



# EHRA 2011

EUROPACE THE MEETING OF THE EUROPEAN HEART RHYTHM ASSOCIATION

MADRID, SPAIN 26-29 JUNE 2011



## UPDATE MESSAGE

Dear Exhibitor,

This Update contains important logistical information concerning EHRA EUROPACE Congress 2011.

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

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

<http://www.essexhibition.org/europace2011/default.aspx>





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### 1. Access

EHRA EUROPACE 2011 will be held at **IFEMA - Feria de Madrid, Centro de Convenciones Norte**. See the Loading Access Plan on:

<http://www.escehhibition.org/europace2011/ESC%20Items/Loading%20Access%20Plan.pdf>

The exhibition is situated in Hall 10 of IFEMA - Feria de Madrid and access is **via the East Access**.

### Parking

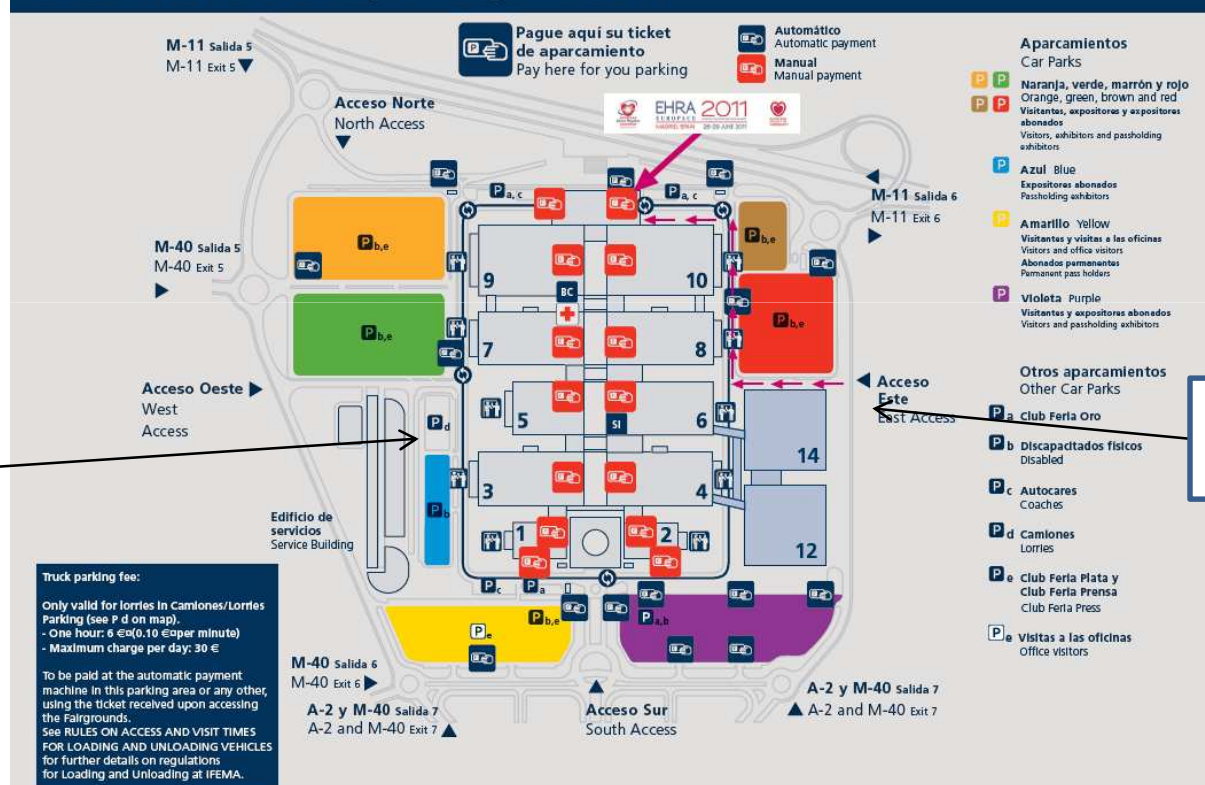
There are various car parks around IFEMA. Parking dedicated to cars are paying and are clearly marked on the Loading Access Plan in orange, green, brown and red.

Trucks can be parked for the duration of the congress in the parking "**Pd**" (near the parking in blue colour on the access plan). Access to this parking will also be via the East Access. The cost of this parking is €30 per day and €6 per hour.

### UPDATE MESSAGE

#### Access Plan:

#### Plano de Acceso de Montaje Loading Access Plan





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### 2. Build up and Break Down

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

#### Build Up Timetable

- Thursday 23 June 10:00 – 20:00 Exhibition **Build-up (>150m<sup>2</sup> stand area only)**
- Friday 24 June 08:00 – 12:00 Exhibition **Build-up (>75m<sup>2</sup> stand area only)**  
12:00 – 20:00 Exhibition **Build-up (>24m<sup>2</sup> stand area only)**
- Saturday 25 June 08:00 – 20:00 Exhibition **Build-up (all stands)**
- Sunday 26 June 08:00 – 11:00 Exhibit **Decoration only**  
11:00 – 12:00 Exhibit **ESC inspection**





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### Break Down Timetable

- Wednesday 29 June 08:30 – 12:00 **Exhibition OPEN**  
13:00 – 20:00 **Exhibition Dismantling**
- Thursday 30 June 08:00 – 20:00 **Exhibition Dismantling**

### IMPORTANT:

NO DISMANTLING BEFORE 13:00 WEDNESDAY 29 JUNE .

Outside of 'exhibition open' periods, delegates walk to lecture rooms along a route including the exhibition. Exhibitors should therefore take all reasonable precautions to protect valuables.

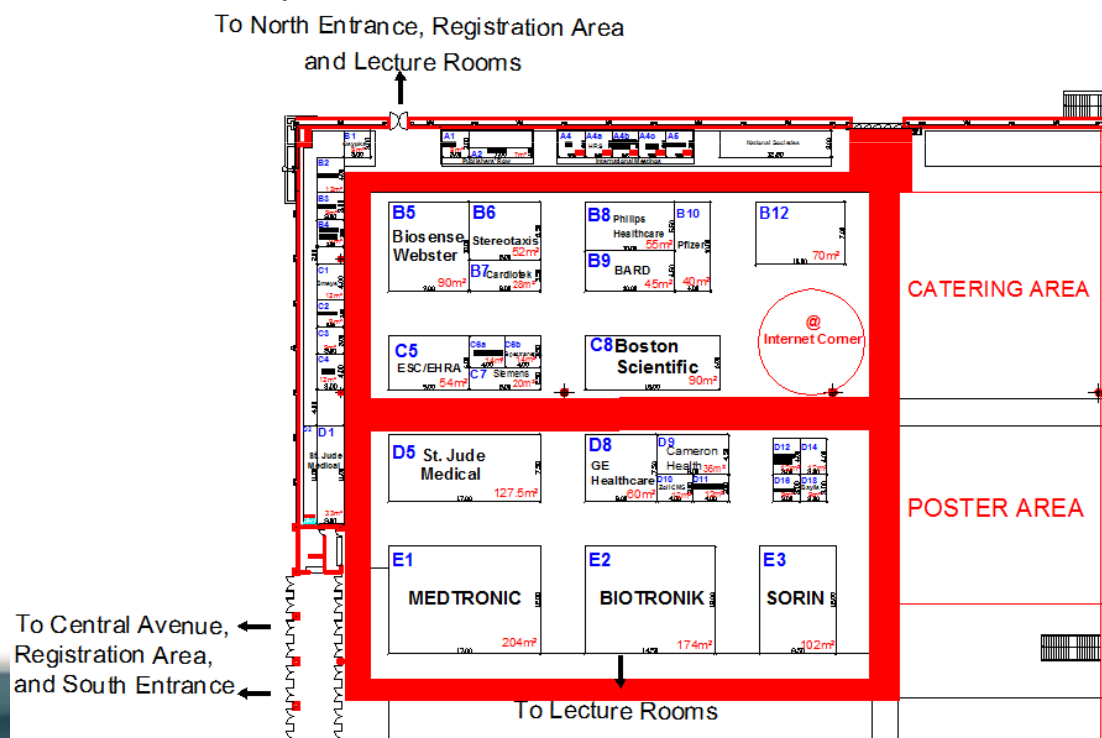
Please note:

- 1) The limited dismantling time
- 2) The Exhibition is OPEN on Wednesday 29 June morning.

## UPDATE MESSAGE

### Freight Free Aisles

There is one main freight free aisle running through the exhibition. The route marked in red needs to be kept free of all goods and refuse AT ALL TIMES to enable fast access and exit from all areas of the Hall. See plan below for more details:





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### 3. Security

The Organisers only provide General Surveillance within the Exhibition area. Note that delegates will be able to walk through the Exhibition area below during closed hours. It's therefore vital that each exhibitor secures his/her stand against the risk of theft. The Organisers and IFEMA will accept no responsibility for loss or theft from stands.

Security guards on your booth can be ordered directly from the SECURITAS SEGURIDAD ESPAÑA, S.A., find below the Security Guards order form:

<http://www.escehhibition.org/europace2011/Stand%20Services%20Download%20Area/Security%20order%20form.pdf>

for more details please contact:

#### **SECURITAS SEGURIDAD ESPAÑA**

Mr. D. Eduardo Bejarano Vigara

Tel: +34 91 277 6003

Email: [eduardo.bejarano@securitas.es](mailto:eduardo.bejarano@securitas.es)







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## UPDATE MESSAGE

### 4. Delivery Address and Storage

Official Forwarder and Lifter for EHRA EUROPACE 2011:

FAIREXX Logistics

Contact: Ms. Sandra Guenther

Tel.: +49 304 403 4712

Fax: +49 304 403 4779

On-site Tel.: +49 173 609 2583

Email: [sandra.guenther@fairexx.com](mailto:sandra.guenther@fairexx.com)





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**Airfreight:**

**Shipment should arrive at Madrid Airport (MAD) no later than 13 June**

TRANSFEREX S.A.  
c/o FAIREXX Logistics GmbH  
C/General Moscardó 32  
E – 28020 Madrid / SPAIN  
Tel. +34 917 225 240  
Fax: +34 917 225 242

**Notify:** EHRA EUROPACE 2011 – Exhibitor Name – Hall10 + Stand Number

[www.escardio.org/EHRA](http://www.escardio.org/EHRA)





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**Roadfreight via advanced warehouse:**

**Shipment should arrive at the warehouse **no later than the 13 June****

TRANSFEREX S.A.  
c/o FAIREXX Logistics GmbH  
Pabellon De Servicios  
Parque Ferial Juan Carlos I  
E – 28042 Madrid / SPAIN  
Tel. +34-91 722 5240  
Fax: +34-91 722 5242

**Notify:** EHRA EUROPACE 2011 – Exhibitor Name – Hall10 + Stand Number





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**Full and Half Trailer loads (Fairground Address):**

**Shipment should arrive at IFEMA Madrid in accordance with the build-up dates**

IFEMA (Feria de Madrid)  
c/o FAIREXX Logistics GmbH  
Parque Ferial Juan Carlos I / **East Access**  
E – 28042 Madrid / SPAIN

**Notify:** EHRA EUROPACE 2011 – Exhibitor Name – Hall10 + Stand Number

To ensure that reception of your shipment is managed, please fax a full pre-advice to FAIREXX LOGISTICS Fax: +49 304 403 4779 attn. Sandra Guenther. For more information, download the FAIREXX Manual from on:

<http://www.escehhibition.org/europace2011/default.aspx>





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### 5. Stand Service Orders

In order to avoid any surcharges, please make sure you fax your orders to the SERVIFEMA before **25 May 2011**.

If you should require more details on the stand services available, feel free to contact:

#### **SERVIFEMA**

Tel: +34 91 722 3000

Fax: +34 91 722 5795

Email: [servifema@ifema.es](mailto:servifema@ifema.es)





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### 6. Exhibition Opening Hours

<b>Sunday 26 June</b>	12:00 – 19:30 <b>Exhibition OPEN</b> 17:00 – 18:30 Opening Ceremony in Room MADRID 18:30 – 19:30 Opening Reception in the Exhibition Area
<b>Monday 27 June</b>	08:30 – 18:00 <b>Exhibition OPEN</b>
<b>Tuesday 28 June</b>	08:30 – 18:00 <b>Exhibition OPEN</b>
<b>Wednesday 29 June</b>	08:30 – 12:00 <b>Exhibition OPEN</b>

All exhibiting staff must wear an Official EHRA EUROPACE 2011 badge at all times within the venue.





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## 7. Exhibitors Registration

The Exhibitors Registration Desk is situated inside the Registration Area (Close to the main entrance).

The following services will be available:

- Collection of Work Passes (Also available from FAIREXX team in the Loading Area)
- Collection of pre-ordered exhibitors' badges
- Preparation and purchase of additional exhibitor badges
- Distribution of "Green Stickers" enabling fully registered participants to access the exhibition areas outside official opening hours

Please note that employees of exhibiting companies will only gain access to the stand if they have an Exhibitor Badge. You should therefore not arrange to distribute exhibitor badges from the stand – make sure that everyone is aware of this restriction, as exceptions will not be made.

**NO BADGE = NO ACCESS TO EXHIBIT AREA**

[www.escardio.org/EHRA](http://www.escardio.org/EHRA)





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### Exhibitors Registration Opening Hours

<b>Thursday 23 June</b>	08:00 – 18:00
<b>Friday 24 June</b>	08:00 – 18:00
<b>Saturday 25 June</b>	08:00 – 18:00
<b>Sunday 26 June</b>	08:00 – 18:00
<b>Monday 27 June</b>	08:00 – 18:00
<b>Tuesday 28 June</b>	08:00 – 18:00
<b>Wednesday 29 June:</b>	08:00 – 13:00

### Exhibitors Badge Orders – Deadline: Monday 18 May 2011

Please note that you have the choice to choose how your free badges are inscribed.

Company name, individual name or both.

Deadline for additional exhibitor badges orders: **Friday 27 May 2011**

The Badge Order Form can be downloaded from:

<http://www.escehration.org/europace2011/default.aspx>

[www.escardio.org/EHRA](http://www.escardio.org/EHRA)







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### 8. Badge Readers

Recording a prospective customer's information can be done by using one of the EHRA EUROPACE 2011 Badge Readers. There are two models available:

- Classic Badge Reader:

<http://www.escehhibition.org/Paris2011/Exhibition/Badge%20Reader%20Library/key4lead%20Classic%20Badge%20Reader.pdf>

- New Advanced Badge Reader:

<http://www.escehhibition.org/Paris2011/Exhibition/Badge%20Reader%20Library/key4lead%20Advanced%20Badge%20Reader.pdf>

[www.escardio.org/EHRA](http://www.escardio.org/EHRA)





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## 9. Stand Design and Activities Approval

### Stand Drawings and Designs

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

### Stand Give Aways and Activities

All stand give aways and activities need to be approved by the ESC. Please fill in the stand Activity form available on <http://www.escehitation.org/europace2011/default.aspx> and send it back to us as soon as possible.





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## 10. Compulsory Insurance and Validation of Feria de Madrid Electrical Installation

### Compulsory Insurance

Over the coming days you will receive from IFEMA a Current Statement of Account Including the compulsory insurance that all exhibiting companies need to purchase.

### Validation of Feria de Madrid Electrical Installation

We remind you that all electrical installations at IFEMA must have the correct certification and only a Madrid-licensed electrician can present the required certification to the corresponding Regional Government Authorities. Therefore, for stand builders bringing their own fuse board you must hire from IFEMA the correct certification. Alternatively, you may hire IFEMA's Fuse board + Certification Pack.

Both the Certificates or Pack are available for hire on the form on the following link:

<http://www.escehhibition.org/europace2011/Stand%20Services%20Download%20Area/Exhibitor%20Services%20Order%20Forms.pdf>





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## 11. Important Reminders

### Payment

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

### Smoking

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

### Alcohol

Exhibitors must not serve any alcoholic beverages from the stand.





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### **Catering**

Please note that it is not allowed to take food and/or drinks into the building or to keep them on the premises unless ordered through the official caterer Arturo Cantoblanco Catering. Order form is available on:

<http://www.escexhibition.org/europace2011/default.aspx>

### **Distribution of promotional material, directions etc. from the stand**

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

### **Industry Debriefing Meeting**

A post show meeting will be held on **Tuesday 28 June**. Location and time to be announced.

[www.escardio.org/EHRA](http://www.escardio.org/EHRA)





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## 12. Future ESC Congresses

**ESC Congress 2011**  
**EUROECHO 2011**

**27 – 31 August 2011**  
**7 – 10 December 2011**

**Paris, France**  
**Budapest, Hungary**

If you have any questions about the Exhibition at EHRA EUROPACE 2011, please contact:

[\*\*EPexhibition@escardio.org\*\*](mailto:EPexhibition@escardio.org)

or **+33 492 94 35 14.**

***We look forward to welcoming you to a successful event in Madrid!***

[\*\*www.escardio.org/EHRA\*\*](http://www.escardio.org/EHRA)

