



# Euroecho<sup>2012</sup> & other imaging modalities

5-8 December 2012, Athens - Greece



## UPDATE MESSAGE

Dear Exhibitor,

This update contains important logistical information concerning Euroecho & other imaging modalities Congress 2012.

Therefore, please ensure this message and the Industry Guidelines are distributed to all your staff and agencies involved in this Congress.

All the stand service order forms are available on the following site:

<http://www.escexhibition.org/euroecho2012/default.aspx>



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## UPDATE MESSAGE

### 1. Access

Euroecho & other imaging modalities 2012 will be held in:  
**Megaron Athens International Conference Centre**  
**Leoforos Vasilissis Sofias and Kokkali 1**  
**Athens 115 21, Greece**

The exhibition is located on Level 0 of the building – in the Muses Foyer.

#### **Parking:**

##### **Cars and Mini-Vans:**

A paying underground car-park (under the building) allows entrance to cars and mini-vans.

##### **Trucks (or any vehicle coming to unload):**

Trucks must arrive at:

**Orphee Beinoglou Warehouse**  
**27th km old national Road Athens**  
**Thesi Ag. Nikolaos**  
**19200 Elefsina – Greece**

For more details (tariff and payment conditions), please read the parking information document available on: <http://www.escehhibition.org/euroecho2012/exhibition/default.aspx>



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### 2. Build up and Break Down

Cars and forklifts cannot be driven into the exhibition hall. Always park your vehicle in the allotted space outside. Space is limited – as soon as you have unloaded, please move your vehicle away from the unloading area. On arrival, drivers should report to uniformed staff from FAIREXX, the Official ESC Logistics Provider, to obtain a Working Pass. This pass carries the name of the individual, company and booth number. It needs to be carried at all times during the build up/break down.

#### Exhibition Build Up:

Monday 03 December	08:00 – 20:00	<b>Exhibition build-up – For self stand only</b>
Tuesday 04 December	08:00 – 20:00	<b>Exhibition build-up</b>
Wednesday 05 December	08:00 – 09:00	<b>Stand decoration only</b>

#### Dismantling:

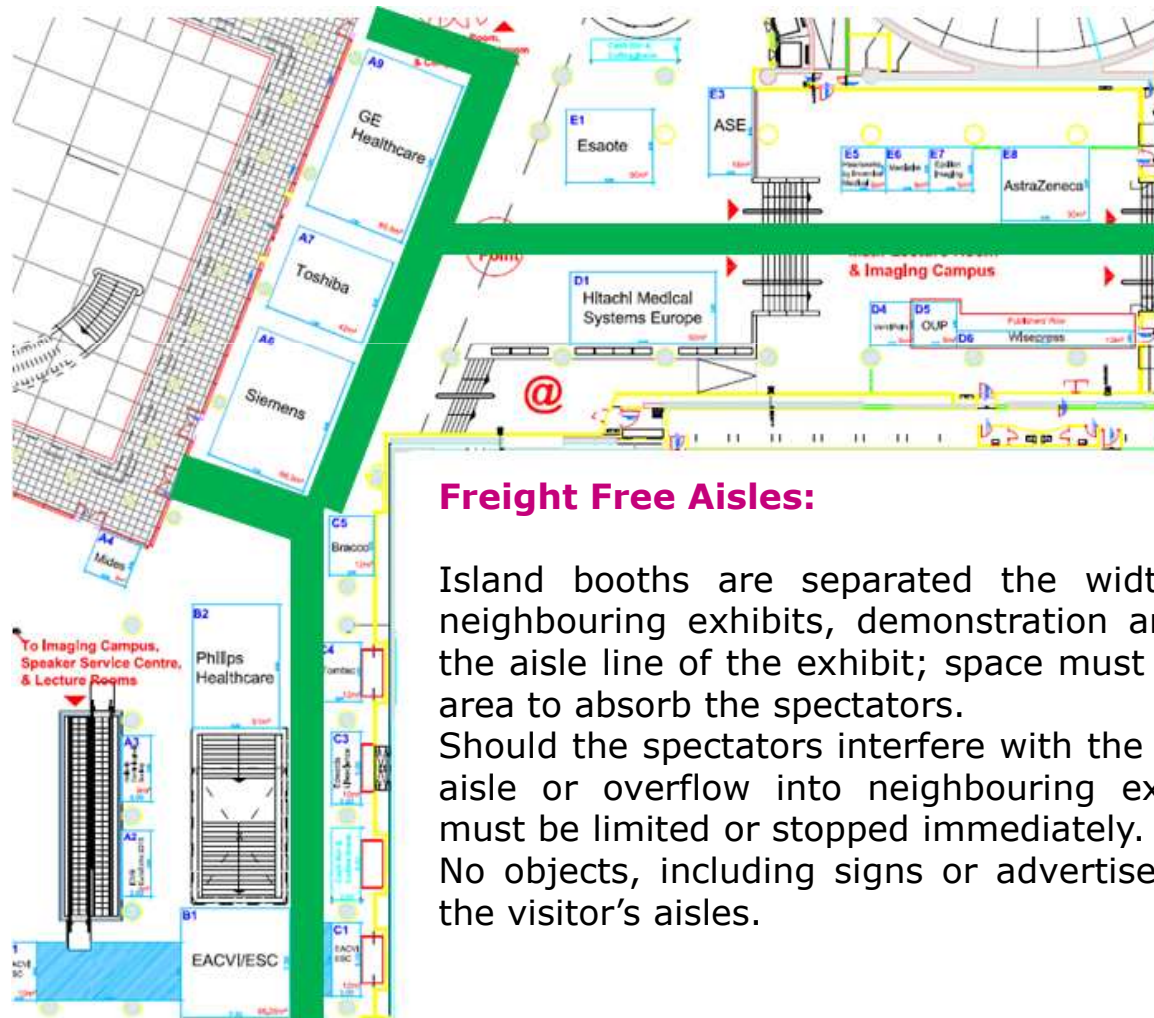
Saturday 08 December	08:30 – 13:00	<b>Exhibition Closed (Sessions still running)</b>
	13:00 – 24:00	<b>Dismantling</b>

#### IMPORTANT:

No dismantling before 13:00 Saturday 08 December . If valuables are removed on Friday 07 December, evening (18:00 – 20:00), stands must be presentable and retain visuals until official dismantling.

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### Freight Free Aisles:

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 exhibit 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 visitor's aisles.



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### 3. Security

The ESC undertakes the general surveillance service of the Building, both by day and at night.

Each Exhibitor is responsible for the security of their stand and exhibit. Exhibitors are recommended to pay close attention to the exhibits during the stand construction and dismantling periods. We strongly urge exhibitors to secure their stand against theft or damage. Valuable objects, which may easily be removed, should be locked away during the night or whenever the stand is left unattended. Particular attention should be paid to goods awaiting collection at the end of the Congress. The ESC accepts no responsibility for goods stolen from exhibits.

Security services can be ordered from the local supplier, Vision.

The ESC may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of Euroecho & other imaging modalities 2012, or who refuses to comply with the local safety rules.



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### 4. Delivery Address and Storage

Official Forwarder and Lifter for Euroecho & other imaging modalities 2012:

FAIREXX GmbH

Contact: Stefan Grunwaldt

Tel: +49 304 403 4713

Fax: +49 304 403 4779

Email: [stefan.grunwaldt@fairexx.com](mailto:stefan.grunwaldt@fairexx.com)

**Tel during the congress: +49 173 212 9410**

To ensure the receipt and management of your shipment, please fax a full pre-advice to FAIREXX LOGISTICS Fax: +49 304 403 4779 attn. Mr. Stefan Grunwaldt.

For more information, download the FAIREXX Manual from:

<http://www.escehhibition.org/euroecho2012/exhibition/Stand%20Services%20Download%20Area/Fairexx%20Manual.pdf>





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### **Storage:**

No refuse (e.g. empty cartons, crates or shipping/packing materials) may be left behind on your booth or in the aisles.

If any exhibitor or contractor(s) leaves such materials behind, the costs of removing will be charged to the exhibitor.

Please contact the Official Forwarder and Lifter (Fairexx) for handling and storage of your empty crates and other packing material during the Congress.



### **Airfreight Shipment (Warehouse Address):**

#### **Shipment from outside the European Union (customs clearance required)**

Greek customs procedures require a deadline for arrival of 14 days prior the due delivery date. Therefore it is strongly advised to make use of Fairexx transit option via their facilities in Munich Germany.

Shipment from outside the European Union should arrive at the below address before

**29 November 2012**

#### **Fairexx Logistics for Exhibitions GmbH**

c/o MULTILOGISTICS GmbH

Modul D/3<sup>rd</sup> Floor

Suedallee – Cargoterminal

85356 Munich Airport – Germany

Notify: EuroEcho 2012 / Exhibitors Name/ Stand Number

**Check the required documents for Non- European Union shipments on the Fairexx**

**Manual available online:** <http://www.escehhibition.org/euroecho2012/exhibition/default.aspx>





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### **Airfreight Shipment (Warehouse Address):**

#### **Shipment from European Union (no customs clearance required)**

Shipment from European Union should arrive at the below address before **30 November 2012**

#### **Fairexx Logistics for Exhibitions GmbH**

Kesselbodenstrasse 34

85391 Allershausen

Germany

Notify: EuroEcho 2012 / Exhibitors Name/ Stand Number

Send your shipments prepaid, on own Masterairwaybill, consigned to the above mentioned address. 3 original invoices and packing list should be attached to the Airwaybill

### **Seafreight shipments:**

For Seafreight shipment please contact Fairexx



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### **Full / Half Trailer Loads – Direct deliveries to Athens:**

Should arrive at the arrival address, not directly to the venue, in accordance with the official build-up schedule and slot number given by Fairexx.

For deliveries of semi & full loads during build up, make sure you send a timeslot request form to Fairexx to schedule your truck access. Trucks will be refused access if not on the Fairexx schedule.

**Due to its location adjacent to the US-Embassy, Megaron Athens International Conference Centre is a special secured site.**

**All vehicles coming to unload must arrive and pre-park at the address mentioned below. According to the booked timeslots each individual vehicle has to wait until Fairexx calls the driver and signals its arrival at the congress centre.**

**All vehicles that arrive at Megaron without confirmation from Fairexx will be refused access.**

### **FAIREXX Logistics for Exhibitions GmbH**

c/o Orphee Beinoglou Warehouse  
27th km old national Road Athens

Thesi Ag. Nikolaos

19200 Elefsina – Greece

Notify: Euroecho 2012/Exhibitors Name /Stand Number

Pre-advices: For your Roadcargo Shipments, please send to Fairexx in advance by fax or by email

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



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### 5. Stand Service Orders

For stand services orders please contact:

**Mr. Peter Theodorides**

**Vision (Exhibition – display – p.o.p. solutions)**

Tel: +30 210 664 0645

Mob: +30 694 435 3145

Email: pt@vision.gr

For information regarding catering order, please contact the official caterer :

**Ms. Yasmeen Muhalhal**

**INTERCATERING S.A.**

Tel: +30 210 894 6625

Mob: +30 693 693 542

Email: y.muhalhal@intercatering.gr

Stand services catalogue and order forms are available on our web site:

<http://www.essexhibition.org/euroecho2012/default.aspx>



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### 6. Exhibition Opening Hours

Wednesday 05 December

09:00 – 19:00

16:00 – 17:30

17:30 – 19:00

**Exhibition OPEN**

Opening Ceremony

Opening Cocktail in the Exhibition Area

Thursday 06 December

08:30 – 17:30

**Exhibition OPEN**

Friday 07 December

08:30 – 17:30

**Exhibition OPEN**

**All exhibiting staff must wear an official Euroecho badge at all times within the venue.**

**OUTSIDE OF THE EXHIBITION OPENING HOURS, DELEGATES WILL PASS THROUGH THE EXHIBITION TO ACCESS THE LECTURE ROOMS. EXHIBITORS SHOULD THEREFORE TAKE ALL REASONABLE PRECAUTIONS TO PROTECT VALUABLES ON THEIR STAND.**



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### 7. Exhibitors Registration

Exhibitors are entitled to a certain number of free badges. The number of free badges for each Exhibitor will be determined according to the floor space allocated as shown below. Please note that company names other than those of listed exhibiting companies are not permitted.

Stand size between	General Exhibitor Badges	Scientific Exhibitor Badges
9 and 49 m <sup>2</sup>	4	4
50 and 99 m <sup>2</sup>	8	8
100+ m <sup>2</sup>	12	12

#### **IMPORTANT:**

Exhibitor badges are reserved for staff working directly in the organisation and management of stands, satellite symposia and sponsored activities.

General Exhibitor badges do not give access to the Euroecho & other imaging modalities' Scientific Sessions.

Each exhibitor is entitled to a defined number of Scientific Exhibitor Badges which will enable the bearer to access the Scientific Sessions of Euroecho & other imaging modalities 2012.

**Please note that exhibitor badges (general & scientific) do not give entitlement to a certificate of attendance.**



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### Exhibitors Registration Opening Hours:

Monday 03 December	08:00 – 18:00
Tuesday 04 December	08:00 – 18:00
Wednesday 05 December	07:30 – 17:30
Thursday 06 December	07:30 – 17:30
Friday 07 December	07:30 – 17:30
Saturday 08 December	09:30 – 12:30

### Additional Exhibitor Badges:

During the congress, only additional general exhibitors badges can be purchased. It will not be possible to buy any additional scientific badges or to do a name change on the badges already printed.

The price of the extra badges will be €55.01 per badge (VAT included). Credit card payments and cash in Euro only will be accepted.

### Working Passes:

In the interest of security, only those individuals directly responsible for the erection and dismantling of the stands will be permitted in the Exhibition area during stand construction and dismantling times. Working Passes will be given out at the Exhibitor Registration desk and at the unloading area during stand construction and dismantling times. Registered Exhibitors may also gain entrance to the Exhibition hall during installation and dismantling times by showing their Exhibitor badge at the entrances.



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### 8. Badge Readers

Recording a prospective customer's information can be done by using one of the Euroecho & other imaging modalities 2012 Badge Readers. There are two models available:

- Classic Badge Reader:

[http://www.escehhibition.org/euroecho2012/exhibition/Heart%20Failure%202008%20Badge%20Reader%20Library/key4lead\\_EuroEcho%202012.pdf](http://www.escehhibition.org/euroecho2012/exhibition/Heart%20Failure%202008%20Badge%20Reader%20Library/key4lead_EuroEcho%202012.pdf)

- New Advanced Badge Reader:

[http://www.escehhibition.org/euroecho2012/exhibition/Heart%20Failure%202008%20Badge%20Reader%20Library/key4lead%20Advanced\\_EuroEcho%202012.pdf](http://www.escehhibition.org/euroecho2012/exhibition/Heart%20Failure%202008%20Badge%20Reader%20Library/key4lead%20Advanced_EuroEcho%202012.pdf)







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### 9. Stand Activities

#### Stand Drawings and Designs:

- Exhibits must be displayed on stands for the entire duration of the exhibition; display of products other than those listed in the application is not permitted.
- Euroecho & other imaging modalities 2012 Secretariat is entitled to have exhibits removed from the stand if their display runs counter to the principles of fair competition or does not comply with the display programme.
- Details of prices, given in the form of signboards or stand lettering, are not permitted, nor are references to sales of products already affected or details of suppliers and customers.

#### Stand Giveaways and Activities:

Please inform the ESC of your planned Stand Activity and Giveaways by sending the Stand Activity form available on:

<http://www.escehhibition.org/euroecho2012/exhibition/ESC%20Items/Stand%20Activity%20Form.pdf>

**Please note that stand activities should adhere to the rules stated in the Guidelines and can be stopped on-site if judged inappropriate**



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### **Catering:**

Please note that it is forbidden to take food and/or drinks into the building or to keep them on the premises unless ordered through the official caterer:

<http://www.escexhibition.org/euroecho2012/exhibition/Stand%20Services%20Download%20Area/Catering%20Order%20Form.pdf>

Intercatering has the exclusive right to serve food and beverages within the exhibition area. Prior permission must be obtained from ESC for any distribution of food and beverage samples.

Intercatering services must make sure that the rules and regulations laid down by the Greek authorities are observed. However, Exhibitors are allowed to establish serving areas at their stand, but only after approval by and according to specifications laid down by the official caterer.

Exhibitors are allowed to hand out food and beverage samples of their own products under specific conditions. Under no circumstances will the exhibitors be allowed to sell food or beverages from their stand. All food & drink offered in the exhibition must be arranged via the official caterer.



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### 10. Important Reminders

#### **Access:**

The Congress is only accessible to certified healthcare professionals, associated press, industry representatives and other stakeholders in the science, management and prevention of cardiovascular disease.

#### **Payment:**

Please note that payment for stand rental must be made in full before the event.

#### **Smoking:**

Smoking is strictly forbidden anywhere in the building.

#### **Alcohol:**

Exhibitors must not serve any alcoholic beverages from the stand.



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### 11. Registration Figures (as of 19 November 2012)

<b>Total participants</b>	<b>2338</b>
Total Active	1975
<b>Exhibitors</b>	<b>363</b>

Top 10 Countries	
<b>1. Greece</b>	<b>6. France</b>
<b>2. United Kingdom</b>	<b>7. Poland</b>
<b>3. Romania</b>	<b>8. Sweden</b>
<b>4. Italy</b>	<b>9. The Netherlands</b>
<b>5. Belgium</b>	<b>10. Spain</b>



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### 12. Future ESC Congresses

- EuroHeartCare 22 – 23 March 2013, Glasgow - United Kingdom
- EuroPrevent 2013 18 – 20 April 2013, Rome - Italy
- ICNC11 05 – 08 May 2013, Berlin - Germany
- Heart Failure 2013 25 – 28 May 2013, Lisbon - Portugal
- EHRA EUROPACE 2013 23 – 26 June 2013, Athens - Greece
- ESC Congress 2013 31 August – 4 Sept. 2013, Amsterdam - The Netherlands
- Acute Cardiac Care 2013 12 – 14 October 2013, Madrid – Spain
- Euroecho & other imaging modalities 2013 11 – 14 December 2013, Istanbul - Turkey

**If you have any questions about the Exhibition at Euroecho & other imaging modalities 2012, please contact:**

**[EEexhibition@escardio.org](mailto:EEexhibition@escardio.org) or +33 492 943 514.**

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