

ESC CONGRESS

BARCELONA 2014

Where everything comes together



30 August – 3 September

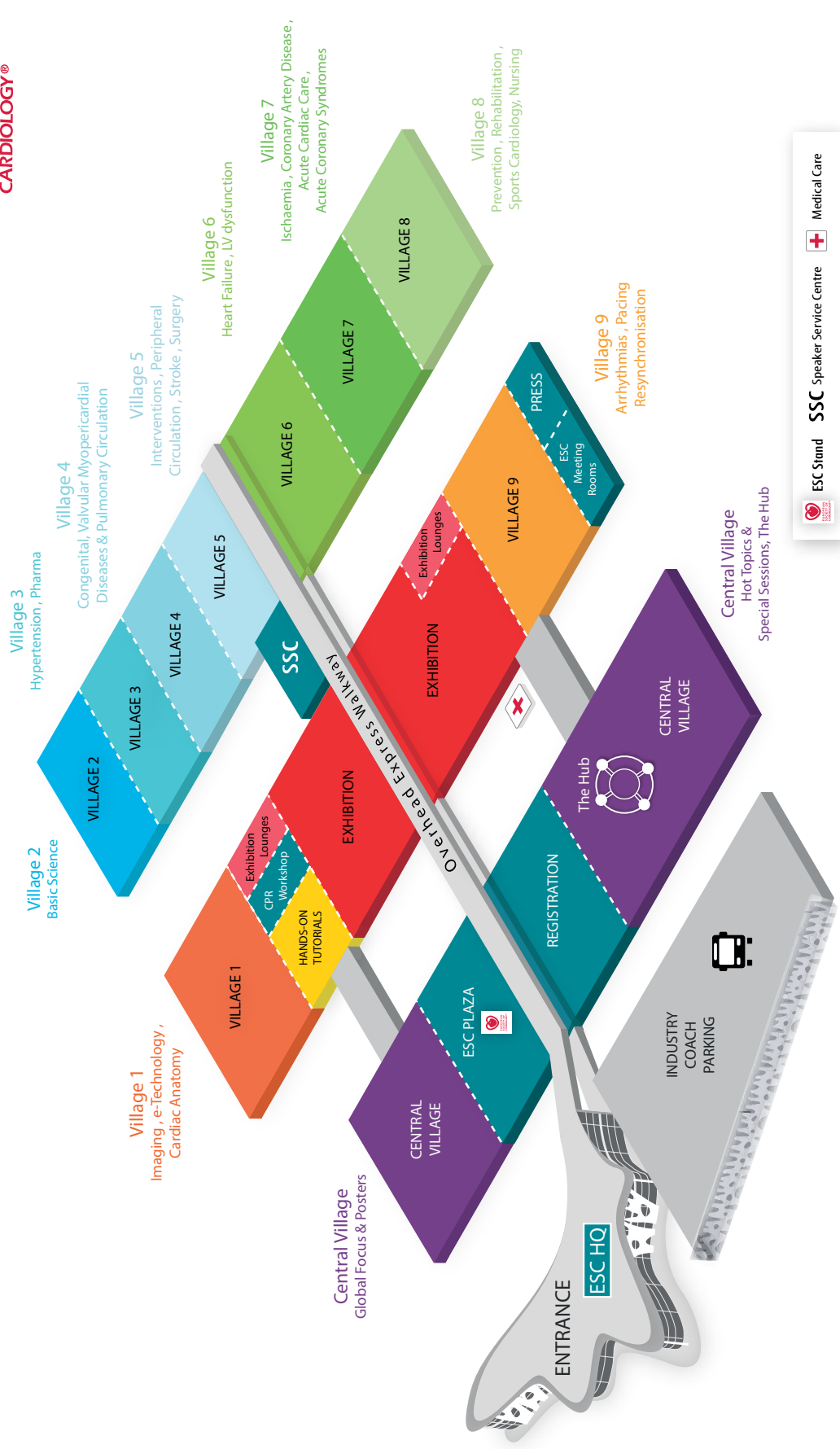
**GUIDELINES FOR
INDUSTRY PARTICIPATION**

www.escardio.org





Most scientific sessions, except satellite symposia, are arranged by topics in themed villages



ESC Strand

SSC Speaker Service Centre

Medical Care

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ESC CONGRESS 2014

GUIDELINES FOR INDUSTRY PARTICIPATION

CONGRATULATIONS

You have decided to partner the ESC Congress, the world's premier conference on the science, management and prevention of cardiovascular disease.

The ESC Congress 2014 will take place in the city of Barcelona and gathers the core professionals in all the cardiology fields, into what will be the key meeting held within Europe for 2014. By associating with ESC Congress 2014, you will:

- Exchange with leading cardiologists from across the globe.
- Reach a truly international target group of specialists.
- Contribute to the high quality of the scientific and practical content of the congress through Sponsored Sessions, Exhibition and Sponsorship.
- Achieve unique opportunities to showcase products and services to specialists in their respective fields.
- Avail of excellent advertisement, promotional and sponsorship opportunities which proffer excellent networking and relationship-building opportunities.

THANK YOU FOR READING THESE GUIDELINES

Successful planning makes for successful execution and the European Society of Cardiology will happily guide you over the coming months towards a congress rich in discussion and exchange for your organisation.

These Guidelines will guide you in the necessary steps of your participation at the ESC Congress 2014. The document is organised by activity to allow you to concentrate on areas of interest to your organisation. Please read this document carefully and share with the necessary colleagues and agencies involved in the organisation of your ESC Congress activities.

Please carefully note the key deadlines marked at the start of each chapter: to ensure we deliver a successful ESC Congress, we will not be able to deviate from these deadlines.

THE ESC CONGRESS INDUSTRY PORTAL:

www.escexhibition.org/ESCcongress2014

Please note that a successful application for participation at the ESC Congress 2014 implies an acceptance of the requirements contained within these Guidelines and also in any updates posted on www.escexhibition.org/ESCcongress2014

This web address should be a main reference source in your preparations. The web site is also organised by activity to allow you to focus on your company's participation concerns. The web site will provide you with monthly updates, application forms, key dates, don't miss information, technical specifications and much more... Bookmark it now!

YOUR CONTACTS

A dedicated team is happy to assist you in your preparations for the ESC Congress. Please contact the following people as necessary for your queries.

Exhibition:

exhibition@escardio.org
Mrs Abir Ghorab
Ms Maud Paysse

Exhibitor Registration:

groups@escardio.org
Mr Axel Browne

Sponsored Sessions:

satellite@escardio.org
Mr Nouredine M'Ghari

Accommodation:

hotels@escardio.org
Mrs Patricia Calabrese

Sponsorship:

sponsorship@escardio.org
Ms Samantha Bickham

Orders and Industry Relations:

industry@escardio.org
Mrs Manila Lesenechal

Rooms at ESC:

roomservices@escardio.org
Ms Samantha Bickham

Any other queries:

fcalabrese@escardio.org
Mr Fabrice Calabrese

We look forward to working closely with you over the coming months towards a rich and innovative ESC Congress 2014.

DEFINITIONS

The Exhibition	The technical and scientific display of current and future healthcare practices, goods and services relevant to the field of cardiology.
The Exhibitor	Any person, firm, company or corporation and its employees and agents to whom space(s) have been allocated for the purpose of exhibiting at the Exhibition.
Sponsored Sessions	Scientific Sessions organised by ESC Industry Partners (Satellite Symposia, Satellite Symposia Experts on the Spot, EBAC Accredited Educational Programmes, Hands-on Tutorials)
Rooms at ESC	Rooms rented to Exhibitors to organise different meeting formats (Exhibition Lounge, Industry Meeting Rooms and Hospitality Lounge).
Sponsorship	Additional marketing strategies, including onsite advertising, purchased by Exhibitors to attract attendees to their booth and Sponsored Sessions, or to deliver their messages.

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I. EXHIBITION

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NEW THIS YEAR

- User friendly summary overview
- Dismantling hours changed
- More flexible transparency regulations
- Illustrations for greater clarity
- Extension of order deadline for exhibitor badges
- Non-scientific items for distribution must not exceed €10 purchase value
- Educational value items for distribution must not exceed €60 purchase value

1.1 KEY DATES

1 November	Application deadline for Top 10 points holding companies
Until 30 November	Cancellation fee: 10% of total amount due
1 December	Application deadline for Top 11 to 20 points holding companies
From 1 December until 28 February	Cancellation fee: 50% of total amount due
13 January	Application deadline for priority points status
24 February	Application deadline for ETSA participants
From 1 March	Cancellation fee: 100% of total amount due
31 March	Stand rental @ early fee (€407/m ²) deadline
From 1 April	Stand rental @ late fee (€447/m ²)
25 April	Company and product description deadline
9 May	Stand drawing deadline
15 July	Free Exhibitor badge deadline
21 July	Stand activity declaration deadline
28 July	Fira Barcelona stand services deadline - After this date orders will incur 30% surcharge
4 August	Electricity and rigging orders deadline - After this date orders will incur 30% surcharge. Rigging orders will not be available from 11 August 2014
11 August	Additional General Exhibitor badge order deadline (€60) – from this date on-site orders only (€75)
30 August – 3 September 2014	ESC Congress 2014

EXHIBITION OPENING HOURS

Saturday 30 August	15.00 – 18.00
Sunday 31 August	09.00 – 18.00
Monday 1 September	09.00 – 18.00
Tuesday 2 September	09.00 – 18.00
Wednesday 3 September	CLOSED



1.2 GENERAL INFORMATION

WHAT IS THE ESC EXHIBITION?

Companies are invited to participate in the ESC Congress 2014 exhibition to engage the cardiology professional on new therapies, techniques and innovations available for cardiovascular patient care. The exhibition accompanying the ESC Congress 2014 is a technical and scientific display of current and future healthcare practices, goods and services relevant to the field of cardiology. Industries active in the research, production, approval, marketing and distribution of such goods and services are invited to participate. In addition, certain other types of business are invited as exhibitors, notably publishers, booksellers, food and nutrition specialists, companies advertising sporting and healthy lifestyle goods as well as non-profit healthcare organisations and academic institutions. The ESC requires all exhibitors to respect the educational spirit of the congress and will welcome companies with products, services and innovations with demonstrable interest related to the prevention and management of cardiovascular disease.

Companies new to ESC Congress 2014 are required to submit a statement of their products and services on the exhibit application form.

WHAT ARE THE CONDITIONS TO HOLD AN EXHIBITION SPACE?

Organisations renting exhibition space are in effect purchasing a license to exhibit their products and services within a controlled environment and the constraints detailed in these Guidelines for Industry Participation. In the event where the products and services exhibited differ from those declared on exhibit applications, or where a breach of the Guidelines has taken place, a company's license to exhibit may be withdrawn. In such cases, no financial recompense will be offered and the decision of ESC will be considered final.

The ESC reserves the right to refuse admittance of inappropriate or non-cardiology related products or services to the exhibition unless they are deemed by the ESC to add value to the congress experience for delegates.

WHEN TO SUBMIT AN APPLICATION?

1 November 2013:	Application deadline for top 10 points holding companies
1 December 2013:	Application deadline for top 11 to 20 points holding companies
13 January 2014:	Application deadline for priority points status
31 March 2014:	Application deadline for early fee rental



WHAT IS THE COST TO EXHIBIT?

	Applications submitted by 31 March 2014	Applications submitted from 1 April 2014	Accrued Points
Industry	Early fee: €407/m ² excl. VAT	Late fee: €447/m ² excl. VAT	5 points participation per exhibiting company + 1 point per 9m ² occupied
Reduced rate: Publishers, food/nutrition specialists & non-for-profit organisations	Early fee: €270/m ² excl. VAT	Late fee: €300/m ² excl. VAT	5 points participation per exhibiting company + 1 point per 9m ² occupied

*Minimum stand size: 9m² and 6m² for publishers

WHAT IS INCLUDED IN THE COST?

Space only, with floor marking

Price does not include:

- Carpet
- Walls
- Furniture
- Electricity
- Technical supplies

1.3 EXHIBITION BOOKING PROCEDURE

SUMMARY OVERVIEW

Exhibition floor plan

Study the floor plan available on the ESC Industry Portal www.esccongress2014.org/ESCcongress2014 and choose your preferred stand locations (list more than one option). Should there be no spaces of the size you have requested, select a stand number in the area of interest.

Stand space application form

Fill out the stand space application form on the ESC industry portal: www.esccongress2014.org/ESCcongress2014.

After submitting your stand space application, you will receive from ESC Industry Relations Department, an order form to sign and return by email: industry@escardio.org or Fax: +33 (0)4 92 94 76 26.

Your stand location

Your preferred choice of location will be confirmed with your company at a later stage when, the ESC Industry Services Team reach your ranking in the accrued points status.

At this point, you will be able to select several spaces for your stand. You will also have an updated version of the exhibition floor plan as well as the building overview plan.

It is important to keep in mind the technical guidelines for stand designs, available in this chapter and the other constraints when selecting your stand space. If you need support or advice on stand selection the ESC Industry Services Team is at your disposal.

Allocation of exhibition space by the ESC to organisations exhibiting at ESC Congress 2014 will remain valid insofar as the contractual partners do not reach contrary agreements in writing.

Company & product description

Send a description of your product and/or company profile using the e-form available on www.esccongress2014.org/ESCcongress2014 by **25 April 2014**. This information will be published within the Industry Programme and Mobile App. Companies will also be listed in the Final Programme and on the ESC Web Site.

Stand drawing

Submit a detailed stand drawing to the ESC Industry Services Team (exhibition@escardio.org) before **9 May 2014**. Without an approved stand drawing, your stand may not be constructed.

Exhibitor badges

In addition to planning your exhibit, you will be requested to send your free Exhibitor badges orders to groups@escardio.org using the appropriate form by **15 July 2014**.

Stand activity

Submit the details of the activities to be held on your stand and declare the items to be distributed to the delegates by completing the stand activity form available on www.esccongress2014.org/ESCcongress2014 by **21 July 2014**.

ESTABLISHMENT OF RENTAL CONTRACT OR APPLICATION

An application for an exhibition space is made by filling in the stand space application form.

Please fill in the e-application forms on our website www.esccexhibition.org/ESCCongress2014

- For companies in the top 10 ranking of the Accrued Points 2014, applications should be received & location preferences confirmed by **1 November 2013** to receive the benefit of accrued points in selecting a stand space.
- For companies in the top 11 to 20 ranking of the Accrued Points 2014, applications should be received & location preferences confirmed by **1 December 2013** to receive the benefit of accrued points in selecting a stand space.
- Remaining point holders must submit applications by **13 January 2014** to benefit from accrued points status. Application forms received by the ESC after this deadline will be dealt with on a first-come, first-served basis.
- Applications received after **31 March 2014** will be subject to a late fee (€447/m² for industry, €300/m² for publishers, excl. VAT).
- Only application forms with signed order forms will be taken into consideration. By signing the order form, the company accepts the conditions contained in the Guidelines for Industry Participation and any supplementary provisions. Confirmation of the allocation of a stand by the ESC in writing constitutes establishment of the rental contract between the exhibitor and the ESC. A stand assignment confirmation and an invoice will be sent to the exhibitor by email. The date on the stand assignment is considered to be the date of stand allocation. Should the stand assignment differ from the order form, the details of the stand assignment prevail unless the exhibitor protests in writing within two weeks of the date indicated on the stand assignment.

NOTE

If an exhibiting company wishes to appoint an agent to conduct its affairs at ESC Congress 2014, the agent should be identified on the application form or separately in writing from an appointed person. Henceforth, the actions and communications of this agent will be treated as though from the exhibiting company. Contractual responsibility remains with the exhibitor.

Condition of sales

Order forms need to be signed by an authorised company representative, only signed order forms will be taken into consideration.

A stand assignment confirmation and invoice will be sent to the company by email.

Should the stand assignment differ from the order form, the details of the stand assignment prevail.

For all payment, invoicing and cancellation information, please see Chapter 6 "Finance and invoicing".

Terms of payment

Stand assignments will be cancelled automatically if the stand rental has not been paid within the given payment period.

In such cases cancellation fee will apply as outlined in Chapter 6 "Finance and invoicing".

Please refer to this chapter for further details on finance, invoicing and cancellation policies.

On time payment of your exhibition space is essential to secure your space assignment.

ASSIGNMENT OF SPACE

Stands will be assigned in accordance with the accrued point ranking if received by **13 January 2014**. Points will be rewarded in line with participation in the past four ESC Congresses.

When an equal number of points are held by two or more companies, stands will be assigned according to:

- Order of receipt of the application forms
- Size of space requested
- Additional sponsoring activities

At each stand assignment, every effort will be made to:

- Offer the first, second or third choice made on the stand application subject to availability
- Offer a real time selection of what is available at the time of assignment, in addition to the three choices on the stand application

To ensure every exhibitor has a chance to choose an appropriate location, the ESC stand assignment proposal is valid for 48 hours only unless the offer states otherwise. For this reason, please supply the ESC with a reliable contact telephone number for an appropriate decision maker within the exhibiting company.

IMPORTANT

The selection of the stand space is crucial. When you select your stand space, keep in mind your restrictions in terms of compliance and amount of material that will be on display. The Industry Services Team is at your service to help you make the right choice

RENTING STAND SPACE**Stand space rental definition**

"Stand Space" refers to the physical floor area occupied by an exhibit and excludes all construction materials and services such as electricity and communications. The ESC rents stand space in accordance with the compatibility of the items to be exhibited with the subject matter of the exhibition.

Minimum Size: The minimum stand size is 9m² and 6m² for publishers.

Congress & exhibition layout

The ESC reserves the right to deviate from the stand confirmation and to allocate a stand in a different location at any time, to alter the size of the stand, to relocate or close entrances and exits on the exhibitions grounds and/or in the congress centre and to carry out any other structural alterations providing it has a substantial interest in such measures.

Alterations to the agreement will only be made after mutual consultation. If in such cases the interests of the exhibitor are unreasonably impaired, he/she may withdraw from the contract in writing within one week after receipt of notification of the type of alteration. The ESC accepts no responsibility for any damage which may result from such changes.

The ESC will contact the company in writing to inform them of any change to their assignment. Modifications to a stand assignment does not entitle a company to a refund.

Subtenants and other represented companies

Sharing the allocated stand area with another company, regardless of whether this company is represented by its own staff (subtenant) or only by its own exhibits (represented company), is not allowed.

This applies equally to companies with products or services aligned to a registered exhibitor. In such an instance, where a registered exhibitor wishes to exhibit in association with another organisation, the ESC will endeavour to offer additional exhibit space, where available, under normal conditions of sale.

Where an exhibiting organisation has multiple corporate identities but shared ownership, the organisational relationship must be made clear to

delegates (e.g. a corporate ownership statement must be displayed on the stand).

Transfer - even in part - of the rights and obligations arising from the order to third parties is not permitted. Sub-renting the space to another company or any other third party is not allowed.

PRE-CONGRESS PREPARATION

For all your exhibition preparations, visit the ESC industry portal: www.esccongress.org/ESCcongress2014

These pages will be updated regularly with information and forms essential to your exhibition planning. Please consult these pages at least on a monthly basis to ensure the correct planning of your exhibit.

The ESC will also communicate with exhibitor contacts regularly by email. Each exhibitor is responsible for sharing the address of the ESC industry portal and providing their agencies or contractors with the information necessary for exhibition preparations.

1.4 EXHIBITION SCHEDULE**CONSTRUCTION SCHEDULE**

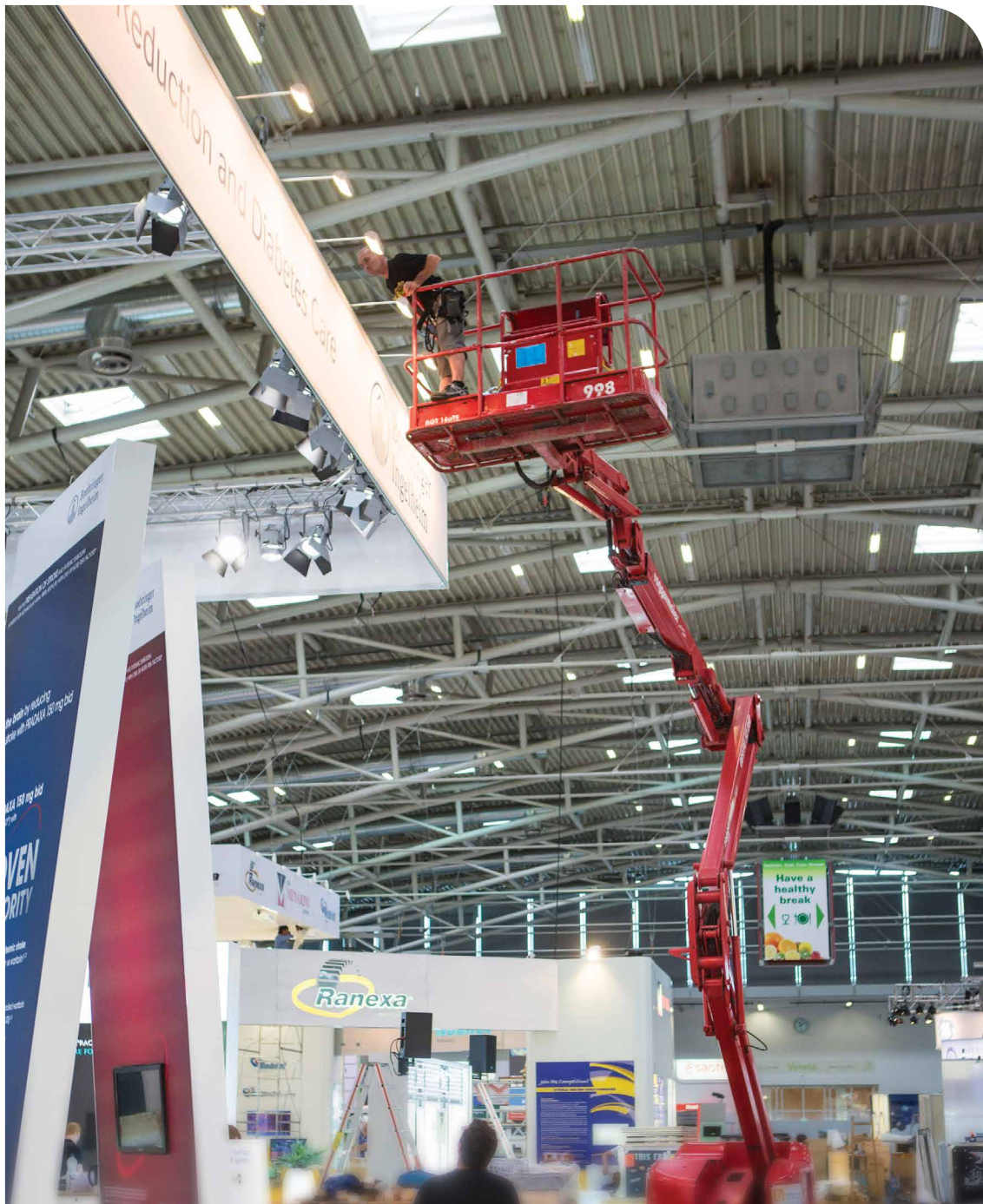
Carefully study the timetable for construction, exhibition opening and dismantling timings as posted in these Guidelines.

- During the construction phase, working passes or exhibitor badges must be worn by all personnel and photo-id (passport or driving license) should be carried.
- Vehicles are granted access to the fairground with official time-slots depending on the exhibit size (€100 returnable deposit required). See the Access Schedule in this section for details on access timeslots by size category.
- Vehicles are not allowed inside exhibit halls (note only forklift trucks operated by the official logistics partner, Fairexx GmbH, are permitted within the loading bay and halls).

Set-up – access time slot & deadlines

Access to the unloading area and halls for construction shall be according to the Access Schedule published in this chapter. Priority will be decided based on the size of stand area under construction and other considerations such as availability of halls. Agencies responsible for construction of more than one stand may apply for a time slot based on the combined area for which they are responsible.

Companies must strictly adhere to the timelines provided and ensure set-up is completed and the necessary packing material removed from the stand by the end of the timeslot provided. If it appears to



the ESC that the equipment and furnishing and/or the set-up and installation of the rented stand site will not be completed by the deadline, the organisers shall be entitled to take all measures they may deem necessary. All costs arising from organisers' decision shall be paid by the exhibitor in full with no right to refund.

Vehicle access for unloading

Vehicles will not be allowed access to the fairground before the date and time indicated on the Access

Schedule within this chapter. Access is allowed in direct relation to the size of the exhibit, with the earliest slots allocated to companies building the largest stand area(s).

NOTE

For ESC Congress 2014, construction will start from 08.00 on Monday 25 August (subject to change) and finish by 18.00 on Friday 29 August 2014.



EXHIBITION ACCESS TIMETABLE

Construction

During the construction period, the halls are open from 08.00 – 22.00 as outlined below.

Unloading for vehicles sizes/date	Vehicle access for stands over 600m ²	Vehicle access for stands over 400m ²	Vehicle access for stands over 300m ²	Vehicle access for stands over 150m ²	Vehicle access for stands over 100m ²	Vehicle access for stands over 30m ²	Vehicle access for all stands
Monday 25 August	From 8.00 to 11.00	From 11.00 to 13.00	From 13.00 to 18.00				
Tuesday 26 August				From 8.00 to 13.00	From 13.00 to 18.00		
Wednesday 27 August						From 8.00 to 13.00	
Thursday 28 August							From 8.00 to 13.00
Friday 29 August	<p>All construction must be completed by 18.00 on Friday 29 August, goods must be removed from aisles to allow carpeting of aisles, stand decoration is possible until 22.00.</p> <p>No further vehicle access to the fairground until 2 September 2014 at 21.00</p> <p>Daily deliveries should be sent to the Fairexx office, where transport to the exhibition area may be arranged</p>						From 8.00 to 13.00

Opening hours

Saturday 30 August

08.00 - 12.00 Stand decoration only, to be completed by 12.00

Incomplete stands and no-shows by 12:00 will be walled off and goods removed into storage at exhibitors cost

08.00 - 15.00 Staff Meetings may be held on stands. Exhibit staff with full delegate registrations should go to the Exhibitor Registration desk to have their badge validated for privileged exhibitor access

15.00 **EXHIBITION HALLS OPEN (all stands must be staffed)**

"Refreshment" in exhibition halls

17.00 - 18.00 Inaugural Session

18.00 Exhibition closes

18.00 - 19.00 **Networking reception in ESC Plaza (Hall 2)**

Sunday 31 August

08.00 Hall access for exhibitors

09.00 - 18.00 Exhibition opens

Monday 1 September

08.00 Hall access for exhibitors

09.00 - 18.00 Exhibition opens

Tuesday 2 September

08.00 Hall access for exhibitors

09.00 - 18.00 Exhibition opens

18.00 - 20.00 Removal of the carpet in the aisles (aisles must not be obstructed) followed by delivery of empty packaging cases by Fairexx (if booked)

20.00 - 24.00 Removal of stand valuables

Vehicle access from 21.00 - 24.00 (deposit required for all vehicles entering the fairground, note this is a very busy period and priority is given to trucks delivering bulk packaging materials).

Dismantling

Wednesday 3 September

The exhibition will not be open to delegates on Wednesday 3 September.

08.00 - 13.00 No dismantling and no vehicle access to fairground

13.00 - 24.00 Hall access for exhibitors
Dismantling – full vehicle access to fairground

Thursday 4 September

08.00 - 18.00 Dismantling – full vehicle access to fairground (last day)

From 18.00 Any materials left in the aisles will be cleared by the organisers and destroyed at exhibitor's expenses. The Organiser accepts no liability for packing materials not removed in due time.

IMPORTANT

From Saturday 30 August until Tuesday 2 September, stand personnel may enter the building one hour before the opening of the exhibition. Outside of “exhibition open” periods, delegates will walk to session rooms through the Exhibition, therefore we strongly urge you to secure your stand against theft or damage when the stand is not manned. (See Chapter 7 “General terms and conditions”).

1.5 EXHIBITION TECHNICAL GUIDELINES

Exhibitors must respect both ESC and Fira Barcelona Guidelines available on www.esccongress2014.org.

Should you note any important discrepancies between these two Guidelines, please contact the ESC Industry Services Team (exhibition@escardio.org) for guidance.

OVERVIEW INFORMATION ON THE EXHIBITION HALL

The exhibition accompanying ESC Congress 2014 will be held in Hall 3, Ground floor.

Zone information

- Gross area dedicated to exhibits approx. 27,000 m²
- Ceiling height ranges from 12m at the lowest point to 15.8m at the highest
- Ground resistance: 5000 kg/m²
- Windows will be darkened
- Carpeting colour within aisles is mid-grey (unless costumed by paying exhibitor)
- Electricity, water, waste & telecoms delivered by service ducts at floor level (every 5m transversely across the hall)
- Loading doors 6m wide and 5m high, pedestrian doors 2.10m high
- First Aid is located in Hall 3 near Door 3.14

OVERVIEW INFORMATION FOR STAND CONSTRUCTION

IMPORTANT

All exhibitors must submit a detailed stand drawing to the ESC Industry Services Team (exhibition@escardio.org) before **9 May 2014**. Construction of any stand is prohibited without written ESC approval of the stand design.

Stand types

- Island => open on 4 sides
- Peninsula => open on 3 sides
- Corner => open on 2 sides
- In-line => open on 1 side

Numbering

Each stand will be numbered by the ESC; a floor sticker will be positioned on the carpet next to the open sides of each exhibit.

Stand dimensions

Immediately after allocation of the stand, the exhibitor is urged to personally check the location and measurements of installations which might be found on the stand space assignment. The ESC does not accept responsibility for the detailed accuracy of the floor plans provided for exhibitors' reference.

Stand selection: areas under 100m²

When selecting a stand area, exhibitors should consider the impact of large stand areas (100m² or more) on the local area. Constructions are proportionate to the stand area rented and this will have a clear impact on the visibility of adjacent exhibits.

Stand design

Every exhibitor must submit an exact statement of the dimensions of their stand, as well as plans and descriptions of their stand. Those companies renting a stand module from the building should submit the package type, dimensions & non-standard items such as display screens and catering areas.

This information must be sent to the ESC by email to exhibition@escardio.org before **9 May 2014**.

The drawings must clearly indicate, in English, the planned layout, equipment and furnishing of the stand, including the signage and visuals. The location of power outlets, electricity cables, moving parts, details of raised floors, water as well as telephone and ventilation installations must also be indicated. Please supply:

- a scaled top view drawing
- a scaled side view drawing
- a three-dimensional drawing (or photograph)

Indicating the various heights and the open/transparent spaces will, in principle, be sufficient. If special construction is planned (information towers, moving parts, etc.), additional information will have to be submitted.

Responsibility

Exhibitors are fully and solely responsible for information they display, presentations they hold and items they distribute to delegates.

Responsibility to neighbouring stands

The ESC Congress is a long standing event with a reputation of equity in its dealings with all participants. The responsibility of ensuring a fair and balanced experience for all is shared by all participants.

Each exhibitor is asked to consider, therefore, the impact of their stand construction on neighbouring exhibits and ensure transparency. If there is a risk of unfairly blocking another stand from view, even when all the Guidelines are respected, the ESC will retain all rights of approval of the final stand design. In order to respect the fair nature of the exhibition, exhibitors



are requested to indicate any possible problems of transparency or impediments to neighbouring stands. Failure to do so would breach the spirit of the exhibitor's contract with ESC and in such cases the exhibitor responsible will be expected to make such changes as are necessary at his own cost. In such cases, the decision of the ESC will be considered final.

Stand design approval

The ESC will send an approval of the stand design to the exhibitor and/or the exhibitors' agent. Only with this approval shall the stand be deemed eligible for construction.

No approval means no permission to construct the stand – resulting costs are entirely at the exhibitor's expense.

Any set-up or installation, which does not comply with the standard specifications or with the designs approved by the ESC, must be corrected by the exhibitor before the opening of the exhibition. Failure to do so will result in the correction being made by the ESC or removal of the stand. All expenses for these corrections/removal will be payable by the exhibitor. The ESC accepts no responsibility for damage caused by these changes. Exhibitors are strongly encouraged to consider potential stand activities such as demonstrations, presentations, storage and hospitality when planning stand usage.

IMPORTANT

Approval of the stand design does not mean approval of stand activity.

Stand activity must be declared in a separate form (For more information see Section 1.7 "Exhibitor registration, stand activity and promotional regulations")

Stand module

Those exhibitors who need to rent a standard exhibit stand module are urged to use the services of the official stand service supplier.

A choice of three turn-key stand solutions is available at attractive package prices for stands up to 25m², namely:

- Basic for industry



- Pro for industry



- Expert for industry



***Non-contractual pictures, may be subject to change*

Each stand includes:

- Structure: walls, carpet, fascia board with exhibitor name, carpet plastic protector, assembly charges & daily basic stand cleaning.
- Lighting: general lighting by spots (1 spot per 3m²), 1 switchboard for general lighting, electrical consumption and taxes included.
- Furniture package: storage 1x1m, counter with stool, brochure holder, table and 4 chairs.

The stand module (9m² – 25m²) provided by the official stand service supplier and illustrated above will be uniform stands with uniform graphics, height and design. Partition walls will be 2.5m high, graphics & signage may be an additional 0.5m.

NOTE

It is forbidden to make holes, insert screws or nails in the stand modules provided by the official stand service supplier.

Please refer to the Fira Barcelona Exhibitor Services Ecommerce on the ESC industry portal for further information: www.essexhibition.org/ESCcongress2014.

Stand height allowance

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

26m ² - 45m ²	3.5m
46m ² - 60m ²	4m
61m ² - 80m ²	4.5m
81m ² - 100m ²	5m
101m ² - 300m ²	6m
301m ² - 500m ²	7m
over 501m ²	7.5m

Stands larger than 25m² can exceed the standard height of 2.5m for the items within the stand. Walls height can exceed 2.5m by submitting a written request to the ESC. All designs will be judged on transparency, size, location and volume.

Stand transparency

NEW THIS YEAR Stand transparency to 33%

In collaboration with our Industry partners, the ESC has decided to reduce stand transparency from 37% to 33%.

What is stand transparency?

For island and peninsula stand types, the ESC requires that a line of sight through the stand be possible from aisle to aisle for at least 33% of the stand width when viewed from each open side.

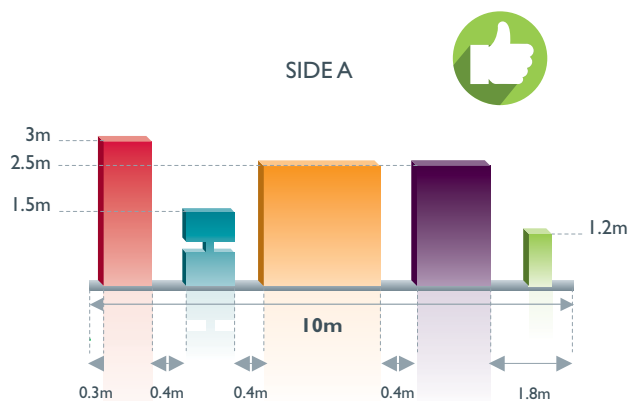
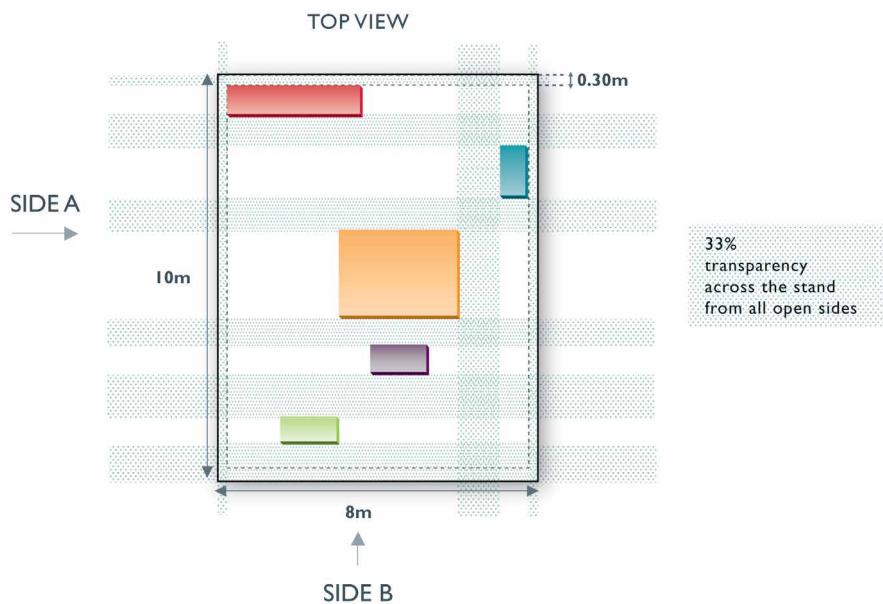
On the closed side of peninsula stand type, the ESC requires that a line of sight for at least 33% of the stand width is respected when the height of the construction exceeds the height of the back wall.

As an example of assessment criteria, high walled areas forming large storage rooms may block neighbours unreasonably and in this case, will not receive approval. A high tower to attract attention (not blocking neighbours) is likely to be approved. For aesthetic reasons, ESC does not advise constructions which extend completely from floor to ceiling.

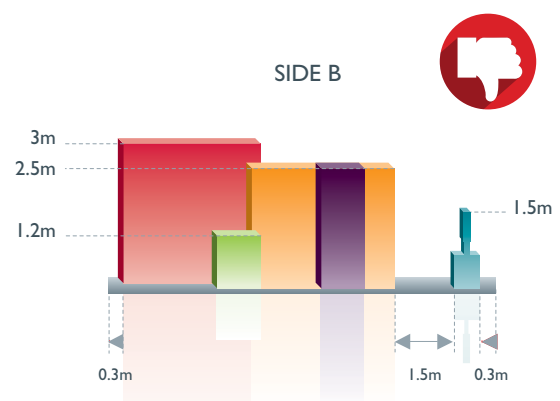
How is it calculated?

For island stands

In this stand design the minimum transparency requested is 3.3m on side A and 2.64m on side B



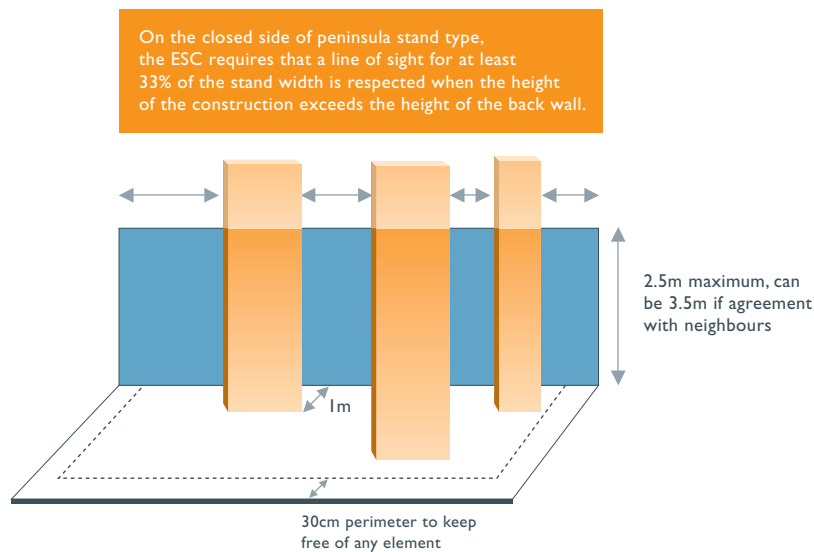
Transparency on this side is 3.3m
The transparency rules are respected



Transparency on this side is 2.1m
The transparency rules are not respected



For peninsula stands



NOTE

If large enclosed areas are envisaged, it is important to consider this when initially choosing a stand location. There are several constraints attached to island and peninsula stands. Since these constraints apply to 'open' sides of a stand, exhibitors planning an enclosed stand (a solid structure with covering) are advised to seek corner or in-line locations when selecting a stand location.

Accepted stand types (no two storey structures) & aisle carpeting

Two-storey structures are not allowed. Arches, bridges or similar constructions connecting two or more stands are not allowed. L & U shape island stands are not encouraged. Two or more stands hired by the same company can only be connected by carpeting the corridor between them. Such space is rented at 25% of the standard square metre price (€101.75 excl. VAT).

This area remains an aisle and is subject to aisles conditions outlined in "Keep aisles clear" section on page 12.

Separation walls

All peninsula, corner and in-line stands must be separated from neighbouring stand(s) by means of a separation wall – the building can supply this if required. 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, the right to and the height of this wall must be approved by the ESC. Walls, inset 1m from the

perimeter of a stand, are not considered as separation walls. These walls cannot be higher than 3.5m.

In cases where an exhibitor fails to supply & install necessary separation walls by **18.00 on Friday 29 August 2014**, ESC will arrange for walls to be erected (and floor covering to be laid, if necessary) at the exhibitor's expense.

IMPORTANT

In order to have a physical separation of its booth (e.g. to separate the scientific and commercial part of the same company) a company can choose to have two peninsula stands side by side, instead of one island stand.

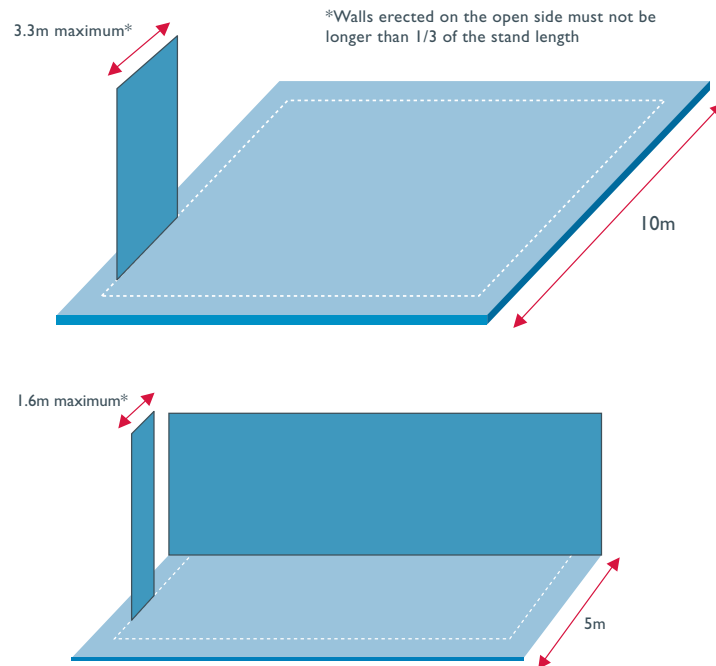
Please notify this choice in the stand application form to inform ESC Industry Services Team of this choice and they will advise you accordingly.

An access between the two peninsula stands is possible. This access should appear on the stand design.

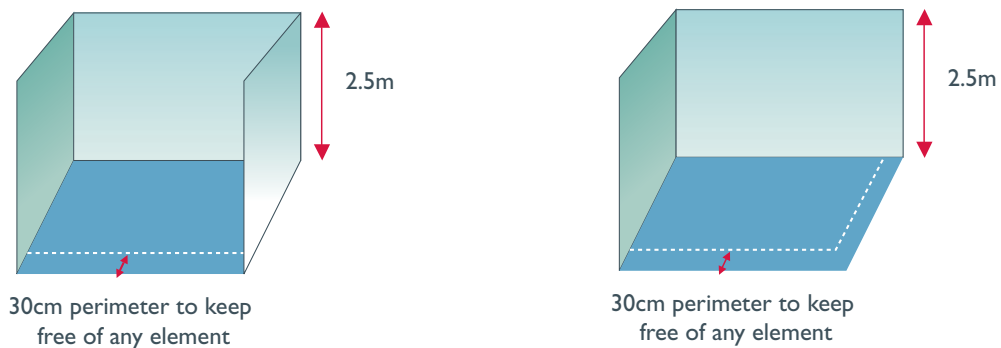
Open sides of a stand

Walls erected on the open sides of a stand must be 30cm inset from the edge of the stand and must not be longer than 1/3 of the length of the stand. It is forbidden to erect walls, glazing or other constructions on or within 30cm of the perimeter of island stands. This also applies to the open sides of peninsula, corner and in-line stands. Stands should be fully accessible on all "open" sides. Requests to be partially exempted from this rule should be submitted in writing to the ESC.

Island & Peninsula stands



Corner & In-line stands



Back walls

The rear side of each stand shall be designed and decorated by the exhibitor to whom this stand belongs, provided that the interests of the neighbours are not thereby affected. The ESC decision of the effect of the design on neighbours will be final. Walls constructed on an open side should be visually appealing to adjacent exhibits (e.g. could include screens with moving displays, scientific posters and colourful design and lighting).

Stand elements

Stand elements placed on the open sides must be 30cm inset from the edge of the stand. The height of these elements is subject to the stand height allowance chart.

Generally speaking, should the ESC consider that an item of the stand will obstruct visibility of neighbouring stands, the ESC reserves the right to ask for any modification. All costs for modifications must be borne in full by the exhibitor.

IMPORTANT

Stand Elements (decorative elements, counter, kiosk, etc...), lower than 1.2m in height will not be considered as obstructive and will not be taken into account in the calculation of the transparency.

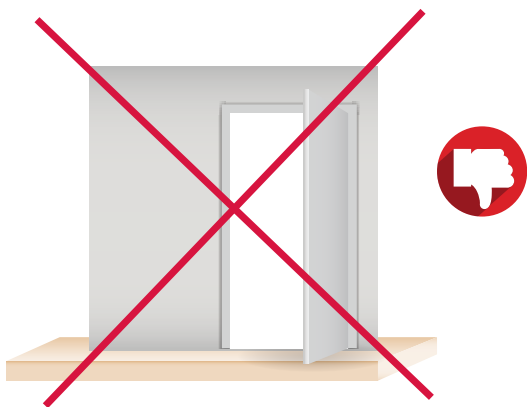
In the case where there is no line of sight between elements, the total width of these elements must not exceed 1/3 of the side of the construction.

Keep aisles clear

All stands are separated from other neighbouring exhibits by aisle(s). No stand activities may take place in the aisles and exhibitors must ensure space is available on their stand to absorb spectators for all planned activities. Should a stand activity interfere with the normal traffic flow in the aisle or overflow into neighbouring exhibits, the activity must be modified or stopped immediately.

No objects, including signs or advertisements, may impede into the aisles.

The doors of meeting rooms or storage areas located on the stand should not open on the aisles.



Positioning of stand

Access to the doors, windows, fire alarms, hydrants, portable fire extinguishers, fuse boxes, line poles and circulation routes must be kept free from obstruction at all times.

Positioning of exhibits

The exhibitor is not allowed to place articles to be exhibited in a manner which, in the opinion of the ESC, affects or hinders neighbouring stands, e.g. with regards to the visibility of the neighbouring stands. Articles to be exhibited must be kept within the stand perimeter. The exhibit should pose no danger to participants. Any structural or display element which does not satisfy the organisers and/or venue officials in terms of safety must be made safe or removed.

Access to stand

Exhibitors are obliged to grant official supervisory staff and accredited representatives of the ESC and Fira Barcelona access to their stands. Exhibitors, their staff and all visitors to the congress must obey the instructions of the above officers. In the event of a fire or other hazard all those present must leave the endangered area at once when directed to do so by a member of the safety and security staff.

Auditoria & Presentations

Companies wishing to arrange or sponsor sessions are invited to arrange a satellite symposium, as detailed in the Chapter 2 of these Guidelines. Exhibit space is intended to display scientific information on products and/or services and favour exchange; therefore positioning official auditoria on stand areas is restricted.

This does not exclude companies from giving product based presentations, but the area set aside for an audience should not resemble an official auditorium – therefore no more than fifty seats should be provided and this area should not be covered. It should be positioned well within the stand area (not less than three metres from the stand perimeter) and the furniture setup must be informal. All sounds and lighting limitations for stands apply within these areas.

Stand lighting

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

Stand flooring

The stand floor must be adequately covered, for instance with carpeting or carpet tiles. The floor area of the stand must not be covered with paint or glue. Carpeting must only be held in place by its own weight on the floor or by adhesive tape. These items must be removed by the exhibitor at the end of the exhibition. It is forbidden to place mortar directly on the floor; to nail with percussion tools or to paint with spray guns.

Platform floors

The use of wooden platforms is recommended for stands with water piping and/or a lot of electrical wiring; a stand construction agency will be able to advise on this matter. Since mains supplies (water points, drainage, electricity, phone and data lines, compressed air ...) are supplied over the floor from the service duct to the exact location where the exhibitor needs them, it is strongly recommended to use platforms for most stands. For all connections to service ducts please visit the Fira Barcelona Exhibitor Services Ecommerce or contact them to esc@firabarcelona.com

Exhibitors who use such platforms should bear in mind:

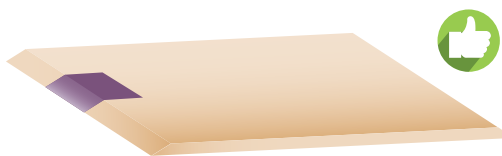
- Platforms higher than 0.03m must allow easy access to those in wheelchairs; part or all of the edges must be sloped for this purpose on each open side of the

stand or a ramp should be included in the flooring of the stand. An alternative could be a portable ramp which can be deployed when required.

For platforms less than 0.03m sloped edges or ramp are recommended but not mandatory.

- The maximum height allowed, measured from floor level to the top of the platform is 0.14m without protection by a balustrade of at least 1.1m in height
- For platforms in excess of 0.5m a construction safety certificate, signed by a qualified technician, must be submitted
- The platform sides must be closed and neatly finished
- The platform edges must be safe (secured shape & easily visible)
- Platforms should be placed within the stand perimeter
- The platform must allow easy access to service points in case venue technicians require access

Platform Floors



Stand roofing

Stands may be covered by a roof insofar as such roofs are in compliance with the fire protection regulations of the Fira Barcelona. All horizontal decorations, ceiling areas and roofs require prior approval by the ESC and must be coordinated with the building. For safety reasons, all ceilings must respect the standard norms (Spanish or European).

Likewise, all closed areas on a stand, should not be covered. If a ceiling was nevertheless expected, it should use a special material or should have a hole to comply with the smoke detection regulations. For more information, refer to "Stand Construction Regulation" of the Fira Barcelona Regulations available on www.escexhibition.org/ESCcongress2014.

Building integrity

The ceilings, walls, columns and technical installations of the building in general must not be subject to loads from the decoration or objects exhibited, 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.

The floor, columns and installations (distribution boxes, piping, rented shell stands, etc.) of the building must be left in the same state in which they were found. Any damage shall be repaired by the building at the exhibitor's expense.

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

Due diligence

All entities involved in the ESC Congress must have adequate insurance to cover claims arriving from industrial accidents and public safety, whatever the cause. Exhibitors and their contractors must abide by current legislation in Spain with regards to the prevention of occupational hazards which apply to the work being carried out. Particular care should be taken during construction and dismantling periods; un-safe working practices will be stopped by the organiser in the interests of public safety. Exhibitors using materials not conforming to any safety component of these Guidelines will replace them with safe alternatives at their own cost.

All exhibitors must send a copy of their insurance certificate to the ESC Industry Services Team (exhibition@escardio.org) at least **10 days** before the opening of the congress.

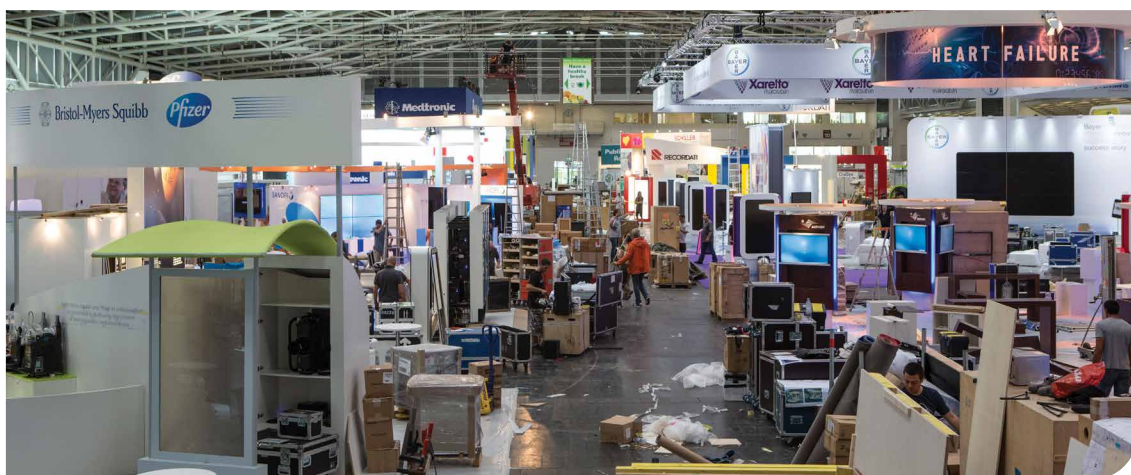
Safety requirements

All stands, materials, installations, advertising supports, etc., must conform to public safety requirements in the host country and the E.U. Where these differ, the safest standard must be met.

To ensure a safe build up and break down, the following precautions need to be taken into account (this list is illustrative and not exhaustive):

For safety reasons, all stand builders must wear the correct equipment:

- Fira Barcelona is accessible only to persons in possession of a valid working pass
- Protection helmet, working underneath hazards
- Safety lines, when working at height
- Protective clothing and footwear at all times during build-up and break-down
- Reinforced shoes at all times during the exhibition set up and dismantling (this is even more important whilst using power tools)
- Smoking, drug-taking and the consumption of alcohol are prohibited
- The emergency exits should always be kept free of obstructions. The emergency exits should be used only in emergencies
- Fire extinguishers should always be kept accessible
- One must conduct hot work (e.g. welding) in a safe area with fire extinguishers close by and should be submitted for approval to the Fira Barcelona
- Persons working at heights in excess of 2.5m must be attached by a safety line. It is not allowed to work on a ladder at heights above 2.5m for more than 2 consecutive hours.
- Only approved (e.g. CE certified) machines and tools may be used



- One must stack goods properly
- One must use qualified staff when performing electrical work

Please refer to the "Stand Construction Regulation" of the Fira Barcelona Regulations for further information: www.esccongress2014.org/ESCcongress2014.

If you have any questions regarding safety and security in Fira Barcelona, please send an email to esc@firabarcelona.com.

The ESC reserves the right to refuse access to the Exhibition Halls should we deem that the correct protection equipment is not worn.

Suspension points

Exhibitors with a stand size larger than 60m² will be able to benefit from the possibility of having a portion of their stand design suspended.

The suspended height allowance will be in direct proportion to the m² floor area of each stand and the slings around the truss will be adjusted accordingly. The following hanging points are permitted:

61m ² - 100m ²	6.5m
101m ² - 300m ²	7m
Over 301m ²	7.5m

IMPORTANT

Suspended heights include the truss (see drawing on the next page in the Hanging components section)

To the extent that it is structurally feasible, the Fira Barcelona will provide the exhibitor with a fixing point at the desired position above the stand floor area and within the stand perimeter. Hanging of items from the

hall ceilings will be carried out exclusively through Fira Barcelona's accredited contractor companies. This can be ordered through the Fira Barcelona Exhibitor Services Ecommerce on www.esccongress2014.org/ESCcongress2014.

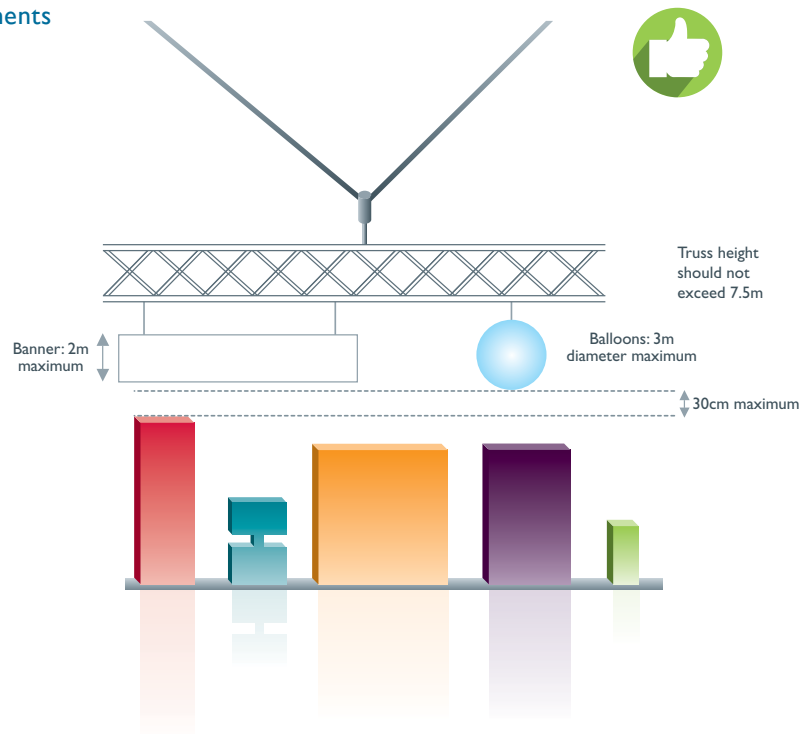
Permitted overhead suspended items (from a truss) include:

- Company or brand identity signs/banners
- Theatrical/audiovisual lighting
- Photographic imagery, with or without text or logos
- Inflatable balloons with a diameter less than 3m. Material specification on inflatable balloons needs to be sent to Fira Barcelona for approval: esc@firabarcelona.com

Trusses

- All suspensions must be attached to a truss within the stand perimeter. The number of trusses is not limited
- Hanging items or trusses may not touch the free standing elements below or be placed in a way to unfairly impede visibility of neighbouring stands
- A minimum of 30cm must be kept free from the highest point of free standing elements and the lowest point of hanging items
- The width of the banner(s) and fabric/cloth is restricted to 2m. Extra care needs to also be taken with regard to the length of the horizontal banners so as to not impede the visibility of neighbouring stands
- Nothing should protrude above the trusses and all rigging and electrics should be hidden as much as possible
- No movable/rotating/swinging elements are allowed to be hung/suspended from the truss or hall ceiling
- Trusses may never be hung outside the perimeter of the stand

Hanging components



Suspension above the aisles

Under no circumstances should stand constructions or trusses be suspended over the aisles. If two or more stands belong to a single exhibitor only the aisle space between the stands can be purchased and the exhibitor is welcome to then provide his/her carpet to join the stands.

All overhead signs and features, including inflatable element(s), must be sent to the ESC Industry Services Team (exhibition@escardio.org) by **9 May 2014**. Unapproved items cannot be hung. Only the official Fira Barcelona Rigging Company can install rigging/suspension points. All costs and risks associated with overhead hanging features are the sole responsibility of the exhibitor, including the risk that sightlines to the exhibitor's own signs may be blocked by other exhibitors' signs and displays.

The ESC does not accept any share of liability for any damages, losses, expenses or other impacts arising from the exhibitor's (or their neighbour's) decision to use overhead signs and rigging.

EXHIBITION SERVICES

For all your stand service orders and the latest exhibition logistics information, please visit www.escexhibition.org/ESCcongress2014.

All stand services can be ordered via the Fira Barcelona Exhibitor Services Ecommerce: https://apps.firabcn.es/areaExpositor/PreLogin.action?salonEdicion=A046014&request_locale=en.

For further information on services available, please contact esc@firabarcelona.com or Tel: +34 932 332 000.

Service points (electricity, water, waste, compressed air)

All services (water, electricity, compressed air, etc.) will reach stands via the service ducts located within the floor. Connections to these service ducts must be made by the Fira Barcelona Services Department only. Access points at any given location may be supplying services to other exhibitors; therefore some stand areas may have cables/pipes/electrical distribution boxes within their area feeding other locations. For aesthetic reasons it may be necessary to shield these pipes or in extreme cases install a platform floor; in such cases ESC will advise exhibitors at the earliest opportunity. Any additional costs arising will remain the responsibility of each exhibitor.

Electricity

Exhibitors must inform the building of the electric power they need. Electric installations cannot be connected to the building until they comply with the building rules & regulations.

Electricity should be ordered via Fira Barcelona Exhibitor Services Ecommerce on www.escexhibition.org/ESCcongress2014.

- **Connecting to mains**

Stands can only be connected to the building's electricity mains by the electricians authorised by the building. Should an unauthorised connection damage the power distribution system or connected plants, the building will demand compensation from the company responsible for the connection.

- **Electrical supply**

The standard supplies of electrical current available at the building are:

230 Volts single-phase current ($\pm 10\%$) / 50 Hz

400 V three-phase current ($\pm 10\%$) / 50 Hz

- **Fault reporting**

In the event of damage or fault in the electrical installation on the stand, the building services should be contacted immediately.

- **Installation**

As the electricity supply is divided into sections, the power for each section may not, for safety reasons, be connected until all installations in the same section are completed. Electricity supply must never be blocked with an exhibitor's material.

Installation work may only be performed by licensed companies which are answerable to the authorities. Electrical equipment must be installed, maintained and operated in accordance with the relevant regulations (including DIN VDE 0108), and are to be subjected to an official inspection prior to the exhibition. Electrical machinery, transformers and appliances must be provided with regulation protective equipment such as circuit breakers, earths and TN systems.

High-voltage equipment such as fluorescent tubes, X-ray or large high-frequency apparatus requires special permits, for which exhibitors must announce to the Fira Barcelona's Technical Services in good time, furnishing a technical description and sketch drawn up by themselves or their electrical contractors.

Distribution boards, controllers, resistors, motors, switchgear, heating elements, etc., must be so installed and protected as to be inaccessible by visitors, and to be at a sufficient distance from inflammable materials, if necessary, by placing them on fireproof bases; they must be so installed that fire hazards and accidental contact live parts are excluded.

Regulation for electrical switchboard's legalisation

- **Power supply main cable**

This segment is the one that goes from the supply box of Fira Barcelona to the electric distribution switchboard of the stand.

The type of cable used in this segment shall be

0,6/1 kV isolation type. (According to table 1 and 2 available in Electricity section of the Fira Barcelona Regulations manual).

Power supply main conductors will not have any kind of connection. It must be made in one piece, between the Fira Barcelona supply box and the main circuit breaker of the stand electric distribution switchboard. Connections with Cee Forms, Power lock or similar are not allowed in this segment. All the supply boxes and the service chests of Fira Barcelona must remain accessible.

At Gran Via venue, connections until 63A will be carried out through a Cee form of an appropriate intensity (16, 32 and 63A, three - phase). The connection to the service chest must be made by the stand electrical installer who will note the Fira Barcelona base number which is used. (See Legal procedures section below).

At Gran Via venue, for power higher than 63A, the distribution system TN-C must be used.

- **Electric switchboard of the stand**

The main electrical distribution switchboard must have a main circuit breaker with thermic and magnetic protection. Fuses are not allowed.

The main circuit breaker must agree with the power ordered to Fira Barcelona.

All lighting circuits and outlets of less than 32A shall be protected with 30 mA residual current circuit breaker (RCCB). All electrical equipment that is accessible to the public must be also protected with 30 mA RCCB.

All circuits must be protected against overcurrents with omnipolar cut off (phase-neutral) in its origin. All switchboards must be opened only with the help of a tool.

For indoor areas, the switchboards will have a minimum protection level of IP 4X and for outdoor areas IP 45.

Switchboards of the stands must be properly fastened to the structure between 1m and 1.80m high and must be accessible.

Switchboards and its electrical connections connected to the 24 hour service circuit must be independent than the daytime switchboards (working hours).

- **Stand installation**

Conductors to be used in the stand installation must be 0.6/1kV isolation level. Conductors of 450/750 V isolation level can be used with a rubber isolation (Type H07RN-F). Sections must be suitable for tables 1 and 2 (available in Electricity section of the Fira Barcelona Regulations manual).

Cables must be fastened correctly and will be protected against mechanical action when needed (e.g. if accessible to the public).

The ground conductor must be of the same section

that the phase – neutral conductors until 16 mm². From 16 mm² on, it can be reduced by half.

To make ground equipotential connections with protection conductors that are not included in the electrical laying cable, it shall be necessary a minimum of 2.5 mm², if conductors have mechanical protection, or of 4 mm² if not.

Metal structures, receptors and, in general, everything that has metal parts and that could become life if a fault occurred, shall be connected to the ground distribution.

In outdoor areas, all the equipment will have a protection level of IP 45, and IP 4X in indoor areas. All indoor connections/derivations will be made through connection strips or connection type Weiland. No twisting connections will be allowed and the connection strips must be into supply boxes.

Lights at less than 2.5m height shall be firmly fastened.

Sockets placed at ground level shall be protected against water. Its protection level against impacts must be of IK10.

Electronic equipment that can reach high temperatures (e.g. lights, projectors, etc.) must be kept off combustible material (e.g. wood, cloth, etc.).

Sockets placed outdoors (Cee form, Shucko, etc.) must be at a minimum height of 30cm of the ground level.

Emergency lights must be installed in stands over 100 people gauging.

Big restaurant installations must follow the specific rules for public locals: emergency lighting, free halogen conductors, and with opacity and smoke emission reduced (Afumex type RZI), and 3 independent lighting circuits (circuit breaker switch and independent differential switch).

- **Legal procedures**

Power distribution within a stand must be legalised by a single and unique owner. Legalisations are made stand by stand.

Power legalisation must be the sum of the powers of all the switchboards in the stand.

Installations must be standardized and certified by a licensed electrical installer authorised by the Autonomous Catalan Government (Generalitat de Catalunya) who draws up the necessary documentation.

Installations will not receive power from Fira Barcelona if it is not finished and the needed official documentation is not submitted. This documentation is validated by a collaborating entity of the Generalitat de Catalunya (TÜV Rheinland ICT). Such entity is located in the Customer Service Office of Fira Barcelona.

Stands up to 50 kW require the Technical Design Memory. The following must be included:

- Electrical Installation certificate (Form).
- Electrical scheme with calculations.

Stands with more than 50 kW power must be legalised through a technical project conducted by a collegiated engineer (cost of the project: €6.79/ kW). This means:

- One project stamped by the Engineers' Association (Collegi d'Enginyers de Catalunya).
- Stamped end of works certificate.
- Electrical Installation Certificate (Form).

For any other case not explained before, please follow the current Regulation of Low Voltage (Reglamento Electrotécnico de Baja Tensión) published in the Royal Decree 842/2002 (Real Decreto 842/2002). Only Spanish regulation will be accepted.

Reliable supply

Neither the ESC nor the building owners can accept any liability for loss or damage to Exhibitors' equipment caused by voltage fluctuations or breaks in electrical supply.

For further information, refer to the Electricity Section of the "Stand Construction Regulation" of the Fira Barcelona Regulations available on www.esccongress2014.org/ESCcongress2014.

Please note that all conductive material and items should be protectively earthed.

Water supply and drainage

Water supply can be ordered via the Fira Barcelona Exhibitor Services Ecommerce on www.esccongress2014.org/ESCcongress2014.

The building cannot accept responsibility for interruptions or pressure irregularities in the water supply. Where water is used as part of a display, the construction agency responsible must ensure electrical installations in the vicinity are safe and protection has been put in place against risk of leakage/flooding.

Internet connection



With the explosion of wireless-enabled devices (smartphones and tablets), the Wi-Fi network availability during the ESC Congress has become a challenge.

To ensure the provision of a safe and effective Wi-Fi service for all exhibitors and delegates visiting the Exhibition Hall, we have deployed in collaboration with the Fira Barcelona specific technical resources to ensure a quality service.

The Fira technical team is able to provide tailor-made solutions to Exhibitors wishing to order a Wi-Fi efficient service, please contact them for your specific order and requirements. Should you decide to deploy your own Wi-Fi service, a fixed charge will be payable to the Fira who will check the conformity of your equipment and ensure no interference with the overall Wi-Fi service to delegates and other exhibitors. As such all Wi-Fi equipment for use on your stand must be declared to the Fira Barcelona. Please complete the appropriate order form online via Fira Barcelona Exhibitor Services Ecommerce on www.esceexhibition.org/ESCcongress2014.

Failure to report Wi-Fi equipment could lead to an immediate requirement to suspend equipment onsite.

Cleaning and refuse collection

- **Cleaning**
Exhibitors should manage (contract and pay for) their waste removal through the official cleaning supplier. This can be ordered through the Fira Barcelona Exhibitor Services Ecommerce on www.esceexhibition.org/ESCcongress2014. 'Wild tipping' or disposing of bulk waste within the fairground without payment will be considered a serious violation.
- **Refuse Collection**
During exhibition opening times, the ESC shall see to the regular general cleaning of the building and the aisles – that is, daily waste left by delegates. Exhibitors are responsible for cleaning their own exhibit and disposal of waste generated before, during and after the event.

IMPORTANT

Unattended rubbish left by exhibitors in aisles when the exhibition is open will be removed at the Exhibitor's expense.

Catering

The Official Stand Caterer is GastroFIRA. All catering offered within exhibit areas should be ordered from the GastroFIRA. Catering can be ordered online from the Fira Barcelona Exhibitor Services Ecommerce available on https://apps.firabcn.es/areaExpositor/PreLogin.action?salonEdicion=A046014&request_locale=en.

Ferrán Pesas

Tel: +34 93 233 39 66

Email: acatering@firabarcelona.com

Web Site: www.gastrofira.com

Exhibitors may not bring their own catering into the Fira Barcelona. Exhibitors may not sell food or drink

for consumption on the premises. Serving alcoholic beverages on stands is strictly forbidden.

All companies offering hospitality are reminded of their responsibilities for hygiene & food safety.

When offering catering to delegates through the official caterer, exhibitors are encouraged to guarantee a healthy and balanced catering offer for delegates.

LOGISTICS

Transport regulations/handling

The official forwarder for ESC Congress 2014 is:

Fairexx Logistics for Exhibitions GmbH

Mr. Marco Junghans, Managing Director

Tel: +49 30 4403 4711

Fax: +49 30 4403 4779

Email: contact@Fairexx.com

Within the limits of the Fira Barcelona fairground, Fairexx and its agents act with the authority of ESC on its behalf in matters concerning vehicle logistics & security, freight forwarding, freight lifting and storage of goods.

Loading/unloading

Only authorised vehicles contracted from the official ESC logistics provider, Fairexx, may work within the loading bay or exhibit hall. Using non-authorised vehicles within halls is considered a serious breach of ESC Guidelines and will result in an ESC violation procedure.

Motorised vehicles, pallet trucks or any form of trolley are strictly not permitted within the exhibition areas during the congress opening times.

IMPORTANT

Each exhibitor who needs to access the loading zone must request an unloading and reloading time slot through Fairexx for build up and dismantling using the form on www.esceexhibition.org/ESCcongress2014

Customs, taxes and duties

Exhibitors must pay the various taxes and duties due from taking part in the ESC congress exhibition.

Goods reception

ESC Congress 2014 is a secure meeting area. Fairexx offers a free managed goods reception service for packages sent by courier up to 5kgs when collected from the Fairexx office on site. Deliveries heavier than 5 kgs will be stored by Fairexx for collection and

charged according to size at €50 per cubic metre. Deliveries to exhibition stands will also be charged. To ensure that your consignment is tracked please inform Fairexx before dispatching it.

Mechanised unloading

Note as the official logistics provider to ESC Congress 2014, all mechanised unloading within the fairground must be performed by Fairexx. In the case of goods requiring specialised handling/customised vehicles for carriage, this should be co-ordinated by Fairexx.

Delivery address

The address for all deliveries will be made available in the Fairexx freight forwarder manual available online on www.essexhibition.org/ESCcongress2014. Note that this will be the only delivery address to be used for consignments delivered direct to the Fira Barcelona. Building personnel are not entitled to receive goods on behalf of exhibitors.

Goods collection

Where goods are to be collected or stored awaiting collection by a third party, such as Fairexx, it is important that a trackable order is obtained for the service in advance. It is also vital that the goods are attended until they are taken into custody of the third party. Unattended goods often go missing.

Storage

Empty packing cases must be removed from the exhibition halls by **18.00 on Friday 29 August 2014**. Exhibitors should therefore make prior arrangements for the safekeeping of such items with the appointed official forwarder and lifter, Fairexx, or with their own shipping agent. Storing materials in the spaces behind or close to stands not rented by the exhibitor is strictly forbidden.

NOTE

Depending on availability, ESC may not be able to provide storage areas for hire near the exhibit area (at same rate as stand space). For security reasons, storage in the Exhibition area will be exclusively built by the Fira Barcelona and exhibitors will be requested to order their storage's walls from the Fira Barcelona Stand Services.

Otherwise, the request will be forwarded to Fairexx.

All packages should be stored in rented areas. Any packing found outside of rented areas from **18.00 on Friday 29 August 2014** will be removed by Fairexx at the exhibitor's expense.

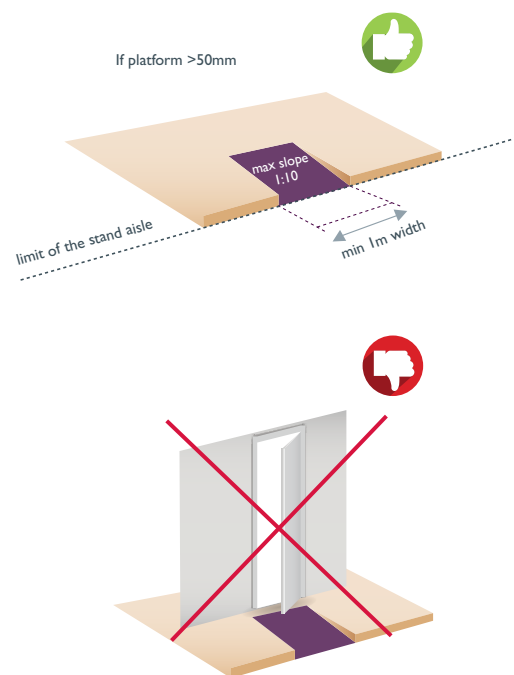
1.6 SAFETY & TECHNICAL SPECIFICATIONS

REGULATIONS GOVERNING ACCESS FOR PEOPLE WITH REDUCED MOBILITY

The exhibitor must comply with Spanish regulations and with the accessibility order. These regulations specify that all premises and facilities open to the public must allow access to the disabled and to people with reduced mobility. For ESC Congress 2014, all disabled persons must be able to access and exit all facilities without assistance.

Stands with an access platform or walkway higher than 0.05m, must have a ramp installed. The minimum width of the ramp should be 1m. The slope has to be uniform, up to 1:10 and completely within the stand.

Level landings must be provided at the top and the bottom of the ramp and at every intermediate level where an exit door can be opened.



FIRE PREVENTION AND CROWD SAFETY Exhibitor obligations

Exhibitors must have available on site all official reports on the fire resistance classification of all materials used on their stands.

If official reports are not available, exhibitors must have all fireproofing certificates available on site at each of their stands.

Any goods on your stand will constitute part of your stand and will be subject to these regulations.

For more details, please refer to the "Safety & Security" section of the Fira Barcelona Regulations available on www.esceexhibition.org/ESCcongress2014.

General stand construction materials and the permitted manner of application

Stand construction, installation of materials and poster supporting structures should be sufficiently stable to ensure public safety. Exhibit cases & displays should be sanded down / finished to ensure that they will not inflict cuts. Clear glass elements should display warning signs at eye level. The exhibition or use for exhibition purposes of flammable, explosive, bio-hazardous, radioactive, burning or red-hot materials is strictly prohibited.

For more details, please refer to the "Stand Construction Regulation" section of the Fira Barcelona Regulations available on www.esceexhibition.org/ESCcongress2014.


Fire inspection

Before the congress, the ESC and the building representatives carry out a fire inspection of the building. They inspect, among other things, your choice of building and decor material.

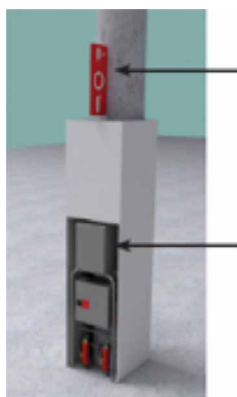
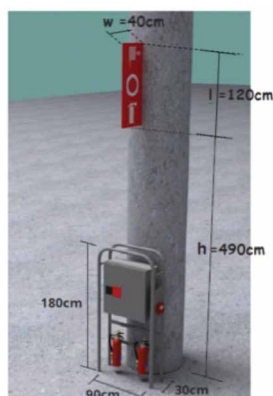
Illuminated signage, fire extinguishers, fire hydrants or other protective equipment or material may not be covered or obstructed.

Fire equipment

Fire equipment must remain visible and accessible at all times.

Please note that some columns of the exhibition hall include fire extinguisher as well as a sign to notify this material. These columns are indicated with this icon  in the exhibition floor plan.

For more details regarding column and sign dimensions contact the ESC Industry Services Team on exhibition@escardio.org.



Please refer to the "Stand Construction Regulation" section of the Fira Barcelona Regulations available on www.esceexhibition.org/ESCcongress2014.

Stand Walls

Stand walls shall be made of classified fire-retardant materials, e.g., as good as or better than wood. Particle board, non-porous fibreboard and plywood are acceptable.

Decorative Materials

Approval or certificates must be on hand at the display, if it is not clear in any other way that the material in question is safe.

The ESC encourages stand constructions using materials meeting the European safety norm EN13501/I to class BI standard.

These should be at least flame-retardant (BI in accordance with DIN 4102 or DIN EN 13501-I) Materials that drip or give off toxic gases when burning, such as polystyrene rigid foam (Styropor) or similar materials may not be used. Fire-retardant materials must be approved.

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

Where stands have structural elements that are neither fire resistant nor fire retardant, these must be given a coat of paint containing a fire retardant material. Wooden elements with paper coverings must, wherever possible, be pasted to walls. Inflammable artificial silk may not be used for decorations. Stand or aisle ceilings (e.g. Vela) must be rendered fire resistant by treatment with a protective material. Wall or ceiling elements endangered by heat sources must be protected by asbestos without obstructing ventilation. Packing materials may not be stored at stands.

The cladding cannot cover the upper signage

Some of the fire equipment include fixed switchboards. Check floorplans and pictures of the halls in order to see if the specific column includes it or not.

Wall-covering materials

Wall-covering materials must have the properties of fire propagation classes 1 or 2 (NEN standard 6065). Even if the material does not meet the requirements of fire propagation classes 1 or 2, there are no strong objections to the use of unapproved materials (depending on the thickness of the material) provided they are glued to a base consisting of a material of fire propagation class 1 or 2 and non-flammable (water-based) adhesive is used. However, if unapproved material is used and not glued (e.g. other than as indicated above) consent will be given for its use only if the unapproved material covers a relatively small surface area of the wall. Unapproved material should be applied as an uninterrupted covering. Whether consent is obtained for the application of unapproved material depends on the assessment of the actual situation by the local fire brigade. Wall-covering materials, curtains and so forth that belong to fire propagation classes 1 or 2 may be draped in folds. Wall-coverings, decor and requisites must be kept free of possible ignition sources (spotlights, heat-producing equipment and so forth).

Smoking ban

Smoking is prohibited in all public indoor areas, including privatised areas of exhibit spaces.

Flammable products

The storage and use of compressed gas and / or liquid gas in the exhibition zones or on the exhibition grounds is not allowed. Balloons filled with flammable gas or Helium balloons are not allowed.

Open Fire

The use of open fire or unprotected flames is prohibited.

Pyrotechnics

Explosive or pyrotechnical articles must neither be used nor taken onto the building's area, either indoors or outdoors, without written permission from the ESC and the building.

Hot work

Hot work such as welding, soldering, cutting, and circular-motion grinding, drying, heating or work over naked flame is not allowed within the Fira Barcelona without the special permission of the Fira Barcelona Exhibitor Services Department.

Emergency exits

Escape routes and emergency exits (indoor and out) should be kept free of any obstruction and be kept in full view at all times. 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 or any other existing signs.

Heating/cooking

Stoves, heaters & open fires may not be used for any purpose, including cooking, frying or baking. This also applies to demonstrations.

Goods not allowed

The following goods are not admitted to the building: Goods causing nuisance by their smell or otherwise, or appliances emitting objectionable noises or radiating disturbing light; any hazardous objects that have not been mentioned in the stand construction design but have been introduced by the exhibitor. Exhibitors wishing to use these devices should notify the brand name, frequencies to be used and range when submitting a stand design for approval.

Combustion engines

Any machine (generating sets, compressors, etc.) with an internal combustion engine, whatever the use, is forbidden inside the building.

Moving machinery

All exhibits with mechanically moving parts, which may be hazardous to public health in case of mechanical failure or incorrect assembly, require a safety certificate from a competent person (qualified & authorised to make such an evaluation).

Such equipment must not present any risks to public safety.

Stationary equipment or machinery (whether or not operational):

- Any dangerous parts must be more than 1 metre from the public thoroughfare or protected by a rigid screen
- Dangerous parts: moving parts, hot surfaces, blades and sharp objects

Moving equipment or machinery must be presented in a protected area where members of the public are kept at a distance of at least one metre from the equipment itself.

Hydraulic jacks presented in a raised static position; the equipment's hydraulic safety mechanisms must be supplemented by a mechanical safety device preventing any untimely activation.

All equipment must be properly stabilised.

Covered stands (ceiling, canopy, raised level)

The stand ceiling may consist of stretch fabric products, various types of sheeting material or metal modular panels.

The following rules apply to the materials and construction method used for stand ceilings:

- the material should at least comply with fire

propagation class 2 in accordance with NEN standard 6065; moreover, in accordance with NEN standard 6066, the smoke density of these materials may not exceed 5.4m-l in the case of a class 1 fire propagation rating and 2.2m-l in the case of a class 2 fire propagation rating;

- the material must also be of such a quality that it is not easily flammable or must have been flame-proofed to achieve the same effect;
- where fabric is used for the ceiling, it must be hung by means of metal wires with a minimum thickness of 0.3mm, that run in one direction and are at a minimum distance of 1m from one another;
- free-hanging decorations such as fishing nets, tarpaulins and so forth must be threaded with metal wires that run in one direction and are at a minimum distance of 1m from one another; the beginning and end of each wire should be properly fastened;
- sheets of glass may never form part of a stand ceiling;
- plastic foil may never be used for the ceiling of a stand;
- if a sprinkler system in the exhibition area forms part of the stationary extinguisher system no more than 30% of the stand area may be covered by a ceiling structure, unless it is fitted with a sprinkler-compatible ceiling material that meets the prescribed requirements.

Storage of flammable goods

Empty packaging, rubbish, trash, wood, paper, straw, cardboard and other flammable material must not be stored in the Halls.

Air conditioning

Devices with hot air condensation are prohibited inside the halls.

Liquids on stand

Atomised liquids and liquids that can flow or be sprayed are strictly prohibited during the exhibition. These include individual air conditioning units, fountains, high-pressure cleaners, humidifiers, shower equipment, saunas and whirlpools.

If you intend to use on your stand "open liquids", material specification on liquids, fountains, etc, it needs to be sent to Fira Barcelona for approval to esc@firabarcelona.com.

Responsibility

Exhibitors are fully responsible for all displays and demonstrations they hold.

Organiser's security

The ESC undertakes the general surveillance service of the building, both day and night.

Extra security

The ESC will provide general surveillance of the hall, however, the ESC reminds exhibitor of their responsibility for their stand surveillance.

Exhibitors requiring stand security are invited to order via the Fira Barcelona Exhibitor Services Ecommerce on www.escexhibition.org/ESCcongress2014.

Valuable goods

The Exhibitor shall be responsible for the surveillance of his/her stand and exhibit during the exhibition opening hours. Exhibitors are recommended to pay closer attention to the exhibits during the stand construction and dismantling periods. Valuable objects, which may easily be removed, should be locked away overnight. The ESC accepts no responsibility for goods stolen from exhibits at any time.

IMPORTANT

Exhibitors should not leave removable/valuable goods unattended on the stand at any time, particular attention should be given to goods awaiting collection from the freight forwarder/lifter.

Admission rights

The ESC may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of the congress, who refuses to comply with the local safety rules or with the content of these Guidelines.

Insurance

See Chapter See Chapter 7 "General terms and conditions".

1.7 EXHIBITOR REGISTRATION, STAND ACTIVITY AND PROMOTIONAL REGULATIONS

ACCESS TO HALLS

Individuals without badges will not be allowed into the halls. It is the responsibility of the exhibitor contact person to ensure that all staff, visitors, stand personnel, etc. are aware of this restriction. Exceptions will not be made and the ESC will not be held responsible for any loss suffered by the exhibitor as a result of such an oversight.

NOTE

To ensure that all staff receives their badges before accessing the exhibition, we recommend that badges be picked up individually.



Access to exhibition

For Security reasons, access to the exhibition outside of opening hours is limited to persons holding an exhibitors' badge. Full fee paying delegates affiliated with an exhibiting company can also receive a green sticker for access to the exhibition outside of exhibition hours. Companies requiring access for full fee paying delegates to their stands outside of exhibition hours must provide the ESC with a complete list of relevant names prior the congress. Named delegates will be provided with the necessary stickers at the Exhibitor Registration desk and will be given access to the exhibition without the need to be accompanied.

Right of admission reserved

The ESC congress exhibition is accessible to certified healthcare professionals, associated press, industry representatives and other stakeholders in the science, management and prevention of cardiovascular disease. Animals are not allowed in the exhibition and should not be used on exhibits. Trained guide dogs for those with visual impairments are permitted but please advise a member of ESC staff on entry to the congress centre.

EXHIBITOR BADGES & REGISTRATION

Exhibitor registration types are reserved for staff working directly in the organisation and management of exhibits, satellite symposia and sponsored activities. They are not sold separately and bearers are subject to the restrictions contained within these Guidelines.

An exhibitor registration does not give the right to an official congress bag and/or (EBAC) accreditation.

Individuals wishing to visit the exhibition should purchase a delegate registration (full or day access). The practice of selling or promoting a product or service outside of a registered exhibit area is strictly forbidden. Persons not respecting this rule will be escorted from the congress centre and any right to participate held by such persons will be directly withdrawn.

Exhibitor registration

Exhibitors are obliged to wear their official ESC congress badges clearly visible at all times when in the exhibition area or any other part of the building. The wearing of any other badge, including company ID badges is not sufficient and will be considered as a violation of the Guidelines for Industry Participation. Exhibitor badges are intended for exhibiting company employees and agents of such companies only. There are three categories of exhibitor badges with different rights as follows:

Category 1: General Exhibitor badges

General Exhibitor badges will give access to the Exhibition halls and any Industry Sponsored Sessions organised by the affiliated company.

General Exhibitor badges will not allow access to the ESC Scientific Sessions and will not give access to a free journal subscription or accreditation.

When companies apply for badges they undertake to provide them to company employees only. Proof of affiliation will be requested. One congress bag per exhibiting company is only provided.

The final programme will be available in an electronic version on the ESC Web Site and on the Mobile App.

Category 2: Scientific Exhibitor badges

Each exhibitor is entitled to a defined number of Scientific Exhibitor Badges which will enable the bearer to access the Scientific Sessions of the ESC Congress.

Companies cannot order additional numbers of Scientific Exhibitor Registrations beyond the defined number allocated per stand.

This registration category does not give access to an official congress bag, free journal subscription or accreditation.

Name changes are possible upon surrender of the original badge against an administrative charge of €30 (excluding VAT) per name change. Name changes can be requested on-site throughout the congress; lost Scientific Exhibitor badges will not be replaced.

Category 3: Diamond Exhibitor badges

A premium level of registration is offered for senior staff of major exhibits which form a foundation of the cardiovascular exhibition. The number of diamond exhibitor badges is allocated depending on the stand size. Please refer to badge allocation in the Guidelines.

This badge type offer guaranteed access to the Scientific Sessions of the ESC Congress, as with a full delegate registration; however this registration category does not give access to a free journal subscription or accreditation.

Each diamond exhibitor may collect a congress bag and Invite up to 3 delegates into the Industry & CRT Lounge.

These badges are available in limited quantities based on the stand area rented and are not available for additional orders.

There is no ordering deadline for Diamond Exhibitor registrations – the stand coordinator named on the application form may arrange production of this badge type with two hours notice whenever the Exhibitor Registration desk is open until the allocated number of badges has been issued.

BADGE BENEFITS**General Exhibitor Badge:**

Access to Exhibition halls
Access to Sponsored Sessions of affiliated company
No access to ESC Scientific Sessions,
No journal subscription
No accreditation
One congress bag per exhibiting company



Free badge name order deadline: **15 July 2014**
Additional badge order deadline: **11 August 2014**

Scientific Exhibitor Badge

Access to Exhibition halls
Full access to ESC Scientific Sessions
No congress bag
No journal subscription
No accreditation
No additional paying badge orders



order deadline: **15 July 2014**

Diamond Exhibitor Badge

Access to Exhibition halls
Full access to ESC Scientific Sessions
One congress bag
Invite up to 3 delegates into the Industry & CRT Lounge
No journal subscription
No accreditation
No additional paying badge orders
No order deadline

Exhibitor badges with company name and/or individual name

All exhibiting companies have a fixed allocation of free General Exhibitor & Scientific Exhibitor badges (see badge allocation page 26). It is essential that the company name is the same as that provided for the exhibition listing. Exhibitors are entitled to a certain number

of these badges for free if ordered within the given deadlines; the number of free badges for each Exhibitor will be determined according to the floor space allocated as shown on page 26.

You may choose how your free badges are inscribed: either company name only or individual name & company name.



Free Badge name orders must be sent to the ESC Registration Department (groups@escardio.org) by **15 July 2014** using the form available on www.escexhibition.org/ESCcongress2014.

Additional General Exhibitor Badges

If the number of free Exhibitor badges is insufficient, extra general exhibitor badges (category I), with the company or individual name, may be purchased.

General Exhibitor badges may be pre-ordered at the early fee of €60 (excl. VAT) per badge before **11 August 2014**.

All other orders after this date will be handled on-site at the on-site fee of €75 (excl. VAT).

Badge fees

- Early fee (until **11 August 2014**) €60
- Name change (until **11 August 2014**) €30
- On-site fee (from **12 August 2014**) €75
- Lost badges will not be replaced; a new badge must be purchased.

NOTE

- It is not possible to order additional numbers of Scientific or Diamond Exhibitor Badges.
- Exhibitor badges ordered on-site must be paid for directly on collection at the Exhibitor Registration desk by credit card (VISA, Amex, MasterCard).
- Lost badges will not be replaced. In this case, a new exhibitor badge may be ordered when credentials from the exhibiting company are presented, at the on-site fee of €75 (excl. VAT).
- Unused badges will not be refunded, regardless of circumstances.
- Names on badges may be changed for a fee of €30 per badge until **11 August 2014**.



Exhibitor badge allocation

Stand size between:	General Exhibitor Badges	Scientific Exhibitor Badges	Diamond Exhibitor Badges
ETSA	3	2	
9 and 49 m ²	10	5	
50 and 99 m ²	15	10	
100 and 199 m ²	25	20	1
200 and 299 m ²	30	25	2
300 and 399 m ²	35	30	4
400 and 499 m ²	40	35	6
500 and 599 m ²	45	40	8
600 and 699 m ²	50	45	10
700 and 799 m ²	55	50	15
800 and 899 m ²	60	55	20
More than 900 m ²	75	75	25

Exhibitor badge collection

All Exhibitor badges should be collected at the Exhibitor Registration desk by the official contact person (whose name is given to the ESC as the main organising contact, when initially reserving exhibit space). Badges are NOT sent in advance of the congress. If the contact person details should change it is necessary that the new contact person has written proof of this change from the exhibiting company to show when picking up the badges.

Work passes

In the interest of safety, only those individuals directly responsible for the construction and dismantling of exhibits will be permitted in the exhibit areas during the construction and dismantling periods. To this end, work passes will be given out from the Fairexx office at the freight entrance during construction and dismantling phases.

Under no circumstances guests without work passes, exhibitor badges or delegate badges with green stickers will be allowed in the exhibit areas until 15.00 on Saturday 30 August 2014.

Work passes are valid during the construction period from Monday 25 August 08.00 hours until Saturday 30 August 15.00 hours and during the dismantling period from Tuesday 3 September, 20.00 hours until Thursday 4 September, 18.00 hours.

Registered exhibitors may gain access to the exhibition halls during build-up and dismantling times by showing their exhibitor badge at the entrance.

Working passes are issued on site when an Identity card bearing a recent photograph of the holder is

shown. Photo ID should be carried at all times on site. Work passes may not be ordered in advance.

Working passes will only be delivered in Gate 1 and at the Fairexx office (see traffic plan available on www.esccongress2014.org).

STAFFING ON STANDS

The space assigned to the exhibitor shall be staffed at the beginning of the exhibition on Saturday 30 August 2014 at 15.00, during the opening hours of the exhibition as well as during the construction and the dismantling and removal of the stand. The exhibitor shall make sure that either he/she or a person authorised by him/her is present at the site at all times. Unattended stands are a security risk to the exhibitor and, during open periods, are discourteous to delegates, fellow exhibitors and the ESC. Such cases will be considered as a violation of the Guidelines.

STAND ACTIVITY AND PROMOTION REGULATIONS

Activities on stands

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 performers is not allowed without the written permission of the ESC.

All stand activities must be submitted, using the form on www.esccongress2014.org, for the approval of the ESC by **21 July 2014**. After this date the ESC cannot guarantee approval. Non-approved stand activities will result in the exhibitor being obliged at their own expense to discontinue any such activity on-site and may risk penalties.

NOTE

- The ESC Congress 2014 official language is English.
- All flyers, items for distribution, promotional materials and presentations on stands and information on stand displays must be in English.
- Distribution of translated printed documents is permitted.

Presentations on stands

The focus of presentations should be product-related information and not on the presenters themselves. Celebrated or costumed presenters may be employed as long as they are not central to the presentation or its publicity. Where Key Opinion Leaders (KOLs) are employed as presenters, their presence should be discrete and not publicly advertised.

NOTE

The nature of the presentation should be informal; the titles of official ESC sessions such as "Meet the Expert" "Symposium" "Experts on the Spot" etc must not be used by companies to describe their presentation. The use of presentation titles is subject to prior approval by the ESC. All flyers, promotional brochures which refer to the presentation and are to be distributed to delegates during the Congress are subject to prior ESC approval. The activity or distribution of flyers pertaining to the presentation may be stopped onsite should approval not have been secured in advance.

Stand activities

Companies may organise stand activities in line with the information they have to communicate with the delegates. Stand activities should be focused on the product, scientific information to be communicated and companies should ensure that the perception of the activity is above all one of transfer of knowledge. All stand activities must be submitted to the ESC for approval. Interactive technology based activities may be accepted provided their focus remains product, scientific knowledge transfer and they have no negative impact on the exhibition area or other rules within this publication. As it would not be in the spirit of the perception of transfer of knowledge to communicate widely on specific stand activity, communication of all approved activities must remain "*low profile*" and no blatant publicity should be made. Stand activities must be declared to the ESC by using the appropriate form available for this purpose, see www.essexhibition.org/ESCcongress2014. When planning stand activities, Exhibitors shall refrain from:

- holding lotteries
- organising games of chance
- using "*market stall*" techniques
- distributing items with no scientific value
- using performance artists of any kind
- entertain delegates with sport or cultural events or any other way

Items for distribution

Exhibitors can distribute approved items to delegates on their stands and/or to those delegates participating in approved stand activities. The ESC recommends that items for distribution are of scientific or educational value with a maximum purchase value of €60. For items which have no scientific or educational value, the maximum purchase value must not exceed €10. Items should be equally available to all delegate or participants of stand activities; drawing winners is not allowed.

All items for distribution should be declared to the ESC using the form available for this purpose, see www.essexhibition.org/ESCcongress2014.

Each exhibitor should declare all items for distribution in advance with a description/picture and unit price using the form available on www.essexhibition.org/ESCcongress2014. For more advice on items for distribution approval, contact exhibition@escardio.org.

NOTE

- Non-scientific items for distribution must not exceed €10 purchase value.
- Items of scientific or educational value must not exceed €60 purchase value.
- Certain items such as digital cameras, MP3 players, tablet computers or other hi-tech, high value goods are not considered appropriate
- Approval of all items for distribution is at the discretion of the ESC.
- In the case of printed or electronic material for distribution, the intellectual ownership of content should not be a cause for dispute and images should not cause offence. Additionally, any quoted references should be clear and follow internationally accepted principles; scientific claims should be based on accepted evidence. ESC's decision in such matters will be considered final.

Distribution or display of materials by an exhibitor or its agents is limited to:

- The company's exhibition space only
- Sponsored Sessions (see applicable rules in Chapter 2)

IMPORTANT

- Items for distribution should be legal in the congress hosting nation, in terms of the item itself and any product advertised.
- Items for distribution must be safe for the user & not endanger health or reputation of congress participants or ESC.
- Items for distribution should be reasonable and to the value stated here, the item should in no way overshadow the main activity of the sponsor.
- The distribution must not disturb neighboring stands or cause queues outside the stand area.
- Each exhibitor is expected to show proof of purchase value either before or during the congress.
- Non-compliance will be considered a violation of these Guidelines.

Items which may be advertised

It is prohibited to advertise goods and services which have not been admitted (see stand space application form) to ESC Congress 2014 or to make publicity for organisations which do not occupy stand space at ESC Congress 2014. Exhibitors should be aware that they are held responsible for any material on which their logo and / or name appears. This applies especially to any brochures produced and distributed by a third party.

Audio & visual activities

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 lighting, computer monitors and television screens is acceptable within the stand space as long as no disturbance is caused. Sound and lighting effects should be contained within each stand area. If the ESC judges that a disturbance is being caused, the exhibitor is to halt the activity immediately. If this is not done, the ESC reserves the right to make the necessary arrangements at the expense of the exhibitor. A refusal to lower the sound level or halt an activity will be considered a violation of these Guidelines. Licensing for copyrighted work is the sole responsibility of the exhibitor.

Photography & filming

Please see Chapter 5 "ESC Industry media policy" for further details.

No part of the building or of the exhibition may be photographed or filmed without permission of the ESC or of the relevant Exhibitor. The ESC is entitled to photograph, draw or film installations, stands, as well as exhibits to use these reproductions in its publications and in the press. The exhibitor is entitled to photograph or film his own exhibition stand during exhibition hours or build-up and dismantling periods for professional use only.

The service of an official ESC photographer will be offered to exhibitors; details will be available in the Fira Barcelona Exhibitor services Ecommerce on www.esccongress2014.org/ESCcongress2014.

Special effects

"Special effect" lights, laser, sound & video projection/recording on the stand will only be allowed:

- when the effect is limited to the rented stand area
- if it is proven that there is no health or safety risk
- and when written permission from the ESC has been achieved

Prohibited activities

Exhibitors are not allowed:

- To display or use names or trademarks which may be misleading or cause hindrance to the exhibitors at other stands or to visitors to ESC Congress 2014

- Barring exemption applied for and granted, to sell goods against surrender of the purchased items or to receive money in any way for goods sold or offered for sale or for services rendered
- To affix sold-tags to goods on display
- To remove exhibits from the stand, to add exhibits to the stand or to cover (parts of) exhibits on the stand

Stands should not be dismantled or items removed prior to the end of the congress, **Wednesday 3 September 2014** with the exception of valuable items (e.g. machinery, devices, books). See Exhibition access timetable in section I.4 "Exhibition schedule".

Badge scanning and market research

- All stand activities must be confined within the stand perimeter. Badge scanning by hostesses or staff members as well as market research / questionnaire polling must be held on the stand space only. It is forbidden to conduct such activities in the aisles of the Exhibition or in any other area of the congress centre.
- Exhibitors are allowed to scan the badges of congress participants with their approval. A registered congress participant cannot be refused entry to a booth if they do not wish their badge to be scanned.

Promotion rights

The use of any ESC corporate branding and visuals (such as logos, images, graphics, graphic chart), without written permission, is strictly forbidden in any advertising, publicity, signage, product, printed matter, film, video, other media, etc. without prior request and subsequent written approval from the ESC. A dedicated congress graphic has been created for the ESC Congress and can be freely used by exhibitors in their communications. The graphic must not be distorted or altered in any way.

A copy of the ESC Corporate Identity Rules and Regulations, the Branding Guidelines and ESC Corporate Logos and Visual form request may be obtained at following web address: www.esccardio.org/about/how/policies/Pages/corporate-identity.aspx.

For further information, please contact: communications@esccardio.org.

Exhibitors or their agencies are not allowed to reproduce texts that have been specially produced by ESC for use in publications such as the Preliminary Programme, the Guidelines for Industry Participation, the Advance Programme, the Final Programme, exhibitors' listing or any similar material posted on ESC Web Sites.

Exhibitors or their agencies are not allowed to reproduce graphic representations of the building or hall layout that have been specially produced by the ESC for use in publications such as the Preliminary



Programme, the Guidelines for industry Participation, the Advance Programme, the Final Programme, the Industry Programme or any similar material posted on the ESC Web Site.

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 Educational Scientific Session as well as during any company-organised event at the venue or in the city of the congress. The ESC reserves the right to request a copy of the authorisation or proof of payment of the 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 Organisation website: www.wipo.int and www.wipo.int/treaties.

Regulation on participation at medical congress exhibitions

Exhibitors are advised to consult the Codes of Practice of their governing bodies and the Spanish Ministry of Health for information and guidance on regulations around attendance at medical congress exhibitions. In all cases, exhibitors are responsible for ensuring that their promotion during the congress is legally and ethically acceptable in Europe and, in particular, Spain.

STAND PROMOTION

For further details on how to promote your stand presence, please consult the sponsorship opportunities in Chapter 3 "Participation & Sponsorship Opportunities".
Company and product description

Each exhibitor will be able to detail their participation in the Industry Programme and Mobile App. Companies will also be listed in the Final Programme and on the ESC Web Site.

The deadline for submitting company and product description is **25 April 2014**.

The ESC cannot guarantee the inclusion of your product description in above publications if received after this deadline.

1.8 EMERGING TECHNOLOGY SHOWCASE AREA (ETSA)

The European Society of Cardiology sponsors an exhibit area for fledgling organisations with innovative new technology which could have a positive effect on cardiovascular healthcare. The Emerging Technology Showcase Area is a distinct area where exhibits sharing an ESC visual identity are on prominent display to congress participants.

ELIGIBILITY

The creation of ETSA was in response to the specific requirements of start-up companies in the development stage of their cardiovascular technology product or service. It is not intended as a cost effective alternative to the conventional exhibition - companies not meeting the criteria below are invited to apply for exhibit space as detailed elsewhere in this chapter.

Requirements for ETSA applicants

The innovative value of each product or service to be presented must meet with the approval of the Congress Programme Committee (CPC). The decision of the ESC Congress 2014 CPC will be final.

- Global revenue of the company shall not exceed €10,000,000
- Companies should be independent and privately held, established for less than five years
- The technologies for exhibit should fall within the following areas: medical devices, biotechnology, software innovations and medical equipment
- Companies should not have exhibited at previous ESC Congresses, unless within the ETSA

Conditions for eligible applications

- Space will be made available to companies for a maximum of two consecutive years
- Only one space can be hired per organisation. Any exceptions must be approved by the CPC
- ESC will provide a fully equipped and uniform stand structure and furniture package. Beyond this companies will be expected to respect the nature and purpose of this area, e.g. the discussion and

exchange of information relative to new technology. No changes or additions should be made to the ETSA stand package beyond basic decoration and the maximum addition of one 3m long pop up display with a maximum height of 2.5m and a 28 inch plasma screen or laptop presentation

- All guests, staff and agents working in the ETSA must wear a valid exhibitor badge at all times
- Rules elsewhere in this chapter, dealing with topics such as promotion, safety and contractual obligations apply equally to ETSA participants

WHAT IS THE COST?

An ETSA package will be made available to eligible organisations for a price of €2 500 excl. VAT.

What is included in the cost?

Stand

- 9m² stand space
- Stand structure in white & petrol green colour, incorporating locking storage cupboard
- Petrol green carpet
- Fascia board showing company name (max 25 letters)
- Electricity connection (min. 1kW) & consumption
- Lighting
- Furniture: table & chairs
- DSL internet connection

Badges

- 5 exhibitor badges (3 general & 2 scientific exhibitor badges)

Promotion

- Listed on www.escardio.org with other registered exhibitors
- Organisational description will be published within the Industry Programme and Mobile App.
- Companies will be listed in the Final Programme and on the ESC Web Site

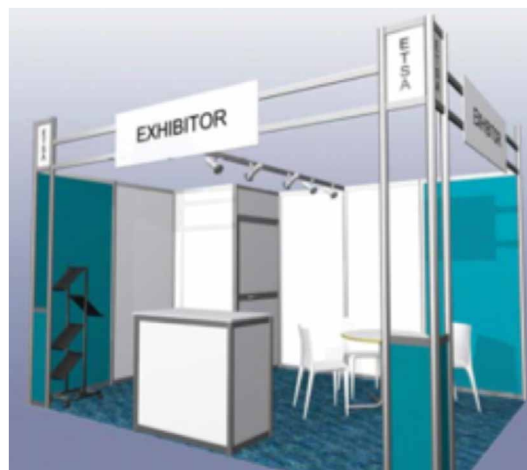
Accrued point

ETSA participant companies are credited with 5 accrued points. This will serve to assist the company in securing a better choice in location, if moving from ETSA to a regular exhibit space.

HOW TO APPLY?

Questions relating to ETSA participation should be addressed to the ESC Industry Services Team (exhibition@escardio.org).

Application



should be made using the stand space application form on the ESC Industry Portal:

www.escehhibition.org/ESCcongress2014

Submissions are required by 24 February 2014.

Once approved by the CPC, an exhibit space will be assigned to the company and a confirmation and invoice will be sent by email. Settlement should be made in full within thirty days of the invoice issue date.

Company & product description

Successful applicants are invited to send a description of their technology to ESC using the e-form available on www.escehhibition.org/ESCcongress2014 by **25 April 2014**, to be featured on publication.

Badges

For the five complementary exhibitor badges, the names should be sent to the ESC Registration Department (groups@escardio.org) by **15 July 2014**.

Stand activity

Should be declared before **21 July 2014** using the form available on www.escehhibition.org/ESCcongress2014

Cancellations

Only application forms with signed order forms will be taken into consideration. By signing the order form, the company accepts the conditions of sales and cancellations fees contained in the Guidelines for Industry Participation and any supplementary provisions.

Please ensure full commitment before applying for an ETSA place.

For all payment, invoicing and cancellation information, please see Chapter 6 "Finance and Invoicing".



2. SPONSORED SESSIONS



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NEW THIS YEAR

- Stage set-up for panel discussion
- Satellite Symposia – Experts on the Spot
- Non-scientific items for distribution must not exceed €10 purchase value
- Educational value items for distribution must not exceed €60 purchase value

Calcified coronary plaque

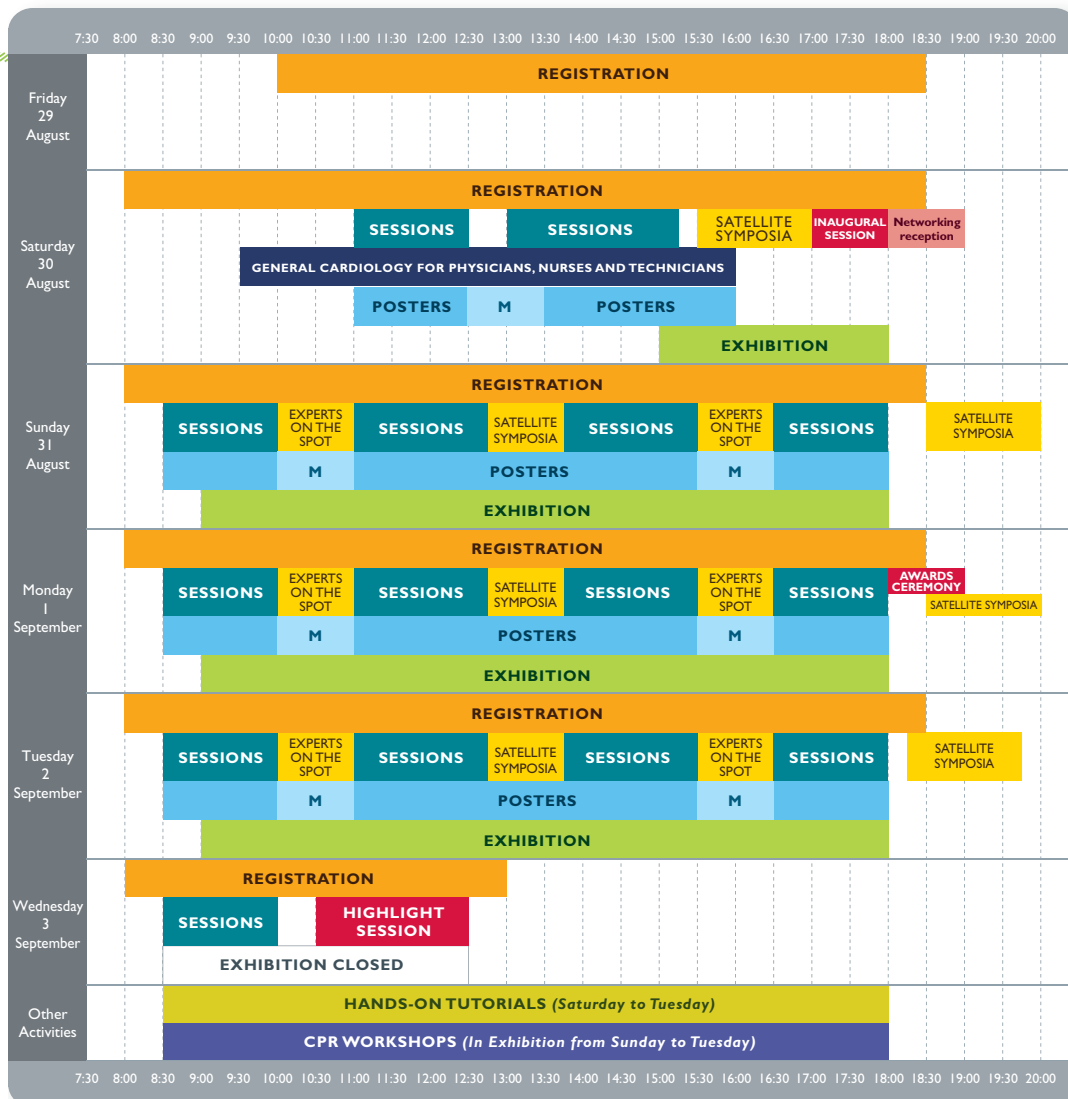
2.1 KEY DATES

Left main	 Klaus Fuglestad KOFOD (Copenhagen - DK)
False positive?	ESC CONGRESS 2013
30 November 2013	Satellite Symposia and Hands-On Tutorials cancellation fee 10% of total amount due
13 January 2014	Deadline for applications with priority status
From 2 December - 28 February 2014	Satellite Symposia and Hands-On Tutorials cancellation fee 50% of total amount due
28 February 2014	Notification of assignments of timeslots and rooms
1 March 2014	Satellite Symposia and Hands-On Tutorials cancellation fee 100% of total amount due
31 March 2014	Deadline for receiving complete scientific programmes
25 April 2014	Notification of scientific programmes approval
31 May 2013	Deadline for printing scientific programmes in the Final Programme
30 June 2014	Last deadline for payments
30 August - 3 September 2014	ESC Congress 2014

Embargo regulations:

It is strictly forbidden to hold industry scientific meetings or other formal gatherings outside the congress premises between 24 August and 7 September 2014.

SCHEDULE ESC CONGRESS 2014



*M = Moderated Posters

2.2 CME ACCREDITED PROGRAMMES

Satellite Symposia can be CME Accredited. The supporting company is free to choose their CME provider and support the programme via an unrestricted educational grant.

CME or EBAC Accredited programmes should be booked in the same timeslots as a Sponsored Session.

EUROPEAN BOARD FOR ACCREDITATION IN CARDIOLOGY (EBAC)

EBAC works in cooperation with the EACCME (European Accreditation Council for CME) and EBAC. CME credits are recognised in most European countries which have a running CME system. EBAC CME credits can also be reported to the American Medical Association.

The EBAC accreditation, granted by a board of specialists widely recognised in the field of cardiology, confirms the scientific and educational quality of programmes proposed by national and international scientific or academic organisations and institutions, such as medical professional organisations, universities or teaching hospitals.

EBAC provides accreditation to educational programmes such as events and distance learning courses. EBAC is an independent body constituted of European specialists in cardiology and medical education. EBAC accreditation confirms the scientific & educational quality of a programme, and allows the participants to receive continued medical education (CME) credits for the time spent in the educational activity.

For more information you are welcome to visit the EBAC website www.ebac-cme.org

- Satellite Symposia can be accredited by EBAC, the European Board for Accreditation in Cardiology.
- Satellite Symposia rates and rules apply except for specific EBAC promotional restrictions.

A Satellite Symposium with EBAC accreditation should fit in the standard time unit of 60-minute or 90-minute session.

A Satellite Symposium with EBAC accreditation is officially announced as "EBAC Accredited Educational Programme supported by an unrestricted educational grant from company X"

HOW DO I GET EBAC ACCREDITATION?

Application for EBAC accreditation can only be submitted by national and international scientific or academic organisations and institutions, such as medical professional organisations, universities or teaching hospitals. Each programme should have a designated Scientific Director, responsible for the quality of the programmes scientific content, and appointed by the applying institution or organisation. Applications can only be submitted via the EBAC on-line system (www.ebac-cme.org), and must include the following:

- Registration as a CME provider
- Completion of the on-line application form on www.ebac-cme.org
- Provision of EBAC endorsement letter, Course Director's Commitment and Programme
- Reception of the accreditation certificate

CME providers are asked to:

- Follow EBAC requirements concerning the publicity and the use of EBAC logo
- Distribute CME certificates to participants after the verification of their presence
- Send a post-course report to EBAC (template available on website)
- Host an EBAC monitor (upon request of the EBAC Board)

EBAC recommends submitting your programme 3 to 4 months before the event takes place and in any case no later than 8 weeks before.

NOTE

Submission must be compliant with deadlines required by the ESC Scientific Sessions deadlines. It is the responsibility of the CME Provider to manage deadlines.

HOW CAN I APPLY?

Applications for EBAC Accredited Educational Programmes may be submitted for the CME provider by a third party (for example: communication agency)

in respect of the Appointed Agencies. We would like to draw your attention to the fact that correspondence for EBAC accreditation should be made between this third party, EBAC and the ESC.

HOW MUCH DOES IT COST?

Companies applying for an EBAC accredited Educational Programme will pay the ESC the same fee as for a Satellite Symposia. A non-refundable administrative fee will be paid to EBAC at the time of submission of the application. The accreditation fee will be indicated when accreditation is granted.

APPOINTED AGENCY

Applications for EBAC Accredited Educational Programmes may be submitted for the CME provider by a third party (for example: communication agency). Please make sure all correspondence for EBAC accreditation is made between this third party, EBAC and the ESC.

- ESC should be informed in writing, which agency is appointed to manage EBAC Accredited Educational Programmes. Requests from unknown agencies will not be taken into consideration.
- These guidelines and the EBAC accreditation guidelines should be communicated to staff of appointed agencies by the organising companies.
- The appointed agency will work in accordance with the requirements of the CME provider and will be held accountable for its organised activities.

HOW TO COMMUNICATE ON AN EBAC SESSION?

- EBAC recommends sending any promotional materials (printed and electronic) bearing the EBAC logo and relating to EBAC Accredited Educational Programmes (programmes, invitations, posters, folders, abstract book...) for review and validation to ESC and the EBAC office.
- The EBAC Accredited Educational Programme promotional items must respect the EBAC template.

WHAT SHOULD NOT BE DONE?

- Promote in any way the educational programme as a « XYZ company supported programme » or invite participants to « the symposium of the XYZ Company ».
- Use corporate colours, visuals (publicity item pictures) in communication and publicity concerning the accredited programme.
- Use items with corporate visuals during the programme (pens, banners, notepads...).
- Distribute invitations, use roll-ups and posters of the accredited CME programme on the financial sponsor's stand, in the Exhibition area.
- Commercially publicise prior, during or after an EBAC Accredited Educational Programme (i.e. use of banners, pens, commercial logo...).

2.3 SATELLITE SYMPOSIA

WHAT IS A SATELLITE SYMPOSIUM?

45, 60 or 90 minutes satellite symposia allow for the review and discussion of recent trials and ongoing studies with the objective of providing the latest information on new therapies and techniques in cardiovascular medicine. Satellite Symposia can be organised by exhibiting or non-exhibiting companies and must be open to all registered delegates.

WHERE DO THEY TAKE PLACE?

These sessions are organised within the Congress Centre in fully furnished and AV equipped ESC lecture rooms ranging in size from 200 to 3000 seats.

WHEN DO THEY TAKE PLACE?

WHAT ARE THE COSTS?

Satellite Symposia should fit in the standard time unit of a 45-minute, 60-minute or 90-minute session. The table below illustrates the timeslots available for selection:

	Exhibitor Prices	Non-Exhibitor Prices
Saturday 30 August 2014		
15.30 – 16.15 (45 mins)	€24 000	€44 000
15.30 – 16.30 (60 mins)	€30 000	€50 000
15.30 – 17.00 (90 mins)	€36 000	€56 000
Sunday 31 August 2014		
13.00 – 13.45 (45 mins)	€24 000	€44 000
12.45 – 13.45 (60 mins)	€30 000	€50 000
18.30 – 19.15 (45 mins)	€24 000	€44 000
18.30 – 19.30 (60 mins)	€30 000	€50 000
18.30 – 20.00 (90 mins)	€36 000	€56 000
Monday 1 September 2014		
13.00 – 13.45 (45 mins)	€24 000	€44 000
12.45 – 13.45 (60 mins)	€30 000	€50 000
18.30 – 19.15 (45 mins)	€24 000	€44 000
18.30 – 19.30 (60 mins)	€30 000	€50 000
18.30 – 20.00 (90 mins)	€36 000	€56 000
Tuesday 2 September 2014		
13.00 – 13.45 (45 mins)	€24 000	€44 000
12.45 – 13.45 (60 mins)	€30 000	€50 000
18.15 – 19.00 (45 mins)	€24 000	€44 000
18.15 – 19.15 (60 mins)	€30 000	€50 000
18.15 – 19.45 (90 mins)	€36 000	€56 000
Plus lecture room rental:		
• 200 seats:	€1 000	
• 250 seats:	€1 200	
• 300 seats:	€1 400	
• 400 seats:	€1 800	
• 500 seats:	€2 000	
• 700 seats:	€2 800	
• 800 seats:	€3 200	
• 1 000 seats:	€4 000	
• 3 000 seats:	€10 000	
<i>All prices are exclusive of VAT</i>		

What is included in the cost?

- Standard room set-up
- Dedicated listing in the Scientific Programme Planner, Industry & Final Programme, Mobile App
- Slot to promote the session onsite in the Industry Display Racks
- Promotion in front of the session room (Roll-up and invitations)

For Non-Exhibiting companies the cost includes all the above as well as:

- 10 General Exhibitor Badges
- 5 Scientific Exhibitor Badges

BOOKING PROCEDURE

Exhibition stand

For all exhibitors, the following minimum stand size is required to hold a Satellite Symposium

- 45 minutes Satellite Symposium: 9 m²
- 60 minutes Satellite Symposium: 30 m²
- 90 minutes Satellite Symposium: 50 m²

Application forms

Please submit the completed application form available on our website: www.esccongress2014.org/escexhibition.org/ESCCongress2014.

Application deadline

Deadline for application with priority status is **13 January 2014** in order to be considered by the Congress Programme Committee (CPC). Applications received after this date will not be guaranteed to be assigned and are treated on a first come, first served basis.

Invoicing

- Companies will be invoiced for the requested service upon signature of the order form.
- Lecture rooms will be invoiced in March 2014.
- Cancellation fees will apply upon signature of the order form.

Submitting your scientific programme

The complete scientific programme of Satellite Symposia must be typed on the appropriate form provided by the ESC and available on www.esccongress2014.org/escexhibition.org/ESCCongress2014.

Deadline for scientific programme submission is **30 March 2014** in order to be approved to the Congress Programme Committee (CPC).

ASSIGNMENT OF SATELLITE SYMPOSIA


The points accrued over the four previous ESC Congresses and the date of receipt of the signed order form at the ESC offices (before 13 January), will determine the assignment of lecture rooms and timeslots.

- The preferred choice of a satellite symposium timeslot and lecture room upon application does not guarantee availability.
- Lack of availability of a preferred time-slot is not considered as a parameter for a customer refund.
- A limited number of lecture rooms are available in the building.
- Lecture Rooms can only be reserved through the ESC.
- The ESC reserves the right to allocate/modify lecture room and timeslot assignments at any time in line with the overall congress requirements.
- Due to the limited number of satellite symposia timeslots; please note the ESC cannot assure that you will be the only session organiser dealing with the same subject topics during your timeslot or during the same day.

LECTURE ROOM ACCESS AND SET-UP

Unless arranged otherwise, satellite symposia organisers have access to the lecture rooms, 15 or 30 minutes, before their scheduled timeslot. Unless otherwise arranged, satellite symposia organisers must clear the lecture room, 15 or 30 minutes, after their scheduled timeslot.

Standard room set-up

- 1 ESC room hostess
- 1 table per the number of entrances of the assigned room
- Chairs arranged theatre-style
- Stage set up in lecture rooms with 200, 250 and 300 seats: 1 table for 2 Chairpersons + 2 microphones + 1 VGA monitor
-  **NEW THIS YEAR** Lecture rooms over 400 seats will be set-up for panel discussion: Tables for 2 Chairpersons and 3 speakers + microphones + VGA monitor.
- 1 lectern + 2 microphones + computer networked with the Speakers' Service Centre
- 1 screen for projections
- 1 technician
- 1 video data projector
- 1 Information Screen (Room Gate Monitor) in front of the lecture room. (180cm height x 320cm width)

Any installations or alterations to lecture rooms may only be made with explicit approval of the ESC.

It is the session organisers' responsibility to select an adequate size room to accommodate all attendees in their session. The session organiser must plan appropriate staffing and/or security to avoid any problems. If this is not the case, for security reasons, the building has complete authority to block entrance into the rooms.

IMPORTANT

The ESC room hostess will be in charge of:

- Welcoming and briefing the Chairpersons and the Speakers on technical facilities
- Ensuring that sessions run on time

The ESC room hostess may not be used by the session organisers to distribute promotional materials or scan delegates.

Invitations

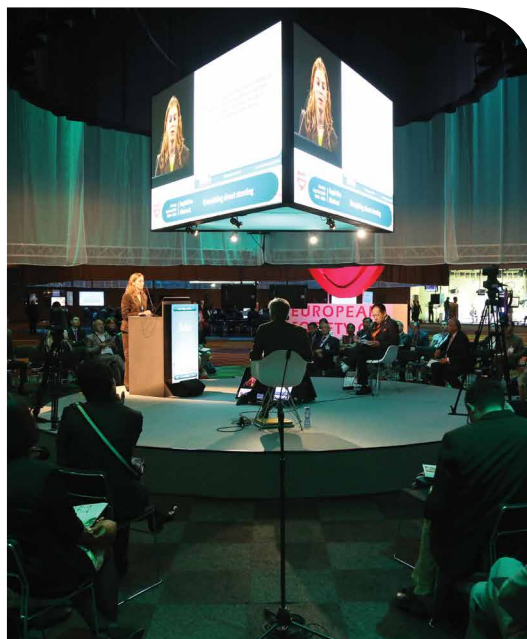
Invitations can be distributed at the entrance of the assigned room 30 minutes before the start of the session.

Lecture room roll-ups

Two Roll-ups (maximum height of 2.5m and maximum width of 1m (no electrical connections, no lights, and no sound) may be displayed in front of the lecture room door(s) 1 hour before the sessions start.

2.4 SATELLITE SYMPOSIA – EXPERTS ON THE SPOT**WHAT IS A SATELLITE SYMPOSIA - EXPERTS ON THE SPOT?**

Satellite Symposia - Experts on the Spot provides delegates attending or interested in Satellite Symposia and EBAC Accredited Educational Programmes with a further opportunity to question and exchange with topic experts in a concise and interactive format. Satellite Symposia – Experts on the Spot can be organised by exhibiting or non-exhibiting companies and must be open to all registered delegates.

**WHERE DO THEY TAKE PLACE?**

These short “camp-fire” style sessions will be arranged in the new state of the art Hubs located in the Central Village and designed to ensure experts interact with delegates.

Only four rooms of 250 seats each will be available during each timeslot.

**WHEN DO THEY TAKE PLACE?
WHAT ARE THE COSTS?**

Satellite Symposia – Experts on the Spot should fit in the standard time unit of 30-minute session to take place during the coffee breaks. The table illustrates the timeslots available for selection:

	Exhibitor Prices	Non-Exhibitor Prices
Sunday 31 August 2014		
10.15-10.45 (30 mins)	€12 000	€14 000
15.45-16.15 (30 mins)	€12 000	€14 000
Monday 1 September 2014		
10.15-10.45 (30 mins)	€12 000	€14 000
15.45-16.15 (30 mins)	€12 000	€14 000
Tuesday 2 September 2014		
10.15-10.45 (30 mins)	€12 000	€14 000
15.45-16.15 (30 mins)	€12 000	€14 000
Room rental and standard set-up included.		
All prices are exclusive of VAT		

What is included in the cost?

- Standard room set-up
- Dedicated listing in the Scientific Programme Planner, Industry & Final Programme, Mobile App
- Slot to promote the session onsite in the Industry Display Racks
- Promotion in front of the session room (Roll-up and invitations)

BOOKING PROCEDURE

Exhibition stand

The condition to hold a Satellite Symposia – Experts on the Spot session is to already hold a Satellite Symposia or an EBAC Accredited Educational Programme during the ESC Congress 2014. Therefore, for all Exhibitors, an exhibition stand is required. Please refer to § 2.6 “General Rules Governing the Sponsored Sessions”.

Application forms

Please submit the completed application form available on our website: www.esccongress2014.org/esccongress2014.

Application deadline

Deadline for application with priority status is **13 January 2014** in order to be considered by the Congress Programme Committee (CPC). Applications received after this date will not be guaranteed to be assigned and are treated on a first come, first served basis.

Invoicing

- Companies will be invoiced for the requested service upon signature of the order form.
- Cancellation fees will apply upon signature of the order form.

Submitting your scientific programme

The complete scientific programme of Satellite Symposia – Experts on the Spot must be typed on the appropriate form provided by the ESC and available on www.esccongress2014.org/esccongress2014.

Deadline for scientific programme submission is **30 March 2014** in order to be approved to the Congress Programme Committee (CPC).

The scientific programme of Satellite Symposia – Experts on the Spot sessions should be in line with what has been presented during the Satellite Symposium or EBAC Accredited Educational Programme. The intention is to provide a session where the expert could be “put on the spot” for more in depth Q&A. The session organiser is permitted to invite speakers different from those participating in the Satellite Symposium or EBAC Accredited Educational Programme.

ASSIGNMENT OF SATELLITE SYMPOSIA – EXPERTS ON THE SPOT

The points accrued over the four previous ESC Congresses and the date of receipt of the signed order form at the ESC offices (before 13 January), will determine the assignment of the Hub rooms and timeslots.

- The preferred choice of a Satellite Symposia – Experts on the Spot timeslot and lecture room upon application does not guarantee availability.
- Lack of availability of a preferred time-slot is not considered as a parameter for a customer refund.
- Only 4 Satellite Symposia – Experts on the Spot rooms are available per timeslot.
- Rooms can only be reserved through the ESC.
- The ESC reserves the right to allocate/modify room and timeslot assignments in line with the overall congress requirements.
- Due to the limited number of Satellite Symposia – Experts on the Spot timeslots; please note the ESC cannot assure that you will be the only session organiser dealing with the same subject topics during your timeslot or during the same day.

ROOM ACCESS AND SET-UP

Satellite Symposium – Experts on the Spot organisers will have access to the lecture rooms 15 minutes before their scheduled timeslot and must clear the lecture room 15 minutes after their scheduled timeslot.

Standard room set-up:

- 1 ESC room hostess
- 1 technician
- Chairs arranged in a circular-style
- Central rounded stage for up to 5 moderators + handheld microphones + 1 VGA monitor
- 1 lectern + microphones + computer networked with the Speakers' Service Centre
- 3 projection screens mounted in a triangle
- Several Information Screens around the circumference of the room.

NOTE

Installation of extra materials or any alterations to the Hub rooms is not allowed.

It is the session organisers' responsibility to plan appropriate staffing and/or security to avoid any problems. If this is not the case, for security reasons, the building has complete authority to block access to the rooms.

IMPORTANT

The ESC room hostess will be in charge of:

- Welcoming and briefing the Chairpersons and the Speakers on technical facilities
- Ensuring that sessions run on time.

The ESC room hostess should not be used by the session organisers to distribute promotional materials or scan delegates.

Invitations

Invitations can be distributed only in the direct vicinity of the assigned Hub room 30 minutes before the beginning of the session. It is forbidden to distribute invitations in the vicinity of other Hub rooms or other locations in the congress centre.

Room roll-ups

Two Roll-ups (maximum height of 2.5m and maximum width of 1m (no electrical connections, no lights, and no sound) may be displayed in the direct vicinity of the assigned Hub room 1 hour before the sessions start.

2.5 HANDS-ON TUTORIALS**WHAT IS A HANDS-ON TUTORIAL?**

Hands-On Tutorials offer companies a means of associating with the educational requirements of delegates in an exclusive and intimate environment. These industry sponsored tutorials provide participants with an opportunity for one-on-one learning from clinical and/or technical experts on specific areas of expertise.

WHERE DO THEY TAKE PLACE?

Hands-On Tutorials are organised in dedicated rooms within the Exhibition Hall, signage will clearly direct delegates to this learning destination.

WHEN DO THEY TAKE PLACE?**WHAT IS THE COST?**

Hands-On Tutorials sessions can be organised from **Saturday 30 August** to **Tuesday 02 September 2014**, between 08.30 and 18.00

Exhibitor

€ 34 000

Non-Exhibitor

€ 50 000

All prices are exclusive of VAT

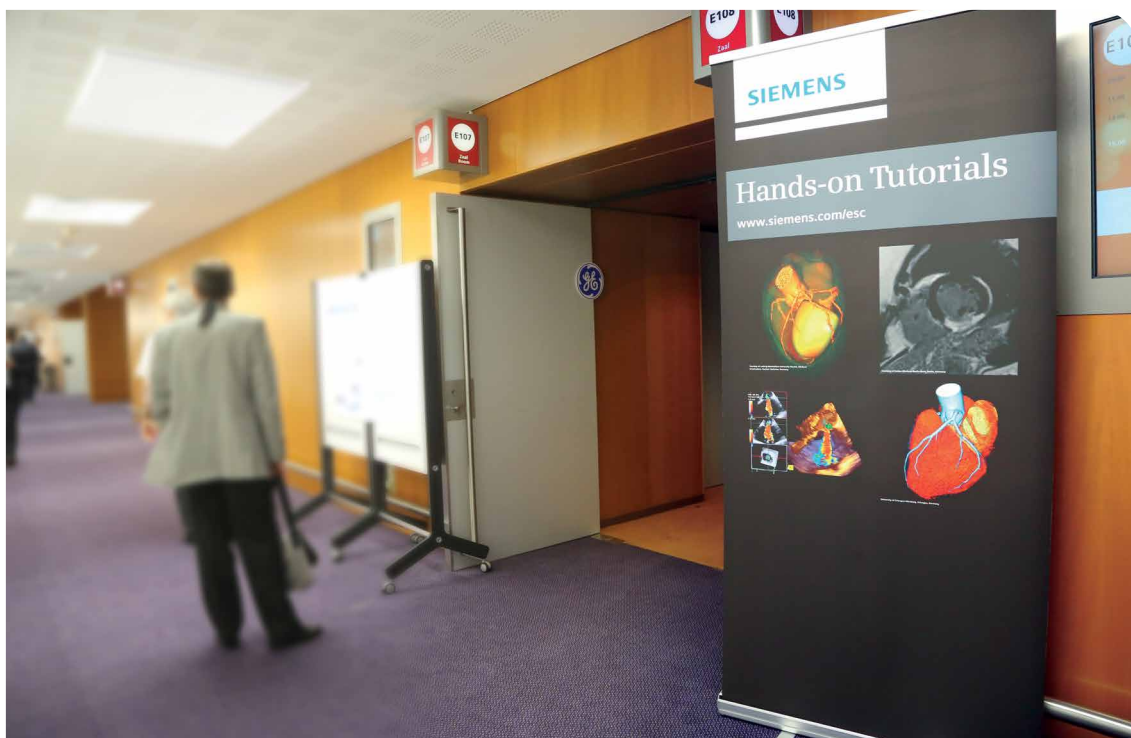
What is included in the cost?

- Standard 77.5 m² room
- Rooms will include electricity, air-conditioning and daily cleaning
- Dedicated listing in the Scientific Programme Planner, Industry & Final Programme, Mobile App
- Slot to promote the session onsite in the Industry Display Racks
- Promotion in front of the session room (Roll-up and invitations)

For Non-Exhibiting organising companies the cost includes all of the above and:

- 10 General Exhibitor Badges
- 5 Scientific Exhibitor Badges





BOOKING PROCEDURE

Exhibition stand

For all exhibitors, a stand size of minimum 30m² is required to hold a Hands-On Tutorial.

Application forms

Please submit the completed application form available on our website: www.esccongress2014.org/escexhibition.org/ESCCongress2014.

Application deadline

Deadline for application with priority status is **13 January 2014** in order to be considered by the Congress Programme Committee (CPC). Applications received after this date will not be guaranteed to be assigned and are treated on a first come, first served basis.

Invoicing

- Companies will be invoiced for the requested service upon signature of the order form.
- Cancellation fees will apply upon signature of the order form.

Submitting your scientific programme

The complete scientific programme of Hands-on Tutorials must be typed on the appropriate form provided by the ESC and available on www.esccongress2014.org/escexhibition.org/ESCCongress2014.

Deadline for scientific programme submission is **30 March 2014** in order to be approved to the Congress Programme Committee (CPC).

ASSIGNMENT OF HANDS-ON TUTORIALS

Hands-On Tutorials rooms are assigned on a first-come, first-served basis. A limited number of rooms are available in the building for this purpose and can only be reserved through the ESC. The ESC has the right to modify room assignment in case of last minute changes.

ROOM ACCESS AND SET-UP

- Unless otherwise agreed, Hands-On Tutorial organisers will have access to their assigned room on **Thursday 28 August 2014**.
- Hands-On Tutorials organisers must bring their own consoles, projectors and other necessary equipment.
- All Furniture and audiovisual equipment over and above the standard set-up will be at the cost of the Hands-On Tutorials organisers.
- 2 keys per room will be provided.
- Session organisers must plan appropriate staffing and/or security to avoid any problems. If this is not the case, for security reasons, the venue has complete authority to block entrance into the rooms.

Access timeslot & deadlines

Hands-On Tutorials set-up should start on Thursday 28 August 2014 and must be finished by 20.00 on Friday 29 August 2014.

Hands-On Tutorials dismantling should start on Wednesday 3 September 2014 at 13.00 and must be finished by Thursday 4 September 18.00.

Companies must ensure set-up is completed and the necessary packing material removed from the room by the end of the timeslot provided. If it appears to the ESC, that the equipment and furnishing and/or the set-up and installation of the room will not be completed by the deadline, the organisers shall be entitled to take all measures they may deem necessary. All arising costs shall be paid by the Session organisers in full with no right to refund.

Vehicle access for unloading

Vehicles will not be allowed access to the fairground before the date and time mentioned on the Access Schedule within this chapter.

Transport regulations/handling

The official forwarder for ESC Congress 2014 is:

Fairexx Logistics for Exhibitions GmbH

Mr. Marco Junghans, Managing Director

Tel: +49 30 4403 4711

Fax: +49 30 4403 4779

Email: contact@Fairexx.com

Within the limits of the Fira Barcelona, Fairexx and its agents act with the authority of ESC on its behalf in matters concerning vehicle logistics & security, freight forwarding, freight lifting and storage of goods.

Only Fairexx motorised vehicles, pallet trucks or any form of trolley are allowed within the congress centre during the congress opening times.

For all delivery and access logistics matters, please see Chapter 1. Exhibition and refer to 1.5 Exhibition Technical Guidelines.

Access Schedule

Thursday, 28 August

08.00-13.00 Vehicles access to the fairground

Friday, 29 August

08.00-19.00 Vehicles access to the fairground

From 18.00 Empty packing cases must be removed from the Hands-On Tutorials rooms.

From Saturday, 30 August to Tuesday, 02 September

08.30-18.00 Hands-On Tutorials rooms open

Wednesday, 03 September

08.00-13.00 No dismantling and no vehicle access to the fairground

13.00-24.00 Dismantling – full vehicle access to fairground

Thursday 4 September

08.00 – 18.00 Dismantling – full vehicle access to fairground (last day)



Room signage

Hands-On Tutorials organisers may place signage on the outside wall of the assigned room; this signage cannot carry product names or references and should be limited to company name, corporate logo, congress image and Hands-On Tutorial Agenda.

All signage needs to be approved by the ESC.

Room roll-ups

One Roll-up (maximum height of 2.5m and maximum width of 1m (no product names or logos) may be displayed in front of the assigned room.

NOTE

Information screens promoting the sessions are not allowed outside the room. Signage and promotion within the room is permitted.

2.6 GENERAL RULES GOVERNING SPONSORED SESSIONS

BOOKING PROCEDURE

Exhibition stand

For all exhibitors, the following minimum stand size is required to hold a Sponsored Session:

Satellite Symposia and EBAC Accredited Educational Programmes

- 45 minutes Satellite Symposium: 9 m²
- 60 minutes Satellite Symposium: 30 m²
- 90 minutes Satellite Symposium: 50 m²

Hands-on-Tutorials

- A stand size of minimum 30m² is required to hold a Hands-On Tutorial.

An application for a Sponsored Session by a product alliance, does not entitle each sponsor to a non exhibitor fee. Each sponsor must hold a stand in their own right.

Application forms

Please submit one completed application form for each activity.

E-application forms are available on our website: www.esccongress2014.org/ESCCongress2014

Application deadline

Deadline for application with priority status is **13 January 2014** in order to be considered by the Congress Programme Committee (CPC). Applications received after this date will be treated on a first come, first served basis with no guarantee of availability to assign.

If several companies apply for satellite symposia on the same topic, the Congress Programme Committee (CPC) reserves the right to assign them different dates in order to avoid overlapping. The CPC makes the final decision on whether an application is accepted or rejected and cannot be held responsible for these decisions. No appeals are possible.

The scientific programme of Sponsored Sessions received after **31 May 2014** cannot be printed in the Final Programme.

Appointed agency

- Sponsoring industries should inform the ESC, in writing, which agency is appointed for which session, with the corresponding session number. Requests from unknown agencies will not be taken into account.
- Applications for Sponsored Sessions must be submitted by the sponsoring industry. Correspondence should be made exclusively between this company and the ESC.
- It is not the role of any agency to make initial enquiries or reservations with the ESC independently of the sponsoring industry.
- The named agency cannot fully act as if it were the company itself and the company will continue to be held entirely responsible and accountable for activities organised in its name by its agency.
- The ESC has created these Guidelines as an essential tool on how to host an Sponsored Session. It is obligatory that every appointed agency read these Guidelines and all other documents posted on www.esccongress2014.org website in order to have a proper working relationship with the ESC congress division. The Sponsors is responsible for communicating these guidelines to staff and appointed agencies.
- The ESC reserves the right to inform the Sponsor if the appointed agencies have not read or understood the Guidelines and the companies will ensure smooth communication is re-established.

Invoicing

- Companies will be invoiced for the requested service upon signature of the order form.
- Lecture rooms will be invoiced in March 2014.
- Cancellation fees will apply upon signature of the order form.
- Precise and definitive accounting information must be provided on the initial e-application form.
- The ESC cannot reissue invoices for missing or incorrect data (addition of Purchase Order, changes of billing address).

For all payment, invoicing and cancellation information, please see Chapter 6 "Finance and Invoicing".

PREPARING YOUR SPONSORED SESSION SCIENTIFIC PROGRAMME

Submitting your scientific programme

The complete scientific programme of Sponsored Sessions must be typed on the appropriate form provided by the ESC and available on www.esccongress2014.org/ESCCongress2014

The deadline for scientific programme submission is **30 March 2014** in order to be approved to the Congress Programme Committee (CPC).

A complete programme includes the following:

- Learning Objectives (for publication on the Scientific Programme and Planner only)
- Title of the session
- Topic number chosen on the ESC Congress 2014 topic List
- Duration of the session
- Proposed name of the Satellite Symposia chairperson(s):
2 mandatory for 90-minute Satellite Symposia /
1 mandatory for 45 and 60-minute Satellite Symposia
- Title of each presentation with their duration and topic number
- Complete addresses of chairpersons and speakers

NOTE

The scientific programme of Satellite Symposia – Experts on the Spot sessions should be in line with what has been presented during the Satellite Symposium or EBAC Accredited Educational Programme. The intention is to provide a session where the expert could be "put on the spot" for more in depth Q&A. The session organiser is permitted to invite speakers different from those participating in the Satellite Symposium or EBAC Accredited Educational Programme.

Approval of scientific programmes

Sponsored sessions' scientific programmes must be reviewed by the ESC Congress Programme Committee (CPC). The CPC approval, is a board of specialists widely recognised in the field of cardiology. The CPC

confirm the sponsored sessions' scientific value. The CPC members will meet in April 2014 in order to review each programme. The CPC approval or suggestions for changes will be communicated to the sponsored sessions' organisers. These recommendations must be taken into considerations.

NOTE

The CPC stresses that the sessions should allow adequate time for discussion and presentation. The CPC expects organising companies to take this into consideration to maintain the overall quality of Sponsored Sessions with regards program objectivity, balance, and scientific rigor. The programme proposal will not be accepted if it is judged to be promotional rather than educational.

- No product names or brand names are allowed in the title or in the scientific programme of the session.
- The session or presentation titles may contain a generic name.
- No abstract forms need to be submitted for Sponsored Sessions.
- Abstract poster sessions are not allowed during the session or during receptions before or after the session.

IMPORTANT

All "Generic" titles such as Introduction / Conclusion / Discussion will not be accepted solely as presentation title. These presentation titles will be completed by the main session title. This is to ensure the proper display of a session on ESC online publications.

Session identification number

A Session number will be assigned to identify each Sponsored Session.

Please include this number in all communications with the ESC. Please note that e-mails that do not contain this Session number will not be treated with the same efficiency.

Faculty management

- Sponsored Sessions Chairpersons and Speakers are not considered as ESC "Invited Speakers" and must be contacted by the sponsoring industries themselves to arrange registration, travel and accommodation details.
- Speakers and chairpersons cannot participate in two parallel sessions. In this case, the two companies concerned and the relative speakers will be informed and requested to resolve the situation. It is the responsibility of the sponsoring industry to ensure there is no timing conflict with parallel sessions. The ESC cannot be held responsible for any scheduling conflict.

Disclosure of conflict of interest

Declaration of interest will allow the audience to take potential conflicts of interest into account when assessing the objectivity of the presentation.

- The session organiser confirms that all Chairpersons/ Speakers participating in their programme have fully agreed to provide the session organiser with all potential conflicts of interest that may arise from their presentations.
- A declaration of interest does not necessarily indicate a bias. However it is our ethical obligation to inform organisers and participants so that they are made aware of any relationship that might cause unintentional bias.
- A potential conflict of interest may arise from various relationships, past or present, such as employment, consultancy, investments and stock ownership, funding for research, family relationship etc.
- The Congress Programme Committee requests faculty to declare all possible interest.
- Chairpersons/Speakers are requested to declare interest regarding their current presentation on their first slide and provide the audience with necessary time to read this slide.
- Chairpersons / Discussants are requested to declare interest regarding the topics of the presentations during the session on their first slide (if applicable) or orally at the beginning of the session.

A potential bias relevant to the topic of the accredited programme/text must be disclosed:

- At the beginning of the presentation for events
- On the introductory page of the CD ROM or Web module
- At the beginning or at the end of the CME article/text

Intellectual property and Copyright

Intellectual property law protects the legal rights of creators and owners in relation to intellectual creativity. These works can be in the industrial, scientific, literary or artistic domains. The four main types of intellectual property rights are patents, trademarks, designs and copyright. Copyright protects original literary, artistic, dramatic and musical works, sound recordings, films or broadcasts.

IMPORTANT

Copyright material can be copied for educational purposes if the copying is not done through reprographic means (e.g. by means of photocopying, facsimile, scanning or other mechanical device) and the source is acknowledged. The copied material cannot be used for commercial purposes.

Licensing for copyrighted work is the sole responsibility of the sponsor of the Industry Session.

Changes in the scientific programme content

- Changes cannot be made without the specific approval of the CPC
- Programme content received after 31 May 2014 will not be included in the Final Programme
- Changes will be included in Mobile App and to the Scientific Programme & Planner.
- Failure to adhere to announced/approved programme content will be considered a violation of the Guidelines for Industry Participation. This is valid for both the industry scientific activities (and/or any potential webcasts of the sessions).

PREPARING YOUR SPONSORED SESSION REQUIREMENTS**Badges, right of admission reserved**

- All persons involved in the organisation of the Sponsored Sessions (film crew, technicians, participants...) must have a valid badge: General Exhibitor*, Scientific Exhibitor**, Diamond Exhibitor***, active participant or day ticket.
- All persons attending the Sponsored Sessions must be registered either as active participants, exhibitors or journalists; persons without a badge will not be allowed to enter the room.
- Sponsored Sessions organisers are allowed to scan the badges of congress participants with their approval. A registered congress participant cannot be refused entry to a session if they do not wish their badge to be scanned.

**General Exhibitor Badges for Non-Exhibitors will give the holder access to the Sponsored Sessions of the organising company during the congress opening hours. These badges do not give the holder any exhibitor rights.*

***Scientific Exhibitor Badges for Non-Exhibitors will give the holder access to the scientific sessions of the ESC Congress. These badges do not give the holder access to an official congress bag and/or accreditation.*

****Diamond Exhibitor Badges will give the holder access to the scientific sessions of the ESC Congress. These badges give the holder access to an official congress bag.*

Speaker Service Centre (SSC)

ESC Congress 2014 offers computerised presentation facilities for all lectures. The use of the Speaker Service Centre is mandatory, free, and offers audio-visual assistance to all speakers.

The Speaker Service Centre will be open as follows:

The Speaker Service Centre will be open as follows:

- On Saturday 30 August 2014: 7:30 - 19:00
- On Sunday 31 August 2014: 7:30 - 19:00
- On Monday 1 September 2014: 7:30 - 19:00
- On Tuesday 2 September 2014: 7:30 - 19:00

To avoid last minute technical problems, session organisers are strongly encouraged to make sure their speakers use the Speaker Service Centre to preload all presentations at least 3 hours prior to the session. If speakers choose to use their own laptop, responsibility for the technical outcome is completely assumed by the session organisers.

Overflow

- Overflow on the information projection screen in front of the lecture rooms will be made available upon request – companies need to approach the ESC room hostess.
- Once the lecture room assignment is complete, if suitable lecture rooms remain, companies are cordially invited to request an additional lecture room to create their own overflow area. Please note that this facility must be paid for no later than one month prior the congress, by the organising company. The ESC has the right to modify demands as it sees fit to best accommodate as many requests as possible.
- When a suitable lecture room is available, onsite requests for an overflow room will be charged as follows:
 - 200 seats: €1 000
 - 250 seats: €1 200
 - 300 seats: €1 400
 - 400 seats: €1 800
 - 500 seats: €2 000

Catering

- The ESC does not guarantee that suitable space will be available to organise catering before or after their scheduled sessions.
- When suitable space is available, Sponsored Session organisers may organise receptions before or after their scheduled sessions.
- Receptions can only be organised with the ESC official caterer.
- Lunch boxes will be obligatorily placed within the lecture room to serve the delegates attending the Sponsored Session rather than passers-by. Exception made for lecture rooms with insufficient space within the room.
- Reception space cannot be used for entertainment, poster displays, presentations or any other promotional purposes.
- Reception space must be open to all registered congress participants.
- Sessions organisers are encouraged to guarantee a healthy and balanced catering service to their delegates.
- Companies will have the right to serve alcoholic beverages during the receptions organised at the following dates and times only:
 - Saturday 30 August 2014: after 18.00
 - Sunday 31 August 2014: after 20.00
 - Monday 1 September 2014: after 20.00
 - Tuesday 2 September 2014: after 19.45

Extra services

The costs for any extra orders (i.e. catering service, extra audio-visual equipment, extra furniture, extra decoration, extra hostesses, etc) are not included in the session price. To order extra equipment we suggest you contact the official suppliers whose details will be communicated in due time. These details will be provided as of 15 April 2014 on www.esceexhibition.org/ESCCongress2014

The ESC has established a co-ordination system to ensure that the various suppliers duly execute the numerous orders for Sponsored Sessions. The ESC cannot however be held fully responsible for the services delivered by sub-contractors or the building.

Noise and disturbance

Sponsored Sessions are official scientific programmes as validated by the CPC; their focus should remain scientific and any entertainment factors around the presentation (e.g.music, graphics, artists) is highly dissuaded by the ESC. The ESC reserves the right to stop any activity which it considers inappropriate to the presentation of a Sponsored Session or which is causing disturbance to any other activity (sponsored session or otherwise) in the vicinity.

PROMOTING AND FILMING

Invitations

- Invitations can be distributed at the entrance of the assigned room 30 minutes before the start of the session.
- Invitations should not be distributed anywhere else in the building other than on the booth (except for EBAC Accredited Educational Programmes) at the "Industry Welcome Desk" and on the "Invitations flyers display racks".
- Invitations should not exceed the maximum size A4 (21 X 29.7 cm).
- Invitations for EBAC Accredited Educational Programmes should not exceed the maximum size A5 (15 X 21 cm) portrait format.

Invitations must be approved by the ESC before **30 June 2014**

- Following approval by the ESC, session organisers can adapt approved invitations/flyers to their requirements whilst respecting the approved content.
- To facilitate the approval process, it is advised to adapt approved invitations/flyers for other promotional or sponsoring materials.

Lecture room roll-ups

Two Roll-ups (maximum height of 2.5m and maximum width of 1m (no electrical connections, no lights, and no sound) may be displayed in front of the lecture room door(s) 1 hour before the sessions start.

Invitations display racks

- Display racks to promote Sponsored Sessions are located in the registration area (subject to change) to promote these sessions.

- One A4 size plexi holder per session will be allocated per session day, time-slot, and congress zone and lecture room order.
- Sessions organisers are responsible for storing the invitations and ensuring the racks are filled.
- Each company is responsible for printing sufficient invitations.
- Display racks will be available from Friday 29 August to Wednesday 3 September 2014.

NOTE

- The ESC Congress 2014 official language is English.
- All flyers, items for distribution, promotional materials and presentations during Sponsored Sessions must be in English.
- Distribution of translated printed documents is permitted.

IMPORTANT

- ESC approval is mandatory for all promotional material except abstracts books, slides, names signs, stage banners, table panels, lectern panels, question cards, note books and social events invitations.
- The ESC's decision is final and does not require justification.
- The content of promotional material must not include any product names, or names that might be perceived as misleading product names, brand names or specific quality or virtues of a sponsoring industry and/or any of the industry's product(s) either via text or visuals.
- All unauthorised material will be immediately removed.
- ESC discourages promotional material, stands or door drops in hotels.
- The use of performance artists to attract delegates is forbidden within the building and strongly discouraged outside.
- EBAC Accredited Educational Programme promotional material must respect the EBAC Template.
- Promotional material left in lecture rooms when the Sponsored Session is over will be removed by official cleaning supplier.

Items for distribution

Session organisers can distribute approved items to delegates participating in their sessions. The ESC recommends that items for distribution are of scientific or educational value with a maximum purchase value of €60. For items which have no scientific or educational value, the maximum purchase value must not exceed €10. Items should be equally available to all participants of a session; selecting or drawing winners is not allowed.

All items for distribution should be declared to the ESC using the form available for this purpose, see www.essexhibition.org/ESCcongress2014.

Each session organiser should declare all items for distribution at their symposia in advance with a description/picture and unit price using the form available on www.essexhibition.org/ESCcongress2014. For more advice on items for distribution approval, contact exhibition@escardio.org.

IMPORTANT

- Items for distribution should be legal in the congress hosting nation, in terms of the item itself and any product advertised.
- Items for distribution must be safe for the user & not endanger health or reputation of congress participants or ESC.
- Items for distribution should be reasonable and to the value stated here, the item should in no way overshadow the main activity of the sponsor.
- The distribution must not disturb neighboring stands or cause queues outside the stand area.
- Each exhibitor is expected to show proof of purchase value either before or during the congress.
- Non-compliance will be considered a violation of these Guidelines.

Branding

The use of any ESC corporate branding and visuals (such as logos, images, graphics, and branding guidelines) is strictly forbidden in any advertising, publicity, signage, product, printed matter, film, video, other media etc. without prior request and subsequent written approval from the ESC.

A copy of the ESC Corporate Identity Rules and Regulations, the Branding Guidelines and ESC Corporate Logos and Visual form request may be obtained at following web address: www.escardio.org/about/how/policies/Pages/corporate-identity.aspx

For further information please contact: communications@escardio.org

ESC Congress 2014 event visual

An event visual was created to identify specifically with the ESC Congress 2014. This visual is a derivative of the ESC logo and a reflection of the ESC Congress. The ESC Congress 2014 visual may be used by our industry partners to promote their congress activities. Use of the ESC Congress 2014 event visual is not mandatory. The use of the ESC logo is not allowed.

Filming

The ESC retains the right to record the sound and images of Sponsored Sessions. Companies can film and webcast their own Sponsored Sessions; each company

is fully responsible for filming access to their sponsored session and have the right to refuse all other filming requests other than those of the ESC.

Webcasts

Companies may webcast their Sponsored Sessions which will be hosted on ESC Congress 365 web site during or post the ESC Congress 2014.

To ensure the production of the webcast, the ESC will provide a strict timeline and technical specifications. Failure to follow this timeline and technical specifications may result in failure to post the webcast with no possible reimbursement.

The webcast should be a true portrayal of the Sponsored Sessions scientific programmes approved by the ESC Congress Programme Committee. The ESC reserves all rights to remove content from their web site at any time where deemed necessary. Industry webcasts will be promoted by the ESC in the Industry Programme booklet.

For further information please see Chapter 3 "Sponsorship".

Usage rights for music, images, and 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 a Sponsored Session 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 Organisation website: www.wipo.int and www.wipo.int/treaties

ESC scientific session references

Companies can make reference to the scientific sessions of the ESC Congress but must systematically print the following text:

"This session is an official scientific session of the ESC Congress, X has, in no way been involved in, contributed to, or affected the outcome of this/these scientific session(s), wholly devised and organised by the ESC Congress Programme Committee".

For further information on this session(s), please refer to www.escardio.org.



3. SPONSORSHIP

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Independent research shows that companies who integrate additional marketing strategies into their congress plans are far more successful in attracting attendees to their booth.



NEW THIS YEAR

- eBlast
- Webcast the "Satellite Symposia - Experts on the Spot" session
- Sitting Cubes with product advertising permitted
- Onsite advertising details
- Live Broadcasting





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Medtronic RDN Symposium
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3.1 BOOKING PROCEDURE

Onsite advertising will help your company to stamp your presence at ESC Congress 2014 and state your commitment in the cardiovascular arena. Your company will have the possibility to communicate on your therapeutic areas of research & innovations, promoting your Industry Sponsored Sessions Programmes and encouraging delegates to visit your stand activities. Onsite advertising is the way to leave a lasting impression on delegates at the congress.

APPLICATION FORMS

Please complete and submit for all sponsorship the application form on our website www.esccongress2014.org/ESCCongress2014.

APPLICATION DEADLINE

Deadline for application with priority status is
1 December 2013

Assignment of items will be made based upon the accrued points ranking and in respect of accrued point's deadline.

INVOICING

- Companies will be invoiced for the requested service upon signature of the order form.
- Cancellation fees will apply upon signature of the order form.
- Precise and definitive accounting information must be provided on the initial e-application form.
- The ESC cannot reissue invoices for missing or incorrect data (addition of Purchase Order, changes of billing address).
- For all payment, invoicing and cancellation information, please see Chapter 6 "Finance and Invoicing".

SPONSORSHIP CONTACT

- For any logistical queries on the above, please contact Ms. Samantha Bickham of the ESC at sponsorship@escardio.org
- For further consultation on, and management of, your corporate investment and strategy, please contact us at: industry@escardio.org

3.2 PRODUCT DESCRIPTIONS AND TECHNICAL SPECIFICATIONS

The following pages detail all existing Sponsorship, Advertising & Promotional options at ESC Congress 2014 and we will be pleased to consider additional sponsorship initiatives or suggestions.

Technical specifications listed hereafter are subject to modifications and will be updated on the ESC Exhibitors and Industry Partners Web Site:

www.esccongress2014.org/ESCCongress2014

IMPORTANT

The use of product names/brand names, misleading names that might be perceived as product/brand names and registered trademarks are not permitted for onsite advertising products. For all other sponsorship and advertising products it is not permitted unless specifically noted.

NOTE

The ESC reminds all Industry Partners that for apparent copyright, content ownership and embargo reasons the creation of apps that relate to the ESC annual Congress and its scientific programme are in no means permitted. No reference should be made to the ESC, the ESC Congress or ESC Specialty Congresses in, the title of the app, the key words associated with app for search purposes. The app itself may not include ESC or Congress imagery within its content. Furthermore if Industry Partners create apps that are to be used by delegates during the Congress, they must insist that apps are to be downloaded ahead of the Congress and that the congress WiFi network is not used for this purpose.

General rule applicable for Promotional Adverts:

- 1 Advert promotes 1 event (Satellite Symposium, Satellite Symposium-Experts on the Spot, EBAC Accredited Educational Programmes, Hands-On Tutorials or Exhibition details).
- 1 Advert promoting 1 Session with reference to the booth will be considered as 1 Advert.
- 1 Advert promoting 2 Sessions will be considered as 2 Adverts.
- 1 Advert promoting 1 Session and Exhibition details or activities will be considered as 2 Adverts

Independent research shows Exhibitors who integrate additional marketing strategies into their exhibition plan are far more successful in attracting attendees to their booth.

Independent research shows Exhibitors who integrate additional marketing strategies into their exhibition plan are far more successful in attracting attendees to their booth.

JANUARY 2014

CONGRESS BAG

SPONSORSHIP ITEM	DESCRIPTION	DATE	SPECIFICATIONS
	<p>Exclusive sponsorship</p> <p>This exclusive sponsorship will offer the sponsor extensive visibility throughout the congress venue via the official congress bag which contains the essential items of the Congress, such as Final Programme and Industry Programme booklets.</p>	24 January	High resolution corporate logo for the Congress Bags in .ai and .eps formats

FEBRUARY 2014

DELEGATE BADGE HOLDER

SPONSORSHIP ITEM	DESCRIPTION	DATE	SPECIFICATIONS
	<p>Exclusive sponsorship</p> <p>The popular and highly visible Badge Holder contains the useful Programme at a Glance referred to by delegates. Worn by all delegates throughout the event, this product offers significant exposure. There will be 23 000 badge holders produced.</p>	21 February	High resolution corporate logo for the Delegate Badge Holder in .ai and .eps formats (white colour)

APRIL 2014

FINAL PROGRAMME

SPONSORSHIP ITEM	DESCRIPTION	DATE	SPECIFICATIONS
	<p>Product Advertising Permitted</p> <p>Boost your visibility and reinforce your congress take-home messages by placing an advertisement in this essential congress document. The Final Programme with the full scientific agenda, exhibition and Industry Sponsored Sessions information is inserted in the Official Congress Bag and distributed to all delegates.</p>	30 April	<p>Back cover, inside covers, and inside pages</p> <p>Printable size of artwork:</p> <ul style="list-style-type: none"> • Width: 17cm • Height: 24cm • All files should be high-res printable PDF-files (min 300 dpi), with bleed and crop marks (5mm)

APRIL 2014

BOOKMARK IN
FINAL PROGRAMME



**Product Advertising Permitted
Exclusive sponsorship**

The exclusive Bookmark is included in the Final Programme as a practical tool for this reference document. This simple but popular delegate item provides significant visibility for the promoting company. The reverse side promotes the ESC Congress 2015.

30 April

Double sided: 1 side for ESC Advert, 1 side for Industry Advert

- Artwork Size: 6,5 x 21 cm (may be subject to modifications)
- High-resolution PDF-file & JPEG with bleed and crop marks.

BEST OF ESC
CONGRESS



Exclusive sponsorship

An ESC panel of experts will present the scientific highlights of the ESC Congress in a live interactive format. This popular 60 minute programme is transmitted live to global audience and posted online.

30 April

High resolution corporate logo in .ai and .eps formats

ESC TV



Exclusive sponsorship

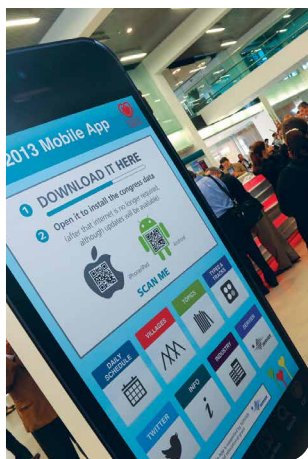
ESC TV is a television programme which highlights the main scientific advances presented during the ESC Congress providing the viewer with an overview of the congress highlights. ESC TV is presented in two different formats, notably ESC TV *by day* which is a 6-minute news broadcast produced every day of the congress and ESC TV *by topic* provides a summary of the main congress themes via 6 reports broadcast on www.escardio.org post congress

30 April

High resolution corporate logo in .ai and .eps formats



APRIL 2014

MOBILE APP
APPLICATION & APP STATION
**Product Advertising Permitted
on Mobile App**
Exclusive sponsorship

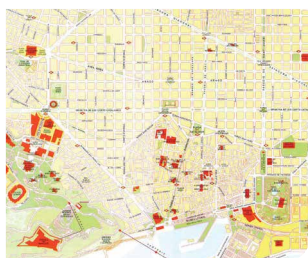
The App offers the exclusive sponsor a dedicated button to promote congress activities. Co-promotion of the App is offered to the sponsor as well as sponsor acknowledgement on the opening page of the App. Furthermore, the sponsor will be visible throughout the congress centre via a series of 7 App Stations which enable all delegates to consult the App on iPads as they are navigating the congress.

30 April

Artwork and texts:

- 4 visuals about your company (Format: must be sent in PNG)
 - Visual size: 2048 px (width) by 1152 px (height)
 - Sponsor logo must be sent in PNG size 200 x 200 px
 - 1 text promoting your stand activity (length should be limited, we recommend not having to scroll through a long text)
 - official contact details for your company
- Information automatically integrated by ESC: your company session (if applicable) and the mapping of your stand on the floor plan

MAY 2014

BARCELONA
CITY MAP
Product Advertising Permitted
Exclusive sponsorship

Delegates are delighted to consult a pocket size, user-friendly map that enables them to get their bearings and make their way around a new city. Our industry partners can exclusively advertise their congress activities on this support and be associated with this very useful delegate item.

12 May

High-resolution artwork on PDF-file & JPEG with bleed and crop marks

Map size: 133mm x 163mm
Advert needs to be 102mm large x 150mm high (vertical).

Please submit pdf file.

JUNE 2014

PROGRAMME AT A
GLANCE BACK COVER



**Product Advertising Permitted
Exclusive sponsorship**

Place your message on this popular guide to the scientific sessions. The ESC Congress 2014 Programme-at-a-Glance is a practical pocket guide providing delegates with a quick day-to-day view of the programme. The Programme at a Glance is placed in the official congress badge holder.

16 June

Artwork Size:

- A6 - vertical format - 148 mm high x 105 mm wide with bleed and crop marks
- crop marks need to be at least 3mm outside this size.
- bleeds need to be at least 107 x 152 mm

It is important to keep the text/images within well within this size.

INDUSTRY PROGRAMME
INSIDE FRONT AND BACK
COVER ADVERTISEMENTS



**Product Advertising Permitted
Exclusive sponsorship**

The Industry Programme was launched at ESC Congress 2013 and proved to be highly popular with all delegates. The Programme includes invitations to Exhibition stands and Industry Sponsored Sessions included in the Scientific Programme as validated by the Congress Programme Committee

16 June

Artwork in horizontal format only

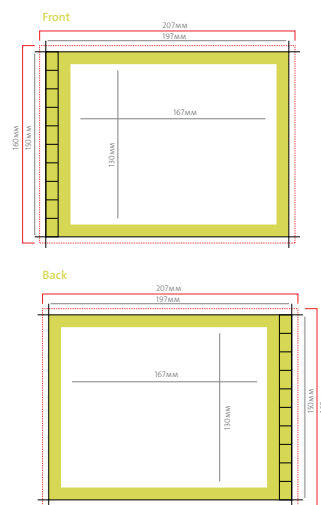
- 150mm (H) x 200mm (W)
- Safety Zone: 130mm (H) x 170mm (W)
- Colours: 4 colour Print (full colour) No pantone colours

Material to be sent to the ESC: PDF documents with embedded all fonts, in press quality or accepted Macintosh electronic file using one of the following softwares:

- Indesign CS3 (No pantone colour),
- Illustrator CS3 (No pantone colour),
- Photoshop CS3 (all files 300DPI and CMYK).

Font folders are necessary

INDUSTRY PROGRAMME
INVITATION ADVERT



The Industry programme advert is a double-sided invitation inserted in the Industry Programme detailing your company Exhibition stand or Industry Sponsored Sessions. The Industry Programme will be inserted in the official congress bag.

16 June

Artwork in horizontal format only

- Colours: 4 colour Print (full colour) No pantone colours

Material to be sent to the ESC: PDF documents with embedded all fonts, in press quality or accepted Macintosh electronic file using one of the following softwares:

- Indesign CS3 (No pantone colour),
- Illustrator CS3 (No pantone colour),
- Photoshop CS3 (all files 300DPI and CMYK).

Font folders are necessary.

Artwork Sizes:

Trim: 197mm (W) x 150 mm (H)
Bleed: 207mm (W) x 160mm (H)
Safe area: 167mm (W) x 130mm (H)

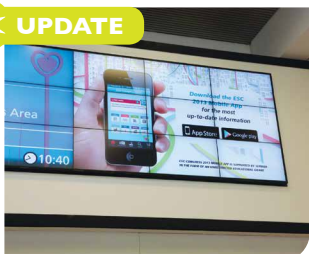


JUNE 2014

INFORMATION SCREENS



UPDATE



The congress centre will offer **53 screens** to display your messages.

Product Advertising Permitted for exhibition only

Broadcast your take-home messages to delegates throughout the congress venue. Information Screens are located in front of lecture rooms and in strategic locations throughout the congress centre. These screens will be the perfect medium to carry your advertisement.

- 25 "Room Gate Monitor"
- 16 "hub" screens
- 6 "Global Focus" screens
- 2 "Plenary Room" screens
- 5 "Giant screens" dispatched in the overhead express walkway

30 June

Artwork on Power Point Presentations (Office 2007 or 2010)

- Video in Power Point Presentations allowed
- Resolution: HD 1920 x 1080 (width x height)
- Format 16/9
- Duration of advert: 30" (if multiple slides, timing must be included into presentation).

INDUSTRY
WELCOME DESK

The Industry Welcome Desks will be located next to the Registration area. These desks will enable you to distribute your company's delegate registrations directly to recipients, manage your clients on their arrival in the congress centre and provide the important information point for guests during the congress.

30 June

Up to 12 Industry Welcome Desks available.
Build in shell scheme 280 cm high and 2m width per welcome desk.
1.15m high counters on delegate side.
0.75m high counters on hostess/ Industry staff side.
0.70m depth on hostess/Industry staff side (for Computer & Keyboard).

- Only one Industry Welcome Desk is permitted per exhibiting company
- Include desk and chairs for 2 peoples, 1 storage cabinet of 2m² behind each Welcome desk with 2 keys
- Submit company exact name (Upper or lower case according to your corporate company name).
- Industry Sponsored Sessions flyers allowed
- Posters cannot be hung on the wall and any pop-up displays must not impede passage



POSTER AREA



Exclusive sponsorship


This unique educational initiative and the surrounding area are available to an industry partner for exclusive exposure and association with the scientific content of the congress.

30 June

High resolution corporate logo in .ai and .eps formats.

JUNE 2014

WEBCAST

SPONSORSHIP ITEM	DESCRIPTION	DATE	SPECIFICATIONS
	<p>You can extend the reach of your satellite symposium, Experts on the Spot and EBAC Accredited Educational Programme by posting the webcast of your session on ESC Congress 365.</p>	<p>30 June</p>	<p>Before the Congress:</p> <ul style="list-style-type: none"> - The “standard” or “customised” webcast sponsor can provide a customised background image (format: jpg or png 1920 x 1080 (72 dpi). The ESC Congress background image will be used by default.
	<p>This unique platform offers all cardiology professionals, access to the ESC Congress content for free. ESC Congress 365 is promoted to cardiology professionals across the global offering congress science for free all year long.</p>		<p>During the Congress:</p> <ul style="list-style-type: none"> - Each speaker presenting at the session must go to the Speaker SSC at least 3 hours prior to the commencement of the session to upload their slides. If this requirement is not filled, a Webcast cannot be made of the session.
	<p>Standard and customised Webcasts are available.</p>		<ul style="list-style-type: none"> - Speaker presentations must be played from the ESC computer located at the lectern (no personal computers allowed). - A Camera is remotely adjusted on the lectern only and supervised throughout the session to ensure good framing.
	<p>Upon request after the session takes place, standard or customised Webcast and slides will be posted online within 24 hours, to the ESC Congress 365 website</p>		<p>After the Congress:</p> <ul style="list-style-type: none"> - The ESC will provide the sponsor with 2 mp4 files per presentation (1 HD and 1 SD)
	<p>After the Congress the ESC will provide standard and customised Webcasts sponsors with the webcasts files.</p>		<p>Format H264 over mp4 with 2 frames size:</p> <ul style="list-style-type: none"> - 720p (HD) 3Mb/s (for computers and tablets with a good internet connection LAN / Wi-Fi) - 360p (SD) 300 Kb/s (for Smartphone with a cellular internet connection 3G)
	<p>Only customised webcast Sponsors can provide the ESC with edited files.</p>		
	<p>The edited Webcast and slides will be posted on ESC Congress 365 website in the most timely manner.</p>		<p>NB: technical specifications for Webcast “Satellite Symposia - Experts on the Spot” sessions may differ. Further information will be communicated at a later stage.</p>



JUNE 2014

LIVE BROADCASTING



UPDATE



The ESC offer our industry partners the possibility to optimise their investment and extend the reach of their Satellite Symposia and EBAC Accredited Educational Programmes organised during the ESC Congress 2014, by giving them the possibility to reach out to a live audience with a live stream of their session.

The live feed will need to be set up. The files need to be embedded in a webpage. These are not available on the escardio website.

The ESC can promote your live broadcast via the escardio.org website if the webpage created is dedicated to the live broadcast and is not hosted on your corporate website.

ESC official supplier, the company CYIM, will capture the session and send out a live feed of the Industry Sponsored Session.

The Live Broadcasting service is exclusively provided by the ESC supplier, the company CYIM.

The session video files will not be uploaded to the www.congress365.escardio.org platform.

30 June

Before the Congress:

The Live Broadcasting sponsor can provide a customized background image (format: jpg or png 1920 x 1080 (72 dpi).

The ESC Congress background image will be used by default.

During the Congress:

- Each speaker presenting at the session must go to the Speaker SSC at least 3 hours prior to the commencement of the session to upload their slides.
If this requirement is not filled, a Live Broadcast cannot be made of the session.
- Speaker presentations must be played from the ESC computer located at the lectern (no personal computers allowed).
- A Camera is remotely adjusted on the lectern only and supervised throughout the session to ensure good framing.

After the Congress:

- The ESC will provide the sponsor with 2 mp4 files per presentation (1 HD and 1 SD). Format H264 over mp4, 720p (HD)

WEBLINK



Create a weblink to invite delegates to your Industry Sponsored Sessions from the ESC Congress 2014 Scientific Programme Planner (SPP). This invitation in PDF, HTML or Flash format, will communicate your congress message to delegates online.

30 June

PDF PAGE:

- Size: the lighter the better, screen quality, 600Kb max
- No crops
- Security: ideally locked
- Open size: ideally 100%
- Images: may be included
- HTML OR FLASH PAGE:

Provide organiser with the invitation URL, not the company web site URL.

Must be optimised for web 1280 x 1024 px: the lighter the better

JUNE 2014

INFORMATION SCREEN
FOR INDUSTRY
SPONSORED SESSION

SPONSORSHIP ITEM	DESCRIPTION	DATE	SPECIFICATIONS
	This particular 103 inch screen is strictly reserved for the promotion of Industry Sponsored Sessions, and will be located near the Industry Sponsored Sessions racks in prime locations in the congress venue.	30 June	<p>Artwork on Power Point Presentations (Office 2007 or 2010)</p> <ul style="list-style-type: none"> - Video in Power Point Presentations allowed - Resolution: 1920 x 1080 px - Format: 16/9 - Duration: 30" (if multiple slides, timing must be included into presentation) - Presentations will run for the duration of the congress

JULY 2014

ESC CONGRESS NEWS

SPONSORSHIP ITEM	DESCRIPTION	DATE	SPECIFICATIONS
	<p>ESC Congress News is available in tabloid (approximately A3) size.</p> <p>The ESC Congress News will be composed of 8 pages.</p> <p>Advertisement spaces are available on 4 pages: 3, 5, 7 and the Back Cover Page.</p> <p>The Congress news is distributed daily from 30 August to 3 September 2014.</p>	1 July	<p>Advertisement artwork size:</p> <ul style="list-style-type: none"> - Height: 175mm Width: 250mm. - No bleed-off / crop area required. There is no requirement for 'border' incorporation. <p>High Definition PDF (Press quality or more). All fonts embedded.</p> <p>Formats:</p> <ul style="list-style-type: none"> - Adobe Indesign CS 4, Adobe Illustrator CS 3 (save file as *.eps) Adobe Photoshop CS 3 (save file as *.tiff or *.eps) resolution at 300dpi at actual print size. <p>Colour Mode:</p> <ul style="list-style-type: none"> - All full colour images must be saved in CMYK mode, as *.tiff or *.eps files at actual print size. <p>Provide CMYK (Cyan-Magenta-Yellow-Black) percentages for Pantone colours used.</p>



JULY 2014

EBLAST



UPDATE



NEW THIS YEAR

17 July

E-Blast sponsors must provide:

E-Blast mailings will be composed of visuals of Industry Sponsored Session adverts.

10 visuals will be aligned in the email content and will each include:

- Sponsor advert visual
- Sponsor corporate logo
- Session title

The delegate will be able to open a pdf enlarged version of each of the sponsor advert by clicking on the advert visual or the session title.

A carousel at the top of the mailing will show each sponsor's advert and corporate logo, session title, time and lecture room. The visual for the email visual should be based on the same visual as used for the carousel.

The sponsor adverts shown in the carousel do not open the pdf version of the advert.

- 1 advert visual for carousel - size: 600 x 281 pixels

- 1 advert visual for email content - size: 250 x 145 pixels

- 1 Pdf format advert

- Corporate logo: 300 pixels long (minimum)

No maximum weight for file, but files may be re-sized

(Please see www.esceexhibition.org for details)

SITTING CUBES



Product Advertising Permitted on identified location

31 July

These popular sitting cubes allow delegates to enjoy a break and sit down while your company advertisement gains excellent visibility.




NEW THIS YEAR

Identified locations offer a unique way to show your product names inside the congress center. Give a clear message to delegates in an original and practical way.

Cubes size: 50cm X 50cm
Submit artwork in vectorial files: EPS, illustrator or PDF (4 colours).

JULY 2014

BADGE LEAD
MANAGEMENT
SYSTEM

SPONSORSHIP ITEM	DESCRIPTION	DATE	SPECIFICATIONS
	<p>Access information form ESC Congress delegates in real time.</p> <p>Measure your Return on Investment at the ESC Congress with your own hardware and software by scanning this information from the delegate badges to your database.</p>	31 July	The sponsor will implement a programme to use this interface in order to retrieve the delegate information during the congress period. The industry partner must conform to the technical details that will be provided by the ESC.

ON-SITE ADVERTISING


Create your files with illustrator, indesign, photoshop and add a Hi-res pdf with all fonts converted in curves

- Please send layouts and colour proofs
- Solid colours should be specified in Pantone Coated colours
- Logos and Letterings should be no closer than 7 cm to the edge to avoid being cut out in the printing process
- Please send you data files via FTP and compress the files in WinZip.
- Pictures, graphic elements and fonts must be included.


Formats: pdf*eps*tif*psd*jpg*ai.

- Send your files as psd, pdf, eps, jpg, tif or ai – CS 5 or lower
- Indesign: Convert fonts in curves.
- Illustrator: Convert fonts in curves.

BILLBOARD AT
PLAZA EUROPA

SPONSORSHIP ITEM	DESCRIPTION	DATE	SPECIFICATIONS
	<p>These banners outside at the entrance of the congress center will offer immediate presence at the congress. A total of 4 units are available for a guaranteed impact on arrival (ref.1)</p>	31 July	<p>Each panel size is 8.80 x 8.80 meters per board</p> <p>Resolution for Hi-Res Printing. Artwork scale 1:10</p>

QUADRANGULAR
TOTEM

	<p>These 4 sided blocks can be positioned within the congress venue. The locations will be specified at a later stage (ref.2)</p>	31 July	<p>The size is 2.04 meters height 1.20 large Resolution for Hi-Res Printing.</p> <p>Artwork full scale 1:1 (up to 4 m² without bleed)</p>
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JULY 2014

DECORATED ESCALATOR



Exclusive sponsorship

This exclusive advertising possibility, on the main entrance escalator, will impact all delegates upon arrival. The visual is placed on the 3 escalators side panels in this entrance. (ref.3)

31 July

Resolution for Hi-Res Printing.
Artwork scale 1:10

INDOOR ILLUMINATED GROUND BOARD



There are many possibilities to promote your congress message and make it visible to delegates. These several backlit units are available around the congress centre.

Locations:

- Entrance Medusa level 0 (ref.4)
- Entrance Medusa level 1 (ref.6)
- Overhead Express Walkway hall 2 (ref.9)

31 July

These boards stand 1.41 meters tall and 0.91 meters across

Resolution for Hi-Res Printing:
Artwork full scale 1:1
(up to 4 m² without bleed)

BRANDING PACKAGE REF.8



Exclusive sponsorship

Package: stickers over glass + decorated moving walkway

These glass panels located above the registration area, can showcase your company visual or congress message. They will be situated along the overhead express walkway which spans from the entrance to the other side of the congress venue where villages 2 through 8 will be located. (ref.8)

31 July

The panels are 2.47 meters high and 1.50 meters long. These 20 panels make a 30 meter size visual either side. This portion of panels can be divided into several sections if needed for your visual (rather than a continuous). Concerning the moving walkway it will be branded on 6 sides.

Resolution for Hi-Res Printing:
Artwork full scale 1:1 (up to 4 m² without bleed)

FLOOR VINYL STICKER



Can be placed in identified locations along the overhead express walkway. Your company can have multiple units in a same zone. (ref.10, ref.12 and ref.14)

31 July

Floor sticker are 2.50 meters diameter.

Resolution for Hi-Res Printing:
Artwork full scale 1:1
(up to 4 m² without bleed)

JULY 2014

BRANDING
PACKAGE REF.11



Exclusive sponsorship
Package: stickers over glass + decorated moving walkway
These glass panels located above the exhibition area, can showcase your company visual along the walkway from the entrance to access villages 2 to 8 (ref.11).

31 July

The panels are 2.47 meters high. The entire glass panels in the walkway will be covered: the right side is 102 meters and the left side is 100.50 meters. The moving walkway will be branded on 6 sides

Resolution for Hi-Res Printing:
Artwork full scale 1:1 (up to 4 m² without bleed)

VINYL AROUND
WALL



Exclusive sponsorship
This advert will be visible around the central pillar when delegates access villages 2 through 8 by the overhead express walkway. This area is located by the popular part of the walkway (ref.13).

31 July

Visual will be 4 meters high, and 31 meters around the vertical structure.

Resolution for Hi-Res Printing.
Artwork scale 1:10

DECORATED
ESCALATOR -
HALL 4



Exclusive Sponsorship
This escalator will link the overhead express walkway to the delegate lounge. It will have the company visual along the opening of the escalator and on the escalator glass panels (ref.15)

31 July

Resolution for Hi-Res Printing.
Artwork scale 1:10

MOVING
WALKWAY



Exclusive Sponsorship
Your visual will be on the glass panels of the walkway. This walkway is located on the overhead express walkway to access villages 2 through 8. The visual will be visible on the 6 sides of the walkway (ref.16)

31 July

Resolution for Hi-Res Printing.
Artwork scale 1:10

SEPTEMBER 2014

ESC CONGRESS REVIEW
OFFICIAL HIGHLIGHTS

SPONSORSHIP ITEM	DESCRIPTION	DATE	SPECIFICATIONS
	<p>Product Advertising Permitted Exclusive sponsorship</p> <p>An independant peer-review publication of the ESC Congress scientific highlights reviewed and signed by the ESC Congress Programme Chair. The publication in english is mailed to cardiologists throughout Europe.</p>	18 September	High resolution corporate logo in .ai and .eps formats





4. PARTNER SERVICES

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NEW THIS YEAR

- Multiple types of Exhibition Lounges
- Soundproof and Non-Soundproof Exhibition Lounges
- Exhibition Lounge rental period
- Exhibition Lounge opening hours
- Industry meeting room(s) available for one-shot meetings
- Extension of order deadline for exhibitor badges





4.1 ROOMS AT ESC

The ESC has created four product categories to allow exhibiting companies to organise different meeting formats within the congress centre during congress hours.

IMPORTANT

Industry meetings with any formal presentations for ESC Congress 2014 delegates are strictly forbidden outside of the official industry sponsored sessions. Companies are requested to respect this rule from 24 August through 7 September 2014.

EXHIBITION LOUNGE


The ESC will build standard rooms of 40, 60 and 80m² within the congress centre reserved for a minimum of 5 and half days. These lounges are located in the immediate vicinity of the Exhibition.

Product specification

- The ESC allows companies to host a limited number of guests and organise small and informal meetings (approx 20 pax).
- No press conference, training or showcasing of products/therapies may take place in the Exhibition Lounges.
- Exhibition Lounges in the congress centre can be reserved only through the ESC.
- A limited number of exhibition lounges within the congress centre will be located by the exhibition area.

- The ESC will build non sound-proof and sound-proof rooms.
- Exhibition Lounges will include electricity, air-conditioning and daily cleaning.
- Furniture and AV need to be ordered from ESC official suppliers and are billable as extras.

 **NEW THIS YEAR** Unless otherwise agreed, Exhibition Lounges are rented for a minimum of 5 and half days, from Friday 29 August to Wednesday 3 September 2014.

 **NEW THIS YEAR** Exhibition Lounge access: organisers will have access to their assigned room from Friday 29 August 2014 at 08.00 to Wednesday 3 September 2014 at 13.00.

Friday 29 August

08.00-22.00 Access for exhibitors only
Access for delegates not allowed

Saturday, 30 August, Sunday 31 August, Monday 1 September, Tuesday 2 September

08.00-20.00 Access for exhibitors and delegates

Wednesday, 3 September

08.00-14.00 Access for exhibitors only
08.00-13.00 Access for delegates
Exhibitors must remove all personal items from the room by Wednesday 14:00

- Rental costs (excl. VAT):

- 40 m ²	non sound-proof	€12 000	sound-proof	€15 000
- 60 m ²	non sound-proof	€14 000	sound-proof	€16 500
- 80 m ²	non sound-proof	€16 000	sound-proof	€19 000

INDUSTRY MEETING ROOM NEW THIS YEAR

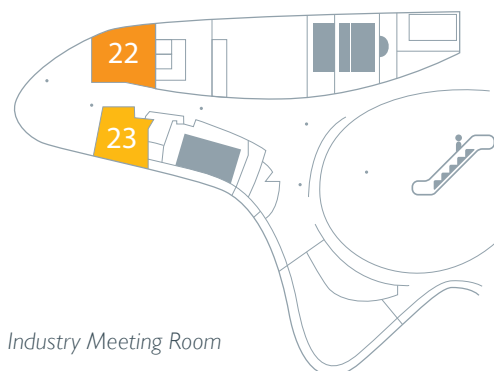
Two rooms available, Industry Meeting Room 22 and 23 with board room set up are available for one-shot occasional meetings of half a day rental.

Product specification

- The ESC allows companies to host a limited number of guests and organise small and informal meetings (approx 20 pax).
- No press conference, training or showcasing of products/therapies may take place in the industry meeting room.
- Both industry meeting rooms are reserved through the ESC and will be located by the main entrance, first floor of the congress venue.
- Industry meeting rooms will include standard boardroom set-up, electricity, air-conditioning AV equipment (1 retractable projector screen 300x200cm, 1 projector 16:9 4000 ansi and DVD player), technician and daily cleaning.
- Additional furniture and AV, change of set-up need to be ordered from ESC official suppliers and are billable as extras.
- Industry meeting rooms are available for rental for a minimum of half a day on:
 - **Saturday 30 August 2014:**
14.00 – 20.00
 - **Sunday 31 August 2014:**
08.00 – 13.00 / 14.00 – 20.00
 - **Monday 1 September 2014:**
08.00 – 13.00 / 14.00 – 20.00
 - **Tuesday 2 September 2014:**
08.00 – 13.00
- Due to limited availability ESC will seek to ensure assignment to a maximum number of companies. A same company will not be allowed to monopolise the availability of the Industry Meeting Room(s).
- Unless otherwise agreed, organisers will have access to their assigned room from 08.00 to 13.00 and from 14.00 to 20.00
- Rental costs (excl. VAT):
 - Room 22 with 62 m²
(depending on availability) € 2 500 for half day
 - Room 23 with 56 m²
(depending on availability) € 2 500 for half day

CLOSED INDUSTRY MEETING

The ESC allows companies to organise staff meetings, briefings, investigator or other type of closed meetings within the congress centre with the following requirements:



Industry Meeting Room

Product specification

- Meeting "is closed" and on invitation only.
- Entry to the Closed Industry Meeting must be controlled by the organiser at the door(s).
- Maximum attendance is 150 guests.
- Meeting is not promoted in the convention centre or in any ESC Congress 2014 publication.
- Closed industry meetings are permitted in and around the congress centre for 150 pax, any requirements for meetings exceeding this number should be addressed to the ESC for review and approval.
- Media should not be invited and are not permitted to attend the meeting.
- Meeting is not webcasted or live streamed.
- Closed industry meetings within the congress centre will be held in fully furnished and AV equipped 200 seats lecture rooms.
- Rental period: the ESC deals with requests on an individual basis.
- Closed Industry Meetings: unless otherwise agreed, closed industry meetings organisers have access to their assigned lecture room 15 to 30 minutes before their scheduled time slot.
- Rental costs (excl. VAT):
€3 000 per 60-minute meeting with an additional €1 500 charged thereafter per increment of 30 minutes.

HOSPITALITY LOUNGE

The ESC allows industries to reserved available spaces or unused restaurants within the congress centre to organise industry hospitality lounges. The ESC deals with requests on an individual basis.

Rental costs: prices communicated at a later date depending upon space availability.

BOOKING PROCEDURE

Exhibition stand

All companies looking to obtain permission to rent an exhibition lounge, closed industry meeting or hospitality lounge must have a confirmed stand at ESC congress 2014.

Cancelling a stand at a later stage will also mean cancelling the rental of an exhibition lounge, closed industry meeting or hospitality lounge.

Application forms

Please complete and submit the application form on our website: www.escexhibition.org/ESCCongress2014.

Application deadline

Deadline for application is **28 June 2014**.

Rooms at ESC contact

For any logistical queries on the above, please contact Ms. Samantha Bickham of the ESC at roomservices@escardio.org

Appointed agency

- Sponsoring industries should inform the ESC, in writing. Requests from unknown agencies will not be taken into account.
- Applications for an exhibition lounge, industry meeting rooms, closed industry meeting or hospitality lounge must be submitted by the sponsor. Correspondence for the above items should be made exclusively between this company and the ESC.
- It is not the role of any agency to make initial enquiries or reservations with the ESC

independently of the sponsoring industry.

- The named agency cannot fully act as if it were the company itself and the company will continue to be held entirely responsible and accountable for activities organised in its name by its agency.
- The ESC has created these Guidelines as an essential tool on how to host an exhibition lounge, industry meeting rooms, closed industry meeting or hospitality lounge. It is obligatory that every appointed agency read these Guidelines and all other documents posted on www.escexhibition.org website in order to have a proper working relationship with the ESC congress division. The sponsor is responsible for communicating these guidelines to staff and appointed agencies.
- The ESC reserves the right to inform the room organisers if the appointed agencies have not read or understood the Guidelines and the companies will ensure smooth communication is re-established.

BADGES, RIGHT OF ADMISSION RESERVED

- All persons involved in the operation of an exhibition lounge, industry meeting rooms, closed industry meeting or hospitality lounge (film crew, technicians, participants, etc) must have a valid badge: General Exhibitor; Scientific Exhibitor; Diamond Exhibitor; active participant or day ticket.
- All persons visiting an exhibition lounge, industry meeting rooms, closed industry meeting or hospitality lounge must be registered either as active participants, exhibitors or journalists; persons without a badge will not be allowed to enter the room.



ROOM ASSIGNMENT

- Rooms are assigned on a first-come first-served basis.
- Rooms in the congress centre can be reserved only through the ESC.
- The ESC can propose a limited number of "Rooms at ESC" within the congress centre.
- The ESC has the right to modify assignment as it sees fit to best accommodate as many requests as possible.
- The ESC has the right to modify room assignment in the event of last minute changes.
- The ESC cannot handle any meeting requests for industry meetings outside the congress centre.
- The ESC will propose rooms to requesting companies in writing and the company will have the right to accept or decline within the given deadline.
- Companies not responding by the deadline date will be assumed to have accepted the assigned rooms.

ROOM SET-UP

- Exhibition Lounges: rooms will include electricity, air-com and daily cleaning. Furniture and AV need to be ordered from ESC official suppliers and are billable as extras.
- Industry meeting rooms: rooms will include standard boardroom set up, electricity, air-conditioning and daily cleaning. Additional furniture and AV, change of set-up need to be ordered from ESC official suppliers and are billable as extras.
 - **Standard room set up included:**
Boardroom 20 pax
 - **Room set up as extras:**
Theatre style 40 pax
Classroom (tablet arm chairs) 25 pax
U-Shape 15 pax
Lectern
 - **AV equipment included:**
Welcome plasma screen resolution 1280 x 1024px. Format JPG or WMV 30fps
Loud speakers
1 retractable projector screen 300 x 200 cm
1 projector 16:9 4000 ans1 and DVD player
Video connection
Data/internet line (10Mb)
 - **Equipment and services not included:**
Technical service
WIFI
- Closed industry meetings within the congress centre will be held in fully furnished and AV equipped 200 seats lecture rooms (theatre style only – no alteration of the room set-up allowed).
- Hospitality lounges: the ESC deals with requests on an individual basis.

INVOICING

- Exhibition Lounges, industry meeting rooms, Closed Industry Meeting and Hospitality Lounges will be invoiced for the requested service following signature of the appropriate order form.
- Precise and definitive accounting information must be provided on the initial e-application form.
- The ESC cannot re-issue invoices for missing or incorrect data (addition of Purchase Order, changes of billing address, etc...).
- Payment for Rooms at ESC must be made within the payment deadline and latest by 30 June 2014.
- Payment must be made within the payment deadline or the room will be released for other companies.
- For all payment, invoicing and cancellation information, please see Chapter 6, "Finance and Invoicing".

SIGNAGE

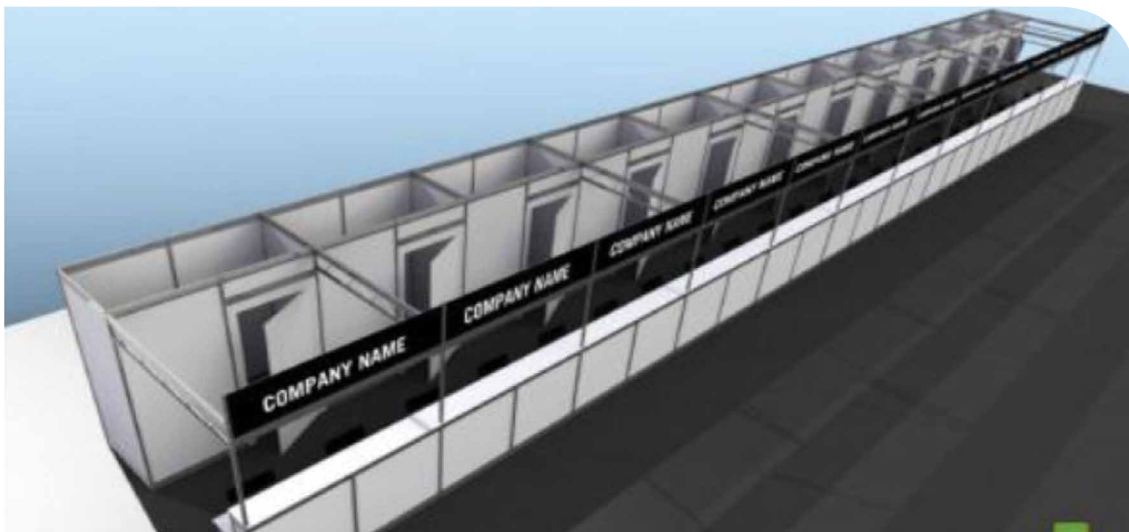
- The ESC will take care of the generic signage within the congress centre.
- No other signage or promotion can be made within the building.
- Exhibition lounges: one A3 size landscape format signage place by ESC official supplier on the entrance wall of the assigned rooms to identify the exhibition lounge for delegates (company name, corporate logo & visual permitted only).

CATERING

- Catering services within the Exhibition Lounges, Industry Meeting Rooms, Closed Industry Meetings or Hospitality Lounges can be organised with the ESC official caterer at the sponsor's cost.
- Organisers are encouraged to guarantee a healthy and balanced catering service to their delegates.
- Companies will have the right to serve alcoholic beverages during the receptions organised at the following dates and times only:
 - Saturday 30 August 2014: after 18.00
 - Sunday 31 August 2014: after 20.00
 - Monday 1 September 2014: after 20.00
 - Tuesday 2 September 2014: after 19.45

EXTRA SERVICES

The costs for any extra orders (i.e. catering service, extra audio-visual equipment, extra furniture, extra decoration, extra hostesses, etc) are not included in the room rental price.



Extra services within the Exhibition Lounges, Industry Meeting Rooms, Closed Industry Meetings Or Hospitality Lounges can be organised with the ESC official suppliers at the sponsor's cost.

The ESC cannot however be held fully responsible for the services delivered by sub-contractors or the building.

4.2 INDUSTRY WELCOME DESK

Exhibiting companies are invited to rent Industry Welcome Desks located in the Registration area. These desks will enable you to distribute your company's delegate registrations directly to recipients, manage your clients on their arrival in the congress centre and provide an important information point for guests during the congress. An industry welcome desk will be comprised of a desk and chairs for 2 people.

For further information and details, please contact: sponsorship@escardio.org

Product specification

- 12 Industry Welcome Desks available.
- Allocated on a first come, first served basis.
- You can promote your Industry Sponsored Sessions from the Welcome Desk via invitations. Posters cannot be hung on the wall and any pop-up displays must not impede passage.
- Only one Industry Welcome Desk is permitted per exhibiting company.
- Cost (excl. VAT): € 5 000

4.3 INDUSTRY COACH PARKING

ESC Congress 2014 will have a strict traffic plan in order to allow congestion free access to all delegates. Buses and coaches will not be allowed to drop off or pick up in the streets adjacent to the the Fira Barcelona. All companies organising ground transport to and from the venue are urged to reserve parking space in Hall I using the form available on www.esccongress2014.org, before **17 July 2014**.

4.4 GROUP REGISTRATION

Group Online services are available on www.escardio.org through your "My ESC" account. For more details contact our Group Registration Department at: groups@escardio.org

ADDRESS DATA QUALITY:

We draw your attention to the importance of receiving valid and complete delegate information (postal addresses and emails).

This is of great concern not only to the ESC but to:

- Your attendees - so they receive the journal subscription if included in the registration fee.
- Exhibiting companies - so the data that they retrieve from badge readers during the congress is valid and exploitable.

NOTE

Only registrations from industries or their agents providing valid addresses for each attendee will be processed. Without this information; registrations will not be accepted. If the valid address is submitted at a later stage, the fee corresponding to the period when the ESC receives this information will apply.

DEADLINES**31 May 2014** Early Fee Registration Deadline**31 July 2014** Advance Registration Deadline**NOTE**

General Exhibitor Badge:

 **NEW THIS YEAR**

Free badge name ordering deadline: 15 July 2014

 **NEW THIS YEAR**

Additional badge ordering deadline: 11 August 2014

NOTE

ETSA exhibitors accrue 5 points for participation, but no points for their stand space.

The 5 participation points for exhibiting are not accrued by Non-Exhibiting session organisers.

4.5 HOTEL SERVICES

Companies participating in the ESC Congress may wish to make group hotel reservations for employees and invited guests, the ESC will assist companies in this task when circumstances permit. The ESC cannot, however, guarantee that all requests will be met.

For more information, please contact the ESC Housing & Events Department: hotels@escardio.org

Requests received will be dealt with according to the Accrued Points System.

4.6 ACCRUED POINTS

The Accrued Point System has been established to ensure participation at ESC Congresses will earn companies priority according to the level of their involvement over the past 4 years.

EARNING POINTS

Partial points are not allowed; figures are always rounded up.

For companies sharing exhibition stand space, industry sponsored sessions, sponsorship activities or registration groups, we will split the points equitably between the two companies unless we have been informed otherwise by both parties involved. In the case of uneven points, one company will have 1 point more than the other. For shared group registrations, please inform your agencies that both company names must be indicated as the Group name. Only exhibiting companies can accrue Registration points.

Accrued points are allocated per activity as follows:

Exhibition

- Only Paying Exhibitors can accrue points.
- Exhibitors will not accrue points for cancelled stand space
 - 5 points are awarded for exhibiting at the ESC Congress 2014.
 - 1 point is accrued per full 9m² of exhibit space.

Sponsored sessions

- Both exhibiting companies and companies paying a non-exhibitors fee can accrue points.
- Sponsors will not accrue points for cancelled Industry Sponsored Sessions.
- Accredited Programmes & Satellite Symposia of 45 minutes will accrue 10 points
- Accredited Programmes & Satellite Symposia of 60 minutes will accrue 12 points
- Accredited Programmes & Satellite Symposia of 90 minutes will accrue 14 points
- Satellite Symposia – Experts on the Spot of 30 minutes will accrue 5 points
- Hands-On Tutorials will accrue 14 points
- In case of reduced fee, 1 point will be accrued per €2 500 spent.
- Only full paying sponsors can accrue points.
- Lecture room: 1 point is accrued per €2 500 spent per room.

NOTE

Non-Exhibiting session organisers will not accrue the 5 participation points rewarded to exhibitors.

Sponsorship

1 point is accrued per €2 500 spent per sponsorship item as listed on the Industry Prospectus and application form. Bonus points can be accrued for certain sponsorship items if indicated on the industry prospectus.

Group registrations

1 point will be given for 9 full, paid registrations, (group registrations only) if the company has taken an Exhibition stand. Individual registrations cannot be counted for accrued point claims. Please ensure your group registrations feature the exhibiting company name in order to ensure points are allocated. The ESC will not allocate points to groups where the exhibiting company name does not feature.

Industry Welcome Desks & Rooms at ESC

Companies are entitled to 1 point per €2 500 invested in Industry Welcome Desk, Exhibition Lounge, Industry Meeting Rooms, Closed Industry Meeting, Hospitality Lounge and Lecture Room rentals.

ACCRUED POINTS CALCULATION

The ESC will calculate all exhibiting company's points and forward them a notice of their point status for the upcoming year in the course of September 2014. Companies will have a limited timeframe to contest the point status as communicated by the ESC should they have reason to question the calculation. No alteration or modification is possible to the accrued point listing following its publication in October 2014.

COMPANY MERGERS & ACQUISITIONS

Companies who have experienced a recent merger or acquisition and who wish to merge their points with another company in the Accrued Point Listing must ensure an official letter confirming the commercial transaction signed by a senior executive body is received by the ESC no later than 12 September 2014.

BENEFITS OF POINT'S STATUS

Sponsored sessions time slots and lecture room assignments

Signed order forms received before the 13 January 2014 will benefit from priority assignment in line with the accrued points ranking. After that, sponsored session time slots and lecture rooms will be available on a first come first served basis.

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

Exhibition stand assignment

When an equal number of points are held by two or more companies, the stands will be assigned according to:

- Order of receipt of the application forms
- Size of space requested
- Additional sponsorship activities
- Nature of goods

Sponsorship

- Signed order forms received before 1 December 2013 will benefit from priority assignment in line with the accrued points ranking. After that time sponsorship and advertisement will be available on a first-come first-served basis.
- Deadlines for application for Sponsorship & Promotional items using your Accrued Points status may vary for each product and service.
- Please note the given approval deadline per item.
- Priority status will only be granted to applications made on the Sponsorship, Advertisement and Promotion Application Form.

The ESC reserves the right to make special promotional offers, or, within reason to amend the points weight per item, to the benefit of the congress and its delegate attendance. These changes may occur at any stage and may pertain to any congress item.

PENALTIES

Infringements of these Guidelines may result in the loss of Accrued Points. The procedure for policing and enforcing the violation system is as follows:

The ESC will report alleged violations to the Guidelines for Industry Participation Committee. After considering the available evidence, a representative of the relevant company having been invited to present the company's view, the Committee will give its opinion. This will be confirmed in writing after the Congress. Appeals may be made to the Board of the ESC.

First serious violation:

No accrual of points for the year

Second serious violation:

No accrual of points and/or the loss of all accrued points to date.

Third serious violation:

Loss of eligibility to participate in future ESC Congresses for a period of four years.





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5. ESC INDUSTRY MEDIA POLICY

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5.1. OVERALL REGULATIONS

- Any session organiser or exhibitor taking part in an ESC event must adhere to the present ESC Industry Media Policy.

An ESC Industry Press event is defined as an event organised by Industry in order to communicate with the media during an ESC congress, whether this takes place in or outside the venue.

- Anyone who infringes the present ESC Industry Media Policy will be penalized and is subject to ESC penalty policy as outlined in this chapter section 5.10.
- Any ESC trademarks and logos are the full property of the ESC. They cannot be used, reproduced or associated with any presentation or session without the ESC's prior approval.

5.2 EMBARGO POLICY

- Session organisers and Exhibitors may not distribute Press materials at ESC congress, without prior written approval from the ESC Press Office.

Any press material that session organisers or exhibitors wish to release during an ESC event and which refer to the ESC, must be sent electronically for review by the ESC Press Office at least one week before the event.

- Press materials subject to this embargo comprise of any ESC related news releases or statements including press releases, summaries, abstracts, findings, etc.

NOTE

Session organiser or Exhibitor press materials cannot include the ESC and/or affiliated trademarks or logos without ESC approval.

- Press Materials may be released only once the embargo is lifted by the ESC.
Results and information related to sessions at any Event organised by the ESC are strictly confidential and cannot be presented or announced in any manner or for any purpose whatsoever prior to presentation in the session or press conference (unless the embargo has already been lifted by the ESC itself).
- Should circumstances arise in which the trial organisers co-nsider prior disclosure, total or in part, it is imperative that the ESC is consulted (see section 5.4 "Requests for early disclosure of information").
- Session organisers or exhibitors, whether on-site or off-site, are expected to abide by this Industry Media Policy in full including the Embargo Policy, and to make sure that any member of staff or any third party acting on their behalf and/or under their authority, whether on-site or off-site, comply with the ESC Industry Media Policy.
- Breaking of an ESC embargo by any session organisers or exhibitor as well as any member of staff or any third party acting on the behalf of and/or under the authority of any session organisers or exhibitor is a contractual breach. The person/entity who released the information will be held accountable and will be subjected to the penalties listed in this chapter section 5.10
- Industry and their PR are responsible for meeting their timelines.

5.3 FILMING / PHOTOGRAPHY / RECORDING POLICY

Only confirmed session organisers and exhibitors may apply for an authorisation to film, take photos or record during ESC congress. Authorisation will be granted by the ESC on a one to one basis after official request made to the ESC Press Office. Once the request has been approved, the Industry will be given a filming pass. Photographers/cameramen must be able to produce the filming pass upon request.

- Companies who are not official sponsors of the ESC are not eligible for a filming pass.
- Once duly authorised, session organisers and/or their representatives may film, take photos or record **only their own presentations, sessions or stands**.

NOTE

No other filming, photographing or recording is allowed in any other place (including the Exhibition Hall) at any time, even with a filming pass.

- Industry representatives or PR/Communications agencies organising Industry Press Conferences or Industry-sponsored sessions are responsible for protecting their content and enforcing their rules.
- **Films/photos/recordings taken during an ESC event are subject to protection of intellectual property, image and personality rights. Notably, slides from scientific sessions are copyrighted and may not be published without approval from the author.**
- Any video transmissions or webcasts taken at the ESC event may only be published/available online after the end of the scientific session they refer to. **Transmissions or webcasts of any video or picture taken at an ESC event are not allowed to carry the ESC trademarks or logos without the ESC's prior approval.**
- Suppliers for furniture and other material for the ESC will also require a filming pass in order to film, take photos or record during an ESC congress. Their requests will be granted by the ESC Press Office on a case by case basis.
- Session organisers and Exhibitors, are expected to abide by the full ESC Industry Media Policy, including the Filming/Photography/Recording Policy, and make sure that any member of staff or any third party acting on their behalf and/or under their authority comply with the ESC Industry Media Policy.
- Breaking of the Filming/Photography/Recording Policy by any Session organisers and Exhibitors as well as any member of staff or any third party

acting on the behalf of and/or under the authority of any Industry, Session presenters or Exhibitors is a contractual breach that may lead to sanctions under the conditions set up in section 5.5.

5.4 REQUESTS FOR EARLY DISCLOSURE OF INFORMATION

- Publicly traded companies may ask to disclose information submitted to ESC Congress, prior to embargo date. Public disclosure of certain abstract content prior to the ESC event may be recommended by legal counsel.
- If this occurs, the ESC may grant an exception to its embargo rules and allow the company to release limited top-line data (i.e., general findings with no additional analysis, commentary, investigator quotes, etc.) from the abstract without jeopardizing its eligibility for presentation at ESC Events.
- Companies in this situation should send the ESC Press Office a written request including:
 - Reasons for requesting an exception to the ESC Embargo Policy
 - Detailed information about the release, including the data that will be included, who it will be sent to and the timing of the release
 - A letter explaining which applicable securities laws necessitate the required early disclosure and guaranteeing that the information contained in the release is only the minimum necessary to ensure such compliance
- If the ESC grants permission for the top-line data to be released, the press release should note that the abstract has been submitted (or accepted) for presentation at an ESC congress.
- The ESC will evaluate these requests on a **case-by-case basis** and **reserves the right to change the type of presentation** (e.g., from oral to poster) or remove the abstract from the scientific programme if the released information is judged to substantially detract from the novelty of the presentation at the ESC Event.
- Any additional information from the abstract (e.g., additional analysis, commentary, or updated information from those individuals and companies involved in the study) is embargoed until the time of the presentation or ESC press conference, whichever comes first.

5.5 REGISTRATION & ACCESS

Press registration is not available to Industry or its Public Relations representatives, event management, marketing or communications representatives, even if they have a valid press card. Please check the ESC congress 2014 Web Site www.escardio.org to find alternative registration options.

Access to the Industry Press Area is restricted to registered press and industry with activities confirmed by the ESC Press Team.

5.6 PRESS MATERIALS REVIEW

The ESC Press Office must review all industry press materials before dissemination.

The 2 aspects to be reviewed:

- It is strictly forbidden to use the ESC logo in any of the industry press materials.
- The official name of the Congress – ESC Congress 2014 – must be used when mentioning the Congress in the industry Press materials.

Press materials:

- Press releases
- Slides for the Industry Press Conferences

- All materials to be displayed during the industry press conferences
- All materials available to journalists in the display area
- In general, any materials to be handed out to journalists

IMPORTANT

- Industry needs to send all press material before dissemination to the Press Office.
- Industry needs to wait for written ESC Press Office validation before printing or disseminating materials.
- If Industry has any amendments to make, the ESC press office must be informed as soon as possible.
- A final hard copy version of the slides presented must be handed in to the ESC Press Office on site.

5.7 FACILITIES ALLOCATED TO INDUSTRY PRESS ACTIVITIES

Facilities	Quantity	Capacity	Rates
Industry press conference room	1	90 pax	€3 000 per hour, €2 000 per incremental hour thereafter (set up and dismantling to be included)
Display table	Unlimited	N/A	€1 500 for full 5 day-period
Industry Press Interview Rooms	2	4 pers.	No charge, Max 1 hour per booking



GLOBAL INFORMATION ON FACILITIES

- A member of ESC staff overseeing Industry Press Activities will be available throughout the Congress period.
- ESC staff will not be responsible for industry-related tasks such as photocopying or secretarial duties.

INVOICING

- **A booking is only confirmed when payment is made**
- Any Bookings will be handled on a first-come first-served basis
- No booking can be taken into account without the relevant form fully completed and sent to the ESC Press Office. For any change, please send a new booking form
- Display tables and the Industry press conference room will be invoiced for the requested service following signature of the appropriate order form and validation from the ESC Press Office
- Payment must be made by credit card
- Payment must be made within the payment deadline and latest by 15 July 2014
- Any Payment must be made within the payment deadline or the room will be released for other companies

For all payment, invoicing and cancellation information, please see Chapter 6 "Finance and Invoicing".

WHAT IS AN INDUSTRY PRESS CONFERENCE ROOM?

The Industry Press Conference Room is the recommended venue for industry press briefings relevant to the Congress proceedings. Industry and their PR agencies are responsible for respecting the booked slots. No overlap is authorised.

The ESC Staff will badge each participant as they enter the Industry Press conference room.

The Industry Press Conference Room accommodates an audience of 90 pax in theatre style. This set up can be changed on a case by case basis but the ESC Press Office reserves the right to accommodate accordingly.

ROOM ACCESS AND SET UP

The rooms are located in the press area with a standard room set up. When booking the room, companies must plan for their room set-up, AV requirements, catering, dismantling, media briefs and journalist questions. No decoration or signage is permitted outside the room. All information must be indicated in the booking form and will be charged in addition to standard room rental.

Catering can be organised in the Industry Press Conference room but no catering may be set up outside the room. It is not possible to serve alcohol during day-time events. Industry and their PR agencies must contact the official caterer. Details will be provided on www.escexhibition.org

STANDARD ROOM SET UP

The top table will be set up to allow for several speakers in a row. All changes of set up style and IT needs must be confirmed in advance with the ESC Press Office. We cannot guarantee the feasibility of any on-site requests.

- 1 ESC room hostess
- 1 table for up to 6 people on stage + 6 microphones + 3 monitors
- 1 lectern + 2 microphones + computer
- 1 screen for projections
- 1 video data projector: 4000 ANSI beamer 1024 resolution for pp projector
- 1 technician
- Sound distribution box
- Hand held microphones: general for Q & A
- Lighting

WHAT IS A DISPLAY TABLE?

The Industry Press Display Area is designated for the display of industry press materials such as press packs, press materials or other industry-related materials aimed at the Congress press attendees and relevant to the Congress proceedings.

It is strictly forbidden to use this area for any meetings or briefing sessions.

Exhibitors are requested not to remove/collect any press packs belonging to any other industry press display exhibitors.

Industry press exhibitors are requested to **validate the set up on the afternoon of Friday 29 August 2014** in order to ensure that all displays are ready when the main Congress proceedings start.

Industry press exhibitors are requested to remove their display materials on Wednesday 3 September 2014, in the morning.

Equally, industry press exhibitors are requested to organise the collection and/or disposal of their excess materials following the closure of the Congress.

INDUSTRY PRESS INTERVIEW ROOMS

- Two smaller press interview rooms
- Each room can hold up to four people
- No charge, reserved solely for press interviews
- Maximum one hour per booking

5.8 BOOKING ALLOCATION PROCEDURE

In rare situations when two or more bookings are received at the same time and requesting the same slot, the ESC Press Office will refer to the Accrued Points System and each industry's points to date, to resolve the issue. The company with the higher number of points will be given priority.

The ESC press conferences will be confirmed in terms of topics and timings at a meeting in late May 2014. Therefore no industry press conference timing requests can be formally confirmed before June 2014 at the earliest.

5.9 COMMUNICATION & PROMOTION

The Industry Press Conference schedule is made available in the ESC press area.

The ESC does not make its press database or registration lists available to Industry.

5.10 TERMINATION – BREACH

- It is agreed that Industry, session presenters and exhibitors are responsible for their actions during ESC congress and for any publication or Press material containing results and information related to an ESC congress.
Session organisers and exhibitors are also responsible for the action of members of their staff or any third party acting on their behalf and/or under their authority, whether on-site or off-site.
- Consequently, in the event of a breach of any provision of the present *ESC Industry Media Policy* including the Embargo and Filming Policy by any Session organisers, Exhibitor as well as member of their staff or any third party acting on the behalf of and/or under the authority of any Industry, session presenter or exhibitor, the ESC reserves the right to terminate immediately, without notice and without prejudice to any claim for damages or other remedy by any third party, the agreement given to any registered participant and/or their representatives to present at the ESC Event, notwithstanding any other provision of the ESC Industry Policy.

- Furthermore, breaking of the ESC Industry Media Policy by any Industry, session presenter, exhibitor, member of staff or any third party acting on the behalf of and/or under the authority of any Industry, session presenters or exhibitors is a contractual breach that may also lead to:
 - Immediate exemption of the session organiser or exhibitor presentation from the scientific programme
 - Withdrawal of the abstract(s) from the scientific programme
 - Restrictions on future scientific work submission for one full year starting from the time of the Industry Media Policy break
 - Non-acceptance of future abstracts and/or clinical trials to the scientific programme for one full year starting from the time of the Industry Media Policy break
 - Loss of accrued points
 - And any other measure deemed appropriate to preserve ESC rights (or its members rights) without prejudice to any claim for damages or other remedy by any third party.
- In the event of a breach of any provision of the present *ESC Industry Media Policy* and the enforcement of the above-mentioned sanctions, any financial obligations to the ESC must be honoured.
- The absence of termination of the agreement and/or of any sanction from the ESC does not constitute an acknowledgment of the Session organisers or exhibitor misconduct and the ESC reserves the right to proceed to the said termination and/or sanction at any time.
- Any matter arising from or connected with the compliance to the *ESC Industry Media Policy* including the Embargo and Filming Policy will be governed by French law, without reference to the conflict of law principles. Any dispute arising out of this commitment shall be brought before the Court of Grasse, France.

5.11 CONTACT

All queries regarding Industry Press Activities bookings and regulations should be directed to the ESC Press Office.

Email address: press-services@escardio.org





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It is the ESC's policy that all invoices be paid by the date indicated on the invoice or before the opening of the congress on 30 August 2014, should this date fall first.

Value added taxation

Spanish VAT rules will apply for exhibition space, exhibitor badges, registration fees and hotel accommodation sales.

All other services are subject to French VAT according to general EU services directive and reverse charge procedure may apply. In this case the customer must auto reverse the VAT in their home country; companies registered in a country outside of the European Union are encouraged to seek advice on reclaiming VAT payment.







6.1 EXHIBITION

INVOICING

- Exhibition space will be invoiced for the requested service following signature of the appropriate order form.
- Payment for exhibition space must be made within the payment deadline (30 days from date of invoice) and latest by **30 June 2014**.

CANCELLATION POLICY

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

- **10%** until 30 November 2013
- **50%** from 2 December 2013 to 28 February 2014
- **100%** from 1 March 2014

Cancellation fees will be charged despite unprocessed payments

Requested stand size may be revised downwards by the client with no cancellation fees up until 30 November 2013, any down-sizing post this date will be subject to cancellation fees as outlined above. Given serious cause the ESC is entitled to postpone, to curtail the duration, to close the exhibition completely or in part for any period, or to cancel. In the event of complete or part postponement or curtailment, the order form is regarded as valid for a possible new date and new duration for the said congress and location only. If, for any reason, ESC Congress 2014 has to be cancelled, the ESC will refund to the exhibitors the sum paid to the ESC for contractual commitments less expenses incurred in preparation of these contracts, with liability for either party to the contract.

Cancelling your exhibition space will mean:

- Pay the non-exhibitor fee for your Industry Sponsored Sessions
- Cancelling your Sponsorship, Advertising & Promotional items.
- Cancelling your Exhibition Lounge, Industry Meeting Room, Closed Industry Meeting And Hospitality Lounge.
- Loose your Exhibitor rights, which includes Exhibitor badge allocation (General Exhibitor, Scientific Exhibitor, Diamond Exhibitor Badges).

6.2 ACCREDITED PROGRAMMES & SPONSORED SESSIONS

INVOICING

- Accredited Programmes & Sponsored Sessions will be invoiced for the requested service following signature of the appropriate order form.
- Satellite symposia lecture rooms will be invoiced upon assignment of the rooms.
- Change of lecture room capacity once the invoice has been issued will occur a 100% cancellation fee..
- Once these deadlines have passed, accredited programmes, industry sponsored sessions & lecture rooms will be invoiced on submission of their application.
- Payment for accredited programme, industry sponsored sessions and lecture rooms must be made within the payment deadline (30 days from date of invoice) and latest by 30 June 2014.

CANCELLATION POLICY

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

- **10%** until 30 November 2013
- **50%** from 2 December 2013 to 28 February 2014
- **100%** from 1 March 2014

Cancellation fees will be charged despite unprocessed payments.

6.3 SPONSORSHIP**INVOICING**

- Sponsorship, Advertising & Promotional items will be invoiced for the requested service following signature of the appropriate order form.
- Payment for Sponsorship, Advertising & Promotional items must be made within the payment deadline (30 days from date of invoice) and latest by 30 June 2014.

CANCELLATION POLICY

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

- **10%** until 30 November 2013
- **50%** from 2 December 2013 to 28 February 2014
- **100%** from 1 March 2014

Cancellation fees will be charged despite unprocessed payments.

6.4 ROOMS AT ESC**INVOICING**

- Exhibition Lounges, Industry Meeting Rooms, Closed Industry Meeting and Hospitality Lounges will be invoiced for the requested service following signature of the appropriate order form.
- Payment for Rooms at ESC must be made within the payment deadline (30 days from date of invoice) and latest by 30 June 2014.
- Payment must be made within the payment deadline (30 days from date of invoice) or the room will be released for other companies.

CANCELLATION POLICY

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

- **10%** until 30 November 2013
- **50%** from 2 December 2013 to 28 February 2014
- **100%** from 1 March 2014

Cancellation fees will be charged despite unprocessed payments.

6.5 FACILITIES ALLOCATED TO INDUSTRY PRESS ACTIVITIES**INVOICING**

- Display tables and the Industry press conference room will be invoiced for the requested service following signature of the appropriate order form and validation from the ESC Press Office
- Payment must be done by credit card.
- Payment must be made within the payment deadline (30 days from date of invoice) and latest by 15 July 2014

CANCELLATION POLICY

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

- **10%** until 30 June 2014
- **50%** from 1 July 2014 to 15 July 2014
- **100%** from 16 July 2014

Cancellation fees will be charged despite unprocessed payments.

6.6 ADMINISTRATIVE FEES RELATED TO INVOICING CHANGES

All invoices will be raised using the Invoicing Data provided by the company on the various application forms. Please ensure the information provided is correct for invoicing. Please provide a PO number when submitting an application form.

An administrative fee of €70 + VAT will be charged for any requested changes to an invoice once it has been issued.



7. GENERAL TERMS AND CONDITIONS

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7.1 GENERAL

Returning an application form constitutes an Agreement and implies accordance with the Guidelines and any provisions contained herein for Industry Participation for the ESC Congress 2014.

These conditions supersede any others written agreements ESC may have with Industries except otherwise mutually agreed upon between the Parties.

COUNTERCLAIMS RIGHTS RENOUNCED

The Industry renounces the right to offset counterclaims against any fees for service payable in time unless the counterclaims are undisputed or have been confirmed by a court of law.

INDEBTEDNESS

If the Industry fails to meet its financial obligations, or additional expenses and other claims arising from the

contract, the ESC is entitled to prevent the Industry from accessing the service (incl. rental space) as long as a joint solution is not identified.

7.2 RESPONSIBILITY

The Industry shall ensure it is compliant with all national and international regulations.

The Industry is liable for the content of its presentation, promotional materials and/or any other information presented during ESC Congress 2014. The Industry shall hold the ESC harmless from any third Party's claim arising out from infringement or breach of copyright protected content or material.

Each company accepts their sole and individual responsibility to ensure that all their activities in relation to ESC Congress 2014 (exhibition, sponsored sessions, sponsorship, hospitality, etc) are in full respect of applicable laws, regulations, guidelines and relevant trade association codes of practice.

DAMAGES

Any defects within rental areas found at the end of the Congress shall be deemed to have occurred during this period, unless the Industry reported the aforesaid defects to the ESC in writing at the start of the rental or can irrefutably prove that the defects concerned already existed before the rental.

The industry shall use the rental areas and its equipment carefully and for its intended purpose and shall return it at the end of the rental period in the same condition in which it was at the start of the period.

All damages caused during the rental to the rented premises or to any space of spaces that are made available by any factor whatsoever must be repaired by the Industry, in so far as such damage was not caused by the ESC and /or its personnel or other Industries.

EXCLUSION FROM LIABILITY

The ESC shall not be liable to support any financial charge, unless the damage is a consequence of intent or deliberate recklessness on the part of the ESC.

Neither the ESC nor the Building owners can accept any liability for loss or damage to Industry' equipment

The ESC shall not be responsible for any loss or profits or consequential damages of the Industry, its participants or for damages suffered as a consequence of the activities of others Industries or of obstacles to the use of the Premises which are caused by third party unless there has been intent or deliberate recklessness on the part of the ESC.

The ESC does not undertake to safeguard the rental areas 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 exclusion from liability also applies if industry equipments are seized and stored by the ESC due to infringement of the present conditions of participation. This exclusion of liability is in no way impaired by the special security measures taken by the ESC.

Furthermore the ESC explicitly excludes all liability for any disadvantages or damage incurred to Industry due to erroneous details on space allocation, stand construction, catalogue entries or other errors in ancillary services.

Property of the Industry and of third parties shall remain on the premises at their own risk. The ESC will not be responsible for the insurance of such items. The ESC 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.

7.3 INSURANCE

All industries must send a copy of their insurance certificate to the ESC Exhibitions Department (exhibition@escardio.org) at least **10 days** before the opening of the congress. In the event, the ESC Exhibitions Department does not receive the certificate in due time or does not receive the certificate at all, please be informed that the ESC will not proceed with automatic reminder and only the Industries would be held responsible for this lack of information which can be, at the discretion of ESC, considered as a breach of contract.

The civil liability insurance shall cover all damages to persons and property that may be caused by its employees, agents or subcontractors as well as damages caused by guests, visitors or those participating in the event.

While on the rented premises, exhibition goods and packaging materials shall be insured at the expense and risk of the Industry. Industry should therefore contact their own insurance company.

Industry shall take out as well adequate insurance for third-Party Liability. Industry will be liable for the safety of participants on and around their stand area. In accepting ESC terms of sale, Industry undertakes to indemnify the ESC against any and all losses resulting from an unsafe construction, unsafe exhibits or the actions/inactions of its staff. The Industry, personnel engaged by or on behalf of the Industry, and third parties such as other participants, subcontractors, guests, visitors are in the Rental area at the risk of the Industry, or, as the case may be, these third parties. The ESC is not required to insure these risks.

The Industry shall indemnify the ESC against all claims which third party may be able to enforce against the ESC in connection with acts and omissions of the Industry or of persons for whom the Industry is liable or who are present on account of the Industry.

7.4 COPYRIGHT

The Industry acknowledges and agrees that: (a) the ESC owns all right, title and interest in the ESC Trademarks and ESC Content; (b) nothing in this Agreement shall confer in the Industry any right of ownership in the ESC Content or the ESC Trademarks and that all uses of the ESC Trademarks shall inure to the benefit of ESC; and (c) the Industry shall not now or in the future contest the validity of the ESC Trademarks or use or authorise the use of any trademarks, service marks or logos that are confusingly similar to the ESC Trademarks.



ESC acknowledges and agrees that: (a) the Industry owns all right, title and interest in the Industry Materials and the Industry Trademarks; (b) nothing in this Agreement shall confer in ESC any right of ownership in the Industry Materials or the Industry Trademarks and that all uses of the Industry Trademarks shall inure to the benefit of Industry; and (c) ESC shall not now or in the future contest the validity of the Industry Trademarks or use or authorize the use of any trademarks, service marks or logos that are confusingly similar to the Industry Trademarks

7.5 FORCE MAJEURE

If the ESC is unable to make the agreed services fully available to the Industry in accordance with the Agreement on account of Force Majeure or some other cause or circumstance beyond its control, the ESC shall not be liable for any damages suffered by the Industry of other participants. The ESC will refund to the Industry the sum paid to the ESC for contractual commitments less expenses incurred in preparation of these contracts, with liability for either party to the contract.

7.6 TERMINATION OF THE AGREEMENT

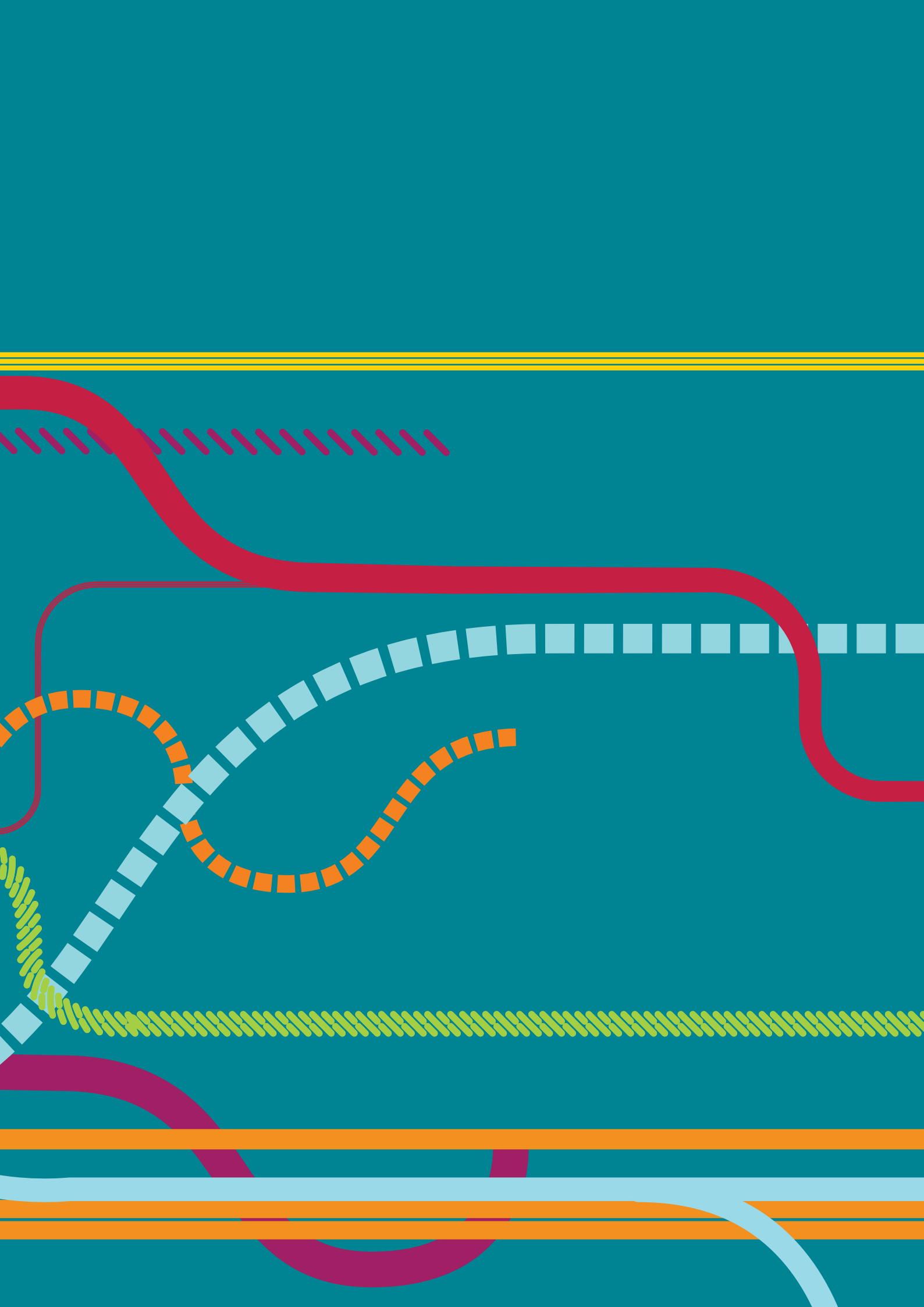
If after binding application and conclusion of the contract the ESC should accept that an industry may withdraw from their contract, the Industry is liable for the full amount of the rental fee including all surcharges and associated costs.

7.7 JURISDICTION AND APPLICABLE LAW

In the event of any disputes, controversies or claims arising in connection with the Agreement or arising out of, or relating to, any provision of the Agreement or the breach thereof, the Parties shall try to settle the problem amicably between themselves. Should the Parties fail to come to an agreement within Sixty (60) Days from the first notice of such dispute, controversy or claim; the same shall be finally settled by the competent Court of Grasse, France.

The Agreement shall be construed in accordance with the laws of France.







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