



**EHRA** **2011**  
**EUROPACE** THE MEETING OF THE EUROPEAN HEART RHYTHM ASSOCIATION  
**MADRID, SPAIN** **26-29 JUNE 2011**



## **FORMS, FEES, AND CONDITIONS FOR STAND PACKAGE BOOKING OFFERED BY IFEMA**



# EHRA 2011

EUROPACE  
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MADRID, SPAIN 26-29 JUNE 2011



EHRA EUROPACE 2011

Stand Number:

Company:

Tax number:

Tel.:

Fax.:

E-mail:

Contact person:

## IFEMA CALL CENTRE

CALLS FROM SPAIN 902 22 16 16  
INTERNATIONAL CALLS (34) 91 722 30 00

FAX (34) 91 722 57 95

IFEMA  
Feria de Madrid  
28042 Madrid, Spain

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

[www.ifema.es](http://www.ifema.es)



This document includes interactive forms, fees and conditions for booking all the services offered by IFEMA.

We provide you below with the instructions you need to follow in order to complete and send the forms and to pay the sum required for the services.

We will also inform you when to make requests and about other important matters connected with the services which IFEMA puts at your disposal.

## HOW TO FILL IN THE FORMS

Firstly, use the computer to insert your identifying details in the boxes at the top of this page. This information will be copied automatically on all the forms in the document. Fill in the forms below. You have two options: using your computer or by hand. If you fill them in on your computer, remember to print them out so they may be signed and sent by fax.

## SENDING FORMS AND PAYING FOR SERVICES

Once you have completed the booking forms, we ask you to send them, preferably by fax, to:

SERVIFEMA

Fax: (34) 91 722 57 95

Feria de Madrid, 28042 Madrid

Tel.: 902 22 16 16 / (34) 91 722 30 00

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

The fees for the services will be paid when the corresponding charges have been presented, through:

- o **Bank transfer to IFEMA:**

Caja de Madrid: IBAN ES09 2038-0626-01-6000025280

Caja España: IBAN ES76 2096-0090-39-3231462104

Banesto: IBAN ES72 0030-1518-06-0003975271

BBVA: IBAN ES66 0182-5638-81-0014291353

- o **Cheque made payable to IFEMA.**

If you choose to pay by bank transfer, you will need to send a copy of the transfer document to IFEMA, preferably by fax to (34) 91 722 57 95.

## DEADLINE FOR THE RECEIPT OF REQUESTS FOR SERVICES

The deadline for booking services is one month before the event commences.

## LATE BOOKING OF SERVICES

IFEMA reserves the right to reject requests made after this date. If it agrees to provide the services requested in the 15 days prior to the start of assembly, during assembly or during the event, IFEMA will apply a 25% surcharge on the fee set out in the Services File.

## CANCELLATION OF SERVICES

If a service is cancelled in the 15 days prior to the start of assembly, during assembly or during the event, the charge will be 40% of the corresponding fee.



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## MODIFYING SERVICES

If a service which has already been booked is modified in the 15 days prior to the start of assembly, during assembly or during the event, in the case of its being provided, it will be billed as a cancellation of the previous service and treated as a new booking which has been made outside the time limit.

## ADDITIONAL INFORMATION ABOUT SERVICES

You will find extra information on services in the General Guidelines of Participation, which are available in the "General Information" section of the services catalogue and at [www.ifema.es](http://www.ifema.es) in the section "Information for Exhibitors".

Also at the disposal of exhibitors and assemblers are Assembly Guidelines for events in the section "Information for Exhibitors" at [www.ifema.es](http://www.ifema.es).

IFEMA's Technical Department will be able to provide you with further information and deal with enquiries:

TECHNICAL DEPARTMENT  
Dirección de Servicios FERIALES  
Tel 902 22 16 16  
(34) 91 722 30 00  
Fax (34) 91 722 51 27  
[stecnica@ifema.es](mailto:stecnica@ifema.es)  
Feria de Madrid, 28042 Madrid

## DATA PROTECTION

The personal information you provide will be stored in IFEMA's automated file, domiciled at Feria de Madrid, 28042 Madrid, with the aim of managing your participation at the event. On sending your details, you expressly authorise their use in periodic correspondence, including that of an electronic type, to provide information about exhibitions – activities, contents and services. Moreover, you authorise the communication of your personal information, under the obligation of confidentiality, to those companies who assist IFEMA in organising the exhibition by providing auxiliary services and those of extra value, exclusively with the aim of sending you information about such services and attending to your orders. The rights of access, rectification, cancellation and objection may be exercised by writing to IFEMA: Datacom, apartado de correos 67.067, 28080 Madrid, or by e-mail to [datacom@ifema.es](mailto:datacom@ifema.es)

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[www.ifema.es](http://www.ifema.es)



## STAND PACKAGE

### VAT not included

- See details in the attached brochure.

### - Included cleaning type A.

This involves daily cleaning which will be undertaken before the fair opens and includes cleaning the floor of the stand and emptying wastepaper bins. Cleaning of the exhibited goods is not included.

- Deadline for receiving service application forms: one month prior to the celebration of the fair.

- IFEMA reserves the right to render services requested outside the established time period. If requested services should be provided within 15 days prior the commencement of the fair assembly, during the assembly or during the fair celebration, prices shall be increased by 25%.

- If a service should be cancelled within 15 days prior the commencement of the fair assembly, during the assembly or during the fair celebration, 40% of the corresponding fee must be paid.

- If the modification of an already contracted service is requested within 15 days prior the commencement of the fair assembly, during the assembly or during the fair celebration, and said modification should be made, it shall be billed as the cancellation of the previous service and the contracting of a new service after the deadline.

Code	Models	Rate / m <sup>2</sup>	Mark
BL11	STAND PACKAGE EHRA EUROPACE	54,00 €	

Code	Accessories	Unit Price	Units
GA	MELAMINE PANEL, 1 LINEAR M.	44,44 €	
GD	CLEAR TEMPERED GLASS PANEL, 1 LINEAR M.	83,83 €	
GE	CARPETED MODULAR PLATFORM, 10 CM HIGH (M2)	16,73 €	
GF	MELAMINE PLATFORM, 10 CM HIGH (M2)	47,29 €	
GG	CARPET WITH PLASTIC COVER (M2)	6,60 €	
GH	STANDARD ADHESIVE LETTER SIGN (20 SPACES MAX.)	28,40 €	
GI	WHITE FABRIC CEILING (M2)	15,33 €	
GJ	LATTICE CEILING 1 X 1 COVERED	19,03 €	
GK	GLASS DOOR WITH KEY	133,86 €	
GL	DOOR WITH KEY	118,11 €	
GM	HORIZONTAL WALL SHELF 100 X 50 CM	24,83 €	
GN	HORIZONTAL WALL SHELF 100 X 30 CM	24,83 €	
GO	HALOGEN RAIL-LIGHTING, 300 W	57,82 €	
GP	HALOGEN RAIL-LIGHTING, 500 W	74,37 €	
GQ	EXTENDABLE HALOGEN SPOT, 300 W	63,02 €	
GR	EXTENDABLE HALOGEN SPOT, 500 W	74,37 €	
GS	OUTLET, UP TO 500 W (SWITCHBOARD NOT INCLUDED)	31,48 €	
GT	OUTLET, UP TO 3.500 W (SWITCHBOARD NOT INCLUDED)	51,22 €	
GU	TRIPHASE OUTLET, OVER 3.500 W (SWITCHBOARD NOT INCLUDED)	60,05 €	
GV	ELECTRICAL SWITCHBOARD, UP TO 5 KW (MONO-PHASE)	53,64 €	
GW	ELECTRICAL SWITCHBOARD, UP TO 18 KW (THREE-PHASE)	157,56 €	
GX	INCLINED WALL SHELF 100 X 30 CM	24,83 €	
GY	PODIUM 50 X 50 X 100 CM	42,42 €	
GZ	PODIUM 50 X 50 X 50 CM	37,86 €	
HA	SHOWCASE WITH LIGHT 100 X 50 CM (CONNECTION INCLUDED)	242,80 €	
HB	SHOWCASE WITH LIGHT 100 X 100 CM (CONNECTION INCLUDED)	291,83 €	
HD	PODIUM 50 X 50 X 75 CM	39,60 €	
HE	SHOWCASE COUNTER 100 X 50 X 100 CM	81,90 €	
HF	COUNTER 100 X 50 X 100 CM	57,25 €	
HG	CLOTHES RACK, 1 LINEAR M	27,53 €	
HI	DOUBLE OUTLET 500 W (SWITCHBOARD NOT INCLUDED)	36,35 €	
HJ	TRIPLE OUTLET 500 W (SWITCHBOARD NOT INCLUDED)	41,06 €	
HK	QUADRUPLE OUTLET 500 W (SWITCHBOARD NOT INCLUDED)	47,19 €	
HN	MIRROR 1 LINEAR M	94,38 €	
HV	CURTAIN 1 LINEAR M	32,90 €	

### LETTERING

* The following notice will appear on the front of the stand. One line ; maximum 20 spaces.
* If no sign is indicated; the name of the company that appears in the billing details shall be used.

- Standard lettering will be used for signs.

### Valid 2011

Date and signature:

Please send to **SERVIFEMA**





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## STAND PACKAGE

**VAT not included**

**Valid 2011**

### Include

- Modular stand A1 with standard lettering and blue carpet.
- Electrical consumption (130 watts/m<sup>2</sup>/event).
- Type A cleaning. This involves daily cleaning which will be undertaken before the fair opens and includes cleaning the floor of the stand and emptying wastepaper bins. Cleaning of the exhibited goods is not included.
- 1 Black round table 90 cm. diameter
- 3 Black chairs.
- 1 Black Wastepaper.
- 1 Black clothes stand.
- 1 Grey showcase counter with lock.
- 1 Stool

### Conditions

- See technical characteristics of assembly in the corresponding brochure attached.
- Prefabricated stands, unless otherwise indicated in the contract material of the exhibition, will be handed over in an assembled form at 8.30 am., two days before the start of the fair.
- The service will be performed as a hire. Unless indicated expressly, the charges for the services comprise the price for each day and hour the exhibition is open to the public. IFEMA offers a wide range of materials and resources, with sufficient capacity to respond to the needs of exhibitors. However, IFEMA reserves the right not to provide services if available stock or resources are already contracted.
- For the correct placing of materials and supplies, it will be essential to send a map showing their desired location, one month before the start of the exhibition, to fax number: 91 722 51 27 or by e-mail: [stecnica@ifema.es](mailto:stecnica@ifema.es). If this is not received, it will be carried out according to IFEMA criteria. The distribution of all the elements comprising the stand, the extra parts requested, together with the structural elements needed to support the stand, will attempt to adapt to the needs of the exhibitor, whenever technically feasible.
- Accessories are exclusively for the stand included in this request and their measurements are approximate.
- Nailing or glueing the panels is totally prohibited. Any imperfections, loss or other anomaly in the elements will always be charged to the exhibitor.
- This service may only be requested for stands situated within the halls.
- All the services or alterations which are introduced in addition to the characteristics provided by the attached brochure will be charged to the exhibitor.
- The elimination, on the part of the exhibitor, of any component of the prefabricated stand does not imply a reduction in cost.
- All the material utilised, both structural and electrical, is for hire and any deterioration will be billed at the current rate.
- IFEMA has a wide offer of materials and resources, with sufficient capacity to respond to exhibitors' needs. However, IFEMA reserves the right not to provide services if available stock or resources are already contracted.

### Stand services and accessories on plans

Any stand services and accessories which are drawn on plans sent to IFEMA shall be deemed to be definite orders and shall be billed at the set prices.

Date and signature:

**Please send to SERVIFEMA**

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## STAND PACKAGE

**VAT not included**  
**Valid 2011**

### Mailing of forms and service payment

When you have filled in the enclosed service contracting forms, please send them, preferably via fax, to:

#### SERVIFEMA

Feria de Madrid - 28042 Madrid

Tel.: 902 22 16 16 - Fax: 91 722 57 95

International: (34) 91 722 30 00 - e-mail: [servifema@ifema.es](mailto:servifema@ifema.es)

Service charges shall be paid when the corresponding fees are submitted via:

- Bank transfer to IFEMA:

Caja de Madrid	IBAN ES09 2038-0626-01-6000025280
Caja España	IBAN ES76 2096-0090-39-3231462104
Banesto	IBAN ES72 0030-1518-06-0003975271
BBVA	IBAN ES66 0182-5638-81-0014291353

If you should choose to pay by bank transfer, you must send a copy of the transfer slip to IFEMA, preferably by fax (34) 91 722 57 95.

- Certified cheque made out to IFEMA.

### Additional information about services

You will find additional information about IFEMA services and general rules and regulations at the ESC Exhibitors and Industry Partners Web Site (<http://www.ESCexhibition.org>).

Similarly, IFEMA's Technical Department can provide you with more information and resolve your technical doubts related only to services provided by IFEMA:

#### EXHIBITION SERVICES

Technical Secretariat - Feria de Madrid - 28042 Madrid

Tel.: 902 22 16 16 - Fax: 91 722 51 27

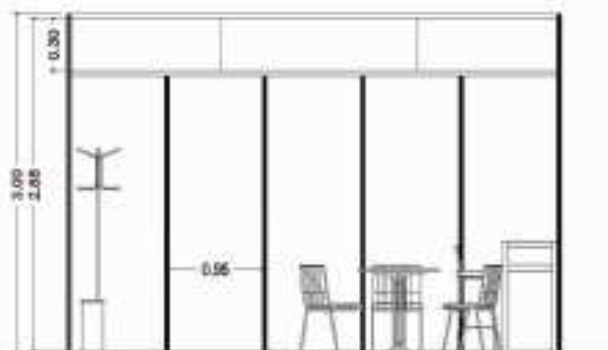
International: (34) 91 722 30 00 - e-mail: [stecnica@ifema.es](mailto:stecnica@ifema.es)

The personal information you provide will enter into an IFEMA computer file domiciled at Feria de Madrid, 28042 Madrid, in order to process your participation in the exhibition. By sending us your information you expressly authorise its use in periodic communications, including electronic ones, with the purpose of informing you of exhibitions and their activities, content and services. Moreover, you authorise the sending of your information, on the undertaking of confidentiality, to those companies which help IFEMA to organise fairs by rendering secondary services, with the exclusive purpose of forwarding you information about these services and attending to your orders. You may exercise your right to access, amend, challenge and cancel your personal details by writing to IFEMA: [protecciondedatos@ifema.es](mailto:protecciondedatos@ifema.es), apartado de correos 67.067, 28080 Madrid, or by e-mailing: [protecciondedatos@ifema.es](mailto:protecciondedatos@ifema.es) with reference "Exhibitor" in the subject.

Date and signature:

**Please send to SERVIFEMA**

26-29 Junio 2011



**DIBUJO ORIENTATIVO**  
**NO ESTÁ PERMITIDO AGUJEREAR, CLAVAR O PEGAR**  
**DESIGN FOR INFORMATION PURPOSES ONLY**  
**NO MAKING HOLES, NAILING OR FIXING/GLUING IS PERMITTED**

#### Observaciones

- Todos los servicios o modificaciones que se deseen introducir a partir de estas características correrán a cargo del expositor.
- La distribución de todos los elementos que componen el stand, los extras solicitados, así como los elementos estructurales necesarios para la sustentación del stand, se tratarán de adaptar a las necesidades del expositor, siempre y cuando sea factible técnicamente y se reciba el plano con las indicaciones pertinentes quince días antes, como máximo, del primer día del comienzo del montaje.
- Una vez realizado el montaje del stand, los cambios de ubicación de todos los elementos que no hayan sido comunicados en la fecha establecida, serán facturados.
- La eliminación, por parte del expositor, de algún elemento formativo del stand prefabricado no implica reducción del coste.
- Todo el material utilizado, tanto estructural como eléctrico, está en régimen de alquiler y cualquier deterioro se facturará según tarifa en vigor.

## Stand llave en mano Prefabricated Stand Package

### Características del stand Stand description

- Stand abierto a pasillos
- Estructura de aluminio en color gris
- Paneles melaminados en color blanco
- Mobiliario negro:
  - 1 mesa redonda,
  - 3 sillas,
  - 1 papetera,
  - 1 perchero,
  - 1 mostrador vitrina,
  - 1 tabureta
- Moqueta ferial ignífuga en color azul.

### ILUMINACIÓN

- Instalación eléctrica consistente en un cuadro con diferencial magnetotérmico y base de enchufe de 500W, preparado para soportar una potencia de 130W/ m<sup>2</sup> (Consumo incluido)
- Iluminación mediante carriles con varios focos halógenos orientables co lámparas de 300W a razón de 1 foco por cada 4m<sup>2</sup> de stand.

### ROTULACIÓN

- Frontis con rótulo y número de stand (max. 20 espacios) en cada cara a pasillo
- Stand open onto aisles.
- Gray aluminium structure
- Melamine panels in white colour
- Black Furniture:
  - 1 round table,
  - 3 chairs,
  - 1 wastepaper basket,
  - 1 coatrack,
  - 1 showcase counter
  - 1 stool
- Fireproof carpeting in blue colour.

### LIGHTING

- Electrical installation comprising switchboard with magnetothermal differential and 500W outlet, able to handle up to 130W/sq.m. (Consumption is included)
- Lighting with several adjustable rail-mounted 300W halogen spots, providing one spotlight each 4sq.m. of stand

### LETTERING

- Facade with stand number and sign (max. 20 spaces) on each side facing an aisle.

#### Observations

- All services or modifications that you wish to add or make, parting from those basic features shall be at your expense.
- We shall try to adapt the layout of the elements that form the stand, the additional ones as well as the structural ones that are necessary for the support of the stand as much as possible to the exhibitor's needs, if it is technically possible and the plan is received with the pertinent instructions at the latest fifteen days before the beginning of the assembling period.
- Once the stand has been assembled, changes in the location of any of the elements previously described, and of which the Management has not been notified, shall be billed.
- The elimination, by the exhibitor, of any element of the prefabricated stand shall not mean a reduction in its cost.
- All material you may use, both structural or electrical, is rented, and therefore, any deterioration in it shall be billed at current rates.