  Shared Support excluding VAT
Points Awarded: 11  Maximum 10 companies
Priority status application deadline – 18 December 2006

Maximum exposure of Compendium support will be offered through the following means:
Acknowledgement on the promotional voucher highlighting the presence of this key ESC educational tool. These custom-made vouchers will be placed in all Congress Delegate Bags for pick up from the supporting companies’ booths.
✓ Acknowledgement of the associating companies on ESC Congress 2007 website.
✓ Acknowledgement in the ESC Congress 2007 Preliminary Programme online (launch December 2006).
✓ Acknowledgement in the ESC Congress 2007 Advance Programme (launch March 2007).
✓ Acknowledgement in the ESC Congress 2007 Final Programme on-line (launch July 2007).
✓ Full page acknowledgement in the ESC Congress 2007 Final Programme printed version.

For further information, contact Aine M. Gately, Industry Relations Officer; agately@escardio.org
CHAPTER 2

Exhibition

2.1 EXHIBITION GENERAL INFORMATION
The Procedure in a Nutshell
Exhibition Timetable
Exhibitor Badges &
Exhibitor Registrations
Access to Exhibition
Stand Activity and Promotion Regulations
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Rental terms
Cancellations
Rules and Penalties
Enforcement of these guidelines
Finale clause

2.4 EMERGING TECHNOLOGIES SHOWCASE AREA (ETSA)
Offer
Eligibility
To apply

"I loved the multi-cultural family of cardiology coming together to network, share ideas and enjoy life"

M.H., UK
2.1 General Information

Companies are invited to participate in the ESC CONGRESS 2007 Exhibition area showcasing their corporate message and/or products at this global meeting.

**Industry - Price:**

Applications submitted by 31 March 2007
1 m² € 270 excl. VAT

Applications submitted by 31 March 2007
1 m² € 300 excl. VAT

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

**Reduced Rate Exhibitors:** Publishers, Food / Nutrition Specialists & Not-for-Profit Organisations

**Applications submitted by 31 March 2007**
1 m² € 270 excl. VAT

**Applications submitted from 1 April 2007**
1 m² € 447 excl. VAT

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

**Deadline for applications with priority points status – 19 January, 2007**

**Application Deadline for Top 20 Points Holding Companies – 1 December, 2006**

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 2007. The overview below is not complete, we kindly ask you to refer to the rest of Chapter 2. Further information is available by contacting exhibition@escardio.org.

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

a) Study the floor plans and choose your preferred stand locations (list more than one option). Should there be no spaces of the size you have requested, select a stand number of the area of interest.

b) Fill out and sign the Exhibition Space Application Form located in the appendix of this document, and return it to the ESC Congress & Industry Services Department. Fax: +33-4-92 94 76 26 before 19 January, 2007.

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

c) For companies in the top 20 ranking of the Accrued Points System for 2007, applications should be received & location choices confirmed by 1 December, 2006.

d) Note that Application Forms received by the ESC before 19 January, 2007 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 ESC CONGRESS 2007 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. Reach this page directly: http://www.escexhibition.org/Vienna07/default.aspx.
Carefully read the three “Updates” which will be on-line from April 2007 onwards. 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 2007, 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) Send a description of your product and/or company to exhibition@escardio.org by 2 May 2007 for publication on-line.

h) Submit a detailed stand drawing to the ESC Congress & Industry Services Department before 18 May, 2007. Without an approved stand drawing the stand may not be constructed.

i) Send your request for free Exhibitor Badges (number of badges depends on area rented) to exhibition@escardio.org using the form provided by 27 June, 2007.

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

k) Carefully study the timetable for construction, exhibition opening and dismantling timelines. Note that this year the construction starts on Monday, 27 August (may be updated within the access schedule distributed in Update 1, April 2007 – see www.ESCExhibition.org) and must be finished by 18.00 on Friday, 31 August, 2007.

ADMISSABLE EXHIBITS
The exhibition accompanying ESC Congress 2007 is a technical and scientific display of current and future healthcare practices, goods and services relevant to the field of Cardiology. Industry active in the research, production, approval, marketing and distribution of such goods and services are invited to participate.

In addition, certain other types of business are invited as exhibitors: publishers, booksellers, food and nutrition specialists, companies advertising sporting and healthy-lifestyle goods as well as non-profit healthcare organisations and academic institutions.

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

Companies new to the annual Congress of ESC are required to submit a statement of their product / service offering on the exhibit application form. The ESC reserves the right to refuse admittance of inappropriate or non-cardiology related products or services to the exhibition unless they are deemed by ESC to add value to the Congress experience for delegates.

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

Monday, 27 August
08.00-22.00 Hall access to personnel for construction
Vehicles
08.00-13.00 Vehicle access to fairground for stands over 600m²
13.00-18.00 Vehicle access to fairground for stands over 300m²

Tuesday, 28 August
08.00-22.00 Hall access to personnel for construction
Vehicles
08.00-13.00 Vehicle access to fairground for stands over 150m²
13.00-18.00 Vehicle access to fairground for stands over 100m²
**Wednesday, 29 August**
08.00-22.00 Hall access to personnel for construction

**Vehicles**
08.00-18.00 Vehicle access to fairground for stands over 30m²

**Thursday, 30 August**
08.00-22.00 Hall access to personnel for construction

**Vehicles**
08.00-18.00 Vehicle access to fairground for all stands

**Friday, 31 August**
08.00-18.00 Hall access to personnel for construction; stand decoration is still possible until 22.00

All construction complete by 18.00; goods must be removed from aisles

**Vehicles**
08.00-19.00 Vehicle access to fairground for all stands

No further vehicle access to fairground until 21.00, 4 September, 2007. Daily deliveries should be sent to Fairexx office, where transport to exhibit area may be arranged.

**Saturday, 1 September**
08.00-12.00 Stand decoration only, to be completed by 12.00

Incomplete stands and no-shows by 12.00 will be walled off and goods removed into storage, at exhibitors cost. Acceptance of this condition is a term of exhibit space rental.

08.00-16.00 Meetings may be held on stands

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

✓ 16.30 Official Opening Ceremony (in “Vienna” session room, Zone 5)

✓ 17.00 Exhibition halls open (all stands must be staffed)

✓ 17.30 Opening reception in exhibition halls

✓ 20.00 Building closes

**Sunday, 2 September**
09.00 - 18.00 Exhibition open
08.00 - 19.00 For exhibitor badge holders

**Monday, 3 September**
09.00 - 18.00 Exhibition open
08.00 - 19.00 For exhibitor badge holders

**Tuesday, 4 September**
09.00 - 18.00 Exhibition open
08.00 - 19.00 For exhibitor badge holders

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

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

**Wednesday, 5 September**
The exhibition will not open to delegates on Wednesday, 5 September

08.00 - 13.00 No dismantling and no vehicle access to fairground

13.00 - 24.00 Dismantling – full vehicle access to fairground

**Thursday, 6 September**
08.00 - 24.00 Dismantling – full vehicle access to fairground

**Friday, 7 September**
08.00 - 13.00 Dismantling – full vehicle access to fairground (last day)

From Saturday, 1 September until Tuesday, 4 September:

Stand personnel may enter the Building one hour before the opening of the Exhibition. Delegates should not pass through the exhibit area before 9.00 or after 18.00, however we strongly urge you to secure your stand against theft or damage when the stand is not manned. ESC also recommends exhibitors arrange adequate insurance cover. Neither ESC nor Messe Wien will be liable for any losses, unless where a negligent act or omission on the part of either body or its staff is established.

**DAILY BREAK TIMES**

✓ Morning Coffee 10.00 - 11.00
✓ Lunch 12.30 - 14.00
✓ Afternoon Coffee 15.30 - 16.30

**EXHIBITOR BADGES**

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

Individuals wishing to visit the exhibition should purchase a delegate registration (full or day access). The practice of selling or promoting a product or service outside of a registered exhibit area is strictly forbidden. Persons not respecting this rule will be escorted from the Congress Center and any right to participate held by such persons will be directly withdrawn.
Exhibitor & Group Registration
Exhibitors are obliged to wear their official ESC Congress badges clearly visible at all times when in the exhibition area or any other part of the Building. The wearing of any other badge, including company ID badges is not sufficient and will be considered as a violation of the Guidelines for Industry Participation. Exhibitor badges are for exhibiting company employees and agents of such companies only.

Validity
Exhibition badges will give access to lectures when space is available. Full fee paying participants will have priority and exhibitors are reminded to follow the advice of door security staff. Exhibitor badges do not give access to Satellite Symposia organised by other organisations. When companies apply for badges they undertake to provide them to company employees only. Proof of affiliation will be requested.

Diamond Exhibitor Registrations
A second level of registration is offered for senior staff of major exhibits which form a foundation of the cardiovascular exhibition. These registrations are without restrictions and offer guaranteed access to lectures and other educational programmes, as with a full delegate registration. In addition, each Diamond Exhibitor may collect a Congress bag and invite up to 3 guests into the exclusive Diamond Exhibitors Lounge, a new area for senior Industry delegates to meet with their valued guests.

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

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

Access to Halls
Individuals without badges will not be allowed into the exhibition halls. It is the responsibility of the exhibitor contact person to ensure that all staff, visitors, stand personnel, etc. are aware of this restriction. Exceptions will not be made and the ESC will not be held responsible for any loss suffered by the exhibitor as a result of such an oversight.

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

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

Additional Exhibitor Badges
If the number of free Exhibitor badges is insufficient, extra badges, with company name or individual name, may be purchased. All Exhibitor badges must be ordered using the ESC E-mail Badge Form, available on line at www.ESCExhibition.org. Deadline for free exhibitor badge order is 27 June 2007.

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

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

Unused badges will not be credited, regardless of circumstances.

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

<table>
<thead>
<tr>
<th>Stand size between:</th>
<th>Free Badges:</th>
<th>Diamond Exhibitor registrations</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 and 49 m²</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>50 and 99 m²</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>100 and 199 m²</td>
<td>45</td>
<td>1</td>
</tr>
<tr>
<td>200 and 299 m²</td>
<td>55</td>
<td>2</td>
</tr>
<tr>
<td>300 and 399 m²</td>
<td>65</td>
<td>4</td>
</tr>
<tr>
<td>400 and 499 m²</td>
<td>75</td>
<td>6</td>
</tr>
<tr>
<td>500 and 599 m²</td>
<td>85</td>
<td>8</td>
</tr>
<tr>
<td>600 and 699 m²</td>
<td>95</td>
<td>10</td>
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<tr>
<td>700 and 799 m²</td>
<td>105</td>
<td>15</td>
</tr>
<tr>
<td>800 and 899 m²</td>
<td>115</td>
<td>20</td>
</tr>
<tr>
<td>More than 900 m²</td>
<td>150</td>
<td>25</td>
</tr>
</tbody>
</table>

Badge Fees + VAT
- Early fee (until 22 July 2007) €60 (+VAT)
- Late fee (from 23 July 2007) €75 (+VAT)
- Name change (until 22 July 2007) €25 (+VAT)
- On-site fee €75 (+VAT)
- Lost badges will not be replaced – a new badge must be purchased

Group Registration (Delegates)
Companies paying for the registration fees of their invited guests, may register them as group. This online group registration process will be available from January 2007: for information, see http://www.escardio.org/congresses/esc_congress/esc2007/registration-hotels/ or contact groups@escardio.org.

ACCESS TO EXHIBITION

Access to Exhibition when Closed (Full-fee paying delegates)
For Security reasons, access to the Exhibition outside of opening hours is limited to persons holding an Exhibitors’ badge. For Industry staff registered as full fee paying delegates, affiliated with an Exhibiting Company requiring access to the Exhibition Hall during closed periods, badges can be validated for exhibit access with a green sticker. These stickers are available from the Exhibitors Registration Desk and must be returned at the end of each Congress day.

Work Passes
In the interest of safety only those individuals directly responsible for the construction and dismantling of exhibits will be permitted in the exhibit areas during the construction and dismantling periods. To this end, work passes will be given out from the FAIREXX office at the freight entrance during construction and dismantling phases. Under no circumstances will guests be allowed in the exhibit areas until 17.00 on Saturday, 1 September 2007.

Work passes are valid during the construction period from Monday, 27 August, 08.00 hours until Saturday, 1 September, 17.00 hours and during the dismantling period from Tuesday, 4 September, 18.00 hours until Friday, 7 September, 13.00 hours. Registered Exhibitors may gain access to the exhibition halls during installation and dismantling times by showing their Exhibitor badge at the entrance.

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

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

STAND ACTIVITY AND PROMOTION
Each Exhibiting organisation will receive an index listing within the Final Programme of their company address and will be mentioned (company name & stand number) within the Exhibition floorplan given to delegates, as well as an online entry on www.escardio.org. Deadline for submitting your company product description form (to produce the online entry) is 2 May, 2007.

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

All stand activities must be submitted, using the form provided with Update 2, for the approval of the ESC by 27 July, 2007. After this date the ESC cannot guarantee approval. Non-approved stand activities will result in the exhibitor being obliged at their own expense to discontinue any such activity on-site and may risk penalties.

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

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

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

The Exhibitor is entitled to photograph or film his own exhibition stand during exhibition hours. Filming is also allowed by Industry in other areas of the Congress for a fee of €100 + VAT when arranged in advance. Contact exhibition@escardio.org or telephone +33 492948668.

The services of an official ESC photographer will be offered to exhibitors, details in Update 2 in May 2007.

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

Quizzes & Activities with Winners
Exhibitors shall refrain from:
 — holding lotteries
 — organising games of chance
 — using “market stall” techniques
 — distributing ‘gimmicks’ without scientific or product references

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

Quiz Times Allowed
Quizzes may be operated at any time during exhibition opening hours providing the focus is on the science presented on the exhibit.

Quiz Prizes
Participation can be rewarded with a prize. However, the prize should be the same for everybody. “Drawing winners” is not allowed. Maximum purchase value of prizes must not exceed €10 and all prizes should be declared to ESC using the form available for this purpose, see http://www.escexhibition.org/Vienna07/default.aspx. Certain items such as digital cameras and MP3 players are not considered appropriate – prize approval is at the discretion of ESC. For more advice on prize approval before placing orders for prize material, contact exhibition@escardio.org.

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

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

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

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

Giveaways
Notwithstanding the legal responsibilities of each Exhibitor at his own stand, the Board of the ESC has
accepted the policy that small giveaways are acceptable at the exhibition with a maximum retail value €10 (i.e., key-rings, laser pointers etc). The distribution of giveaways should be low profile and should in no way overshadow the main activity of the stand. The activity must not disturb neighbouring stands or cause queues outside the stand area.

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

Distribution of Giveaways and printed materials
Distribution or display of materials by an exhibitor or its agents is limited to:
✓ the company’s exhibition space
✓ the “Information Tables” which will be specially set up for that purpose and marked as such
✓ Industry Welcome Desks

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

These restrictions begin Saturday, 1 September 2007 at 08.00 hours and continue until Wednesday, 5 September 2007 at 18.00 hours. Companies organising Satellite Symposia should refer to Chapter 1 of these Guidelines.

Items Which May be Advertised
It is prohibited to advertise goods and services which have not been admitted (see Exhibition Space Application Form) to ESC CONGRESS 2007 or to make publicity for organisations which do not occupy stand space at ESC CONGRESS 2007. Exhibitors should be aware that they are held responsible for any material on which their logo and / or name appears. This applies especially to Congress and Seminar brochures produced and distributed by a third party.

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

Prohibited Activities
Exhibitors are not allowed:
✓ To display or use names or trademarks which may be misleading or cause hindrance to the Exhibitors at other stands or to visitors to ESC CONGRESS 2007
✓ Barring exemption applied for and granted, to sell goods against surrender of the purchased items or to receive money in any way for goods sold or offered for sale or for services rendered
✓ To affix sold-tags to goods on display
✓ To remove exhibits from the stand, to add exhibits to the stand or to cover (parts of) exhibits on the stand

Stands should not be dismantled or removed prior to the end of the congress, Wednesday 5 September 2007 with the exception of valuable items (e.g. machinery, devices, books).

Staffing on Booths
The space assigned to the Exhibitor shall be staffed at the beginning of the exhibition on Saturday, 1 September, 2007 at 17.00, during the opening hours of the exhibition as well as during the construction and the dismantling and removal of the stand. The Exhibitor shall make sure that either he/she or a person authorised by him/her is present at the site at all times. Unattended booths are a security risk to the exhibitor and, during open periods, are discourteous to delegates, fellow exhibitors and the ESC. Such cases will be considered as a violation of the Guidelines.

Promotion Rights
The use of any ESC corporate branding and visuals (such as logos, images, graphics, graphic chart) is strictly forbidden in any advertising, publicity, signage, product, printed matter, film, video, other media, etc. without prior request and subsequent written approval from the ESC. A copy of the ESC Corporate Identity Rules and Regulations, the Branding Guidelines and ESC Corporate Logos and Visual form request may be obtained at following web address: www.escardio.org/bodies/about/ TermsConditions/corporate_identity.htm. For further information please contact marketing@escardio.org.
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, Exhibitors' listing, or any similar material posted on ESC Websites.

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

A graphic of the Congress Centre including ESC Congress 2007 usage will be made available for Industry use — only this version should be reproduced.

**Pharmaceutical Product Promotion**

Exhibitors showcasing pharmaceutical (or pharma-dependent) products are advised to consult the advice of the Codes of Practice for the Promotion of Medicines presented by Pharmig, representing Austrian pharmaceutical industry interests, as well as European (European Federation of Pharmaceutical Industries & Associations) and International (International Federation of Pharmaceutical Manufacturers Associations) bodies. Each of these Codes is available online.

Pharmig:

EFPIA:

IFPMA:

In all cases, exhibitors are responsible for ensuring that their promotion during the Congress is legally and ethically acceptable in Austria.

**STORAGE**

Empty packing cases must be removed from the exhibition halls by 18:00 on Friday, 31 August 2007. You should therefore make prior arrangements for the safekeeping of such items with the appointed official forwarder and lifter, Fairexx GmbH, or with your own shipping agent.

Storing materials in the spaces behind or close to stands not rented by the exhibitor is not permitted. Where possible, ESC will arrange logistics / meeting rooms for hire near the exhibit area. In such cases, exhibit suites will be offered to all exhibitors on a ‘first come, first served’ basis in either Update 1 or Update 2 (May or June preceeding the congresses).

**RIGHT OF ADMITTANCE RESERVED**

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

**Children**

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

**Animals**

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

**2.2 Exhibition Technical Guidelines**

- Overview Information
- Stand Construction
- Cleaning and Refuse
- Fire and Safety Regulations
- Electricity
- Catering
- Telephone and Fax
- Logistics: Customs, Transport Handling
- Goods Reception, Delivery Addresses, Vehicle access

**OVERVIEW INFORMATION**

Important Notice: All Exhibitors must submit a detailed stand drawing to the ESC Exhibition & Congress Services Department before 18 May, 2007. Without the written approval of the ESC the construction of any stand is prohibited.

**Exhibition Area**

The exhibition accompanying ESC CONGRESS 2007 will be held in Halls A & B of Messe Wien, named Zones 2 and 3 for ESC Congress 2007. All services (water, electricity, internet, etc. have been arranged for the exhibitors and the Congress participants.
electricity, telephone, compressed air, etc.) will reach stands via the service ducts located on the floor. Connections to these services must be made by official building contractors only.

**Hall Information**

- Gross area dedicated to exhibits approx. 19,000 square metres
- Ceiling height 8.5m (support beams) in most areas, however this differs against some walls and under the first floor restaurant in Zone 3
- Ground resistance: Zone 2 (Hall A) – 1600Kgs/square metre
- Ground resistance: Zone 3 (Hall B) – 5000Kgs/square metre
- Limited natural light
- Carpeting colour within aisles is mid-grey (unless laid by an exhibitor)
- Electricity, water, waste & telecoms delivered by service ducts at floor level (every 8m in a grid pattern)
- Emergency exit doors not marked with directional arrow on floorplan are likely to be closed during the event
- Loading doors 4.50m wide and 4.40m high, pedestrian doors 2.10m high
- First Aid is located in the Messeturm (Zone 1) and Zone 5
- Hall management is located in the north of Zone 2 and in Zone 3, on level one - underneath the restaurant

**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 €407 excluding VAT per square metre; a reduced rate of €270 excluding VAT per square metre is offered to publishers and booksellers. For late applications arriving after 31 March 2007 the rental price rises to €447 per square metre and the reduced price to €300 per square metre. The minimum stand size is 9 square metres.

**Exhibition Services**

The full range of exhibitor services, from infrastructure (electricity, water, telecoms) to operations (catering, badge readers, staffing) to project planning (Guidelines for Industry, exhibitor badge orders) will all be offered online on the ESC’s own Exhibitors’ support web area.

The address is [www.ESCexhibition.org](http://www.ESCexhibition.org) – choose the event icon ESC CONGRESS 2007. This will take you to a page where you can download the order information & forms which you require. There is no need to log in but you should have Adobe Acrobat installed to read PDF documents. If you don’t already have Acrobat, follow the link on the same web page.

**Stand Module**

Those exhibitors who will need to rent a standard exhibit stand module are urged to use the services of the Building. A choice of three turn-key stand solutions is available at attractive package prices for stands up to 25m², named Basic for Industry, Contur for Industry and Expert for Industry. Each includes walls, storage cupboard if space allows, counter & 2 stools, table & 3 or 4 chairs. Electricity connection (1kW) & consumption, 2 spotlights & daily stand cleaning are included in each module price.

**Stand Dimensions**

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

**Service Points**

**Electricity, Water, Waste & Telecommunications**

Access points at any given location may be supplying services to other exhibitors, therefore some stand areas may have cables / pipes within their area feeding other locations. For aesthetic reasons it may be necessary to shield these pipes or in extreme cases install a platform floor; in such cases ESC will advise exhibitors at the earliest opportunity. Any additional costs arising will remain the responsibility of each exhibitor.

**Numbering**

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

**Loading/Unloading**

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

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

Motorised vehicles, pallet trucks or any form of trolley are strictly not permitted within the Exhibition areas during the congress opening times.
Payment
For all goods & services ordered through Messe Wien and its own suppliers, payment is required upon receipt of invoice before stand construction starts. Late orders may be subject to a surcharge (see exhibitors’ services catalogue).

On site orders must be settled before the service is provided and for certain services such as telecommunications, onsite fulfillment may not be possible for logistics reasons. If ordering on-site, exhibitors will be required to settle bills by payment card (Visa/American Express).

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 Messe Wien (the Building) or its partners/suppliers, Fairexx, PC Loc and/or the ESC.

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

This information must be sent to the ESC preferably by email to exhibition@escardio.org or Fax: +33-4-92 94 76 26 before 18 May, 2007. The drawings must clearly indicate the planned layout, equipment and furnishing of the stand, including the signage and visuals. Also indicated must be the location of power outlets, electricity cables, moving parts, details of raised floors, water as well as telephone and ventilation installations.

Please supply:
— a SCALED top view drawing
— a SCALED side view drawing
— a three-dimensional drawing (or photograph)

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

Responsibility to Neighbouring Stands
The ESC Congress is a long standing event with a reputation of equity in its dealings with all participants. The responsibility of ensuring a fair and balanced experience for all is shared by all participants. Each exhibitor is asked to consider; therefore, the impact of 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
ESC will send an approval to the Exhibitor and/or the exhibitors’ agent. Only with this approval shall the stand be deemed eligible for construction.

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

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

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

Stand Selection: areas under 100m²
When selecting a stand area, exhibitors should consider the impact of large stand areas (100m² or more) on the local area. Constructions are proportionate to stand area rented and this will have a clear impact on the visibility of adjacent exhibits.

Shell Scheme Stands
Shell scheme stands (9m² – 25m²) provided by the Building will be uniform stands with uniform graphics, height and design. Partition walls will be 2.5m high, graphics & signage may rise 0.5m further.

Stand Height
If so desired, exhibitors with stands larger than 25m² can submit a request in writing to obtain permission to exceed the standard height of 2.5m. All designs over 2.5 metres high will be judged on transparency, size, location and volume.
Based on a design being approved, the maximum construction heights authorised are as follows, depending on area rented:

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

**Stand Transparency**

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

As an example of assessment criteria, high walled areas forming large storage rooms may block neighbours unreasonably and in this case, will not receive approval. A high tower to attract attention (not blocking neighbours) is likely to be approved. For aesthetic reasons, ESC does not advise constructions rising floor to ceiling.

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 several constraints attached to island stands, those with four open sides. Since these constraints apply to "open" sides of a stand, exhibitors planning an enclosed stand (a solid structure with covering) are advised to seek corner or in-line locations when selecting a stand location.

**Allowed Stand Types (No Two Storey Structures) & Aisle Carpeting**

Two-storey structures are not allowed. Arches, bridges or similar constructions connecting two or more stands are not allowed. L & U shape island stands are not encouraged.

Two or more stands hired by the same company can only be connected by carpeting the corridor between them. Such space is let at 25% of the standard square metre price (€101.75).

**Separation Walls**

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

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

In cases where an exhibitor fails to supply & install necessary separation walls by 18:00 on Friday 31 August 2007, ESC will arrange for walls to be erected (and floor covering to be laid, if necessary) at the exhibitor’s expense.

**Back Walls**

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

**Open Sides of a Stand**

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

It is not allowed to erect walls, glazing or other constructions on or within 30cm of the perimeter of island stands. This also applies to the open sides of peninsula, corner and 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.

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

**Positioning of Stand**

Access to the doors, windows, fire alarms, hydrants, portable fire extinguishers, fuse boxes, line poles and circulation routes must be kept free from obstructions at all times.
Stand Flooring
The stand floor must be adequately covered, for instance with carpeting or carpet tiles. The floor area of the stand must not be covered with paint or glue. Carpeting must only be held in place by its own weight on the floor or by adhesive tape. These items must be removed by the Exhibitor at the end of the exhibition. It is forbidden to place mortar directly on the floor, to nail with percussion tools or to paint with spray guns.

Positioning of Exhibits
The Exhibitor is not allowed to place articles to be exhibited in a manner which, in the opinion of the ESC, affects or hinders neighbouring stands, e.g. with regards to the visibility of the neighbouring stands. Articles to be exhibited must be kept within the stand perimeter. The exhibit should pose no danger to participants.

Any structural or display element which does not satisfy the organisers and/or venue officials in terms of safety must be made safe or removed.

Auditoria & Presentations
Companies wishing to arrange or sponsor sessions are invited to arrange a satellite symposium or workshop, as detailed elsewhere in these Guidelines. Exhibit space is intended to display scientific information on products and/or services, therefore positioning auditoria on stand areas is not permitted. This does not exclude companies from giving product-based presentations, but the area set aside for an audience should not resemble a theatre — therefore no more than twenty seats should be provided and this area should not be covered. It should be positioned well within the stand area (not less than three metres from the stand perimeter).

The focus of presentations should be product-related information and not presenters themselves. Celebrated or costumed presenters may be employed as long as they are not central to the presentation or its publicity. Where Key Opinion Leaders (KOLs) are employed as presenters, their presence should be discrete and not publicly advertised.

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

Exhibitors who use such platforms should bear in mind:
✓ The platform must allow easy access to those in wheelchairs; part or all of the edges must be sloped for this purpose on each open side of the stand
✓ The maximum height allowed, measured from floor level to the top of the platform is 0.14 m without protection by a balustrade of at least 1.2 m in height
✓ For platforms in excess of 0.5m a construction safety certificate, signed by a qualified technician, must be submitted
✓ The platform sides must be closed and neatly finished
✓ The platform edges must be safe (secured shape & easily visible)
✓ Platforms should be placed within the stand perimeter
✓ The platform must allow easy access to service points in case venue technicians require access

Load Capacity (Floor)
The maximum permissible load on the floors of the building is between 1600Kgs/square metre and 5000Kgs/square metre, depending on area.
✓ Ground resistance: Zone 2 (Hall A) – 1600Kgs/square metre
✓ Ground resistance: Zone 3 (Hall B) – 5000Kgs/square metre

Stand Roofing
Stands may be covered by a roof insofar as such roofs are in compliance with the fire protection regulations in Vienna, Austria. All horizontal decorations, ceiling areas and roofs require prior approval by the ESC and must be co-ordinated with the Building. For safety reasons, all ceilings must use a flammability standard B1, smoke emission standard Q1 and drop formation standard TR1 cloth.

For further information, please contact Mr Martin Kreidl from the Building Technical Department, email Martin.Kreidl@messe.at.

It should be kept in mind that stand ceilings may be seen from an upper level in Zone 3 and in this case, the finishing should be decorative. To achieve an overall pleasant appearance, ESC may demand changes to roof exteriors. In such cases, exhibitors will be responsible for costs arising from this.
Access to Stand
Exhibitors are obliged to grant official supervisory staff and accredited representatives of Messe Wien access to their stands.

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

Due Diligence
All stands, materials, installations, advertising supports, etc., must conform to public safety requirements in the host country and the E.U. Where these differ the safest standard must be met.
All entities involved in ESC Congress must have adequate insurance to cover claims arriving from industrial accidents and public safety, whatever the cause.

Exhibitors and their contractors must abide by current legislation in Austria with regard to the prevention of occupational hazards which apply to the work being carried out. Particular care should be taken during construction and dismantling periods; un-safe working practices will be stopped by the organiser in the interests of public safety.

Here are some examples of non-safe working practices mentioned above (this list is illustrative and not exhaustive):
✓ working at height without safety lines
✓ working underneath hazards without protective headwear
✓ conducting hot work (e.g. welding) in an unsafe area and/or without fire extinguishers close by
✓ not using protective clothing & footwear whilst using dangerous power tools
✓ blocking emergency escape routes
✓ Poorly stacked goods
✓ Unqualified staff performing electrical work

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

Construction
The ceilings, 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.
Notwithstanding the above, columns may be covered insofar as they are not damaged and height restrictions are respected. Fire appliances must remain accessible.

Connection panels located on the hall floor must be accessible for inspection at all times.

Suspension Points
It is forbidden by the organiser to hang or drop anything from the ceiling or walls of the Building.

Air Conditioning
Devices with hot air condensation are prohibited inside the halls.

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

Set-up - Access Time Slot & Deadlines
Access to unloading area and halls for construction shall be according to a schedule published at the start of this chapter. Priority will be decided based on the size of stand area under construction and other considerations such as availability of hall. Agencies responsible for construction of more than one stand may apply for a time slot based on the combined area for which they are responsible. Contact exhibition@escardio.org in this case.

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

CLEANING & REFUSE
Refuse Collection
During Exhibition opening times the ESC shall see to the regular general cleaning of the Building and the aisles – that is, daily waste left by delegates. Exhibitors are responsible for cleaning their own exhibit and disposal of waste generated before, during and after the event.
Exhibitors should manage (contract and pay for) their waste removal through the official cleaning company, NeoClean. An order form is online at http://www.escexhibition.org/Vienna07/default.aspx.

NeoClean
Ecotrade Center Vienna
Trabrennstraße 5/top2
A-1020 Vienna
Austria
Phone +43-1-726 16 17 — Fax +43-1-726 16 17
office@neoclean.at

‘Wild tipping’ or disposing of bulk waste within fairground without payment will be considered a serious violation of these Guidelines, the responsible Exhibiting company faces a minimum penalty of losing all accrued points for the ESC CONGRESS 2007 event.

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.

**General Materials**

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

**Special Messe Wien Regulations Concerning Stand Assembly and Equipment**

The construction of pavilions, kiosks, lean-to roofs, special advertising objects, towers, aerials, construction cranes, the installation of gas and water connections, particularly large stand or hall decorations, stand heating systems, the demonstration or operation of espresso machines, steam or pressure cookers, compressors, steam or compressed air driven machinery, lifting equipment and suchlike, industrial heaters, fryers, cookers or hot-plates, welding equipment, propane gas systems, gas or oil fired furnaces, h.v. fluorescent lighting systems, advertising films of 35 mm gauge upwards, operation of apparatus for payment, and the exhibition or use for exhibition purposes of inflammable, explosive, radioactive, burning or red-hot materials, must be reported to the Technical Services Department of Messe Wien and shall require the Company’s permission as well as an official permit, if applicable.

Electric radiators with exposed elements may only be operated for short periods, for demonstration purposes. For safety, heating and ventilation reasons, it is forbidden to build over any areas of the stand walls containing power lines, or heating or ventilation vents.

**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.

Normally, illuminated signage, fire extinguishers, fire hydrants or other protective equipment or material may not be covered or obstructed.

In cases where fire equipment is mounted on a wall or column and approval has been given by the organiser that this structure may be covered, the fire equipment must remain accessible and internationally recognisable signage used to identify its location.

**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 fireproof. 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.

The use of plastics or expanded plastic materials for stand decorations or lettering is conditional upon presentation of certification proving that the requirements of flammability standard B1, smoke emission standard Q1 and drop formation standard TR1 have been met. 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 materials meeting the European safety norm EN13501/1 to class B1 standard.

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

Where stands have structural elements that are neither fire resistant nor fire retardant, these must be given a coat of paint containing a fire retardant material. Wooden elements with be planed paper coverings must, wherever possible, be pasted to walls. Inflammable artificial silk may...
not be used for decorations. Stand or aisle ceilings (e.g. Vela) must be rendered fire resistant by treatment with a protective material. Wall or ceiling elements endangered by heat sources must be protected by asbestos without obstructing ventilation. Packing materials may not be stored at stands.

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

**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 (email Martin.Kreidl@messe.at) 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. Balloons filled with flammable gas are not permitted within halls (the only authorised gas is helium). Welding and spraying work within the confines of the exhibition premises is prohibited. Only fireproof adhesives may be used for gluing work within the exhibition premises.

**Open Fire**
The use of open fire or unprotected flames is prohibited.

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

**Hot Work**
Hot work such as welding, soldering, cutting, and circular-motion grinding, drying, heating, or work over naked flame is not allowed within Messe Wien.

**Emergency Exits**
Escape routes 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 demonstrations.

**Goods Not Allowed**
The following goods are not admitted to the Building:

- Goods causing nuisance by their smell or otherwise, or appliances emitting objectionable noises or radiating disturbing light; any hazardous objects that have not been mentioned in the stand construction design but have been introduced by the Exhibitor.
- Cordless communication devices may be used as long as they do not interfere with Messe Wien’s own appliances. Exhibitors wishing to use these devices should notify the brand name, frequencies to be used and range when submitting a stand design for approval.
- Any machine (generating sets, compressors, etc.) with an internal combustion engine, whatever the use, is forbidden inside the Building.
- Empty packaging, rubbish, trash, wood, paper, straw, cardboard and other flammable material must not be stored in the halls.
- 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 (email martin.kreidl@messe.at) as soon as possible following allocation of a stand area.
- Exhibitors are fully responsible for all displays and demonstrations they hold.
- Exhibitors requiring Guards are invited to return the order form for Security staff - see the ESC CONGRESS 2007 page of www.ESCExhibition.org.
- Valuable Goods
The Exhibitor shall be responsible for the surveillance of his/her stand and exhibit during the exhibition opening hours. Exhibitors are recommended to pay closer attention to the exhibits during the stand construction and dismantling periods. Valuable objects, which may easily be removed, should be locked away during the night. The ESC accepts no responsibility for goods stolen from exhibits at any time.

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

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

Insurance
While on the premises, exhibition goods and packaging materials shall be insured at the expense and risk of the Exhibitor. Exhibitors should therefore contact their own Insurance Company or use the corresponding order form. Exhibitors will be liable for the safety of participants on and around their stand area. In accepting ESC terms of sale, the Exhibitor undertakes to indemnify the ESC against any and all losses resulting from an unsafe construction, unsafe exhibits or the actions / inactions of its staff.
The ESC requires all exhibitors to provide adequate insurance cover for public liability protection.

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

Connecting to Mains
Stands can only be connected to the Building’s electricity mains by the electricians authorised by the Building. Should unauthorised connection damage the power distribution system or connected plants, the Building will demand compensation from the company responsible for the connection. 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 single-phase current
- 400 Volts three-phase current
Supplies will be switched off each day 1.5 hours after the Exhibition closes

Dismantling
On 4 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 (18 May 2007, latest).

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.
Installation work may only be performed by licensed companies which are answerable to the authorities.
Connection to fuse boxes may only be carried out by companies authorised by Messe Wien.
The installation of neon lights and demonstration of electric ovens or heaters of all kinds require a written permit from Mag.-Abt. 36 and Mag.-Abt. 35, Dresdner Strasse 75, A-1200 Vienna, which must be obtained by the exhibitor.
Electric radiators and heaters with exposed elements may only be operated for short periods, for demonstration purposes.
At the time of the official inspection, the relevant reports on the wiring including official form VD 390 (information on connections) must be presented to the Technical Services Department for submission to the authorities.

Electrical Equipment Specifications
Electrical equipment must be installed, maintained and operated in accordance with the relevant regulations, and must be subjected to an official inspection prior to the exhibition. Electrical machinery, transformers and appliances must be provided with regulation protective equipment such as circuit-breakers, earths and TN systems. High-voltage equipment such as fluorescent tubes, X-ray or large high-frequency apparatus requires special permits, for which exhibitors must apply to the City Council in good time, furnishing a technical description and sketch drawn up by themselves or their electrical contractors. Prior to all events applications must be made to the City Council for inspection of all electrical equipment and wiring. The ESC shall, through RMW, appoint a licensed electrician to supervise and maintain electrical equipment – including exhibits – for the duration of the event.
Special Regulations for Electrical Installations

Lines must be laid in accordance with the special regulations for industrial premises and storerooms subject to potential fire hazards, and those for damp rooms where applicable. Main services in exhibition halls may be exposed, provided that they are insulated and are mounted in insulators or porcelain cups, that the live cables are at least 5 cm apart, that they are protected from possible damage either by their positioning or by other appropriate measures and that they cannot enter into contact with inflammable materials. Mobile lines must normally be ordinary or heavy tough-rubber-sheathed (t.r.s.) cables. Use of lightweight cables should be kept to a minimum, and they should not be secured with clamps or nails or laid in contact with inflammable materials. Cables laid on the floor must be protected from mechanical damage. All cable connections must be clamped, soldered or reliably insulated.

Gas and heating pipes may under no circumstances be used to connect earth wires, and water pipes may only be used with the consent of the City Council.

Distribution boards, controllers, resistors, motors, switchgear, heating elements, etc., must be so installed and protected as to be inaccessible by visitors, and to be at a sufficient distance from inflammable materials, if necessary, by placing them on fireproof bases; they must be so installed that fire hazards and accidental contact with live parts are excluded.

Distribution boards and switchboxes shall be made of fireproof materials such as masonry or sheet metal. Electric radiant heating ovens and heaters with exposed elements may only be operated for short periods for demonstration purposes. Resistors must be so shielded as to prevent objects from being deposited on them. Distribution boards must be mounted at reachable height, and wiring circuits must be clearly and legibly marked. Only regulation fuses may be used. Bypassing of fuse-links by means of metal objects is prohibited. The pins of plugs used to connect appliances must have protective shrouds of sufficient height, and sockets must be installed at the end of the feeder cables. Candle lamps may not have inflammable lampholder carriers or shades.

Filament lamps must be equipped with shock protected lampholder carriers, and may not be surrounded with paper or fabric, or be in contact with inflammable fabrics. Glass globes, or large glass panes in suspended light fittings or on circulation routes, must be equipped with wire mesh reinforcements directly attached to the fittings. Intense light sources must be so fitted or shaded that passers-by are not dazzled.

Battery terminals must have all-pole protection corresponding to the conductor cross-section in question.

Reliable Supply

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

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

Water Supply and Drainage

Water supply order form will be available at www.escexhibition.org. The Building cannot accept responsibility for interruptions or pressure irregularities in the water supply. Where water is used as part of a display, the construction agency responsible must ensure electrical installations in the vicinity are safe and protection has been put in place against risk of leakage/flooding.

CATERING

The Official Caterer is Gerstner Exhibition & Congress Catering. All catering offered within exhibit areas should be ordered from Gerstner; an order form will be available online at www.ESCexhibition.org. The contact is Ms Andrea Jann, email jann@gerstner.at.

Exhibitors may not sell food or drink for consumption on the premises. All companies offering hospitality are reminded of their responsibilities for hygiene & food safety.

COMMUNICATIONS

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

CUSTOMS, TAXES AND DUTIES

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

TRANSPORT REGULATIONS/HANDLING

The Official Forwarder for ESC CONGRESS 2007 is: FAIREXX Logistics for Exhibitions GmbH
Mr. Marco Junghans, Managing Director
Tel: +49 30 4403 4711
Fax: +49 30 4403 4779
Email: contact@Fairexx.com

Within the limits of the Messe Wien fairground, Fairexx and its agents act with the authority of ESC on its behalf in matters concerning vehicle logistics & security, freight forwarding, freight lifting and storage of goods.
GOODS RECEPTION
ESC CONGRESS 2007 is a secure meeting area. Fairexx offer a free Managed Goods Reception Service for packages sent by courier up to 5kgs when collected from the Fairexx office on site.

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

Mechanised Unloading
Note as the Official Logistics Provider to ESC CONGRESS 2007, all mechanised unloading within the fairground must be performed by Fairexx. In the case of goods requiring specialised handling / customised vehicles for carriage, this should be co-ordinated by Fairexx.

DELIVERY ADDRESS
Will be provided in Update 1.

Note that this will be the only delivery address to be used for consignments delivered direct to Messe Wien. Building personnel are not entitled to receive goods on behalf of exhibitors.

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

MOVE IN / MOVE OUT PERIODS
Access to the fairground, its loading bay areas and Zones 2 & 3 is strictly controlled and entry is according to the timetable shown earlier in Chapter 2. Time slots are allocated according to the size of area rented and general logistics considerations.

Agencies constructing more than one exhibit may apply for an earlier access time, this will be confirmed by ESC if acceptable.

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

2.3 Exhibition Conditions of Participation

General Conditions
The following conditions of participation refer to allocation of exhibition space by the ESC to organisations exhibiting at ESC CONGRESS 2007 insofar as the contractual partners do not reach contrary agreements in writing. These conditions are available in French language upon request.

Establishment of Rental Contract
Application for a stand is made by filling in and returning the “Exhibition Space Application Form”. Companies in the top 20 positions with accrued points statement for 2007 must submit applications by 1 December 2006. Remaining points holders must submit applications by 14 January 2007 to benefit from accrued points status. Applications received after 31 March 2007 will be subject to a late fee (€447 for Industry, €300 for Publishers).

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

IMPORTANT: For companies in the top 20 ranking of the Accrued Points System for 2007, applications should be received & location preferences confirmed by 1 December, 2006 to receive the benefit of accrued points in selecting a stand space.
Appointed Representatives

If an exhibiting company wishes to appoint an agent to conduct its affairs at ESC Congress 2007, the agent should be identified on the application form or separately in writing from a responsible person. Once appointed, the actions and communications of this agent will be treated as though from the exhibiting company. Contractual responsibility remains with the exhibitor.

Assignment of Space

Stands will be assigned following the accrued point system if received by 19 January 2007. The points will be awarded according to participation in the past four ESC Annual Congresses, including the World Congress of Cardiology 2006. Relative position on the list will define the order in which requests for stands, symposia, hotel rooms and other Congress items are processed.

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

✓ Order of receipt of the application forms
✓ Size of space requested
✓ Nature of goods

Procedure

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

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

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

Payment Deadlines

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.

Rental Terms

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 relocate or close entrances and exits on the Exhibition Grounds and/or in the Congress Center and to carry out any other structural alterations providing it has a substantial interest in such measures.

Stand Moves

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

Subtenants and other Represented Companies

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

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

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

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

Deposit
The stand rental fee should be paid in two instalments for applications received before 31 March 2007:
✓ 50% deposit within 30 days of invoice date; the deposit secures your stand location choice
✓ 50% for the balance due within 60 days of invoice date
✓ failure to pay cancels your reservation & invokes a cancellation charge (see section 2.3)

For applications received after 31 March 2007, 100% of the balance due is required within 30 days of the invoice date. Invoices issued from 3 July 2007 require immediate settlement by credit card.

Value Added Taxation
Austrian VAT rules will apply for all goods sales for ESC CONGRESS 2007. If the company is registered in another country within the EU, reverse charge procedure may apply. In this case the customer must auto reverse the VAT in their home country.

Companies registered in a country outside of the European Union are encouraged to seek advice on reclaiming VAT payments.

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

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

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

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

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 however 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 28 February 2007, the amount to be paid by the exhibitor is 25% of the total amount due. If a reservation is cancelled by the Exhibitor between 28 February 2007 and May 27 2007, the amount to be paid by the cancelling exhibitor is 50% of the total amount due. After May 27, 2007 no refund will be made, and the total amount for the stand space is due. Should an exhibitor, whom 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.

RULES & PENALTIES
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 2007 page of www.ESCexhibition.org, as well as other organisational and technical regulations sent to the Exhibitor before the exhibition opens. The sovereignty of national law of the site of the Congress is undisputed.

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

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

ENFORCEMENT OF THESE GUIDELINES
Infringements of these Guidelines and Conditions will be referred to the Congress Committee. If penalties are imposed, they will follow the violation process as laid out in the Guidelines for Industry Participation for ESC CONGRESS 2007. Any loss of points due to violations of the Guidelines and Conditions will result in the same sanctions as applied to exhibition violations.

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

2.4 Emerging Technology Showcase Area (ETSA)
Since ESC Congress 2002, the Society has sponsored an exhibit area for fledging organisations with innovative new technology which could have a positive effect on cardiovascular healthcare.

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

Package:
- 5 exhibitor badges
- 9m² stand space
- Stand structure in white & petrol green colour, incorporating locking storage cupboard
✓ Petrol green carpet
✓ Fascia board showing company name (max 25 letters)
✓ Electricity connection (min. 1kW) & consumption
✓ Lighting
✓ Furniture: table & chairs
✓ DSL internet connection
✓ Promotion on www.escardio.org with other registered exhibitors
✓ Organisational contact details published within final programme

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

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

Requirements for ETSA Applicants
✓ The innovative value of each product or service to be presented must meet with the approval of the Congress Programme Committee (CPC). The decision of the ESC CONGRESS 2007 CPC will be final
✓ Global revenue of the company shall not exceed €10,000,000
✓ Companies should be independent and privately held, established for less than five years
✓ Technologies should fall within the following areas: medical devices, biotechnology, software innovations and medical equipment
✓ Should not have exhibited at previous ESC Congresses, unless within ETSA

CONDITIONS FOR PARTICIPANTS
✓ Space will be made available to companies for a maximum of two consecutive years
✓ Only one space may be hired per organisation. Any exceptions must be approved by the CPC

✓ The promotion of established corporate image and/or brands, the promotion or sale of products and the provision of hospitality are activities strictly limited to the main exhibit halls and should on no account be pursued in ETSA
✓ ESC will provide a fully equipped and uniform stand structure and furniture package. Beyond this companies will be expected to respect the nature and purpose of this area, i.e. the discussion and exchange of information relative to new technology. Therefore no changes or additions should be made to stands beyond basic decoration and a maximum of one 3m long umbrella style stand with a maximum height of 2.5m and a 28 inch plasma screen or laptop presentation
✓ All guests, staff and agents in ETSA must wear a valid exhibitor badge at all times
✓ Rules elsewhere in this chapter; dealing with topics such as promotion, safety and contractual obligations apply equally to ETSA participants

TO APPLY
Applications should be made using the “Exhibition Space Application Form and Contract”, submissions are required by 1 March, 2007. Once approved by the CPC, an exhibit space will be assigned to the company and a confirmation will be sent by post with an invoice. Settlement should be made in full within thirty days of the invoice issue date.

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

Successful applicants are invited to send a description of their technology to ESC (exhibition@escardio.org) by 2 May 2007, to be featured on www.escardio.org. For the five included exhibitor registrations, names should be sent to exhibition@escardio.org by 27 June, 2007.

Questions relating to ETSA participation should be addressed to exhibition@escardio.org, or call +33 (0)4 92 94 86 68.
chapter

Registration, Accommodation and Meeting Rooms
CHAPTER 3

Registration, Accommodation and Meeting Rooms

3.1 Delegate Registration
3.2 Industry Welcome Desks
3.3 Hotel Services
3.4 Hospitality Suites & Meeting Rooms
3.5 Closed Industry Meetings

"Congratulations for a fantastic congress. It is by far the most amazing and impressive congress I have yet to attend in the medical industry."

M.C., Greece
3.1 Delegate Registration

The aim of ESC Congress 2007 is to provide the best of science and education to all professionals who care for patients suffering from cardiovascular diseases. Easy to use online services exist for your Group Registration at ESC Congress 2007.

Group Online services are open from January at www.escardio.org. 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 registration@escardio.org. 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 rent 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. Each desk, located in the Registration area of the Congress centre will comprise of a desk for 2 persons, chairs and storage area. Contact jabker@escardio.org for further information and detail.

Cost €2,700 Points Awarded: 1 Deadline for application 25 May 2007

3.3 Hotel Services

Companies participating in the Congress may wish to make group hotels reservations for employees and invited guests, the ESC will assist companies in this task when circumstances permit. The ESC cannot, however, guarantee that requests will be met. Requests received will be dealt with according to the Accrued Points System. For information contact the ESC Housing & Events Department: hotels@escardio.org / lolivereau@escardio.org

3.4 Hospitality Suites and Meeting Rooms

Companies are requested to respect the following Guidelines throughout the period between 26 August and 10 September 2007.

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 a company wish to arrange closed industry and/or investigators meetings during the congress hours and within the Messe Wien, please refer to “Closed Industry Meeting” which will accommodate such requirements.

✓ 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 Messe Wien. Each company, thereafter, is responsible for organising in accordance with the Messe Wien or other suppliers its individual needs such as food, furniture or supplies.

✓ Contact information will be sent to companies who confirm room reservations.

Meeting space may become available for Industry use. In this case, information will be sent in Update 1, May 2007.

Requests for Hospitality Suites & Meeting Rooms request should be addressed to Satellite@escardio.org at the ESC offices before 29 June 2007.

✓ 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.

3.5 Closed Industry Meeting

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

Closed Industry Meetings will be held within the Congress centre in lecture rooms ranging in capacity from 150 to 216 seats.

The proposed time slots are:
Monday 3 September 2007 12:45-13:30
Tuesday 4 September 2007 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 Congress 2007 publications
✓ No installations or alterations to the lecture room set-up

The basic price of a closed industry session is €3,000 excluding VAT for a 45-minute meeting. Plus the cost of any extras. Due to short amount of time, receptions are not allowed.
Advertisements & Promotional Opportunities
CHAPTER 4

Advertisements & Promotional Opportunities

4.1 Pre-event and Web-based Advertisements
4.2 Printed Advertisements
4.3 Information Screen Advertisements

"I like to see the wonderful collaboration of people for educational and enjoyable activities"

J.R., Spain
Pre-Congress Mailing Insert
A special Envelope has been created exclusively to be mailed to approximately 25,000 addresses. After the first Registration deadline (31 May 2007) the promotional inserts/invitations, contained in a custom made “Envelope”.
* Please note that the maximum weight for the insert is 20g, (extra weight to be charged). Under no conditions may product name, logo or image be included. All content must gain prior approval by the ESC.
Cost: €10,800 excl.VAT
Points awarded: 4
Deadline for Application with priority status – 17 November 2006

Weblink
The weblink/hyperlink through which an invite created by Industry, in the form of a Page, is linked to the ESC Congress 2007 Satellite, Workshop, EBAC Accredited Educational Programmes or Exhibitor Listing.
Available on ESC Congress 2007 website weblink, created by your company in order to promote your Satellite Symposium, Workshop, Stand location or other congress activities 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. Under no conditions may product name, logo or image be included. All content must gain prior approval by the ESC.
Cost: €3,000 excl.VAT Points awarded: 1
Deadline for Application with priority status – 17 November 2006

PDA and mobile phone 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 Website before the Congress and on-site. Under no conditions may product name, logo or image be included. All content must gain prior approval by the ESC.
Cost: €800 excl.VAT Points awarded: 0
Deadline for Application with priority status – 17 November 2006

Sponsorship of Programme Guides on PDA and Mobile Phones – Exclusive Advertisement
To help promote their congress activities our industry partners are invited to utilise this highly effective and...
innovative advertising technology. The Personal Digital Assistant (PDA) and mobile phone 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 PDA and mobile phones are coupled with the equivalent of 5 pages of the sponsor’s product/company/congress information and will be distributed on the 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 and mobile phone 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. Under no conditions may product name, logo or image be included. All content must gain prior approval by the ESC.

Cost: €40,500 excl.VAT Points awarded: 15
Deadline for Application with priority status – 17 November 2006

4.2 Printed Advertisement opportunities

Final Programme - Exclusive Advertisement
The Exclusive Advertisement within the Final definitive Programme for ESC Congress 2007 will be a printed version, with full scientific agenda, Exhibition and Satellite Information and Congress reference outlines. The ESC Final Programme hard copy will be placed in each Delegate Bag at the Congress offering maximum exposure and recognition to the Sponsor of this vital congress publication with a print run of 24,000.
Cost: €199,800 excl. VAT Points awarded: 74
Deadline for Application with priority status – 17 November 2006

Programme at a Glance - Exclusive Advertisement
Exclusive ESC Congress 2007 Programme Overview inserted in the official Delegate Congress Bags. Corporate name and logo permitted on this Exclusive back cover advertisement with a print-run of 24,000. Under no conditions may product name, logo or image be included. All content must gain prior approval by the ESC.
Life-span: Event
Cost: €27,000 excl.VAT Points awarded: 10
Deadline for Application with priority status – 17 November 2006

Exhibition, Satellite & Workshop Catalogue - Exclusive Advertisement
This exclusive advertisement opportunity will reach all Delegates at ESC Congress 2007. This user friendly and highly popular Catalogue contains 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 2007. The Sponsor of this full page advertisement on a print-run of 24,000 copies may place their corporate name and logo with prior approval by the ESC. Under no conditions may product name, logo or image be included. All content must gain prior approval by the ESC.
Life-span: Event
Cost: €27,000 excl.VAT Points awarded: 10
Deadline for Application with priority status – 17 November 2006

ESC Congress 2007 Congress News - Advertisement Spaces
Advertisement spaces are available within the Official daily newspaper of ESC Congress 2007. The 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 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 2007 Newspaper; Company name and logo permitted with prior approval by the ESC. Under no conditions may product name, logo or image be included. All content must gain prior approval by the ESC.

Cost: 1 Day Page € 6,875 to € 8,250 excl. VAT
Points awarded: 2 or 3

Cost: 5 Day Package € 33,000 to € 38,500 excl. VAT
Points awarded: 12 or 14
Deadline for Application with priority status – 17 November 2006

Exclusive Advertisement – Bookmark in Final Programme
Exclusive Bookmark distributed to each delegate in the ESC Congress 2007 Final Programme. One side will promote future ESC Congresses, the other side will be dedicated solely to the Sponsor. Under no conditions may product name, logo or image be included. All content must gain prior approval by the ESC.
Life-span: event.
Cost: € 21,600 excl. VAT
Points awarded: 8
Deadline for Application with priority status – 17 November 2006

Delegate Bag Insert
A Special Invitations and Information Envelope will be placed in the official ESC Congress 2007 Delegate Bags (25,000). Utilise this opportunity to advertise your company satellite, exhibition or workshop activity at WCC 2006 reaching the hands of every delegate on-site at the congress. Under no conditions may product name, logo or image be included. All content must gain prior approval by the ESC.
Cost: € 5,400 excl. VAT
Points awarded: 2
Deadline for Application with priority status – 17 November 2006

4.3 Information Screen Advertisements

Information Screen Advertisements offer a dynamic and far reaching opportunity on-site at ESC Congress 2007 to reach the maximum amount of delegates throughout the entire duration of the Congress. Information Screen Technology will be used at ESC Congress 2007 to display the complete and detailed Scientific Programme at all Lecture Room entrances and upon giant screens located within the main delegate catchment areas (registration and other potential traffic points). Advertisements will be beamed upon these screens carrying your company name and logo and offered to a limited number of applicants only.

Linked with the ESC Congress 2007 Scientific Programme providing information to delegates with last minute, up to date detail about the Scientific Programme content, your company advertisement(s) will be shown, during transmission of the ESC Congress 2007 information service system, on the many screens placed strategically throughout the congress centre, to the expected 22,000 attendees for the entire duration of the congress.

The content of Screens outside all Lecture Rooms will include
— Scientific Programme of that specific Lecture Room
— Company (generic) Advertisement (on prior approval by the ESC)
— Satellite and Workshop Advertisements (on prior approval by the ESC)
— Exhibition activity / location advertisements (on prior approval by the ESC)

The content of the Large Screens (Registration and Main Entrance)
— Titles, location and detail of the lecture room sessions and Poster sessions running at that moment
— Company (generic) Advertisement (on prior approval by the ESC)
— Satellite and Workshop Advertisements (on prior approval by the ESC)
— Exhibition activity / location advertisements (on prior approval by the ESC)

Price for 1 advert, for the duration of the event € 50,000
Points awarded: 18
Priority status application deadline – 17 November 2006
chapter 5

Sponsorship of Congress Materials & On-site Services
CHAPTER 5
Sponsorship of Congress Materials & On-site Services

5.1 Congress Materials
5.2 Congress Services
5.3 Corporate Hospitality and Technical Infrastructure Partnership
5.4 Industry Press Activity

"Meeting people from all over the world, grouped together to gain scientific knowledge and exchange experiences - it's great!"

M.B., Sweden
**Quick Find Index**

5.1 Congress Materials  
5.2 Congress Services  
5.3 Corporate Hospitality and Technical Infrastructure Partnership  
5.4 Industry Press Activity

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**5.1 Congress Materials**

**Delegate Bags - Exclusive Sponsorship**  
Exclusive sponsorship of the official ESC Congress 2007 Congress Bag with Corporate name and logo permitted. This is the official and exclusive ESC Congress 2007 Delegate Bag and is one of the most popular items within the sponsorship remit with a distribution number of 25,000.

Cost: €224,100 excl.VAT  
Points awarded: 83  
Deadline for Application with priority status – 17 November 2006

**Delegate Badge Laces - Exclusive Sponsorship**  
Exclusive sponsorship of the ESC Congress 2007 Badge lanyards, with company name and logo which will be available to all registered delegates at the Congress, this is the only official Badge Lace or lanyard provided at the Congress with a distribution number of 25,000.

Cost: €37,800 excl.VAT  
Points awarded: 14  
Deadline for Application with priority status – 17 November 2006

**Note Pads & Pens - Exclusive Sponsorship**  
Exclusive sponsorship of the official ESC Congress 2007 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.

Cost: Pens & Pads €50,625 excl.VAT  
Points awarded: 18

Cost: Note pads €33,750 excl.VAT  
Points awarded: 12

Cost: Pens €16,875 excl.VAT  
Points awarded: 6  
Deadline for Application with priority status – 17 November 2006

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**5.2 Congress Services**

**Technolounge - Exclusive Sponsorship**  
At the heart of the Congress, companies are invited to exclusively sponsor the ESC Congress 2007 Technolounge. This fully equipped, state of the art business-style lounge offers all delegates Internet Access, Scientific Programme online, PC work stations and

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**Vienna City Maps**  
Exclusive Back Cover Advertisement (and format permitting, inside pages) of the Official ESC Congress 2007 City Maps with a print-run of 25,000 destined for inclusion in every Congress Delegate Bag. 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: €37,800 excl.VAT  
Points awarded: 14  
Deadline for Application with priority status – 17 November 2006

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**Gift in ESC Congress 2007 Delegate Bags**  
Companies are invited to provide objects that may enhance the delegates’ congress experience, the fee for providing one object is €10,800. The maximum number of “Gifts” to be placed in the 25,000 Delegate Bags is limited to 5, allocated on a first come, first served basis. The retail value of each item must not exceed €10. All gift objects are subjected to approval by ESC Congress 2007 organisers.
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 communicative core of the Congress Venue for both Delegates and Industry alike.

The Exclusive Sponsor of the ESC Congress 2007 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 (mid November) right through to on-site at ESC Congress 2007 itself.

Cost: €200,000 excl.VAT  
Points awarded: 74  
Deadline for Application with priority status – 17 November 2006

ESC Congress 2007 PDA Spotlight Lounge – Exclusive Sponsorship
This item is built around the on-site delivery of the Final Programme for PDAs and mobile phones. 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 PDAs and mobile phones.  
✓ Maximum exposure outside of the Exhibition Area with the sponsor’s highly visible corporate signage placed throughout the PDA Spotlight Lounge which will be located in one of the busiest delegate catchment areas within the Congress centre.  
✓ Association with the delivery and content of a high profile, co-branded official ESC Congress 2007 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 Congress related)

Cost: €45,900 excl.VAT  
Points awarded: 17  
Deadline for Application with priority status – 17 November 2006

5.3 Corporate Hospitality and Technical Infrastructure Partnership

Corporate Hospitality / Support Sponsorship
Companies are invited to sponsor a range of facilities and infrastructure components at the congress such as:
✓ ESC Information Technology Systems Sponsorship  
✓ ESC Visitor Information Centre Sponsorship  
✓ Corporate Hospitality Partnerships (non medical) allowing your organisation to reach a niche market target group of 22000 Cardiologists with your corporate and business portfolio.

For further information, contact Aine M. Gately, Industry Relations Officer; at agately@escardio.org

Visitor Information Centre Sponsorship – Exclusive Sponsorship
An extensive Visitor Information Centre will be located onsite at the Congress Centre. Companies are invited to
offe their support and become a corporate sponsor of this most important facility.

In order to associate your corporate message with one of the most visited areas onsite at the congress, please contact sponsorship@escardio.org for further information and detail. Nature of services and acknowledgment will be discussed upon request.

5.4 Industry Press Activity

Industry Press Rooms
The Industry Press Display Room and Industry Press Conference Room are located within close proximity to the ESC Congress 2007 Press Centre. Industry or communications agency representatives do not have access to the ESC Congress 2007 Press Centre itself and industry-related media materials are prohibited from the ESC Congress 2007 Press Centre. The ESC Congress 2007 organisers publicise 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 ESC Congress 2007 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 Congress 2007 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
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, nonconsecutive periods.

For further information please contact the ESC Press & PR Office directly on +33 (0)4 92 94 86 27 or press@escardio.org
ESC Congress 2007 - Filming

Rights to photography at this Congress are strictly reserved by ESC Congress 2007 organisers. Companies 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 Congress 2007 organisers.

Limited filming by companies is also allowed in other areas of the Congress for a set price when arranged in advance.

For further information contact Ian Morgan imorgan@escardio.org or +33 (0)4 92 94 86 68

N.B. *Filming or Audio Recording of FOCUS sessions is strictly prohibited at all times
chapter 6
Accrued Points
CHAPTER 6
Accrued Points

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

"I came from Panama and this is my first ESC Congress - it filled all my expectations"

A.A., Panama
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 Point

PLEASE NOTE: Only Paying Exhibitors can accrue points.

**Participation in the Congress:**
5 points are awarded for each year the company has exhibited at ESC Congress since Vienna 2003.

**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 delegates that are registered with their full postal and email address and clear Company details will be taken into account. Further details can be obtained by contacting the ESC Registration department, registration@escardio.org.

### 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 & Advertisement**
✓ Deadlines for application for Sponsorship, Advertising or Promotional items using your Accrued Points status may 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 on the Sponsorship Engagement Form provided within these guidelines 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 Guidelines for Industry Participation Committee. After considering the available evidence, a representative of the relevant
company having been invited to present the company’s view, the Committee will give its opinion. This will be confirmed in writing after the Congress. Appeals may be made to the Board of the ESC.

First serious violation:
No accrual of points for the year (i.e. 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 our industry partners on an ongoing basis or from sponsorship@escardio.org.

6.4 Accrued Points Listing

See following 4 pages.
## Chapter 6 - Accrued Points

<table>
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<th>COMPANY NAME</th>
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Appendix
CHAPTER 7
Appendix

7.1 Important dates
7.2 Future congresses organised by the ESC
7.3 Statistics for World Congress of Cardiology 2006
7.4 Application forms
7.5 Messe Wien – an overview

"Excellent organisation, impressive for so many participants"
A.F.
7.1 Important Dates

This time schedule is a summary of the information contained in the Guidelines for Industry participation in the ESC Congress 2007 to be held in Vienna, Austria from 1-5 September 2007. Additional dates and deadlines appear in the Preliminary Programme online and other publications.

17 November 2006
Application deadline for Satellite Symposia with priority status.

1 December 2006
Deadline for Top 20 Ranked Companies on the accrued points listing to submit their application for stand space.

19 January 2007
Deadline for submission of application forms for stand space. Applications arriving after this date will not benefit from accrued points status.

31 January 2007
The complete programme of the Satellite Symposium, typed on the appropriate form provided by ESC, must reach the ESC offices.

28 February 2007
Should stand space be cancelled on or before this date, a refund of the total amount due, minus 25% will be made.

2 May 2007
Send company / product description for publication

27 May 2007
Should stand space be cancelled between 28 February, 2006 and 27 May, 2006 a refund of the total amount due, minus 50% will be made. After 27 May, the cancellation fee rises to 100% of the rental fee.

18 May 2007
Submit Stand Drawings for approval

27 June 2007
Order free exhibitor badges with individual’s names

22 July 2007
Deadline to order additional badges at the early fee

27 July 2007
All stand activities must be submitted, using the form provided, for the approval of the ESC.
Order deadline for venue services at Messe Wien (electricity, telecoms, furniture, equipment, catering etc)

7.2 Future Congresses to be organised by the ESC

✓ EUROECHO 10
Prague, Czech Republic — 6-9 December 2006

✓ EuroPRevent 2007
Madrid, Spain — 19-23 April

✓ ICNC 8
Prague, Czech Republic — 29 April - 2 May 2007

✓ Heart Failure 2007
Hamburg, Germany — 9-12 June 2007

✓ Europace 2007
Lisbon, Portugal — 24-27 June 2007

✓ ESC Congress 2007
Vienna, Austria — 1-5 September 2007

✓ EUROECHO 2007
Lisbon, Portugal — 5-8 December 2007

✓ EuroPRevent 2008
Paris, France — 1-3 May 2008

✓ Heart Failure 2008
Milan, Italy — 14-17 June 2008

✓ ESC Congress 2008
Munich, Germany — 30 August - 3 September 2008

✓ Acute Cardiac Care 2008
October 2008 — Versailles, France - 11-14 October 2008

✓ EUROECHO 2008
Lyon, France — 10-13 December 2008

✓ ICNC 9
April 2009

✓ EuroPRevent 2009
Stockholm, Sweden — 30 April - 2 May 2009

✓ Heart Failure 2009
Madrid, Spain — June 2008, exact dates to be confirmed.
**7.3 Statistics for WCC 2006**

Delegates: 24,776
Press: 725
Total active participants: 25,501

Exhibitors: 6,120
Accompanying persons: 934
Total participants: 32,555

**World Congress of Cardiology 2006 participation by geographical area**

**COMPARATIVE CHART WITH PREVIOUS YEARS’ REGISTRATION FIGURES**

**WCC Delegate Professional Activities**
These figures are based on a representative sample of 25% of active delegates.

<table>
<thead>
<tr>
<th>Place of Work</th>
<th>Total</th>
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<tr>
<td>In University Hospital</td>
<td>58%</td>
</tr>
<tr>
<td>In Non-University Hospital</td>
<td>29%</td>
</tr>
<tr>
<td>Outside of Hospital</td>
<td>14%</td>
</tr>
<tr>
<td>Grand Total</td>
<td>100%</td>
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<table>
<thead>
<tr>
<th>Professional Activity</th>
<th>%</th>
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<tbody>
<tr>
<td>Practising Cardiologist</td>
<td>80.9%</td>
</tr>
<tr>
<td>Trainee Cardiologist</td>
<td>3.5%</td>
</tr>
<tr>
<td>Associated Scientist</td>
<td>3.6%</td>
</tr>
<tr>
<td>Pharmaceutical Industry Rep.</td>
<td>3.7%</td>
</tr>
<tr>
<td>Other Medical Specialties</td>
<td>3.1%</td>
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<tr>
<td>Nurse</td>
<td>1.9%</td>
</tr>
<tr>
<td>Medical Devices/Equipment</td>
<td>1.0%</td>
</tr>
<tr>
<td>Industry Representative</td>
<td>1.3%</td>
</tr>
<tr>
<td>Press and PR</td>
<td>0.6%</td>
</tr>
<tr>
<td>Surgeon</td>
<td>0.3%</td>
</tr>
<tr>
<td>Total</td>
<td>100.0%</td>
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**Professional Specialities of the ‘Practicing Cardiologist’ group, the average number of areas chosen per person is 3.1**

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<th>Specialty</th>
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<tr>
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<td>40%</td>
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<tr>
<td>Acute Cardiac Care</td>
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<tr>
<td>Non-Invasive Imaging</td>
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<tr>
<td>Interventional Cardiology</td>
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<tr>
<td>Hypertension</td>
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<tr>
<td>Arrhythmias and Pacing</td>
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<td>Preventive Cardiovascular Medicine</td>
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<td>Valvular Disease</td>
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<tr>
<td>Congenital Heart Disease (Adult)</td>
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<tr>
<td>Paediatric Cardiology</td>
<td>3%</td>
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<td>Number of Delegates</td>
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<td>TOTAL</td>
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**Satellite Symposia**

— 60 Satellite Symposia were organised by 41 different companies

- 3M Health Care
- Abbott Laboratories
- Abbott Vascular
- Actelion Pharmaceuticals Ltd
- Bayer HealthCare AG
- Bayer HealthCare AG (Diagnostics Division)
- BioCentric
- Biosite Europe
- Boehringer Ingelheim International GmbH
- Boston Scientific
- Bristol-Myers Squibb
- Colgate Palmolive Co
- Cordis, a Johnson & Johnson Company
- Dade Behring Holding GmbH
- Daiichi Sankyo Europe GmbH
- Eli Lilly and Company
- Encysive Pharmaceuticals
- Fournier Pharma
- GE Healthcare
- GlaxoSmithKline
- Itamar Medical Ltd
- Menarini International
- Merck KGaA
- Merck Sharp & Dohme
- Merck Sharp & Dohme / Schering-Plough
- Miltenyi Biotec GmbH
- Novartis Pharma AG
- Nycomed
- Pfizer Inc
- Philips Medical Systems
- Roche Diagnostics
- sanofi-aventis
- Scios Inc
- Servier
- Siemens AG Medical Solutions
- Solvay Pharmaceuticals GmbH
- St Jude Medical
- Takeda Pharmaceutical Company Limited
- Toshiba Medical Systems Europe BV
- Unilever Foods Ltd
- Vanguard AG Medical Services for Europe

**Workshops**

— 10 Workshop Sessions were organised by 8 different companies

- AGA Medical Corporation
- Almond Board of California
- Biotronik
- California Walnut Commission
- Corevalve
- GE Healthcare
- Genzyme Europe BV
- Siemens AG Medical Solutions

**EBAC Accredited Educational Programmes**

— 18 EBAC Accredited Educational Programmes were supported by 10 different companies

- AstraZeneca
- Bristol-Myers Squibb
- Cardiome Pharma Corporation
- CV Therapeutics Europe Ltd
- Janssen-Cilag
- Medtronic
- Otsuka America Pharmaceuticals Inc
- Pfizer Inc
- Philips Medical Systems
- Radi Medical Systems AB

**Nonprofit Organisation Symposia**

2 Nonprofit Organisation Symposia were organised

- ISMAAP (International Self Monitoring Association for oral Anticoagulated Patients)
- Department of Health of the Autonomous Government of Catalonia and the Catalan Society of Cardiology
Appendix

Sponsors

Actelion Pharmaceuticals Ltd
Abbott Vascular
Almond Board of California
Academy of Healthcare / Cardiome
AGA Medical Corporation
AstraZeneca
AtCor Medical
Bayer Healthcare AG
Boehringer Ingelheim International GmbH
Boston Scientific
Colgate Palmolive Espana
ComtecMed
Cordis, a Johnson & Johnson Company
CV Therapeutics Europe
Daiichi Sankyo Europe GmbH
Encysive Pharmaceuticals
Fundació Privada Daniel Bravo Andreu
GE Healthcare
GlaxoSmithKline
Itamar Medical Ltd
Lilly Critical Care Europe
Lippincott Williams & Wilkins
Medtronic
Merck & Co Inc
Merck KGaA
Merck Sharp & Dohme
Merck Sharp & Dohme / Schering-Plough
Novartis Pharma AG
Otsuka America Pharmaceuticals Inc
Paul Dudley White Fund of the American Heart Association
Pfizer Inc
Philips Medical Systems
Pinnacle, a division of Lupin
sanofi-aventis
Schiller AG
Servier
Siemens AG Medical Solutions
SonoSite Inc
St Jude Medical
Takeda Pharmaceutical Company Ltd
Unilever Foods Ltd
Vanguard AG Medical Services for Europe
A total of 200 organisations exhibited at WCC 2006.

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<tr>
<th>Organisation Name</th>
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<td>ABBOTT LABORATORIES</td>
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<td>PHILIPS MEDICAL SYSTEMS</td>
</tr>
<tr>
<td>POLISH SOCIETY OF CARDIOLOGY</td>
</tr>
<tr>
<td>PORTUGUESE SOCIETY OF CARDIOLOGY</td>
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<tr>
<td>PROUS SCIENCE</td>
</tr>
<tr>
<td>PULMONARY HYPERTENSION ASSOCN. EUROPE</td>
</tr>
<tr>
<td>RADI MEDICAL SYSTEMS AB</td>
</tr>
<tr>
<td>RAISIO LIFE SCIENCES / BENECOL</td>
</tr>
<tr>
<td>ROCHE LTD</td>
</tr>
<tr>
<td>ROMANIAN SOCIETY OF CARDIOLOGY</td>
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<tr>
<td>ROZINN ELECTRONICS INC</td>
</tr>
<tr>
<td>RUSSIAN FEDERATION SOCIETY OF CARIOLOGY</td>
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<tr>
<td>SAHAJANAND MEDICAL TECHNOLOGIES</td>
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<td>SAN MARINO SOCIETY OF CARDIOLOGY</td>
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<tr>
<td>SANKYO</td>
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<tr>
<td>SANOFI-VENTIS</td>
</tr>
<tr>
<td>SCHERING AG</td>
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<td>SCHILLER AG</td>
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<tr>
<td>SERBIA &amp; MONTENEGRO SOCIETY OF CARIOLOGY</td>
</tr>
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<td>SERVIER</td>
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<td>SIEMENS AG MEDICAL SOLUTIONS</td>
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<tr>
<td>SOUVAY PHARMACEUTICALS GMB</td>
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<td>SONOMETRICS</td>
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<td>SONOSITE</td>
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<td>SPANISH SOCIETY OF CARDIOLOGY</td>
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<td>SPECIFAR PHARMACEUTICALS</td>
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<td>SPRINGER</td>
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<td>ST. JUDE MEDICAL</td>
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<td>STORZ MEDICAL AG</td>
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<td>SWEDISH SOCIETY</td>
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<td>SYNARC</td>
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<td>SYNOVATE HEALTHCARE</td>
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<tr>
<td>TAKEDA</td>
</tr>
<tr>
<td>TERUMO EUROPE CATHETER DIVISION</td>
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<td>THE HEART.ORG/CONCEPTIS TECHNOLOGIES</td>
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<td>THE NETHERLANDS SOCIETY OF CARDIOLOGY</td>
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<tr>
<td>TOMCAT CLINICAL SYSTEMS</td>
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<tr>
<td>TOMTEC IMAGING SYSTEMS GmbH</td>
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<td>TORAY</td>
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<td>TOSHIBA MEDICAL SYSTEMS EUROPE</td>
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<td>TRANSILUMINA GMB</td>
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<tr>
<td>TUNISIAN SOCIETY OF CARDIOLOGY &amp; CARIOVASCULAR SURGERY</td>
</tr>
<tr>
<td>TURKISH SOCIETY OF CARDIOLOGY</td>
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<tr>
<td>TZ MEDICAL INC.</td>
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<tr>
<td>UEMS CARDIOLOGY SECTION</td>
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<tr>
<td>UKRAINIAN SOCIETY OF CARDIOLOGY</td>
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<tr>
<td>UNILEVER</td>
</tr>
<tr>
<td>UP TO DATE INC</td>
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<tr>
<td>VANGUARD</td>
</tr>
<tr>
<td>VASCULAR CONCEPTS INTERNATIONAL</td>
</tr>
<tr>
<td>VASOGEN INC</td>
</tr>
<tr>
<td>VENICE ARRHYTHMIS 2007</td>
</tr>
<tr>
<td>VIFOR INTERNATIONAL</td>
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<tr>
<td>VOLCANO</td>
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<tr>
<td>WELCH ALYN CARDIO CONTROL NV</td>
</tr>
<tr>
<td>WERKMEISTER GMB</td>
</tr>
<tr>
<td>WISEPRESS BOOKSHOP</td>
</tr>
<tr>
<td>ZAO MEDITEK LTD</td>
</tr>
<tr>
<td>ZTS HAGMED SP. J.</td>
</tr>
</tbody>
</table>
ESC CONGRESSES 1997–2006, Exhibition Hall Usage

Number of Stands Occupied

Space Used for Stands (m²)
**SPONSORSHIP & PROMOTION ENGAGEMENT FORM**

<table>
<thead>
<tr>
<th>ORGANISING COMPANY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
</tr>
<tr>
<td>Contact Person:</td>
</tr>
<tr>
<td>Address:</td>
</tr>
<tr>
<td>Postal code:</td>
</tr>
<tr>
<td>Tel:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>APPOINTED AGENCY (If any)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
</tr>
<tr>
<td>Contact Person:</td>
</tr>
<tr>
<td>Address:</td>
</tr>
<tr>
<td>Postal code:</td>
</tr>
<tr>
<td>Tel:</td>
</tr>
</tbody>
</table>

**Organising Company**

Applications for ESC Congress activity, sponsorship and promotion must be submitted by the company under whose name each activity is to be organised. 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 congress activity. 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.

This Engagement form should be sent to Aine M Gately, Industry Relations Officer, ESC Congress 2007
Fax: +33 (0)4 92 94 76 26, E mail: agately@escardio.org.

Once this form is received, you will be contacted by the ESC in order to validate your interest and in turn provide the appropriate documentation support/specific application form and follow through advice and consultation on your participation requirements at the meeting.

“You have personal data which is, according to the Law on data processing and Civil Liberties 78-17 of 6 January 1978, 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 abovementioned address. Unless otherwise informed, the ESC may send you information about its activities from time to time.”
<table>
<thead>
<tr>
<th>Service Description</th>
<th>Cost</th>
<th>Tick</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satellite Symposia - 90 minutes</td>
<td>€ 21,780</td>
<td>Yes</td>
</tr>
<tr>
<td>Satellite Symposia - 180 minutes</td>
<td>€ 43,560</td>
<td>Yes</td>
</tr>
<tr>
<td>Workshop Session - 90 minutes</td>
<td>€ 8,910</td>
<td>Yes</td>
</tr>
<tr>
<td>Industry Welcome Desk</td>
<td>€ 2,700</td>
<td>Yes</td>
</tr>
<tr>
<td>FOCUS Session Association 90 minutes</td>
<td>€ 21,600</td>
<td>Yes</td>
</tr>
<tr>
<td>FOCUS Session DVDs - details on request</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Compendium ESC Guidelines - Excl. Sponsor</td>
<td>€ 140,000</td>
<td>Yes</td>
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<tr>
<td>Compendium ESC Guidelines- Shared Sponsor</td>
<td>€ 30,000</td>
<td>Yes</td>
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<tr>
<td>Abstracts CD ROM - Excl. Sponsorship</td>
<td>€ 253,800</td>
<td>Yes</td>
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<tr>
<td>Highlights CD ROM - Excl. Sponsorship</td>
<td>€ 75,600</td>
<td>Yes</td>
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<tr>
<td>ESC Congress Programme on-line Advertisement</td>
<td>€ 100,000</td>
<td>Yes</td>
</tr>
<tr>
<td>Congress Delegate Bags Excl. Sponsorship</td>
<td>€ 224,100</td>
<td>Yes</td>
</tr>
<tr>
<td>Congress Delegate Badge Laces Sponsorship</td>
<td>€ 37,800</td>
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</tr>
<tr>
<td>PDA Spotlight Excl. Sponsorship</td>
<td>€ 45,900</td>
<td>Yes</td>
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<tr>
<td>PDA Congress Guides Sponsorship</td>
<td>€ 40,500</td>
<td>Yes</td>
</tr>
<tr>
<td>Technolounge Excl. Sponsorship</td>
<td>€ 200,000</td>
<td>Yes</td>
</tr>
<tr>
<td>Poster Zone Sponsorship</td>
<td>€ 150,000</td>
<td>Yes</td>
</tr>
<tr>
<td>Corporate Hospitality/Support Sponsorship</td>
<td>details on request</td>
<td>Yes</td>
</tr>
<tr>
<td>Visitor Information Centre Sponsorship</td>
<td>details on request</td>
<td>Yes</td>
</tr>
<tr>
<td>NotePads &amp; Pens Excl. Sponsorship</td>
<td>€ 50,625</td>
<td>Yes</td>
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<tr>
<td>NotePads (single item) Excl. Sponsorship</td>
<td>€ 33,750</td>
<td>Yes</td>
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<tr>
<td>Pens Excl. Sponsorship</td>
<td>€ 16,875</td>
<td>Yes</td>
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<tr>
<td>Gift in Congress Delegate Bags</td>
<td>€ 10,800</td>
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<tr>
<td>Advance Programme Excl. Advertisement</td>
<td>€ 151,200</td>
<td>Yes</td>
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<tr>
<td>Information Screen Advertisements (on-site)</td>
<td>€ 50,000</td>
<td>Yes</td>
</tr>
<tr>
<td>Final Programme Excl. Advertisement</td>
<td>€ 199,800</td>
<td>Yes</td>
</tr>
<tr>
<td>Bookmark in Final Programme Excl. Advertisement</td>
<td>€ 21,600</td>
<td>Yes</td>
</tr>
<tr>
<td>Programme at a Glance Excl. Advertisement</td>
<td>€ 27,000</td>
<td>Yes</td>
</tr>
<tr>
<td>Expo, Satellite &amp; Workshop Catalogue Advertisement</td>
<td>€ 27,000</td>
<td>Yes</td>
</tr>
<tr>
<td>ESC Congress News Advertisement</td>
<td>€ 6,875 - € 8,250</td>
<td>Yes</td>
</tr>
<tr>
<td>ESC Congress News Advertisement (5 Day)</td>
<td>€ 33,000 - € 38,500</td>
<td>Yes</td>
</tr>
<tr>
<td>City Maps Excl. Advertisement</td>
<td>€ 37,800</td>
<td>Yes</td>
</tr>
<tr>
<td>Pre-congress Mailing Insert</td>
<td>€ 10,800</td>
<td>Yes</td>
</tr>
<tr>
<td>Satellite &amp; Exhibition Promo. Insert</td>
<td>€ 5,400</td>
<td>Yes</td>
</tr>
<tr>
<td>Satellite &amp; Exhibition Promo. Weblink</td>
<td>€ 3,000</td>
<td>Yes</td>
</tr>
<tr>
<td>PDA and Mobile Phone Advertisement</td>
<td>€ 800</td>
<td>Yes</td>
</tr>
</tbody>
</table>

We accept the contract terms and conditions and agree to abide by the regulations and conditions established for this event as stated in the ESC Congress 2007 Guidelines for Industry Participation. I am authorised to sign this engagement form on behalf of the applicant/Company and in turn receive binding documentation such as individual application form which on signature will commence ESC invoicing procedure for each product indicated with a ‘tick’.

<table>
<thead>
<tr>
<th>Date</th>
<th>Contact Name</th>
<th>Signature</th>
</tr>
</thead>
</table>

**Extract from ESC DATA PRIVACY AND SECURITY POLICY**

“Disclosure of Information and Marketing”

The ESC complies with EC directives, and is registered under the data protection laws in France, and takes all reasonable care to prevent any unauthorized access to your personal data. Our ESC staff and contractors have a responsibility to keep your information confidential.

The ESC does not sell, trade, or rent your personal information to others. We may supply your information to trusted ESC contractors to perform specific services. Otherwise, we do not disclose personal information to any other person or organisation without your consent.

If you are a delegate at an ESC organised Congress or meeting, when you visit exhibiting company stands, presenting your badge may enable them to retrieve the following personal data: first name(s), last name(s), address, telephone, fax, email, and professional activity information.”
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: NOVEMBER 17, 2006

PROPOSED TITLE: ____________________________
Duration ☐ 90 minutes ☐ 180 minutes

PREFERENCE DATE:
☐ Saturday, September 1, 2007 ☐ 12:00-13:30 ☐ 14:00-15:30 ☐ 14:30-16:00
☐ Monday, September 3, 2007 ☐ 18:30-20:00
☐ Tuesday, September 4, 2007 ☐ 14:00-15:30 ☐ 16:00-17:30 ☐ 16:30-18:00
* A single 90-minute session would be scheduled to start at 14:30 not 14:00
* A single 90-minute session would be scheduled to start at 16:30 not 16:00

Lecture room capacity: Lecture rooms ranging in capacity from 150 to 3000 seats.

CME accreditation by EBAC (to be confirmed): ☐ 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.

RECIEPTION: ☐ Yes ☐ No
WORKSHOP SESSION

Sessions organised by device, equipment, biotech, medical technologies product companies, manufacturers and distributors, as part of the congress programme. - DEADLINE: NOVEMBER 17, 2006

PROPOSED TITLE:

Duration 45 minutes

PREference DATE: ☐ Monday, September 3, 2007 ☐ Tuesday, September 4, 2007
☐ 12:45 – 13:30 ☐ 12:45 – 13:30

COST: 8.910 € Room rental included.

Lecture room capacity: Lecture rooms ranging in capacity from 250 to 600 seats.

Reception*: ☐ Yes ☐ No *Only lunch box requests will be considered

CME accreditation by EBAC [to be confirmed]: ☐ 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: JUNE 29, 2007

TYPE OF MEETING: ☐ INDUSTRY MEETING ☐ INVESTIGATORS MEETING Duration 45 minutes

COST: 3.000 € Room rental included.

Lecture room capacity: Lecture rooms ranging in capacity from 150 to 216 seats.

Reception*: ☐ Yes ☐ No *Only lunch box requests will be considered

FUNCTION SPACE

The ESC will be responsible for booking function space to be used as meeting room or hospitality suite in the Fira Gran Via only. - DEADLINE: JUNE 29, 2007

FUNCTION FORMAT:
☐ MEETING ROOM ☐ HOSPITALITY SUITE

Room Capacity:

Date: From: To:

Time: From: To:

Room Set up:
☐ U-shape ☐ Boardroom ☐ Classroom ☐ Theatre

ACCOUNTING DATA FORM - the same invoicing address is mandatory for all items Change of data post invoicing and renewal of invoices will incur additional fees

Company or agency to be invoiced:

Contact Person: VAT N°:

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

We accept the contract terms and conditions and agree to abide by the regulations and conditions established for this event as stated in the ESC Congress 2007 Guidelines for Industry Participation. I am authorised to sign this form on behalf of the applicant/Company

DATE CONTACT NAME SIGNATURE

Extract from ESC DATA PRIVACY AND SECURITY POLICY - “Disclosure of Information and Marketing

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**EXHIBITION SPACE APPLICATION FORM AND CONTRACT**

✓ Accrued points priority will only be applied to requests received before 19 January 2007.  
✓ Accrued Points listing for 2007: Companies holding sufficient points to be in the first 20 positions should apply before 1 December 2006.  
✓ Complete in Microsoft Word to avoid misinterpretations & spelling mistakes. If handwriting, use block capitals to avoid errors.  
✓ Only signed forms with valid credit card details will be accepted.  
✓ For applications received after 31 March 2007 a late fee applies, € 447 per m² for industry and € 300 per m² for publishers, booksellers and food / nutrition specialists (excluding VAT).  
✓ Companies applying for stand space after 1 May 2007 will not be included in official publications such as the Final Programme.

### COMPANY NAME & ADDRESS
- The company name & address as it should appear in official listings, e.g. “Final Programme” and exhibitor badges (maximum 25 characters). Please follow the format below for tel & fax numbers.

<table>
<thead>
<tr>
<th>Name</th>
<th>Contact Person</th>
<th>Address</th>
<th>Postal Code</th>
<th>City</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Tel</th>
<th>Fax</th>
<th>Email</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>+ (country code) (City Code) (Number)</td>
<td>+ (country code) (City Code) (Number)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### CORRESPONDENCE NAME & ADDRESS
- If the correspondence address above is different from the official address. This named contact will receive exhibitor documentation (including updates by email in April, May & July).

<table>
<thead>
<tr>
<th>Name</th>
<th>Contact Person</th>
<th>Address</th>
<th>Postal Code</th>
<th>City</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Tel</th>
<th>Fax</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
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</tbody>
</table>

### COMMUNICATIONS AGENCY
- If you have appointed a third party to act on your company’s behalf.

<table>
<thead>
<tr>
<th>Name</th>
<th>Contact Person</th>
<th>Address</th>
<th>Postal Code</th>
<th>City</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Tel</th>
<th>Fax</th>
<th>Email</th>
</tr>
</thead>
<tbody>
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</tbody>
</table>

### PREVIOUS CONGRESS PARTICIPATION
- If your company exhibited under a different name previously or has since merged with another.

Details

### FIRST TIME PARTICIPANT?
- A description of your company and promoted products/services is required. ESC reserves the right of admission.

Details
<table>
<thead>
<tr>
<th>Location</th>
<th>1st Choice</th>
<th>2nd Choice</th>
<th>3rd Choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size requested</td>
<td>Length in metres</td>
<td>Depth in metres</td>
<td>Area in m²</td>
</tr>
<tr>
<td>Height requested</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

Exhibit Suite requested if available

YES ☐ NO ☐

EMERGING TECHNOLOGY SHOWCASE AREA (ETSA)
Would you like to apply for an exhibit sponsored by ESC? Open to first time applicants meeting specific requirements outlined in chapter 2 of the Guidelines for Industry Participation for this event. Cost €2000 + VAT. Note that ETSA exhibits are positioned by ESC and share an ESC visual identity.

Yes, I would like to apply for ETSA ☐
Corporate ownership & product status report attached ☐
Product name ______________________

STAND SELECTION CRITERIA
In case requested booths are no longer available, indicate which is most important 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 yours from being located in your neighbourhood

<table>
<thead>
<tr>
<th>Location</th>
<th>Yes ☐ No ☐</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>Yes ☐ No ☐</td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
</tbody>
</table>

ADDITIONAL FLOOR SPACE FOR MEETING SPACE / STORAGE
Separate from your principle exhibit, this area may be used to construct a room with fabric ceiling.

Storage required

YES ☐ NO ☐

AREA 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 €101.75 per m² covered. Carpeting may also be reserved after the initial stand allocation process.

Between stand locations &

NUMBER OF m²

PRODUCTS / SERVICES
List products / services to be exhibited at ESC CONGRESS 2007

PRODUCT CATEGORY LISTING
Select up to three categories to be listed under. Where more than three are selected, the first three will be used in publications.

<table>
<thead>
<tr>
<th>Category</th>
<th>Number(s)</th>
<th>Others</th>
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</thead>
<tbody>
<tr>
<td>Angiographic Viewers</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Defibrillators</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Instrumentation</td>
<td>19</td>
<td></td>
</tr>
<tr>
<td>Protheses/Valves/Pumps</td>
<td>28</td>
<td></td>
</tr>
<tr>
<td>Angioplasty</td>
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Category Number(s) ________ Others ________
ACCOUNTING DATA FORM

1. Only one invoice address may be used (if an invoice is subsequently requested using a different address, a €70 admin. fee will be charged)
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

Company or agency to be invoiced

Company VAT number

Contact person

Address

Postal code

City

Country

Tel

Fax

Email

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

Amex

Credit / Charge Card No.

Expiry Date

Catholder’s name

AGREEMENT - I hereby agree to be bound by the ESC CONGRESS 2007 GUIDELINES for INDUSTRY PARTICIPATION and all conditions expressed therein.

Date

Contact Name

Signature

MISCELLANEOUS - To add other information relevant to your application, please note it here

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Guidelines for Industry Participation

ESC CONGRESS 2007

1-5 September 2007

For the arrangement of visits to the building

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(Head of Events Department
Reed Exhibitions Messe Wien)

Phone: +43 (0)1 727 20 ext 208
Fax: +43 (0)1 727 20 195
Email: Renate.Dobler-Jerabek@messe.at