



World Congress of Cardiology

Scientific Sessions 2010

Featuring the 3rd International Conference on Women,
Heart Disease and Stroke

16 –19 June 2010 | **Beijing, China**



INDUSTRY PRESS GUIDELINES

**Guidelines and regulations for
Industry-handled press activities
at the congress or for information released
at/during the**

World Congress of Cardiology Scientific Sessions 2010

Content

- A. Overall Regulations
- B. Press Activity Timings & Embargo Regulations
- C. Industry Press Display Table details & facilities
- D. Press Conference Room details & facilities
- E. Booking Forms

A. Overall Regulations

1. The World Heart Federation allows industry (and their PR/communications agents) to hold industry-related press conferences, oversee press interviews and to disseminate press materials at the World Congress of Cardiology Scientific Sessions. Industry is strongly encouraged to make use of these on-site facilities rather than to hold off-site press briefings.
2. On-site Industry Press Activities, including the dissemination of press materials, must be conducted in the press office suite of rooms **only** and must not take place in any other areas of the congress centre.
3. Three rooms are allocated to Industry Press Activities, as follows:
 - a. Industry Press Display Table: for the display/dissemination of press materials
 - b. Press Conference Room: for press conferences and press briefings
 - c. Press Interview Room: for smaller press briefings and interviews
4. These rooms are offered under the following rental conditions
 - a. Industry Press Display Table: USD 1,500 for full 4-day period
 - b. Press Conference Room: USD 2,000 per half-hour or pro-rate thereof
 - c. Press Interview Room: No charge, maximum one hour per booking
5. The Industry Press Rooms are located within the Chinese National Convention Centre (CNCC) and are indicated by the internal signage and Congress Centre floor-plans.
6. Access to the above Press facilities is restricted to registered press and industry exhibitors with booked activities.
7. Industry must contact the World Heart Federation Press Office to discuss all planned press activities, to ensure adherence to World Heart Federation embargoes and these Industry Press Guidelines. Breaking World Heart Federation embargoes or Industry Press Guidelines is not advised, as this will affect your participation in the next World Congress of Cardiology Scientific Sessions in 2012.
8. The World Heart Federation does not send out invitations for individual Industry Press Conferences, but instead lists all Industry Press Activities booked through the World Heart Federation on the Virtual Press Office and within the Press Centre. Only those Industry Press Activities booked through the World Heart Federation will be promoted in this way.
9. The World Heart Federation does not make its press database or registration lists available to Industry.
10. Industry and its PR/communications agents must register for the Congress as 'Exhibitor' status in the Industry company name. Press registration and access to the main Press Centre is not available to Industry PR, event management, marketing or communications representatives.
11. The World Heart Federation reserves the right to be the first communicators and to set the embargoes for all data released at the World Congress of Cardiology Scientific Sessions 2010.

B. Press Activity Timings & Embargo Regulations

1. General Regulations

All Industry Press Activities organised around the World Congress of Cardiology Scientific Sessions 2010 must adhere to the World Heart Federation press release dissemination timings, press conference timings and World Heart Federation embargo regulations, even those not held onsite or using the Industry Press Rooms and facilities (although usage of the World Heart Federation facilities is strongly recommended).

Breaking World Heart Federation embargoes or Industry Press Guidelines is not advised as this will adversely affect your participation in the next World Congress of Cardiology Scientific Sessions 2012.

To ascertain when you may disseminate press materials and the timing for which you should set your embargo, you must contact the World Heart Federation Press Office to discuss your proposed activities.

Industry Press Conferences should be held following the World Heart Federation Press Conference, World Congress of Cardiology Scientific Sessions or Industry-organized satellite activities to which they relate. Industry Press Conference slots are allocated on a first-come, first-served basis, according to the topic to which they relate.

World Heart Federation Press Conferences will be held on 17, 18 and 19 June 2010 at the following times:

- 07:30-08:30
- 10:00-10:30
- 12.00-13:00

Please note that the “wrap-up” Closing Press Conference will take place on the final day (19 June) during the 12:00 to 12:30 slot.

Industry Press Conferences must not overlap with the official World Heart Federation Press Conferences and fixed time slots have been set aside for industry press conferences:

Industry Press Conferences must be held on 17, 18 and 19 June 2010 at the following times:

- 14:00-15:00
- 15:15-16:15
- 16:30-17:30
- 17:45-18:45

The World Heart Federation press conference schedule will be finalised by the end of March 2010. Should any World Heart Federation reserved break periods not be used for the World Heart Federation Press Conferences then they will also be made available to Industry on a first-come, first-served basis.

2. Topics, Timings & Embargoes

The press information dissemination and embargo rules are set according to the nature of the information you are planning to communicate. Once you have clarified the topic of your Industry Press Activities, the World Heart Federation Press Office will work with you to find the most appropriate available timeslot for your Press Conference / Press Activities.

The individual regulations for the time of press activities – including the timing of your press conference, the timing of the dissemination of your press materials, and the timing of your embargoes are outlined overleaf. In general, more flexibility is offered when addressing corporate information unrelated to the main World Congress of Cardiology Scientific Sessions Programme.

Sessions / abstracts also presented as a World Heart Federation Press Conference:

- The World Heart Federation press conference topics and timings are set in late March 2010.
- If your activities relate to data also being presented at a World Heart Federation press conference, you must ensure that your activities are held in parallel with those of the World Heart Federation and do not compromise the World Heart Federation embargoes and regulations.

- If you have already pre-booked your Industry press conference timing before the World Heart Federation press conferences are set, you may be asked to reschedule this to ensure that your press conference is held following the World Heart Federation press conference to which it relates.
- Press materials must not be disseminated before the start time of the relevant World Heart Federation press conference (i.e. upon embargo).

Sessions / abstracts within the World Congress of Cardiology Scientific Sessions Programme but not World Heart Federation Press Conference Topics:

- If your topic relates to a Scientific Session or Abstract within the main Congress Programme (not including satellite activities), then you must adhere to World Heart Federation embargoes and regulations.
- Press materials must not be disseminated before the start time of the Scientific Sessions or Poster/Abstract presentations, as indicated in the Final Programme (i.e. upon embargo).

Topics relating to Satellites or corporate information:

- If your press activities relate to a Satellite Session or corporate information, for example a new product launch or issue **not** part of the main Congress Scientific Programme, you may set your own press conference timing, press material dissemination timing and embargo time. Nonetheless, please keep the World Heart Federation Press Office updated on all related activities.

C. Industry Press Display Table

1. Description:

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

2. Location:

The Industry Press Display Table is located within the Press Area.

3. Access:

Entry to the Industry Press Display Table is restricted to press attendees and exhibitors with bookings therein.

4. Rented area:

Each Industry booking is for a display area consisting of part of a table with storage space underneath and an A2 portrait poster-board area. This may be for example a poster of the press material or a flyer / invitation to the Industry press conference concerned.

5. Materials:

All press materials (press packs and posters) to be exhibited within the Industry Press Display area must be sent in hard copy form for review by the World Heart Federation Industry Press Office by 21 April 2010 at the latest.

Exhibitors are requested to not remove / pick-up any press packs belonging to any other industry press display exhibitors. At the end of the congress, should any excess press materials remain, industry press exhibitors may then take one press pack from each of their fellow exhibitor's display areas for their records.

6. Staff:

A member of staff overseeing to the Industry Press Display Table will be available throughout the congress period.

7. Set-up and dismantling:

Industry press exhibitors are requested to set up on the morning of Wednesday 16 June 2010 to ensure that all displays are ready and in position for when the main congress proceedings commence.

Industry press exhibitors are requested to not remove any of their display materials until the congress officially closes at 18.00 on Saturday, 19 June 2010. Equally, industry press exhibitors are requested to organize the collection and/or disposal of their excess materials following the closure of the congress.

8. Cost and payment:

Display area in the Industry Press Display Table is rented out only on 4-day package basis. A 4-day display area package costs USD 1,500.

Payment for this should be conducted by credit card, the details of which should be indicated on the booking request form. Any cancellations received after 1 June 2010 will be subject to a 100% cancellation charge. Space is limited, so bookings will be handled on a first-come first-served basis until all display spaces have been filled.

Please use the Industry Press Display Table booking request form to formally apply for display space within the Industry Press Display Table. Approval of this request and confirmation of the booking will be sent to all applicants by the World Heart Federation. The approval notification should be brought to the press office reception to enable entry and set-up.

D. Press conference room

1. Description:

The Press Conference Room is the recommended venue for both official and industry press conferences and press briefings relevant to the congress proceedings. Industry officials are advised to hold Press Conferences on-site to facilitate matters for speakers and press attendees.

2. Location:

The Press Conference Room is located next to the Press Centre.

3. Access:

Entry to the Press Conference Room is restricted to press attendees and Industry press conference organisers (industry officials and their PR / event management representatives) during the booked periods.

4. Facilities:

The Press Conference Room accommodates an audience of approximately 100 in theatre style set-up. The top table will be set up to allow for several speakers in a row, and this can be extended / adjusted according to needs.

Standard equipment in the room will include the following (or equivalent):

- 1 speaker lectern with both cabled microphone and clip-on cable microphone
- Projection screen and sound system
- 1 computer (located at the back of room close to and operated by the technician, with remote control slide advancement for speakers)
- 1 laptop plug-in connection at the speaker lectern
- 1 LCD monitor on speaker lectern and 1 LCD monitor on speaker table to view projected presentations
- 4 cabled microphones at the speaker table
- 2 roving microphones in the room for questions from the audience (if simultaneous translation is being used, cabled microphones and stands will be provided to minimize interference)
- 1 Laser pointer

Further AV equipment can be ordered on request and at an additional cost.

Staff:

- 1 full-time technician located at the back of the room
- 1 full-time member of staff to check badges and generally oversee proceedings

5. World Heart Federation Promotion:

The World Heart Federation will promote the Industry Press Conferences and list the exhibitors / press conferences both on-site in the Press Centre and on-line via the World Heart Federation Virtual Press Office.

6. Materials:

Clients may minimally decorate the Press Conference room, but should be advised that all periods of setting-up and dismantling must be booked and will be charged at the standard rental fee (and pro-rata for periods of less than an hour). Plans to dress the room should be forwarded to the World Heart Federation Press Office for approval. All press materials (press packs and posters) to be distributed within the Press Conference area must be sent in hard copy form for review by the World Heart Federation Press Office by 21 May 2010 at the latest. Signage / room dressing may not extend beyond the room itself.

7. Staff:

A member of staff will be available throughout the congress period, overseeing the Press Centre. This member of staff will be responsible for answering press enquiries and the overseeing of the bookings and activities. This member of staff will not be responsible for Industry-related tasks such as photocopying or secretarial duties.

8. Catering:

Industry press conference organisers requiring catering before, during or after their press conferences should contact the CNCC venue catering company directly and keep the World Heart Federation Press

Office updated on all arrangements. Please note that time used for catering set-up and catering breaks within the room will be charged at the full room rental rate and the area is limited (e.g. small buffet capacity). Catering contact person: Jason Zhao (zhaox@cncchina.com)

9. Set-up and dismantling:

Time required for set-up, room dressing, pre-conference briefings and dismantling will be charged at the full rental rate. The pre- and post-conference time quotas required should therefore be indicated on the booking request form.

10. Cost and payment:

Rental of the Industry Press Conference Room is charged at USD 2,000 per half-hour or pro-rata thereof.

The times required for set-up, pre-conference briefings and dismantling are also charged at the full rate and thus should be indicated on the booking request form. The World Heart Federation will endeavour to fulfil these as much as possible according to other bookings and time restrictions. For peak hour bookings, please minimise your bookings to the shortest time required to ensure the room is available for other bookings.

Payment for the Press Conference Room should be conducted by credit card, the details of which should be indicated on the Booking Request Form. Any cancellations received after 1 June 2010 will be subject to a 100% cancellation charge. Space is limited so bookings will be handled according to the bookings allocation procedure outlined below.

Please use the appropriate Booking Request Form to formally apply for time slot(s) within the Press Conference Room. Approval of this request and confirmation of the booking will be sent to all applicants by the World Heart Federation Press Office. The approval notification should be brought to the Press Conference Room and presented to the member of staff in order to enable entry and set-up.

11. Booking Allocation Procedure

Since only one Press Conference Room is available on-site, bookings are competitive and thus are allocated according to the following points. The word of the Press Office is final regarding all booking allocations and no booking requests are official until confirmed in writing by the Press Office.

- Industry Press Conferences must not clash with the main World Heart Federation Press Conferences and be held daily during the specified industry press times of the Congress (13.30-14.00; 15.30-16.00).
- If Industry Press Conferences relate specifically to a scientific session / presentation within the congress programme, these must only be held **after the session** itself.
- If a World Heart Federation Press Conference is also to be held on the topic of the Industry Press Conference, the Industry Press Conference must take place **after the World Heart Federation Press Conference**.
- Booking priority is treated on a **first-come, first-served** basis. This relates to the time of the initial enquiry (e-mail receipt time) referring to the specific time requested.

The World Heart Federation Press Conferences will be confirmed in terms of topics and timings by end of March, therefore it is envisaged that no press conference timing requests can be formally confirmed until April 2010 at the earliest.

12. Booking the Press Interview Room

Please contact the World Heart Federation Press Office before the World Congress of Cardiology Scientific Sessions 2010 on the details below or during the Congress contact the Press Office on site directly. Bookings are made on a first-come, first-served basis and should be for press interviews only. The maximum booking is for one hour.

13. Questions / Queries

All queries regarding Industry Press Conference Room bookings and regulations should be directed to Alan Cole from the World Heart Federation on the contact details below:

Telephone: +41 22 807 03 28; Fax: +41 22 807 03 37; Email: alan.cole@worldheart.org

For all other press enquiries contact the World Heart Federation Press Office:

Joanne Basford: joanne.basford@asia.cmpmedica.com

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INDUSTRY PRESS DISPLAY TABLE BOOKING REQUEST FORM

In the first instance, please complete this form and return to Alan Cole from the World Heart Federation:

Telephone: +41 22 807 03 28
Fax: +41 22 807 03 37
Email: alan.cole@worldheart.org

You will receive confirmation of your booking from the World Heart Federation Press Office in advance of the Congress. Any cancellations received after 1 June 2010 will be subject to a 100% cancellation charge. Requests will be honoured on a first-come-first-served basis, subject to availability.

I would like to book ____ (insert number) display areas in the Industry Press Display Table for the 4-day package at USD 1,500 per display area for:

Company Name: _____

Contact Person: _____

Full address including postcode: _____

Telephone: _____

Fax: _____

E-mail: _____

Payment will only be accepted by credit card, please tick as appropriate:

VISA MasterCard Amex

Card Number: _____

Expiry Date: _____

Cardholder's Name: _____

Security Code: _____

VI/MC: 3 last numbers on the back of the card / AX: 4 numbers on the front of the card

Issuing Bank: _____

Cardholder's Signature: _____

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PRESS CONFERENCE ROOM BOOKING REQUEST FORM

In the first instance, please complete this form and return to Alan Cole from the World Heart Federation:

Telephone: +41 22 807 03 28
 Fax: +41 22 807 03 37
 Email: alan.cole@worldheart.org

You will receive approval of this request and confirmation of your booking from the World Heart Federation Press Office. No booking requests are official until confirmed in writing by this office. Any cancellations received after 1 June 2010 will be subject to a 100% cancellation charge.

CONTACT INFORMATION

Company Name: _____

Contact Person: _____

Full address including postcode: _____

Telephone: _____

Fax: _____

E-mail: _____

Press conference subject /
study covered: _____

PREFERRED TIME SLOT(S)*:

FIRST CHOICE

Date:

Room preparation time requested:

Press Conference start time:

Press Conference end time:

Room clearance time requested:

Total time requested:

SECOND CHOICE

Date:

Room preparation time requested:

Press Conference start time:

Press Conference end time:

Room clearance time requested:

Total time requested:

*Rental of the Industry Press Conference Room is charged at USD 2,000 per half-hour or pro-rata thereof.

PAYMENT

PAYMENT DUE:

2,000 USD per half-hour x _____ = Total due _____

Payment will only be accepted by credit card, please tick as appropriate:

VISA MasterCard Amex

Card Number: _____ Expiry Date: _____

Cardholder's Name: _____

Security Code: _____

VI/MC: 3 last numbers on the back of the card / AX: 4 numbers on the front of the card

Issuing Bank: _____

Cardholder's Signature: _____