

www.escardio.org/EHRA

EHRA 2011

EUROPACE

THE MEETING OF THE EUROPEAN HEART RHYTHM ASSOCIATION (EHRA)

**GUIDELINES for Industry
Participation**



MADRID SPAIN 26-29 JUNE

Organised in collaboration with



Your Contacts

Addresses/ Contact Details

For General Information please contact:

EHRA EUROPACE 2011 Secretariat
2035, Route des Colles
Les Templiers
B.P. 179
F-06903 SOPHIA ANTIPOLIS CEDEX
France

Tel: +33 492 947 600
Fax: +33 492 947 601

Web: <http://www.europace.org>

For Exhibition; Sponsorship, Hotels, Registration or Scientific information, please contact:

Email: EPexhibition@escardio.org
Sponsorship@escardio.org
EPhotel@escardio.org
EPregistration@escardio.org
EPscientific@escardio.org
Satellite@escardio.org
europace@escardio.org

Exhibition information
Sponsorship information
Hotel information
Registration information
Abstract and Scientific information
Industry Educational Sessions
General information

Important Dates

5 November 2011	Deadline for Industry Educational Sessions Application Form
22 November 2011	Deadline for exhibition applications for EHRA EUROPACE 2011
1 February 2011	Deadline for sending complete programme of the Industry Educational Sessions
15 February 2011	Cancellations before this date – 50% fee, after this date 100% fee
1 April 2011	Deadline for sending corrected Proofs of Industry Educational Sessions programmes
30 March 2011	Deadlines for Sponsorship Application
25 March 2011	Send product and/or company description
4 April 2011	Submit a detailed stand drawing to the Organiser
18 April 2011	Declare <i>stand activity</i> and <i>give away</i> items
9 May 2011	Order free exhibitor badges using the online form
25 May 2011	Stand services order deadline



Dear Friends and Colleagues,

It is my great honour and pleasure to introduce EHRA EUROPACE 2011, which is to be held on 26-29 June in captivating Madrid.

Based on all estimates, this congress will be the most important in the thirty-five-year history of EUROPACE.

Indeed, an outstanding Programme Committee, presided over by Prof. G. Hindricks, has prepared an exceptional quality programme which includes all developments in the field of arrhythmia, electrophysiology and rhythm management devices as well as challenging issues such as health economics and e-health.

The success of EHRA EUROPACE 2011 will undoubtedly be a significant indication of the professionalism and dynamics of the European Heart Rhythm Association which progressively proves to be the indisputable leader in Arrhythmias in Europe. Furthermore, the international participation bears witness to the international influence of our Association as an International significant partner in the fast-developing era of cardiac arrhythmias.

Seizing the opportunity, I would like to express my warmest thanks to all those who have led both our Association and congress to such a successful path.

I also wish to assure our Association members as well as Arrhythmologists in Europe that the EHRA Board has identified their request for an annual EHRA EUROPACE congress as first priority and has been working systematically in order to materialise this priority as soon as possible.

I wish you all the best and look forward to meeting you in Madrid.

Professor Panos E. Vardas MD, PhD
EHRA President, 2009-2011

A handwritten signature in blue ink, which appears to read "P.E. Vardas". The signature is written in a cursive, flowing style.

Table of Contents

Section 1 - Page 5

General Information

- 1.1 Venue
- 1.2 Terminology
- 1.3 Building Overview
- 1.4 Congress Dates
- 1.5 Language

Section 2 – Page 7

Exhibition

2.1 Exhibition General Information

- 2.1.1 Exhibition Services
- 2.1.2 Exhibition Dates
- 2.1.3 Exhibition Time Schedule
- 2.1.4 Exhibitor Badges
- 2.1.5 Product Description
- 2.1.6 Surveillance & Security
- 2.1.7 Insurance
- 2.1.8 Shipping information
- 2.1.9 Customs Information / Taxes & Duties
- 2.1.10 Catering
- 2.1.11 Stand Activities
- 2.1.12 Miscellaneous

2.2 Technical Guidelines for Exhibitors

- 2.2.1 Exhibition Location
- 2.2.2 Exhibition Info / Pricing
- 2.2.3 Stand Construction Guidelines
- 2.2.4 Fire and Safety Regulations
- 2.2.5 Cleaning & Refuse
- 2.2.6 Electricity
- 2.2.7 Telephone and fax Connections
- 2.2.8 Water
- 2.2.9 Transport Regulations / Handling
- 2.2.10 Storage
- 2.2.11 Miscellaneous Services

Section 3 – Page 17

Industry Educational Sessions

- 3.1 Conditions for Satellite Symposium
- 3.2 Cost of Satellite Symposia
- 3.3 Speaker Service Centre
- 3.4 Applying to hold a Satellite Symposium

- 3.5 Accounting
- 3.6 Scientific Programme of Satellite Symposia
- 3.7 Erratum Policy
- 3.8 Room Assignment
- 3.9 Cancellation Policy
- 3.10 The PACE
- 3.11 Functions Spaces

Section 4 – Page 23

Sponsorship & Promotion opportunities

- 4.1 Participation & Sponsorship opportunities
- 4.2 Sponsorship Terms & Conditions
- 4.3 Sponsorship Contact
- 4.4 Product Descriptions and Technical Specifications

Section 5 – Page 27

Conditions of Participation

- 5.1 General Conditions
- 5.2 Admission to EHRA EUROPACE
- 5.3 Conclusion of contract
- 5.4 Renting stand space
- 5.5 Assignment of Space
- 5.6 Stand design
- 5.7 Subtenants and other represented companies
- 5.8 Terms of payment
- 5.9 Acceptance of products
- 5.10 Reservations Policy
- 5.11 Exemption from liability
- 5.12 Premature termination of the rental
- 5.13 Cancellation Policy
- 5.14 Enforcement of rules
- 5.15 Supplementary provisions
- 5.16 Usage Rights for Music, Image, Films
- 5.17 Claims, procedures, place of performance & jurisdiction
- 5.18 Final clause

Section 1 – General Information

1.1 Venue

IFEMA - Feria de Madrid
 Centro de Convenciones Norte
 28042 Madrid – SPAIN
 Email: convenciones@ifema.es
 Web Site: www.convencionesycongresos.es

1.2 Terminology

This guide has been written by the Organiser. A successful application made by a company wishing to participate in the congress will imply an acceptance of the requirements contained in these Guidelines. For the sake of brevity, the following terms are used in these Guidelines:

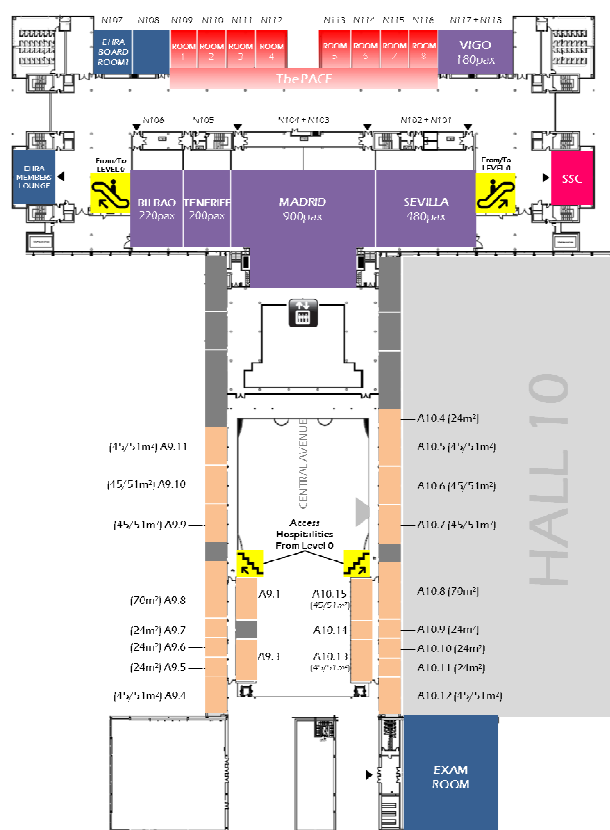
City:	Madrid
Building:	IFEMA - Feria de Madrid Centro de Convenciones Norte 28042 Madrid – SPAIN Email: convenciones@ifema.es Web Site: www.convencionesycongresos.es
Exhibitor:	The Company which is regarded as participating in the exhibition as a result of the submission of an application for stand space followed by a stand assignment.
Organisers:	European Society of Cardiology (ESC)
EHRA EUROPACE 2011:	The Meeting of the European Heart Rhythm Association

1.3 Building Overview

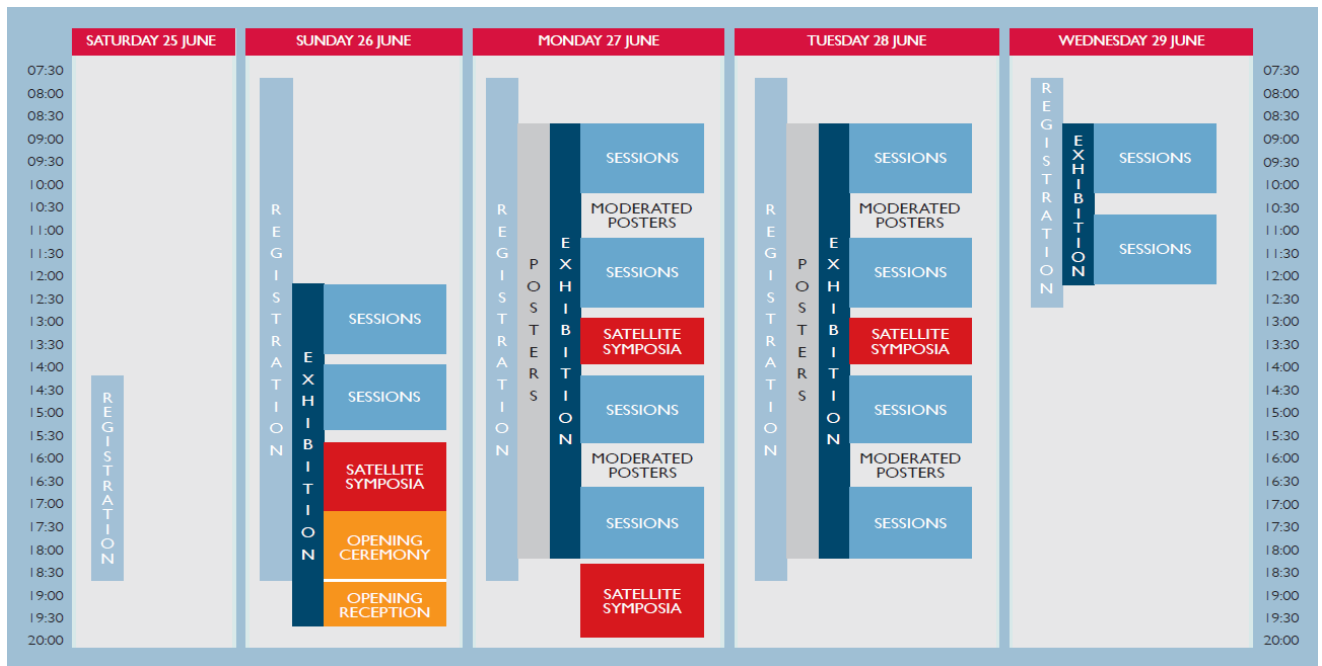
LEVEL 0



LEVEL 1



1.4 Congress dates: 26 – 29 June 2011



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 information regarding the **Building or to plan a site visit**, please contact:

Mrs Ana Carrazòn
Tel: +34 91 722 5731
Fax: +34 91 722 5789
Email: ana.carrazon@ifema.es

For information regarding:

- Technical aspects of the exhibition such as extra order for stand equipment or personalised stand requests
- Requests for furniture, plants/flowers, electricity, carpet/flooring, fascia, A/V equipment, telecommunications, hostesses
- Order of Shell Scheme Stands and Equipment

See online order forms on: <http://www.esceexhibition.org/europace2011/default.aspx>

SERVIFEMA

Tel: +34 91 722 3000
Fax: +34 91 722 5795
Email: servifema@ifema.es

For security guards order:

See online order forms on: <http://www.esceexhibition.org/europace2011/default.aspx>
Or contact:

D. Eduardo Bejarano Vigara
SECURITAS SEGURIDAD ESPAÑA
Tel: +34 91 277 6003
Email : eduardo.bejarano@securitas.es

Find all **relevant information, documentation, guidelines and orders forms** on the ESC Exhibitors and Industry Partners Web Site: www.esceexhibition.org/europace2011 such as:

- Important announcements for industry participation
- An electronic version of these Guidelines
- Technical aspects of the exhibition (such as extra orders for stand equipment, shell scheme stands or personalised stand requests)
- Order forms for furniture, plants/flowers, electricity, carpet/flooring, fascia, A/V equipment, telecommunications, hostesses, security, etc.

We recommend you visit www.esceexhibition.org/europace2011 regularly to complete order forms in due dates and learn about the latest announcements

2.1.2 Exhibition Dates

Thursday 23 June	10:00 – 20:00	Exhibition Build-up (>150m ² stand area only)
Friday 24 June	08:00 – 12:00 12:00 – 20:00	Exhibition Build-up (>75m ² stand area only) Exhibition Build-up (>24m ² stand area only)
Saturday 25 June	08:00 – 20:00	Exhibition Build-up (all stands)
Sunday 26 June	08:00 – 11:00 11:00 – 12:00 12:00 – 19:30 18:30 – 19:30	Exhibit decoration only Hall inspection by the ESC Exhibition OPEN Opening reception in the Exhibition Hall
Monday 27 June	08:30 – 18:00	Exhibition OPEN
Tuesday 28 June	08:30 – 18:00	Exhibition OPEN
Wednesday 29 June	08:30 – 12:00 13:00 – 20:00	Exhibition OPEN Exhibition Dismantling
Thursday 30 June	08:00 – 20:00	Exhibition Dismantling

NO DISMANTLING BEFORE 13:00 WEDNESDAY 24 JUNE. IF VALUABLES ARE REMOVED ON TUESDAY EVENING, STANDS MUST BE PRESENTABLE & RETAIN VISUALS UNTIL DISMANTLING STARTS.

IMPORTANT:

Outside of exhibition opening hours, delegates will walk to session rooms along a route through the exhibition. Exhibitors should therefore take all reasonable precautions to protect valuables. Security guards may be hired to protect valuables – see online order form at www.essexhibition.org/europace2011

2.1.3 Exhibition Time Schedule

- Stand construction should be finished on **Saturday 25 June, 20:00 hrs**
- All packing material that is to be retained (e.g. for re-use) should be cleared from the Building by Saturday 25 June by 18:00 hrs. 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.
- Stand personnel can enter the Building 30 minutes before the opening of the Exhibition from Monday 27 June with an Exhibitor Badge.
- The EHRA EUROPACE 2011 Secretariat will have an office (ORGANISERS OFFICE) in the Building from Thursday 23 June until 12:30 Wednesday 29 June.

2.1.4 Exhibitor Badges



Exhibitor badges will not allow access to the scientific sessions of EHRA EUROPACE 2011

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 CSV or XLS format. This email should be returned to the EHRA EUROPACE 2011 exhibition mailbox, EPexhibition@escardio.org before **9 May, 2011**.

Stand size between:	Number of Free Badges:
9 and 49m ²	20
50 and 99m ²	35
100m ² +	50

Please note you have the choice to choose how your free badges are inscribed. Please indicate when you send your email for the badges the number of company only badges you wish to receive and the number of individual badges you wish to receive (and please indicate each person's name).

Additional Exhibitor Badges:

If the number of free Exhibitor badges is insufficient, extra badges may be purchased at a price of **€100.00** per badge plus VAT (18%) if applicable (€118.00 on-site).

Working Passes:

In the interest of security only those individuals directly responsible for the construction and dismantling of the stands will be permitted in the Exhibition area during stand construction and dismantling times. To this end, Working Passes will be given out at the Exhibitor Registration desk and at the lorry 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. Exhibitors must ensure their badges are clearly visible at all times when in the congress centre.

2.1.5 Product Description

All Exhibitors will be listed in the Final Programme, together with a short description of the products exhibited (maximum 50 words). To this end, all Exhibitors should submit the Product Description's e-form available on www.escexhibition.org/EUROPACE2011 **25 March 2011**.

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.
- We recommend exhibitors pay closer attention to their 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 Securitas Seguridad Espana, the order form is available online: www.escexhibition.org/EUROPACE2011
- The Organiser may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of EHRA EUROPACE 2011, or who refuses to comply with the local safety rules.

2.1.7 Insurance

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 responsibility for damage, loss, theft, disappearance or injury of anything or anyone due to any cause whatsoever. 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 and responsibility for its arrangement belongs 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, with regards to injuries or damages sustained in any way whatsoever inside, or outside, the Building. If any conditions within the Industry Guidelines for Participation 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 a person or an object. In the case of incidents caused by negligence or inaction on the part of exhibiting companies and their staff, the exhibiting company agrees to compensate the Organiser for all direct & consequential losses.

2.1.8 Shipping Information

Official Forwarder and Lifter for EHRA EUROPACE 2011:

FAIREXX GmbH

Tel: +49 304 403 4712

Fax: +49 304 403 4779

On-site Tel: +49 173 609 2583 (this number is for on-site use only)

Contact: Ms. Sandra Guenther

Email: Sandra.Guenther@Fairexx.de

Airfreight Shipment

Your shipment should arrive at Madrid Airport (MAD) not later than **13 June 2011**.

- Consignee Address: TRANSFEREX S.A.
c/o FAIREXX Logistics GmbH
C/General Moscardo 32
E – 28020 Madrid / Spain
Tel: +34 917 225 240
- Notify: **EHRA EUROPACE 2011**
Exhibitors Name
Hall / Stand Number
- Pre-advice: Please send to Fairexx at least one day before departure by
fax: +49 304 403 4779
 - 1 copy of Airwaybill / Flight details
 - 1 copy of commercial invoice / packing list

Road freight via advanced warehouse

Should arrive at Fairexx agent's onsite warehouse not later than **13 June 2011**.

- Warehouse address: TRANSFEREX S.A.
c/o FAIREXX Logistics GmbH
C/General Moscardo 32
E – 28020 Madrid / Spain
Tel: +34 917 225 240
- Notify: **EHRA EUROPACE 2011**
Exhibitors Name
Hall / Stand Number

Full/half trailer Loads

Should arrive directly at IFEMA Madrid in accordance with the official Build-up and Break-down dates and times.

- Fairground address: IFEMA (Feria de Madrid)
c/a Fairexx Logistics GmbH
Parque Ferial Juan Carlos I / **East Access!**
E – 28042 Madrid / Spain
- Notify: **EHRA EUROPACE 2011**
Exhibitors Name
Hall / Stand Number
- Pre-advice: For you road cargo please send to Fairexx in advance by
fax: +49 304 403 4779
 - 1 Trucking details (Truck n^o., haulier, ETA)
 - Copy of invoice / packing list

For deliveries of semi & full loads during the build up, make sure you send back the timeslot request form available on our web site to Fairexx to let them schedule your trucks.

Within the limits of the IFEMA - Feria de Madrid, 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 return to their truck, the Official freight forwarders, Fairexx, can assist in this regards. For more information please consult the Fairexx Shipping Manual available on: www.esccexhibition.org/europace2011/default.aspx

2.1.9 Customs Information / Taxes & Duties

The Exhibitor will pay the various taxes and duties he may owe resulting from his taking part in the exhibition. Further information will be communicated later.

2.1.10 Catering

It is not allowed to take food and/or drinks into the building or to keep them on the premises unless ordered through the official caterer Arturo Cantoblanco Catering. See order form available on: www.esceexhibition.org/europace2011 or contact:

Javier Ballesteros or Enzina Calascione
Email: ifema.restaurantes@arturocantoblanco.com
Tel : +34 917 225 206

2.1.11 Stand Activities

I) 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 EHRA EUROPACE 2011, during EHRA EUROPACE 2011 itself or during the two days immediately after EHRA EUROPACE 2011 (i.e. 24/06/2011 – 01/07/2011). Should a company wish to plan any such events then it is advised to consult the Organiser in due time.

II) 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 for the Organiser's approval prior to EHRA EUROPACE 2011. Failure to do so may result in the exhibitors being obliged, at their own expense, to discontinue any such activity on-site.

III) The projection of films and slides, any amplification with the aid of loudspeakers, the production of music and/or sound, as well as the use of television sets, is allowed as long as no disturbance is caused. Should the Organiser judge that a disturbance is being caused; the Exhibitor must stop the activity immediately. If this is not done, the EHRA reserves the right to make the necessary arrangements at the expense of the Exhibitor.

IV) The Organiser has appointed an Audio-Visual Committee, which supervises audio-visual activities. All audio-visual activities require written permission, should a company intend to organise any audio-visual activity please submit a **stand activity declaration** and submit by **18 April 2011**. Use the Stand Form available on: www.esceexhibition.org/europace2011.

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 in advance by the Organiser. All requests should be submitted in writing by **18 April 2011**. Participation can be 'rewarded' with a prize. However, the prize should be the same for everybody. 'Drawing winners' is not allowed. Maximum retail value may not exceed € 5. If the prize is a 'medical information carrier' such as a medical text book, a CD-ROM, a tape, a slide set etc., the maximum retail value may not exceed € 50. All "prizes" must be approved in advance by the Organiser. Use the Stand Activity Form available on: www.esceexhibition.org/europace2011.

VI) The organising committee has accepted the policy that small give-aways are acceptable at the exhibition (maximum retail value € 5) for example badges, T shirts, pens. All such give-aways must have the written approval of the Organiser. The distribution of give-aways should be low profile and should in no way overshadow the main activity of the stand. Approval procedure is as for 'Prizes' in section V.

VII) Distribution or display of material printed by industry or its agents is limited to the area rented by the Exhibitor in the designated exhibit area. The placement of both signs and billboards is limited to the area rented by the Exhibitor in the exhibition area.

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

IV) The site assigned to the Exhibitor shall be staffed during the opening hours of the exhibition as well as during the construction and the dismantling and removal of the stand. The Exhibitor shall make sure that either himself or a person authorised by him is present at the stand at all times.

X) The use of the name of the European Heart Rhythm Association (EHRA), EHRA EUROPACE 2011, European Society of Cardiology (ESC) or the European Heart House (EHH), 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 of the Organiser.

The only exception is that Exhibitors may refer to EHRA EUROPACE 2011 as "EHRA EUROPACE 2011, the meeting of the European Heart Rhythm Association, a registered branch of the European Society of Cardiology".

XI) Exhibitors or their agencies are not allowed to reproduce texts, drawings or graphics that have been specially produced by EHRA or ESC for use in publications such as the Final Programme or the Abstract Book.

XII) None of the exhibits may be photographed or filmed without the permission of the relevant Exhibitor. The organiser 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.

XIII) The Exhibitor is entitled to photograph or film his own exhibition stand during exhibition hours.

XIV) Exhibitor Badges must be ordered by email to EPexhibition@escardio.org no later than **9 May 2011**. Use the order form online at www.esceexhibition.org/europace2011/default.aspx.

2.1.12 Miscellaneous

Smoking

Smoking is not permitted in the Building. Ashtrays and ash urns are prohibited in the exhibit area.

Alcohol

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

Children

Children are not allowed access to the EHRA EUROPACE 2011 congress.

2.2 Technical Guidelines for Exhibitors

Important Notice: All Exhibitors must submit a detailed stand drawing to the Organiser before **4 April 2011**. Without the written approval of the Organiser no stand can be built. If you will be hiring a stand system from the Building please send us details.

2.2.1 Exhibition Location

The exhibition at EHRA EUROPACE 2011 will be located in the:

IFEMA, Feria de Madrid, Madrid, Spain.
Hall 10 (ground floor)

Any queries regarding Exhibition please contact:

ESC - Congress & Industry Services Department
Tel: +33 492 943 514 Fax: +33 492 947 626
Email: EPexhibition@escardio.org

2.2.2 General Exhibition Information with Pricing and minimum stand space requirements

The price of 'SPACE ONLY' is € 500 per m² plus VAT. A reduced rate of € 350 per m² plus VAT is offered to publishers, booksellers and journals. Minimum stand size is 9 m² for Industry, 6m² for Publishers. For companies organising a Satellite Symposium, a stand of minimum area 9m² is mandatory.

The Organiser hires out the stand as 'SPACE ONLY':

- Which means that the stand space 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 need to rent a standard exhibit stand module are advised to use the services of the Building. Use the order form online at www.esceexhibition.org/europace2011

Immediately after allocation of the stand space 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

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 Organiser by **4 April 2011**. The drawings shall clearly indicate the planned layout, dimensions, equipment and furnishing of the stand, including the inscriptions. Also indicated must be the location of power outlets, electricity cables as well as telephone installations.

Only with the written approval of the Organiser shall the stand drawings be deemed released for construction.

All stands must be finished before the Organiser's inspection visit at **10:00 Sunday 26 June**. The Exhibitors or their qualified representative must be at their stand during this inspection and must be able to supply all information and certificates concerning equipment and materials used. Note that fire safety certificates should be valid in Spain and available in Spanish should authorities request this.

The decisions taken by the administrative authority, on the Committee's opinion during its inspection visit, can go as far as preventing the stand from opening, and must be carried out immediately. The Building and the Organiser refuse to accept any responsibility if the Safety Committee decides to close a stand because the Exhibitor has not respected the safety rules of the event or hosting country.

I) Exhibitors are asked to pay attention to the following stipulations:

- **From Sunday 26 June 12.00 hrs to Wednesday 29 June 2011 12:30 hrs, all stands are to remain in their entirety, no dismantling or removal during this period is permitted.**
- Any column of the Hall lying within the stand may be covered without causing any damage and in compliance with accepted height regulations. Fire & safety equipment should not be covered if it is not safe to do so. The Building will advise on this matter.
- Articles to be exhibited must be kept within the stand perimeter.
- The exhibition areas may only be covered by fitting platforms or carpets, which must be withdrawn by the exhibitor/decorator at the end of the exhibition.
- The (standard) maximum height of stand constructions is 3 metres. Written requests must be submitted to the Organiser if constructions will exceed 3 metres and will be judged on stand size, transparency & impact on event.
- Any agreement to construct higher than 3m is given in strict relationship to the stand area rented, in m². Elements rising higher than 3m must be positioned at least 0.5m from any stand separation wall.
- Two-storey structures are not allowed.
- Arches, bridges or similar constructions connecting two or more stands are not allowed.
- The maximum permissible load on the floors of the Building is 15 000Kgs per square metre.
- Load capacity will be taken into account when entering the exhibited goods as well as during their handling.
- Stands should be fully accessible on all 'open' sides. Requests to be partially exempted from this rule should be submitted in writing to the organiser. In any case, the maximum amount any open side may be enclosed is 1/3rd the length of that side.
- Auditoria or structures resembling theatres are not permitted on stands – equipped lecture rooms are available for the purpose of providing educational sessions.
- The stand floor must be adequately covered, for instance with carpeting or carpet tiles.
- It is to be noted that vehicles (including forklift trucks) are not admitted within the exhibition hall and loading bay. Pallet trucks and other handling machines must be equipped with rubber wheels and may only be operated by the official Forwarder & Lifter, Fairexx GmbH.
- Carpeting: Installing carpet or other decorative materials on the available floor space must be executed in such way as to avoid any danger of personal injury from slipping, tripping or falling.

II) Exhibitors are not permitted to:

- Erect or use names or trademarks which may be misleading or cause hindrance to the Exhibitors at the other stands or to EHRA EUROPACE 2011 visitors.
- Sell goods, barring exemption applied for and granted, against surrender of the purchased items or to receive money in any way for goods sold or offered for sale or for services rendered. Booksellers are exempted from this rule.

- Affix sold-tags to goods on display.
- No stands will be dismantled or removed prior to the end of the event.
- Drill, screw or nail the walls, ceilings, floors or columns of the exhibition areas.
- Place any heavy loads either on the structure of the walls and columns, or any of the technical installations of the Halls due to decoration or the objects on display.
- Hang Advertising from the ceilings of the Halls 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.
- Dig trenches, anchorages or to make other structural alterations inside the Building, unless explicit authorisation has been obtained from the Building owners.
- Paint or Glue, in any way or part of the Exhibition area
- Place articles to be exhibited in a manner, which, in the Organiser's opinion, affects or hinders neighbouring stands, e.g. as regards the visibility of the neighbouring stands.

III) Construction of Stands with a Floor:

- A platform floor is advised if heavy equipment is stored on the stand (100kgs/m² or more)
- Authorisation must be requested in writing to the organiser. A descriptive report and to-scale plans should be presented.
- All stands with a floor over 50 cm. above ground level with a stairsace must present a construction certificate signed by the competent engineer. All glass fitted in the top of the floor shall be at least 0.5 cm. thick, laminated and be of an approved safety type in Spain.
- 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.
- The use of wooden platforms is recommended for stands with a lot of electrical wiring; the stand construction company will be able to advise 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). Platforms 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 or a ramp included within stand perimeter.

IV) Construction of Stands with a Ceiling:

- Exhibitors may cover their stands with a fabric ceiling which meets the European safety norm EN13501/1 to class B standard. Certification must be available in Spanish language if required by the authorities.
- Any and all horizontal decorations, ceiling areas and roofs require approval.

V) Construction of Walls – Lining – Corridors:

- In principle this separation wall should be 2.5 metres high, and finished on all sides. The separation wall is considered as part of the stand design and should be indicated on the stand drawings. If two neighbouring Exhibitors come to an agreement regarding the separation wall and this agreement differs from the policy prescribed by the Organiser, this agreement has to be approved of by the Organiser. Please note that all in-line and corner stands must also have a back wall. The rear sides of the stands shall be designed and decorated by the Exhibitor to whose stand they belong, provided that the interests of the neighbours are not affected thereby.
- Should the external area of a stand lining a corridor where visitors will pass be decorated with windows, photo-assemblies or other outstanding objects, the enclosure wall must be built 0.30 m. inside the boundaries of the stand itself and be transformed into an advertising support, giving continuity to the corridor and a pleasant look to the whole of the area.
- The stand construction, the installation of the objects on display and all advertising support must be sufficiently stable for public safety. A platform, if approved for construction by organiser and open to the public and over one metre below the lower level, must be surrounded by a handrail of at least 1.2m height.
- All peninsula, corner and in-line stands must be separated from the neighbouring stand(s) by means of a separation wall.
- 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.
- All glass corners must be polished or protected so that there is no chance of anyone being cut. Glass doors and any other complete glass construction must be marked at eye level.
- Machinery demonstrations causing noise shall be reduced to a minimum in order not to disturb exhibitors and visitors.

- Regarding Machines and Moving Apparatus, the exhibitor will fit the installations that have to function throughout the event with all necessary working and accident prevention measures as shall be demanded by the technical regulations in use & local safety regulations for the installations.
- If the machinery or certain parts of the machinery are to be shown to the public while working, normal protection may be substituted by a protective shield of organic glass or a similar material.
- When the machines are not working and are only on display, the working protection mechanisms may be removed.
- Should this regulation be severely infringed and the Organiser considers that the working of the machine is a danger to people; the organiser will stop the machine from working.
- If these conditions 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, albeit persons or objects.

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.

Any set-up or installation, which does not comply with the standard specifications or with the designs approved of by the Organiser, 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 Organiser. All expenses for these corrections will be payable by the Exhibitor. The Organiser accepts no responsibility for damages caused by these corrections.

The set-up and installations shall be finalised by the deadlines fixed, and the packing material shall be removed from the stand. If it appears to the Organiser 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.

2.2.4 Fire & Safety Regulations

- Please note that 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-flammable materials or materials meeting the European safety norm EN13501/1 to class B standard may be used.
- 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, T.V., 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 collectors 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.
- Motorised vehicles and hand trolleys are not admitted within the Exhibition areas during build-up or dismantling periods or at any stage during EHRA EUROPACE 2011. 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.

- Fairexx, the official forwarder & lifter to EHRA EUROPACE 2011, has absolute priority in using the goods lift and will control access to loading/unloading areas.
- 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 public 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. The Cleaning order form is available online: www.esceexhibition.org/europace2011/default.aspx

2.2.6 Electricity

All electrical installations must follow the specific rules and regulations of the Regional Government of Madrid. This could have logistical implications for your build-up and we strongly recommend that you carefully read the Electrical Regulation and Certification Information document and forward it to the person responsible for the stand construction.

This document is available online: <http://www.esceexhibition.org/europace2011/ESC%20Items>

All electrical connections must be made under the supervision of an authorised electrician.

At the time of the official inspection the relevant reports on the wiring (information on connections) must be presented to the Building for submission to the authorities.

Please order your electricity and connections on the Order Form available online.

Please do not forget to indicate on the Order Form where you wish the electrical connections to be installed.

2.2.7 Telephone Connections & Facsimile Connection

Exhibitors should use the relevant Order Form online for telephone and fax connection. Find the order form

2.2.8 Water

Please note that Water Connections are available in the Exhibition area – contact the Building for more information.

2.2.9 Transport Regulations / Handling

During the Exhibition, goods can only be transported into the halls until the exhibition opens. After that, only light articles can be carried in by hand. Goods can be collected when the exhibition has closed as long as the exhibit remains visually presentable to delegates.

Do not place anything in the aisles outside the stand. If you do, you will block the passage-way for other transport. The Congress Centre has the right to store all packaging that is left in the aisles after 18:00 the day the build-up ends.

2.2.10 Storage

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

Please contact the official forwarder Fairexx for handling and storage of your empty crates and other packing material during the length of the exhibition.

2.2.11 Miscellaneous Services

If you wish to order services, which are not mentioned in the Exhibitor Catalogue then please contact the building.

Section 3 - Industry Educational Sessions

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

The price of a Satellite Symposium is € 40 000 (+ VAT) for one 60 or 90-minute Satellite Symposium. Satellite Symposia will be held within the Congress centre on:

- **Sunday 26 June 2011** 15:30 – 17:00 (90-minute)
- **Monday 27 June 2011** 12:45 – 13:45 (60-minute)
18:15 – 19:45 (90-minute)
- **Tuesday 28 June 2011** 12:45 – 13:45 (60-minute)
18:15 – 19:45 (90-minute)

The price of a Mini-Satellite Symposium is € 28 000 (+ VAT) for one 45-minute Mini-Satellite Symposium. Mini-Satellite Symposia will be held within the Congress centre on:

- **Sunday 26 June 2011** 15:30 – 16:15
- **Monday 27 June 2011** 13:00 – 13:45
18:30 – 19:15
- **Tuesday 28 June 2011** 13:00 – 13:45
18:30 – 19:15

3.1 Conditions for holding Satellite Symposia or Mini Satellite Symposia

Duration

The Satellite Symposia should fit in the standard time unit of one 60 or 90-minute session. The lunchtime Satellite Symposia / Mini-Satellite Symposia should not alter in any way the scientific sessions held in the room before and after the satellite symposia (See following chapter).

The Mini-Satellite Symposia should have a duration of 45-minutes maximum.

Exhibition Stand

To obtain permission to hold Satellite Symposia / Mini-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 or Mini-Satellite Symposium.

Lunch time Satellite Symposia / Mini-Satellite Symposia

Companies organising Satellite Symposia / Mini-Satellite Symposia during the lunch time will be allowed to enter the lecture rooms at 12:35 after the scientific session and must leave the lecture rooms at 13:45 in order to let the ESC staff prepare the following scientific sessions. Organising 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 ESC reminds that the Chairpersons and Speakers must be contacted by the companies themselves to arrange registration, travel and accommodation details.
- Satellite Symposia / Mini-Satellite Symposia Chairpersons and Speakers are not considered as ESC "Invited Speakers".
- All involved in the operation of the Satellite Symposia / Mini-Satellite Symposia (hostesses, film crew, technicians...) must also have a valid badge (exhibitors, active participant or day ticket badges).
- All persons attending the Satellite Symposia / Mini-Satellite Symposia 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 / Mini-Satellites Symposia must be open to all registered Meeting participants.

- Exhibitors' badges allowed access to the Exhibition Hall and to your Industry Educational Sessions. Access to EHRA EUROPACE 2011 Scientific Sessions is not allowed.
- All Exhibitor badges should be collected at the Exhibitor Registration Desk.

Lecture Room

Satellite Symposia and Mini-Satellite Symposia, will be held within the Congress Centre. Satellite Symposia will be held in lecture rooms ranging in capacity from 200 to 900 seats. Mini-Satellite Symposia will be held in the smaller lecture rooms for a maximum of 180 people. Any installations or alterations to the rooms can only be made with explicit approval of the ESC.

Promotion

Promotional material referring to the Satellite Symposia / Mini-Satellite Symposia must receive ESC approval prior to being printed, distributed or posted online.

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 / Mini-Satellite Symposia may only be distributed in the following ways:

Industry Educational Sessions invitation flyers display racks:

Companies organizing Satellite Symposia, Mini-Satellite Symposia and/ or The PACE are offered specific display racks located at the congress centre main entrance to promote their events: one allocated A4 plexi holder on the display rack per session.

The holders will be allocated per session date time-slot and lecture room in alphabetical order.

The display rack will be available from 25 to 29 June 2011.

N.B. – Please note that contrary to previous years, the ESC will not offer poster boards for poster display in the Registration Area.

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 contrary to previous years, the ESC will not be able to provide easels as posters support, in front of the lecture rooms.

- Distribution of material (flyers...) is permitted at the entrance of the assigned room 30 minutes before the beginning of the session. Distribution is permitted nowhere else in the building other than on the 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 Symposia / Mini-Satellite Symposia.

Reception

Lecture room 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 Symposium and Mini-Satellite Symposia must be completed before Friday, 10 June 2011.

IMPORTANT:

It is strictly forbidden to hold Satellite Symposia outside the EHRA EUROPACE 2011 Congress premises between 25 June and 30 June, 2011

3.2 Cost of Satellite Symposia and Mini-Satellite Symposia

A basic price of excl. VAT

- € 40 000 (+ VAT) for one 60 or 90-minute Satellite Symposium.
- € 28 000 (+ VAT) for one 45-minute Mini-Satellite Symposium

The cost of a Satellite Symposium / Mini-Satellite Symposium includes:

- The session
- A Delegate Bag Insert
- A Weblink
- The Lecture room
- 1 Information Screen (only for Satellite Symposium)

The basic equipment of a lecture room is:

- Chairs arranged theatre-style
- 1 lectern + Microphone
- 1 table for 2 chairpersons + 2 microphones
- Aisle microphones in the room for the delegates
- 1 Video-projector
- 1 screen
- Technician(s)
- Room networked with the Speaker Service Centre
- 1 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, etc... To order any extra equipment we suggest you contact the official suppliers whose details are available on:
www.ESCexhibition.org/europace2011

3.3 Speaker Service Centre

The Speaker Service Centre offers the following services:

- Access to the Speaker 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*:

- | | |
|--------------------------|---------------|
| - Sunday 26 June 2011 | 07:30 – 18:30 |
| - Monday 27 June 2011 | 07:30 – 18:30 |
| - Tuesday 28 June 2011 | 07:30 – 18:30 |
| - Wednesday 29 June 2011 | 07:30 – 12:00 |

* 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 upload 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.

DOUBLE PROJECTION AND TRANSLATION ARE NOT RECOMMENDED!
LIVE TRANSMISSION IS SUBJECT TO ESC APPROVAL

3.4 Applying to hold Satellite Symposia/ Mini Satellite Symposia

The Application Form for Satellite Symposia / Mini-Satellite Symposia, must be send to the EHRA EUROACE 2011 Secretariat offices before **5 November 2010.**

3.5 Accounting

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.

3.6 Scientific Programmes of Satellite Symposia/ Mini-Satellite Symposia

The ESC will send you a session form to be completed with the Satellite Symposia / Mini-Satellite Symposia programme(s).

The complete scientific programme of the Satellite Symposia / Mini-Satellite Symposia, typed on the special forms provided by the ESC, must reach the ESC offices, Sophia Antipolis, France, before **1 February 2011**.

The Scientific Committee will validate the scientific programme.

Scientific Programme should be sent to:

EUROPEAN SOCIETY OF CARDIOLOGY
Mr. Nouredine M'Ghari
2035, Route des Colles
Les Templiers
B.P. 179
F-06903 SOPHIA ANTIPOLIS CEDEX
France

Tel: +33 (0)4 8987 2003 - Fax: +33 (0)4 9294 7626 - Email: satellite@escardio.org

A "complete programme" must include the following:

- Title of the session
- Names of the two chairpersons (one of them can also be a speaker)
- Title of each presentation with their duration and topic number
- Name of all speakers
- Complete addresses of the chairpersons and speakers
- Duration of each presentation

IMPORTANT

- No product names/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.

- No abstract forms need to be submitted for Satellite Symposia / Mini-Satellite Symposia.

- Abstract poster sessions are not allowed during the Satellite Symposia / Mini-Satellite Symposia or during any reception before or after the Sessions.

- The ESC does not cover the expenses related to the Speakers and Chairmen of Satellite Symposia / Mini-Satellite Symposia even if active in the Scientific Programme.

- 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.

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 ESC cannot be held responsible for any matter arising from this.

3.7 Changes in the Scientific Content

Once your scientific programme has received approval from the EHRA EUROPACE 2011 Committee, all changes post approval must be sent in writing to Mr. Nouredine M'Ghari of the ESC at satellite@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 ESC cannot guarantee to respond positively to the changes requested.

The ESC kindly asks the company to communicate any modifications to the Scientific Programme of Satellite Symposia / Mini-Satellite Symposia before **1 April 2011** in order to be printed in the Final Programme.

Late modifications in the Satellite Symposia / Mini-Satellite Symposia Programme received on or after **1 April 2011** cannot be printed in the Final Programme.

3.8 Room Assignment

Rooms are assigned by the ESC on a first come, first served basis.

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.

Overflow

No overflow area is planned for Satellite Symposia / Mini-Satellite Symposia.

3.9 Cancellation Policy

Cancellations of Satellite Symposia / Mini-Satellite Symposia should be sent in writing to the ESC.

If cancellation is received before 15 February 2011, 50% of the total amount due will be charged.

If cancellation is received on or after 15 February 2011 100% of the total amount due will be charged.

3.10 The PACE – EUROPACE Workshop Area

The PACE is a designated area for companies to provide delegates with a one-on-one learning environment for the teaching of key learning techniques.

The PACE provides delegates with an opportunity to interact with clinical experts in their field, acquire new techniques, improve current knowledge and ask all they need to know on procedures essential to daily practice.

Cost: €12,000 full duration of congress

✓ **Product Specification:**

- Supporting companies can run "The PACE" sessions from Sunday 26 to Wednesday 29 June 2011:
Sunday 26 June: 12:00-18:00
Monday & Tuesday 27 & 28 June: 08:30 – 18:00
Wednesday 29 June: 08:30-12:00
- The PACE will be located on the first floor of the congress centre, in close proximity to the exhibition hall, in the middle of main lecture rooms.
- "The PACE" rooms are available for the full duration of the congress as indicated above and are not available on a individual or daily basis.
- Companies will be provided with a room of 80 m² to include basic electricity connection, cleaning, basic furniture for up to 30 pax.
- Catering and audiovisual equipment must be covered by the supporting company.
- The workstation or equipment used in each room will be provided exclusively from the supporting company and, if needed, a technician from the company may be present at each session.
- Supporting companies may use one portable display in front of the assigned "The PACE" room to identify the room for delegates, and to promote the programme (including agenda of the "The PACE" – only company name corporate logo and visual – no products names or logos allowed).
- Signage and promotion within the room is permitted.
- All signage must receive prior approval from the ESC.
- Companies will be acknowledged as sponsors on the EHRA EUROPACE 2011 pages of the ESC Web Site.

✓ **Conditions:**

- In order to organise a PACE room, an exhibition stand of minimum 9m² is required.
- "The PACE" rooms are set-up by supporting companies on Saturday 25 June 2011 (08:00-20:00 for workstations and equipment delivery) and Sunday 26 June 2011 (08:00-12:00 for decoration only, no moving of equipment).
- The same "The PACE" room is allocated per company for the duration of the congress.
- "The PACE" rooms can be dismantled on Wednesday 29 June 2011 from 13:00 – 20:00.
- The ESC reserves the right to amend, cancel or suspend "The PACE" at their discretion at any time in the future.

3.11 Function Spaces

The EHRA EUROPACE 2011 Secretariat allows companies to host a limited number of guests and organize small and informal meetings (approx 20 peoples) in a range of Function Spaces on offer within the congress centre.

Function Spaces are rented for a minimum of 4 days.

- Only a limited number of Function Spaces are available in the congress centre.
- Rooms can be reserved only through the ESC.
- The ESC has the right to modify demands as it sees fit to best accommodate as many requests as possible.
- The placement of signs and posters on the exterior doors or walls of the rented room is not allowed. An A4 size paper with the company's logo can be put inside the glass sign panel next to the room door. No other signage or promotion can be made within the building other than on the company's stand.
- All persons involved in the operation of the Function Spaces must have a valid badge (Exhibitor, active participant, press or day ticket). All persons requesting access to the Function Spaces must be registered either as active participants or as exhibitors; persons without such a badge will not be allowed to enter the room.
- The ESC will propose Function Spaces to requesting companies in writing and the company will have the right to accept or decline within the given deadline.
- Function Spaces are assigned on a first-come, first-served basis, while space is available.
- Once confirmation is received the ESC will invoice the company. Payment must be made within the given time or the Function Spaces will be released. Cancellation of Function Spaces once the invoice has been issued will incur a 100% cancellation fee.
- The ESC will only be responsible for booking Function Spaces in the Congress Centre. Each company, thereafter, is responsible for organising in accordance with the Congress Centre or other suppliers its individual needs such as food, furniture or supplies. Contact information will be sent to companies who confirm room reservations.
- Requests for Function Spaces request should be addressed to the ESC offices at: satellite@escardio.org.
- Deadline for Application: **15 April 2011**

Official Supplier for room set-up, audio-visual equipment and hostesses is:

IFEMA/ Mrs Ana Carrazon

Tel: +34 91 722 5731

Email: acarrazon@ifema.es

Official caterer is:

ARTURO Contoblanco

Mr Javier Ballesteros/ Mrs Enzina Calascione

Tel: +34 91 722 5217/ 5214

Email: ifema.restaurantes@arturocantoblanco.com/ ecalascione.ifema@arturocanoblanco.com

Find more information on catering offer on <http://www.esceexhibition.org/europace2011/IES/default.aspx>

Section 4 – Sponsorship, Advertising & Promotional Opportunities

4.1 Participation & Sponsorship Opportunities

EHRA EUROPACE 2011 gathers the core professionals in the fields of arrhythmias, cardiac pacing and implantable devices for rhythm control and heart-failure into what will be the key electrophysiology meeting held within Europe in 2011.

By associating with EHRA EUROPACE 2011, you will:

- Reach a truly international target group of pacing and electrophysiology specialists
- Contribute to the high quality of the scientific and practical content of the congress through Satellite Symposia, Exhibition, The PACE and committed sponsorship
- Achieve unique opportunities to showcase their products and services to specialists in their respective fields and related applications
- Avail of excellent Advertisement, Promotional and Social sponsorship opportunities which proffer excellent networking and relationship-building opportunities.

The following pages detail all existing **Sponsorship, Advertising & Promotional** options at EHRA EUROPACE 2011 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: sponsorship@escardio.org

Remaining Sponsorship & Promotional opportunities:

ITEM	DESIGNATION	PRICE
Final Programme	Inside Back cover	€ 5 000
Note Pads and Pens	Product advertising allowed	€ 10 000
Badge Laces	Exclusive Sponsorship	€ 15 000
Web Lounge	Exclusive Sponsorship	€ 20 000
Unrestricted Educational Grant	per session	€ 10 000

Please note that all of the above prices exclude VAT.

4.2 Sponsorship Terms & Conditions

- Sponsors will be acknowledged in all printed material and on the EHRA EUROPACE 2011 Web Site.
- All sponsorship requests will be allocated on a first-come, first-served basis.
- All prices are exclusive of VAT
- Payment and invoices are in Euros (€)
- Cancellations will incur fees of 100% if cancelled after receipt of your signed application form.

4.3 Sponsorship Contact

For any further queries on the above, please contact your Sponsorship officer, Kristina Simon:

Tel: +33 (0)4 89 87 20 09
Fax: +33 (0)4 92 94 76 26
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.escexhibition.org/europace2011/default.aspx>
Please consult regularly this important Web Site.

Web Lounge

This highly popular area allows delegates to connect to the internet, access their working files and print necessary documents onsite.

- Exclusive sponsorship
- Web Lounge comprises seating, work stations & printer
- Acknowledgement: Logo on screensaver on each of the computer screens, Final Programme & EHRA EUROPACE 2011 Web Site
- Any additional signage, furniture or other requested for the Web Lounge need to be approved by the organiser and will be at the sponsor's cost.
- High resolution logo to be provided for the screen saver acknowledgement by 30 March 2011

Note Pads & Pens – product advertising allowed

Official congress items included in the Congress Bag and used by delegates during and post-congress.

- Exclusive sponsorship – acknowledgement via sponsor logo
- Please submit a high resolution logo by 15 March 2011

Congress Bags

Highly visible sponsorship opportunity with delegates using the bag for the duration of the event and post-event due to the unique quality of the product.

- Exclusive sponsorship – acknowledgement via sponsor logo on bag exterior flap
- Please submit a high resolution logo by 1 December 2010

Badge Laces

Worn by delegates throughout the event, this item provides excellent corporate exposure and association.

- Exclusive sponsorship – acknowledgement via sponsor logo on badge lace
- Please submit a high resolution logo by 15 September 2010

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:

- Submit for approval: 7 March 2011
- Final approval: 9 March 2011

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 which is inserted into each Congress Bag.

- Submit for approval: 7 March 2011
- Final approval: 9 March 2011

Delegate Bag Inserts

Promote your congress activities by designing a promotional insert to be included in each and every Delegate Bag and given to each registered delegate at EHRA EUROPACE 2011. This invitation will communicate your congress message directly to delegates.

- 1 Delegate Bag Insert can promote only 1 event (e.g. 1 industry supported session or 1 activity on the exhibition stand)
- 1 Delegate Bag Insert promoting 1 session with reference to the exhibition stand will be considered as 1 insert (e.g. 1 industry supported session, plus a mention similar to "visit our stand, location XX")
- 1 Delegate Bag Insert promoting 1 session with full exhibition details will be considered as 2, and invoiced accordingly (e.g. 1 industry supported session, plus a mention for a stand activity)
- 1 Delegate Bag Insert promoting 2 sessions/activities will be considered as 2, and invoiced accordingly.

NB: No product advertising will be allowed.

Submit for approval: 9 May 2011

Final approval: 11 May 2011

Quantities to print: 5 000

Reception in Madrid: 13 June 2011

Shipping Address:

TRANSFEREX S.A.
c/o FAIREXX Logistics GmbH
EHRA EUROPACE 2011/ COMPANY Name/ DBI
Pabellon De Servicios
Parque Ferial Juan Carlos I
E – 28042 Madrid / SPAIN

Weblink

Invite delegates to your congress activities by designing a promotional page link to the EHRA EUROPACE 2011 Web Site. This invitation will communicate your congress message to delegates in two locations online (Page Link to the official EHRA EUROPACE 2011 Web Site in two locations, via the Scientific Programme Online (SPO) and Industry Partner pages).

- 1 Weblink can only promote **1 event** (e.g. 1 industry supported session or 1 activity on the exhibition stand)
- 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 (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

NB: Hyperlinks to sponsor Web Sites will be not be allowed. No product advertising will be allowed.

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

- Submit for approval: 9 May 2011
- Final approval: 11 May 2011

Information Screen adverts

Information Screens are located throughout the congress centre and in front of the lecture rooms. Adverts will run for the duration of the congress. This information screen is dedicated to the promotion of your Satellite.

- 1360 x 768 - Format 16/9
ONLY Power Point presentations will be accepted

Restrictions:

- No videos allowed
- Avoid transparencies
- Duration of advert: 30"
- No product advertising allowed

➤ **Deadline to submit artwork for approval: 9 May 2011**

➤ **Deadline to submit finalized artwork: 11 May 2011**

Onsite Advertisements: There are numerous opportunities for our industry partners to promote their congress and corporate messages to delegates onsite in Madrid. Please contact sponsorship@escardio.org for further details.

Section 5 – Conditions of Participation

5.1 General Conditions

The following conditions of participation refer to allocation of exhibition space by the Organiser to companies exhibiting at EHRA EUROPACE 2011 insofar as the contractual partners do not reach contrary agreements in writing.

5.2 Admission to EHRA EUROPACE 2011

The exhibition is open to companies active in the pacing & cardiovascular healthcare arena and related fields. Marketing bureaus, consultants etc. can hire stand space in order to be able to conduct their research or provide their services. These activities are restricted to the rented stand space. They are not allowed to actively canvass for clients outside the space assigned.

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 organiser constitutes conclusion of the rental contract between the Exhibitor and EHRA EUROPACE 2011 Secretariat. A stand assignment and an invoice will be sent to the Exhibitor by mail. The date on the stand assignment is considered to be the date of stand allocation. If the contents of the stand assignment deviate from the contents of the Exhibitor's application, the contract is based on the 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

The Organiser lets stand space in accordance with the compatibility of the items to be exhibited with the subject matter of the exhibition & congress in general. The minimum stand size is 9m². For companies organising a Satellite Symposium, a stand of 9 m² or larger is mandatory.

The Organiser 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.

The Organiser 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. The Organiser 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 date & time at which a signed application form for stand space is received by the Organiser.

Exhibit areas are open to selection in order that application forms are received however stand areas marked may only be reduced in size with the agreement of the Organiser.

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.

The Organiser 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 exhibits and its own staff (subtenant) or only by its own exhibits (represented company), is not allowed, unless written approval is obtained from the Organiser. Transfer, even in part, of the rights and obligations arising from the rental contract to third parties is not permitted.

Vertically integrated organisations represented by more than one corporate / brand identifier on a single stand area should have a clear statement of corporate ownership on display at the stand. A written statement of such corporate affiliation should be forwarded to the organiser (epexhibition@escardio.org) in advance of the congress for approval.

5.8 Terms of Payment

- ✓ The stand rental fee must be paid in full before the event. Failure to do so will result in the automatic cancellation of the assignment and resulting fees. If later rebooked, stand rental fees will be in addition to cancellation charges.
- ✓ 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, the Organiser 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 our rules; as a consequence it will be dealt with as a breach of contract.

5.9 Acceptance of Products

Each country has its own regulations. It is therefore advised that each participating Company should obtain advice on such regulations and restrictions as may affect their participation in EHRA EUROPACE 2011. The Organiser accepts no responsibility for any impact, financial or other, relating to legal complicity issues.

5.10 Reservations Policy

Given serious cause (e.g. industrial action, acts of God) the Organiser is entitled to postpone, to curtail the duration of, to close the exhibition (completely or in part) for any period, or even to cancel it. In the event of complete or partial postponement or curtailment, the contract is regarded as valid for a possible new date and new duration unless the Exhibitor protests in writing within a period of 2 weeks after notification of the alteration.

5.11 Exemption from Liability

The Organiser does not undertake to safeguard exhibits and excludes, for its staff as well, all liability for damage to these, for theft of these, or loss, except in cases of intent or gross negligence. This exemption from liability also applies if exhibits are seized and stored by the Organiser 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 Organiser. Furthermore the Organiser explicitly excludes all liability for any disadvantages or damage incurred to Exhibitors due to erroneous details on space allocation, stand construction, catalogue entries or other errors in ancillary services. Property of the Exhibitor and of third parties shall remain on the premises at their own risk. The Organiser will not be responsible for the insurance of such items. The Organiser shall not be liable for any injury or damage howsoever caused to goods and/or persons in the building and/or on the adjacent sites.

5.12 Premature Termination of Rental Contract

If, after binding application and conclusion of the contract, the organiser 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 the organiser 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 the organiser 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. The organiser 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

For Exhibition:

Cancellations by Exhibitors should be made by letter addressed to the EHRA EUROPACE 2011 Secretariat. If a reservation is cancelled by the Exhibitor before 31 January 2011, the amount paid will be refunded less 50% of the total amount due. If a reservation is cancelled by the Exhibitor after 1 February 2011 no refund will be made, and the total amount for the stand space is due.

For Industry Educational Sessions:

Cancellations of Satellite Symposia / Mini-Satellite Symposia should be sent by in writing to the ESC. If cancellation is received before 15 February 2011, 50% of the total amount due will be charged. If cancellation is received on or after 15 February 2011 100% of the total amount due will be charged.

For Sponsorship:

Cancellations will incur fees of 100% if cancelled after receipt of your signed application form.

5.14 Enforcement of Rules

Any exhibitor that is judged to have not followed these Guidelines may be refused the opportunity to exhibit at any future meetings organised on behalf of the EHRA or by its secretariat, the ESC.

5.15 Supplementary Provisions

Constituent parts of the rental contract take the form of the house regulations, the Guidelines for Industry Participation, the online resource area at www.escexhibition.org/europace2011/default.aspx, 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 EHRA EUROPACE 2011 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 the Organiser must be lodged in writing. These claims will lapse within 6 months from the closure of the EHRA EUROPACE 2011 exhibition. Agreements, which deviate from these conditions or from the supplementary regulations, must be in writing; facsimile signatures suffice. The contract is governed exclusively by French law; the English text is authoritative.

Place of performance and jurisdiction is Grasse - France. The Organiser 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 Organiser's decision shall be final.

