



HRC2011

2nd - 5th October 2011

Hilton Birmingham Metropole Hotel, Birmingham, UK

Education
Technology
Diversity
www.hearhythmcongress.com

HRC 2011 Exhibitors Pack

These notes are provided to assist you in the planning of your exhibition at HRC 2011. They are not exhaustive and if you have any specific queries not covered here, please get in touch in the run up to the event. You are advised to make a note of any deadlines regarding submission of information to the HRC organisers.

Package prices can be found on pages 4 and 5.

Please complete and return the Booking Form on page 6 to confirm your space at HRC 2011.

Venue Address

Hilton Birmingham Metropole, National Exhibition Centre, Birmingham, B40 1PP, United Kingdom.

Tel: +44 (0) 121 780 4242

Website: <http://www.hilton.co.uk/birminghammet>

Exhibition Hall

The exhibition will be held in the Monarch Suite. Table Top stands will also be in the Warwick Suite.

Delivery and Storage

All deliveries and collections for HRC are to be sent directly to the hotel using the Hilton delivery label provided. Deliveries will be accepted no more than two days before the event.

Please note that storage is limited at the hotel. Permission must be obtained from the hotel before your parcel is sent. Please contact the hotel directly on +44 (0) 121 780 4242 to seek permission and make arrangements for collection when you arrive. HRC organisers are not responsible for the safekeeping and collection of your equipment.

Build Up & Break Down Timetable

Sunday 2nd October: 07.30 – 21.00 Build Up

Wednesday 5th October. 14.30 – 17.30 Break Down

All stand equipment must be delivered and collected through the cargo doors to the right of the Monarch Suite and not the front entrance to the Monarch Suite. **Important:** Stand break down must not begin before **14.30 on Wednesday 5th October.**

Stand Height

The maximum height is 5m for a wall stand and 3m for an island stand. Please adhere to these heights in consideration of the exhibitors around you.

Stand Electrics

There will be two standard UK electrical twin sockets (500 Watts) included on each stand of bronze size or larger. If you have any other electrical requirements please submit them to us by **1st September**. Any requests after this date can not be guaranteed. Please note any extra costs incurred will be passed on to the exhibitor.

Internet Access in Exhibition

Pre-order your WIFI Internet for the duration of HRC 2011. Please contact Melanie Quinlan for prices.



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Furniture

Table Top Packages include a table, table cloth and two chairs. Contact Melanie Quinlan as soon as possible if you have a different package and will require these items. Please also let Melanie Quinlan know in advance if you require more than 2 chairs. Any other furniture items are to be provided by the exhibitor, HRC does not offer this service.

Security

The HRC organisers will endeavour to protect property while on display at the exhibition. However it must be clearly understood that the management of the Hilton Birmingham Metropole and HRC organisers cannot accept liability for any loss or damage to items in the Monarch Suite.

Exhibition Opening Times

Monday 3 rd October	09.00 – 18.00
Tuesday 4 th October	09.00 - 18.00
Wednesday 5 th October	09.00 - 14.30 **Stand break down no earlier than 14.30**

Delegate Break Times

Morning Break	10.00 – 10.45
Lunch	12.15 – 13.30
Afternoon Break	15.00 – 15.45
Sessions End	17.15

Meeting/Syndicate Rooms

If you wish to hold a meeting or host a Tech Suite at HRC 2011, or you would like to book a meeting room for any other purpose, please contact Melanie Quinlan to discuss your requirements no later than **5th August**.

Congress Gala Dinner

The Gala Dinner will be held in the **Kings Suite** at the Hilton Birmingham Metropole on **Tuesday 4th October**. Individual tickets are available, or if you wish to purchase a table (seating 10 people), please contact Sara Newbold on +44 (0) 1789 451831 or sara@hearhythmcongress.org.uk. It will be your responsibility to oversee your table arrangements at the dinner. N.B. Tables are included in the Platinum, Gold and Silver Packages.

Publicity

Your company logo and a link to your company website will be included on the HRC website - www.hearhythmcongress.com. Please provide your logo and a brief company description with a link to your website as soon as possible so that this can be added to our dedicated website.

The logo and description will also be included in the final HRC programme. Details of any meeting/symposium you are holding at HRC 2011 can be included in any pre-congress email bulletins, plus the Arrhythmia Alliance monthly e-bulletin.

HRC 2011 Programme

Your company logo and description will appear in the HRC 2011 Programme. Please submit any details for inclusion in the programme no later than **29th July** if you would like us to include your company.



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Delegate Bag Inserts - Sizes and Costs

If you would like to include an insert in the delegate bags please note the prices below:

Single side of A4 or less - £600 + VAT;

Double side of A4 or more - £1000 + VAT

N.B. Insert option is included in the Platinum, Gold and Silver Packages.

Sponsorship Opportunities

- Delegate Bags – to be supplied by company
- Lanyards and badges
- Pens – to be supplied by company
- Notepads – to be supplied by company
- Sponsorship of the agenda
- Internet 'hotspot' for delegates from your stand

Please contact Melanie Quinlan on +44 (0)1789 451822 or Melanie@hearhythmcongress.org.uk to discuss any of the above opportunities.

Sponsorship Opportunities Continued

- Pre-Dinner Drinks at the Congress Gala Dinner

Please contact Sara Newbold to discuss Gala Dinner sponsorship opportunities on +44 (0) 1789 451831 or sara@hearhythmcongress.org.uk

Hotel Accommodation

If you wish to make a block reservation of rooms, please visit our website www.hearhythmcongress.com and follow the link via the Venue and Accommodation tab. Alternatively, make your reservations directly through the Hilton Birmingham Metropole. Contact Reservations on: +44 (0)121 780 6282

Delegate/Exhibitor Passes

Please provide the names of personnel using the passes included in your sponsorship package by **1st September**. If you require additional passes, please register in the standard way via the HRC website – www.hearhythmcongress.com. Please note that every pass issued must be named.

Exhibitor Registration

Exhibitor passes can be collected from the HRC Registration Desk in the Main Hotel Reception on **Sunday 2nd October**. The desk will be relocated to the Monarch Suite Foyer on **Monday 3rd October**.

Please note that employees of exhibiting companies will only gain access to the stand if they have an exhibitor badge. You should therefore not arrange to distribute exhibitor badges from the stand – make sure all personnel are aware of this restriction as exceptions will not be made.

No badge = No access to exhibition or scientific sessions

If you require additional passes we would highlight that there is an Early Bird Discount rate which expires on 31st July 2011. Please visit the website for prices.



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HRC 2011 – SPONSORSHIP PACKAGES

All package prices are subject to VAT at 20%

PLATINUM Package – 5 available – £33,120 + VAT

- ♥ Large exhibition stand for 3 days (12m x 4m or 8m x 6m)
- ♥ 10 exhibitor/delegate passes
- ♥ 5 tables (seats 10) at the Gala Dinner
- ♥ Insert in delegate pack
- ♥ Logo/link on congress material and web site
- ♥ Option - meeting room for 1 day

GOLD Package – 3 available – £26,910 + VAT

- ♥ Large exhibition stand for 3 days (9m x 4m)
- ♥ 8 exhibitor/delegate passes
- ♥ 4 tables (seats 10) at the Gala Dinner
- ♥ Insert in delegate pack
- ♥ Logo/link on congress material and web site
- ♥ Sponsorship of morning coffee and afternoon tea for 1 day
- ♥ Option – meeting room for 1 day

SILVER Package – 5 available – £10,350 + VAT

- ♥ Exhibition stand for 3 days (4m x 3m)
- ♥ 4 exhibitor/delegate passes
- ♥ 1 table (seats 10) at the Gala Dinner
- ♥ Insert in delegate pack
- ♥ Logo/link on congress material and web site

BRONZE Package – 11 available – £4670.50 + VAT

- ♥ Exhibition stand for 3 days (3m x 3m)
- ♥ 3 exhibitor/delegate passes
- ♥ Logo/link on congress material and web site



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TABLE TOP Package – 17 available – £1250 + VAT

- ♥ Table Top for 3 days
- ♥ 2 exhibitor/delegate passes*
- ♥ Logo/link on congress material and web site

* Additional passes can be purchased from our website –

www.hearhythmcongress.com

Catering for lunches and all tea/coffee breaks will be in the Exhibition Hall, enabling delegates easy access to exhibition stands.

Further Sponsorship Opportunities

- ♥ Pens – to be supplied by company
- ♥ Notepads – to be supplied by company
- ♥ Delegate Bags – to be supplied by company (must include HRC Logo)
- ♥ Pre-Dinner Drinks at the Congress Gala Dinner
- ♥ Congress Dinner – includes
 - logo on menus
 - advertising material in venue room and on dinner tables
- ♥ Logo on hotel key cards issued to all guests during the course of HRC
- ♥ Advert in the hotel entrance revolving doors for all three days of HRC
- ♥ Sponsorship of the agenda

For further details or to discuss tailoring a package to suit your requirements, please contact Melanie Quinlan

+44 (0) 1789 451822 or melanie@hearhythmcongress.org.uk



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Exhibition Stand Booking Form

Please complete and return this form immediately to guarantee your preferred stand.

Email: Melanie@hearhythmcongress.org.uk / Fax: 01789 450682

Company Details

Company Name:

Main Contact Name:

Job Title:

Telephone Number:

Fax Number:

Email Address:

Company Address:

Invoice Address (if different from above)

Exhibition Stand Package –

Please note, stands will be allocated on a first come first served basis on receipt of a signed booking form.

Please reserve the following stand (eg, P1 for Platinum Stand No. 1):

1st Choice Stand No:

2nd Choice Stand No:

3rd Choice Stand No:

In the event that none of the above stands are available we will contact you accordingly.

Signed:

Date:

Terms and Conditions

All bookings of exhibition packages, symposia, programme sponsorship packages, promotional sponsorship opportunities, and tickets for social events are administered on a first come, first served basis.

Payment Schedule:

The booking of your exhibition/sponsorship package will only be confirmed after receipt of this completed booking form. All bookings will be acknowledged with further particulars and an invoice for the full amount of your package. 50% must be paid within 30 days of receipt, the final 50% must be paid in full by 31st July 2011.

Payment should be made in Pounds Sterling

- By cheque or bankers draft on a UK bank made payable to 'Arrhythmia Alliance'
- By bank transfer: for bank details see invoice

In the event of non-payment, exhibitors will not be permitted to set up their stand and will not be featured in the HRC literature. Similarly, any promotional inserts will not be included in the delegate bags.

Cancellation Charges:

Notification of exhibition package and/or sponsorship package cancellation must be made in writing and received on or before the following dates:

- **Prior to 30th April** – exhibitor/sponsor is refunded all payments less 10% administration fee
- **1st May - 30th June** – no refunds will be issued on any payments made
- **After 30th June** – no refunds will be issued and any outstanding amounts will be invoiced

Exhibitor/Sponsor Guidelines:

An exhibitor/sponsor planning any function which is intended to involve meeting delegates during the period of HRC 2011 must notify Melanie@hearhythmcharity.org.uk / 01789 451822 of its style, timing and size. Any such event is subject to prior agreement of the HRC 2011 Organising Committee.