Acute Cardiac Care 2013

2nd Annual Congress of the Acute Cardiovascular Care Association

INDUSTRY PROSPECTUS

12-14 October 2013
Madrid Spain

www.escardio.org/ACCA
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Welcome Address from the President

Dear Friends and Colleagues,

The Acute Cardiovascular Care Association (ACCA) is very pleased to welcome you to the annual **Acute Cardiac Care Congress 2013** in the great city of Madrid.

The main theme of this edition is **"Acute cardiovascular care: A multi-disciplinary endeavor"**.

Acute cardiovascular care begins in the moment the patient seeks medical attention, either at home, calling the emergency system, consulting his/her primary care physician or going to the emergency room. Then, acute cardiovascular care encompasses several processes of care focused on the presenting syndrome, which may need different levels of attention, from out of hospital to intensive cardiac care. Therefore, acute cardiovascular care requires networking through a multi-disciplinary approach.

The aim of the congress scientific program is to develop a comprehensive multi-disciplinary review of all recent advances in acute and intensive cardiovascular care medicine.

With more than 40 high quality scientific sessions -main symposia, how to sessions, challenging cases, abstract sessions and a new feature for 2013: a specific educational track for young professionals, including case sessions presented by residents-, the congress should become the natural interactive forum for all specialists involved in acute cardiovascular care: cardiologists, emergency care physicians, intensive care physicians, internists, surgeons, imaging specialists, interventionists, nurses, paramedics, willing to integrate the acquired new information into their knowledge for patients care at the bedside from a truly multi-disciplinary approach.

Attendees will also have the opportunity to visit the exhibition area and meet with industry to discover the most recent state of the art technology and devices.

Welcome and thank you for being with us in Madrid,

Sincerely,

**Prof. Peter Clemmensen**,  
*ACCA President*

**Prof. Héctor Bueno**,  
*ACCA President Elect and Local Host*

**Prof. Christiaan Vrints**,  
*ACCA Past President*

**Dr. Maddalena Lettino**  
*Chairperson ACC Congress Committee*
Acute Cardiac Care General Congress Information

About Acute Cardiac Care 2013

Acute Cardiac Care is the annual congress of the Acute Cardiovascular Care Association (ACCA) and has firmly established itself as the premier European congress in its field. Acute Cardiac Care 2013 is expected to bring together record numbers of participants from all five continents interested in cutting edge scientific and technological innovations and best-practice models in Acute Cardiac Care.

Acute Cardiac Care 2013 Scientific Programme Committee

Prof. P. Clemmensen, Acute Cardiovascular Care Association President
Prof. H. Bueno, Acute Cardiovascular Care Association President-Elect, Local Host
Prof. C. Vrints, Acute Cardiovascular Care Association Past-President
Dr. M. Lettino, Acute Cardiovascular Association, Chairperson of the ACC Congress Committee

Acute Cardiac Care 2013 Congress Committee Members
Prof. Dr. Georg Delle Karth
Dr. Pascal Vrancks
Dr. Christian Hassager
Dr. Stefan Agewall

Board of Acute Cardiovascular Care Association (ACCA)

PRESIDENT
Prof. Peter Michael Clemmensen, FESC

PRESIDENT ELECT
Prof. Hector Bueno, FESC

PAST-PRESIDENT
Prof. Christiaan J.M. Vrints, FESC

SECRETARY
Prof. Christian Mueller, FESC

TREASURER
Prof. Bulent Gorenek, FESC

ACCA Committee Chairpersons

Prof. Doron Zahger, FESC Membership & National Societies relations
Dr. Nikolaos Nikolaou, FESC Allied Societies, ESC Associations, Councils & Working Groups (Ex-Officio)
Prof. Uwe Zeymer, FESC Scientific activities
Dr. Susanna Price, FESC Education & training
Dr. Maddalena Lettino ACC Congress
Prof. Kurt Huber, FESC Web, Communication & Press

Why should I participate?

The ACC congresses provide a unique opportunity to network with the most influential specialists from across the world. Acute Cardiac Care 2013 will provide sessions that allow for debate on controversial issues, practical take home approaches from experts, discussions around the latest research and cases. Seize this unique opportunity to reach a field of international experts who practice the therapies and treatments for Acute Cardiac Care on a daily basis. Delegates will be eager to get a firsthand idea of the direction for new Acute Cardiac Care therapies and techniques providing you with an ideal opportunity to showcase products, announce trial results and provide hands-on experience for practice of new techniques.
Acute Cardiac Care Facts & Figures – Previous Congress

Did you know?

Acute Cardiac Care 2012 welcomed 1430 attendees from over 91 countries and featured 51 sessions including 39 prearranged sessions, 25 symposia, 8 clinical cases, 4 how-to sessions, 4 moderated poster sessions and 4 oral abstract sessions.

The Acute Cardiac Care congresses are and remain a forum where physicians, nurses, and all health care professionals involved in acute cardiac care can meet, share their experience, and exchange ideas with more than 110 international experts in the various fields of acute cardiac care, such as acute coronary syndromes, acute heart failure, life-threatening arrhythmias etc.

Total registration by geographical region:

<table>
<thead>
<tr>
<th>Region</th>
<th>2008 Versailles</th>
<th>2010 Copenhagen</th>
<th>2012 Istanbul</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>6%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>ESC</td>
<td>88%</td>
<td>90%</td>
<td>90%</td>
</tr>
<tr>
<td>North America</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>South &amp; Central America</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>
Registrations for Mediterranean region

<table>
<thead>
<tr>
<th>Country</th>
<th>2008</th>
<th>2010</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albania</td>
<td>9</td>
<td>23</td>
<td>20</td>
</tr>
<tr>
<td>Armenia</td>
<td>2</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Azerbaijan</td>
<td>-</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Bulgaria</td>
<td>5</td>
<td>12</td>
<td>14</td>
</tr>
<tr>
<td>Croatia</td>
<td>6</td>
<td>2</td>
<td>55</td>
</tr>
<tr>
<td>Cyprus</td>
<td>1</td>
<td>-</td>
<td>9</td>
</tr>
<tr>
<td>Egypt</td>
<td>14</td>
<td>20</td>
<td>7</td>
</tr>
<tr>
<td>Georgia</td>
<td>1</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Greece</td>
<td>84</td>
<td>113</td>
<td>145</td>
</tr>
<tr>
<td>Israel</td>
<td>26</td>
<td>17</td>
<td>4</td>
</tr>
<tr>
<td>Lebanon</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Romania</td>
<td>53</td>
<td>44</td>
<td>36</td>
</tr>
<tr>
<td>Serbia - montenegro</td>
<td>22</td>
<td>27</td>
<td>48</td>
</tr>
<tr>
<td>Slovenia</td>
<td>3</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Turkey</td>
<td>2</td>
<td>7</td>
<td>73</td>
</tr>
<tr>
<td>Ukraine</td>
<td>10</td>
<td>9</td>
<td>16</td>
</tr>
<tr>
<td><strong>TOTAL PARTICIPANTS</strong></td>
<td><strong>1212</strong></td>
<td><strong>1115</strong></td>
<td><strong>1371</strong></td>
</tr>
<tr>
<td>Mediterranean representation</td>
<td><strong>20%</strong></td>
<td><strong>13%</strong></td>
<td><strong>32%</strong></td>
</tr>
</tbody>
</table>

Post congress Survey

Total Completed Survey: 207 people
(920 people have received this survey)

- **Profession**
  - Cardiologist : 71%
  - Cardiologist - Trainee : 9%
  - Nurse : 3%
  - Scientist : 3%
  - Industry/Agent : 1%
  - Surgeon : 1%
  - Other : 12%

- **Place of work**
  - In University Hospital : 74%
  - In Non-University Hospital : 21%
  - Research : 9%
  - Private Practice : 7%
Topics of interest

- Acute Coronary Syndromes (ACS) 57%
- Heart Failure (HF) 47%
- Sudden Cardiac Death and Resuscitation 27%
- Non-invasive imaging - Echocardiography... 24%
- Invasive imaging - Cardiac Catheterisation... 21%
- Valvular Heart Diseases 21%
- Atrial Fibrillation 19%
- Arrhythmias 17%
- Chronic Ischaemic Heart Disease (IHD) 15%
- Myocardial Disease 15%
- Clinical Pharmacology 13%
- Cardiovascular Rehabilitation and Secondary... 13%
- Hypertension 13%
- Infective Endocarditis 12%
- Basic Science 12%
- Diabetic Heart Disease 11%
- Primary Pulmonary Hypertension (PPH) 9%
- Interventional Cardiology 8%
- Syncope 6%
- Diseases of the Aorta and Trauma to the... 5%
- Peripheral Arterial Diseases 5%
- Cardiac Tumours 4%
- Thromboembolic Venous Disease 4%
- Congenital Heart Disease 4%
- Pregnancy and Heart Disease 4%
- Genetics 4%
- Pericardial Disease 4%
- Miscellaneous 3%
- Rehabilitation and Exercise Physiology 3%
- Cardiac Consult 1%
Acute Cardiac Care Congress Dates & Opening Hours

Venue & Dates

ACC 2013 will take place in Madrid, Spain from **12 - 14 October 2013** at:

Hotel Auditorium
Avenida de Aragon 400
28022 Madrid, Spain
Tel: +34 91 400 44 00
Fax: +34 91 400 44 09
Web Site: www.hotelauditorium.com

Language

The official language during the Congress is English. No translation is available.

Congress Dates and Opening Hours

<table>
<thead>
<tr>
<th>Date</th>
<th>12 Oct 2013</th>
<th>13 Oct 2013</th>
<th>14 Oct 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday</td>
<td>14:00 – 19:15 Exhibition OPEN</td>
<td>19:15 – 20:00 Networking Cocktail in the Exhibition Hall</td>
<td></td>
</tr>
<tr>
<td>Sunday</td>
<td>09:00 – 18:00 Exhibition OPEN</td>
<td>10:00 – 11:00 Coffee Break</td>
<td></td>
</tr>
<tr>
<td>Monday</td>
<td>09:00 – 17:00 Exhibition OPEN</td>
<td>10:00 – 11:00 Coffee Break</td>
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</tbody>
</table>

Congress Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Saturday</th>
<th>Sunday</th>
<th>Monday</th>
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<tbody>
<tr>
<td>07:00</td>
<td>SSC &amp; Registration</td>
<td>Sessions</td>
<td>Sessions</td>
</tr>
<tr>
<td>08:00</td>
<td>Local language sessions</td>
<td>Satellite Symposia</td>
<td>Satellite Symposia</td>
</tr>
<tr>
<td>09:00</td>
<td>Inaugural Session</td>
<td>Session</td>
<td>Session</td>
</tr>
<tr>
<td>10:00</td>
<td>Networking Reception</td>
<td>Exhibition</td>
<td>Exhibition</td>
</tr>
<tr>
<td>11:00</td>
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<td>21:00</td>
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</table>
Acute Cardiac Care 2013 Scientific Programme

The Madrid meeting will follow the format of the very successful previous five meetings and will provide you with a comprehensive interdisciplinary update on acute cardiovascular care, such as pre-hospital challenges, acute coronary syndromes, acute heart failure, and life-threatening arrhythmias, as well as the entire spectrum of intensive cardiac care. Scientific presentations will be delivered by a distinguished and internationally renowned faculty, while a large number of selected free oral communications and poster presentations will report new data from basic research laboratories and clinical centres around the globe. In addition to the award that our young investigators will be competing to obtain, they will also be engaged as special invited guest chairpersons in the scientific programme. During the three days of high quality scientific sessions, attendees will also have the opportunity to attend the industry supported educational sessions, visit the exhibition area and meet with industry to discover the most recent state of the art technology and devices.

CONTINUING MEDICAL EDUCATION ACCREDITATION

The Acute Cardiac Care 2013 Congress will be reviewed for accreditation by the European Board of Accreditation in Cardiology (EBAC). The number of credits will be announced online. EBAC works in cooperation with the European Accreditation Council for Continuing Medical Education (EACCME) which is an institution of the European Union of Medical Specialists (UEMS).

Acute Cardiac Care 2012 Industry Partners Participation

The Acute Cardiac Care Association gratefully acknowledges the valuable involvement of the following organisations in Acute Cardiac Care 2012 through their participation in the Exhibition, Industry Sponsored Sessions and Sponsorship:

AstraZeneca
Daiichi Sankyo Europe
Maquet
Novartis Pharma AG
Randox Cardiology
SAGE
Semperit
Turkish Society of Cardiology
1. Exhibition:
Showcase your products, services and activities to over 1,500 delegates from 70 different countries.

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**Exhibition Space**

Provide delegates with a unique opportunity to catch a glimpse of the continuous therapeutic and technological developments in the Acute Cardiac Care discipline by showcasing your products in the technical exhibition.

**Stands will be assigned on a first come, first served basis.**

**Application Deadline: 17 May 2013**

<table>
<thead>
<tr>
<th>Price for space only:</th>
<th>€400 per m² excl. VAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price for Publishers</td>
<td>€300 per m² excl. VAT</td>
</tr>
</tbody>
</table>

The minimum exhibition space is 9 m²
(6 m² for publishers and booksellers)

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**Exhibitors Badges**

Exhibitors are entitled to a certain number of free badges. The number of free badges for each Exhibitor will be determined according to the floor space allocated as shown below.

**Price for additional badges: €33.45 excl. VAT**

Exhibitor badges will not give access to the scientific sessions of the congress, apart from sponsor access to their satellite symposia.

<table>
<thead>
<tr>
<th>Stand size between:</th>
<th>General Exhibitor Badges:</th>
<th>Scientific Exhibitor Badges:</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 and 49m²</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>50 and 99m²</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>100m² +</td>
<td>12</td>
<td>12</td>
</tr>
</tbody>
</table>
2. Industry Sponsored Sessions:
Ensure your contribution to the outstanding Acute Cardiac Care scientific programme

**Satellite Symposia**

75 or 90 minutes Satellite Symposia allow for review or update results from recent trials and ongoing studies. These sessions are organised by sponsoring companies within the congress centre in fully furnished and AV equipped 200, 300, 400 and 800 seats lecture rooms. These sessions are the perfect forum through which you may reach your target audience with the latest scientific information and developments.

**Price of a Satellite Symposium:**
- **Price for Exhibitor:**
  - €28,000 per session excl. VAT
- **Price for Non-Exhibitor**
  - €30,400 per session excl. VAT

**Satellite Symposia timeslot:**
- Sunday 13 October 2013: 12:45 – 14:00 / 18:15 – 19:45
- Monday 14 October 2013: 12:45 – 14:00

The following items are included in the price of a Satellite Symposium:
- 1 Room
- 1 Delegate Bag Insert
- 1 Weblink
- 1 room Hostess

**Hands-On Tutorials**

Hands-On Tutorials offer companies a means of associating with the educational requirements of delegates in an exclusive and intimate environment. These industry sponsored tutorials provide participants with an opportunity for hands-on and/or one to one learning from clinical and/or technical experts on specific areas of expertise. Hands-On Tutorials are organised in dedicated rooms for 50 pax per session maximum. One room is allocated per company for the duration of the congress. Audiovisual and other necessary equipment must be covered by the supporting company.

**Price of Hands-On Tutorials:**
- **Price for Exhibitor:**
  - €15,000 per Hands-On Tutorial excl. VAT
- **Price for Non-Exhibitor**
  - €17,400 per Hands-On Tutorial excl. VAT

**Hands-On Tutorials timeslot:**
Hands-On Tutorials can be organised from Saturday 12 to Monday 14 October 2013.
- Saturday 12 October 2013: 14:00 – 18:00
- Sunday 13 October 2013: 08:30 – 18:00
- Monday 14 October 2013: 08:30 – 18:00

The following items are included in the price of Hands-On Tutorials:
- 1 Room
- Standard set-up, electricity, daily cleaning
- 1 Delegate Bag Insert
- 1 Weblink
Note:
- Industry Sponsored Session Programmes will be published in the Acute Cardiac Care Final Programme and Web Site.
- Programmes are subject to approval by the Scientific Programme Committee.
- Cost of additional equipment, furniture, food and beverage will be at the expense of the sponsor.

Deadline for application: 17 May 2013
### Abstracts CD-ROM - Exclusive Sponsorship

The Official Acute Cardiac Care 2013 Congress Abstract CD-Rom contains all accepted Abstracts at Acute Cardiac Care 2013 and will be available on site during the congress. This highly popular item is available for exclusive sponsorship offering sponsor association with the scientific content and excellent exposure as redemption vouchers within the official congress bag will guide delegates to the sponsor’s booth as the sole collection point.

**Life-span:** Congress permanent archive/reference material.  
**Price includes production of the CD-ROM but excludes production of the voucher:** €15,000 excl. VAT

### Delegate Lounge - Exclusive Sponsorship

This popular, fully-equipped business style lounge allows the delegates to access the internet, work online with printing facilities, access the scientific programme online or just relax in a lounge environment. Centrally located, it offers exclusive association and unique visibility for the sponsor throughout the lounge, in the Final Programme and Mobile Application.

**Life-span:** Congress  
**Price:** €10,000 excl. VAT

### Congress Bags - Exclusive Sponsorship

Secure high corporate visibility and association with the congress by exclusive sponsorship of the Acute Cardiac Care 2013 congress bag distributed to each registered delegate.  
**Units supplied:** 1,500.  
**Application Deadline:** 13 May 2013  
**Life-span:** Congress permanent archive/reference material.  
**Price including production:** €12,000 excl. VAT

### Delegate Badge Laces - Exclusive Sponsorship

The popular and highly visible official Acute Cardiac Care 2013 badge laces are available for exclusive sponsorship. The sponsor's name and logo will be printed on the badge laces, distributed to all participants.  
**Units supplied:** 1,500.  
**Life-span:** Congress  
**Price including production:** €10,000 excl. VAT
Acute Cardiac Care 2013 Mobile Application

An innovative way for a sponsor to reach delegates by offering a mobile version of the Finale Programme to enhance their onsite experience. This environmentally-friendly initiative is for a smart phones & IPads. Excellent visibility for the sponsor with a dedicated desk to assist delegates in downloading the application. Includes a specific sponsor advert.

Price: €12,500 excl. VAT

Final Programme Advertisements – Product Advertising allowed

The Final Programme hard copy contains the full scientific programme details, exhibition and satellite information and congress references outlines. Hard copies will be placed in the official congress bag and distributed to each delegate, offering maximum exposure and recognition to the sponsor.

Life-span: Congress permanent archive/reference material.
Back Cover Advertisement: €10,000 excl. VAT
Inside Front Cover Advertisement: €9,000 excl. VAT
Inside Back Cover Advertisement: €8,000 excl. VAT
Inside Page Avertissement: €6,000 excl. VAT

Final Programme Bookmark – Product Advertising allowed

The belly band or the bookmark is wrapped around/or inserted in the Final Programme included in each delegate’s Congress Bag as per the sponsor’s preference.

Lifespan: Congress permanent archive/reference material.
Price Bookmark excluding production: €10,000 excl. VAT

Notepads & Pens – Product Advertising allowed

This sponsorship will entitle the sponsor to the exclusive right to place a promotional pen and notepad with their corporate logo inside the congress bag distributed to all delegates. Alternatively, the sponsor may also provide its own note pads (with corporate adverts on the cover page & pens (price upon request).

Life-span: Congress & permanent archive
Price including production: €8,000 excl. VAT
**On-site Promotion/Advertisements**

Various opportunities for on-site promotion/advertisements in the form of panels, banners, towers and others may be available. Please contact us for further details at Sponsorship@escardio.org

**Reminder:** None of the sponsorship and advertising opportunities listed in this chapter are open to product promotion unless clearly indicated; corporate names and logos are allowed but product names, product logos, trademarks or misleading references will be refused by the ESC.

4. **Rooms at Acute Cardiac Care**

**Function spaces**

The ESC allows companies to host a limited number of guests and organise small and informal meetings (approx. 20 pax) in a range of rooms available within the congress centre.

**No training or showcasing of products/therapies may take place in the Function Spaces.**

Companies are responsible for equipment and catering arrangements.

**Closed industry meetings**

During available time slots, fully furnished and AV equipped lecture rooms can be used to organise closed industry meetings which are on invitation only. The following rules apply to this meeting category:

- Meeting is “closed” and on invitation only.
- Maximum attendance is 150 guests.
- Meeting is not promoted in the congress centre or in any Acute Cardiac Care 2013 publications.

Permitted meeting types:

- Company staff meeting, congress briefing, investigators meeting, clinical trial updates.

Strictly forbidden; meeting with any formal presentations for delegates.

**Cost:**

- 60-minute meeting/ € 3 000
- Additional cost per increment of 30-minute/ € 1 500.
**Key Dates**

<table>
<thead>
<tr>
<th>My ESC Services open for Abstract Submission, Registration and Hotel Accommodation:</th>
<th>MONTH/YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Services open:</td>
<td>March 2013</td>
</tr>
<tr>
<td>Abstract Submission deadline:</td>
<td>29 March 2013</td>
</tr>
<tr>
<td>Early Fee Registration deadline:</td>
<td>16 July 2013</td>
</tr>
<tr>
<td>Late Fee Registration Deadline:</td>
<td>12 September 2013</td>
</tr>
<tr>
<td>Acute Cardiac Care Congress:</td>
<td>12 - 14 October 2013</td>
</tr>
</tbody>
</table>

**Applications & Guidelines for Industry Participation at Acute Cardiac Care 2013**

All Exhibition, Satellite and Sponsorship forms should be completed, signed and returned as soon as possible, items will be assigned on a first come, first served basis.

**NB:** Returning a signed order form implies a tacit agreement of the Acute Cardiac Care 2013 Guidelines for Industry Participation. The cancellation procedure stipulated on each application form strictly applies once received by the ESC.

The Acute Cardiac Care 2013 Guidelines for Industry Participation will be communicated to companies participating at Acute Cardiac Care 2013 in due course to help with your organisation of the event.

All Terms and Conditions regarding your participation will be detailed in these Guidelines for Industry Participation.

Should you require any further information regarding the application process, please contact us at industry_services@escardio.org
Contacts

The ESC Industry Services Team is dedicated to working with our industry partners on optimising the value of your participation in line with your individual corporate objectives, please contact industry_services@escardio.org to discuss your company requirements at Acute Cardiac Care 2013.

- **Acute Cardiac Care Secretariat**
  
  ESC - European Heart House  
  2035, route des Colles - Les Templiers - BP 179  
  06903 Sophia Antipolis, FRANCE  
  Tel.: +33 (0)4 92 94 76 00  
  Fax: +33 (0)4 92 94 86 29  
  Email: EuroACCsecretariat@escardio.org  
  Web Site: http://www.escardio.org/congresses/acute-cardiac-care-2013/

- **Exhibition**
  
  Tel.: +33 (0)4 92 94 35 14  
  Fax: +33 (0)4 92 94 76 26  
  Email: Euroaccservices@escardio.org

- **Satellite Symposia**
  
  Tel: +33 (0)4 92 94 35 14  
  Fax: +33 (0)4 92 94 76 26  
  Email: Euroaccservices@escardio.org

- **Sponsorship**
  
  Tel: +33 (0)4 92 94 18 25  
  Fax: +33 (0)4 92 94 76 26  
  Email: Sponsorship@escardio.org

- **Venue**
  
  Hotel Auditorium  
  Avenida de Aragon 400  
  28022 Madrid, Spain  
  Tel: +34 91 400 44 00  
  Fax: +34 91 400 44 09  
  Web Site: www.hotelauditorium.com