

The Heart And Brain Symposium

June 28-30 in Chicago, USA



Dear Exhibitor,

This Exhibitors' Technical Manual contains important information designed to assist you in preparing for the HBS2018 Exhibition. Please read the information in this manual. It will take you very little time now and could save you a great deal of time later.

Please forward this manual to everyone who is working on this project, including your stand builder.

The Exhibition will be held in conjunction with the **Heart and Brain Symposium 2018** taking place on **28-30 June 2018** at the **HYATT REGENCY McCORMICK PLACE - 2233 South Dr. Martin Luther King Jr. Drive Chicago, IL 60616**

A block of rooms have been reserved for the HBS18 congress participants and exhibitors at a discounted rate. Hotel reservations can be made via the congress website by <https://aws.passkey.com/event/49291708/owner/1460/home>.

The Exhibition floor plan has been designed to maximize the Exhibitor's exposure to the delegates.

Please do not hesitate to contact me for further information or assistance. We look forward to welcoming you in Chicago and wish you a successful Congress and Exhibition.

Warm regards,

BOGOMIL BOGDANOV

Meeting Planner / Exhibition Manager

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SECTION 1: Contact Information

Congress Organizer

Kenes International

7, rue Francois-Versonnex

C.P. 6053

1211 Geneva 6

Switzerland

Tel: +41 22 908 0488

Fax: +41 22 906 9140

Website:

<http://www.hbs.kenes.com/2018/scientific-information/scientific-program#.Wh5wqEqWaM8>

Organizer Contacts

Meeting Planner / Exhibition Manager

Mr. Bogomil Bogdanov

Tel: +359 894 515923

Email: bbogdanov@kenes.com

Industry Liaison & Sales Associate

Ms. Nelly Dimitrova

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Delegation Service Specialist

Ms. Maria Vasileva

Tel: +359 895 515 236

Email: mvasileva@kenes.com

Venue information contact

Ms. Allison Capili

Tel: +1 312 528 4169

Email: allison.capili@hyatt.com

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Contractors Contacts

BOOTH CONSTRUCTION AND FITTINGS, FURNITURE HIRE, CARPET AND SIGNAGE

Vista Convention Services

Ms. Michelle Aguiar

Tel: +1 (305) 673-1123

Email: maguiar@vistacs.com

Webpage: www.vistacs.com

CUSTOMS CLEARANCE, FREIGHT / MATERIAL HANDLING

Vista Convention Services

Ms. Michelle Aguiar

Tel: +1 (305) 673-1123

Email: maguiar@vistacs.com

Webpage: www.vistacs.com

ELECTRICITY, INTERNET & PHONES

Hyatt Regency McCormick

Ms. Allison Capili

Tel: +1 312 528 4169

Email: allison.capili@hyatt.com

ADDITIONAL SECURITY

Mr. Bogomil Bogdanov

Tel: +359 894 515923

Email: bbogdanov@kenes.com

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SECTION 2: Timetables (subject to change)

| Exhibition Timetable | |
|---|--|
| Set up | |
| Thursady, 28 June, 2018 | Pipe & Drapes Booths 14:00 – 18:00 Space Only 10:00 – 18:00 |
| Exhibition hours | |
| Thursady, 28 June, 2018 | 19:00 - 20:30 |
| Friday, 29 June, 2018 | 09:15 – 18:00 |
| Saturday, 30 June, 2018 | 10:00 – 16:00 |
| Breakdown | |
| Saturday, 30 June, 2018 | **16:00 – 20:00 |
| **Booth dismantling before 16:00 is not permitted. | |

| Registration Timetable | |
|-------------------------|---------------|
| Thursady, 28 June, 2018 | 14:00 – 20:00 |
| Friday, 29 June, 2018 | 08:30 – 18:30 |
| Saturday, 30 June, 2018 | 08:30 – 16:00 |

(Exhibition & Registration hours are subject to change).

Please note that all exhibitors should be in their booth 30 minutes before the official opening hour.

An updated Timetable can be found at on the **HBS2018 website** by clicking [click here](#).

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Empty crates, containers and packaging material must be removed after set-up no later than **17:30 on Thursday, 28 June, 2018**. All aisles must be clear of exhibits and packaging materials to enable cleaning. Exhibitors are responsible to organize unwanted trash during set up and dismantle into areas for disposal. Excessive trash removal costs may be imposed. Any equipment, display aid or other material left after **20:00 on Saturday, 30 June 2018** will be considered discarded and abandoned.

Welcome Reception:

You are cordially invited to the Welcome Reception on **Thursday, 28 June, 2018 at 19:00** in the Exhibition area (as soon as the Opening Ceremony is over). Exhibitors are asked to please man their stands during the Welcome Reception in the Exhibition Hall.

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SECTION 3: Deadlines Table

| Submission of Exhibition Forms | Deadlines | Contact |
|--|--|---|
| Hotel Reservation | As soon as possible Not later than 05 June 2018 | https://aws.passkey.com/event/49291708/owner/1460/home |
| Designed Stand Approval | 14 May 2018 | Bogomil Bogdanov bbogdanov@kenes.com |
| Text for Identification Sign (Pipes&Drapes) | 14 May 2018 | Bogomil Bogdanov bbogdanov@kenes.com |
| Exhibitor Badge Order | 14 May 2018 | Bogomil Bogdanov bbogdanov@kenes.com |
| Furniture Hire, Stand cleaning, Graphics & Printing | 14 May 2018 | Michelle Aguiar maguiar@vistacs.com |
| Electricity, Internet, Audio Visual | 14 May 2018 | Allison Capili Allison.capili@hyatt.com |
| Shipping & Material Handling Services | 14 May 2018 | Allison Capili Allison.capili@hyatt.com |

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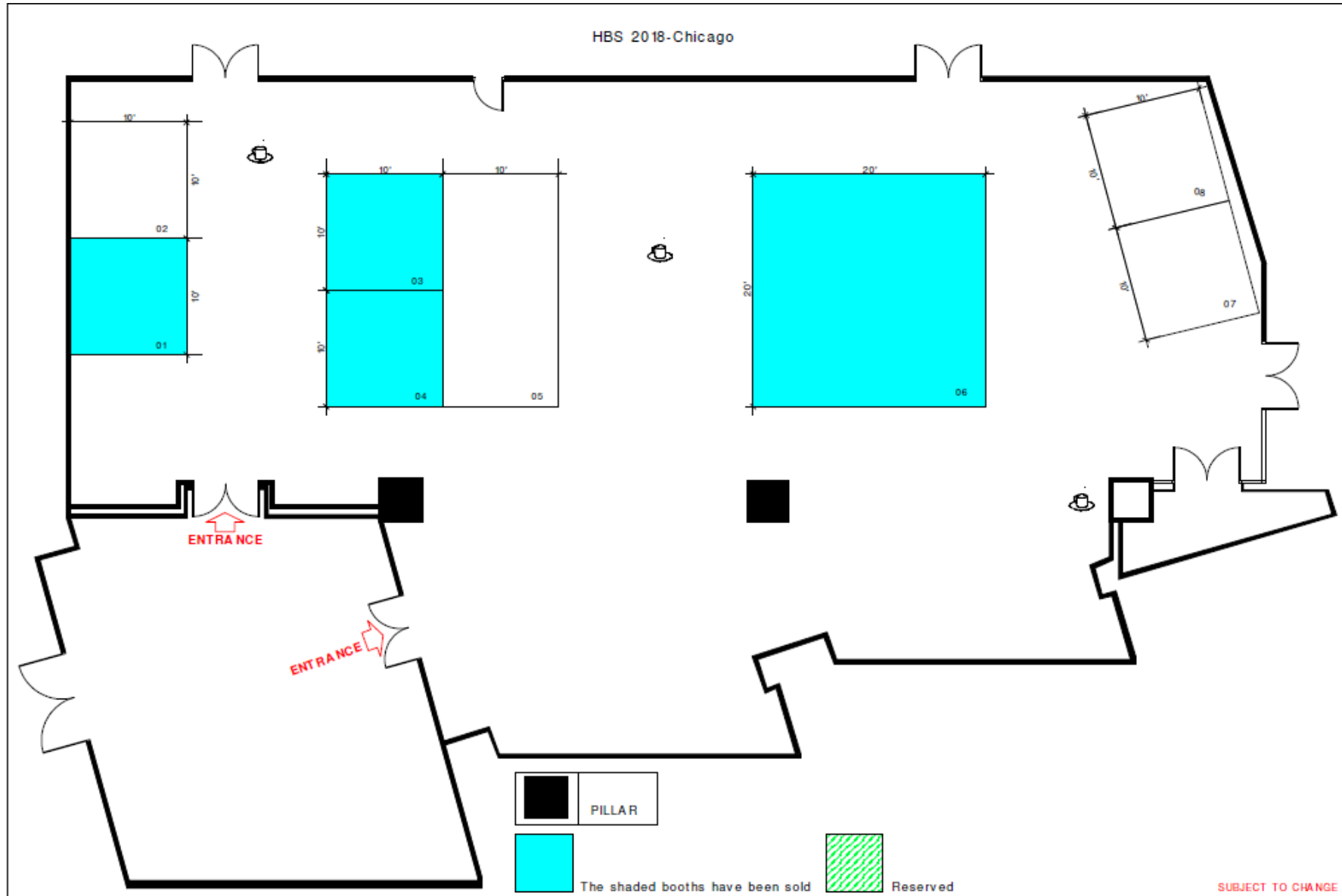
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SECTION 4: Exhibition Stands

| Exhibitor Table | | | | | |
|-------------------------|------------------|-------------------------|----------------------|---------------|------------------------------|
| Exhibitor | Booth No. | Dimensions (ft.) | Size (Sq.ft.) | Format | Build Up Height (ft.) |
| Boehringer Ingelheim | 1 | 10'x10' | 100 | Space only | 12' |
| Medtronic | 6 | 20'x20' | 400 | Space only | 12' |
| Janssen Pharmaceuticals | 3 | 10'x10' | 100 | Pipes&Drapes | 12' |
| Amgen | 4 | 10'x10' | 100 | Pipes&Drapes | 12' |
| Boston Scientific | | 10'x10' | 100 | Pipes&Drapes | 12' |
| Arrhythmia Alliance | | | | Space only | |

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Pipes and Drapes that have been pre-booked with Kenes include:

- Each 10' x 10' booth will be set with 8' high BLUE and BLUE back drape, 3' high BLUE side dividers
- 6' BLUE draped table
- 2 chairs
- Wastebasket
- Exhibitor ID signs
- Electrical Socket

Please note:

- Corner stands are provided with two open sides
- Cleaning is not included



To ensure the smooth and efficient installation and dismantling of your booth, Vista Convention Services has been appointed official Stand Builder (see [SECTION 1: Contact Information](#)). Booth furniture and accessories are available for rent. Please refer to the enclosed catalogue and order forms at the end of this manual.

Please note: The exhibit floor is carpeted. Electricity is NOT included! To order electricity for your booth - [Click Here](#)

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ELECTRICAL SERVICES

| Quantity | Item | Rate if Ordered one week prior to Show | Rate if ordered within one week prior or on-site | Total |
|----------|--|--|--|-------|
| | Standard Power (Includes Powerstrip and Extension Cord) | \$120.00 | \$140.00 | |
| | 3-20 amp circuits | \$320.00 | \$380.00 | |
| | 15 amp 110volt circuit | \$170.00 | \$210.00 | |
| | 100 AMP Service/208 volt/ 3phase | \$1,100 | \$1,320.00 | |

NOTE: Charges for the length of the show

ENGINEERING SERVICES

| Quantity | Item | Rate if Ordered one week prior to Show | Rate if ordered within one week prior or on-site | Total |
|----------|---------|--|--|-------|
| | Banners | \$50.00 each | \$60.00 each | |

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SECTION 5: Exhibition Technical Information

Hall Specifications

- **Hall Name:** Prairie Hall
- **Floor Finish:** Carpet
- **Ceiling Height:** 4.8m (16')
- **Maximum Build-up Height:** 3.5m (12')
- **Rigging Options:** No rigging is available

Internet – The Organisers are pleased to offer free of charge Wi-Fi Internet, covering the Exhibition area. The connection will be 4mbps, if stronger signal will be needed, please use Hyatt Regency McCormick order form - [Click Here](#)

Booth Cleaning

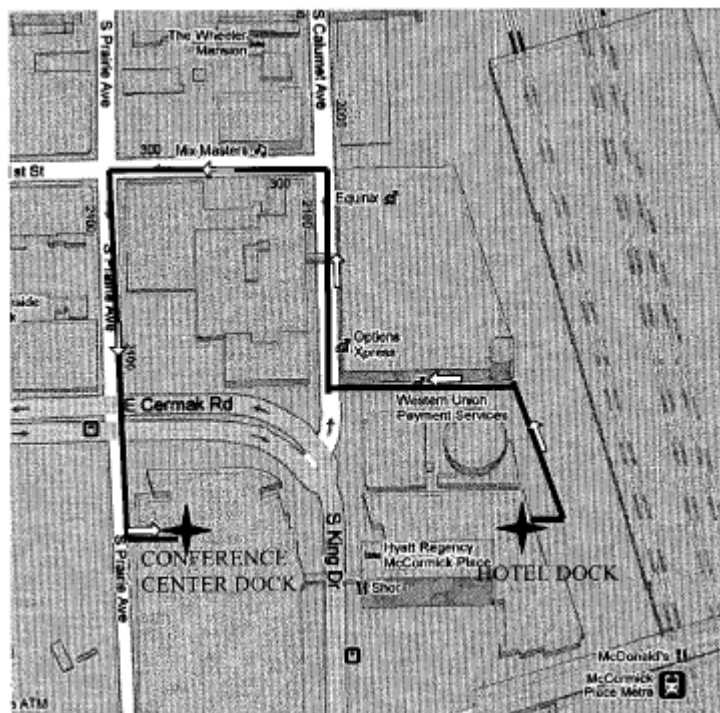
The Organizers have arranged for daily cleaning of the exhibition premises (vacuuming, waste removal). In case of additional cleaning needed, please contact **Vista Convention Services, SECTION 9: Official Congress Contractor Order Forms**

Unloading

- 1 freight elevator in hotel 2 in conference center.
- Conference center elevators: 94"x47"x84" or 139"x96"x95"

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* It is strongly recommended to use Conference center dock

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Parking

- **Parking** during **unloading** is limited for short time only.
- **Parking** of cars after unloading is possible in the designated parking facilities at the Hyat Regency McCormick . Please find below the parking tariffs – USD 26 per day
- **Truck parking:**

McCormick Place Truck Marshaling Yard Procedures

The McCormick Place Truck Marshaling Yard is located just west of Lake Shore Dr. at 31st St.

To get to the yard, take Lake Shore Dr. south to 31st St. At the top of the ramp, there is a sign indicating McCormick Place parking, and just to the right of that sign is a turn-off for Moe Dr. Take this turn (a u-turn) and this will lead you to the entrance of the Marshaling Yard.

Pricing is as follows:

\$15.00 for a Car

\$23.00 for a Truck

\$35.00 for an RV or Bus

\$80.00 during special events

The yard and guard shack are open 24 hours a day, 365 days a year. The Freight Desk is open each day at 6am on show move in/move out days only.

Phone Numbers

Marshaling Yard Guard Shack 312-808-3138

Fax 312-808-3122

Directions (recording) 312-808-3161

****Once the vehicle is parked, a representative from the Marshaling yard can call a cab to take the guest back to the Hotel. Cab fare is at the cost of the guest****

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Freight Delivery, Material Handling & Logistic Services & Storage

Hyat Regency McCormick is not in possession of equipment for storage, customs clearance, lifting and handling goods.

Vista Convention Services has been appointed the official forwarding agent and clearance agent for the HBS18 and Exhibition.

They offer the following services: customs clearance, delivery to the stand, freight forwarding, manpower & trolleys for un-loading/loading during build-up and dismantling, storage of empty crates, transportation to and from the Exhibition area.

Exhibitors and stand builders are free to deliver their goods or to pick their goods up from outside the venue. Those who use their own facilities up to the venue are requested to coordinate their time schedule and unloading of their cargo into the venue with the official logistics agent.

To ensure the smooth unloading and arrival of your material into the venue, we recommend using the Official Freight Forwarder services.

SECTION 6: Exhibitor Badges

- **All Exhibitors are required to be registered** and will receive a badge displaying the exhibiting **company's name**. Individual participant names will **not** appear on badges and may be used interchangeably between staff members.
- Two exhibitor badges will be given for the first 100 sq.ft. booked and one additional badge for each 100 sq.ft. thereafter. Additional exhibitor badges can be purchased for a charge of **USD150.00 per piece**.
- Exhibitor badges give free access to the exhibition area, coffee breaks and welcome reception **ONLY**. To access the Symposia sessions, full registration is required and can be purchased online via the congress website by [clicking here](#).
- All personnel are required to wear badges to access the venue. Company representatives not wearing their badges will not be allowed to access the exhibition.
- Company name badges are for the use of company personnel for booth staff purposes only and should not be used by companies to bring visitors into the Exhibition.
- Exhibitor's badges will **not** be mailed in advance and may be collected at the **Registration Desk** on arrival.

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Exhibitor badges can be ordered via

bbogdanov@kenes.com

Please complete your order for additional badges no later than **14 May 2018**.

SECTION 8: Rules & Regulations

General Congress Rules & Regulations (Binding for all Exhibitors and their subcontractors)

Security

- The Exhibitor acknowledges that the Kenes Group, Hotel, MFSP and Authority cannot be responsible for the safekeeping of equipment, supplies, written materials or any other valuable items left in function rooms by the Group or its attendees.
- Accordingly, the Exhibitor acknowledges that it will be responsible to provide security for any such above mentioned items and hereby assumes responsibility of loss thereof. The Hotel, MFSP and Authority will not assume or accept any responsibility for damage to or loss of any merchandise or articles left in the Hotel or Authority Premises prior to, during, or following Group's meeting/convention. Hotel quiet hours for guest room floors are 9:00pm - 7:00am.
- For ordering additional security, please refer to the contact details provided in **SECTION 1: Contact Information**.

Stand Cleaning

- Booth cleaning is exclusive to **Vista Convention Services**. For booth cleaning options and orders, please refer to **SECTION 9: Official Congress Contractor Order Forms**.

Waste Removal

- Exhibitors are responsible for the removal of all refuse/waste from the exhibition area.
- Any discarded waste, including promotional material, left behind will be removed by the Organizers at the expense of the exhibitor concerned.

Smoking

- **HBS18** is a non-smoking meeting.

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Disposal of Material

- It is obligatory to collect and dispose of all material during the breakdown and dismantling of the event. When the dismantling period is over, the exhibitor loses any right to claim for losses or damage to property left behind and any costs incurred by the venue in removing this property will be charged to the exhibitor.

Damage to the Premises

- Exhibitors are liable for all damage caused to floors, walls and pillars during the installation, exhibition and dismantling periods. No adhesive stickers and fixtures of any kind are allowed on floors, walls and pillars.

Fire Insurance (compulsory)

- Exhibitors must be insured against fire. **Fire Regulations (General).**
- Stand material and fittings must be of non-inflammable materials or impregnated with fire-retardant chemicals. As a general rule, easily inflammable synthetic substances, foam polyester, and non-fireproof straw and reeds are prohibited.

Poster Hanging, Banners etc.

- Hanging of posters, banners or decals, stickers or similar things, on the walls, floors, ceilings or columns within or outside the installations of venue is not allowed without prior written authorization.

Liability Insurance

- You are obliged to have a public liability insurance that covers all injuries to persons and damages which might cover in connection with the exhibition.
- We also recommend that you have additional coverage against loss or damage to exhibition material during transport and during exhibition times. Please make arrangements for insurance coverage through your company's insurer.

Insurance (Compulsory)

- Neither the Organizers or **Hyatt Regency McCormick Place**, their representatives or agents will be held responsible for any loss or damage to exhibitor's property. Exhibitors must take precautions to protect their property against pilferage.

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- The Organizers do not provide insurance for exhibitors and their property. The exhibitor is responsible for his property and person and for the property and persons of his employees through full and comprehensive insurance, and shall hold harmless the Organizers for any and all damage claims arising from theft and those perils usually covered by a fire and extended-coverage policy.
- Exhibitors are personally liable for all expenses incurred by the organizer or by 4th parties in regard to technical services provide

Promotional Activities

- All demonstrations or instructional activities must be confined to the limits of the exhibition stand.
- Advertising material and signs may not be distributed or displayed outside the exhibitor's stands.
- Sound equipment must be regulated and directed into the stand so that it does not disturb neighboring exhibits.
- The Exhibition Management reserves the right to require the exhibitor to discontinue any activity, noise or music that is deemed objectionable.

Special Effects

- Special effects lighting, live music, smoke and laser projection may not be used in the stands. No permission will be given for projection in the aisles or on the walls of the hall. Participation by exhibitors is dependent upon compliance with all rules, regulations and conditions stated herein.

SECTION 9: Official Congress Contractor Order Forms

BOOTH CONSTRUCTION AND FITTINGS, FURNITURE HIRE, AUDIO VISUAL, CARPET AND SIGNAGE

Vista Convention Services

Ms. Michelle Aguiar

Tel: +1 (305) 673-1123

Email: maguiar@vistacs.com

Webpage: www.vistacs.com

To view the HBS18 Exhibitor's furniture list and rates, please [Click Here](#) . To place orders for additional furniture, please contact Vista Convention Services

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SECTION 10: Shipping

SHIPPING SERVICES

INCOMING PACKAGES:

| | HOTEL GUESTS | NON-HOTEL GUESTS |
|---|---------------------|-------------------------|
| Letters/Envelopes – All carriers | Complimentary | \$5.00 per piece |
| <i>Packages/Boxes/Crates /Containers - Weight Pricing Structure</i> | | |
| ONE to FIVE Pounds | \$ 7.50 per piece | \$15.00 per piece |
| SIX to TWENTY Pounds | \$ 13.50 per piece | \$27.00 per piece |
| TWENTY ONE to FIFTY Pounds | \$ 24.50 per piece | \$50.00 per piece |
| FIFTY-ONE and up | \$ 60.00 per piece | \$120.00 per piece |
| PALLET and/or SKID | \$250.00 per pallet | Subject to Show Floor |

Pricing

Service fees include receipt and logging of all items and securing /storage until guest pickup.

OUTGOING PACKAGES:

There will be a \$5.00 per piece charge for all outgoing packages.

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The pricing above includes handling and storage of outgoing packages, which are ready for shipment.

If the exhibitor is shipping packages, there will be a **\$100.00 deposit** charged to the credit card in advance. This is an addition to the estimated charges for other items selected. If packages are less or more than \$100.00, the credit card will either be charged after the shipment is received and / or credited.

PACKAGE LABELS

- Name of Individual Exhibiting
- Exhibiting Company Name
- Hyatt Regency McCormick Place
- 2233 S. Martin Luther King Dr.
- Chicago, IL 60616

The hotel's shipping address is:

Hyatt Regency McCormick Place - Chicago
2233 South Martin Luther King Drive
Chicago, Illinois 60616
Phone: (312) 567-1234
FAX: (312) 528-4000