

www.escardio.org/EHRA

EUROPACE

THE MEETING OF THE EUROPEAN HEART RHYTHM ASSOCIATION

Lisbon

24-27 June 2007
Portugal



INDUSTRY PROSPECTUS



INDUSTRY PROSPECTUS EUROPACE 2007 24 - 27 June 2007, Lisbon, Portugal



Letter from the President

After an extremely successful EUROPACE meeting in Prague last year, it is with great pleasure that the European Heart Rhythm Association (EHRA) invites you to discover the Industry Prospectus for EUROPACE 2007, 24 - 27 June, in Lisbon, Portugal.

The scientific programme committee, led by Professor Karl-Heinz Kuck has for one of its aims, to provide a comprehensive programme that extends from research sessions to hands-on practical courses. Basic science will be included in the programme and most recent clinical trials will be presented and commented. The programme will provide an extensive curriculum covering diagnosis and management of arrhythmias, including use of drugs and devices. A special focus will be devoted to the role of devices in the management of Heart Failure patients.

You will find numerous offerings for Industry participation, sponsorship and association with EUROPACE 2007 detailed in the following pages, along with the list of our Industry partners from last year's congress. We are also pleased to inform you that sponsorship prices will be consistent with those of 2005, and invite you to take a look at new items included to maximise your participation and visibility at this event. At EUROPACE 2007 we will once again provide the possibility of participation within the Learning Village, an innovative and hands-on approach to showcasing your latest technology to a superb target delegate group.

With all this in mind, on behalf of the EHRA executive board, Professor Karl-Heinz Kuck, and Professor Pedro Adragao, our local host, we look forward to an exceptional EUROPACE congress 2007 in Lisbon, and the continued support and collaboration from our Industry partners.

For any queries on the planned participation of your company at EUROPACE 2007, please contact Aine M Gately, Industry Relations Officer, at EPSponsorship@escardio.org

Silvia G. Priori
President, EHRA

EUROPACE Committee

EUROPACE 2007 Committee

Carl-Heinz Kuck, Hamburg (DE), President of EUROPACE Scientific Committee

Silvia G. Priori, Pavia (IT), President of EHRA

Pedro Adragao, Carnaxide (PT), Local Host

Scientific Committee Members

Etienne Aliot, Vandoeuvre-les Nancy (FR)

Angelo Auricchio, Lugano (IT)

Carina Blomström-Lundqvist, Uppsala (SE)

Michele Brignole, Lavagna (IT)

Josep Brugada, Barcelona (ES)

Harry Crijns, Maastricht (NL)

Paolo Della Bella, Milan (IT)

Hein Heidbuchel, Leuven (BE)

Stefan Hohnloser, Franckfurt (DE)

Josef Kautzner, Prague (CZ)

Jose Merino, Madrid (ES)

Amiran Revishvili, Moscow (RU)

Philippe Ritter, Saint-Cloud (FR)

Richard Sutton, London (UK)

Panos Vardas, Heraklion (GR)

EUROPACE General Congress Information

Venue

Lisbon Congress Centre

Praça das Indústrias
1300-307 Lisbon, Portugal
Web Site: www.aip.pt

EUROPACE Secretariat

EUROPACE is organised by the ESC Congress Division.

E.S.C. - 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 76 01
E-mail: europace@escardio.org
Web Site: www.escardio.org/EHRA

Registration

Participants will be able to register on www.escardio.org/EHRA using MyESC Registration Service or by filling in the official registration form which can be downloaded.

Deadline for Early Fee Pre-registration: 18 April 2007

Deadline for Pre-registration: 18 May 2007

After 18 May 2007, participants can register on-site in Lisbon.
For questions about registration, please contact the Registration Department:
E-mail: EPregistration@escardio.org

Housing

A list of selected hotels with negotiated rates is published in the Preliminary Programme. Booking will be possible by filling in the official hotel form which can be downloaded.

Social Events

The Opening Ceremony will take place on Sunday 24 June 2007.
Respecting the EUROPACE tradition, the EHRA Dinner will close the conference on the evening of Tuesday 26 June 2007.
Participants and accompanying persons will be proposed guided tours to visit Lisbon and the surrounding area.

Meeting Format

The Programme Committee has planned an exciting programme on rhythmology advances and issues, which will be explored through a variety of session formats: Abstracts, Awards, Posters and Moderated Posters, Main sessions, Symposium, Teaching, How to and Meet the Expert sessions, Debates, Lectures, Satellites Symposia, etc

More information can be found on: www.escardio.org/EHRA

EUROPACE 2007 Facts

Past attendance and number of abstracts submitted

EUROPACE 2001	Copenhagen	1800 participants	<i>information not available</i>
EUROPACE 2003	Paris	2269 participants	890 abstracts submitted
EUROPACE 2005	Prague	3613 participants	952 abstracts submitted

EUROPACE 2005 Breakdown of attendees by country

Algeria	5	Lithuania	4
Argentina	15	Luxembourg	2
Australia	19	Macedonia, Former Yugoslav Republic of	3
Austria	35	Malaysia	20
Azerbaijan	1	Martinique	1
Belarus	1	Mexico	12
Belgium	98	Monaco	1
Brazil	34	Morocco	5
Bulgaria	5	Netherlands	130
Canada	14	New Caledonia	1
Chile	2	New Zealand	2
China, Republic of (incl. Hong Kong)	80	Norway	29
Colombia	3	Panama	1
Costa Rica	1	Peru	1
Croatia	22	Poland	115
Cyprus	1	Portugal	103
Czech Republic	80	Reunion	3
Denmark	41	Romania	23
Egypt	5	Russian Federation	32
Estonia	3	Saudi Arabia	15
Finland	20	Serbia and Montenegro	16
France	267	Singapore	3
French Polynesia	1	Slovak Republic	23
Germany	143	Slovenia	3
Greece	100	South Africa	10
Guatemala	1	Spain	163
Hungary	17	Sweden	49
Iceland	4	Switzerland	59
India	1	Syria Arab Republic	4
Indonesia	3	Taiwan, ROC	6
Iran (Islamic Republic of)	19	Thailand	13
Iraq	2	Tunisia	12
Ireland	4	Turkey	40
Israel	32	Ukraine	3
Italy	324	United Arab Emirates	2
Japan	60	United Kingdom	61
Jordan	2	United States of America	113
Korea, Republic of	28	Uruguay	4
Kuwait	1	Uzbekistan	2
Lebanon	5	Venezuela	12

EUROPACE 2007 Industry Partner Participation

EUROPACE unites the core community of clinicians and researchers in the field of cardiac arrhythmias and electrophysiology and offers numerous possibilities to our industry partners involved in this field. Encouraged by the success of industry participation at EUROPACE 2005, we welcome all companies to consult the following pages and commence their participation at EUROPACE 2007 with Exhibition, Satellite Session and other forms of congress activity.

Sponsors of EUROPACE 2007 will:

- reach an international audience of clinicians and researchers in the field of cardiac arrhythmias
- gain association with and contribute to the high quality scientific content of the conference and avail of unique opportunities to showcase their cardiac products and services to specialists in their field through Satellite Symposia, Exhibition, and other forms of congress participation.

The following is the list of **Industry Partners** present at **EUROPACE 2005**:

3M HEALTHCARE	CARDIOTEK	MEDICO SPA
AAMI	CATHRX	MEDTRONIC
AI SEMI LTD	CNSYSTEMS GMBH	MENNEN
APC CARDIOVASCULAR	DR. OSYPKA GMBH	MINDGUARD
LTD	ELA MEDICAL	NYCOMED
BARD	ELSEVIER	OMEGA MEDICAL IMAGING
BAYLIS MEDICAL	ENDOCARDIAL	OMRON HEALTHCARE
COMPANY	ENPATH MEDICAL INC	PHILIPS MEDICAL SYSTEMS
BIOMECH	EPMEDSYSTEMS	SIEMENS
CARDIOVASCULAR	FIAB	SORIN BIOMEDICA
BIOSENSE	FINAPRES MEDICAL	SPECTRANETICS INT.
BIOTRONIK	SYSTEMS	ST JUDE MEDICAL
BLACKWELL PUBLISHING	GE MEDICAL SYSTEMS	VITATRON
CAMERON HEALTH INC.	GUIDANT	WISEPRESS

EUROPACE Sponsorship Opportunities

The following overview provides a list of Promotional and Sponsorship opportunities including prices and corresponding descriptions. Suggestions for sponsorship initiatives are welcome, please contact Aine M. Gately, Industry Relations Officer, at EPsponsorship@escardio.org

In addition to the manner of recognition shown below, sponsors will be acknowledged in all EUROPACE printed material and on the EUROPACE Web Site.

All sponsorship requests will be allocated on a first-come, first-served basis.

**All prices listed within this document are exclusive of VAT
Payment in €(Euro) only**

***** Photos are not contractual *****

Exhibition Space

The exhibition will be held in Pavillion 2; all participants will walk by this area to go to the lecture rooms.

Price for space only €500 per m²

Price for Publishers €350 per m²

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



The stands will be assigned on a first come, first served basis.

Guidelines for Exhibitors, giving full details, will be sent upon request and an Exhibitors Manual with order forms will follow in due course.

Satellite Symposia

A limited number of time slots have been made available for **Satellite Symposia**. Time slots are assigned on a first-come, first-served basis. Other services include access to and use of the audiovisual equipment in the room as well as the Speakers' Service Centre services. The list of equipment will be communicated upon room assignment.



Cost of additional equipment, food and beverage will be at the expense of the sponsor. Room capacity: 300 - 700 persons.

Programmes will be published in EUROPACE Final Programme and on the EUROPACE Web Site.

Price

€35,000 per session

Function Spaces



A number of Function Spaces have been made available in the Lisbon Congress Centre for companies wishing to meet their guests during the conference. Companies are responsible for equipment and catering arrangements.

Prices available upon request

Advertisements

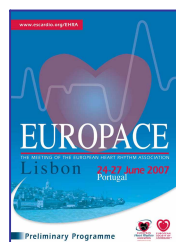


Advance Programme

Please book before **30 September 2006**.

Containing detailed programme information, sent to more than 15,000 cardiologists around the world.

2nd cover €3 000
Back cover €5 000



Final Programme

Please book before **31 December 2006**.

Containing complete programme information, distributed to all registrants.

Back cover €8 000
2nd cover €5 000
3rd cover €5 000
Inside page €3 000

Abstract Book



The Abstract Book supplement to the EUROPACE Journal is distributed to all participants and will also reach all the subscribers to the Journal.

Exclusive sponsor package

Inside page €3 000
2nd cover €5 000
Back cover €8 000
Price upon request

Abstract CD-ROM

A searchable CD-ROM including all the EUROPACE accepted Abstracts with a voucher in order to pick up the Abstract CD-ROM from the Sponsors stand.

Price available upon request

Web Link

Industry-created web page highlighting Congress Exhibition and/or Satellite activity. Use these pages to maximise attendance at your stand or satellite. Available on EUROPACE Web Site.

Price of Web Link **€2 000**

Conference Bags



The sponsor's name and logo will be printed on the bags, distributed to all participants.

Price of exclusive sponsor package incl. production **€20 000**

Price of exclusive sponsor package excl. production **available upon request**
(Sponsor to provide bags)

Badge laces

The sponsor's name and logo will be printed on the badge laces, distributed to all participants.

Price of exclusive sponsor package incl. production **€15 000**

Price of exclusive sponsor package excl. production **available upon request**
(Sponsor to provide laces)

Cyber Café

The sponsor's logo will be printed on the page dedicated to the Cyber Café printed in the Final Programme.

The corporate name and logo of the sponsor will also be on the screensavers of the Cyber Café monitors.

Price of exclusive sponsor package **available upon request**

Inserts in Conference Bags

Use this opportunity to place your Exhibition or Satellite Symposium invitation directly into the conference bags distributed to each delegate attending the meeting. All content must obtain prior ESC approval and adhere to the guidelines to be provided in due course.

Price of insert **€5 000**

This price does not include production costs.

Writing Pads and Pens

Exclusive sponsorship of pads and pens to be distributed in the conference bags is available.

Sponsor logo and EUROPACE logo will be printed on the pads and on the pens.

Price of exclusive sponsor package **€10 000**

Coffee Breaks

During the Congress, coffee will be available to registrants twice daily in the Poster Area. Signs with the Company sponsoring the coffee break will be placed on the serving station. The sponsor may provide napkins with the company logo, if desired.

One coffee break	€1 500
All coffee breaks during the entire Conference (5)	€7 000

Lunches

During the Conference, lunch bags will be distributed to registrants in the Exhibition Area. Signs with the Company sponsoring the lunches can be printed on the lunch boxes. The sponsor may provide napkins with the company logo, if desired.

One day	Price available upon request
Two days	Price available upon request

EHRA Dinner

An EHRA Dinner will close the Conference. Companies are invited to subsidise this event (musicians, shuttle buses etc.), which will take place on Tuesday, 26 June 2007.

The corporate name and logo of all sponsors will be reproduced on the menu and the tickets.

Approximately 600 people are expected to attend.

Prices available upon request

Unrestricted Educational Grant

Companies can have their name associated with certain sessions of the official scientific programme.

Grant per session	€10 000
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Learning Village Participation

Companies are invited to participate in the EUROPACE 2007 Learning Village with the organisation of workshops, hands-on training modules and interactive learning sessions in the dedicated area within the congress centre. Open for the entire duration of EUROPACE 2007, your company can showcase the latest technologies, applications and systems available to your target delegate group reach.

Price	€15 000
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Unrestricted Educational Grant - Guidelines

Companies are permitted to 'associate' with the Scientific Programme of EUROPACE 2007, or a designated aspect thereof, on the following strict guideline.

- An Unrestricted Educational Grant will imply an association, by Industry, with an aspect of the Scientific Programme, not influenced by the supporting company by means of speaker suggestion, topic proposal or other such involvement. The support of a scientific session in the form of an Unrestricted Educational Grant implies the acceptance of the EUROPACE Committee to permit our industry partners to associate in *name only* with a session already defined, in full, as part of the EUROPACE scientific programme.

- In supporting the session, in the form of an Unrestricted Educational Grant, the company will be recognised by the following phrase wherever the session is detailed on any EUROPACE 2007 programme: "Supported by '*Company X*' in the form of an Unrestricted Educational Grant".

No deviation from or paraphrasing of this statement is allowed.

- Acknowledgement of Unrestricted Educational Grant will be noted as follows:

- 1) Under the relevant session listed in EUROPACE 2007 Final Programme Printed Version.

- 2) Under the Industry Partner heading in the EUROPACE 2007 Final Programme, both Printed version and Online (Page entitled Exhibition, Satellite & Sponsors)

- The Supporting company may not, under any circumstances, advertise or promote their association by Unrestricted Educational Grant. Any concessions to this rule must be requested to and approved by the EUROPACE 2007 Committee.

Learning Village Overview

For further information on the EUROPACE 2007 Learning Village and how your company may participate, please contact Aine M Gately, Industry Relations Officer, EPsponsorship@escardio.org.

What are the components of the Learning Village:

- A Room, or rooms, separate from the Exhibition Area but to be considered as complimentary to and part of the Exhibition as far as Industry showcasing their products and applications is concerned.

- The Learning Village will be open during Exhibition Hours only.

- All training and workshops will not be part of the scientific programme and will be considered as an extension of Industry Exhibition Activity but in a designated area for ease of access and quietude to visiting delegates.

- The company or companies involved in the Learning Village would be responsible, on their booth, to enlist delegates to sign up for attending the workshops according to a regulated schedule.

- The Learning Village will contain such device/equipment as virtual cath labs, implant simulator equipment, other simulators, several pacing pieces, lead placement equipment and so forth.

- Hands-on sessions only, no lecture, presentation or film allowed.

- The duration of the sessions should not be limited but the number of attendees shouldn't exceed 10 per session.

- The Learning Village will be a payable service by Industry in order that they can officially 'sponsor' the Village, or a part thereof, as they would an Exhibition booth or Satellite/Workshop.