



# AORTIC LIVE

# 2017

October 23–24, 2017  
Bucerius Law School  
Hamburg, Germany

Exhibitors' manual

Newest developments performed by world experts – transmitted in 3D

## Course directors

Prof. Tilo Kölbel  
Essen, Germany  
Prof. Heinz Jakob  
Essen, Germany

## Venue

Bucerius Law School  
Helmut Schmidt  
Auditorium  
Jungiusstraße 6  
20355 Hamburg  
Germany

## Congress organisation

CongO GmbH  
Ruffinstraße 16  
80637 Munich  
Germany

## Dear Exhibitor,

---

We would like to welcome you to the 4th Aortic Live Congress and thank you for your interest in our course and your participation.

We have prepared this manual as an aid to your preparation for the exhibition at the Aortic Live Congress 2017.

**Date:** October 23–24, 2017

**Venue:** **Bucerius Law School**  
Helmut Schmidt Auditorium  
Jungiusstraße 6  
20355 Hamburg, Germany

**Website:** [www.aortic-live.com](http://www.aortic-live.com)

**Course Organisation:**

**CONGO**

Congress Organisation and more GmbH  
Ruffinstrasse 16  
80637 Munich, Germany

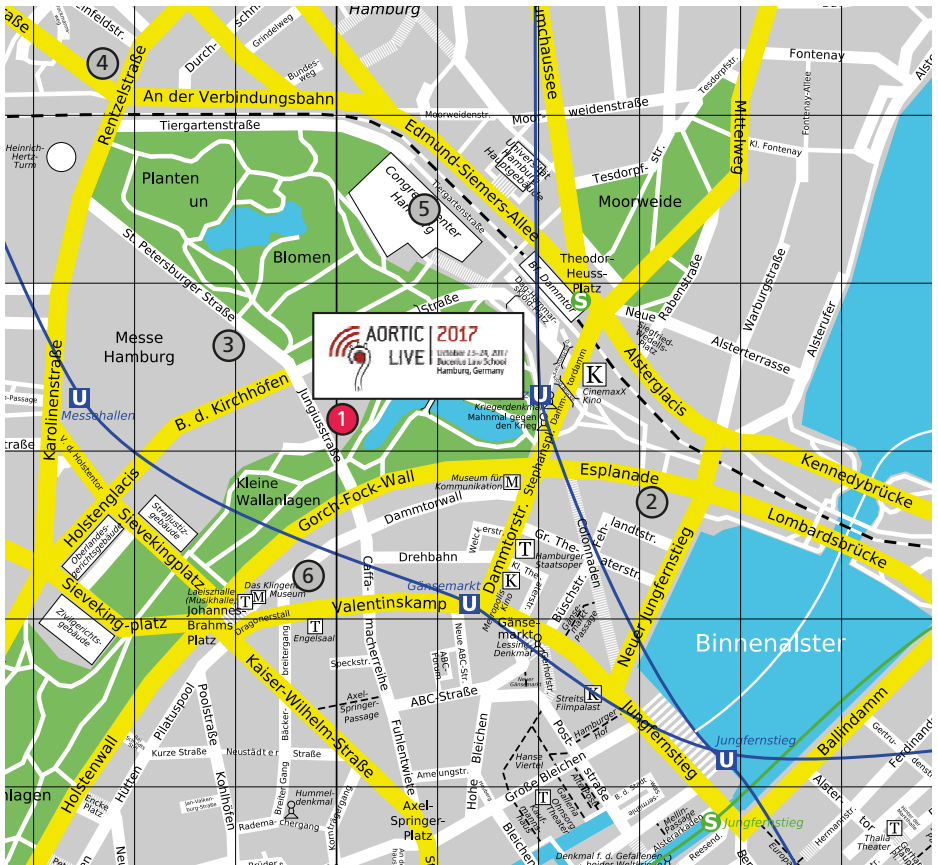
E-Mail: [info@cong-o.de](mailto:info@cong-o.de)

Phone: +49 89 / 23 75 74 – 65

Fax: +49 89 / 23 75 74 – 70

[www.cong-o.com](http://www.cong-o.com)

# Map



© Marcus Venzke · www.marcusvenzke.de

- ① Congress venue: Bucerius Law School, Helmut Schmidt Auditorium, Jungiusstraße 6, 20355 Hamburg, Germany
- ② Hotel Baseler Hof
- ③ Intercity Hotel Hamburg Dammtor Messe
- ④ Mercure Hotel Hamburg Mitte
- ⑤ Radisson Blu Hotel
- ⑥ Scandic Hamburg Emporio

## General information

### Auditorium:

The auditorium has a capacity of approximately 400 pax.

### Official language:

English

### Transport:

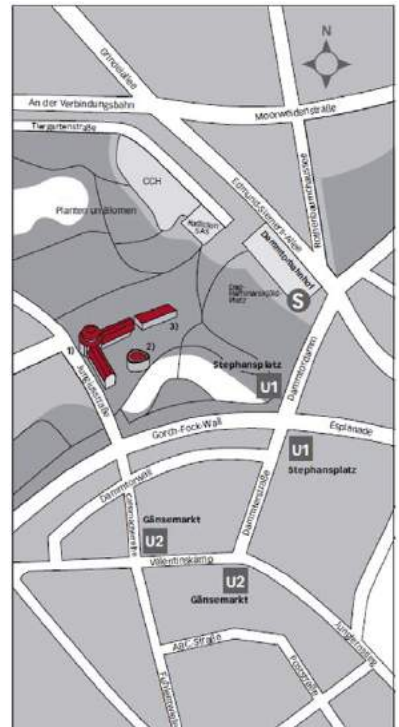
#### Within Hamburg

If traveling by car, bus or with subway line U1, make your way to Stephansplatz. Follow the street Gorch-Fock-Wall to the first intersection and make a right onto Jungiusstraße. The main entrance to the Law School will be on your right at the end of Jungiusstraße. Free and paid parking can be found along Gorch-Fock-Wall, Jungiusstraße and St. Petersburger Straße.

Schedules and system maps for the local transportation network available at [www.hvv.de](http://www.hvv.de).

#### Arriving by train

Travel to Dammtor rail station and make your way to the exit marked Dag-Hammarskjöld-Platz/CCH/Messe. On your left, take the pedestrian bridge toward Stephansplatz. You will pass by an entrance to the subway (U-Bahn) as well as a memorial sculpture. When you reach the intersection, turn right onto the street Gorch-Fock-Wall and follow it to the next intersection. Make a right onto Jungiusstraße. The main entrance to the Law School will be on your right at the end of Jungiusstraße. An alternative route through the park Planten un Blumen is detailed at <http://buceri.us/wegbeschreibung>.



1. Main entrance
2. Helmut Schmidt Auditorium
3. Deutsche Bank Hall

Due to construction, access via Marseiller Straße will not be possible before the end of 2019.

## General information (cont.)

---

### From the airport

Take line S1 all the way to Hauptbahnhof (central station). Once there, exit the train, cross the platform and take line S11, S21 or S31 to the Dammtor rail station; follow directions above.

Alternatively, take line S1 to the stop Ohlsdorf (one station from the airport) and transfer to line U1, which will take you directly to Stephansplatz; follow directions above. Both routes take an average of 40 minutes.<sup>7</sup>

*A taxi from the airport to the Law School takes roughly 30 minutes and costs about € 30.*

## Schedule

---

<b>Set-up:</b>	Sunday, October 22,	09:00–18:00
<b>Opening:</b>	Monday, October 23,	08:00
<b>Exhibit hours:</b>	Monday, October 23,	08:30–18:00
	Tuesday, October 24,	08:30– <b>16:00</b>
<b>Dismantle:</b>	Tuesday, October 24,	<b>16:00</b> –20:00

*Exhibitors are asked to respect the ongoing programme in the auditorium.*

### Registration hours:

Sunday, October 22,	16:00–18:30
Monday, October 23,	07:15–18:00
Tuesday, October 24,	07:30–13:00

## Information on sending consignments to exhibitors

***Shipments can be delivered on Friday, October 20, 2017  
between 8:00am and 5:00pm***

Packages or consignments to exhibitors will be delivered directly to the exhibition booth if the following conditions of declaring the consignment are fulfilled:

- The address of the recipient is clearly defined and has to be given as follows:

**Bucerius Law School, Helmut Schmidt Auditorium,  
Aortic Live 2017, October 23–24, 2017  
to attn. of Mrs. Miriam Jobst  
– Name of recipient / company / booth number (please fill in) –**  
Jungiusstraße 6  
20355 Hamburg, Germany

If you send more than one box, make sure your boxes are labelled the following way: 1/10, 2/10, etc....

- All consignments have to be prepaid sufficiently.
- Consignments shall be sent to your booth only during the time of booth construction and/or during running time of the exhibition.
- There will be no delivery before 8 am and after 6 pm.

***If you should have pallet consignments please contact us in advance to clarify the delivery.*** Consignments which are sent to the Bucerius Law School without indicating company, project name and booth number cannot be assigned and shall therefore be opened in order to find out the recipient. Consignments that cannot be assigned even after opening shall be sent back to the sender on the sender's own costs or thrown away. Consignments that arrive before the time declared as delivery date or after the end of exhibition shall not be accepted and shall be sent back to the sender or thrown away. If either customs duty or COD charge has to be paid, consignments can only be received by the recipient him- or herself.

Shipments can be stored until Wednesday after the course at the venue.

***All incurring costs for shipments have to be paid by the ordering company. All necessary paperwork needs to be completed and collected by the shipping company.***

## Shipments for bag insertions

***Shipments need to arrive on Friday, October 20, 2017  
between 8:00am and 5:00pm***

- Please send 250 copies
- The address of the recipient is clearly defined and has to be given as follows:

**Bucerius Law School, Helmut Schmidt Auditorium,  
Aortic Live 2017, October 23–24, 2017  
to attn. of Mrs. Miriam Jobst  
– *Bag inserts / name of company or congress (please fill in)* –  
Jungjusstraße 6  
20355 Hamburg, Germany**

## Shipments for future meeting table

***Shipments need to arrive on Friday, October 20, 2017  
between 8:00am and 5:00pm***

- Please send not more than 100 copies
- The address of the recipient is clearly defined and has to be given as follows:

**Bucerius Law School, Helmut Schmidt Auditorium,  
Aortic Live 2017, October 23–24, 2017  
to attn. of Mrs. Miriam Jobst  
– *Future meeting table / name of company or congress (please fill in)* –  
Jungjusstraße 6  
20355 Hamburg, Germany**

## Specifications programme advert

---

***Depending on your sponsoring package you have the opportunity to place an advert in the online programme. This opportunity is only valid until the last day of the congress and will expire by October 24, 2017.***

***Please send us your advert at your earliest convenience so we can display it as soon as possible.***

**Measures:**

148 mm wide x 210 mm high

**Please notify:**

- unlayered PDF in RGB
- all fonts embedded
- Pictures 300dpi
- Acrobat 7 compatible



## HTML-specifications for feature eBlasts

***Depending on your sponsoring package you have the opportunity to send an electronic newsletter thru our distributor. This opportunity is only valid until the last day of the congress and will expire by October 24, 2017.***

***Please provide one .ZIP file containing all HTML- and image-files to be used. Please note that we never send an eblast without an “ok” of the person in charge after our test-send.***

For best readability in all email-clients and webmail-applications follow the design instructions given below:

1. Make sure the width of the E-Mail must not be more than 950px.
2. Use tables for your layout as DIVs do not display correctly in many email-clients
3. Avoid all style-sheets (embedded or external). Please use inline styles, SPANs and TDs instead.
4. If using background images, please always also provide a background color for the element to prevent problems like white text on white background if images are blocked by the email-client or the webmail-application.
5. Avoid all javascripts inside your E-Mail.
6. Avoid anchors and make sure, that all links to external targets are working correctly.
7. Avoid the use of obfuscated Link-URLs (e.g. for tracking) as modern mail-clients tend to consider them as insecure phishing links and show insecure content warnings.
8. Avoid using images containing important text. Use real text instead to make sure that all information is readable even if images are blocked.
9. Test your HTML with all images disabled to make sure that all information given is readable even without images.
10. Test your final HTML e.g. with Premailer <http://premailer.dialect.ca/> for possible display problems in certain mail-clients.
11. For further information please read e.g. this article: <http://www.campaignmonitor.com/design-guidelines/>

Please note that we do not embed image data into E-Mails – the user’s mail-client decides, whether images are show or not. Be aware that we do not provide any tracking information for sent eblasts because of security limitations introduced by many mail-clients and webmail-applications.

## Stand construction permit

It has to be ensured that the stands are not higher than 2,50 meters, and that neither ceiling and cabin built ins nor stage or double floors are used.

When planning your booth, please respect the other exhibitors.

If your booth has the entire depth of 2m, the side walls may NOT exceed the depth of 1m.

### **Please note:**

- 1 table will be provided per table top**
- 2 chairs will be provided per booth and table top**

***If you need electricity, additional tables or chairs, etc. please contact us with the filled in order form available on our website for download, as soon as possible, at the latest on October 16, 2017.***

Any alternations are subject to a prior written application and require written approval.

Otherwise, the Technical Guidelines of the Bucerius Law School are applicable.

The use of adhesive tapes on doors, windows, columns or any other wooden surfaces is not allowed. The same applies to the floors of the Bucerius Law School, unless tapes are used which can be removed completely without any remains.

Once the stand has been disassembled, the exhibition area must be returned to its original state. Should this regulation be ignored the exhibitor will be held accountable for all cleaning costs that may be necessary.

Open fires, flammable liquids and gases, as well as items used for pyrotechnics, explosive and other dangerous materials are not allowed.

Materials used as ornamentation at events, decorations and curtains must be made of flame-resistant materials. The fire hydrants, push-button fire alarms, smoke extractor triggering devices and fire extinguishers located in the halls must not be obstructed.

Any materials left behind will be disposed of at increased rates at the exhibitor's expense, without their value being assessed.

## Official airline partner

### Special offer: Discounted travel with Lufthansa Group Airlines

Lufthansa Group Partner Airlines offer a comprehensive global route network linking major cities around the world. We offer special prices and conditions to participants, visitors, exhibitors, invited guests as well as employees of the Contracting partner and their travel companions.

To make a reservation, please click on [www.lufthansa.com/event-booking\\_en](http://www.lufthansa.com/event-booking_en) and enter the access code **DEZJWKG** in the „Access to Your Special Lufthansa Offer“ area.

This will open an online booking platform that will automatically calculate the discount offered or provide you with an even better offer if another promotional fare is available.

**NOTE: Pop-ups must be enabled otherwise the booking platform window will not open.**

These promotional fares are also available through your IATA/ARC travel agent. Travel agents can obtain ticketing instructions by sending an email to [lufthansa.mobility@dlh.de](mailto:lufthansa.mobility@dlh.de) and providing the access code as a reference.



## Accommodation

---

The following hotels offer special rates during Aortic Live 2017:

### **Hotel Baseler Hof**

Esplanade 11  
20354 Hamburg, Germany

Phone: +49 35 90 60

E-Mail: [info@baselerhof.de](mailto:info@baselerhof.de)

[www.baselerhof.de](http://www.baselerhof.de)

*Single room, incl. breakfast: 128 EUR*

*Double room, incl. breakfast: 138 EUR*

---

### **Intercity Hotel Hamburg Dammtor Messe**

St. Petersburger Straße 1  
20355 Hamburg, Germany

Phone: +49 40 600 01 40, Fax: +49 40 600 01 42 00

E-Mail: [hamburg-dammtor@intercityhotel.com](mailto:hamburg-dammtor@intercityhotel.com)

[www.intercityhotel.com](http://www.intercityhotel.com)

*Single room, incl. breakfast: 99 EUR*

*Double room, incl. breakfast: 119 EUR*

---

### **Radisson Blu Hotel**

Marseiller Strasse 2  
D20355 Hamburg, Germany

Phone: +49 40 35 020, Fax: +49 40 35 02 35 30

E-Mail: [info.hamburg@radissonblu.com](mailto:info.hamburg@radissonblu.com)

[www.radissonblu.com/hotel-hamburg](http://www.radissonblu.com/hotel-hamburg)

*Single room, incl. breakfast: 149 EUR*

*Double room, incl. breakfast: 169 EUR*

---

### **Scandic Hamburg Emporio**

Dammtorwall 19  
20355 Hamburg, Germany

Phone: +49 40 43 21 870, Fax: +49 40 43 21 87 499

E-Mail: [hamburg@scandichotels.com](mailto:hamburg@scandichotels.com)

[www.scandichotels.com/hamburg](http://www.scandichotels.com/hamburg)

*Single room, incl. breakfast: 149 EUR*

*Double room, incl. breakfast: 171 EUR*





**AORTIC  
LIVE**

**2017**

October 23–24, 2017  
Bucerius Law School  
Hamburg, Germany

## **Contact**

### **Congress Organisation**

CongO GmbH  
Ruffinstrasse 16  
80637 Munich  
Germany

### **Contact:**

E-Mail: [info@cong-o.de](mailto:info@cong-o.de)  
Phone: +49 89 / 23 75 74 – 65  
Fax: +49 89 / 23 75 74 – 70  
[www.cong-o.com](http://www.cong-o.com)