

EuroEcho2013 Imaging

17th Annual Meeting of the European Association
of Cardiovascular Imaging, a registered branch
of the ESC, in cooperation with the Turkish
Working Group of Cardiac Imaging.

INDUSTRY GUIDELINES



ISTANBUL
TURKEY 11-14 DECEMBER

www.escardio.org/eacvi



Your Contacts

Addresses/ Contact Details

For **General Information** please contact:

EuroEcho-Imaging 2013 Secretariat
2035, Route des Colles
Les Templiers
B.P. 179

Tel: +33 (0)4 92 94 76 00

Fax: +33 (0)4 92 94 86 29

F-06903 SOPHIA ANTIPOLIS

France

General Information: euroecho@escardio.org

Website: <http://www.euroecho.org>

For information on **Industry Participation, Registration, Hotel and Scientific information** contact:

Sponsorship & Promotion

sponsorship@escardio.org

Exhibition & Industry Sponsored Session

EuroEchoServices@escardio.org

Registration

ERegistration@escardio.org

Hotel Accommodation

EHotels@escardio.org

Abstracts and Scientific information

EEscientific@escardio.org

Important Dates

08 October 2013	Deadline for companies and Publishers to send their Product or Company Description for reproduction in the Final Programme.
31 October 2013	Deadline to order free exhibitor badges
08 November 2013	Deadline for Exhibitors to submit Stand designs.
08 November 2013	Deadline for companies to inform the ESC of the Stand Activity and Give Away distributed on the Stand.
08 November 2013	Stand Service Deadline (from this date orders will still be possible with extra charge)
04 December 2013	Deadline for Exhibitors to order Badge Lead Management System

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Section 1 – General Information

These guidelines have been written by the European Society of Cardiology (ESC). A successful application made by a company wishing to participate in EuroEcho-Imaging 2013 shall imply an acceptance of the requirements contained in these Guidelines and in the technical specifications updates on the ESC Exhibitors and Industry Partners Web Site: www.ESCexhibition.org

1.1 Venue

Istanbul Lutfi Kirdar Convention and Exhibition Centre (ICEC)

Harbiye-Sisli Istanbul, Turkey

Tel: +90 212 373 1100 - Fax: +90 212 224 0878

Web Site: www.icec.org

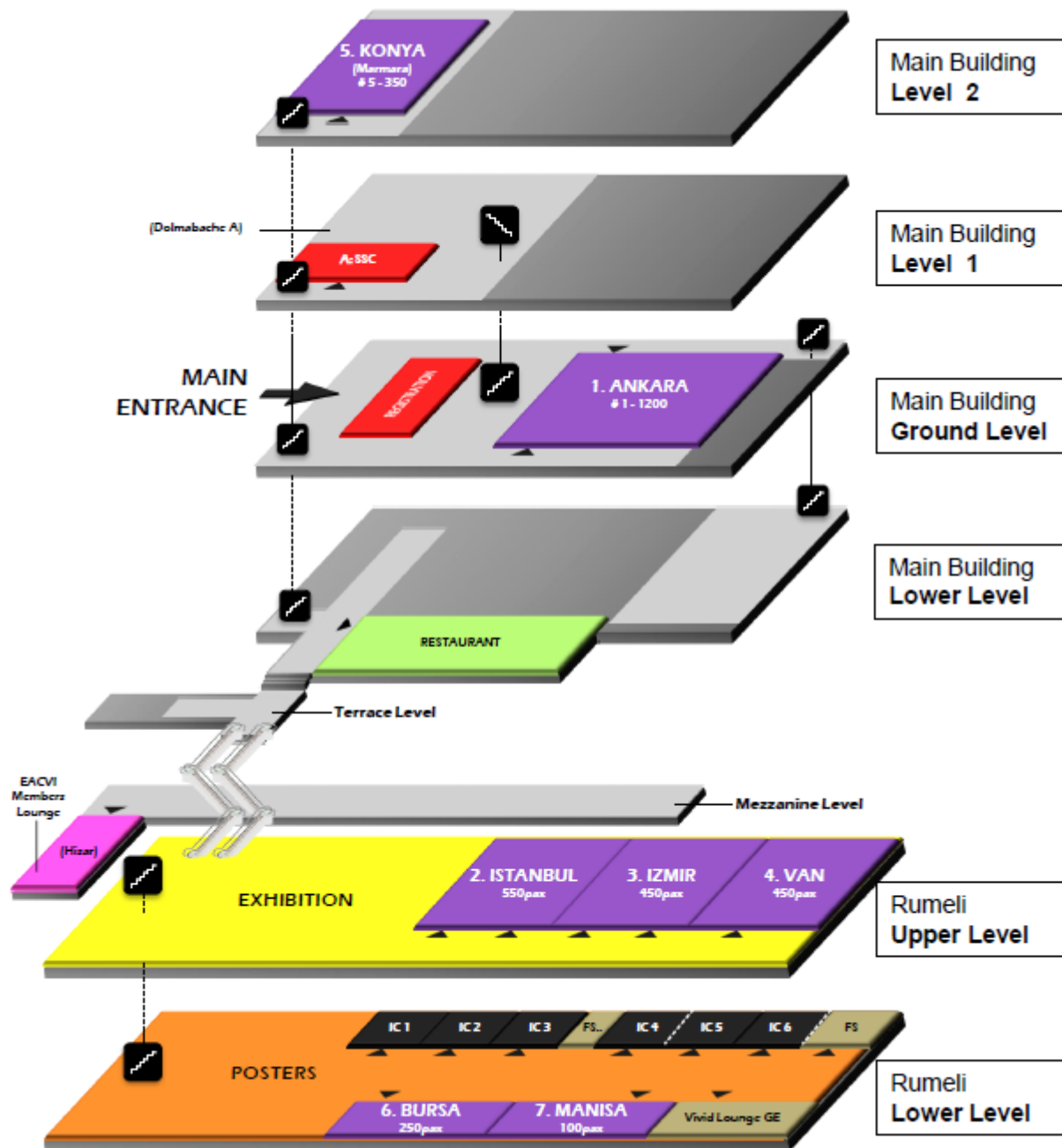
1.2 Terminology

This guide has been written by the Organiser. A successful application made by a company wishing to participate in the exhibition will imply an acceptance of the requirements contained in these Guidelines.

For the sake of brevity, the following terms are used in these Guidelines:

City:	Istanbul
Building:	Istanbul Lutfi Kirdar Convention and Exhibition Centre (ICEC).
Exhibitor:	The Company which is to be regarded as participant in the exhibition as a result of a submission of an application for stand space followed by a stand assignment.
Organisers/EACVI:	European Association of Cardiovascular Imaging, a registered branch of the European Society of Cardiology
EuroEcho-Imaging 2013:	The Annual Meeting of the European Association of Echocardiography (a registered branch of the ESC).

1.3 Building Overview



1.4 Congress dates: 11 – 14 December 2013

		07:00	07:30	08:00	08:30	09:00	09:30	10:00	10:30	11:00	11:30	12:00	12:30	13:00	13:30	14:00	15:00	15:30	16:00	16:30	17:00	17:30	18:00	18:30	19:00	19:45
TUESDAY 10															REGISTRATION Speaker Service Centre											
WEDNESDAY 11		REGISTRATION Speaker Service Centre													POSTERS EXHIBITION TEACHING COURSES MP TEACHING COURSES SATELLITE 12:45-13:45 TEACHING COURSES MP Opening Ceremony Opening Cocktail How To YIA 12:45 - 13:45 How To											
THURSDAY 12		REGISTRATION Speaker Service Centre													POSTERS EXHIBITION SCIENTIFIC SESSIONS MP SCIENTIFIC SESSIONS SATELLITE 12:45-13:45 SCIENTIFIC SESSIONS MP SCIENTIFIC SESSIONS Imaging Campus How To Imaging Campus Imaging Campus How To Imaging Campus											
FRIDAY 13		REGISTRATION Speaker Service Centre													POSTERS EXHIBITION SCIENTIFIC SESSIONS MP SCIENTIFIC SESSIONS SATELLITE 12:45-13:45 SCIENTIFIC SESSIONS MP SCIENTIFIC SESSIONS Echo@Jeopardy Imaging Campus How To Imaging Campus Imaging Campus How To Imaging Campus											
SATURDAY 14		REGISTRATION Speaker Service Centre													POSTERS SCIENTIFIC SESSIONS MP SCIENTIFIC SESSIONS											
		07:00	07:30	08:00	08:30	09:00	09:30	10:00	10:30	11:00	11:30	12:00	12:30	13:00	13:30	14:00	15:00	15:30	16:00	16:30	17:00	17:30	18:00	18:30	19:00	19:45

1.5 Language

The official language during the Congress is English. No translation is available.

Section 2 – Exhibition

2.1 Exhibition General Information

2.1.1 Exhibition Services

For general information on exhibition, please contact:

European Society of Cardiology
2035, Route des Colles- Les Templiers
B.P. 179
F-06903 SOPHIA ANTIPOLIS CEDEX - France
Tel: +33 (0)4 92 94 35 14 - Fax: +33 (0)4 92 94 76 26
Email: EuroEchoServices@escardio.org
Web Site: <http://www.escexhibition.org/euroecho2013/default.aspx>

For information regarding the building and technical aspects of the exhibition please contact:

Mr. Evren Turan

K2 Conference & Event Management
Kosuyolu Mah., Ali Nazime Sok. No: 45, Kadikoy 34718 Istanbul, Turkey

Tel: +90 216 4289551 (ext. 131.)
Fax: +90 2164289591
E-mail: euroecho2013@k2-events.com
Web site: www.k2-events.com

For all services (water, electricity, AV, telephone, computer etc.), please refer to the Product and Services order forms, available online on EuroEcho-Imaging 2013 page of www.ESCexhibition.org.

Please note that if you are going to hire AV equipment for your stand in Turkey (from a Turkish AV company), please refer to exclusive ICEC contractor through Stand AV order form.

We recommend you visit the ESC Industry Portal regularly to access the latest order forms, updates, deadlines and congress essentials:

<http://www.escexhibition.org/euroecho2013/default.aspx>

2.1.2 Exhibition Dates

Exhibition Build Up:

Monday	09 December	08:00 – 20:00
Tuesday	10 December	08:00 – 20:00
Wednesday	11 December	08:00 – 09:00

Exhibition build-up – For self stand only
Exhibition build-up
Stand decoration only

Exhibition Opening Hours:

Wednesday	11 December	09:00 – 19:00
		16:00 – 17:30
		17:30 – 19:00
Thursday	12 December	08:30 – 17:30
Friday	13 December	08:30 – 17:30
		18:00 – 20:00

Exhibition OPEN
Opening Ceremony
Opening Reception in the exhibition area
Exhibition OPEN
Exhibition OPEN
Removal of valuables & delivery of empty packaging cases by Fairexx (if booked)

Dismantling:

Saturday	14 December	08:30 – 13:00
		13:00 – 24:00

Exhibition CLOSED (but Sessions still running)
Dismantling

IMPORTANT:

An access schedule for delivery will be established by the official forwarder and lifter, Fairexx. This schedule should be respected and each exhibitor must adhere to their delivery slot.

On Tuesday 10 December the hall will be open for construction until 20:00. All construction must be completed imperatively by 20:00. Any packing cases still left in the aisles will be removed at the exhibitor's expense.

For Exhibitor requesting stands from the local stand supplier, K2-Events, the stand will be ready to decorate from Tuesday 10 December.

NO DISMANTLING BEFORE 13:00, Saturday 14 December. If valuables are removed on Friday evening, stands must be presentable and retain visuals until dismantling starts.

Exhibitors who have ordered a shell scheme stand should remove all personal items from the stand by Saturday 15:00. All remaining material will be considered as rubbish.

2.1.3 Exhibition Time Schedule

- Build-up will take place on **Monday 09 and Tuesday 10 December from 08:00 to 20:00.**
- Stand construction should be finished by **Tuesday 10 December 20:00.**
- All packing material that is to be retained (e.g. for re-use) should be cleared from the Building by **Tuesday 10 December 20:00.** After this time any materials left in the aisles will be cleared by the organisers and destroyed. The Organiser accepts no liability for packing materials not removed in due time.
- On **Wednesday 11 December** the exhibition is open **from 09:00.** Exhibitors will be allowed to access the exhibition hall from 08:00 for stand decoration only. **Decoration is permitted until 09:00.**

2.1.4 Exhibitor Badges

Free Exhibitor Badges

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 will not be produced or allowed.

All Exhibitor badges must be ordered by email using the form available online, saving the badge name file in excel format. This email should be returned to the EuroEcho-Imaging exhibition mailbox, registration@escardio.org before **31 October 2013.**

Exhibitor Badges Allocation

The number of badges depends on the size of the stand:

Stand size between:	General Exhibitor Badges	Scientific Exhibitor Badges
9 and 49 m ²	4	4
50 and 99 m ²	8	8
100+ m ²	12	12

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

General Exhibitor badges do not give access to the EuroEcho-Modalities 2013 Scientific Sessions.

Scientific Exhibitor Badges give access to the Scientific Sessions of the EuroEcho-Imaging 2013.

You have the option to choose how your free badges are inscribed. Indicate when you send the exhibitor badge application form by email, number of company-only badges you wish to receive and the number of individual badges you wish to receive (please indicate each person's name).

For your exhibitor badges order, please use the form available on:

<http://www.esceexhibition.org/euroecho2013/default.aspx>

Additional Exhibitor Badges:

If the number of free Exhibitor badges is insufficient, extra badges may be purchased at a price of **€ 50.00 per badge.**

Work Passes:

In the interest of security only those individuals directly responsible for the construction and dismantling of the stands will be permitted in the exhibit area during stand construction and dismantling times. To this end, work

passes will be given out at the lorry unloading area during stand construction and dismantling times by Fairexx. Registered Exhibitors may also gain entrance to the exhibit hall during installation and dismantling times by showing their Exhibitor badge at the entrances. Exhibitors are obliged to wear their badges clearly visible at all times when in the congress centre.

2.1.5 Product Description

All Exhibitors will be listed in the Final Programme, the ESC Web Site and the Mobile App together with a short description of the products exhibited, (Maximum 100 words). All Exhibitors should send their Product Description to the Organiser before **8 October 2013** using the form online:
<http://www.esccxhibition.org/euroecho2013/default.aspx>

2.1.6 Surveillance & Security

The Organiser undertakes the general surveillance service of the Building, both day and night.

Exhibitors are responsible for the surveillance of their stand and exhibits. Exhibitors are recommended to pay closer 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 be easily removed, should be locked away during the night or whenever the stand is left unattended. The Organiser accepts no responsibility for goods stolen from exhibits. Security services can be ordered through K2-Events – Stand supplier.

The Organiser may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of EuroEcho-Imaging 2013, or who refuses to comply with the local safety rules.

2.1.7 Insurance and Other Charges

While on the premises, exhibition goods and packaging materials shall be insured at the expense and risk of the Exhibitor. Neither the Building nor the Organiser can accept any responsibility for damage, loss, theft, disappearance or injury of anything or anyone, for any reason. The Exhibitor and any contractors under exhibitor employment are obliged to take out insurance against third party risks before the start of the exhibition. The cost for this insurance falls to the Exhibitor.

Exhibitors should also be covered against any claims which may ensue from transportation to and from the Building and against any claims which may be made by third parties, e.g. the Building, the City and/or their insurers, in respect of injury or damage sustained in any way whatsoever inside or outside the Building.

If any conditions within the Health & Safety Guidelines are infringed, the responsibility for any accident will lie exclusively with the Exhibitor, who must have contracted an insurance policy for unlimited civil liability for harm to third parties, be it persons or objects.

2.1.8 Shipping Information

Official Forwarder and Lifter for EuroEcho-Imaging 2013

FAIREXX GmbH

Marienstrasse 28
12207 Berlin
Germany

TEL +49 (0)30 44 03 47 13

FAX +49 (0)30 44 03 47 79

Contacts: Mr. Florian Wallmann
Florian.wallmann@fairexx.com
+49 173 214 53 02

Web Site: www.fairexx.de

A shipping manual including documentation required for customs clearance is available online at
<http://www.esccxhibition.org/euroecho2013/exhibition/default.aspx>

Airfreight Shipments

Airfreight shipments should arrive prepaid at Istanbul International Airport (IST) **no later than 27 November 2013** addressed as follows:

Consignee Address: EKOL LOJISTIK A.S.
c/o FAIREXX GmbH
Gulbahar cad. Gurol Sok. No. 1
34212 Gunesli Istanbul / Turkey

Notify: EUROECHO 2013
Exhibitor Name, Hall & Stand Number

Contacts: Atilla Bayraktar / Tel. +90 216 564 33 58
Alpay Altioek / Tel. +90 216 564 33 52

Please send your shipments prepaid, on own Masterairwaybill, consigned to above mentioned address.
4 original Invoices in English language and Packing list should be attached to the Airwaybill.

Pre-advice: please send to Fairexx at least 4 working days before departure by fax: +49 (0)30 44 03 47 79 or
by email to Florian.wallmann@fairexx.com.

- 1 Copy of Airwaybill / Flight details
- 1 Copy of combined invoice & packing list or Carnet ATA
- 1 Copy of ATR (for shipments from EU countries)

Roadfreight & Courier shipments via advanced warehouse

Roadfreight & Courier shipments should arrive at the advanced warehouse **no later than 26 November 2013**
to:

Warehouse address: EKOL LOJISTIK A.S.
c/o FAIREXX Logistics GmbH
Gulbahar cad. Gurol Sok. No. 1
34212 Gunesli Istanbul / Turkey

Notify: EUROECHO 2013
Exhibitor Name, Hall & Stand Number

Contacts: Atilla Bayraktar / Tel. +90 216 564 33 58
Alpay Altioek / Tel. +90 216 564 33 52

Pre-advice: please send to Fairexx at least 4 working days before departure by fax: +49 (0)30 44 03 47 79 or
by email to Florian.wallmann@fairexx.com.

- Trucking details (Truck no., haulier, ETA)
- Copy of invoice or Carnet ATA + packing list
- Copy of ATR (for shipments from EU countries)

Half / Full Trailer Loads direct to the venue

Half / Full Trailer Loads should arrive directly at ICEC (Lutfi Kirdar Convention Centre) in accordance with the
official Build-Up and Break-Down Dates and Times and slot numbers.

Important:

Please note that only trucks less than 40 tons can have a direct access to the venue.

Venue Address: ICEC (Istanbul Lutfi Kirdar Convention & Exhibition Centre)
c/o FAIREXX GmbH
Harbiye Mh.
34367 Istanbul / Turkey

Contact: FAIREXX / Florian Wallmann / Tel: +49 173 2145 302

Notify: EUROECHO 2013
Exhibitor Name, Hall & Stand Number

Pre-advice/Time Slot Request Form: for direct deliveries of semi & full loads during build up and dismantling,
please get in contact with Fairexx for completing your Time Slot Request Form in order to schedule your trucks.
This document should be sent to Fairexx at least 4 days before departure of your truck by fax: +49 (0)30 44 03
47 79 or by email to Florian.wallmann@fairexx.com.

Within the limits of the ICEC, FAIREXX (official freight forwarder) and its agents act with the authority of the ESC
on its behalf in matters concerning vehicle, logistics, security, freight forwarding, freight lifting and storage of
goods. If the Exhibitor requires that parcels be delivered to their booth or be returned to their truck, FAIREXX,

can assist in this regard. For more information please consult the Fairexx Shipping Manual available on: <http://www.escexhibition.org/euroecho2013/exhibition/default.aspx>

2.1.9 Goods Entrance

All materials for the Exhibition Hall should be unloaded at Rumelli Upper Level.

2.1.10 Traffic Control

Please instruct your drivers to wait at the entrance of the loading area. Once registered with Fairexx, unloading may proceed according to the access schedule. A waiting period should be expected.

Always park your vehicle in the allotted space. Note that parking is not allowed in front of doors or on ramps.

Information about truck and car parking is available on: <http://www.escexhibition.org/euroecho2013>

2.1.11 Transport Regulations / Handling

The mechanical lifting and carrying of goods within the hall can only be carried out by the Official Forwarder and Lifter: Fairexx GmbH. **It is prohibited to drive motorised vehicles (including forklifts) into the building.**

Fairexx will advise industry representatives on the mechanical lifting and carrying of goods in their quotation.

During the exhibition opening hours, from Wednesday 11 December 09:00 to Saturday 14 December 13:00, only light articles may be taken in the exhibition hall, pallet trucks may not be used.

Do not place anything in the aisles outside the stand. If you do, you will block the passageway for other transport.

Fairexx has the right to store all packaging that is left in the aisles after 20:00 on Tuesday 10 December 2013

2.1.12 Storage

No refuse (e.g. empty cartons, crates or shipping/packing materials) may be left behind on the booth or in the aisles. If Exhibitors or their contractor(s) leave such materials behind, the costs of removing will be charged to the Exhibitor.

Please contact the official forwarder for handling and storage of empty crates and other packing materials during the Congress.

2.1.13 Customs Information / Taxes & Duties

Exhibitors will pay the various taxes and duties owed resulting from their taking part in the exhibition.

2.1.14 Catering

K2-Event, official caterer service provider, has the exclusive right to serve food and beverages within the exhibition area. Prior permission shall be obtained from ESC for any distribution of food and beverage samples. The official caterer services must make sure that the rules and regulations laid down by the Turkish 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 services.

Exhibitors are allowed to hand out food and beverage samples of their own products under the condition that the Turkish food regulations are observed. 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.

Orders should be made via the catering order form available on:

<http://www.escexhibition.org/euroecho2013/default.aspx>

2.1.15 Stand Activities, Hospitality and Publicity

Please inform the ESC of your planned Stand Activity and Giveaways by sending the Stand Activity form available on <http://www.escehhibition.org/euroecho2013/default.aspx> before **08 November 2013**. Please note that stand activities should adhere to the following rules:

I) 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 'attractions' is not allowed, any similar project must be submitted to the ESC exhibition department for the European Association of Cardiovascular Imaging (EACVI) approval prior to EuroEcho-Imaging 2013. Failure to do so may result in the exhibitors being obliged, at their own expense, to discontinue any such activity on-site.

II) Companies wishing to arrange or sponsor sessions are invited to arrange an industry sponsored session, as detailed elsewhere in these Industry 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 for stands more than 20m², 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) and should be submitted in the stand drawing/stand design to the ESC exhibition team for approval. For stand less than 20m², the area set for an audience should be shown in the stand drawing and submitted to the ESC Exhibition department for approval.

The focus of presentations should be product-related information and not on the 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. In addition, the nature of the presentation should be informal and in no way resemble any official session format, industry sponsored sessions or EuroEcho Imaging programme.

All such activities require the prior approval of the ESC.

III) Use of acoustic equipment, as well as audiovisual shows (projection of films and slides) of any kind by the exhibitor require authorisation by the Organiser and must be presented in writing. The noise level of musical shows must not exceed 60 dBA. Repeated non-observance of these regulations can result in the electricity to the exhibitor's stand being cut off, irrespective of the resulting loss in supply to the stand. The exhibitor cannot claim compensation for damages arising directly or indirectly from the interruption to the electricity supply. The burden of proof that the regulations were observed lies with the exhibitor.

IV) All audio-visual activities require the written permission of the ESC exhibition team, if you intend to organise any audio-visual activity please send a copy to the ESC Exhibition department for approval. Please keep in mind that this activity:

- Should be focused on the product/service or findings/characteristics related to the product/service being exhibited
- Should not be the main activity on the stand
- Noise levels should be kept down to not disturb neighbouring stands
- There must be no queuing in the aisles

We recommend that you inform your neighbours of the nature and frequency of the music/sound you intend to produce. In the event of complaints, either from the management or from neighbouring stands the volume must be reduced or turned off completely. The activity will be stopped on site if judged inappropriate.

V) Exhibitors shall refrain from holding lotteries, organising games of chance and using "market stall techniques". Only quizzes with a scientific content can be held at the stand. Any such activity must be approved by the ESC exhibition department. Participation can be 'rewarded' with a prize. However, the prize should be offered and the same for all. 'Drawing winners' is not allowed. Maximum retail value should be €10 and the item should have a scientific value.

VI) Notwithstanding the legal responsibilities of each Exhibitor at his own stand, the ESC policy accepts that small giveaways are distributed (maximum retail value €5) for example badges, T-shirts, pens. Giveaways can only be distributed inside the stand. The distribution of giveaways should be low profile and should in no way overshadow the main activity of the stand. Please inform the ESC exhibition of your planned Stand

Activity and Giveaways by sending the Stand Activity form. All such giveaways must have the written approval of the ESC exhibition team.

VII) Distribution or display of material printed by industry or its agents is limited to the area rented by the Exhibitor in the exhibition. The placement of both signs and billboards must also be limited to the area rented by the Exhibitor in the exhibition area. Printed material should respect the norms of decency at a healthcare congress – explicit images of naked or partially clothed models should not be distributed within the congress venue.

VIII) "Special effect" lights, laser, sound & video projection on the stand will be allowed with written permission of the ESC.

IX) Exhibitors are not allowed:

- To use names or trademarks which may be misleading or cause hindrance to the Exhibitors at the other stands or to visitors to the EuroEcho-Imaging 2013.
- 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. Such activities require the prior approval of the ESC.
- 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. Nor should stands be dismantled or removed prior to the end of the event.

X) The site assigned to the Exhibitor shall be staffed at the beginning of the exhibition (Wednesday 11 December 2013, 10:00), 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 a competent representative is present on the exhibit at all times.

XI) The use of the names of the European Society of Cardiology (ESC), European Association of Cardiovascular Imaging (EACVI), EuroEcho-Imaging 2013, as well as the logos of these entities, is strictly forbidden in any advertising, publicity, sign, product, printed matter, film, video, or other media, etc. without the explicit permission in writing from the Organiser or the EACVI. Exhibitors may use the Congress graphic where approval has been granted by the ESC. Exhibitors or their agencies are not allowed to reproduce texts, drawings or graphics that have been specially produced by the ESC for use in publications such as the Final Programme or the Abstract CD ROM.

XII) None of the exhibits may be photographed or filmed without the permission 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.

XIII) The organising committee has adopted a policy which limits industry sponsored entertainment, lunches, seminars or other formal gatherings. Without the specific approval of the Organiser, companies should not organise such events during the two days before EuroEcho-Imaging 2013, the congress itself or for two days immediately after EuroEcho-Imaging 2013 (i.e. 09/12/2013 – 16/12/2013). Should a company wish to plan any such events then it is advised to consult the Organiser in due time.

2.1.16 Miscellaneous

Smoking

Smoking is forbidden throughout the Building. Ashtrays and ash urns are prohibited in the exhibit area.

Alcohol

Exhibiting Companies are not allowed to serve any alcoholic beverages from their stand.

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.

2.2 Technical Guidelines for Exhibitors

Important Notice:

All Exhibitors must submit a detailed stand drawing to the Organiser before 08 November 2013. Without the written approval of the Organiser no stand can be built. If a company wishes to hire a stand system from the local service provider, K2-Events, the ESC Exhibition department should be informed.

2.2.1 Exhibition Location

The exhibition at EuroEcho-Imaging 2013 will be located in the ICEC (Istanbul Lutfi Kirdar Convention & Exhibition Centre).

2.2.2 General Exhibition Information with pricing and minimum stand space requirements

The price of 'SPACE ONLY' is €400 per m² plus VAT. A reduced rate of €280 per m² plus VAT is offered to publishers, booksellers and journals. Minimum stand size is 9 m² for Industry, 6m² for Publishers.

The Organiser 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).

Exhibitors who will need to rent a standard exhibit stand system are advised to use the services of our local supplier. See Order Form in our web site: <http://www.esceexhibition.org/euroecho2013>

Immediately after allocation of the stand site the Exhibitor is advised to personally check the location and measurements of installations which might be found on the stand space assigned, the following items are given as examples: fire-alarm systems, junction boxes, technical inspection hatches, and columns. The Organiser does not accept responsibility for the detailed accuracy of the floor plans provided for Exhibitors' reference. Each stand will be numbered by the Organiser.

2.2.3 Detailed Stand Construction Guidelines

- **Stand Design**

Every Exhibitor must submit an exact statement of the dimensions of the stand, as well as plans and descriptions of the stand. This applies equally to those companies hiring a standard exhibit stand module from the Building. This information has to be sent to the ESC before **08 November 2013**.

The drawings shall clearly indicate the planned layout, equipment and furnishing of the stand, including the graphics and signage, location of the activities (presentation, games/quizzes...). Also indicated must be the location of power outlets, electricity cables, water and compressed air connections as well as telephone and ventilation installations. If fabrics (including linoleum and vinyl floor coverings) are to be used, safety certificates in English or Greek (language) should be supplied.

Stand drawings can be deemed approved for construction only once written approval has been secured from the ESC.

- **Approval**

Any set-up or installation, which does not comply with the standard specifications or with the designs approved 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 damages caused by these corrections.

All stands must be finished before the start of the congress. An inspection will be done by the ESC in the two hours before the end of official build-up. Exhibitors, or their qualified representative, must be at their stand during the inspection and must be able to supply all information and certificates concerning equipment and materials used.

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

- **Shell scheme stands**

Shell scheme stands provided by the local stand supplier will be uniform stands with uniform graphics, height and design. Exhibitors who will need to rent a standard exhibit stand system are advised to use the services of the local stand supplier mentioned above in these guidelines.

Order form and Stand services Catalogue are available on our web site:

<http://www.esceexhibition.org/euroecho2013/default.aspx>

- **Stand height**

The (standard) maximum height of stand constructions is 2.5 meters. If you wish to build higher than this please contact the ESC for approval (euroechoservices@escardio.org).

In cases where in-line, corner or peninsula stands are permitted to construct inside the stand elements above the separation wall height, such elements must be positioned at least 0.50 metre from the separation wall.

Stand height allowance is in direct proportion to the m² floor area of each stand and is as follow:

Stand size	Maximum height allowance
From 9m ² to 20m ²	2.2m ** - 2,5m
From 21m ² to 30m ²	3m
From 31m ² to 50m ²	3,5m
Over than 50m ²	4m

****Depending on the location of the stand the maximum height to build is 2.2m.**

- **Two-storey structures**

Two-storey structures are not allowed. Arches, bridges or similar constructions connecting two or more stands are not allowed.

- **Separation walls**

All peninsula, corner and in-line stands must be separated from the neighbouring stand(s) or hall wall by means of a separation wall. 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 height of the separation wall, and this agreement differs from the policy prescribed by the ESC, this agreement has to be approved by the ESC and in any case may not exceed 3 metres height.

- **Back wall**

The rear sides of the stands shall be designed and decorated by the Exhibitor to whom this stand belongs, provided that the interests of the neighbours are not affected thereby.

- **Open side of a stand**

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 (EuroEchoServices@escardio.org).

Walls erected on open sides of a stand must be 0.30 metre inset from the edge of the stand, must not be longer than 1/3rd length of the stand and should be no higher than 2.5 metres.

This applies for all stand types: island, peninsula, corner and in-line.

- **Stand transparency**

For island and peninsula booths, the ESC requires that line of sight through the stand be possible from aisle to aisle for at least 37% of the stand width when viewed from each open side.

- **Stand flooring**

The floor of the exhibition area is marble. It needs to be protected and adequately covered. It is mandatory to have at least carpet or carpet tiles under each construction.

The floor area of the stand must not be covered with paint or glue. The stand area may be covered only by the installation of an elevated platform, use of carpeting that is held in place by its own weight on the floor or by adhesive bands. These items must be removed by the Exhibitor at the end of the exhibition.

It is forbidden to place mortar directly on the floor, to nail with percussion tools or to paint with spray guns.

- **Platform**

The use of the wooden platforms is recommended for stands with electrical wiring; the stand construction firm will be able to advice on this matter. Exhibitors who use such platforms should bear in mind that:

- The maximum height allowed, measured from floor level to the top of the platform is 14 cm;
- The platform sides must be closed and neatly finished;
- The platform edges must be safe (secured safe & easily visible);
- The platform should be placed within the stand perimeter;

- The platform must allow access to those in wheelchairs; please note that the edges should be sloped for this purpose.
- Free sides of stairs, platforms, catwalks etc. must be protected or covered in such a manner that there is no risk of fall. All regulations (e.g. UVV) must be observed.

It is forbidden to dig trenches, anchorages or to make other structural alterations inside the Building, unless explicit authorisation has been obtained from the Building owners.

- **Load capacity**

The maximum permissible load on the floors of the Building is approximately **500 Kg per square meter**

- **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 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.

- **Stand lighting**

No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space. Lighting should be directed to the inner confines of the stand space and project onto other exhibits or aisles. Lighting which is potentially harmful, such as lasers or ultraviolet lighting is not permitted. Lighting that spins, rotates, pulsates and other specialized lighting effect that could interfere with neighbouring exhibitors or detract from the general atmosphere of the congress is strictly forbidden

- **Stand roofing**

Stands may be covered by a roof insofar such roofs are in compliance with the fire protection regulations in Turkey. Any and all horizontal decorations, ceiling areas and roofs require approval by the ESC and must be in accordance with the European standards.

Roofs, including ceiling grids, must neither restrict nor obstruct fire safety installations. Materials used must be at least Category B1 in accordance with DIN 4102, or at least Class C in accordance with EN 13501-1, i.e. flame resistant, and must not drip when burning, produce toxic gases nor obstruct the sprinkler system (minimum mesh size: 2 x 4mm or 3 x 3mm).

- **Suspension points**

Use of suspension points is not permitted. All displays should be free standing.

- **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 obstruction all times.

- **Positioning of exhibits**

The Exhibitor is not allowed to place articles to be exhibited in a manner, which, in the ESC's opinion, affects or hinders neighbouring stands, e.g. as 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.

- **Construction**

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

It is forbidden to make holes, insert screws or nails in the walls, ceilings, floors or columns of the Building.

Stands construction and fittings (Materials and fire requirements)

All stands, materials, installations, advertising supports, etc, must conform to public safety requirements.

The ESC encourages stand construction, materials and roof constructions that meet European safety norms (B1, as specified in DIN 4102, or at least Class C as specified in EN 13501-1). Ornamentations in hallways, corridors and

stairwells required for emergencies (escape routes) must be made of non-combustible materials (i.e. A as specified in DIN 4102 or A1 as specified in DIN EN 13501-1).

Ornamentations using decorative elements from real plants are only allowed inside the buildings while they are fresh. Bamboo, reed, hay, straw, bark mulch, turf, (fir) trees without roots or similar materials do not meet the aforementioned requirements. The fire department must approve any exceptions.

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

The use of pyrotechnics and sources of raw flame (e.g. candles) within the Exhibition is not permitted.

The use of air balloons filled with combustible gas is prohibited in all spaces of the ICEC.

- **Building integrity**

The floor, columns and installations (distribution boxes, piping, rented shell stands, etc.) of the Building shall 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.

2.2.4 Fire & Safety Regulations

- Please note that the fire extinguishers must always be kept free at all times.
- Escape routes, doors and emergency exits (indoor and out) should be kept free of any obstruction and be kept in full view. Similarly for fire fighting equipment, fire safety signs and emergency wall phones. No product/company signs, decorations or stand roofs should be placed above an emergency exit.
- For booth construction etc., only non-inflammable materials or materials meeting the European safety norm EN13501/1 to class B standard may be used.
- No stand or display material may be more flammable than wood. Exhibitors are not permitted to use materials in your stand design such as paper, cardboard, plastic, artificial flowers, etc., which are easily ignitable or explosive, which can melt, drip, develop toxic gasses or produce excessive amounts of smoke. Materials must always be treated with a fireproofing agent, while closely following the guidelines laid down by the Fire Department and the manufacturer. If artificial flowers are used on a stand they must be made fireproof. Wooden floors laid out as gratings with gaps and especially with cavities below are not allowed. If you intend to lay your own carpet or floor covering, the product must carry one of the following approvals:

A: Fire classification of floors of stands : Bfl-s1. (27/2011 OTSZ).

B: Fire classification of construction products and building elements Class C -s1 flooring after EN 13501.

It is important that you bring documentation for the approval. The ESC reserves the right to reject use of material that does not comply with the above mentioned demands.

- Easily inflammable or explosive substances, gases or dangerous goods, including radio-active and chemical substances, are not permitted in the building.
- No working materials or tools causing possible obstruction may be left in corridors during assembly or removal.
- All edges of organic glass (Plexiglas, acrylics, etc.) shall be suitably protected to prevent fire from spreading.
- Under no circumstances shall means of evacuation (emergency exits), luminous signs, extinguishers, fire hydrants, indicators and other protection equipment be obstructed.
- No inflammable materials may be stored in offices, stores or on decorative enclosures on columns.
- Likewise, junction boxes (electricity, telephones, TV, gas, water, compressed air, etc.) and access to the equipment or dependencies of the Hall may not be locked.
- Easily inflammable materials shall not be used for any construction or installation.
- The use of spray guns and celluloid lacquer for painting the interior of the Halls is prohibited. This prohibition shall also extend to inflammable liquids and the use of aerosols containing gas.
- All welding work will require the corresponding permit and take place inside a sufficiently protected area provided with a fire extinguisher belonging to the applicant to prevent any possible fire.
- The use of balloons filled with inflammable gas is prohibited in the Halls.
- There will be no recipients with inflammable material on the stands for waste or rubbish. Waste paper baskets and rubbish bins must be emptied every evening when closing, and the contents placed in the dustbins provided by the Building for this purpose.
- The storage of any type of wrapping or packaging on the stands is prohibited.

- Materials such as decorative cloths, contact glues, carpets, etc. must be non-flammable and the corresponding certificates shall be presented.
- All other installations must adhere to regulations in force at the time. The stands, materials, installations, advertising supports, etc, must conform to public safety requirements.
- All gas or steam caused by the materials on display which might be a danger to health or disturbing for people must be removed from the Hall. Therefore, the assembly process will include an evacuation canal in non-flammable material, the cost of which will be covered by the exhibitor.
- Motorised vehicles and hand trolleys are not admitted within the Exhibition areas during build-up or dismantling periods or at any stage during EuroEcho Imaging 2013. Please ensure adequate means to transport your exhibit materials into the building and to the stand or order these services from the official freight forwarder.
- It is strictly forbidden to store wood, paper, straw, cardboard and packaging materials which are a fire hazard in the exhibition areas, the booths, the areas behind them and the cabins.

2.2.5 Cleaning & Refuse

The Organiser shall see to the regular general cleaning of the Building and the aisles therein.

Booth cleaning is mandatory after Exhibitors installation and set-up. Cleaning is also strongly advised during the exhibition and should be ordered by each exhibitor from the building. Please see Order form on-line.

2.2.6 Electricity

Please order your electricity and connections on the Order Form available online, and also do not forget to indicate on the Order Form where you wish the electrical connections to be installed.

IMPORTANT: Mains power supply will be switched off overnight. Should you require 24 hr power, this should be specified on the order form. 24 hr power will be connected from the first day of build up until 12.00 hrs the day after the event closes – unless otherwise agreed with the Technical Service Department. Power supplies, network and telephone cables as well as plumbing will be run into your stand via the hall service channels.

2.2.7 Water

Please note that Water Connections are not available in the Exhibition area.

2.2.8 Miscellaneous Services

To order services not mentioned in the Exhibitor Catalogue, please contact the exhibition supplier, K2 Events.

Section 3 - Industry Sponsored Sessions



Participating companies may organise special scientific sessions called Satellite Symposia. These industry sponsored sessions are the perfect forum through which companies may reach their target audience with their latest scientific information and developments.

3.1 Conditions for holding Satellite Symposia

Duration

The Satellite Symposia should fit in the standard time unit of one 60 minute session.

The lunchtime Satellite Symposia should not alter in any way the scientific sessions held in the room before and after the satellite symposia (see following paragraph).

Exhibition Stand

To obtain permission to hold Satellite Symposia an exhibition stand of 9 m² or larger is required. Cancelling your exhibition space at a later stage will also mean cancelling your Satellite Symposium.

Lecture room access time

Companies will be allowed to enter the lecture rooms at **12:30** after the scientific session and must leave the lecture rooms at **13:45** in order to let the organising staff prepare the following scientific sessions. Companies must adhere to the strict time limit. The Chairpersons of the sessions immediately prior to the symposia will be asked to respect the session duration.

Access – Badges

- Companies only have access to the rooms at their scheduled time slots.
- The organiser reminds that the Chairpersons and Speakers of the industry supported session must be contacted by the companies themselves to arrange registration, travel and accommodation details.
- Satellite Symposium Chairpersons and Speakers are not considered as ESC “Invited Speakers”.
- All involved in the operation of the Satellite Symposia (hostesses, film crew, technicians...) must also have a valid badge (Exhibitors, active participant or day ticket badges).
- All persons attending the Satellite Symposium must be registered either as full participants or as exhibitors; persons without such a badge will not be allowed to enter the room.
- The Satellite Symposia must be open to all registered EuroEcho-Imaging participants.

Lecture Room

- Satellite Symposia will be held within the Congress Centre.
- Satellite Symposia will be held in lecture rooms ranging in capacity from **100** to **1200** seats.
- Any installations or alterations to the rooms can only be made with explicit approval of the organiser.

Promotion

- Promotional material referring to the Satellite Symposia must receive approval of the organiser prior to being printed, distributed or posted online. Please refer to the EACVI branding guidelines.
- No product names/brand names, no misleading names that might be perceived as product/brand names, and no registered trademarks are allowed anywhere on promotional materials of any kind.

Promotional material announcing Satellite Symposia may only be distributed in the following ways:

- **Lecture Room Roll-up & invitations:** Two Roll-ups of maximum height of 2.5m and maximum width of 1m (no electrical connection, no light and no sound) can be displayed in front of the lecture rooms 1 hour before the beginning of the sessions.

N.B. – Please note that EACVI/ESC will not be able to provide easels as posters support, in front of the lecture rooms.

- Distribution of material (flyers...) at the entrance of the assigned room 30 minutes before the beginning of the session, nowhere else in the building other than on the booth.
- Handing out material from the exhibition booth.

- Small give-aways are acceptable (maximum retail value € 10). The distribution within or in front of the of give-aways should be low profile and in no way overshadow the main activity of the Satellite Symposium.

Reception space must not be used for entertainment, poster displays, presentations or any other promotional purposes. Please respect this rule, especially during lunch time.

Payment

Payment for the Satellite Symposia has to be completed before **26 November 2013**.

Overflow

No overflow area is planned for Satellite Symposia.

Important Information:

It is strictly forbidden to hold Satellite Symposia outside the EuroEcho-Imaging 2013 Congress premises from 4 December to 18 December 2013.

3.2 Time slots reserved

Timeslots reserved for Satellite Symposia

- Wednesday 11 December 2013:
- 12:45-13:45 (60-minute session)
- Thursday 12 December 2013:
- 12:45-13:45 (60-minute session)
- Friday 13 December 2013:
- 12:45-13:45 (60-minute session)

3.3 Cost of Satellite Symposia

SATELLITE SYMPOSIA TIMESLOT				Exhibitor	Non- Exhibitor
Wednesday	11 December	12:45 – 13:45	60 mins	€ 28 000	€ 33 000
Thursday	12 December	12:45 – 13:45	60 mins	€ 30 000	€ 35 000
Friday	13 December	12:45 – 13:45	60 mins	€ 28 000	€ 33 000
Accrued Points				14	16

- **The cost of a Satellite Symposium includes all of the below:**
 - The rental of the lecture room
 - 1 Industry Programme Insert
 - Access and use of audiovisual equipment in lecture room
 - 1 Weblink
 - 1 Information Screen Advert
- **The basic equipment of a lecture room is:**
 - Chairs arranged theatre-style
 - 1 lectern + 2 Microphones + 1 Laptop connected with SSC system
 - 1 table for 2 chairpersons + 2 microphones
 - 1 VGA monitor on chairpersons table
 - Aisle microphones in the room for the delegates
 - Video-projector (s)
 - Screen (s)
 - Technician(s)
 - Room networked with the Speaker Service Centre
 - 1 room Hostess



- **The room hostess will be in charge of welcoming and briefing the Chairpersons and the Speakers on technical facilities, and will ensure that the session is running on time.**
- **The room technician will be in charge of light/audio and beamer facilities.**

- **Plus cost for any extras:**

e.g. extra audio-visual equipment, extra furniture, extra decoration. To order any extra equipment we suggest you to contact the official suppliers whose details are available on: <http://www.escehhibition.org/euroecho2013>

3.4 Speaker Service Centre

The Speaker Service Centre (SSC) offers the following services:

- Access to the Speakers' Service Centre.
- Audio-visual assistance to all speakers from the session.
- Scientific programme of the session announced at the entrance of the room.
- Names of the chairpersons (only) on the table.
- A hostess available in the lecture room during the session to assist speakers & chairpersons

The Speaker Service Centre will be open*:

- | | |
|---------------------------------|---------------------|
| - On Tuesday 10 December 2013 | from 14:00 to 18:00 |
| - On Wednesday 11 December 2013 | from 07:30 to 18:30 |
| - On Thursday 12 December 2013 | from 07:30 to 18:30 |
| - On Friday 13 December 2013 | from 07:30 to 18:30 |
| - On Saturday 14 December 2013 | from 07:30 to 12:30 |

* Subject to changes

Speakers' presentations:

To avoid unexpected technical problems at the last minute, the session organiser are strongly encouraged to make sure their speakers use the Speaker Service Centre to preload all presentations.

The session organiser or speaker must bring the presentations to the Speaker Service Centre a minimum of 3 hours prior to the session.

If speakers choose to use their own laptop, this is the responsibility of the company organising the session.

TRANSLATIONS ARE NOT ALLOWED

DOUBLE PROJECTION AND LIVE TRANSMISSION ARE SUBJECT TO THE ORGANISER'S APPROVAL

3.5 Satellite Symposia Speakers & Chairmen rules

Speakers and Chairpersons of regular scientific sessions also involved in Satellite Symposia

The Company organising the Satellite Symposium must cover the expenses for:

- Hotel Accommodation
- Travel
- Related claim expenses

The EACVI Secretariat will cover:

- Registration fee

Exception is made for the EACVI Presidents and scientific chairpersons (Prof P. Lancellotti, Dr. Luigi Badano, Prof G. Habib, Assoc Prof B.A. Popescu, Dr M. Galderisi) whose expenses will be covered by the Congress Organisation.

Speakers and Chairpersons ONLY involved in Satellite Symposia

The Company organising the Satellite Symposium must cover all expenses of Speakers/Chairpersons of their Satellite Symposium. This includes:

- Travel
- Hotel Accommodation
- Participation to Social Events
- Registration fee

3.6 Applying to hold Satellite Symposia

Please return the enclosed Application Form for Satellite Symposia to the EuroEcho-Imaging 2013 Secretariat offices before **31 July 2013**.

Precise and definitive accounting information must be provided on the initial application form. Any and all changes post invoicing (addition of Purchase Order, changes of billing address, etc...) will not be taken into account, meaning invoices will not be reissued.

3.7 Scientific Programmes of Satellite Symposia

The organiser will send you a session form to be completed with the Satellite Symposia scientific programme. The complete scientific programme of the Satellite Symposia, typed on the special forms provided by the organiser, must reach the ESC offices, Sophia Antipolis, France, before **08 October 2013**.

Scientific Programme should be sent to:

EUROPEAN SOCIETY OF CARDIOLOGY

Nour-Eddine M'ghari

2035, Route des Colles

Les Templiers

B.P. 179

F-06903 SOPHIA ANTIPOLIS CEDEX

France

Tel: +33 489 872 003- Fax: +33 492 941 824 - Email: EuroEchoServices@escardio.org

A complete programme must include the following:

- Title of the session
- Names of the two chairpersons and all speakers
- Title of each presentation with indications of duration and topic number
- Complete addresses of the chairperson and speakers
- Duration of each presentation

IMPORTANT INFORMATION

- 1) **No product/brand names, no misleading names that might be perceived as product/brand names, and no registered trademarks** are allowed in the title or in the scientific programme of the session. Please use generic names.
- 2) No abstract forms need to be submitted for Satellite Symposia.
- 3) Abstract poster sessions are not allowed during the Satellite Symposia or during any reception before or after the Sessions.
- 4) **The organiser (ESC/EACVI) does not cover the expenses related to the Speakers and Chairmen of Satellite Symposia even if active in the Scientific Programme**
- 5) **Faculties Conflict of Obligation.** Speakers and chairpersons cannot participate in two parallel sessions within the same time slot. If it is found that this is the case, both the companies and the speakers involved will be informed simultaneously and requested to resolve this conflict.
- 6) It is the responsibility for the companies to ensure there is not timing clash with parallel sessions, with the Chairpersons and the Speakers they choose. The organiser (ESC/EACVI) cannot be held responsible for any matter arising from this.

3.8 Imaging Campus



The Imaging Campus is a joint collaboration between EUROECHO and our Industry Partners to create educational and demonstrative learning opportunities for delegates during the congress. The Imaging Campus was organised for the first time at EUROECHO 2008 and repeated since each year:

- Up to 6 rooms with parallel sessions 4 times a day
- Diverse, highly popular sessions
- Excellent delegate feedback

Given the immense success, we are happy to announce that the initiative will be repeated this year.

The Campus provides supporting companies with a unique means of associating these companies and products with the educational requirements of delegates in an exclusive and intimate environment.

It also offers delegates a unique one-on-one, hands-on learning experience with specific objectives.

- No of sessions: Sessions will run four times per day on the same topic
- Length of each session: 90 minutes
- No. of participants: 30 people max.
- Delegate registration fee: free entrance and managed by each organiser *NEW*
- Number of imaging campus: 6 rooms available per day
- Acknowledgement: on the EuroEcho-Imaging 2013 Web Site, in Final Programme and Industry Programme.

The times of the Imaging Campus have been altered to allow for greater delegate participation with a later start and earlier finish to the day. The Imaging Campus will be held on Thursday 12 and Friday 13 December at the following times:

Session 1: 09:00 - 10:30

Session 2: 11:00 - 12:30

Session 3: 14:00 - 15:30

Session 4: 16:00 - 17:30

During the sessions the attendees will have close contact with the teachers who will demonstrate the different techniques, workstations or how to approach a patient i.e. contrast echo, stress echo or 3D. There will also be a focus on interaction with other imaging modalities like CT or MRI (including the use of MRI or CT workstations).

The workstation or equipment used in each room will be exclusively from the supporting company and, if needed, a technician from the company may be present at each session. There will be no official sponsorship recognition of the supporting industry during the learning session.

Companies will need to devise and submit an educational programme with teachers for validation by the scientific committee. Sponsors will equip the room with the necessary tools and equipment for their session.

Price of Imaging Campus:

IMAGING CAMPUS	Exhibitor	Non- Exhibitor
1 Day	€12 000	€16 000
Accrued Points	6	10
2 Days	€20 000	€24 000
Accrued Points	8	12

Included in price:

- Room set-up and rental for 20-30 pax
- Room furnishings (tables & chairs)
- Screen & Projector
- Standard electric supply
- Industry Programme Insert
- 1 Weblink

Due to the nature of the Imaging Campus rooms, room keys cannot be provided to organising companies.

3.9 Changes in the Scientific Content/ Erratum Policy

Once your scientific programme has received approval from the EuroEcho-Imaging 2013 Committee, all changes post approval must be sent in writing to euroechoservices@escardio.org in order to ask for re-approval of your session. We ask that you respect the deontology of this programme and adhere to the approved content of your scientific programme.

The organiser cannot guarantee to respond positively to the changes requested.

The organiser kindly asks the Company to inform of any modifications to the Scientific Programme of the Satellite Symposia or Imaging Campus session before **31 October 2013** in order to be printed in the Final Programme.

Late modifications in the Satellite Symposium or Imaging Campus Scientific Programme received on or after **31 October 2013** cannot be printed in the Final Programme and will be included to the Erratum. The organiser cannot guarantee to be able to communicate any alterations received after **31 October 2013**.

3.10 Room Assignment

The Accrued Points awarded for participation since EuroEcho 2009 and the date of receipt at the ESC offices will determine the assignment of the rooms and time slots. All application forms received after the official application deadline will be treated as first come first served.

When several companies have the same number of points, applications will be dealt with on a first come, first served basis.

Points earned from Satellite Symposia are combined with the points earned from exhibition space.

A limited number of lecture rooms are available in the Building. Lecture Rooms can be reserved through the organiser only. The organiser has the right to modify lecture room assignment in case of matters unforeseen.

Control of flow and attendance

It is the company's responsibility to select an adequate size room to accommodate all attendees in their session. Companies must plan ahead of time appropriate staffing and/or security to avoid any problem. In case this is not respected and for obvious security reasons, the venue has complete authority to block entrance into the rooms.

3.11 Function Spaces: Hospitality Suites, Meeting Rooms, Closed Industry Meetings

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

Any formal presentations occurring at hospitality events for more than 150 guests and open to EuroEcho-Imaging 2013 delegates are regarded as satellite symposia and need to be organised within the official programme.

Companies are requested to respect the following Guidelines throughout the period from **11 December to 14 December, 2013**.

The EuroEcho-Imaging 2013 Secretariat has devised two product categories to allow supporting companies organise different meeting formats within the congress centre during the congress hours.

Hospitality Suites and Meeting Rooms

Companies are allowed to host a limited number of guests and organise small and informal meetings (approx 20 peoples) in a range of Hospitality Suites and Meeting Rooms on offer within the congress centre. Please refer to the chapter below.

Closed Industry Meeting

Company staff meetings and briefings, investigators meetings or other type of closed meetings are allowed inside or outside the Congress Centre.

Should a company wish to arrange a meeting of this type within the Congress Centre, please refer to the "Closed Industry Meeting" chapter below.

3.12 Hospitality Suites and Meeting Rooms

Hospitality Suites are rented for a minimum of **three and a half days** and Meetings Rooms for a minimum of half a day.

- Due to the nature of the Hospitality Suites & Meeting Rooms, room keys cannot be provided to organising companies.
- Only a limited number of Hospitality Suites & Meeting Rooms are available in the congress centre.
- Hospitality Suites & Meeting Rooms are assigned on a first-come, first-served basis, while space is available.
- The organiser has the right to modify demands as it sees fit to best accommodate as many requests as possible.
- The organiser will assign a Hospitality Suites & Meeting Rooms to requesting companies, the company will have the right to accept or decline within the given deadline.
- Once confirmation is received the organiser will invoice the company (please see section 5 for details)
- 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 (Please see section 2.1.4 Exhibitor badges or contact: registration@escardio.org)
- 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.
- The organiser will only be responsible for booking Hospitality Suite & Meeting Room in the Congress Centre.
- Each company, thereafter, is responsible for organising in accordance with the Congress Centre or official suppliers its individual needs such as food, furniture or supplies.
- Contact information will be sent to companies who confirm room reservations.
- Due to the limited number of rooms, companies may also request approval from the organiser to hold their events at other locations. In this case, and with prior approval from the organiser, we strongly urge companies to consider potential venues outside the congress centre.

3.13 Closed Industry Meetings

In order to allow industries to organise staff meetings, briefings, investigators or other type of closed meetings, the organiser has decided to open, upon request, several time slots and facilities, to provide the opportunity to hold these meetings in the Congress Centre.

Closed Industry Meetings should only be organised with the explicit approval of the organiser, under the following conditions:

- Meeting "is closed" and on invitation only
- Maximum attendance 50 guests
- Meeting is not promoted in the convention centre nor in any EuroEcho-Imaging 2013 publications
- No installations or alterations to the lecture room set-up
- The basic price of a closed industry session is € 3,000 for a 60-minute meeting.
- For time-slots longer than 60-minutes, the additional cost per increment of 30-minutes will be € 1,500 (excl. VAT if applicable).
- Plus the cost of any extras.
- General Hospitality Suites and Meeting Rooms rules apply.
- Cancellation of Closed Industry Meetings (please see section 5)

Section 4 – Sponsorship, Advertising & Promotional Opportunities

4.1 Participation & Sponsorship Opportunities

The EuroEcho-Imaging 2013 Congress offers cost-effective marketing exposure and branding of your company to your target audience through a wide variety of sponsorship, advertising and promotional opportunities.

Important: The following information is fully applicable to all sponsorship, advertising and promotional items and should be carefully read and respected:

All content and artwork must gain prior approval from the organiser. Corporate names and logos are allowed. Please note that no product/brand names, identifying product/brand logos, misleading names that might be perceived as product/brand names, or registered trademarks will be allowed for any of the Sponsorship, Advertising or Promotional opportunities listed in this chapter, unless specifically indicated.

The following pages detail all existing **Sponsorship, Advertising & Promotional** options at EuroEcho-Imaging 2013 and we will be pleased to consider additional sponsorship initiatives or suggestions. For further consultation on and management of your corporate investment and strategy, please contact us at: industry@escardio.org



Remaining Sponsorship & Promotional opportunities:

ITEM	DESIGNATION	PRICE
Final Programme Advertisement	Tab page	€ 3 500
	Back Cover	€10 000
	Inside back Cover.....	€ 5 000
Bookmark in Final Programme	Product advertising allowed	€ 10 000
Industry Programme with integrated Notepad & Pen	Product advertising allowed	€ 12 000
Industry Insert in Industry Programme / Notepad	Product advertising not allowed	€ 5 500
EuroEcho-Imaging 2013 Mobile application		€15 000

EuroEcho-Imaging Congress News advertisement	Back cover advert, 4 days Product advertising not allowed	€15 000
Congress Grant to support EuroEcho		€ 10 000

Onsite advertising available upon request, please do not hesitate to contact the sponsorship team for further information:
sponsorship@escardio.org

All prices indicated are exclusive of VAT

4.2 Sponsorship Terms & Conditions

- Sponsorship and promotional products are assigned on a first-come, first-served basis.
- Companies will be invoiced following receipt of their signed order form.
- Cancellations : please see Section 5 « Conditions of Participation »
- All invoices must be paid in full by the opening of the congress, please see Section 5 « Conditions of Participation »
- All items are subject to availability and certain conditions may apply.

4.3 Industry Services Contact

For any further queries, application, deadlines or technical specs, please contact your Sponsorship Officer: Samantha Bickham

E-mail: sponsorship@escardio.org

4.4 Product Descriptions and Technical Specifications

We have listed additional product details and technical specifications for sponsorship & promotional items below. All necessary technical specifications will be updated and posted on the ESC Exhibitors and Industry Partners Web Site: <http://www.esccexhibition.org/> please consults regularly this important web site.

Industry Programme with integrated Note Pads & Pen – product advertising allowed

We have combined practicality with design and created a highly attractive Notepad & Pen that will please delegates but also offer exceptional exposure for industry activities at EuroEcho-Imaging 2013. The main sponsor of this product will have **2** advertisements in the catalogue as well as their logo on the pen.

- Exclusive sponsorship
- Please submit a high resolution logo and 2 advertisements by **4 November 2013**

Insert in Industry Programme - product advertising not allowed

An Industry Insert is a page advert inserted in the Industry Programme detailing your satellite, imaging campus or exhibition activities. Reach every delegate at the congress.

- The advert is horizontal (as stipulated in the specs)
- No trademarks, no product name will be allowed,
- Remember to Include the date, time and room number of your session as well as your company logo so the delegates know - you may include your stand number, but not your stand activities.
- The advert may be double-sided (like a page in a book).
- Size: 150mm (height) x 200mm (width)
- Safety zone: 130mm(h) x 170mm (w)
- Color 4 colour print (full colour) – no pantone colours
- pdf document (with embedded all fonts)
- accepted formats indesign CS3 (no pantone colours), Illustrator CS3 (no pantone colours), Photoshop CS3 (all files 300DPI and CMYK)
- No printing or shipping will be necessary.
- Deadline for artwork approval: **21 October 2013**

Mobile Application

Delegates can download the EuroEcho-Imaging 2013 Mobile Application onto their smartphones and tablets consult the Final Programme at any time. An exclusive sponsorship agreement is available for association with this programme offering sponsor visibility via a splash page and sponsor advertisement within the application.

- Exclusive sponsorship
- Acknowledgement via sponsor logo, Splash page and .pdf within application
- Please submit about company, contact, activities on stand, stand location and session information
- Please submit a high resolution logo and 3 advertisements
- Deadline for submission: **18 October 2013**

Final Programme Advertisements – product advertising allowed

The Final Programme provides delegates with the full scientific agenda, exhibition and industry supported sessions information and will be the essential reference document for delegates during the congress.

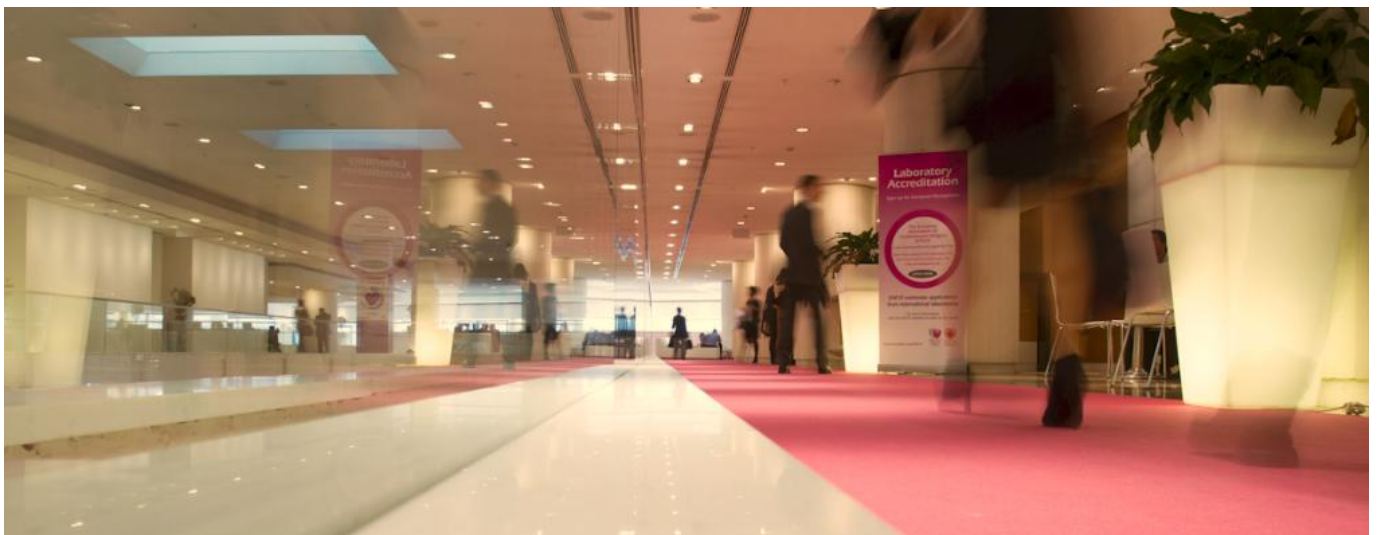
Three separate advertisements are available in the Final Programme with advertisements requiring prior approval from the organiser.

- Deadline for artwork approval: **18 October 2013**

Bookmark in the Final Programme – product advertising allowed

The Bookmark in the Final Programme displays an Exclusive advertisement and is attached to the Final Programme and available to all registered delegates at the congress.

- Deadline for artwork approval: **18 October 2013**



Included with your Sponsored session promotional package:

Insert in Industry Programme - **product advertising not allowed**

Please refer to previous technical specification (page 28)

Weblink – **product advertising not allowed**

Invite delegates to your congress activities by designing a promotional page link to the EuroEcho-Imaging 2013 Scientific Programme & Planner (SPP).

Guidelines:

- No trademarks, no product name will be allowed,
- Remember to Include the date, time and room number of your session as well as your company logo so the delegates know - you may include your stand number, but not your stand activities.
- No hyper links to sponsor Web Sites will be allowed.
- Deadline for weblink approval: **25 November 2013**
- 1 Weblink can only promote 1 event (e.g. 1 industry supported session)
- 1 web page promoting 1 session with reference to the exhibition stand will be considered as 1 Weblink (e.g. 1 industry supported session, plus a mention similar to "visit our stand, location XX")
- 1 web page promoting 1 session with full exhibition details will be considered as 2 Weblinks, and invoiced accordingly (e.g. 1 industry supported session, plus a mention for a stand activity)
- 1 web page promoting 2 sessions/activities will be considered as 2 Weblinks, and invoiced accordingly

Weblink format: PDF, html or flash invitation:

PDF PAGE	HTML OR FLASH PAGE
Size: the lighter the better, screen quality, 600Kb max Security: ideally locked Open size: ideally 100% Number of pages: 3 pages max Images: may be included	Provide organiser with the invitation URL, not the company web site URL. Must be optimized for web 1280 x 1024 pixel Size: the lighter the better

Information Screen Advert - **product advertising not allowed**

→ **not included in Imaging Campus promotional package**

Information Screens are located in front of the lecture rooms.

Guidelines:

- No trademarks, no product name will be allowed,
- Remember to Include the date, time and room number of your session as well as your company logo so the delegates know - you may include your stand number, but not your stand activities.
- Deadline for information Screen Advert approval: **25 November 2013**
- Power point presentations on Office 2007 or 2010
- Resolution: HD, 1920 x 1080
- Format 16/9
- Duration of advert: 30" (if multiple slides, timing must be included into presentation)

Section 5 – Conditions of Participation

5.1 General Conditions

The following conditions of participation concern EuroEcho-Imaging 2013 sponsors insofar as the contractual partners do not reach contrary agreements in writing.

5.2 Admission to EuroEcho-Imaging 2013

The exhibition is open to companies active in the field of cardiology. Marketing bureaus, consultants etc. may hire stand space in order to conduct their research or provide their services. These activities are restricted to the rented stand space. Canvassing for clients outside the space assigned is strictly forbidden.

5.3 Conclusion of Contract

Application for a stand is made by filling in and returning the Application Form for stand space. Only signed application forms will be taken into consideration. By signing the application form, the company accepts the requirements contained in the Guidelines for Industry Participation and any supplementary provisions. Confirmation of the allocation of a stand by the EuroEcho Imaging secretariat constitutes conclusion of the rental contract between the Exhibitor and the EuroEcho Imaging secretariat. A stand assignment and an invoice will be sent to the Exhibitor by registered 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 substance of the stand assignment unless the Exhibitor protests in writing within two weeks after the date mentioned on the stand assignment.

5.4 Renting Stand Space

EuroEcho-Imaging secretariat lets stand space in accordance with the compatibility of the items to be exhibited with the subject matter of the exhibition and meeting in general. The minimum stand size is 9 m² and 6m² for Publishers/Booksellers. For companies organising a Satellite Symposium a stand of 9 m² or larger is mandatory.

EuroEcho-Imaging secretariat reserves the right to deviate from the stand confirmation and to allocate a stand in a different location, to alter the size of the stand, to re-locate or close entrances and exits on the Exhibition Grounds and/or in the Congress Centre, and to carry out any other structural alterations providing it has a substantial interest in such measures, based on special circumstances.

EuroEcho-Imaging secretariat 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. 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. EuroEcho-Imaging secretariat accepts no responsibility for any damage, which may result from such changes.

5.5 Assignment of Space

- Stands will be assigned to Exhibitors according to previous participating points, starting with EUROECHO 2009.
- Each exhibitor obtains 1 point per 9 m².
- Added to this exhibiting companies have 5 participation points for each year the company has exhibited at EuroEcho-Imaging.
- Companies having organised a Satellite Symposium obtain 14 points per symposium.
- Companies taking sponsorship items obtain 1 point per €2000 spent per item.

5.6 Stand Design

- 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.
- EACVI 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.

5.7 Subtenants and other represented companies

Sharing the stand area with another company, regardless of whether this company is represented by its own exhibit and staff (subtenant) or only by its own exhibit (represented company), is not allowed, unless written approval is obtained from EACVI. Transfer - even in part - of the rights and obligations arising from the rental contract to third parties is not permitted.

5.8 Terms of Payment

- The invoices must be paid in full before the event. Failure to do so will result in the automatic cancellation of the assignment.
- 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.
- If the Exhibitor fails to meet his financial obligations, or additional expenses and other claims arising from the contract, EuroEcho-Imaging secretariat 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.
- Non-payment is considered a violation of the Organiser's rules; as a consequence it will entail closure of the exhibit before/during the event. In such cases, the exhibitor will be excluded from future events organised by the EuroEcho-Imaging secretariat or division or Association of the ESC.

5.9 Acceptance of Products

Each country applies specific regulations with regards to product promotion in its markets. It is therefore advised that each participating Company be aware of all regulations and restrictions that may affect their participation in EuroEcho-Imaging 2013. The EuroEcho-Imaging secretariat will accept no responsibility for any impact, financial or other, relating to such issues.

5.10 Reservations Policy

In the event that, for any reason whatever, it is judged advisable or necessary for the EuroEcho-Imaging 2013 Congress to close completely, or in part, the Exhibition and/or Congress for any period, the ESC will not be liable for any damage, loss, or other unfavourable conditions incurred by exhibitors/ session organisers/ sponsors. If for any reason, the EuroEcho-Imaging 2013 Congress has to be cancelled, the ESC will refund to the exhibitors/ session organisers/ sponsors the sum paid to ESC for contractual commitments less expenses incurred in preparation of these contracts, with no liability for either party to the contract.

5.11 Exemption from Liability

EuroEcho-Imaging secretariat 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 intentional or gross negligence. This exemption from liability also applies if exhibits are seized and stored by the EuroEcho-Imaging secretariat due to infringement of the present conditions of participation. This exemption of liability is in no way impaired by the special security measures taken by the EuroEcho-Imaging secretariat. Furthermore the EuroEcho-Imaging secretariat 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. EuroEcho-Imaging secretariat will not be responsible for the insurance of such items. EuroEcho-Imaging secretariat shall not be liable for any injury or damage whatsoever caused to goods and/or persons in the building and/or on the adjacent sites. All Exhibitors should ensure they have their own insurance.

5.12 Premature Termination of Rental Contract

If, after binding application and conclusion of the contract, EuroEcho-Imaging secretariat should accept in exceptional cases to withdraw from the contract, the Exhibitor is liable for the full amount of the stand rental including all surcharges. Should EuroEcho-Imaging secretariat succeed in otherwise disposing of the stand, it reserves the right to claim payment of partial costs caused by the tenant withdrawing from the contract. A case of re-letting is not constituted if, for optical reasons, the area not used by the Exhibitor is allocated to another Exhibitor without EuroEcho-Imaging secretariat deriving further proceeds from re-letting the area previously occupied by the re-located company. A case of re-letting is also not constituted if there are still unoccupied stand areas available. EuroEcho-Imaging secretariat is entitled to withdraw from, or to revoke: the rental contract, the conditions of participation or the supplementary regulations even after a reasonable period of grace. 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 altered his manufacturing programme so that his products can no longer be classified in the industry for which he has rented stand space.

5.13 Cancellation Policy

Cancellations should be made in writing to the ESC and will apply as of receipt of signed order form as follows:

For Exhibition and Sponsored Session: euroechoservices@escardio.org

For Sponsorship: Sponsorship@escardio.org

For Function Spaces: roomservices@escardio.org

Cancellation Fees will apply as of receipt of the signed order form as follows:

- 10% until 31 July 2013
- 30% from 1 August 2013 to 31 August 2013
- 50% from 01 September 2013 to 30 September 2013
- 100% from 30 September 2013

Only a registered email receipt or fax reception report will be accepted as proof of cancellation date.

Infringements of these Guidelines and Conditions will be referred to the Board of the European Association of Echocardiography. If a serious infringement is deemed to have been committed, the company in question may be refused access to future EuroEcho-Imaging Congresses.

5.14 Enforcement of Rules

Any exhibitor judged to have not followed these Guidelines may be refused the opportunity to exhibit at any future meetings organised on behalf of the EACVI and will lose accrued points.

5.15 Supplementary Provisions

Constituent parts of the rental contract take the form of the house regulations, the Guidelines for Industry Participation, the Exhibitor Kit, 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 EuroEcho-Imaging is undisputed.

5.16 Usage Rights for Music, Images, Films

Participating companies are solely responsible for paying all usage rights and royalties for the use of intellectual property (music, photos, movies, artwork, etc) used on the company's Exhibition Stand; before, during and after an Industry Educational Sessions as well as during any company- organised events at the venue or in the city where the congress is taking place. The ESC reserves the right to request a copy of the authorisation, or proof of payment of said rights that should cover the duration of the congress as well as the 2 days before and after the event.

More information can be found on the World Intellectual Property Organization website: www.wipo.int and www.wipo.int/treaties.

5.17 Claims, Procedures, place of performance and jurisdiction

All claims by the Exhibitor against EACVI must be submitted in writing. These claims will lapse within 6 months from the closure of each EACVI 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; English text is authoritative.

Place of performance and jurisdiction is Grasse, France. EACVI reserves the right, however, to bring its claims before the courts competent for the area where the Exhibitor has his registered office.

5.18 Final Clause

In cases not, or not clearly, covered by the regulations in the Guidelines for Industry Participation, the EACVI's decision shall be final.

