

EACTA ECHO 2010

Technical Instructions Manual for Exhibitors & Sponsors



11th – 14th September

Berlin

Germany

www.eacta.org



EACTA ECHO 2010

in association with EAE

BERLIN

11th-14th September 2010



The 2010 European Association of Cardiothoracic Anaesthesiologists (EACTA) Transoesophageal Echocardiography Accreditation Course, held in association with the EAE (European Association of Echocardiography), will take place in Berlin, Germany from 11th – 14th September.

The purpose of this document is to provide detailed information for sponsors and exhibitors on logistical and organisational issues relating to their participation at EACTA 2010. Exhibiting companies will also find advice and booking forms for a wide range of additional services that are available.

The booking forms for additional services must be returned along with payment before the deadlines specified. For any other items or queries, please contact the Conference Secretariat directly. Sponsors and exhibitors are requested to read this manual carefully and become fully familiar with the rules and regulations of the exhibition.

CONTACT DETAILS

Conference Secretariat:

MCI - Dublin
1 Clarinda Park North
Dun Laoghaire, Co Dublin - Ireland
Tel: +353 (0)1 280 2641
Fax: +353 (0)1 280 5405

Email: eactaecho2010@mci-group.com

FOR ANY QUERIES ABOUT THE SET-UP OF THE EXHIBITION OR THE CONTENT OF THIS MANUAL, PLEASE CONTACT:

Eimear Dunne
Exhibition & Sponsorship Manager – EACTA echo 2010
MCI – Dublin
Email: Eimear.dunne@mci-group.com

Hugh Torpey/Daniela Algeri
Project Assistant – Exhibition & Sponsorship
MCI – Dublin
Email: exhibition.dublin@mci-group.com



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CONFERENCE VENUE & FLOORPLANS

The conference venue is the Novotel Berlin am Tiergarten which offers excellent conference facilities, convenience and a high level of service in the heart of this amazing city. The hotel is close to the Tiergarten S-Bahn station and is ideally situated for the most important places of interest and business locations. The Siegessäule, the Deutsche Oper (Berlin opera house) and the Berlin Zoological Gardens can all be easily reached on foot.

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Novotel Berlin am Tiergarten

Strasse des 17 Juni 106-108

10623 BERLIN

GERMANY

Hotel Contact:

Alexandra Stahl

Tel: +49 (30) 600 350-0 | Fax: +49 (30) 600 35- 666

H3649-SB1@accor.com

CHECK GOOGLE MAPS:

<http://maps.google.ie/maps?hl=en&q=NOVOTEL+AM+BERLIN&ie=UTF8&hq=NOVOTEL+AM&hnear=Berlin,+Germany&ll=52.513897,13.333948&spn=0.009742,0.019248&z=16&iwloc=A>

The exhibition at EACTA ECHO 2010 is located in the KURLAND 1 on the ground floor of the Novotel Berlin am Tiergarten. Entrance for exhibitor deliveries is via the Wegelystrasse entrance.

Stand spaces are 6 metres² each (3m x 2m). Catering and the Welcome Reception will take place in the exhibition area in order to maximise opportunities for face-to-face contact with delegates.





EACTA ECHO 2010

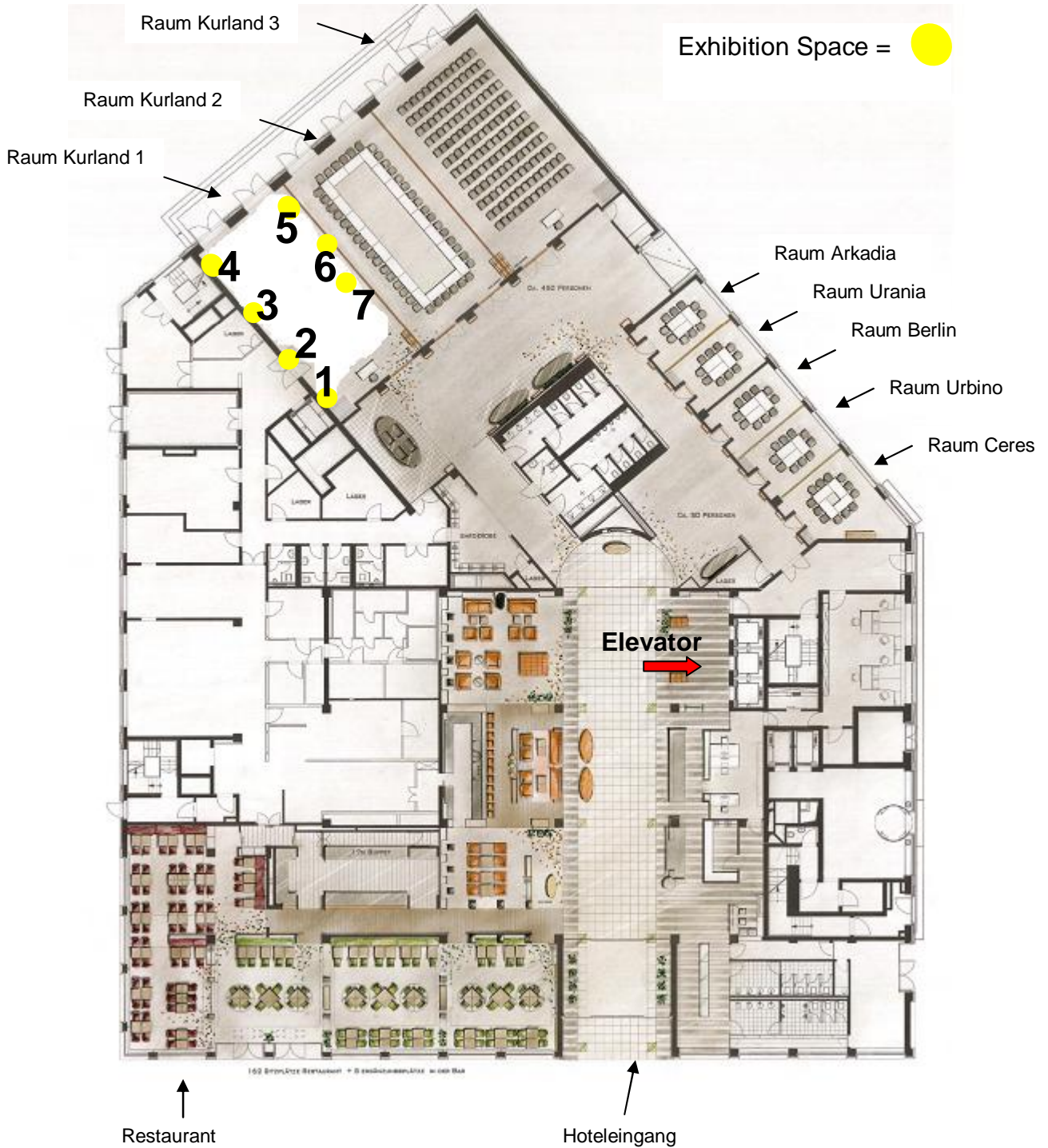
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EACTA ECHO 2010 EXHIBITION FLOORPLAN





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EXHIBITION TIMETABLE FOR EACTA ECHO 2010

Exhibition Build

Friday, 10th September 2010, 18.00 – 21.00hrs

Exhibitor Move In

Saturday, 11th September 2010, 8.00– 9.00hrs

Exhibition Open

Saturday, 11th September 2010, 9.00– 19.30hrs*

Sunday, 12th September 2010, 9.00– 18.00hrs

Monday, 13th September 2010, 9.00– 18.00hrs

Tuesday, 14th September 2010, 9.00– 16.30hrs

Exhibitor Move Out

Tuesday, 14th September 2010, 16.30– 19.30hrs

IMPORTANT NOTICE: The Conference Organisers request that a company representative be present during exhibition stand move in and move out to supervise the safe delivery, construction, removal and collection of all exhibits and collateral materials. The Organisers will not be held responsible for any loss of or damage to Exhibitor goods.

* On Saturday, 11th September a Welcome Reception will be organised in the Exhibition Area from 18:00hrs to 19:30hrs. All Exhibitors are warmly invited to be at their stands during the Welcome Reception in order to maximise their exposure.

EXHIBITION SPACE RENTAL SPECIFICATIONS

Exhibition space rental includes the following:

- § Provision of 3m x 2m (6m²) exhibition raw space
- § Provision of 1 table and 2 chairs per exhibition space
- § 1 Power supply point

Please note that: shell schemes, fascia name boards and lights are not included in the exhibition raw space costs and must be ordered separately in advance if required.

Additional items as per the list below can be ordered separately as required by completing the **ADDITIONAL ORDERS FORMS FOR EXHIBITORS** attached. The Order Forms must be returned to the Conference Organisers at exhibition.dublin@mci-group.com or by fax to +353 1 2805405 by **Tuesday, 31st August 2010** at the latest.

- § Display Graphics e.g. for booth panels or company logo as fascia board
- § Specialised Lighting
- § Stand furniture e.g. high tables and chairs, lounge suites etc





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- § Stand fittings e.g. brochure holders
- § Electrical Connections e.g. additional sockets
- § Carpet flooring
- § Flower arrangements
- § IT and AV equipment

The exhibitor is responsible for maintaining and keeping in good order the exhibition booth that they have contracted during the opening hours of the exhibition. The exhibition hall (walkways not booths) will be cleaned at the end of each day. This service is included in your exhibition space purchase price.

DELIVERIES ADVICE

Please note that all deliveries and collections for EACTA ECHO 2010 must be arranged by the exhibitors by contacting a courier of their choice. The Conference Organisers are not responsible for organising deliveries and collections. All exhibitors are recommended to label all their items clearly and to indicate:

- § Venue, address and contact person:
Novotel Berlin Am Tiergarten
Straße des 17. Juni 106,
10623 Berlin
Germany
Att: Jasmin Irmeler or Alexandra Stahl
- § Conference name:
EACTA Echo 2010
- § Your own company name and address
- § Number of your exhibition booth
- § Number of packages
- § A contact name and phone number of your company representative who is responsible on-site.

Deliveries will be accepted from Tuesday, 7th September 2010 (all goods stored at owners own risk).

All exhibits and materials must be removed from the conference venue no later than 12.00hrs on Wednesday, 15th September 2010

Please note that the Conference Organisers accept no responsibility for lost, mislaid or damaged items that have been delivered to the Novotel.

DELIVERIES OF INSERTS FOR DELEGATE BAGS

Deliveries of Inserts for Delegate Bags will be accepted from Tuesday, 7th September 2010. All deliveries must be clearly labelled showing:





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§ Venue, address and contact person:
Novotel Berlin Am Tiergarten
Straße des 17. Juni 106,
10623 Berlin
Germany
Att: Jasmin Irmeler or Alexandra Stahl

§ Conference name:
EACTA Echo 2010

§ Your own company name and address

§ Number of packages

Inserts must arrive on Thursday, 9th September in order to be packed in the delegate bags on Friday, 10th September. Inserts arriving after Thursday, 9th September will not be packed in the delegate bags.

PROVISION OF EQUIPMENT

Those companies providing equipment for EACTA Echo 2010 will be allowed to store their material in the Kurland 1 from 09:00hrs on Friday, 10th September and will be able to move everything into the workshop rooms after 18:00hrs on Friday, 10th September.

IMPORTANT NOTICE: The Conference Organisers request that a company representative be present during the equipment move in and move out to supervise the safe delivery, construction, removal and collection of all materials.

CAR AND TRUCK PARKING FACILITIES

There are some free parking facilities available in the immediate vicinity of the hotel. The Hotel Car Park is available at a rate of €16,00 for a 24 hour period (price per car).

REGISTRATION

Exhibitor Badges

1 complimentary exhibitor registration is included in the purchase price of a 6m² exhibition space. If you require additional staff on your booth they must register as additional exhibitors at the reduced exhibitor rate of €100 per person. Please note that there is a limit of 1 additional exhibitor registration permitted per stand.

Exhibitors can register for their name badges by completing the EXHIBITOR & SPONSOR REGISTRATION & ACCOMMODATION FORM in this manual and returning it to exhibition.dublin@mci-group.com before Tuesday, 31st August 2010. Please complete one form per company representative attending. Exhibitors can collect their name





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badges from the Registration Desk located in the ground floor of Novotel Berlin am Tiergarten from 08.00 to 09.00hrs on Saturday, 11th September 2010.

Sponsor Badges

If you are a Major Sponsor at EACTA ECHO 2010, you are entitled to 2 complimentary sponsor registrations, while if you are a Sponsor you are entitled to 1 complimentary sponsor registration. Please register your representatives by completing the EXHIBITOR & SPONSOR REGISTRATION & ACCOMMODATION FORM in this manual and returning it to exhibition.dublin@mci-group.com before Tuesday, 31st August 2010. Please complete one form per company representative. Sponsors can collect their name badges from the Registration Desk located in the ground floor of Novotel Berlin am Tiergarten during Official Registration Opening Hours for the duration of the conference.

ACCOMMODATION

Please complete the EXHIBITOR & SPONSOR REGISTRATION & ACCOMMODATION FORM in this manual and return it to exhibition.dublin@mci-group.com immediately. Please complete one form per company representative. Credit card details are required at the time of booking to guarantee your accommodation. The Conference Organisers advise booking accommodation as soon as possible as availability is limited.

TRANSPORT

The Novotel Berlin am Tiergarten offers EACTA ECHO 2010 Sponsors and Exhibitors a Shuttle Service from and to the Berlin Airports. This service will be arranged on request only by providing name, date and time of arrival – departure at least 2 weeks in advance. The service fee will be confirmed when the order is made.

As an alternative there are good transport links from Berlin Airports into the city centre; for more information, please visit:

TAXI COMPANY CONTACTS:

Taxi-Ruf Würfelfunk "0800-Cabcall" AG
Persiusstr. 7
D-10245 Berlin
Telefon: + 49 (0) 800-2222 55
Fax: +49 (0) 0800-8294 329

AIRPORT OFFICIAL WEBSITE: <http://www.berlin-airport.de/DE/index2.php>

BERLIN TOURIST INFORMATION: http://www.visitberlin.de/english/berlin-infos/e_bi_stadtinfos_nahverkehr.php





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SPONSOR & EXHIBITOR REGISTRATION FORM

Please complete this form (print in BLOCK letters in BLACK) and return to EACTA ECHO 2010
C/O MCI Group Dublin, 1 Clarinda Park North, Dun Laoghaire, Co Dublin, Ireland
E: exhibition.dublin@mci-group.com

SECTION A: Sponsor/Exhibitor Contact Details

Title: _____ First Name: _____ Family Name: _____

Hospital/Organisation: _____ Position in
Organisation : _____

Address:

Address:

Town/City: _____ State: _____ Country: _____

Contact Number: Phone: _____ Fax: _____

Email Address: _____

SECTION B: Registration

Your registration fee includes access to all conference sessions. It does not permit attendance to the social evenings apart from the welcome reception which is included.

Registration Type		Name
Major Sponsor	Complimentary Conference **	
Major Sponsor	Complimentary Conference **	
Sponsor	Complimentary Conference **	
Additional Sponsor Registration	EUR 100 **	



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Additional Sponsor Registration	EUR 100 **	
Exhibitor	Complimentary Exhibitor **	
Additional Exhibitor Registration	EUR 100 **	

SECTION C: Social Functions

Inclusive Social Functions – Welcome Reception 11th September 2010

The Welcome Reception is included in the conference registration fee.

Please indicate below if you wish to attend:

YES - I wish to attend ** €0.00

NO - I do not wish to attend **

Social Functions: TBC

Please check the EACTA ECHO 2010 website for updates www.eacta.org

SECTION D: Accommodation

Please see below details for the conference hotel. We advise all delegates to make accommodation reservations through the Conference Secretariat by completing this Registration Form.

Due to availability of accommodation, early booking is recommended. Rooms cannot be guaranteed after 11th August.

Credit Card details must be provided with this form to guarantee accommodation bookings. This credit card will be charged by the hotel for accommodation 2 weeks prior to the conference.

All rates are inclusive of breakfast, service charge and VAT.

HOTEL	Standard Single	Standard Double
4* Novotel Am Tiergarten	EUR 109 **	EUR 142 **

Please indicate your check in date and check out date below.

Arrival Date: ____/____/____ **Departure Date:** ____/____/____

If sharing with another registered delegate, please indicate name:

Please advise us if you have any special needs or requirements (e.g. wheelchair access)





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SECTION G: Payment

Tick one of the following options:

Bank transfer If you wish to pay by bank transfer please fill in the form, return it to the address at the top of the 1st page and we will invoice you with the total amount. Our bank information will be on the invoice.

Credit Card Payment Only MasterCard or Visa

Cardholder's Name _____

Address _____

Card Number _____

Security Number (3 digit code on back) _____ Expiry Date _____

Cardholder's Signature _____

PLEASE COMPLETE ALL SECTIONS OF THIS FORM AND FORWARD TO ADDRESS SHOWN AT TOP OF PAGE 9

Please read the Terms and Conditions overleaf and confirm your acceptance by ticking the box provided and include your signature as requested.

Terms and Conditions

Registration Terms and Conditions:

1. All registration cancellations must be sent in writing and addressed to EACTA ECHO 2010 c/o MCI Group to eactaecho2010@mci-group.com
2. Cancellations on registrations received up to and including the 13th July will be subject to a 10% cancellation fee.
3. Cancellations received from the 14th July until the 13th August will be subject to a 50% cancellation fee.
4. No refunds will be given from 14th August for registration cancellations.
5. Transfer of registration fee to another delegate is accepted until the 14th August. Please inform the Conference Secretariat of changes as soon as possible.
6. By registering for EACTA Echo 2010, delegates give permission for their contact details to be used for official purposes and to be included in the delegate list.
7. The organisers reserve the right to alter any of the arrangements for this conference including cancellation of the event should unforeseen circumstances require such action. The organisers accept no responsibility for resulting costs and inconvenience to delegates who are advised to have their own travel insurance in place.
8. Please note all refunds due will be processed post conference.





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Accommodation Terms and Conditions:

1. All cancellations must be sent in writing and addressed to EACTA Echo 2010 c/o MCI Group to eactaecho2010@mci-group.com
2. For all accommodation bookings, full prepayment is required to guarantee the reservation.
3. Cancellations received up to and including the 5th July will be subject to a 50% refund on accommodation booking.
4. Cancellations received from 6th July until 23rd July will be subject to a 75% cancellation fee on registration.
5. Cancellations received from 24th July will be non-refundable.
6. In case of early departures, guests will be charged according to their initial booking and not their actual stay.
7. The organisers reserve the right to alter any of the arrangements for this conference, including cancellation of the event should unforeseen circumstances require such action. The organisers accept no responsibility for resulting costs and inconvenience to delegates who are advised to have their own travel insurance in place.
8. Please note, all accommodation refunds due will be processed post conference.
9. In the event of non-arrival, the hotel will automatically release the reservation and no refunds will be given.

Important note: MCI Dublin is not responsible for and will be exempt from all liability in respect of any loss, damage, injury, accident, delay or inconvenience to any person, his or her luggage for any reason whatsoever on any tourist services provided. Personal travel and health insurance is recommended.

.. **I agree to Terms & Conditions stated above.**

Signature _____:

