EHRA 2020
THE ANNUAL CONGRESS
OF THE EUROPEAN HEART RHYTHM ASSOCIATION

VIENNA
AUSTRIA
29-31 MARCH

INDUSTRY PROSPECTUS

www.escardio.org/EHRA-congress
Imagine a Congress where:

- World renowned experts have designed a programme focused on key take home messages for improving practice
- Technological innovations and ground-breaking scientific progress are presented
- Delegates are attracted to a dynamic city with central connections
- Participants are hosted in an affordable & attractive destination: Vienna

EHRA Facts & Figures

2019 EDITION

- +1,700m² exhibition space
- +230 scientific sessions
- 9 lecture rooms including the Agora
- +5,550 participants from 96 countries
- +1,400 abstracts submitted
- 387 faculty members
Dear Industry Partners,

We have the pleasure of inviting you to join us at EHRA 2020, which is the third annual edition of our congress.

The European Heart Rhythm Association brings together scientists, healthcare professionals and other players involved in arrhythmia management from all around the world. The theme for our next edition will be “Joining forces to overcome arrhythmias”. A special emphasis will be placed upon the importance of collaboration between heart rhythm specialists and colleagues from other domains in cardiology, surgery and medical sub-specialities, as well as the interaction between different players in healthcare, including patients.

Our three-day congress will involve a variety of formats including state-of-the-art lectures, debates, quizzes, live cases, practical workshops and scientific abstract presentations, to cover all aspects of arrhythmia management.

We look forward to welcoming you in the beautiful city of Vienna!

Prof. Haran Burri
EHRA Congress Scientific Programme Chair

Prof. Katja Zeppenfeld
EHRA Congress Scientific Programme Co chair
About the European Heart Rhythm Association (EHRA)

The European Heart Rhythm Association (EHRA) is a branch of the European Society of Cardiology (ESC). Its aim is to improve quality of life and reduce sudden cardiac death by limiting the impact of heart rhythm disturbances. EHRA ensures the dissemination of knowledge and standard setting; provides continuous education, training and certification to physicians and allied professionals involved in the field of cardiac arrhythmias with a special focus on Atrial Fibrillation (AF) and Electrophysiology (EP). EHRA releases international consensus documents and position papers, it is a source of unbiased, evidence based, scientific information that promotes quality of care for patients.

Key reasons to sponsor
EHRA Congress is both a scientific and educational meeting. It is the unique opportunity to learn more about the multidisciplinary and translational approaches of electrophysiology, diagnosis and therapy of arrhythmia and cardiac rhythm management while meeting and exchanging ideas and information. EHRA is the leading network of European Cardiac Rhythm Management for physicians and healthcare professionals interested in any aspect of cardiac rhythm disorders, and the theme for the 2020 edition of the congress will be: "Joining forces to overcome arrhythmias".

Key reasons to attend
- Dynamic scientific content including contribution and analysis on the recent ESC Guidelines on cardiac arrhythmias, such as atrial fibrillation, syncope, ventricular tachycardia and sudden cardiac death.
- Presentation of world-class research and latest trials from the field.
- A scientific offer for young cardiologists and specialists.

Networking & educational opportunities
- Reach both world-renowned experts and key opinion leaders in the field, all in one place.
- Get a certified programme by the European Accreditation Council for Continuing Medical Education (EACCME).
- Attend joint sessions with international associations offering even more possibilities for a worldwide audience and networking.

Scientific Programme

2020 Spotlight:
Joining forces to overcome arrhythmias

The EHRA 2020 Scientific Programme Committee has carefully chosen a world class scientific programme which will focus on innovations, interactive participation and demonstrations of best practice.

FOCUS ON:
- Late breaking science
- Original research
- Case-based sessions
- Live procedures
- Guidelines & position papers
- Clinical practice sessions
- Technical innovations
2013 - 2019 Evolution of participation

*From 2018 onwards, the congress became annual and was organised in March rather than June.

2019 Lisbon - Top 15 countries

<table>
<thead>
<tr>
<th>Country</th>
<th>Vienna 2017</th>
<th>Barcelona 2018</th>
<th>Lisbon 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>317</td>
<td>272</td>
<td>348</td>
</tr>
<tr>
<td>Netherlands</td>
<td>253</td>
<td>214</td>
<td>293</td>
</tr>
<tr>
<td>Italy</td>
<td>407</td>
<td>215</td>
<td>271</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>263</td>
<td>175</td>
<td>257</td>
</tr>
<tr>
<td>Portugal</td>
<td>70</td>
<td>48</td>
<td>189*</td>
</tr>
<tr>
<td>France</td>
<td>241</td>
<td>129</td>
<td>185</td>
</tr>
<tr>
<td>United States of America</td>
<td>235</td>
<td>176</td>
<td>166</td>
</tr>
<tr>
<td>Russian Federation</td>
<td>130</td>
<td>105</td>
<td>136</td>
</tr>
<tr>
<td>Belgium</td>
<td>109</td>
<td>84</td>
<td>126</td>
</tr>
<tr>
<td>Spain</td>
<td>120</td>
<td>138*</td>
<td>118</td>
</tr>
<tr>
<td>Switzerland</td>
<td>100</td>
<td>79</td>
<td>111</td>
</tr>
<tr>
<td>Poland</td>
<td>172</td>
<td>97</td>
<td>108</td>
</tr>
<tr>
<td>Japan</td>
<td>136</td>
<td>51</td>
<td>89</td>
</tr>
<tr>
<td>Greece</td>
<td>108</td>
<td>63</td>
<td>88</td>
</tr>
<tr>
<td>Hungary</td>
<td>65</td>
<td>57</td>
<td>75</td>
</tr>
</tbody>
</table>

*Host country
The Venue

Reed Messe Wien GmbH, Messeplatz 1, 1020 Vienna, Austria
Website: www.messecongress.at

Congress Scientific Programme Committee

Chair
Prof. Haran Burri
Switzerland

Co Chair
Prof. Katja Zeppenfeld
Netherlands

MEMBERS

PM, ICD & Home monitoring
Dr. Mauro Biffi
Italy
Dr. Francesco Zanon
Italy
Prof. Christian Sticherling
Switzerland

CRT & lead extraction
Prof. Angelo Auricchio
Switzerland
Dr. Archana Rao
United Kingdom
Prof. Francisco Leyva
United Kingdom

AF ablation
Dr. Mattias Duytschaever
Belgium
Prof. José Merino
Spain
Prof. Pascal Defaye
France
Dr. Philipp Sommer
Germany

VT ablation
Dr. Antonio Berruezo Sanchez
Spain
Prof. Gerhard Hindricks
Germany
Dr. Philippe Maury
France
Dr. Philipp Sommer
Germany

SVT
Prof. Andrea Sarkozy
Belgium
Dr. Fransisco Moscoso Costa
Portugal

SCD
Prof. Xavier Jouven
France
Prof. Jan Janousek
Czech Republic
Dr. Daniel Scherr
Austria
Dr. Natalia Antonio
Portugal

Pediatrics/GUCH
Prof. Isabelle C. van Gelder
Netherlands
Dr. Przemyslaw Mitkowski
Poland

Rhythm diagnostics & syncope
Prof. Pier Lambiase
United Kingdom
Prof. Isabel Deisenhofer
Germany
Prof. Mário Martins Oliveira
Portugal
Dr. Maxim Didenko
Russian Federation

Clinical AF, Stroke & anticoagulation
Mrs Lynne Hiterbuchner
Austria
Dr. Daniel Pijnappels
Netherlands

Inherited cardiopathies

Clinical rythmology

Nursing & AP

Basic science

Digital Cardiology
Dr Emma Svennberg
Sweden
EHRA 2020 Preliminary Schedule

Saturday 28 March

Sunday 29 March

Monday 30 March

Tuesday 31 March

REGISTRATION

EXHIBITION

PRACTICAL TUTORIALS

POSTERS

SESSIONS

SATellite SYMposia

SESSIONS

HIGHLIGHT SESSION

Welcome Coffee

Conclusion

Preliminary schedule as of June 2019
Industry partners work hand in hand with EHRA to offer delegates a congress rich in science and innovation. At EHRA 2020, there will be key opportunities for industry partners to:

- Demonstrate their technologies
- Discuss innovations, therapies and applications improving patient care
- Join our scientific programme with Satellite Symposia, Experts on the Spot, Practical Tutorials
- Showcase company solutions with an exhibition located in a prime position
- Use meeting rooms to exchange with professionals
- Promote product value on multiple communication platforms

The ESC gratefully acknowledges the following companies and organisations who contributed to the success of EHRA 2019:

Abbott
Access Point Technologies EP Inc.
Acutus Medical
American College of Cardiology
AngioDynamics
Arrhythmia Alliance
Asia Pacific Heart Rhythm Society
AtriCure Europe B.V.
Bardy Diagnostics
Baylis Medical
Biosense Webster, Johnson & Johnson Medical
BIOTRONIK
Bittium
BMS Pfizer Alliance
Boston Scientific International
CardioFocus, Inc.
Catheter Precision Inc
CIRCA Scientific, Inc.
Cook Medical
Daiichi Sankyo
EBR Systems
EPMap-System GmbH & Co. KG
EP Solutions SA
FIAB SpA
Finapres Medical Systems
Galgo Medical. S.L.
Heart Rhythm Society
Implicity
Impulse Dynamics
Imricor
Latin American Heart Rhythm Society
LindaCare
Maastricht Heart + Vascular Center
MEDICO SpA
Medtronic
Merit Medical
MicroPort CRM
National Manufacturing CO., Inc.
OSYPKA AG
Oxford University Press
Philips IGT-Devices
Portola Pharmaceuticals
Preventicus GmbH
Pro-PLUS SA
Radcliffe Cardiology
Renew health Ltd
Rythmo Avignon 2019 / ISCAT 2020 Congresses
Schwarzer Cardiotek GmbH
Siemens Healthineers
Stereotaxis Inc.
VITATRON
WeHealth Digital Medicine
Wisepress LTD
World Society of Arrhythmias
ZENICOR MEDICAL SYSTEMS AB
Zoll CMS GmbH
Exhibition @ EHRA 2020

Exhibition Space
The exhibition will provide delegates with the opportunity to exchange with key industry experts on critical areas of development and research in cardiovascular products and therapies. The exhibition will be a central hub for scientific discussion and exchange during the congress.

Exhibition Timetable

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday 26 March 2020</td>
<td>08:00 - 12:00</td>
<td>Exhibition build-up (&gt;100m² stand area only)</td>
</tr>
<tr>
<td></td>
<td>12:00 - 22:00</td>
<td>Exhibition build-up (&gt;50m² stand area only)</td>
</tr>
<tr>
<td>Friday 27 March 2020</td>
<td>08:00 - 12:00</td>
<td>Exhibition build-up (&gt;25m² stand area only)</td>
</tr>
<tr>
<td></td>
<td>12:00 - 22:00</td>
<td>Exhibition build-up (all stands)</td>
</tr>
<tr>
<td>Saturday 28 March 2020</td>
<td>08:00 - 15:00</td>
<td>Exhibition build-up (all stands)</td>
</tr>
<tr>
<td></td>
<td>15:00 - 20:00</td>
<td>Exhibit decoration only</td>
</tr>
<tr>
<td>Sunday 29 March 2020</td>
<td>08:00 - 09:00</td>
<td>Exhibition CLOSED - ESC inspection and staff</td>
</tr>
<tr>
<td></td>
<td>09:00 - 18:00</td>
<td>briefings can be held on the stands</td>
</tr>
<tr>
<td>Monday 30 March 2020</td>
<td>09:00 - 18:00</td>
<td>Exhibition OPEN</td>
</tr>
<tr>
<td>Tuesday 31 March 2020</td>
<td>09:00 - 15:30</td>
<td>Exhibition OPEN</td>
</tr>
<tr>
<td></td>
<td>16:30 - 22:00</td>
<td>Exhibition dismantling</td>
</tr>
<tr>
<td>Wednesday 1 April 2020</td>
<td>08:00 - 20:00</td>
<td>Exhibition dismantling</td>
</tr>
</tbody>
</table>

Exhibition Space
Provide delegates with a unique opportunity to catch a glimpse of the continuous therapeutic and technological developments in the electrophysiological discipline by showcasing your products in the exhibition.

Cost is for floor space only (no structure or amenities). Minimum exhibition space is 9m².

All prices are excluding VAT

Exhibitor 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.

<table>
<thead>
<tr>
<th>Stand size</th>
<th>Number of free badges</th>
</tr>
</thead>
<tbody>
<tr>
<td>General</td>
<td>Scientific</td>
</tr>
<tr>
<td>9 - 49m²</td>
<td>10</td>
</tr>
<tr>
<td>50 - 99m²</td>
<td>18</td>
</tr>
<tr>
<td>100m² +</td>
<td>25</td>
</tr>
</tbody>
</table>

General exhibitor badges do not give access to EHRA 2020 scientific sessions except for the sessions sponsored by the exhibitor.

Scientific exhibitor badges do give access to the scientific sessions of EHRA 2020.

Neither badge entitles the holder to get a congress bag, a certificate of attendance and does not include a journal subscription.

Price for additional general exhibitor badges: €100 excl. VAT

Exhibition @ EHRA 2020

Stand spaces will be assigned in line with the Accrued Point ranking for applications submitted before 13 September 2019. After 13 September 2019, stands will be assigned on a first come, first served basis.

<table>
<thead>
<tr>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>€500/m²</td>
</tr>
<tr>
<td>€350/m²</td>
</tr>
</tbody>
</table>

Accrued Points
5 points for participation and 1 point per 9m². The 5 participation points for exhibiting are not accrued by non-exhibiting session organisers.

Minimum exhibition space: 9m²

Publishers, booksellers

Accrued Points
5 points for participation and 1 point per 9m². The 5 participation points for exhibiting are not accrued by non-exhibiting session organisers.

Minimum exhibition space: 9m²

Excel

Industry

<table>
<thead>
<tr>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>€500/m²</td>
</tr>
</tbody>
</table>

Publishers, booksellers

<table>
<thead>
<tr>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>€350/m²</td>
</tr>
</tbody>
</table>
Industry Sponsored Sessions

- Integral part of EHRA 2020 programme
- Unique opportunity for wide-reaching exchange
- Exclusive platform for discussion on latest scientific releases and innovations
Satellite Symposia

Companies are invited to organise Satellite Symposia included in the EHRA 2020 Scientific Programme. These sessions will offer pertinent data on the latest scientific information and developments from the industry. Satellite Symposia will be held within the congress centre in lecture rooms of various capacities.

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Duration (mins)</th>
<th>Exhibitor Price</th>
<th>Non-Exhibitor Price</th>
<th>Accrued Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday 29 March 2020</td>
<td>12:45 - 13:45</td>
<td>60</td>
<td>€40,000</td>
<td>€60,000</td>
<td>16</td>
</tr>
<tr>
<td>Monday 30 March 2020</td>
<td>12:45 - 13:45</td>
<td>60</td>
<td>€40,000</td>
<td>€60,000</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>18:15 - 19:15</td>
<td>60</td>
<td>€40,000</td>
<td>€60,000</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>18:15 - 19:30</td>
<td>75</td>
<td>€45,000</td>
<td>€65,000</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>18:15 - 19:45</td>
<td>90</td>
<td>€45,000</td>
<td>€65,000</td>
<td>18</td>
</tr>
<tr>
<td>Tuesday 31 March 2020</td>
<td>12:45 - 13:45</td>
<td>60</td>
<td>€40,000</td>
<td>€60,000</td>
<td>16</td>
</tr>
</tbody>
</table>

All prices are excluding VAT

The following items are included in the price of a Satellite Symposium:
- Lecture room rental · Access and use of standard audiovisual equipment in lecture room
- 1 advert in the EHRA 2020 Congress news printed version, the day of your session
- 1 weblink in EHRA 2020 Scientific Programme & Planner
- 1 digital advert on the lecture room foyer information screens
- 1 digital advert on the registration area Industry information screen
- 1 ESC room hostess*

Satellite Symposia - Experts on the Spot

These short style sessions will be arranged in the AGORA located in the vicinity of the exhibition and designed to ensure experts interact with delegates. Experts on the Spot sessions are complementary to Satellite Symposia programmes and a Satellite Symposium is a condition for application. The session organiser is permitted to invite speakers different from those participating in the Satellite Symposium, the topic must however be in line with the Satellite Symposium. The Experts on the Spot session will be 30 minutes long and will take place during the coffee breaks as follows:

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Duration (mins)</th>
<th>Price</th>
<th>Accrued Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday 29 March 2020</td>
<td>10:15 - 10:45</td>
<td>30</td>
<td>€8,000</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>15:45 - 16:15</td>
<td>30</td>
<td>€8,000</td>
<td>3</td>
</tr>
<tr>
<td>Monday 30 March 2020</td>
<td>10:15 - 10:45</td>
<td>30</td>
<td>€8,000</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>15:45 - 16:15</td>
<td>30</td>
<td>€8,000</td>
<td>3</td>
</tr>
<tr>
<td>Tuesday 31 March 2020</td>
<td>10:15 - 10:45</td>
<td>30</td>
<td>€8,000</td>
<td>3</td>
</tr>
</tbody>
</table>

* The ESC room hostess will be in charge of welcoming and briefing the Chairpersons and the Speakers on technical facilities and ensuring that sessions run on time. The ESC room hostess may not be used by the session organisers to distribute promotional materials or scan delegate badges.

All prices are excluding VAT
Practical Tutorials

Practical Tutorials offer companies a means of associating with the educational requirements of delegates in a classroom environment. These Practical Tutorials provide participants with an opportunity for hands-on learning from clinical and/or technical experts on specific therapeutic, diagnostic or rehabilitative procedures focusing on best clinical decisions, methods or techniques.

This year, we have rooms of 94m² each on offer. These vast rooms provide you with the flexibility to tailor room configuration in a way that best suits your needs in terms of Practical Tutorials. One room is allocated per company for the duration of the congress.

Important: Meeting Rooms cannot be used for hands-on learning. All practical demonstrations need to take place in the Practical Tutorial setting.

Sessions can be organised as follows:

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday 29 March 2020</td>
<td>09:00 - 18:00</td>
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<tr>
<td>Monday 30 March 2020</td>
<td>09:00 - 18:00</td>
</tr>
<tr>
<td>Tuesday 31 March 2020</td>
<td>09:00 - 15:30</td>
</tr>
</tbody>
</table>

The following items are included in the price of Practical Tutorials:
- Room rental
- 1 advert in the EHRA 2020 Congress news printed version, each day the Practical Tutorials take place
- 1 weblink in EHRA 2020 Scientific Programme & Planner
- 1 digital advert on the registration area Industry information screen

Practical Tutorials organisers are responsible for furniture, AV equipment and catering arrangements.

Room specifications will be communicated upon assignment. Additional equipment, furniture, food and beverages will be at the expense of the sponsor.

Industry sponsored sessions programmes will be published in the EHRA 2020 Scientific Programme & Planner (SPP), Programme at a Glance, PDF version of the Final Programme and on the Mobile App.
All Industry sponsored sessions programmes are subject to EHRA 2020 Programme Committee approval.

Rooms & time slots will be assigned in line with the Accrued Point ranking for applications submitted before 13 September 2019. After 13 September 2019, rooms & time slots will be assigned on a first come, first served basis.

All prices are excluding VAT
A wide range of services for congress attendees are available for sponsorship by our Industry Partners providing an opportunity for novel and targeted communication to the healthcare profession.
<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
<th>Focus</th>
<th>Price / Accrued Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delegate Badge Holder</td>
<td><strong>No product advertising permitted - Exclusive sponsorship</strong> Print your logo on the highly visible Delegate Badge Holder which will be worn by all delegates throughout the event, ensuring extensive exposure. The delegate badge holder will contain the popular Programme at a Glance.</td>
<td>Reach &amp; audience: All delegates who visit your booth and attend your sponsored session(s).</td>
<td>€15,000 including production 6 Accrued Points</td>
</tr>
</tbody>
</table>
| eBlast | **No product advertising permitted** Promote your exhibition space or sponsored sessions to all EHRA 2020 pre-registered delegates a few days prior to the congress to increase awareness surrounding your activities with the pre-congress eBlast. Delegates will be able to open a PDF enlarged version of each sponsor advert by clicking on the advert visual or the session title. Our post-congress eBlast is the ideal way to remain in the spotlight once the event is over by promoting your activities and association with the congress to a broad audience. Three emailing dates: 

- eBlast #1: 17/03/2020 (before the congress)
- eBlast #2: 26/03/2020 (before the congress)
- eBlast #3: 14/04/2020 (after the congress) | Lifespan: Pre-congress or Post-congress Pre-congress: emailed to pre-registered delegates* (~2,400 in 2019) Post-congress: emailed to registered delegates* as well as our entire EHRA database*.

Note that EHRA members who attended the congress are counted as delegates.*The figures are based on the number of registered delegates and members who have accepted to receive ESC emailings at the time of the eBlast. | €6,500 per advert, per date 2 Accrued Points |
| EHRA 2020 Congress News Advert | **No product advertising permitted** An advert can be added to the inside pages of the Congress News. You can choose the date of publication of your advert in one of the 3 editions. | Lifespan: Congress | €5,500 per advert 2 Accrued Points |
| EHRA 2020 Congress News Printed Version | **No product advertising permitted - Exclusive sponsorship** The EHRA 2020 Daily Congress News is the official congress newspaper distributed onsite. It contains all the latest news, views and analysis as well as congress highlights and presents an exceptional opportunity for sponsors to advertise their congress message to onsite delegates on the back cover, on all 3 editions. Each day a new edition is distributed onsite. | Lifespan: Congress permanent archive/reference material Quantity: 6,000 copies in total (subject to change) | €15,000 Back cover advert for 3 days 6 Accrued Points |

*The figures are based on the number of registered delegates and members who have accepted to receive ESC emailings at the time of the eBlast.

All prices are excluding VAT
Product Description Focus Price / Accrued Points

EHRA 2020 e-Daily News
No product advertising permitted - Exclusive sponsorship
Our digital EHRA Congress News presenting key congress messages will be emailed daily to defined target audiences. One version will be sent to EHRA members including scientific articles, congress highlights, links to congress resources as well as news from EHRA. Registered delegates will receive a separate emailing with an additional focus on daily onsite activities. Take this opportunity to get your messages across to healthcare professionals worldwide (2 adverts maximum per sponsor).

Life span: Congress
Sent daily to all delegates and EHRA members, representing ~3,800 healthcare professionals (in 2019).
€10,000
3 days
4 Accrued Points

EHRA 2020 Mobile App
Product advertising permitted in sponsor button only - Exclusive sponsorship
Provide delegates with this indispensable tool and showcase your company's involvement in our dedicated sponsor section which includes:
- Your advertisement in the form of sliding banners (up to 4 banners - product advertisement permitted)
- Details of your sponsored sessions (which are also highlighted in the daily schedule section)
- Stand positioning
- Your activities on site
- Contact details
This environmentally-friendly initiative is rapidly becoming the platform of reference for delegates who wish to have the Congress at the tip of their finger. With this mobile device tool, delegates are able to:
- Consult the daily updated Final Programme
- Build their schedule with their sessions of interest
- Receive your Splash Screen & Push Notification adverts
- Navigate through the venue thanks to the intuitive floorplan

Life span: Pre-congress, congress
Reach: At our previous edition, the EHRA 2019 Mobile App was downloaded over 3,750 times.
€25,000
10 Accrued Points

Mobile App Splash Screen & Push Notifications
No product advertising permitted
This virtual Splash Advert is an innovative way for session organisers to reach out to delegates by offering catchy versions of their adverts in the Mobile App. The advert promotes your sessions for 4 seconds before it is closed both when the Mobile App is launched and once an update is accepted. In addition to this, the Push Notification (linked to the related Splash Advert) will add a link to your scientific programme to the device’s newsfeed in chronological order, thus making your Satellite Symposium the absolute “Do not miss” session of the day.

Life span: Congress
Advert duration: 4 seconds
€5,000 per splash screen
2 Accrued Points

Live Broadcasting
No Live Broadcasting permitted outside this product
The ESC offers our industry partners the possibility to optimise their investment and extend the reach of their industry sponsored sessions organised during EHRA 2020, by giving them the possibility to reach out to a live audience with a live stream of their session from the congress centre.
You are obliged to use the services of the Speaker Service Centre to avail of this price. This price includes one stream per Satellite Symposium in English.

Life span: Congress
Available for Satellite Symposia only.
€10,000
4 Accrued Points

All prices are excluding VAT
The Mobile App “Vote & Ask a question” sessions have been developed internally with the specific aim of making your sessions the platform for scientific exchange which delegates are looking for. You are obliged to use the services of the Speaker Service Centre to benefit from this service.

Programme at a Glance Adverts
Product advertising permitted
The EHRA 2020 Programme at a Glance is a practical pocket guide providing delegates with a quick day-to-day view of the scientific programme. Place your message on the back cover or inside back cover of this popular quick guide. This document will be given to all delegates along with their badges.

Price / Accrued Points
€10,000 Inside back cover including production
4 Accrued Points
€15,000 Back cover including production
6 Accrued Points

Vote and Ask a Question
No product advertising permitted
The Mobile App “Vote & Ask a question” sessions have been developed internally with the specific aim of making your sessions the platform for scientific exchange which delegates are looking for. You are obliged to use the services of the Speaker Service Centre to benefit from this service.

Price / Accrued Points
€7,500
2 Accrued Points

Webcast – Video and Slides
Extend the reach of your Satellite Symposium by posting the webcast of your session on ESC 365. This platform offers year long access to resources from the congress (abstracts, slides, webcasts, e-Posters). The use of the speaker service centre is mandatory. Exceptions are subject to ESC approval with an increase in the price offer. The webcast will be uploaded within 24 hours maximum. The ESC will provide webcast sponsors with the video files after the Congress.

Price / Accrued Points
€10,000
4 Accrued Points

Onsite Advertising
Product advertising permitted on selected items
Increase your visibility at the Congress with onsite advertising. Communicate on your therapeutic areas of research & innovations, promote your Industry Sponsored Sessions or encourage delegates to visit your stand on the various locations available. Contact industry@escardio.org for further details.

Price / Accrued Points
€10,000
4 Accrued Points

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.

Sponsorship items are assigned in line with Accrued Point ranking for applications submitted before 13 September 2019. After 13 September 2019, sponsorship items will be assigned on a first come, first served basis.
Rooms at EHRA

Meeting Rooms
The ESC allows companies to host a limited number of guests and organise small and informal meetings in a range of rooms reserved for 2 and half days, available within the congress centre. Hands-on and training of products/therapies are not permitted in Meeting Rooms. The rooms include a standard set-up (Board shape). Meeting Rooms organisers are responsible for additional furniture, AV equipment and catering arrangements.

Rental costs for the Congress duration:

<table>
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<tr>
<th>Room Size</th>
<th>Prices</th>
<th>Accrued Points</th>
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Meeting Rooms can be made available for one day minimum only on request.
Price: €2,500

Industry Welcome Desk
Exhibiting companies are invited to rent Industry Welcome Desks located next to the registration. These desks will offer you visibility at the congress entrance and enable a central point of contact.

<table>
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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 200 guests.
- Meeting is not promoted in the congress centre or in any EHRA 2020 publications.

<table>
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<th>Prices</th>
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Permitted meeting types:
Company staff meeting, congress briefing, investigators meeting, clinical trial updates.

Strictly forbidden: meeting with any formal presentations for delegates.

All prices are excluding VAT
Should you require any further information regarding the application process, please contact us at industry@escardio.org.

Items will be assigned in line with the accrued point ranking up until 13 September 2019. Returning a signed Order Form implies a tacit agreement of the ESC Guidelines for Industry @ Congresses available on the Industry Portal: www.escexhibition.org.

All terms and conditions regarding your participation will be detailed in these Guidelines for Industry Participation.

Key Dates

<table>
<thead>
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<th>Event</th>
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<td>Deadline for applications with priority status</td>
<td>13 September 2019</td>
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<tr>
<td>Call for abstracts &amp; clinical cases</td>
<td>19 August - 22 October 2019</td>
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<td>Early fee registration deadline</td>
<td>3 February 2020</td>
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<td>Late fee registration deadline</td>
<td>2 March 2020</td>
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<td>EHRA 2020 in Vienna, Austria</td>
<td>29 - 31 March 2020</td>
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Application & Guidelines for Industry Participation at EHRA 2020

Items will be assigned in line with the accrued point ranking up until 13 September 2019.

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The accrued point system was established to recognise long term investment in EHRA Congresses. Points are accumulated over a total of four congresses and products are assigned on a priority basis in line with the ranking.

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Essential information

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Reed Messe Wien GmbH
Messeplatz 1,
1020 Vienna, Austria
Website: www.messecongress.at

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